



# IMHS - 2019

**Proceeding of International forum for Management,  
Humanities, and Sustainability Research**

**November 15 – 16, 2019  
Turim Europa Hotel, Lisbon, Portugal**

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### PROCEEDING

#### **SUB-THEME 1: SOCIAL SCIENCE (Management, Humanities, and Sustainability)**

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## CONFERENCE DIRECTOR MESSAGE

European International Research Academy (EIRA) aims to embark on interdisciplinary discussions on vogueish research approaches, latest research findings and practical experiences in the field of social and applied sciences. EIRA is strongly committed to promote global communication, knowledge sharing, and a strong bonding among scholarly community. Therefore, EIRA offer a unique platform for professors, experts, researchers, students, scholars, professionals and interested individuals to exchange and discuss the latest scientific inquiries, methods, and achievements on novel research and discoveries with each other.

The EIRA further aims to;

- Provide a common platform for scholars and professionals to share and gain knowledge in their area of interest by interacting with others.
- Organize workshops for the awareness of latest research approaches, trends, and tools.
- Establish and maintain a professional network among international scholarly community.

The founders of EIRA believe that growth of academic society is not only based on the continues enhancement of education and research quality but also dissemination of knowledge and activities that triggers emerging issues and challenges that need to be adequately addressed to create a sustainable society.

I am really thankful to our honorable scientific and review committee for spending much of their time in reviewing the papers for this event. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We the scholars of this world belong to the elite educated class of this society and we owe a lot to return back to this society. Therefore, through EIRA I anticipate research that can reflect upon on innovative solutions and trigger debates on existing and emerging issues to open new opportunities and avenues for a better and sustainable society.

Thank You,



Dr. N. Ain  
Conference Executive  
EIRA.

## SCIENTIFIC COMMITTEE

**Dr. Constantine Dicos, Panteion**

University of Social and Political Sciences, Greece

**Prof. Dr. Jose Arce**

University of Navarra, Spain

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Polytechnic Institute, Portugal

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Yarmouk University, Jordan

**Prof. Dr. Salina Husain,**

University of Putra Malaysia, Malaysia

## ORGANIZING COMMITTEE

**Dr. N. Ain**

*Conference Chair*

**Mr. Robert Denglo**

*Conference coordinator*

**Mr. Yan Pisup**

*Conference coordinator*

**Mr. Methali Chaya**

*Conference coordinator*

## EIRA SPONSORS

We would like to extend our gratitude to the sponsor of this year's EIRA conference for all their support of this endeavor.



**WF Tjänster AB**

## CITY OVERVIEW

Lisbon is Portugal's hilly, coastal capital city. It is built on seven hills that overlook the Tejo river. The city is known for colonialist history, ornate architecture, numerous rooftop bars and terraces which offer excellent vistas of the old city.



**Praça do Comercio**



**Torre de Belem** (an iconic landmark)



**Pena National Palace**



**Ponta da Piedade**



**Algarve**



**Sesimbra beach**

## CONFERENCE PROGRAM

### DAY 01 (November 16, 2019)

<b>Time</b>	<b>Activity</b>
9:00 a.m. to 9.30 am.	Welcome Reception & Registration
9:30 a.m. to 9:40 a.m.	Welcome Remarks – Conference Coordinator
9:40 a.m. to 9:50 a.m.	Opening Ceremony
9:50 a.m. to 10:00 a.m.	Group Photo Session
10:00 a.m. to 10:30 a.m.	Grand Networking Session and Tea Break



## **DAY 01 (November 15, 2019)**

### **City Tour and Shopping Day**

All respective guests are free to conduct their own sightseeing and tour. The second day of the event is reserved for this memorable purpose.

## DAY 02 (November 16, 2019)

### Session 1 (10:30 am – 12:30 pm)

Venue: Room 1

#### Sub-Theme 1: Social Sciences (Management, Humanities, and Sustainability)

<b>IMHS-19-31</b>	Toward an Ecology of Encounter in Kathleen Jamie's Eco poetry	Dr. Anan Alkass Yousif
<b>ESMIR-19-244</b>	The culture of migrant worker (Cambodian, Lao, and Myanmar) affecting on the human resource management of enterprise in Samut Songkhram Province	Phichak Phutrakhul
<b>ESMIR-19-245</b>	Saraburi local administration organizations' in role in the elder potential development and social and economic opportunities	Marthinee Khongsatid
<b>ESMIR-19-249</b>	An Integrated Approach for ICT Projects evaluation	Dr. Abdullah Saad AL-Malaise AL-Ghamdi

#### Lunch Break (12:30 – 02:00 pm)

<b>ESMIR-19-254</b>	The forms of perception in the communicative dimension of digital	Douglas Rossi Ramos
<b>ESMIR-19-246</b>	Cultural tourism management model case study of Ban Na Kha Udon Thani Province	Ekkachai Sithamma
<b>ESMIR-19-247</b>	Evaluation of the Flood Management Project of a District in the central region of Thailand	Airawee Wiraphanphong

### Closing Ceremony

## **Sub-Theme 1**

### **SOCIAL SCIENCES (MANAGEMENT, HUMANITIES, AND SUSTAINABILITY)**

## Towards an Ecology of Encounter in Kathleen Jamie's Poetry

Anan Alkass Yousif\*

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### *Abstract*

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One of the global and crucial concerns of the twentieth and twenty-first centuries is ecological preservation of life-supporting system of the earth. It is considered one of the most important current studies that challenges the rapid degradation of the environment and wildlife. The purpose of this paper is to explore Kathleen Jamie's (1962- ) vital ecological vision that she conveys through her ecopoetry and through some of her nonfiction writings, arguing that developing ecological consciousness is crucial to not merely to rediscover the value of natural world but also to realize that it is another form the human self. The paper also retains that ecological degradation as revealed by Jamie's ecopoetry paradoxically stands as the very reason that would foster ecology of mind to observe the natural world as a valuable entity in itself. Jamie's literary output extends to generate citizens of the natural world, a world that is based on comprehending the interconnectedness and interdependence between people and their physical landscape. Otherwise, the contemporary individual would be inclined to live in self-isolation. To examine Jamie's portrayal of the relationship between man and his environment, ecocriticism is employed as an interdisciplinary approach that emerged in 1980s to interrogate man's patterns of relationships with nature, questioning the common notions of belonging and dwelling. In so doing, ecopoetry is shown as essential in cultivating a new canon of nature poetry that promote a maneuver beyond the politics of place and the limitation of nationhood. Jamie is that prominent contemporary Scottish poet who endeavors not only to promote ecological consciousness, but also to advocate a breakdown of all the barriers between the human and non-human world, man's individual 'I' and the assumed 'Otherness' of nature. It is the construction of a new poetic and ecological mode towards ecology of encounter, a path towards empathy between man and nature that would render the former more human and the latter more natural.

**Keywords:** Ecology, ecopoetry, ecocriticism, environment, encounter, Otherness, identity, interconnectedness.

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## **The culture of migrant worker (Cambodian, Lao, and Myanmar) affecting on the human resource management of enterprise in Samut Songkhram Province**

**Phichak Phutrakul\***

Suan Sunandha Rajabhat University, Bangkok, Thailand

### *Abstract*

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This research intended to examine the following: 1) to analyze the values of 3 ethnic groups consisting of (Cambodia, Laos, and Myanmar) which influence employment recruiting and management corporations in Samut Songkhram province and 2) to examine issues and hurdles. The developmental factors of the 3 foreign countries (Cambodia, Laos, and Myanmar, were influenced by employment recruiting and management in Samut Songkhram Temple. Moreso, the approach utilized in this examination consisted of a combined procedure analysis. Information was examined fully; of which consisted of 15 individuals, administrators of employment recruiting and management of alien employees and group 2 who supported necessary data. Besides, there was a surplus of broad data about foreign employees in Samut Songkhram province. Moreover, this included employees from the recruitment facility. Information was obtained and oversaw by the examiner. Thereafter, every piece of information was examined for veracity and evaluated for information. The quantitative information was inspected utilizing descriptive statistics; which included the frequency distribution and determining the percentage. A contextual analysis was utilized for qualitative information from interviews. Additionally, this data was interspersed with density registration and determining percentages from coupling directives that were replicated or indistinguishable and then amalgamated by the problems under the intention of research guidelines. The examination outcomes determined that 1) The values of the 3 nationalities consisting of (Cambodia, Laos, and Myanmar) influenced the employment recruiting and management of corporations in Samut Songkhram province. This essentially true in the case of providing breaks and sabbaticals; as well as embraced functioning together as teammates in the workplace. Meanwhile, the values of the alien ethnic group of migrant employees still influence hiring and preference. Likewise, this incorporates the progression of skillsets accolades and skills of which is transcendent. In turn, this influences the wellbeing, salary, and aesculapian expenditures too. 2) Hereof, providing vacations and sabbaticals were determined by value aspects in Cultural factors in clerical assumptions and livelihood circumstances. Furthermore, the environment and nourishment had the deepest brunt on employee recruiting and management in that vicinity. In terms of synergy, it was determined that enlightening characteristics in dialects between management and alien workers had the greatest influence on employee recruiting and management in that vicinity. Also, it was discovered that enlightenment aspects in a variety of dialects still dominated employment recruiting and preference. Additionally, this included the advancement of

adept employment in the course of employment recruiting and management broadly. For well-being salary and aesculapian expenditures; it was determined that enlightenment aspects consisted of livelihood, and nourishment having the greatest brunt. 3) The enlightenment issues and hindrances of the 3 ethnic groups of immigrant employees consisting of (Cambodia, Laos, and Myanmar) influenced the employment management and recruitment process of the organizations in Samut Songkram province. 3 These ethnic groups possessed the most issues and hindrances; that influenced them the most.

**Keywords:** Culture, Migrant worker, Human Resource Management.

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## Saraburi Local Administration Organizations' in Role in the elder potential development and social and economic opportunities

**Marthinee Khongsatid\***

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### *Abstract*

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This examination aimed to examine the following: 1) to inspect the function of local departmental institutions on the progression of civil and budgetary ability and circumstances of the elderly in the municipality of Saraburi. 2) to review the function of districts in establishing socio-economic circumstances for the elderly in the municipality of Saraburi. The procedure utilized in this analysis was done through quality research procedures. The populace examined comprised of the following 1) 28 elderly individuals, 2) 1 individual culpable for the activity about the elderly, and 3) 5 district chairmen. Information was gathered through the influence of the researcher. Thenceforth, all information was validated for efficiency and it was examined. The quantitative information was interpreted, by utilizing descriptive statistics. Moreso, this included frequency distribution determining the percentage. Additionally, qualitative information could be gathered from interviews utilizing context reasoning; that was interspersed into the frequency catalog. Moreover, the percentage was computed by joining information that was replicated or interchangeable. Afterward, the problems were harmonized under guidelines and analysis intentions. The study results demonstrated that the function of local government institutions in establishing civil and budgetary probability and freedoms for the elderly in the Saraburi municipality had 3 crucial aspects which were: 1) community 2) abridgment and 3) association cooperation. The outcomes exhibited that the most cooperated functions were 8 projects, 7 civil functions, and 4 budgetary functions. 1. There was a function of districts in establishing civil and budgetary freedoms for the elderly in Saraburi municipality, from members of 29 district associations. It was determined that the sample associations established freedoms and ability for the elderly in civil functions rather than budgetary ones.

**Keywords:** Local Administration Organizations, potential, elder.

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## An Integrated Approach for ICT Projects evaluation

**Abdullah Saad AL-Malaise AL-Ghamdi\*, Farrukh Saleem,**

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### *Abstract*

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Information and communication technologies (ICT) plays substantial role in providing the assistance to run organizational business processes properly. Each ICT project has its own vision and objectives; if achieved successfully the project would be considered a value-added asset for the enterprise. This research mainly concerns about measuring the impact of ICT project given the main objective of the project. The findings of this research indicate that the impact can be measured in two ways; (i) financial returns and (ii) non-financial returns. Furthermore, the subsequent types of measurement processes described in this research. In addition, the proposed model identified the overall evaluation procedure starting from its objectives until the target achievement. The model is useful for the decision makers and ICT managers to understand the post-implemented impact of ICT projects in the organization.

**Keywords:** ICT Project; Evaluation Framework; Return on Investment; Value on Investment.

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## The forms of perception in the communicative dimension of digital

**Douglas Rossi Ramos\***

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### *Abstract*

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The communicative revolution altered the very architecture of the informative process from the advent of web 2.0 and the internet of things. Therefore, there is the replacement of a frontal form of information transfer (book, press, TV) by an interactive, collaborative and “reticular” which involves the continuous participation of the user. At this juncture, there is the emergence of a new form of interaction that is the result of technological innovation that changes the way we communicate and their meanings, while stimulating unprecedented interactive practices between us and information technologies. Such context comes to be approached by several authors as an era of “post humanism”, in which the network and its information flows would not be linear nor the frontal interactive dynamics. This paper aims to discuss the issue of the notion of 'perception' in the current conjuncture of digital, which would be characterized by peculiar ways of being and inhabiting. The communicative dimension of dwelling opened the possibility of thinking about the role of the media as an intervening element in housing practices, capable of altering the perception of the place and at the same time influencing relations with the environment. The digitalization of territories and the set of technological and communicative innovations, therefore, alter our daily lives and senses, so as to incite us to re-examine the limits of historical perception itself.

**Keywords:** Digital, Perception, Bergson.

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## Cultural tourism Management Model: Case study of Ban Nakha, Udon Thani Province, Thailand

**Ekkachai Sithamma\*, Kwankhao Poonpermi**  
Suan Sunandha Rajabhat University, Bangkok, Thailand

### *Abstract*

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Cultural tourism management model Case study of Ban Na Kha Udon Thani Province Is a research project to obtain quality data related to the management of cultural tourism destinations With the objective To study the way of life, culture and cultural attractions in Ban Na Kha and to study the management pattern of Ban Na Kha cultural tourist attraction, Udon Thani Province Important contributors or community leaders Which is a community of Ban Na Kha community, 6 people, 2 related local organizations, 2 community enterprise groups, 6 Nakha Kha cloth market operators, including 16 people, using In-depth Interview and Non Participant Observation Which used the time to collect data during March 2019. The tools used for collecting this research data. The researcher chose to use data recording by writing. And recording By choosing to use data collection tools, namely the question line, voice recorder, pen and camera. The research results show that Education, way of life, culture and cultural tourism Ban Na Kha community Udon Thani Province According to studies, it has been found that Community is important Love and cherish Including the historical story of Nakha Dhevi Temple An ancient temple There is a story about the legend of the serpent hole. Causing the villagers to believe and settle in this area The inheritance of ancestral culture Whether it is a way of life, living, language, dress and local weaving tradition Study of cultural tourism management patterns According to studies, it has been found that Cultural tourism management of Ban Na Kha Must have a clear concrete management Both in conservation and giving importance to the history, art, culture, tradition, sustainability in economic, social and environmental aspects, In maintaining the local way of life, safety in life and property of tourists Including consideration of the ability to accommodate tourists Which manages valuable cultural attractions Must be consistent with the needs of both people in the community the tourist and local potential.

**Keywords:** Cultural Tourism, Management Model.

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## Evaluation of the Flood Management Project of a District in the Central Region of Thailand

**Airawee Wiraphanphong\***

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### *Abstract*

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This study aimed to evaluate the flooding management project and relief measures during natural disasters in a district of central Thailand in 2017. The study employed a mixed method in which a combination of qualitative and quantitative approaches such as questionnaires, academic journals and in-depth interview were used. The participants were divided into 2 groups – 1) Quantitative method in which questionnaires were used as a key tool. The target population was affected households living in a district of central Thailand and were included in the 40 cases of multi-stage sampling for research and 2) In-depth interview with people living in flood-stricken areas through purposive sampling. The results can be divided into 2 categories – 1) Positive: 500,000 rai of farmland were prevented from flooding, accounting for 500,000 tonnes of agricultural product worth 3,500 million baht and 2) Negative: Income and products of people and farmers living in watershed areas were greatly affected. Living with floods was difficult for them. Besides, people who were not farmers but lived in watershed areas also suffered from the event. Public health services appeared to be a little less successful since 70.27 percent of households received none of help from the government. Most flood victims had no idea of how financial aid application process worked and the minimum rate was. There was only an issue regarding evacuation centers that people were aware of. Thus, the public sector should ensure relief action is quicker and more effective when the next flooding occurs.

**Keywords:** Flood management, disaster relief, outcomes.

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## **VISION**

**Our vision is to  
promote research and  
excellence through  
networking platform.**

**Proceeding of International Forum for Management,  
Humanities, and Sustainability Research**

