2017 MDSG CONFERENCES
JAKARTA, INDONESIA

JAKARTA, INDONESIA
15-16 DECEMBER 2017

CO-ORGANIZER
Welcome to MDSG Conferences 2017

Dear Professor, Dr and distinguished delegates,

Welcome to the MDSG Conferences 2017 in Jakarta, Indonesia. On behalf of *Malaysia Doctorate Support Group*, I would like to thank all the Conference Chair, Program Chairs and the Technical Committees. Their high competence and professional advice enable us to prepare the high-quality program. For the participants, we hope all of you have a wonderful time at the conference and also in Jakarta, Indonesia.

We believe that by this excellent conference, you can get more opportunity for further communication with researchers and practitioners. For the conferences *AMESTIC 2017, BEFISSIC 2017, RICTSE 2017, AICSET 2017, AICBMR 2017, ICSSB 2017, JICTSE 2017 and JICEHM 2017* more than 55 submitted papers have been received and 30 papers have been accepted and published finally.

In order to hold more professional and significant international conferences, your suggestions are warmly welcomed. And we are looking forward to meet you again next time.

**Best Regards,**

**Thank you.**

Yours Sincerely,

Datin MZ Zainab
Director – Conference Management
Chairman, MDSG Conferences 2017 Jakarta, Indonesia
Message from MDSG Honorary Advisor

On behalf the Malaysia Doctorate Support Group, it is my privilege to welcome you to the Malaysia Doctorate Support Group Jakarta, Indonesia 2017. MDSG is an independent, non-political, non-governmental organization of distinguished scientists dedicated to advancing science around the world. We aim to help scientists and researchers to publish their findings in scientific journals and to promote and help to organize worldwide conferences. We believe that has no boundaries, regardless of the great distances between countries and continents. Thus MDSG welcomes contributions from researchers from all concern irrespective to the race, colour, religion and nationality.

Best Regards

Prof. Dr. Abdel Rahman Mohammad Said Al Tawaha
Honorary Advisor

*MDSG Conferences 2017 Jakarta, Indonesia*
About Malaysia Doctorate Support Group

The Malaysia Doctorate Support Group is a non-profit international association dedicated to the promotion of international education and university cooperation in the field of Business, Art, Social Science, Management, Education, Science, Technology, Engineering and any other related field.

Through the organization of different international events, it brings together institutions, bodies and organizations from different countries of the world for discussion and cooperation. MDSG Mission is to promote and enhance the dialogue in education among the institutions devoted to field mentioned above through:

- Promotion of best practice standards in the service of international education.
- The facilitation of relevant forums, training and information exchange.
- Creation and dissemination of knowledge; exert an influence in public policy.
- Production of publications used as a database document for research works, projects and innovation activities held on the international education field.

MDSG believes that this is best achieved through international cooperation and promotes the development of closer links among relevant institutions and individuals around the world. MDSG supports that such international cooperation can help countries learn from each other and promotes the dissemination of scientific and engineering activities. MDSG intends to achieve the mentioned objectives and get an international visibility by the organization of international conferences and by interacting with public and private organisms from all parts of the world.

www.malaysiadsg.org
www.academicconferencealert.com
All accepted papers will be published in:

- Middle-East Journal of Scientific Research (MEJSR) (H Index 26) (issn: 19998147) (Scimago journal)
- World Applied Sciences Journal (WASJ) (online issue ISSN: 1818-4952) (ERA Journal)
- Advances in Environmental Biology (AEB) (online issue ISSN 1995-0756) (Indexed by ERA Journal)
- Journal of Engineering and Science Research (JESR) (eISSN : 2289-7127) (Google Scholar, MyJurnal)
- Journal of Applied Science Research (JASR) ISSN: 1819-544X (H Index 16) (scimago journal)
- Research Journal of Social Sciences (RJSS) (ISSN:1815-9125) (peer review journal)
- International Journal of Administration and Governance (IJAG)(ISSN 2077-4486) (peer review journal)
- Journal of Engineering and Science Research (JESR) (eISSN : 2289-7127) (Google Scholar, MyJurnal)
- Advanced Journal of Technical and Vocational Education (AJTVE) (eISSN : 2550-2174) (Google Scholar, MyJurnal)
- ADVANCED SCIENCE LETTERS (ASL) ISSN: 1936-6612 (Print): EISSN: 1936-7317 (Scopus Journal)
- International Journal of Advanced and Applied Sciences (IJAAS) (ISI/Thomson Reuters Web of Science Core Collection) (online issue) (ISSN:2313-626X)
- Journal of Engineering and Applied Sciences (JEAS) ISSN: 1816949X (Scopus Journal)

One Best Presenter Award will be selected from each oral session. The Certificate for Best Presenter award will be awarded after presentation session.
KEYNOTE SPEAKER:

Keynote 1

Prof. Dr. Abdel Rahman Mohammad Said Al-Tawaha
(Ph.D McGill University)
Keynote 2

Honorary Advisory MDSG
Fellow, Institute of Materials, Malaysia
Fellow, IPN.org
Senior Member, Society of Manufacturing Engineers USA
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MDSG Conferences 2017 Jakarta, Indonesia, Chairman

Datin MZ Zainab

MDSG Conferences 2017 Jakarta, Indonesia, Academic Committee

Conference Chair

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INSTRUCTION FOR ORAL PRESENTATION

Devices Provided by the Conference Organizer:

- Laptop (with MS-Office & Adobe Reader)
- Projector & Screen
- Laser Sticks

Materials Provided by the Presenters:

- PowerPoint or PDF files

Duration of each Presentation (Tentatively):

- Regular oral presentation: about 15 minutes (including Q&A)
- Keynote speech: about 40 minutes (including Q&A)

Notice: Please keep your belongings (laptop and camera etc) with you!

During registration:

Original Receipt
Representative / Pass Card with lanyard
Printed Program
Lunch Coupon
Participation Certificate (collected from Session Chair after the session)
Conference Bag
## Conference Program

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<td>Venue: Punan Room, 6th Floor</td>
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<td>Opening Remarks</td>
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<td>0845 - 1000</td>
<td>Plenary Speech 1</td>
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<tr>
<td>December 16, 2017</td>
<td>Venue: Punan Room</td>
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<td>Session 1</td>
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<td>Venue: Food Exchange</td>
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Universiti Brunei Darussalam, Brunei Darussalam |
| 2  | 003-cgk  | Annotating Images by Semantic Representation using the Open Knowledge Base  
Juzlinda Mohd Ghazali, Siti Noor Ahmad, Khairil Ashraf Elias, Shafinaz Mohd Niyaz, Shahrul Azman Mohd Noah, Lailatul Qadri Zakaria  
Kolej Universiti Islam Antarabangsa Selangor (KUIS), Malaysia |
| 3  | 004-jictse | Comparative Study of Tensile Strength of Ductile Iron Alloyed with An Equal Amount of Copper and Nickel Separately  
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The University of Lahore, Lahore, Pakistan. |
| 4  | 003-richtse | Surface water quality assessment of the Gebeng industrial area using water quality standard and index  
Universiti Malaysia Pahang, Kuantan, Pahang, Malaysia |
| 5  | 004-cgk  | Efficient Algorithm for Ocean Wave Profile Simulation in Malaysian Waters  
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Suppagarn Thiteja, Soontorn Khamyong, Arisara Charoenpanyanet, Panlop Huttagosol and Amarin Boontun  
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University of Ruhuna, Wallamadama, Matara, Sri Lanka. |
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| 2  | 001-icssb| Textbook Analysis of “Al-Munir Al-Lughah Al-carabiyyah Al-Ittisöliyyah”  
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| 7  | 007-cgk| Exploring Mathematics Anxiety and Self-Efficacy for Teaching Mathematics among Jordanian Elementary Pre-Service Teachers  
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Prince Mohammad Bin Fahd University, Kingdom of Saudi Arabia |
| 8  | 005-ricssb| Inward Export Performance and Export Marketing Strategy in Service Industry: Review and a Conceptual Framework  
Panteha Khodakarami, and Zukarnain Zakaria  
Universiti Teknologi Malaysia, Malaysia |
Conference Venue

Hotel Novotel Jakarta Mangga Dua Square
Jalan Gunung Sahari Raya No.1, RT.11/RW.6, Pademangan Bar., Pademangan, Kota Jkt Utara, Daerah Khusus Ibukota Jakarta 14420, Indonesia
Phone : +62 21 62312800

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Contact Person:
+6018-2189487 (IPN Education Group)
+6013-4234705 (Nurul Faezah)
Note
List of Abstract

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| 1  | 001-cgk | Proposal for Novel Supercontinuum Generated Photonic Crystal Fiber with High-Power for Ultrahigh-Resolution Optical Coherence Tomography  
Feroza Begum1*, Abul Kalam Azad1, Emeroylariffion Abas1, and Nianyu Zou2  
1Faculty of Integrated Technologies, Universiti Brunei Darussalam, Brunei Darussalam  
2School of Information Science and Engineering, Dalian Polytechnic University, Dalian, China  
*Email Address: feroza.begum@ubd.edu.bn  
Abstract: We represent a novel photonic crystal fiber with high nonlinearity for optical coherence tomography application. The proposed highly nonlinear photonic crystal fibers different properties are computed based on finite difference method. Ultraflattened dispersion, small chromatic dispersion slope, large nonlinear coefficients, and very small confinement loss property are obtained for this designed highly nonlinear photonic crystal fiber. Moreover, the high power wideband supercontinuum spectrum and high longitudinal resolution of living tissue are achieved. Longitudinal resolution of living tissue is achieved 1.3 μm at center wavelengths 1.1 μm as well as 1.0 μm at center wavelengths 1.31 μm by applying picosecond pulse. Furthermore, the output power of 64.0 W at 1.1 μm center wavelength and 67 W at 1.31 μm center wavelength is demonstrated. |
| 2  | 002-cgk | PI Controller Design for Velocity Control of a Mobile Robot  
Top Sokunphal1*, W.A.F.W Othman1*, SSN Alhady1*, Wan Rahiman1*  
1 School of Electrical and Electronic Engineering, Universiti Sains Malaysia, Malaysia  
* sokunphal@gmail.com, # wafw_othman@usm.my, µ sahal@usm.my, γ wanrahiman@usm.my  
Abstract: Velocity control of a ground robot is designed to obtain the current motion coordinate. Under the assumption of linear velocity and a fixed steering angle, the current motion coordinate of this robot can |
be defined. The closed loop control system is obtained by verification of DC motor model, design of speed controller by PI (proportional, and Integral) controller, and implementation of a kinematic model. A loop of PI controller is designed to provide a stable velocity to the system, and acquainted a current coordinate when the robot is started moving. The simulation and experimental results have demonstrated the functionality of velocity control of the mobile robot.

3 003-cgk  Annotating Images By Semantic Representation Using The Open Knowledge Base

Juzlinda Mohd Ghazali¹, Siti Noor Ahmad¹, Khairil Ashraf Elias¹, Shafinaz Mohd Niyaz¹, Shahruyl Azman Mohd Noah², Lailatul Qadri Zakaria²

¹Kolej Universiti Islam Antarabangsa Selangor (KUIS), Malaysia
²Universiti Kebangsaan Malaysia (UKM), Malaysia

Abstract: Images with crude description will provide inadequate information whilst images with no description will be inaccessible by text based search. Therefore, a good image annotation scheme is highly required. The aim of this study is to propose a novel approach to image annotation by combining image low level features and semantics available in open knowledge base. One of the steps in image annotation is image classification. The performance of various machine learning algorithms was compared in a comprehensive experiment conducted to determine the best classifier. Using feature extraction, initial tag population were generated by retrieving tags from the most similar images identified. The best parameters were determined by carrying out experiments to conclude the best performance produced. Finally, tags related to domain of interest were given semantic meaning by optimizing ontologies and the open knowledge base. The main evaluation of this study is to compare image annotation performance before and after linking to the open knowledge base. Evaluation is based on the standard performance metrics; precision, recall, and F-Measure. This study demonstrates that representing the identified concept of image annotation semantically is most useful in increasing image annotation performance.

4 004-cgk  Efficient Algorithm for Ocean Wave Profile Simulation in Malaysian Waters

Ahmad Idris, Indra Sati Hammonangan Harahap and Montassir Osman Ali

Department of Civil and Environmental Engineering, Universiti Teknologi Petronas Bandar Universiti, Seri Iskandar, 32610, Malaysia Affiliation

Abstract: This study presented an approach for ocean wave simulation in Malaysian waters by using the eigenfunctions of Prolate Spheroidal Wave Functions in which fewer number of independent random variables are used. It is an efficient approach that can allow the use of state of the art stochastic methods in the analysis and design of offshore structures. An algorithm was also developed for the simulation
of the wave in a computer program in which sub-routines were provided to solve the equations and matrices involved. The wave profile for the environmental parameters of the Malaysian offshore locations was simulated and the results presented.

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<th>5</th>
<th>007-cgk</th>
<th>Exploring Mathematics Anxiety and Self-Efficacy for Teaching Mathematics among Jordanian Elementary Pre-Service Teachers</th>
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<tr>
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<td>Yazan Alghazo</td>
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<td>Department of Humanities and Social Sciences, Prince Mohammad Bin Fahd University, Kingdom of Saudi Arabia</td>
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<td>Abstract: Mathematics anxiety is described as an individual’s negative response to any situation that involves mathematics, calculation, and numbers. The study aims to investigate whether there is a relationship between mathematics anxiety and teachers’ self-efficacy for teaching mathematics in Jordan or not. Methods: Quantitative data has been collected by using two different questionnaires that were distributed to all participants. Abbreviated Math Anxiety Scale (AMAS) was used to measure participants’ mathematics anxiety levels. AMAS represented “Internal consistency: α=.90; two-week test-retest reliability: r= .85”. Results: Levels of mathematics anxiety and mathematics self-efficacy for teaching mathematics among elementary pre-service teachers in Jordan were medium. Moreover, there is no significant difference at (α≤ 0.05) in means of mathematics anxiety and self-efficacy for teaching mathematics. There were noticeable differences in the means of the mathematics anxiety and self-efficacy for teaching mathematics among elementary pre-service teachers. Conclusion: Teachers’ education programs must emphasize the significance of teacher attitude and its long-term effect on their students’ dispositions towards mathematics.</td>
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<th>001-icssb</th>
<th>Textbook Analysis of “Al-Munir Al-Lughah Al-‘arabīyyah Al-Ittisāliyyah” Tac101 Universiti Teknologi Mara Malaysia</th>
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<td>Anuar bin Sopian</td>
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<td>UiTM Melaka Kampus Alor Gajah, Lendu, Alor Gajah 78000 Melaka, Malaysia</td>
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<td>Abstract: This study aims to determine the quality of textbooks in Arabic “al-Munir al-Lughah al-‘Arabīyyah al-Ittisāliyyah TAC101 as materials used in the teaching of the Arabic language in UiTM. Meanwhile the author analyses the data using content analysis. The study found that the book is worthy as a teaching at the university, especially in UiTM. This is due to the substance and the composition of this book has met the general characteristics and specific features of textbooks. In addition, the book also meets the characteristics of a good textbook that can benefit the university, faculty and students in UiTM. The advantage of this textbook is the language used is fluent Arabic, arranged systematically, and furnished with many coloured illustrations. While the drawbacks are there some fielding error in the word and no reference list.</td>
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<td>7</td>
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<td>COMPARATIVE STUDY OF TENSILE STRENGTH OF DUCTILE IRON ALLOYED WITH AN EQUAL AMOUNT OF COPPER AND NICKEL SEPARATELY</td>
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<td>M. Ashraf Sheikh</td>
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<td>Department of Technologies, The University of Lahore, Lahore, Pakistan.</td>
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<td>Abstract: There is a need to develop light weight, durable and cost effective material for use in various industries. Ductile iron is one such material. Researcher are working on this material to improve its mechanical properties by addition of alloying elements and by appropriate heat treatment. The objective this paper was to compare the tensile strength of ductile iron alloyed with copper and nickel separately. Three melts were made , one without any copper and nickel, the second with 1.0 Wt. % copper and third with 1.0 Wt. % nickel using sandwich method. Tensile test was performed to find out the effect of copper and nickel separately. It was found that the tensile strength increased in both the cases i.e. with the addition of copper and nickel in ductile iron. However, tensile strength increased more in case of copper addition than the case of nickel. Effect of austempering heat treatment was also studied to find out the effect of copper and nickel separately on tensile strength. The samples were austenitized at 900 °C for one hour and austempered at two temperatures; the low one at 270 °C and the high one at 370 °C for one hour showing an increase in tensile strength at both temperatures. It was observed that tensile strength was almost double at austempering temperature 270 °C than without austempering.</td>
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<th>Application of Remote Sensing for Estimation of Carbon Storage in a Plantation Forest on Reclaimed Land of Banpu Lignite Mine and Adjacent Natural Forest, Northern Thailand</th>
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<td>Suppagarn Thiteja¹ Soontorn Khanyong² Arisara Charoenpanyanet³ Panlop Huttagosol⁴ and Amarin Boontun⁴</td>
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<td></td>
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<td>¹Plant and Soil Sciences Department, Faculty of Agriculture, Chiang Mai University</td>
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<td>Email: <a href="mailto:ae.mn.cm@gmail.com">ae.mn.cm@gmail.com</a></td>
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<td>²Highland Agriculture and Natural Resources Department, Faculty of Agriculture, Chiang Mai University</td>
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<td>³Geography Department, Faculty of Social Science, Chiang Mai University, Thailand</td>
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<td></td>
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<td>⁴Mining and Petroleum Engineering Department, Faculty of Engineering, Chiang Mai University, Thailand</td>
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<td>Abstract: The carbon storage assessment of a 18-year-old plantation forest (PF) on reclaimed land of Banpu lignite mine, northern Thailand, was compared to nearby natural forest (NF), the dry dipterocarp forest (DDF). Vegetation study was taken using the sampling plot, each of size 40×40 m, and the total number of 12 and 10 plots were used for the PF and the NF, respectively. Data were obtained by measuring stem girths at breast height (1.3 m above ground, gbh) and heights of all trees with</td>
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</table>
height over 1.5 m. The standing biomass and stored carbon amounts were calculated using allometric equations. The relationship between the above-ground biomass carbon (CS) with actual wavelength associated with the vegetation was taken. LANDSAT-8 OLI images captured in 2015 were used for correlation and the multiple regression analysis for selection of the best equation to estimate the CS. It is found that the total number of 47 species (38 genera, 20 families) and 98 species (85 genera, 45 families) were existed in the PF and the NF, respectively. The CS amounts in plant biomass of the PF and the NF were determined in the following order; 47.80+0.77 Mg ha⁻¹ and 64.39+1.34 Mg ha⁻¹. The best-fit model for estimation of the CS in study plots showed the relationship between the ratio vegetation index (RVI) and the normalized difference vegetation index (NDVI); the PF, CS = (3467NDVI)-(743RVI)+392 with R² = 0.96, and the NF, CS = (217RVI)-(542NDVI)-194 with a coefficient of determination (R²) of 0.79. The average CS amounts of the PF and the NF by remote sensing assessment were estimated at 41.60 Mg ha⁻¹ and 63.54 Mg ha⁻¹, respectively. The CS estimation of the PF was lower than the NF. Improving planting technique is required for forest plantation on the reclaimed mine land to increase plant species diversity, biomass and carbon storages.

Classification of Remote Sensing Data using Texture Feature Extraction Algorithms


Abstract: Remote sensing images are potential sources of information for many users working in various fields, such as agriculture, geology and ecology etc. The extraction of features from high resolution remote sensing imagery provides a complementary source of information. In recent decades, the growth of image processing techniques have created a new research area to extract different criteria of features from remote sensing data with sophisticated algorithms. Texture provides the pattern of information or arrangement of the structure found in an image, is an important feature of many image types. The main objective of this study was to apply Texture Feature Extraction Algorithm (TFEA) with averaging algorithm to extract land use/cover map from remote sensing image. The ASTER satellite image (2010, March) in Nuwara Eliya, Sri Lanka, was used for study. As part of the preprocessing stage, image was first imported to ERDAS Imagine 9.2 followed by geo-referencing and re-projection into UTM, WGS 84 datum and zone 44 north using a first-order polynomial and nearest-neighbor transformation. Next, a subset of the study area was created from the original satellite image and re-sampled to 15m resolution. Finally, the post processing algorithms for the images such as radiometric, geometric and topographic corrections were applied. This
image was used to extract features of study area using TFEA. For this propose, image matrices are averaged to one dimensional array using a revised averaging algorithm to reduce the complexity of calculations and perform efficiency. Then texture classes was defined into six types of environments respectively water, forest, residential, shrub land, tea and other plantations. Combination of wavelet transformation algorithm and averaging algorithms was used to classify the land use attributes. The results show that the combination of texture methods and spectral information improves the results of classification. The study area of this research was selected as an example and developed application demonstrates the way of derived satellite images. Therefore, this study can be used as an example on future research.

| 10 | 009-jicibe | Production Management Model for Demand-Based Tomato Production System  
Ida Marina a Tomy Perdana a Trisna Insan Noor a Dety Sukmawati b  
a Agricultural Science, Faculty of Agriculture, University of Padjadjaran, Jatinangor Campus, West Java 45363, Indonesia.  
b Faculty of Agriculture, University of Winaya Muki, Tanjungsari Campus, West Java 45362, Indonesia.  
Abstract: Based on the literature review of supply chain management for fresh agricultural products, the problem is differentiated based on strategic issues, technical issues, and operational issues. However, this research is more focused on operational issues. Furthermore, operational issues are examined to find its main cause and a quality of fresh agricultural products. The availability of products at a certain time, changes in agroecosystems, attack of plant-disturbing organisms and the amount of waste produced in post-harvest are the impact of a poor production operating system of fresh agricultural products. All inputs in production operations require a regulatory system to achieve an expected production output. The regulatory system referred to by the author is the supply chain management in the production department to handle the operational issues of fresh agricultural products. In this research, management system and operational problem in fresh agricultural product were developed by system dynamics by using system thinking model, where every management problem and operational of fresh agricultural product was seen as a system, a whole interaction between elements of an object within certain environmental boundaries that work to see and discuss a reality that can help understand phenomena.  
11 | 010-icssb | DEVELOPING AND VALIDATING A SURVEY INSTRUMENT FOR MEASURING VALUES-BASED LEADERSHIP PRACTICE AMONG SCHOOL LEADERS  
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Institut Aminuddin Baki, Malaysia.  
Abstract: This article reports on the processes and procedures
employed to develop a validated questionnaire as an instrument to measure the practice of values-based leadership (VBL) among the school leaders. It was decided that a specially tailored instrument to relevantly measure the practice of VBL among the school leaders in the country needed to be developed although there were existing instruments available. The development of this instrument was based on the management and leadership context of the country. The study objectives were to identify questionnaire items based on specified domains and to assess the reliability of all the items. Content validity, face validity and construct validity have been considered for the study. Based on the literature, there were four main values regarded as the domains for this study namely, Basic Values, Moral Values, Social and Political Values, and Professional Values. The sub-values were then identified and put under each relevant domain. Next, 84 questionnaire items using Likert Scale that could be self-assessed by the school leaders managed to be identified. A pre-test was carried and followed by piloting the questionnaire after some modifications. Based on the Exploratory Factor Analysis (EFA) using the Principal Component Analysis (PCA) method, the study managed to identify 45 self-assessment items that could be used to measure the practice of VBL among the school leaders of the country.

12 012-aicbmr Sustainable Agribusiness : Technology Diffusion Barriers to Support Sustainable Agriculture

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Abstract: This study explores barriers of biotechnology adoption among conventional farmers in developing country. Many studies have discussed about the effect of conventional farming activity towards environment. Some of those studies found that conventional farming activity can cause pollution, especially as the effect of chemical pesticides application for pest control. Biopesticide are one of the biotechnology products which environmentally friendly and therefore can be alternative for farmers to reduce the use of chemical pesticide. However, the use of biopesticide still lack especially among conventional farmers in developing country. This study aims to investigate barriers factors affecting the use of biopesticide as the alternative solution for pest control. Qualitative method was used in this research. The samples were four farmers, two government institutions, one educational institutions, and two farming communities. The result showed that there are two group of barriers. First, barriers of adoption which are consist of economic factor, trust factor, social culture factor, and awareness factor. Second, diffusion of barriers factor which are consist of availability factor, development factor, and diffusion of information factor. One factor is consider as challenge for both group, names nature of biopesticide factor.

13 013-aicbmr The Effect of Perceived Market and Export Barriers on Export Performance of Small Medium Enterprise
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<th>Entrepreneurial Learning for People in Rural Areas: Supporting and Barrier Factors</th>
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<td>1</td>
<td>Entrepreneurship and Technology Management Research Group, School of Business and Management, Institute Technology Bandung, Indonesia</td>
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**Abstract:** Entrepreneurial activities in Indonesia are still centralized in big cities rather than in rural areas. Entrepreneurs in rural areas have different conditions and challenges with other entrepreneurs in big cities. Rural entrepreneurs learn and grow their business through direct interaction with the surrounding environment without relying on media such as internet. The learning process and the development of rural entrepreneur business are strongly influenced by environmental conditions that still hold an element of familiarity and high mutual assistance. The barriers that are faced by rural entrepreneurs are: (1). Financial management; (2). Human resources; (3). Capital obtaining; (4). Marketing; (5). Low purchasing power; (6). Lack of Information; (7). Products delivery; and (8). Government Support. In overcoming the barriers, there are supporting factors to help rural entrepreneur develop are: (1). Family support; (2). Society support; (3). Competition condition; (4). Network. Rural entrepreneurs get the knowledge of entrepreneurs by family or friend sharing, learning from experts, learning by doing and from role model. By through all these processes, rural entrepreneurs can survive and grow their business.

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<th>Surface water quality assessment of the Gebeng industrial area using water quality standard and index</th>
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<td>SALAH. M. G1, SUJAUL. M. I2*, ARAFAT. M. Y3, ABDULSYUKOR.R4, AND</td>
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**Abstract:** Market knowledge of the export activity becomes one of the factors influencing the perception of manager in perceived market besides international experience, language, age, and risk. The knowledge of the overseas market will constitute the perception of manager about export market. But, SMEs also receive the negative influence from varies barriers on export activity. The barriers will influence the performance of SMEs in export activity. The purpose of this study is to analyze how the influence of perceived market and export barriers to export performance and to firm performance. A structured questionnaire was design and generated from 113 SMEs in Indonesia. The data has been analyzed by the partial least square structural equation modeling (PLS-SEM). The result show the perceived market give positive impact for export performance and export barriers give negative influence to export performance. While, the export performance gives the positive influence to firm performance.
IDRIS. A

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Abstract: Surface water is a quick impact of pollution because of their easy accessibility for disposal of wastewater. Natural processes and industrial activities determine the quality of surface water in a region. The study was done to evaluate the surface water quality of Gebeng industrial estate, Pahang, Malaysia. Ten stations were established along the Tunggak and Balok River to collect water samples. The data were calculated according to Water Quality Index which obtained by Department of Environment (WQI-DOE) and categorized to compare with National Water Quality Standard Malaysia (NWQS). Water quality of Gebeng was classified based on WQI Malaysia as class III (51.9 – 76.5), and IV (< 51.9) which are slightly polluted and polluted due to low levels of DO and pH, and high levels of AN, BOD, COD, and TSS. It is clear that stations IZ2, IZ3, HA1, HA2, DS are received the largest pollutants discharged from the industrial sector. Generally, the results of this study will be very useful for policy maker and future studies to control and management of pollution in the study area.

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16 005-ricssb Inward Export Performance and Export Marketing Strategy in Service Industry: Review and a Conceptual Framework

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Abstract: The globalization of the marketplace in recent years has made it vital for firms to look for opportunities beyond domestic markets, not only for growth but also to survive. Despite the remarkable growth of service exports and the contributions of the service sector to the global economy, there is scant knowledge about what drives export performance of service sector, especially in inward export. Inward export is a form of export in which foreign consumers move to the service provider’s country. A large portion of researches mainly emphasise on outward export of service and little attention has been given to inward export of services. As a result, this study attempts to review the relationship between standardization/adaptation of export marketing strategy and export performance focusing on the education service as inward export. This study contributes to the understanding towards adaptation and standardization export marketing strategy and its relationship with inward export performance of service sector industry. This paper also identifies the challenges and issues related to inward export standardization/adaptation export marketing.