AARI
Asian Academic Research Institute

PROCEEDING BOOK

International Conference on Innovative Strategies in Social Sciences, Management, Engineering, and Medical Research (ISMEM)

Bangkok Thailand

Volume 03
Issue 01

Contents

Book of Abstracts Proceedings

International Conference on Innovative Strategies in Social Sciences, Management, Engineering, and Medical Research
(ISMEM-24)

City/Country: Bangkok Thailand
Date: May 11-12, 2024
Venue: Ideo Phaholyyothin Chatuch Apartment Complex in Bangkok

Email: contact@asianresearchinstitute.com
URL: https://asianresearchinstitute.com/

Proceedings of the International Conference on Innovative Strategies in Social Sciences, Management, Engineering, and Medical Research (ISMEM)

Disclaimer

Authors have ensured sincerely that all the information given in this book is accurate, true, comprehensive, and correct right from the time it has been brought in writing. However, the publishers, the editors, and the authors are not to be held responsible for any kind of omission or error that might appear later on, or for any injury, dam- age, loss, or financial concerns that might arise as consequences of using the book. The views of the contributors stated might serve a different perspective than that of the AARI.

REVIEW BOARD

ORGANIZING COMMITTEE

Dr. Sennay Ghebreab
Conference Secretariat

Andrew Wee
Conference Coordinator

Mr. John
Conference Coordinator

Ms. Adrina
Conference Coordinator

Mr. Anthony
Conference Coordinator

Mr. Ivan
Conference Coordinator

CONFERENCE TRACKS

- Society For Business, Economics, Social Science & Humanities
- Society For Engineering & Technology, Computer, Basic & Applied Sciences
- Society For Medical, Medicine and Health Sciences

CONFERENCE CHAIR MESSAGE

Dr. Sennay Ghebreab

"Asian Academic Research Institute" is a platform that thrives to support the worldwide scholarly community to analyze the role played by the multidisciplinary innovations for the betterment of human societies. It also encourages academicians, practitioners, scientists, and scholars from various disciplines to come together and share their ideas about how they can make all the disciplines interact in an innovative way and to sort out the way to minimize the effect of challenges faced by the society. All the research work presented in this conference is truly exceptional, promising, and effective. These researches are designed to target the challenges that are faced by various sub-domains of the Society For Business, Economics, Social Science & Humanities, Society For Engineering & Technology, Computer, Basic & Applied Sciences, Medical, Medicine & Health Sciences.

I would like to thank our honorable scientific and review committee for giving their precious time to the review process covering the papers presented in this conference. I am also highly obliged to the participants for being a part of our efforts to promote knowledge sharing and learning. We as scholars make an integral part of the leading educated class of the society that is responsible for benefitting the society with their knowledge. Let's get over all sorts of discrimination and take a look at the wider picture. Let's work together for the welfare of humanity for making the world a harmonious place to live and making it flourish in every aspect. Stay blessed.

Thank you.

Dr. Sennay Ghebreab
Conference Secretariat

TRACK A

SCIENCE, EDUCATION & TECHNOLOGY

CREATING ARTIFICIAL INTELLIGENCE (AI) TRAINING WORKSHOPS FOR FACULTY: STRATEGIES FOR INCORPORATING CHATGPT INTO MBA PROGRAMS

Dr Bob Barrett[*]

WEB School of Business, American Public University Charles Town WV
Corresponding Email: docjob00@msn.com

While Artificial Intelligence (AI) has been in the background of computer programming and business environments since the 1950s, only recently with the introduction of more Generative AI programs and tools have attracted the attention of many managerial/business professionals, as well as business professors. Consequently, there is an urgent need for many academic programs to set up specific training programs for their faculties, especially considering students utilize available Generative-AI tools and programs, namely, Chat-GPT. Plagiarism software programs are now including tools to detect AI, as seen in the latest version of Turnitin.com While many educational institutions are focusing on developing specific policies for the use of Chat-GPT, they are not completely addressing the key issue – offering training sessions for their various program faculty members. The purpose of this presentation is to describe how to develop an Artificial Intelligence (AI) Training Workshop to help equip faculty with a better understanding of ChatGPT, as well as enabling them with strategies on how to introduce the use of good best practices used by other faculties using ChatGPT as part of the learning process. There are two streams of thought on the use of ChatGPT – it should been prohibited for use in collegiate studies and research, however, others believe it can be used with proper introduction to students to illustrate how to use this AI tool as a brainstorming method, as well as showing the learner how to best meet the needs of the learning institution's AI policy, as well as learning how to best harness this new set of tools to enhance one's writing and research skills with learning moments as to what is acceptable, as well as what could be problematic.

Keywords: artificial intelligence, chatGPT, best practices, online training

REVISITING MOBILE LEARNING READINESS ASSESSMENT: INSIGHTS FROM THREE STATISTICAL TECHNIQUES

Yu-Min Wang [1]*, Hsin-Hui Lin [2], Shih-Han Lin [3]

[1] Distinguished Professor, Department of Information Management, National Chi Nan University, Puli, Taiwan
[2] Positions and affiliation, city, country Professor, Department of Distribution Management, National Taichung University of Science and Technology, Taichung, Taiwan
[3] Master, Department of Information Management, National Chi Nan University, Puli, Taiwan
Corresponding Email: ymwang@ncnu.edu.tw

The Mobile Learning Readiness Measurement Scale (MLRMS) by Lin, Lin, Yeh, and Wang (2016) has gained significance amidst the proliferation of mobile devices and the surge in mobile learning, particularly during the Covid-19 pandemic. However, the evolving landscape of mobile technology and learner characteristics necessitates a re-evaluation of its applicability. This study collected data from 362 learners and employed three statistical techniques to rigorously validate the MLRMS. Utilizing SPSS, exploratory factor analysis, Cronbach's α, and correlation matrix were employed to assess reliability and validity. Additionally, AMOS software facilitated covariance-based structural equation modeling (SEM) to evaluate the measurement model, while Smart PLS software conducted a partial least squares SEM (PLS-SEM) assessment. The results affirmed the reliability and validity of the MLRMS, endorsing its applicability in both academic and practical contexts. The study confirmed that the MLRMS serves as a robust tool for assessing mobile learning readiness, comprising 19 items, three first-order constructs, and one second-order construct. The validated MLRMS presents a comprehensive tool for evaluating individuals' readiness to embrace mobile learning. This study opens avenues for future research, including large-scale surveys and extending the scale's application to assess readiness among educators and organizations. By rigorously validating the MLRMS, this study lays a comprehensive foundation for advancing mobile learning research and practice. Offering a robust tool for assessing mobile learning readiness, the study addresses the evolving needs of mobile technology in education, contributing significantly to the field.

Keywords: *mobile learning, mobile learning readiness, exploratory factor analysis, structural equation modelling, measurement scale*

DEVELOPING AND VALIDATING A SERVICE ROBOT SYSTEMS SUCCESS MODEL

Yi-Shun Wang [1*], Nam Tien Duong [2], Ya-Hsuan Yu[3]

[1] Distinguished Professor, Department of Information Management, National Changhua University of Education, Changhua, Taiwan
[2] Assistant Professor, College of Management and Design, Ming Chi University of Technology, New Taipei City, Taiwan
[3] MBA, Department of Information Management, National Changhua University of Education, Changhua, Taiwan
Corresponding Email yswang@cc.ncue.edu.tw

The hospitality industry, facing a notable labor pool shortage in recent years, has turned towards robotic technology to simplify service processes. Responding to the proliferation of AI-based service robots in the hospitality and service sectors, this study aims to develop and validate a service robot systems success model based on previous information systems success models. Data collected from 344 respondents are used to validate the research model using the partial least square approach. The results indicate that perceived value is influenced by information quality, system quality, service quality, and intelligence quality while user satisfaction is only affected by system quality and intelligence quality. The newly added intelligence quality is a critical robot systems success measure. Besides, perceived value is found to affect loyalty directly or indirectly through satisfaction. The findings provide several important theoretical and practical implications for developing a successful service robot system in the hospitality and service sectors. This study is a pioneering effort to develop and validate a service robot systems success model.

Keywords: artificial intelligence; service robot; information systems success model; intelligence quality, perceived value, user satisfaction

The Asian Academic Research Institue Strengthening Purposeful Networks Encourging Creative Partnerships and Forging a Brighter Tomorrow.

AARI

Asian Academic Research Institute