

ICMRP2014 Conference Proceeding

# ICMRP 2014



## ICMRP 2014 Conference Proceeding Book of Papers

2<sup>nd</sup> Innovation Challenges in Multidisciplinary Research & Practice

**Editor:**

**Dr Ahmad Saddam Ph.D**

Country Director

Global Illuminators Iraq

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## **ICMRP 2014 Hosts**

### **Global Illuminators**

<http://www.globalilluminators.org>

Global Illuminators (GI) is an abbreviation for the international Network for scholars for research development, Learning, knowledge sharing, Innovation, and capacity building. This platform brings together scholars from multidisciplinary fields for academic excellence, innovation, human development and research skills building of all scholars from multiple countries across the globe and from different academic disciplines. It nurtures a philosophy for serious research debates in an open and friendly ambiance. Our logo shows how we aim to light up the globe through scholarly academic research efforts by contribution towards betterment of society. Global Illuminators major scope is to inspire and nurture research quality and innovation through multidisciplinary academic research approach. An explicit primacy is to help building research capacity of the scholars from developing and third world countries especially in Asia. Another priority is to encourage and equips young researchers with advanced statistical and methodological approaches which are essential to produce high quality research. A fundamental notion for creating this network is to help the higher education institutions in building research capacity and infrastructure which can stimulate an atmosphere of competence and excellence in research productivity and quality with ethical standards.

## Conference Co- Chair Message

We are pleased to present the 2<sup>nd</sup> international conferences on Innovation Challenges in Multidisciplinary Research & Practice” (ICMRP-2014). This conference provides opportunity of collaboration to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and emerging research trends to fit with our world problem. The research ideas and studies that we received for this conference represent excellent contribution especially in every track. I believe these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences. The scholars attending this conference will certainly find it helpful in refining their own research ideas, finding solutions to basic/applied problems they face and interact with other renowned scholars for possible future collaborations. We are really thankful to all the scientific reviewer committee who spending a much time and thoughtful critiques of each paper as crucial step to make better quality of paper in the future and give authors of accepted papers the opportunity to improve the final versions. Also special thanks to all the session chairs from industry, academia and policy-making institutions who volunteered their time and support to make this event a success. Very special thanks to professor to be with us as key note speakers. Their valuable thoughts will surely open the horizon of new research and practice for the conference participants coming from across the globe.

### Type of ICMRP Papers

For this year, ICMRP has two types of papers: *Empirical Studies* and *Insight*. Research papers meet the needs of researcher and reviewed on the basis of highest academic standards. The objective of the academic paper is to contribute in the scientific body of knowledge. Contrary, Inside papers meet the needs of policy makers and professionals and reviewed on the basis of high practical standards. The objective of the Insight is to identify the real world problems and how can be solved with the help of information systems.

### Reviewing Criteria

In ICMRP all papers are used to judge on the same criteria (relevance, significance, originality, validity and clarity). However some criteria differ between the Research papers and Insight papers.

<b>Criterion</b>	<b>Research paper</b>	<b>Insight paper</b>
<b>Relevance</b>	Both types of papers are related to each other. The relevancy to same track is necessary. If there is special theme of conference then relevancy has great impact.	
<b>Significance</b>	Present knowledge about different researches in ICMRP is necessary that is related to Research papers and Insight papers.	
<b>Originality</b>	Ideas that are new to researchers used in the body of knowledge.	Ideas that are new are used in ICMRP
<b>Validity</b>	Research is based on theory. References are according to the content. Conclusion is logically correct.	Content is grounded in the actual experiences and meets the need of the professionals.
<b>Clarity</b>	Papers are according to the format, language is easy to understand, and any abbreviations used are easily understandable by the audiences in the ICMRP	

#### Acceptance Rates

<b>Full Research Papers</b>					
<b>Submitted</b>	<b>Accepted</b>	<b>Poster Papers</b>	<b>Withdrawn</b>	<b>Unqualified papers</b>	<b>Acceptance Rate</b>
50	21	2	8	19	42%

#### Copy right Agreements

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## ACKNOWLEDGMENT

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A huge numbers of people helped in conducting the conferences. First of all thanks to all the members of the Conference and Program Committee and representatives of the ICMRP board and their helpers. But we want to thank all the Track Chairs, Track Co-Chairs and reviewers, as well as all the member of the Scientific Committee for their help in the review process and organizing the tracks and special sessions. We thank everyone for their hard work and dedication to this conference and we look forward to the latest installment of the ICMRP tradition.

Farooq Ahmed Jam (PhD), Tariq Iqbal Khan (PhD)  
Program Chair & Co-Chair

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## ICMRP 2014 Keynote Speakers

### **Professor Dr. Syed Tahir(Ph.D)**

Professor & Dr. Syed Tahir Hijazi is Ex. Dean at College of Business Administration, American University in The Emirates, Dubai UAE. He is regarded as leading international economist and reputed advocate of innovation in academia. His contribution for promotion of research excellence and academic innovation are recognized at international level. Dr. Hijazi has been in leading positions formerly across many countries including USA, Greece, Pakistan, and UAE. He has been involved in research and development activities with World Bank, ADB, ILO, USAID, UNDP and several other global level institutions. He is among the main advisors of Global Illuminators International. His research contributions are wider and impactful for the scholars and researchers in the multidisciplinary fields. He is among the top advocates of promoting multidisciplinary research and practice for better service of humanity. He is on the advisory boards of several countries for development of innovation infrastructure to help in growth of knowledge based economies. His 35 years of rich academic and research experience along with visionary leadership for innovation and excellence makes him an ideal scholar to share his thoughts regarding innovation challenges in multidisciplinary research and practice.

### **Marilyn Dejecasion-Cardoso (Ph.D)**

Prof. Dr. Marilyn Dejecasion-Cardoso is a well-known scholar and academician in Philippines due her contribution towards knowledge creation and academic excellence. Currently she holds the position of Vice President for Academic Affairs of Samar State University since 2012. She is also contributing as Dean, College of Graduate Studies of Samar State University since 2003 to present. Her contribution as a professor in teaching and research differentiates her as a legendary personality in academic circles. She has been teaching research methods, statistics and professional education courses since 1987. She has contributed several research articles, and supervised Ph.D. theses and has been involved in extension work in Samar State University. She has been playing the role of Accreditor of Accrediting Agency of Chartered Colleges and Universities, Inc. (AACUP) since 2000. She has been serving as Head of Research and Development Centre, Samar State University and Member, Social Development Committee, NEDA, Region VIII. She has lead the Educational Management Information System, Samar State University since 1989 to 2000. Due to her visionary leadership skills and contribution towards promotion of excellence in academic circles she stands out to represent the Philippines higher education institutions at global platforms. She is one of the leading scholars in ASEAN region for promoting academic excellence in collaboration with Global Illuminators

## ICMRP 2014 Tracks Chairs

### **Business Management & Economic Studies**

Dr.Marilyn D. Cardoso ,Dr Ena Bhattacharyya , Dr Farooq Ahmed Jam

### **Social Science & Humanities**

T.HandonoEkoPrabowo ,Anna N. Gorodischeva

### **Health and Medicine Studies**

Dr.Farzad Motevalli Haghi ,Dr.KhajornsakBuaraphan

### **Engineering & Technology Studies**

Amiruddin Ahamat , Felicia Chong

### **Physical, Applied and Life Sciences**

T.Handono Eko Prabowo , Felicia Chong

## ICMRP 2014 Panels

### **In House R&D or Open Innovation? A comparative analysis**

**Moderator:** *Marilyn Dejeccion-Cardoso*

In house R&D and open innovation are two forms of unique strategies with different benefits and costs. The focus of this panel will be on different forms and manifestations of open and closed innovation. Over all, basic purpose is to provide a comparative framework for managing innovation in different scenarios.

## ICMRP 2014 Best Paper Nominees

### **Strengthening Monetary Policy Structures in the Kingdom of Bahrain: Establishing Support for Economic Development Goals in the 21st Century**

Dr. Ghassan Ossman

AMA International University Bahrain, Kingdom of Bahrain

### **Asset Quality Management in Indian Banks -A Study of SBI & ICICI**

Ms. D. Veena, Prof. G. V. Bhavani Prasad

Kakatiya University Warangal, India

### **Committed Transport: A Dream for Rural Pregnant Mothers and Newborn in India**

Dr. Ramchandra Goyal

Datta Meghe Institute of Medical Sciences Sawangi (M) Wardha Maharashtra, India

### **Evaluation of Health Status among Iranian Elderlies Living in Nursing Homes**

Masoud Lotfizadeh, Masoumeh kiani, Mahsa Sheikh & Dr Marjan sadat Seghayat

Shahrekord University of Medical Sciences, Iran

### **Students' Responsiveness at the Different Methods of Receiving Lesson Materials**

Viktor Ni, NIS Karaganda

NIS Karaganda Master of Science, Teacher of Economics, Kazakhstan

### **Efficient Energy Saving Antenna Management for LTE Advanced-MIMO System**

Najnin Sultanal ,Monjurul Haque

Daffodil International University, Bangladesh

### **The Way Forward for Malaysian Space Industry - Recommendation Based on 7 Countries' Experience**

Ahmad Ammar Ahmad Termizi , Sholehah Ismail

The National Space Agency, ANGKASA, Malaysia

### **Information technology and the target audience advertising**

Alexey V. Gorodishchev , Anna N. Gorodischeva

FGBOU Siberian State Aerospace University. Academician MF Reshetnev, Krasnoyarsk

### **Investigation of viewing and answering approaches of questionnaire in detecting abnormalities in intra-oral dental radiographs**

Siti Arpah Bt Ahmad

University Teknologi MARA, Malaysia

## ICMRP 2014 Best Paper Award Winners

### **Asset Quality Management in Indian Banks -A Study of SBI & ICICI**

Ms. D. Veena, Prof. G. V. Bhavani Prasad  
Kakatiya University Warangal, India

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Siti Arpah Bt Ahmad  
University Teknologi MARA, Malaysia

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ICMRP-14-236	STRENGTHENING MONETARY POLICY STRUCTURES IN THE KINGDOM OF BAHRAIN: ESTABLISHING SUPPORT FOR ECONOMIC DEVELOPMENT GOALS IN THE 21 <sup>ST</sup> CENTURY	DR. GHASSAN OSSMAN
ICMRP-14-237	MACROECONOMICS OF LABOR MARKETS IN THE KINGDOM OF BAHRAIN: EFFECTS ON PLANNED AGGREGATE EXPENDITURES	DR. GHASSAN OSSMAN
ICMRP-14-122	ASSET QUALITY MANAGEMENT IN INDIAN BANKS -A STUDY OF SBI & ICICI	MS. D. VEENA, PROF. G. V. BHAVANI PRASAD
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Tariq Iqbal Khan (PhD)  
Assistant Professor- Department of Management Sciences  
University of Haripur, KPK, Pakistan

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