

MARGI 2017

3rd International Conference On
Multidisciplinary Academic Research
& Global Innovation

August 25-26, 2017

Beijing China

Organized by:



Researching and Developing for Humanity

3rd International Conference on “Multidisciplinary Academic Research and Global Innovation”(MARGI- August 25-26, 2017)
MARGI© 2017 Beijing, China
Global Illuminators, Kuala Lumpur, Malaysia.



MARGI 2017

Conference Proceeding

Book of Abstracts

**3rd International Conference on
“Multidisciplinary Academic Research And Global
Innovation” (MARGI- 2017)”**

Venue: Kuntai Hotel Beijing China

Editor:

Dr. Ahmad Saddam Ph.D.

Country Director (Global Illuminators Iraq)

ISBN: ISBN: 978-969-9948-86-2

Printed and Published by: Global Illuminators Malaysia

TABLE OF CONTENTS

MARGI 2017 CONFERENCE ORGANIZING COMMITTEE.....	IV
CONFERENCE CHAIR MESSAGE.....	V
TYPE OF MARGI PAPERS.....	VII
REVIEWING CRITERIA	VII
ACKNOWLEDGMENT	IX
SCIENTIFIC REVIEW COMMITTEE.....	X
KEYNOTE SPEAKER.....	XXI
MARGI 2017 TRACK’S CHAIRS	XXII
MARGI 2017 BEST PAPER NOMINEE LIST.....	XXIII
MINGDAO UNIVERSITY, TAIWAN.....	XXIII
MARGI 2017 BEST PAPER AWARD WINNER.....	XXIV
MARGI 2017 CONFERENCE COMMITTEE.....	XXV
CONFERENCE PROGRAM	XXVI
LIST OF CONFERENCE ATTENDEE	XXXI
TRACK A: BUSINESS MANAGEMENT & ECONOMIC STUDIES 33	
1. CONSUMERS’ RESPONSES TO NARRATIVE CONSUMER-GENERATED ADVERTISING	34
2. MEASUREMENT OF KNOWLEDGE SHARING IN JELEKONG BANDUNG INDONESIA	35
3. THE RELATIONSHIP OF MOTIVATION THEORY AND IDENTITY OF SOCIAL ENTERPRISE: THE MEDIATED EFFECT OF AWARENESS OF THE SOCIAL ENTERPRISE	36
TRACK B: SOCIAL SCIENCES & HUMANITIES.....	37
4. THE ACCESS COMPONENT OF THE WATER POVERTY INDEX AND THE COST AND IMPACT OF ITS ELIMINATION	38
5. UNIVERSITAS PADJADJARAN STATISTICAL ANALYSIS SERIES (MINIMUM SAMPLE SIZE CALCULATION)	39
6. TRADITIONAL CONFLICT RESOLUTION IN AFRICA: THE CASE OF SOUTH AFRICA AND ETHIOPIA.....	40
7. STUDY ON CREATIVE DESIGN AND INSTRUCTION PRACTICE OF MEN’S CLOTHING WITH HARD-STYLE AS AN EXAMPLE	41

8.	MEASURING THE IMPORTANCE OF LEARNERS’ BELIEFS ON WRITTEN CORRECTIVE FEEDBACK.....	42
9.	OPPORTUNITIES FOR TECHNOLOGY-ENHANCED LEARNING IN MODERN PUBLIC ADMINISTRATIONS: BETWEEN MYTH AND REALITY	43
TRACK C: ENGINEERING & TECHNOLOGY STUDIES		44
10.	EVALUATION OF BADIX INFORMATION SYSTEM SUCCESS IMPLEMENTED IN TELKOMSEL REGION OF SUMBAGSEL USING DELONE & MCLEAN MODEL	45
11.	DETERMINATION OF CARVEDILOL IN HUMAN PLASMA SAMPLES USING HEMIN CATALYZED FLOW-INJECTIO CHEMILUMINESCENCE SYSTEM	46
TRACK D: HEALTH AND MEDICINE STUDIES.....		47
12.	AN INTRODUCTION TO MEDICINAL TREES AND SHRUBS IN NORTH OF IRAN	48
13.	A REVIEW OF THE IMPORTANCE OF CLAY IN ETHNOMEDICINE	49
14.	EVALUATION OF SOCIOECONOMIC INEQUALITIES IN ORAL HEALTH OF PEOPLE AGED 15-40 YEARS OLD IN KURDISTAN, IRAN: A CROSS-SECTIONAL STUDY IN 2015..	50
15.	ESTIMATION OF INTRAVENOUS DRUG USERS’ POPULATION IN KERMANSHAH CITY, IRAN BY CAPTURE-RECAPTURE METHOD	51
FUTURE EVENTS.....		52
CSR.....		61

MARGI 2017 CONFERENCE ORGANIZING COMMITTEE

Conference Chair

Farooq Ahmed Jam (Ph.D.)

Executive Director (Global Illuminators)

Conference Co-Chair

Tariq Iqbal Khan (Ph.D.)

Director Global Operations (Global Illuminators)

On Chee Hoong

Manager Operations (Global Illuminators)

Conference Chair Message

Farooq Ahmed Jam (Ph.D.)



3rd International Conference on “Multidisciplinary Academic Research And Global Innovation” (MARGI - 2017) serves as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the regional and global challenges faced by our societies. The research ideas and studies that we received for this conference are very promising, unique, and impactful. 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 interacting with other renowned scholars for possible future collaborations.

I am really thankful to our honorable scientific and review committee for spending much of their time in reviewing the papers for this event, selecting the best paper awards, and helping the participants in publishing their research in affiliated journals. 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

A very special thanks to the great scholars for being here 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. 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 to this society.

Let's break all the discriminating barriers and get free from all minor affiliations. Let's contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace, and harmony in this world. Stay blessed.

Type of MARGI Papers

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

Reviewing Criteria

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

Relevance: Relevance has a great impact on the theme of the conference. The material is relevant and according to the theme of the conference.

Significance: Knowledge in different researches in the conference is related to research papers and insight papers.

Originality: Ideas that are new for the researchers are used in the conference.

Validity: Research papers in the conference are based on theory while the insight papers in the research are based on experimental researches. References are according to content.

Clarity: Papers are according to the format, language is easy and understandable by the audience in the conference.

Acceptance Rates

Full Research Papers				
Submitted Papers	Accepted Papers	Withdrawn	Unqualified papers	Acceptance Rate
50	25	14	11	50.7%

Copyright Agreement

In MARGI 2017 proceedings, all authors have agreed on the copyright agreement. This agreement shows that only authors can retain copyright. It also permits that nobody can use, for non-commercial purpose such as to download, print out etc., an article published in the MARGI 2017 proceedings. All credit is given to the authors and they have copyright agreements. This copyright agreement and use license ensures, among other things, that an article will be as widely available as possible and that the article can be included in any scientific archive.

Acknowledgment

A huge number of people helped in conducting the conference. First of all, thanks to all the members of the Conference and Program Committee and representatives of the MARGI board and their helpers. We also want to thank all the Track Chairs, and reviewers, as well as all the members of the Scientific Committee for their help in the review process and organizing the tracks and special sessions. A special thanks to Universitas Sembilanbelas November Indonesia for collaboration.

We thank everyone for their hard work and dedication to this conference and we look forward to the latest episode of the MARGI tradition.

Farooq Ahmed Jam (Ph.D.), Tariq Iqbal Khan (Ph.D.)
Program Chair & Co-Chair

**INTERNATIONAL
SCIENTIFIC REVIEW COMMITTEE
MARGI-2017**

BUSINESS, MANAGEMENT AND ECONOMIC STUDIES

Palti Marulitua Sitorus (Ph.D.)

Telkom University, Indonesia

Mej Mohd. Noor Azli bin Hj. Ali Khan (Ph.D.)

University Technology, Malaysia.

Prof. Ravindran Ramasamy (Ph.D.)

*Graduate School of Business,
UniRazaK, Kuala Lumpur, Malaysia*

Ludmila Mládková (Ph.D.)

*Faculty of Business Administration, Department of Management
University of Economics Prague*

Mohd. Norfian Alifiah

*Faculty of Management,
Department of Accounting and Finance,
Universiti Teknologi Malaysia, Malaysia*

Ahmed Saddam (Ph.D.)

*Country Director- Iraq
Global Illuminators*

Mohammad Hamad Khalef AlKhresheh (Ph.D.)

*Country Director-Jordan
Global Illuminators*

Dr. Suresh B.Gholse (Ph.D.)

*Vatar Meherbaba College,
Rtm Nagpur University, Nagpur, India*

Ghulam Rasul Awan (Ph.D.)

UCP Business School, UCP Lahore, Pakistan

Lau Wee Yeap (Ph.D.)

*Faculty of Economics & Administration,
University of Malaya, Kuala Lumpur, Malaysia*

Vignes Gopal

*Faculty of Economics and Administration
University of Malaya*

J. A. Arul Chellakumar (Ph.D.)

*Head Department of Economics
Bharathidasan University
Tiruchirappalli, Tamilnadu, India*

Girish Karunakaran Nair (Ph.D.)

*Programme Leader
International Hospitality Management Faculty
Stenden University, Qatar*

Galla Venkata Rama Krishna Acharyulu (Ph.D.)

*School of Management Studies,
University of Hyderabad, India.*

Amir Hossein Dastaviz (Ph.D.)

*Institute of Graduate Studies,
University Of Malay, Kuala Lumpur, Malaysia*

Syed Ahmed Salman

*International Islamic University
Malaysia, Gombak, Selangor, Malaysia*

Dr. Wurim Ben Pam (Ph.D.)

*Federal University, Dutsin-ma,
Katsina State, Nigeria*

Wang, Yu-Mei

Asia University, Taiwan

3rd International Conference on “Multidisciplinary Academic Research and Global Innovation”(MARGI- August 25-26, 2017)
MARGI© 2017 Beijing, China
Global Illuminators, Kuala Lumpur, Malaysia.

Aglis Andhita Hatmawan
STIE Dharma Iswara Madiun, Indonesia

Hasnun Anip Bin Bustaman
University Teknologi MARA, Malaysia

Bertin Chen
Vanung University, Taiwan

Susan Irawan Rifai
Centro Escolar University, Philippines

Jihoon Kim
Ehime University, Korea, South

Chien-Tu Jeff Lai
National Chengchi University, Taiwan

Haykel Hadjs Alem
LEM, University of Lille, France

Prof. Dr. Tarek Taha Ahmed
*Faculty of Business,
Pharos University in Alexandria, Egypt*

Samar J. Al-Barghouthi
Royal University for Women, Bahrain

Deus Ngaruko
*Centre for Economics and Community Economic Development,
the Open University of Tanzania*

Mohammad Ehsani
*Tarbiat Modares University,
Israel, Imam Khomeini International University, Iran*

Ismail BİLGİÇLİ
Sakarya University Karasu MYO, Turkey

3rd International Conference on “Multidisciplinary Academic Research and Global Innovation”(MARGI- August 25-26, 2017)

MARGI© 2017 Beijing, China

Global Illuminators, Kuala Lumpur, Malaysia.

Tack Hyun Shin

Seoul National University of Science and Technology, Korea, South

Sun-Young Nam

Department of Pharmacology, College of Korean Medicine, Kyung Hee University, Seoul, 130-701, Republic of Korea

Vicent Stanslaus

The Open University Of Tanzania

Partha Ray

Indian Institute of Management Calcutta, Institute of Management Technology, Ghaziabad, India

SOCIAL SCIENCES AND HUMANITIES

Dr. Azhari STP MSi

Universitas Sembilanbelas November, Indonesia

Roslina, S.S., M.Hum

Universitas Sembilanbelas November, Indonesia

Charlyna S. Purba, S.H., M.H.

Universitas Panca Bhakti

Kalimantan BARAt

Hj. Yenny AS, S.H., M.H.

Universitas Panca Bhakti

Kalimantan BARAt

Sailesh Sharma (Ph.D.)

Deputy Vice Chancellor (Academic & International)

University of Malaya, Kuala Lumpur, Malaysia

Siamak Khodarahimi (Ph.D.)

Islamic Azad University,

Fars Province, Iran

Rex Balena (Ph.D.)

*Oceanographer and Education Specialist
University of the Philippines in the Visayas*

Dr. A B Sharangi

*HOD, Research Scholar,
Agricultural University*

Jayson E. Lannu

Jose Rizal University, Philippines

Amandha Boy Timor Randita

*Faculty of Medicine,
Sebelas Maret University, Indonesia*

Gogoberidze George

Russian State Hydrometeorological University (RSHU), Russia

Krittawaya Thongkoo

Chiang Mai University, Thailand

Tzu-yi Lee

Chung Yuan Christian University, Taiwan

Renan Limjuco (Ph.D.)

*University of the Immaculate Conception
Davao City, Philippines*

Kankan Kasmana

*Departemen Visual Communication Design-Indonesia Computer
University, Indonesia*

Monique Musni- Tagaytay, M.A.Ed

*University of the Immaculate Conception Philippines,
Philippines*

Naidu Narainsamy

*Department of Psychology of Education, University of South Africa
(UNISA), College of Education, South Africa*

Sultanbayeva Gulmira

Al-Farabi Kazakh national University, Kazakhstan

Emilio A. Cruz

*Bulacan State University, Malolos City, Bulacan,
Philippines*

Si, Li

Wuhan University, China

Dr. Nessreen A. Elmelegy

Royal University for Women, Kingdom Of Bahrain, Bahrain

Dr. Shusil Kumar Das

Daffodil International University, Dhaka, Bangladesh

Dr. Rovelina B. Jacolbia

Polytechnic University of the Philippines

Sathiamoorthy Kannan

Institute of Educational Leadership, University of Malaysia

Dr. Isabella Musyoka-Kamere

Maasai Mara University, Kenyatta University, Kenya

Hadi Ebadi

Universiti Teknologi Malaysia 2. Razi University, Iran

Dr. Shusil Kumar Das

Daffodil International University, Dhaka, Bangladesh

Botabaeva Ademi Erkebaevna

*Eurasian National University named after L.N. Gumilyov,
Kazakhstan*

Girma Y. I. Menelik

*Penza State University Russia, K. Satbaev Kazakh National
Technical University, Kazakhstan*

I-Ju Chen

Ling Tung University, Taiwan

Wen, Yvonne, Ying-Ya

National Formosa University, Taiwan

PHYSICAL LIFE AND APPLIED SCIENCES

Prof. Dr. Ruslin Hadanu, MSi

Universitas Sembilanbelas November, Indonesia

Prof. Dr. Ir. Rahmatullah Rizieq, M.Si.

Universitas Panca Bhakti

Kalimantan BARAt

Yan LI (Ph.D.)

Nanyang Technological University, Singapore

Md. Saleh Ahmed (Ph.D.)

Department of Mathematics & Statistics

Sultan Qaboos University, Muscat, Oman

Saon Banerjee (Ph.D.)

OIC, AICRP on Agrometeorology,

State Agricultural University

Mohd. Nizam Omar

Universiti Utara Malaysia, 06010 UUM Sintok, Kedah, Malaysia

Amina Bakhrouf

Laboratory of Analysis, Treatment and Valorisation of Environment Pollutants and Products, Monastir, Tunisia

Shatrova, Olga

Russian State Hydrometeorological University (RSHU), Russia

ENGINEERING AND TECHNOLOGY STUDIES

Nurul Akmar Binti Emran (Ph.D.)

*Faculty of Information Communication Technology
Universiti Teknikal Malaysia Melaka*

Chee-Ming Chan (Ph.D.)

*Civil and Environmental Engineering
Universiti Tun Hussein Onn, Malaysia*

Zhapparov Meirambek Kazimovich (Ph.D.)

*Head of Micro learning Research Centre
Suleyman Demirel University, Kazakhstan*

Noor Zaman (Ph.D.)

*College of Computer Science and IT,
King Faisal University, Saudi Arabia*

Kelly Whealan George (Ph.D.)

Embry-Riddle Aeronautical University (ERAU), USA

Prof. Dr. Hj. Dwi Kartini, SE. Spec. Lic (Ph.D.)

*University of Computer Indonesia (Unikom)
Bandung, Indonesia*

Valeria Ersilia Oniga (Ph.D.)

*Department of Terrestrial Measurements and Cadastre
Technical University “Gh.Asachi” from Iasi
Romania*

Prof. Dr. Hj. Dwi Kartini, SE. Spec. Lic (Ph.D.)

*University of Computer Indonesia (Unikom)
Bandung, Indonesia*

Mira Rahayu

Telkom University Indonesia, Indonesia

Ony Widilestariningtyas

Universitas Komputer Indonesia, Indonesia

Yully Ambarsih Ekawardhani

UNIKOM, Institut Teknologi Bandung, Indonesia

Emel Zeray

Selcuk University Geomatics Department, Turkey

Nedjah

*Preparatory School of Sciences and Technology (EPST Annaba),
Algeria*

Tashenova

L. N. Gumilyov Eurasian National University, Kazakhstan

Farah Jemili

*Department of Computer Sciences, Higher Institute of Computer
and Communication Techniques, Sousse University, Tunisia*

Nahid Sanzida

*Bangladesh University of Engineering and Technology (BUET),
Bangladesh*

HEALTH AND MEDICINE STUDIES

Balachandar S. Sayapathi (Ph.D.)

Faculty of Medicine, University of Malaya

Ahmed Kaid Naji Allow (Ph.D.)

*Head of Dept. of Human Physiology
College of Medicine and Health Sciences
Sana'a University, R. Yemen*

Prof. Dr. drg. Andi Zulkifli, M. Kes

*Faculty of Public Health Hasanuddin University,
Makassar, Indonesia*

3rd International Conference on “Multidisciplinary Academic Research and Global Innovation”(MARGI- August 25-26, 2017)

MARGI© 2017 Beijing, China

Global Illuminators, Kuala Lumpur, Malaysia.

Fauzie Rahman

Head of Health Policy Management Department at School of Public Health, Faculty of Medicine, Lambung Mangkurat University, Indonesia

Helia Rahbari

Faculty of Paramedical Sciences at Shahid Beheshti University of Medical Sciences, Iran

Dr. Narjis Rizvi

Aga Khan University, stadium road, Karachi, Pakistan

Dr. Elvira Urgel (Ph.D.)

Centro Escolar University, China

Maria Bea Lao

Medical Technology/Medical Laboratory Science University of the Immaculate Conception, Philippines

Nima Kasraie

Children’s Mercy Hospital, United States

Haseen Fariha

Bangabandhu Sheikh Mujib Medical University, Bangladesh

Der-Hsiang Huang

Graduate Institute of Professional Development in Education, Da-Yeh University, Taiwan

Kazushi Okamoto

Aichi Prefectural University, Japan

Abolhassani Shahla

Shahrekord University of Medical Sciences, Shahrekord, Iran

Dr. Umme Kulsum Rima

Hajee Mohammad Danesh Science & Technology University Dinajpur, Bangladesh

Mohammad A. H. Khan

Faculty of Veterinary Science, Bangladesh Agricultural University

3rd International Conference on “Multidisciplinary Academic Research and Global Innovation”(MARGI- August 25-26, 2017)

MARGI© 2017 Beijing, China

Global Illuminators, Kuala Lumpur, Malaysia.

Enayatollah Kalantar

*Department of Microbiology and Immunology, School of Medicine,
Alborz University of Medical Sciences, Karaj, Iran*

Cahit Canbay

Yeditepe University, Turkey

Rahbari, Helia

*Faculty of Paramedical Sciences at Shahid Beheshti University of
Medical Sciences, Tehran, Iran*

Cheng-Chi Chang

*Graduated Institute of Oral Biology, National Taiwan University,
Taipei, Taiwan*

Bodin Oleg N

Ling Tung University, Taiwan

Zahra Godarzi

Tehran University of Medical Sciences, Iran

Zhou Rui-Hua

*School of Public Health, North China University Of Science And
Technology*

Keynote Speaker

Dr. Seyed Hassan Zali



Dr. Seyed Hassan Zali is a faculty member at the Sari Agricultural Sciences & Natural Resources University in Iran since April 5, 1988. He is also the head of the Center of Monitoring, Evaluation and Quality Assurance of the University. Dr. Zali's researches have been mainly focused on botany, medicinal and aromatic plants, Phytochemistry and ethnobotany. In recent years, he has been trying to collect and record the indigenous, nomads, and villager's knowledge about traditional medicinal plants. He published 2 books 24 scientific journal papers and more than 150 lectures at international and national conferences in Iran, France, Italy, Portugal, Morocco, Algeria, Thailand, Malesia, India, Indonesia, Philippine. He had supervised several masters' thesis in fields: Phytochemistry, Ethnobotany and Phytoecology. He taught in several universities in Iran such as: Sari (SANRU), Sana, Mazandaran, Payame noor, Tarbiat Modares, Amol, Boroujerd, Nowshahr, Chalous and Qaem-shahr Universities. Now Dr. Zali teaches in a wide range of courses on botany subjects in Bachelor and Master Programs such as medicinal plants, poisonous plants, industrial plants, plant ecophysiology, plant anatomy & physiology, plant morphology & systematics, aquatic plants, lateral products of rangelands.

MARGI 2017 Track’s Chairs

Business Management, Economic Studies & Social Science & Humanities

Seyed Hassan Zali & Ghobad Moradi

Health and Medicine Studies

Charles van der Vyver & Mustofa Haffas

Engineering, Technology Physical Life and Applied Sciences

Lin Chin-Min & Tien, Ching Ting

MARGI 2017 Best Paper Nominee List

The Access Component of the Water Poverty Index and the Cost and Impact of its Elimination

Charles van der Vyver

North-West University, Vanderbijlpark, South Africa

Consumers’ Responses to Narrative Consumer-Generated Advertising

Chang, Aihwa¹, Tung, Pei-Ju², Huang, Wei-Jen³

National Chengchi University, Taiwan

Estimation of Intravenous Drug Users’ Population in Kermanshah City, Iran by Capture-recapture Method

Nader Esmaeilnasab¹, Foorod Azhdar², Ghobad Moradi³, Daem Roshani⁴, Ebrahim Ghaderi⁵, Bizhan Nori⁶

Kurdistan University of Medical Sciences, Sanandaj, Iran

Study on Creative Design and Instruction Practice of Men's clothing- With Hard-style as an Example

Lin Chin-Min¹, Zhu Xuan², Pan Chengyou³, Lin Junyou⁴, Chen Jianhong⁵

MingDao University, Taiwan

3rd International Conference on “Multidisciplinary Academic Research and Global Innovation”(MARGI- August 25-26, 2017)

MARGI© 2017 Beijing, China

Global Illuminators, Kuala Lumpur, Malaysia.

MARGI 2017 Best Paper Award Winner

Estimation of Intravenous Drug Users’ Population in Kermanshah City, Iran by Capture-recapture Method

Nader Esmaeilnasab¹, Foorod Azhdar², Ghobad Moradi³, Daem Roshani⁴, Ebrahim Ghaderi⁵, Bizhan Nori⁶

Kurdistan University of Medical Sciences, Sanandaj,
Iran

3rd International Conference on “Multidisciplinary Academic Research and
Global Innovation”(MARGI- August 25-26, 2017)
MARGI© 2017 Beijing, China
Global Illuminators, Kuala Lumpur, Malaysia.

MARGI 2017 Conference Committee

Conference Chair

Farooq Ahmed Jam (Ph.D.)

Executive Director (Global Illuminators)

Conference Co- Chair

Tariq Iqbal Khan (Ph.D.)

Director Global Operations (Global Illuminators)

Editor

Dr. Ahmad Saddam (Ph.D.)

ISBN: 978-969-9948-86-2

Printed and Published by: Global Illuminators Malaysia

CONFERENCE PROGRAM

DAY 01 Friday (August 25, 2017)

Welcome Reception & Registration

8:15 am – 9:00 am

Opening Ceremony (09:00am – 10:00 am)

Venue: Room 1

09:00 am – 9:10 am	Welcome Remarks – Mr. Metha Shahi	Conference Coordinator MARGI 2017 Global illuminators
09:10 am – 9:20 am	Opening Speech – Dr. Tariq Iqbal Khan (Ph.D.)	Director Global Operations, Global Illuminators Conference Co-Chair
09:20 am – 9:35 am	Keynote Speech – Dr. Seyed Hassan Zali	Botanist & Faculty member of Sari Agricultural Sciences & Natural Resources University in Iran
09:35 am - 10:00 am	Group Photo	

Tea Break (10:00 am – 10:30 am)

DAY 01 Friday (August 25, 2017)

Session 1 (10:30 am – 1:00 pm)

Venue: Room 1

Session Chairs: Seyed Hassan Zali & Ghobad Moradi

Track A: Business, Management, Economics Studies & Social Sciences

MARGI-17-101	The Access Component of the Water Poverty Index and the Cost and Impact of its Elimination	Charles van der Vyver.
MARGI-17-110	Consumers’ Responses to Narrative Consumer-Generated Advertising	Tung, Pei-Ju
MARGI-17-114	Study of USA Performance about Nuclear Activities of IRAN. (2003-2015)	Javad Nikmoeen
MARGI-17-117	Universitas Padjadjaran Statistical Analysis Series (Minimum Sample Size Calculation)	Mustofa Haffas
MARGI-17-119	Measurement of Knowledge Sharing in Jelekong Bandung Indonesia	Ratna Jatnika
MARGI-17-133	Traditional Conflict Resolution in Africa: The Case of South Africa and Ethiopia.	Tsegai Berhane Ghebretেকে
MARGI-17-141	Study on Creative Design and Instruction Practice of Men’s Clothing- with Hard-Style as an Example	Lin Chin-Min
MARGI-17-150	The Relationship of Motivation Theory and Identity of Social Enterprise: The Mediated Effect of Awareness of the Social Enterprise	Tien, Ching Ting
MARGI-17-120	Opportunities for Technology-Enhanced Learning in Modern Public Administrations: Between Myth and Reality	Andrea Molinari

Lunch Break (1:00 pm – 2:00 pm)

DAY 01 Friday (August 25, 2017)
Session 2 (02:00 pm – 03:00 pm)
Venue: Room 1

Session Chairs: Charles van der Vyver & Mustofa Haffas

Track B: Health and Medicine Studies

MARGI-17-139	Evaluation of Socioeconomic Inequalities in Oral Health of People Aged 15-40 Years Old in Kurdistan, Iran: A Cross-Sectional Study in 2015	Ghobad Moradi
MARGI-17-140	Estimation of Intravenous Drug Users’ Population In Kermanshah City, Iran by Capture-Recapture Method	Nader Esmaeilnasab
MARGI-17-155	An Introduction to Medicinal Trees and Shrubs in North of Iran	Seyed Hassan Zali
MARGI-17-156	A Review of the Importance of Clay In Ethnomedicine	Ghorban Vahabzadeh Kebria

DAY 01 Friday (August 25, 2017)
Session 3 (03:00 pm – 04:00 pm)
Venue: Room 1

Session Chairs: Lin Chin-Min & Tien, Ching Ting

Track C: Engineering, Technology Physical Life and Applied Sciences

MARGI-17-145	Analysis of Essential Oil Yield on Yarrow (<i>Achillea Millefolium L.</i>) by Humic Acid Affected in Field Conditions	Behzad Sani
MARGI-17-149	Synthesis and Spectroscopic Studies on Iron(II) Complex of N4[(E,2e)-3-Phenyl-2-Propenylidene] Isonicotinohydrazide	Vida Jodaeian
MARGI-17-151	Evaluation of Badix Information System Success Implement in Telkomsel Regional of Sumbagsel using Delone & Mclean Model	Nadif Adroni
MARGI-17-157	Determination of Carvedilol in Human Plasma Samples using Hemin Catalyzed Flow-Injection Chemiluminescence System	Sayed Yahya Kazemi

Break Tea (04:00 pm – 04:15 pm)

DAY 01 Friday (August 25, 2017)

Session 4 (04:15 pm – 04:45 pm)

Venue: Room 1

Session Chairs: Tariq Iqbal Khan

Doctoral Colloquium

MARGI-17-122	Measuring the Importance of Learners’ Beliefs on Written Corrective Feedback	Bradley Perks
MARGI-17-110	The Impact of Narrative Advertisement on Consumer Brand Experience	Tung, Pei-Ju

Closing Ceremony (04:45 pm – 05:00 pm)

LIST OF CONFERENCE ATTENDEE

The following scholars/practitioners/educationists don't have any paper presentations; however they will be attending the conference as delegates and observers.

ID	Name	Affiliation	Country
ARSSH-17-106	Ocean Fan Lu	University Transfer School of Business	Canada

DAY 02, Saturday (August 26, 2017)

“CITY TOUR”

Gathering of Participants at the Lobby of Kuntai Hotel Beijing China
at 12:15 pm

Departure: 12:30 pm for City Tour

Drop Back at Kuntai Hotel Beijing China at 6:00 pm

Important Note: This tour is organized by Global Illuminators and entry to this tour is free for all participants. You may also bring your Siblings/Family/Friends but you have to register for them on registration desk on day 1 of conference.



Global Illuminators

Abstract Proceeding Book
MARGI- August 25-26, 2017
Beijing, China
ISBN: 978-969-9948-86-2

TRACK A: BUSINESS MANAGEMENT & ECONOMIC STUDIES



Consumers' Responses to Narrative Consumer-Generated Advertising

Chang, Aihwa^{1*}, Tung, Pei-Ju², Huang, Wei-Jen³
^{1,2,3} National Chengchi University, Taiwan

Abstract

Consumer-Generated-Content has become an important ground for marketers to attract consumers' attention in this increasingly connected world. Narrative advertising is also gaining prevalence. However, rare research examines how consumers evaluate narrative advertisements from user co-creation perspective. Based on narrative transportation theory, this research conducts a 2 (story quality) x 2 (production quality) x 2 (Ad producer) x 2 (self-reference) between-subject experiment to examine the differences in consumers' evaluation of narrative advertisements. The results indicate that story quality and production quality have positive effects on consumers' level of hook, transportation, and attitude toward advertisement. Moreover, both transportation and hook mediate the effects of the story quality and production quality on advertisement attitude, which further positively affects brand attitude. We also find that the ads made by consumers whose motivation is for own interest get better hook than company-made ads, while the latter does not differ from those ads made by consumers with a motivation to win the awards. The results also show that self-reference moderates the effect of story quality on ads' attitude depending on the maker of the ads. When consumers are highly self-referenced, story quality positively affects consumers' attitude toward advertisements only when the advertisement is made by consumers rather than by companies. Based on these findings, this study suggests that companies encourage consumers to co-create advertisements with good story quality and help the co-creators to enhance production quality so that advertisement viewers will experience hook and transportation, which will foster better advertisement attitude and brand attitude.

Keywords: Narrative Advertisement, Co-Creation, Story Quality, Self-Reference

*All correspondence related to this article should be directed to Chang, Aihwa, National Chengchi University, Taiwan
Email: aihwa@nccu.edu.tw



Measurement of Knowledge Sharing in Jelekong Bandung Indonesia

Ratna Jatnika*

Universitas Padjadjaran, Indonesia, Indonesia

Abstract

This study wants to know how people in Jelekong share their knowledge to improve the social well-being of the community. Measurement of knowledge sharing uses a questionnaire consisting of the following aspects: Intention of knowledge sharing to improve society's well-being, pleasure of knowledge sharing to improve society's well-being, mutual trust in knowledge sharing, relationship built caused by knowledge sharing, knowledge sharing contribution for society's well-being, and opportunistic behaviour. This research is a descriptive study. Sampling technique used is stratified cluster sampling. Collecting data on the 67 community leaders in the village of Jelekong indicates that knowledge sharing instruments are reliable and valid. The reliability coefficient is calculated using Cronbach's alpha coefficient which is 0.911. The validity is calculated using confirmatory factor analysis, which showed that $p = 1$ and RSMEA = 0. The measurement results (using 1-4 scale) show as follows: Intention of knowledge sharing to improve society's well-being (mean = 3.58), Pleasure of knowledge sharing to improve society's well-being (mean = 3.23), Support of knowledge sharing to improve society's well-being (mean = 3.29), Information and communication technology (ICT), ability of knowledge sharing (mean = 2.97), Giving knowledge to improve society's well-being (mean = 3.35), Mutual trust in knowledge sharing (mean = 2.93), Relationship built caused by knowledge sharing (mean = 3.34), Knowledge sharing contribution for society's well-being (mean = 3.44), and Opportunistic Behavior (mean = 3.20). This result shows that knowledge sharing in Jelekong in general is quite good, but still has a poor ability in aspects of ICT capability and building mutual trust. Therefore, Jelekong society needs to be given training to have the potential of ICTs and build mutual trust in sharing knowledge to improve the social well-being of the community.

Keywords: Measurement of knowledge sharing, Community

*All correspondence related to this article should be directed to Ratna Jatnika, Universitas Padjadjaran, Indonesia
Email: ratna@unpad.ac.id



The Relationship of Motivation Theory and Identity of Social Enterprise: The Mediated Effect of Awareness of the Social Enterprise

Tien, ChingTing¹, Hsu, KoCheng^{2*}, Liu, Shu Hui³

¹Chaoyang University of Technology, Taiwan

²Ling Tung University, Taiwan

³Nan Feng Elementary School, Taiwan

Abstract

After the Credit Union League into Taiwan, for the economy vulnerable to provide financing services, while also encouraging members to develop a habit of saving, Credit Union League is not only having economic functions, but also having its social purpose. Salary of full-time staff is not high, why do the employees recognize and support the Credit Union League? This paper studied the relationship of motivation theory and identity of social enterprise, and awareness of the social enterprise was a mediator. In this study, methods used questionnaires, including the motivation scale, identity of social enterprise scale, and awareness of social enterprise scale. A total 250 questionnaires were administered in the staff of the Credit Union League. Out of these 250 questionnaires, 189 responses were received, a return rate of 75.6%. After discarding invalid questionnaires, a total of 170 valid questionnaires, the rate of valid samples was 68.0%. Data had been analyzed using descriptive analysis and structural equation model. Finding showed the mediated effect of awareness of social enterprise on the relationship of motivation theory and identity of social enterprise. Finally, some managerial implications had been proposed.

Keywords: Motivation Theory, Awareness of Social Enterprise, Identity of Social Enterprise

*All correspondence related to this article should be directed to Hsu, Ko-Cheng, Nan Feng Elementary School, Taiwan
Email: t05848@mail.edu.tw



Global Illuminators

Abstract Proceeding Book
MARGI- August 25-26, 2017
Beijing, China
ISBN: 978-969-9948-86-2

TRACK B: SOCIAL SCIENCES & HUMANITIES



The Access Component of the Water Poverty Index and the Cost and Impact of its Elimination

Charles van der Vyver*

North-West University, Vanderbijlpark, South Africa

Abstract

This research aims to quantify the cost and the impact of eliminating the access component from the water poverty index. It focuses on two local municipalities in the southern part of the Gauteng province and the northern part of the Free State province in South Africa. The primary data sources for the study are Census data and data from previous work done on the region. It indicates that providing access to all households comes at a significant cost, with a small impact on the overall water poverty index score. In this study, the recommendations on where an intervention is most needed would have remained unchanged with the improved access component score, because of a very high starting value. Increasing the access is, therefore, more justified from the perspective of satisfying a basic human need for secure potable water than from the water poverty index perspective, although it can be expected that this might reflect differently in studies on a larger scale. Future research should focus on monitoring interventions to ensure the decision-making process stays as relevant as possible, and on documenting the impact of an increased access component score on the other components of the water poverty index.

Keywords: Water Management, Water Poverty Index, Water Poverty

*All correspondence related to this article should be directed to . Charles van der Vyver, North-West University, Vanderbijlpark, South Africa
Email: Charles.vandervyver@nwu.ac.za



Universitas Padjadjaran Statistical Analysis Series (Minimum Sample Size Calculation)

Mustofa Haffas^{1*}, Ratna Jatnika²

^{1,2} Universitas Padjadjaran, Indonesia

Abstract

Various attempts have been made to improve the quality of student research. One of the problems faced by students in doing research is a matter of sampling design and minimal sample size calculations. This research is done to develop software Universitas Padjadjaran Statistical Analysis Series (Minimum Sample Size Calculation), wherein the resulting software will be used to calculate the minimum sample size using the formula for estimating mean, estimating proportion, and estimating correlation/regression. The software development will be carried out by (SDLC = Software Development Life Cycle). SDLC is a series of steps or phases that present a model for development and lifecycle management software or applications. This method consists of the following stages: Planning, Analysis, Design, Implementation, Testing, and Deployment. The resulting software is tested on 16 students of Masters Program in Psychology Faculty in Bandung. The trial results showed Universitas Padjadjaran Statistical Analysis Series (Minimum Sample Size Calculation) is most appropriate and "user friendly" software to calculate the minimum sample size by using the formula for estimating mean, estimating proportion, and estimating correlation/regression. However, Universitas Padjadjaran Statistical Analysis Series (Minimum Sample Size Calculation) should be made easy to install the software.

Keywords: Software, Mimimum Sample Size, Quality

*All correspondence related to this article should be directed to Mustofa Haffas, Universitas Padjadjaran, Indonesia,
Email: haffas@unpad.ac.id



Traditional Conflict Resolution in Africa: the case of South Africa and Ethiopia

Tsegai Berhane Ghebretkle*

University of South Africa (UNISA), South Africa

Abstract

Prior to colonialism, many African societies have had their own traditional approaches and methods of conflict resolution. However, colonialism had very serious impact on the economic, political, legal, social, and cultural features of Africa. With its advent, Western type of dispute resolution was imposed on Africans. African beliefs, norms, and values that provided the normative framework for conflict resolution were purposely undermined. Accordingly, cultural imperialism was extended to the world of dispute resolution. Nonetheless, the persistent applications of traditional dispute resolutions across African states illustrate that they still have a role to play in the area of conflict resolution. The article aims to assess the institution of traditional dispute resolution in Africa with particular emphasis on South Africa and Ethiopia. Both countries illustrate two countries with different political and legal histories with regard to traditional dispute resolution. Hence, in South Africa and Ethiopia, traditional dispute resolution has to be understood in relation to their respective histories, politics, and legal frameworks. The article contends that not all traditional dispute resolution institutions are worthy of legal recognition, nor all traditional institutions do not have weaknesses. But it argues there is a strong case for acknowledging the value of certain traditional institutions, and the rights of people to make use of them in legally recognized ways. Traditional conflict resolution mechanisms can contribute through partnership and collaboration with the formal system to providing culturally acceptable and meaningful justice. The methodology employed is more of theoretical research that fosters a more complete understanding of the conceptual bases of traditional dispute resolution and of the combined effects of a range of rules and procedures that touch on dispute resolution.

Keywords: South Africa, Ethiopia, Africa, and Traditional conflict resolution

*All correspondence related to this article should be directed to Tsegai Berhane Ghebretkle, University of South Africa (UNISA), South Africa
Email: tsegai7@yahoo.com



Study on Creative Design and Instruction Practice of Men's Clothing With Hard-style as an Example

Lin Chin-Min^{1*}, Zhu Xuan, Pan Chengyou², Lin Junyou³, Chen Jianhong⁴

^{1,2,3,4} MingDao University, Taiwan

Abstract

“Hard-style” is the man’s attitude towards life and also the fashionable design style. What’s the feeling of hardness? It’s full of power and excitement. In terms of the hard-style elements, such as rock and roll, knight, cowboy, soldier, etc., all the relevant people have the stouthearted feature and they can extend their attitude towards life to work spirit, just like professional’s persistence and adamancy. “Hard-style” is also the spirit of “rather die than submit”. Hard-style is often manifested as unyielding tenacity, and the dressing style has the uninhibited free and easy feeling and masculine momentum in the world of hard-style. Therefore, this research firstly discussed the spiritual characteristics and design elements of “hard-style”, and then imported this style into teaching practice through teacher to instruct students’ creative design method. The special elements like rock, knight, cowboy, and military uniform are integrated into design and creation process; lastly, a series of creative men’s clothing representing hard-style was completed, with a total of 16 suits. These works’ styles emphasize young men’s power and beauty of masculinity and expresses simple, spiffy, and persistent spirit. It is hoped that they can be favored by the young consumers to further develop out the men’s clothing having the market value.

Keywords: Creative Design, Instruction Practice, Hard-Style

*All correspondence related to this article should be directed to Lin Chin-Min, MingDao University in Taiwan
Email: chin@mdu.edu.tw



Measuring the Importance of Learners' Beliefs on Written Corrective Feedback

Bradley Perks*

Kwansei Gakuin University, Japan

Abstract

Individual Differences (IDs) in Written Corrective Feedback (WCF) is relatively under-researched. Student preferences for learning can affect attitude, anxiety, motivation, and the overall success. This study investigates how important learners' beliefs on WCF are to their own acquisition of language, in particular academic writing skills and grammatical accuracy. There were two main groups to draw a comparison between participants who received their preferred CF vs a group who won't receive their preferred CF. The individual differences show that the type of feedback that is most effective may vary from student to student. If a student believes that the type of feedback he/she is receiving is effective, he/she may be more willing to engage with the feedback than a student who does not hold that belief.

Keywords: Individual Differences, Written Corrective Feedback

*All correspondence related to this article should be directed to Bradley Perks, Kwansei Gakuin University, Japan
Email: perks.brad@gmail.com



Opportunities for Technology-Enhanced Learning in Modern Public Administrations: Between Myth and Reality

Andrea Molinari*

University of Trento, Italy

Lappeenranta University of Technology, Finland

Abstract

The role of distance learning today in organizations has become crucial, and this will be even bigger in the forthcoming years: nobody can rationally argue that the use of technologies in teaching and learning does not have a role in enhancing employee performance. Public administrations are much more involved today in improving competences and skills of public servants, and also here technology-enhanced learning can be very useful, especially in situations where a life-long learning approach is needed. This paper presents a long-term experience of the author respect to the design, implementation and delivery of a distance learning platform used inside and outside academic institutions. The virtual community platform is active on different situations related with Public Administrations, involves more than 50.000 users, and is running at different stages since 1998. This experience is providing very interesting results, especially in recent experiences with Massive Open Online Courses, but from a long-term, real world experience, a reality check should be performed, from the author's perspective, to clarify which things are very positive, and what should be instead rearranged.

Keywords: Distance Learning, Learning Management Systems, Virtual Communities

*All correspondence related to this article should be directed to Bradley Perks, Andrea Molinari, University of Trento, Italy Lappeenranta University of Technology, Finland
Email: perks.brad@gmail.com



Global Illuminators

Abstract Proceeding Book
MARGI- August 25-26, 2017
Beijing, China
ISBN: 978-969-9948-86-2

TRACK C: ENGINEERING & TECHNOLOGY STUDIES



Evaluation of Badix Information System Success Implemented in Telkomsel region of Sumbagsel using DeLone & McLean Model

Nadif Adroni^{1*}, Palti Marulitua Sitorus²
^{1,2} Telkom University, Indonesia

Abstract

This research tries to examine the success of Badix implementation as Information System in Telkomsel which is the largest Indonesian telco company using DeLone and McLean (2003) model. The success of Badix that has the role of Decision Supporting System (DSS) is measured through user satisfaction variable. This study is purposed to adopt DeLone and McLean model to test the relationship of information quality, system quality, and service quality from Badix to user satisfaction variable. The Delone and McLean (2003) models are modified by removing the intention to use and use variables by looking at the fact that Badix Information System is a mandatory DSS in Telkomsel Regional Sumbagsel. The type of research is a conclusive research with data population coming from 47 people who have access (authorization) to Badix DSS. Sampling is done by using purposive sampling, with minimum requirement of respondents working in Telkomsel Regional Sumbagsel for more than one year and have used badix for more than six months. The questionnaire was distributed to known 37 respondents in accordance with the minimum requirements to be a sample in this study. Data analysis technique using multivariate dependent based which is variance-based matrix Structural Equation Modeling (VB-SEM) with PLS (Partial Least Square) as the software used. The result showed that the system quality (path 0,24) and information quality (path 0,49) gave significant influence on User's satisfaction by 47%. User's Satisfaction from Badix gives significant effect on net benefits of 41% proportion, while Service quality is not proven empirically to give a significant influence on User's Satisfaction.

Keywords: Information System, Decision Supporting System, Success Model of DeLone and McLean Information System (D & M IS Success Model)

*All correspondence related to this article should be directed to Nadif Adroni, Telkom University, Indonesia
Email: adroni.280686@gmail.com



Determination of Carvedilol In Human Plasma Samples using Hemin Catalyzed Flow-Injection Chemiluminescence System

Sayed Yahya Kazemi*

Sari Agricultural & Natural Resources University, Iran

Abstract

Carvedilol, 1-(9H-carbazol-4-yloxy)-3-[2-(2-methoxyphenoxy)ethylamino]propan-2-ol, is a nonselective adrenergic blocking agent with 1-blocking activity indicated for the treatment of hypertension and mild or moderate heart failure of ischemic or cardiomyopathic origin. Carvedilol shows minimal inverse agonist activity when compared with other beta blockers and its use has been shown to decrease morbidity from congestive heart failure. In this research, a new simple, rapid, and sensitive method for determination of carvedilol, a Beta blocker drug, was developed. This was based on quenching effect of carvedilol on chemiluminescence of luminol in the presence of Hemin as efficient catalyst. Firstly, All frozen (-20°C) human plasma samples were previously thawed at ambient temperature and mixed with a vortex-mixer for 10 s. Five-microliter of IS solution was spiked to 50 μl of human plasma samples, and then introduced into polypropylene tube which contained 150 μl of acetonitrile and vortex-mixed for approximately 20 s. More than 75% of acetonitrile solution was sufficient for the protein precipitation. After centrifuge at 10,000 g for 10 min, 150 μl of the supernatant was transferred to 2 ml glass vial with insert for injection to flow-based chemiluminescence system containing luminol, hydrogen peroxide as oxidant, and hemin as catalyst. Under optimum experimental conditions, a linear working range for carvedilol concentrations from 7.5×10^{-8} to 7.5×10^{-6} mol L $^{-1}$ ($r = 0.9823$ $n=8$) was obtained with a detection limit of 7.5×10^{-6} mol L $^{-1}$. The relative standard deviation for 8 repetitive determinations was less than 3.1% and recoveries of 98.6% and 102% were obtained. The method was successfully applied to detection and quantification of carvedilol in human plasma.

Keywords: Carvedilol, Plasma, Ischemic, Chemiluminescence

*All correspondence related to this article should be directed to Sayed Yahya Kazemi, Sari Agricultural Sciences & Natural Resources University, Iran
Email: sykazemi@gmail.com



Global Illuminators

Abstract Proceeding Book
MARGI- August 25-26, 2017
Beijing, China
ISBN: 978-969-9948-86-2

TRACK D: HEALTH AND MEDICINE STUDIES



An Introduction to Medicinal Trees and Shrubs in North of Iran

Seyed Hassan Zali*

Sari Agricultural Sciences & Natural Resources University

Abstract

Long ago, wild plants have been used as food and medicine sources by man. Ethnobotany (from ethnology "study of culture and "botany" study of plants) is the scientific study of the relationships that exist between people and plants. Ethnobotanists aim to document, describe, and explain complex relationships between cultures and (uses of) plants, focusing primarily on how plants are used, managed, and perceived across human societies. Nowadays unfortunately, by developing of urbanization and civilization, the gap between past generation and present generation will be deeper and the process of transfer of folk's knowledge from past to present will be slower or in much cases, has been stopped. The purpose of this study is introducing of medicinal trees and shrubs in North of Iran. This study is a part of surveys for ethnobotanical database of medicinal plants of Iran. Basic data of folk uses of medicinal plants such as: effects of the plants, usage parts of them, and method of uses were collected by questionnaire form and individual interviews. Some data were collected from traditional medicinal plants books and papers. These plants were carried to botany laboratory of Sari agricultural sciences and Natural Resources University for identification. We found 69 species of the trees and shrubs in the study area are medicinal plants that belong to 34 families. 54 species are native and 15 species are non-native. Rosaceae with 13 species (18.8%) had the largest share. Investigations have shown the most important usage part as Fruit followed by leaf and bark with a proportion 40, 35, and 16 species respectively. We found 48 species of these medicinal plants are deciduous and 21 species are evergreens. Study about life form of the plants showed that 46.4% of them are trees, 31.9% are shrubs, 11.6% are shrub-like, and the others are tree-shrub forms.

Keywords: Medicinal plants, Ethnobotany, Traditional medicine, Folk's uses

*All correspondence related to this article should be directed to Seyed Hassan Zali, Sari Agricultural Sciences & Natural Resources University
Email: hassan.zali@gmail.com



A Review of the Importance of Clay in Ethnomedicine

Ghorban Vahabzadeh Kebria^{1*}, Seyed Hassan Zali²

^{1,2} Sari Agricultural Sciences & Natural Resources University

Abstract

Ethnomedicine is a study or comparison of the traditional medicine practiced by various ethnic groups, and especially by indigenous peoples. The word ethnomedicine is sometimes used as a synonym for traditional medicine. Clay is a combination of one or more minerals with metal oxide elements and organic matter. Deposits of geologic clay are typically composed of phyllosilicate minerals containing variable amounts of water trapped in the mineral structure. The water content gives plasticity to clay, and drying of clay makes it hard, brittle, and non-plastic. The color of clay varies from white to dull grey or brown to deep orange-red and is related to the elements and components in it. The difference in size and mineralogy is a way of detecting Clays from other fine-grained soils. The use of medicinal clay in folk medicine goes back to prehistoric times. Native people around the world are still widely using clay as medicine. The first recorded use of traditionally medicinal clay goes back to ancient Mesopotamia. Several varieties of clays are used for medicinal purposes. An example is Armenian bole, which is used to soothe an upset stomach, similar to the way parrots (and later, humans) in South America originally used clay. Kaolin clay has been used as anti-diarrheal medicine. Mud therapy is another ethnomedicinal use of clay for external applications. In this mode, the clay baths are used in health spas. Studies in the early 21st century have investigated clay's absorption capacities in various applications, such as the removal of heavy metals from waste water and air purification.

Keywords: Ethnomedicine, Clay, Folk medicine, Clay face mask, Mud therapy

*All correspondence related to this article should be directed to Ghorban Vahabzadeh Kebria, Sari Agricultural Sciences & Natural Resources University, Iran
Email: vabzadeh.ghorban@gmail.com



Evaluation of Socioeconomic Inequalities in Oral Health of People Aged 15-40 Years Old in Kurdistan, Iran: A Cross-Sectional Study In 2015

Ghobad Moradi^{1*}, Ardavan Moinafshar², Hemn Adabi³, Mona Sharafi⁴, Farideh Mostafavi⁵, Amjad Mohamadi Bolbanabad⁶
^{1,2,3,4,5,6} Kurdistan University of Medical Sciences, Sanandaj, Iran

Abstract

The aim of this study was to evaluate socioeconomic inequalities in the prevalence of dental care among an urban population. This study was conducted on 2000 people aged 15-40 years old living in Kurdistan in 2015. Using a questionnaire, data were collected by four trained dental students. The dependent variable was the DMF (Decayed, Missing, and Filled teeth) index. Using principal component analysis, the socioeconomic status (SES) of families was determined based on data on household assets. Inequality was measured using concentration index; in addition, the Oaxaca analytical method was used to determine the share of various determinants of inequality. The concentration index for poor DMF index was -0.32 (95% CI: -0.40 - -0.36); thus, poor DMF index had a greater concentration in groups with a low SES ($P < 0.001$). Decomposition analysis showed that the mean prevalence of poor DMF index was 43.7% (95% CI: 40.4- 46.9) in the less privileged group and 14.4% (95% CI: 9.5- 19.2) in the privileged group. Some 85.8% of the gap observed between the two groups was due to the differences in terms of sex, parents' education, and district of residence. Poor DMF index was less prevalent among people with higher SES than in those with lower SES [OR=0.31 (95% CI: 0.19-0.52)]. There was an alarming SES inequality in oral health status of the studied community. Hence, it is suggested to reduce inequalities in oral health status via adopting appropriate policies such as the delivery of oral health services to poorer groups and covering the services by insurance programs.

Keywords: Inequality, socioeconomic status, DMF Index, oral health, Iran

*All correspondence related to this article should be directed to Ghobad Moradi, Kurdistan University of Medical Sciences, Sanandaj, Iran,
Email: moradi_gh@yahoo.com



Estimation of Intravenous Drug users' Population in Kermanshah City, Iran By Capture-Recapture Method

Nader Esmaeilnasab^{1*}, Foorod Azhdar², Ghabad Moradi³,
Daem Roshani⁴, Ebrahim Ghaderi⁵, Bizhan Nori⁶
^{1,2,3,4,5,6} Kurdistan University of Medical Sciences, Sanandaj, Iran

Abstract

Drug abuse, particularly intravenous drug use, is one of the most common problems in different human societies so that its negative impact on economic and cultural conditions of society and physical and mental health of individuals is evident. Therefore, having awareness regarding the extent and size of the affected population is necessary to provide appropriate solutions to control this growing issue. Current study was conducted with the aim of estimating prevalence of injection drug use in Kermanshah city by Capture-recapture method. The data in this study were collected by log-linear and Poisson distribution from three different sources: Drop In Center (DICs), private and governmental Methadone Maintenance Treatment centers (MMTs), and Out Reach Teams (ORTs) in Kermanshah city, Iran. The number of injecting drug users registered in DICs, ORTs, and MMTs were 694, 731, and 156 cases, respectively. Having determined the commonalities and removing duplicates, the number of addicts registered were 1375 cases. After analysis of the data, using STATA-12 software and based on the log-linear model and Poisson distribution, the number of drug users not registered in any center is estimated to be 2042 by 95% CI (2444-1708). By counting 1375 cases recorded in these sources, the total number of injection drug users in the Kermanshah city was about 3417 people, with 95% CI (3819- 3083). The results of this study showed that the prevalence of intravenous drug users in Kermanshah city is about 0.43% in 15- to 64-year-old population, which could cause severe economic and social problems in the society. For controlling and reducing the negative effects of addiction, appropriate policy and planning, implementation of diagnosis, and harm reduction programs are needed. Such policies and programs are not effective unless we know the exact population of the drug abusers.

Keywords: Inequality, socioeconomic status, DMF Index, oral health, Iran

*All correspondence related to this article should be directed to Nader Esmaeilnasab, Kurdistan University of Medical Sciences, Sanandaj, Iran,
Email: esmailnasab@yahoo.com

FUTURE EVENTS

4TH INTERNATIONAL CONFERENCE ON

“Innovative Trends In Multidisciplinary Academic Research”
(ITMAR-2017)



Date: October 20-21, 2017

Venue: Istanbul Gonen Hotel, Istanbul, Turkey

Email: itmar@globalilluminators.org

Abstract Submission Date: September 20, 2017

Full Paper Submission Date: September 25, 2017

Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.

Conference Main Tracks

- Business, Management and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details visit www.globalilluminators.org

3RD INTERNATIONAL CONFERENCE ON

“Regional Challenges To Multidisciplinary Innovation ”
(RCMI- 2017)”



Date: October 05-06, 2017

Venue: Radisson Blu Hotel, Nairobi kenya

Email: rcmi@globalilluminators.org

Abstract Submission Date: September 10, 2017

Full Paper Submission Date: September 15, 2017

Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.

Conference Main Tracks

- Business, Management and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details visit www.globalilluminators.org

5TH INTERNATIONAL CONFERENCE ON

“Innovation Challenges In Multidisciplinary Research & Practice” (ICMRP - 2017)



Date: December 15-16, 2017

Venue: Hotel Grand Pacific Singapore

Email: icmrp@globalilluminators.org

Abstract Submission Date: November 25, 2017

Full Paper Submission Date: November 30, 2017

Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.

Conference Main Tracks

- Business, Management and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details visit www.globalilluminators.org

4TH INTERNATIONAL CONFERENCE ON

“Global Issues In Multidisciplinary Academic Research”
(GIMAR - 2018)



Date: February 01-02, 2018

Venue: TKP Conference Center, Ichigaya, Tokyo, Japan

Email: gimar@globalilluminators.org

Abstract Submission Date: November 25, 2017

Full Paper Submission Date: November 30, 2017

Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.

Conference Main Tracks

- Business, Management and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details visit www.globalilluminators.org

5TH INTERNATIONAL CONFERENCE ON

“Trends In Multidisciplinary Business & Economic Research” (TMBER - 2018)



Date: March 25-26, 2018

Venue: Rydges Camperdown, Sydney Australia

Email: tMBER@globalilluminators.org

Abstract Submission Date: December 25, 2017

Full Paper Submission Date: December 30, 2017

Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.

Conference Main Tracks

- Business, Management and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details visit www.globalilluminators.org

4TH INTERNATIONAL CONFERENCE ON

“Multidisciplinary Innovation In Business Engineering
Science & Technology” (MI-BEST - 2018)



Date: April 05-06, 2018

Venue: Holiday Inn Bangkok Silom, Bangkok Thailand

Email: mibest@globalilluminators.org

Abstract Submission Date: January 25, 2018

Full Paper Submission Date: January 30, 2018

Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.

Conference Main Tracks

- Business, Management and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details visit www.globalilluminators.org

5TH INTERNATIONAL CONFERENCE ON

“Global Trends In Academic Research” (GTAR- 2018)



Date: April 20-21, 2018

Venue: Ai Pini Park Hotel Via Miranese 176, Venice Mestre, Italy

Email: gtar@globalilluminators.org

Abstract Submission Date: February 20, 2018

Full Paper Submission Date: February 25, 2018

Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.

Conference Main Tracks

- Business, Management and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details visit www.globalilluminators.org

4TH INTERNATIONAL CONFERENCE ON

“New Directions In Multidisciplinary Resaerch and Practice”
(NDMRP - 2018)



Date: May 12-13, 2018

Venue: Astor hotel, Athens, Greece

Email: ndmrp@globalilluminators.org

Abstract Submission Date: March 10, 2018

Full Paper Submission Date: March 15, 2018

Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.

Conference Main Tracks

- Business, Management and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details visit www.globalilluminators.org

CSR



Environment

Charities

Public Health



Growth and
Development



Sustainability



CSR Activity Conducted By Global Illuminators: Sport Activation for Children against Negative Impact of Internet & Technology

In April 2016, Global Illuminators conducted Corporate Social Responsibility program together with Maestro and the Clover as Sport Facility Provider in Bandung, initiating an event with theme:



The Objectives of this event were:

1. Media of education for parents and children to be aware of digital new era and its impact on children's life
2. Facilitate and promote futsal as one of the kinds of sports activation that can be alternative activity for children against the negative impact of internet
3. Social activity and charity engaging orphans to enjoy sports activities together with their friends
4. Corporate Social Responsibility of Company to contribute to the society especially to solve one of the social problems in Bandung.

Highlights of CSR Activities are given below:



Global Illuminators Malaysia Team conducted its Latest CSR activity at Rumah Charis, Kuala Lumpur, Malaysia Children Home

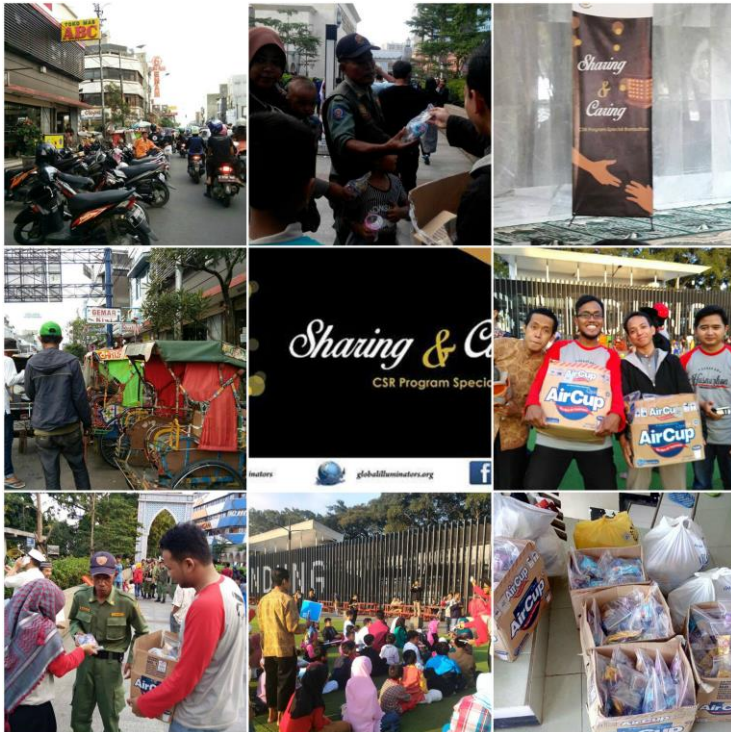
Global Illuminators Malaysia Team conducted its latest CSR activity at Rumah Charis, Kuala Lumpur, Malaysia Children home. The children home ministry provides care for orphans and single parent children, their homes and activities aim to create a suitable environment to enable children to grow. They help to provide spiritual direction, education, and counselling for the children. Emphasis was given to fellowshiping and spending time with the children over refreshments, as well as presenting them with small gifts and the organizing of special entertainment programmes for the children such as a special game segment. One of the other highlights of the evening was the goodie bags distribution programme carried out by Global Illuminators.



Global Illuminators Indonesian Team conducted its Latest CSR activity in Ramadan for Local Community Welfare, Sharing Happiness and developing Orphan Children

Global Illuminators Indonesian team conducted its latest CSR activity in Ramadan for orphans. The purpose of this activity was to give happiness and develop orphans with the support of more than 60 volunteers and distribute iftar to more than 400 beneficiaries (yateem, orphans, and dhuafa). Global Illuminators Indonesian team spent time with children and conducted different activities for their moral self-development.

Highlights of this activity are given below:





Mission

“Our mission is to persistently nurture the values to promote the human rights, institutional and academic development through quality research contributions. Our unique human capital with constructive attitude is committed to bring change in all spheres of life by using innovative research and intellectual skills. We are here to research and promote the development, prosperity and transparency across the globe without any discrimination”.

Vision

“Researching and Developing for Humanity”

Organized by:



3rd International Conference on

“Multidisciplinary Academic Research
& Global Innovation”

MARGI 2017

Head Office (Malaysia)
B-33A-05, Foresta Damansara
Persiaran Meranti,
Bandar Sri Damansara, 52000
Kuala Lumpur Malaysia
Contact Number: (+60) 01 254 6571
E-mail: info@globalilluminators.org
URL: www.globalilluminators.org

ISBN 978-969-9948-86-2



9 789699 948862 >