

4th International Conference on
INNOVATION CHALLENGES IN
MULTIDISCIPLINARY RESEARCH & PRACTICE
(Singapore)

BOOK OF CONFERENCE PROCEEDINGS

4th ICMRP

December 15-16, 2016

Organized by:



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4th International Conference on “Innovation Challenges In Multidisciplinary Research & Practice”(ICMRP-December, 15-16, 2016)

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Global Illuminators, Kuala Lumpur, Malaysia.



ICMRP 2016

Conference Proceeding

Book of Abstracts

**4th International Conference on
“Innovation Challenges in Multidisciplinary Research &
Practice” (ICMRP -2016)”**

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Editor:

Dr. Ahmad Saddam Ph.D.

Country Director (Global Illuminators Iraq)

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Conference Chair Message

Farooq Ahmed Jam (Ph.D.)



4th International Conference on “Innovation Challenges In Multidisciplinary Research & Practice” (ICMRP-2016) 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 back 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 ICMRP Papers

For this year, ICMRP 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 ICMRP, 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
84	50	8	12	59%

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

Farooq Ahmed Jam (Ph.D.), Tariq Iqbal Khan (Ph.D.)
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SCIENTIFIC REVIEW COMMITTEE
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KEYNOTE SPEAKER

Assoc. Prof. Dr. Gatot Yudoko



Associate. Prof. Dr. Gatot Yudoko
School of Business and
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Bandung (ITB), Indonesia

Dr. Gatot Yudoko earned his B.Eng. in Industrial Engineering and Master of Transportation from Institut Teknologi Bandung (ITB) Indonesia in 1985 and 1990 respectively. He received his M.A.Sc. in Management Science and Ph.D. in Planning from University of Waterloo, Canada in 2003 and 2000 respectively. His academic career had begun in the Department of Industrial Engineering, Institut Teknologi Bandung (ITB) since 1985 until 2005. Since then, he has been with School of Business and Management (SBM), ITB. He was appointed as an Associate Professor in Operations Strategy at SBM-ITB since 2011. His current research interests include operations strategy, operations management, logistics and supply chain, and technology and industrial policy. His vision and passion has been on the triple loop learning of excellence, leadership, and sustainability. He advocates an integrated approach that recognizes and values multidisciplinary perspective.

ICMRP 2016 Tracks’ Chairs

Business, Management and Economics Studies

Lena Rosida & Roselina Panghiyangani

Social Sciences & Humanities

Kuhan Punaiyah, Harkishen Singh & Heo Ho Jin

Health and Medicine Studies

Indira Molina Gaytán & Prem Heeralal

Engineering & Technology Studies

Slamet Subiyantoro & Edward B. Makoye

ICMRP 2016 Panels

“Technology, Growth, and Development: From Perspective of Innovation for Humanity”

Moderator: Assoc. Prof. Dr. Felicia Chong
Assoc. Prof. Dr. Gatot Yudoko

In this panel discussion, members will be involved to discuss the changes in Technology, Growth, Development and the process of technical change firmly within the context of modern growth theory. The economic and institutional sources of technical change will be analyzed for a series of general purpose technologies in several industries. At the end of this session participants will also discuss issues of technology policy, including competitiveness, the environment, different technology policies, and the transition to sustainable growth at the global level.

Best Paper Nominee List

Trans Disciplinary Learning Community: Towards A Trans Disciplinary and Trans-University Collaboration Platform

Indira Molina Gaytán^{1}, Jacobo Tijerina Aguilera², Jorge Lozoya Santos³*

Universidad de Monterrey (UEM), Mexico

Institutional Approach of Innovations on Higher Education

Ravik Karsidi¹, Drajat Tri Kartono^{2}, Atik Catur Budi³*

Universitas Sebelas Maret, Indonesia

The Impact of the Grade Five Scholarship Examination on Higher Education: Views of B.Ed undergraduates in Sri Lanka

Chinthaka Chandrakumara

University of Colombo, Sri Lanka

A Study of the Level of Management Knowledge of Woodcraft Artisans in Indonesia

Slamet Subiyantoro^{1}, Edy Tri Sulistyono², Nanang Yulianto³, Nadia Sigi Prameswari⁴*

Sebelas Maret University, Indonesia

Social Media Content Analysis Study on Brand Posts of Electronics Companies

Zoha Rahman^{1}, Kumaran Suberamanian², Hasmah Zanuddin³*

University of Malaya. Malaysia

ICMRP 2016 Best Paper Award Winner

A Study of the Level of Management Knowledge of Woodcraft Artisans in Indonesia

Slamet Subiyantoro^{1}, Edy Tri Sulistyono², Nanang Yulianto³, Nadia Sigi Prameswari⁴*

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*Exceutive Vice President and Chief Financial Risk
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Editor

Dr. Ahmad Saddam (Ph.D.)

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CONFERENCE PROGRAM

DAY 01 Thursday (December 15, 2016)

Welcome Reception & Registration

8:15 am – 9:00 am

Opening Ceremony (09:00 am – 10:00 am)

Venue: Room 1

09:00 am - 09:15am	Welcome Remarks - On Chee Hoong	Assistant Manager Training and Development (Global Illuminators)
09:15 am - 09:30am	Opening Speech – Assoc. Prof.Dr. Felicia Chong (Ph.D.)	Head of Org. Committee ICMRP-2016 Executive Vice President and Chief Financial Risk Officer Global illuminator
09:30 am - 09:45am	Keynote Speech - Assoc. Prof. Dr. Gatot Yudoko	Associate Professor at School of Business and Management, Institut Teknologi Bandung (ITB), Indonesia
09:45 am - 10:00am	Group Photo & Award Ceremony	

Grand Networking Session and Tea Break (10:00 am – 10:30 am)

DAY 01 Thursday (December 15, 2016)

Session 1 (10:30 am – 01:00 pm)

Venue: Room 1

Session Chairs: Lena Rosida & Roselina Panghivangani

Track A: Business, Management & Economics Studies

ICMRP-16-119	Farmers’ Response to Multinational Companies’ Requirements in Developing Country Context: Evidence from Smallholder Tobacco Producers in Urambo, Tanzania	Edward B. Makoye
ICMRP-16-141	Development of Automatic Auxiliary Equipment for A Supervision System of Freeway Maintenance	Wei-Hsin Huang
ICMRP-16-172	A Study of the Level of Management Knowledge of Woodcraft Artisans in Indonesia	Slamet Subiyantoro
ICMRP-16-182	Creative Cities Index for Indonesian Cities	Vanessa Fitri Sabur
ICMRP-16-183	Sm Analytics: Impact of Sm Engagement Metrics on Online Purchase Intention	Zoha Rahman
ICMRP-16-188	Moderating role of Social Support on relationship between Incivility and Affective Commitment in Banking Sector of Pakistan	Farooq Anwar

Lunch Break (01:00 pm – 02:00 pm)

DAY 01 Thursday (December 15, 2016)

Session 1 (10:30 am – 01:00 pm)

Venue: Room 2

Session Chairs: Kuhan Punaiyah, Harkishen Singh & Heo Ho Jin

Track B: Social Sciences & Humanities

ICMRP-16-111	Islamic Theological Studies as A Chance for Dialogue: A Multi_Dimensional Approach	Khaled Radhouani
ICMRP-16-126	Transformational Leadership Styles of Public Elementary School Principals in Relation to School Social Organizational Factors in Region III, Philippines	Domingo C. Edano
ICMRP-16-127	Trans Disciplinary Learning Community: Towards A Trans Disciplinary and Trans-University Collaboration Platform	Indira Molina Gaytán
ICMRP-16-137	Institutional Approach of Innovations on Higher Education	Drajat Tri Kartono
ICMRP-16-152	Machiavellianism in the Plays of Shakespeare	Wall, Steve
ICMRP-16-163	Improving the Oral Defense of Research Proposals: A Case Study of Doctoral Students Studying at the University of South Africa	Prem Heeralal
ICMRP-16-168	The Impact of the Grade Five Scholarship Examination on Higher Education: Views of B.Ed Undergraduates in Sri Lanka	Chinthaka Chandrakumara

Lunch Break (01:00 pm – 02:00 pm)

DAY 01 Thursday (December 15, 2016)

Session 1 (10:30 am – 01:00 pm)

Venue: Room 2

Session Chairs: Kuhan Punaiyah, Harkishen Singh & Heo Ho Jin

Track B: Social Sciences & Humanities

ICMRP-16-169	Towards Constructively Aligned Curriculum Practices: Challenges and Teaching Skills of in-Service Teachers of Sri Lanka	Seneviratne, Kumudini, Priyanka
ICMRP-16-171	Narrative Research on Practice-Oriented Teacher Professional Development: A Secondary Teacher's Professional Development For Math Inquiry-Teaching	Chien-Hsing Wang
ICMRP-16-175	Management of Long Term Care Facilities in Korea: Voices from the Field Practitioners	Won, Seojin
ICMRP-16-178	Qualitative Longitudinal Research on Lithuanian Student Migration	Egidija Ramanauskaite-Kiskina
ICMRP-16-180	A Multidisciplinary Approach to Develop Environmental Flow Requirements for River Diversion Projects	Devaka K Weerakoon

Lunch Break (01:00 pm – 02:00 pm)

DAY 01 Thursday (December 15, 2016)

Panel Discussion Session (02:00 pm – 02:45 pm)

**Venue: Room 1
Panel Discussion***

“Technology, Growth, and Development: From Perspective of Innovation for Humankind”

Moderator	Assoc. Prof. Dr. Felicia Chong Assoc. Prof. Dr. Gatot Yudoko
Participants	All Participants

*In this panel discussion, members will be involved to discuss the changes in Technology, Growth, Development and the process of technical change firmly within the context of modern growth theory. The economic and institutional sources of technical change will be analyzed for a series of general purpose technologies in several industries. At the end of this session participants will also discuss issues of technology policy, including competitiveness, the environment, different technology policies, and the transition to sustainable growth at the global level.

DAY 01 Thursday (December 15, 2016)

Session 2 (02:45 pm – 04:30 pm)

Venue: Room 1

Session Chairs: Indira Molina Gaytán & Prem Heeralal

Track B: Health and Medicine Studies

ICMRP-16-128	A Common Reason for Mother to Cease Breastfed	Azniah Syam
ICMRP-16-145	Physiological Effect of 3,5-Dicaffeoylquinic Acid on Trimethyltin (TMT)-Induced Amnesic Condition	Kang Jin Yong
ICMRP-16-146	Inhibitory Peculiarity of Peanut Sprout (Arachis Hypogaea) Fractions with Antioxidant Activity on A-Glucosidase and AChE	Park Seon Kyeong Heo Ho Jin
ICMRP-16-147	Effect of Artemisia Argyi H. Fermented by Monascus Purpureus on TMT-Induced Learning and Memory Dysfunction in ICR Mice	Lee Du Sang
ICMRP-16-155	Comparison of Anger, Life Stress, and Gratitude among Anger Expression Types of Nursing Students in South Korea	Jun, Won Hee
ICMRP-16-158	Related Factors to Contraceptive use Among Women Marrying Young in Sungai Tabuk District Banjar Regency in 2015	Lena Rosida
ICMRP-16-159	The Relationship between the Smoker in Family Member and using of Mosquito Coils with Acute Respiratory Infection to Children in the Banjang Public Health Centers of Hulu Sungai Utara	Laily Khairiyati
ICMRP-16-160	The Correlation between AMH levels with Proliperasi Index Granulosa Cells in Infertile Women undergoing IVF Program	Roselina Panghiyangani

Tea Break: (04:30 pm – 04:45 pm)

DAY 01 Thursday (December 15, 2016)

Session 2 (02:45 pm – 04:30 pm)

Venue: Room 2

Session Chairs: Slamet Subiyantoro & Edward B. Makoye

Track C: Engineering & Technology Studies

ICMRP-16-121	Biped Robot for Walking and Turning Motion using Raspberry Pi and Arduino	Kuhan Punaiyah, Harkishen Singh
ICMRP-16-170	Development of endangered languages learning mode by a 3D immersive game	Fu-Yuan Chiu
ICMRP-16-184	Social Media Content Analysis Study on Brand Posts of Electronics Companies	Zoha Rahman

Tea Break: (04: 30 pm – 04:45 pm)

DAY 01 Thursday (December 15, 2016)

Session 3(04:45 pm – 05:45 pm)

Venue: Room 2

Session Chairs: Gatot Yudoko & Felicia Chong

Doctoral Colloquium

ICMRP-16-111	Islamic Theological Studies as A Chance for Dialogue: A Multi_Dimensional Approach	Khaled Radhouani
ICMRP-16-119	Farmers’ Response to Multinational Companies’ Requirements in Developing Country Context: Evidence from Smallholder Tobacco Producers in Urambo, Tanzania	Edward B. Makoye
ICMRP-16-128	A Common Reason for Mother to Cease Breastfed	Azniah Syam
ICMRP-16-145	Physiological Effect of 3,5-Dicaffeoylquinic Acid on Trimethyltin (TMT)-Induced Amnesic Condition	Kang Jin Yong
ICMRP-16-146	Inhibitory Peculiarity of Peanut Sprout (Arachis Hypogaea) Fractions with Antioxidant Activity on A-Glucosidase and AChE	Park Seon Kyeong
ICMRP-16-147	Effect of Artemisia Argyi H. Fermented by Monascus Purpureus on TMT-Induced Learning and Memory Dysfunction in ICR Mice	Lee Du Sang
ICMRP-16-183	Sm Analytics: Impact of Sm Engagement Metrics on Online Purchase Intention	Zoha Rahman

Closing Ceremony: (05:45 pm – 06:15 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
ICMRP-16-185	Widi Wardoyo, Waskito	Universitas Sebelas Maret. Surakarta	Indonesia
ICMRP-16-186	Jae-Seung Kim	University Of Ulsan, Korea	Korea
ICMRP-16-187	Dong Myung Lee	Hongik University, Korea	Korea

DAY 02 Friday, (December 16, 2016)

“CITY TOUR”

**Gathering of Participants at the Lobby of Hotel Grand Pacific
Singapore at 2:00 pm**

**Departure: 2:30 pm for City Tour
Drop Back at Hotel Grand Pacific Singapore at 9:00 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.



TRACK A: BUSINESS MANAGEMENT & ECONOMIC STUDIES



Farmers' Response to Multinational Companies' Requirements in Developing Country Context: Evidence from Smallholder Tobacco Producers in Urambo, Tanzania

Edward B. Makoye*
Mzumbe University, Tanzania

Abstract

In this globalization era, global lead firms constitute an important source of capability enhancement to host region producers in developing countries. While previous research has found significant positive results in the ability to upgrade among firms from Asia, South America and Eastern Europe, the same cannot be taken for granted across all industries and all developing countries. In fact, development patterns may vary even across sectors within a country depending on the expertise and absorptive capacity within the sector. Using the Global Value Chain theoretical groundwork, the current study examines how smallholder tobacco farmers in Tanzania are able (or not able) to upgrade as they respond to requirements of global cigarette companies. A survey of 228 households who are both tobacco farmers and members of primary cooperative societies (PCSSs) was conducted between September and October 2015. The sample size was obtained through (i) a multistage stratified random sampling, and (ii) a systematic random sampling approaches. By using t-tests and Chi Square tests, a few variables indicate that farmers from the urban category are statistically and significantly different in the way they respond to buyers' requirements when compared to their counterparts in the rural areas. For example, while productivity and quality variables indicate no statistically significant differences between urban and rural farmers on one hand, land allocation for tobacco and net incomes from tobacco are found to be significantly different on the other. Finally, policy implications are presented.

Keywords: Globalization, upgrading, developing countries, lead firms, Global Value Chain

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Development of Automatic Auxiliary Equipment for A Supervision System of Freeway Maintenance

Wei-Hsin Huang¹, Wen-Chia Wang², Jyun-Hao Huang³, Ming-Yi Jiang⁴, Po-Yuan Chen⁵
^{1,2,3,4,5} Tatung University, Taiwan

Abstract

This study aims to improve the objectivity of evaluating freeway maintenance in Taiwan from a service design perspective. Information technology was added to the automatic auxiliary equipment to digitalize, simplify, and ameliorate the efficiency of the evaluation process. Regular patrol tasks followed The Freeway Maintenance Handbook, which was written by the Taiwan Area National Freeway Bureau. When the damages of the road such as objects, potholes, fissures were found, the details were recorded and reported for further construction. Evaluation is conducted annually by the Ministry of Transportation and Communications R.O.C. to check the efficiency of the freeway maintenance work. The responsible departments are awarded or warned based on the outcomes of the evaluation. During an evaluation, examiners check the damages on the road by walking and in the vehicles going at speeds of 80-100 km/hr. Lacking the location of the damages, the paperwork took at least two days to complete after a field visit. This study advances automatic auxiliary equipment by using two smartphones with GPS. When the examiners check damages on the road by walking, one smartphone can be used for inputting details, taking photos, and marking locations. Two smartphones were used for evaluating road damages in vehicles. When the damage was identified, the type of the damage was selected on one smartphone, and then the photos taken were sent via Bluetooth to the other smartphone. All ten of the photos would be taken and saved. The recorded information is presented by time and location on GIS (Geographic Information System) through integration program. The process of completing paperwork was shortened to 2-3 hours.

Keywords: Supervision System of Freeway Maintenance, Automatic Auxiliary Equipment, Freeway Maintenance Handbook

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A Study of the Level of Management Knowledge of Woodcraft Artisans in Indonesia

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Abstract

The purpose of this study is to understand the level of management knowledge of the woodcraft artisans in Yogyakarta, Indonesia. This study belongs to qualitative descriptive research. It was conducted at industrial woodcraft center in Patuk Village, Gunung Kidul Regency, Yogyakarta, Indonesia. 62 respondents were selected randomly out of 627 people profess woodcraft artisans from 7 locations. The data were collected through questionnaire, interview, and observation methods. The observation and interview processes were conducted according to the research purpose to make it into purposive sampling. Then, the data were analysed using interactive techniques, including data reduction, presentation, and verification. The result shows that the knowledge level of the wood artisans for the management basic concepts is categorized as good (71, 5%), for the business planning is categorized as adequate (69, 1%), and for the business organization is also adequate (61, 5%). Furthermore, the level of knowledge for the briefing aspect is good (76, 9%) and for the quality control is modest (57, 3%). Overall, the level of management knowledge is still categorized as modest since out of four aspects, briefing is the only good aspect. Meanwhile, the other three aspects belong to the adequate and modest level. This subject is caused by the socio-cultural factor in the society which tends to be more socio-collective than professional.

Keywords: Management, Social, Professional, Woodcraft

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Creative Cities Index for Indonesian Cities

Desy Anisya Farmaciawaty^{1*}, Vanessa Fitri Sabur², Yuanita Handayati³, Gatot Yudoko⁴, Togar M. Simatupang⁵
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Abstract

As one of developing countries, it is essential for Indonesia to develop creative cities for its future sustainable growth. Although the development of creative city will always continue, it is very important to consistently track the development progress. Consequently, Indonesia needs to create its own Creative Cities Index to measure the development of its cities. The creative Cities Index must be in line with Indonesian cities' unique condition. Thus, in this paper we carried out research that produced key factors of Indonesian Creative Cities Index which are appropriate to Indonesian condition. In conducting the research, we performed the qualitative method by means of desk study analysis of literature reviews of several creative city indices that are used to measure the development of creative city. From the literature review we proposed preliminary key factors of Indonesian Creative Cities Index (ICCI). Subsequently, we collect inputs from experts by undertaking series of focus group discussions to review the composed key factors. We then revised the chosen key factors based on the recommendation by experts. We found five key factors or dimensions of Indonesian Creative Cities Index that will be suitable to Indonesian cities' condition, i.e., creative policies, creative infrastructure, creative support system, creative capacities, and economic contributions. The five key factors will have 22 sub key factors.

Keywords: Creative City Index, Creative City, ICCI

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SM Analytics: Impact of SM Engagement Metrics on Online Purchase Intention

**Zoha Rahman^{1*}, Kumaran Suberamanian², Hasmah Zanuddin³,
Mohd Hairul Nizam Bin Md Nasir⁴**
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Abstract

Online sale is now the most targeted and striking selling strategy for most of the business enterprises. Many researches have been conducted on identifying the importance of SM on purchase intention. In social media, users tend to do different types of activities (e.g. comment, like, share, view) and these user actions create SM (Social Media) engagement metrics. Users of different Facebook fanpages tend to engage with different pages in different ways. Marketers definitely now need to explore the actual impact of Social media engagement activities on online purchase intention and also they need to find out the consistency of online sales with social media engagement metrics. But yet no study explored the relationship of different users' engagement actions with online purchase intention. The study is based on an Online survey conducted on Malaysian social media users (n = 410) to explore their purchase intention alongside their engagement activities. It will help the E-commerce marketers to identify the importance level of social media engagement metrics on online sales and also guide the e-marketers to decide on e-marketing tools to be encouraged particularly for engagement metrics to make online sales. A survey was conducted among the social media users and responses were recorded using the University of Malaya Survey portal. Data were analysed using AMOS 23 and a best fitted model is suggested to be implemented in social media marketing policy. The study reveals a strong positive relationship between fanpage engagement metrics and online purchase intention. The results will guide e-commerce marketers identify the significance of social media engagement on online sales, while helping e-marketers on their decision pertaining to e-marketing tools, particularly for engagement metrics in increasing online sales.

Keywords: Social Media, Social Media Engagement, Social Media Metrics Analysis, Online Shopping Behaviour, SM Analytics

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Moderating role of Social Support on Relationship between Incivility and Affective Commitment in Banking Sector of Pakistan

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Abstract

Over the recent past, the studies contend that the mistreated employees specifically victims of incivility are more prone to be leaving the organization or at least exhibiting the reduced organizational commitment among them. Social support however, is assumed to moderate the relationship significantly. Therefore, there is a need to adopt a more focused-approach on the systematic investigation of how mistreatment causes them to leave or lower their organizational commitment in Pakistani working environment with a moderating role of social support. Hence, the current research investigates the impact of mistreatment (through incivility) on affective commitment in the presence of social support as moderating variable. The data is collected from employees working in Pakistani banking industry. The results reveal that social support and incivility has an impact on affective commitment while social support also act as moderator in incivility and affective commitment relationship. The present study applies occupational research framework, affective event theory and social exchange theory at mistreatment in the Pakistani context. This framework is rarely adapted in this situation so it would contribute to the literature.

Keywords: Incivility, Social Support, Affective Commitment, Banking Industry, Pakistan

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TRACK B: SOCIAL SCIENCES & HUMANITIES



Islamic Theological Studies as a Chance for Dialogue: A Multi-Dimensional Approach

Khaled Radhouani*

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Abstract

Despite the numerous academic attempts in the last centuries, trying to clarify some basic issues concerning Islam, particularly current complex phenomena as the so-called terrorism or islamophobia, the discussion seems to be very far away from a final evaluation. The diversity of the related religious, political, social and cultural dimensions reveals the need to benefit from the efforts of different disciplines in this regard. The establishment of Islamic Theology as a field of study in some Western and European countries is certainly a critically significant event, which is inextricably connected to the whole debate about Islam in the last years. Based on this socio-religious context in the era of Globalisation, this work aims to examine the following questions: Could Islamic Theology, especially as a socio-cultural and academic issue, represent a chance for dialogue? Does this discipline have any impact or arguable responses in the challenge of/confrontation with destructive phenomena such as religious radicalism, Islamophobia etc.? In other words, how can this discipline contribute to a better understanding of Islam and Muslims around the World? What would be the academic, socio-cultural and religious impact of this issue on the young Muslim generation(s) living in European or “Western” socio-cultural context? While approaching this phenomenon, it seems unavoidable to deal with many related issues as well, that are also certainly relevant in this context. That is why it is a rewarding task for modern researchers to analyse the possible interconnectivity between Studying Islam and understanding it. Based on the German example, where this field of study has already become a recognized sector within five universities, this Paper tries to give some thoughts about the aforementioned questions as a contribution from an Islamic-theological perspective, putting particularly the light on the Islamic conception of dialogue and further related subject matters.

Keywords: Islam, Theology, Dialogue, Globalisation

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Transformational Leadership Styles of Public Elementary School Principals in Relation to School Social Organizational Factors in Region III, Philippines

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Abstract

The study aimed to determine the relationship between transformational leadership styles used by elementary school Principals in Region III and school social organizational factors. The descriptive research design was used with the survey questionnaire as the data gathering tool from two hundred fifty-nine (259) school Principals. Results indicate 79.41 % of the Principals belong to the age group 41-51 with a mean of 45.18 years old; 71.80 % are female; 91.10 % are married; 52.50 % belong to the Tagalog ethnic group; 30.50 % are masteral graduates; 82.30 % have 1-9 years with a mean of 6.19 years of experience as Principal; 58.70 % are Principal I; and 76.06 % maintain a school staff size from 5-19 with a mean of 14.76. The transformational leadership styles - Inspirational Motivation (4.46), Individual Consideration (4.29), and Idealized Influence (4.37) were perceived to be Always used. The school social organizational factors - Teacher Certainty (4.38), Teacher Learning (4.36), Shared Goals (4.36), Teacher Collaboration (4.28), and Teacher Commitment (4.27). Highly significant difference in perceptions on Inspirational Motivation, Intellectual Consideration (Sig. = 0.01) respectively when grouped according to highest educational attainment. Significant difference in perceptions on: Teacher Collaboration (Sig. = 0.05) and Teacher Learning (Sig. = 0.02) when grouped according to age; Teacher Collaboration and Teacher Commitment respectively when grouped according to highest educational attainment (Sig. = 0.02). Highly significant difference in perceptions on Teacher Learning when grouped according to highest educational attainment (Sig. = 0.00). There was a highly significant (Sig. = 0.00) high positive correlation ($r = 0.79$) between perceptions on transformational leadership styles and school social organizational factors.

Keywords: Transformational Leadership Styles; School Social Organizational Factors, Elementary School Principals, Region III

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Transdisciplinary Learning Community: Towards a Transdisciplinary and Trans-University Collaboration Platform

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Abstract

This paper presents the main challenges currently faced by Mexican higher education institutions to cope with the rapid technological development of society, the development of solutions to the complex nature of current problems, the modernization of the teaching approaches that deal with those problems and their integration with governmental agencies and society. As a result of the literature reviewed, a Transdisciplinary Learning Community (CAT, for its initials in Spanish) is presented as a dynamic model that would help educational systems to accomplish knowledge meaning, teaching-transfer, and integration. Examples of different transdisciplinary projects are given and methodologies discussed.

Keywords: Transversal Competencies, Transdisciplinary Research, Collaboration, Higher Education Institutions

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Institutional Approach of Innovations on Higher Education

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Abstract

Higher education is designed to be the center of innovation. To improve innovation productivity, higher education needs to perform certain management strategies. This study was conducted to find out the relation between certain management strategies toward innovation productivity. This research was based on theory of new institutional approach under concept of embeddedness developed by M. Grannoveter. This research was qualitative using case study strategy. The case study had taken place in Universitas Sebelas Maret. Data were collected through interview, documentation and Focus Group Discussion (FGD) technique. The result showed that some innovations like Technology-based innovations were UNS Accreditation, the Smart Battery UNS, Public Service Agency (BLU), Greenmetrics, the International Organization for Standardization (ISO), Quality Research of LPPM UNS, Student Achievement, Quacquarelli Symonds (QS), Independent Business UNS, Unqualified (WTP) and Webometrics UNS. Work culture called ACTIVE (Achievement Orientation, Customer Orientation, Teamwork, Integrity, Visionary, Entrepreneurship) also affected the emergence of innovation. Those innovations productivity was influenced by several institutional dimensions: leadership, organizational cultural, quick responses, integrated planning and budgeting, transparency policy.

Keywords: Acceleration, Innovation, Institutional, Productivity

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Machiavellianism in the Plays of Shakespeare

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Abstract

This project involves discovering how the ideas of Machiavelli were used in the plays of Shakespeare. The goal is to show that these ideas were present in the Renaissance and England, and that although Shakespeare did not quote Machiavelli; instead he used his ideas in a general way. This has been done by analyzing Castiglione's *The Courtier*, Machiavelli's *The Prince*, two plays by Marlowe, and six plays by Shakespeare. This research highlights the importance of Machiavelli in the literature of the Renaissance generally and in the plays of Shakespeare specifically, and illustrates how his work is a permeating theme in the works of Shakespeare.

Keywords: Machiavellianism, Shakespeare, England

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Improving the Oral Defense of Research Proposals: A Case Study of Doctoral Students Studying at the University of South Africa

Prem Heeralal*

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Abstract

Ethiopian doctoral studying at the University of South Africa receive support in the form of workshops that assist them in writing a research proposal for their doctoral studies. At the end of the series of workshops on proposal writing they are required to do an oral defense of their research proposal. This paper provides an analysis of the oral defense of research proposals presented by ten doctoral students in the field of education and environmental sciences. The purpose of the analysis of the presentations is to identify strengths and weaknesses of the various presentations and provide students with guidelines on how to improve their oral presentation skills as well as pay attention to important aspects of the proposal such as methodological and ethical issues related to their studies. Issues such as time management, contact with the audience, preparation of power point slides have been identified as weaknesses. The paper will make recommendations to address these and other issues in order to improve the oral defense of proposals.

Keywords: Research Proposal, Oral Defense, Time Management

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The Impact of the Grade Five Scholarship Examination on Higher Education: Views of B.Ed. undergraduates in Sri Lanka

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Abstract

Grade Five Scholarship Examination (GFSE) aims at identifying students with high potential or academic abilities at the end of primary education in-order to provide them equitable opportunities to further develop as an investment towards future citizenship. Objective of this study is to analyze the impact of the above examination on a selected sample of Bachelor of Education (B.Ed.) undergraduates from Sinhala, Tamil and English media, who have scored high marks and have been selected to follow B.Ed. course at University of Colombo. Further, the study investigated predictive validity of the GFSE by using their academic performance at GFSE, GCE ordinary level (O/L) examination and A/L examination. Island ranks and Z scores too were used. Student beliefs were analyzed to find the impact. The correlation coefficients were estimated across these measures by comparing those with the results of GFSE. The results revealed that only 16.5% had obtained the pass mark at the GFSE and 10.68% had got opportunity to enter a prestigious school. Those who passed GFSE were asked about their experience and feelings immediately after obtaining the results. 70.59% were encouraged by their results while 63.5% of those who were disqualified were not affected by their results. 23.5% had been discouraged by their marks. 43.7% of the total sample stated that the GFSE results did not have an impact on their educational life. According to the calculations of predictive validity and responses given by the sample of B.Ed. undergraduates, a significant impact of GFSE on higher education cannot be traced. Therefore, the overall non-significance is worthy of researching further as there is a controversy in holding GFSE in Sri Lanka.

Keywords: Impact, Predictive Validity, Grade 5 Scholarship Examination, B.Ed. undergraduates

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Towards Constructively Aligned Curriculum Practices: Challenges and Teaching skills of In-service teachers of Sri Lanka

Chinthaka Chandrakumara*
University of Colombo, Sri Lanka

Abstract

This study attempts to design a supportive programme on Constructive Alignment (CA) for a group of in-service teachers and determine the perceived level, the challenges and teaching skills in relation to the planning three key components of CA. The purposively selected sample consisted of 71 in-service teachers from the Faculty of Education, University of Colombo, Sri Lanka in 2016. The treatment which comprised of lectures on constructively aligned lessons under different subjects and worksheets were used as the experimental intervention. Questionnaires and structured interviews were also used. The gathered data were analyzed using quantitative measures. Fact findings from comprehensive evaluation on supportive programme for CA revealed that the participants' ratings for the treatment with learning activities with constructively aligned exemplary lessons were high. The highest perceived levels in planning the three elements of CA were with the in-service teachers of Mathematics and Business studies. The effect of the training was less for those of primary and Civics Education. The most challenging element related to lesson objectives was determining objectives in the cognitive domain as par with its depth while that of with regard to organizing teaching learning activities was preparing appropriate learning aids. Determining the level of adequacy of the assessment according to the intellectual abilities of the students was the most challenging element in assessment. The perceived skills in assessing students' achievement, effective use of boards as a learning aid, and effective use of group learning were comparatively low. Further research in the area is required for improving the abilities in key components of CA for the in-service teacher education programmes of Sri Lanka.

Keywords: In-service teachers, Constructive Alignment, Perceived level, Challenges, Teaching skills

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Narrative Research on Practice-Oriented Teacher's Professional Development: A Secondary Teacher's Professional Development for Math Inquiry-Teaching

Chien-Hsing Wang*

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Abstract

This study explored the emotional elements that facilitated a teacher to reflection-action professional development of math inquiry teaching based on the analysis of life-story narratives of a secondary math teacher. The findings are as follows: 1) curiosity motivated the participant teacher to study math inquiry teaching; 2) the participant teacher was inspired to practice math inquiry teaching by the abilities to put theory into practices demonstrated by the inquiry-teaching experts; 3) teaching self-confidence empowered the participant teacher to commit to professional development for math inquiry teaching in facing challenges raised by school administrators, teacher peers and parents; and 4) experiencing success was crucial to the formation of teaching self-confidence of the participant teacher. The conclusions are as follows: 1) the abilities to put theory into practices demonstrated by educators of teacher's professional development can motivate teachers to engage in spontaneous professional development; and 2) teaching self-confidence and successes are critical to a teacher's commitment to reflection-action professional development for innovative teaching. Suggestions: 1) educators of teacher professional development should cultivate the abilities to put theory into practices; and 2) teacher's professional development should provide teachers with opportunities to experience successes in order to improve their teaching self-confidence.

Keywords: Teacher Professional Development, Inquiry Teaching, Narrative Research

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Management of Long Term Care Facilities in Korea: Voices from the Field Practitioners

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Abstract

National long term care insurance was started in 2008 in Korea, as a part of national health care insurance. Since then, 789,024 people (approximately 7% of older adults aged over 65 years old) applied for the national long term care services and 74.2% were qualified to receive the services (National Health Insurance Service, 2015). People who are qualified to receive the long term care services are able to choose services between in home care and facility care. According to National Health Insurance Service (2015), in 2015, total number of service agencies became 18,002 (12,917 in home care service agencies and 5,085 facility care agencies). In this study, the researchers focused on facility care services. Especially, we were to identify issues of managing the long term care facilities in financial management, staff management, and consumer management aspects. Thus, we interviewed five staff members from facility care agencies in four different cities of Korea. The participants included two social workers, two directors, and one CEO. Each interview was from 30 minutes to 2 hours. For the financial management issue, they expressed difficulties of running for the first three months since the government gave payments after three months. However, larger agencies tended to become more stable as the government was more financially supportive and the consumers also preferred larger facilities. For staff management, many agencies had hard time recruiting qualified staff and those who are able to take night shift. While caring for patients, they sometimes had difficulties dealing with patients' family members. Or, sometimes they met with dilemmas between physical protection and freedom of the patients when a patient had behavioral issues. Based on the result, the researchers addressed implications to gerontological social work.

Keywords: Long Term Care Insurance, Korea, Administration, Management

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Qualitative Longitudinal Research on Lithuanian Student Migration

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¹ Vytautas Magnus University, Lithuania

² Yale University, United Staes

Abstract

The preferred survey methodology to characterize a society uses a small number of clear and well-defined questions and a respondent sample that is as large as possible. Such an approach can characterize the current average state of a society well but often does not provide much insight into mechanisms associated with social change processes, and consequently can be a poor predictor of future developments. The inevitable drop in sample size is a great handicap but may be balanced by the possibility of turning up new and unanticipated variables that are germane to the situation, particularly if the question set is suitably enlarged. We have been following fifty Lithuanian students, some having emigrated for study in Great Britain and others who have stayed in Lithuania, by repeated in-depth interviews and detailed questionnaires for almost five years. The initial interviews were made at the respondents' locations using a 400-item questionnaire, followed by in-depth but less structured exploration of the respondents' responses. Subsequent interviews were carried out in various ways: repeated visits to the respondents, home visits by respondents, but mostly by using Skype and e-mail. We have seen significant changes with time in the values and importance of variables characterizing the students, finding a greater than anticipated influence of peers and personal contacts on the behavior of the respondents. In contrast, economic considerations seem to have been of less significance than anticipated in modulating the behavior of both kinds of students. The presence of both short term and long term response variables increases social policy possibilities. Emigration of first-rate students is a very significant form of "brain drain" on the national level, with serious long-term consequences for cultural, economic, and educational sectors of the nation.

Keywords: Lithuanian Students, Migration, Qualitative Longitudinal Research

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A Multidisciplinary Approach to Develop Environmental Flow Requirements for River Diversion Projects

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¹University of Colombo, Sri Lanka

²University of Sri Jayawardenapura, Nugegoda, Sri Lanka

³Lane, Egodawatte, Boralesgamuwa, Sri Lanka

Abstract

Most countries have attempted to meet this demand by development of surface water sources. More than 50% of the accessible surface water sources are already utilized for this purpose, and the level of extraction is projected to increase to about 70% by 2025. This has led to the development of a new concept called environmental flow which attempts to define, what proportion of the original flow regime of a river should continue to flow down the river in order to maintain valued features (biodiversity, socio-economic, aesthetic, recreational etc.) of the ecosystem. Sri Lanka is a country rich in freshwater water resources with a long history of water resource development which dates back to 500 B.C. This study was undertaken by a multidisciplinary project team to evaluate a wide range of projects that involve water impounding and diversion in Sri Lanka and develop a set of guidelines and criteria that should be followed in determination of e-flows in the future. The different river diversion projects in Sri Lanka show great deal of variation with respect to flow regimes and ecological and sociological conditions. Therefore, a multi criterion based decision making tool has been developed to determine the e-flow using a point scale based on nine criteria to determine the ecological flow. The method has been applied to several well-known cases representing different water diversion scenarios involving differing ecological and sociological settings and was found to provide results that are more representative of existing ecological and sociological setting. Further, the results obtained using the proposed method are comparable to currently prescribed values and therefore is likely to be acceptable to developers from both public and private sectors.

Keywords: Multidisciplinary Approach, Environmental Flow, River Diversion

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TRACK C: HEALTH AND MEDICINE SCIENCES



A Common Reason For Mother To Cease Breastfed

Azniah Syam*

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Indonesia

Abstract

Breastfeeding is very beneficial for both the mother and the baby but unfortunately, duration of the supply of breastmilk to the infant is mostly less than six months. The study was aimed to evaluate and observe the problems hampering the supply of breastmilk in the main primary health care services Indonesia, during the period of January - April 2013. The study applied cross-sectional approach towards 218 breastfeeding mothers as sample which was chosen purposively. Correlations between variables were analyzed by using chi square model. The reasons of changing mother's milk to formula milk was analyzed with simple descriptive in order to find the trend of the objects under study. The findings of the study are: (1) implementation of early breastfeeding initiation is significantly related to who (midwife) is helping the baby delivery but on the other hand, socio-demography background including knowledge of the mother does not significantly affect the initiation; (2) the big problem is not all baby delivery helpers routinely employ the early breastfeeding initiation. In order to change the behavior of the helpers it is necessary to apply strategies such as improvement of counselling skill and knowledge in supplying the baby with food, and provision of written policy on Primary Health Care Centre support in making the early breastfeeding initiation and exclusive breastfeeding a success.

Keywords: Early Breastfeeding Initiation, exclusive breastfeeding, Reasons to Stop

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Physiological Effect of 3,5-Dicaffeoylquinic Acid on Trimethyltin (TMT)-Induced Amnesic Condition

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^{1,2,3,4,5,6,7,8,9,10} Gyeongsang National University, Korea, South

Abstract

The protective effect of 3,5-dicaffeoylquinic acid (3,5-diCQA) on brain disorder induced by TMT (7.1 µg/kg of body weight; intraperitoneal injection) was investigated in order to assess its anti-amnesic effect in mice. In behavioral test as the Morris water maze (MWM) test, 3,5-diCQA significantly ameliorated learning and memory deficits. After the behavioral tests, brain tissues from the mice were prepared and analyzed to characterize the cellular activity of 3,5-diCQA. Acetylcholine (ACh) as a neurotransmitter level was increased, whereas the activity of acetylcholinesterase (AChE) as the hydrolytic enzyme of ACh was decreased upon administration of 3,5-diCQA. In addition, 3,5-diCQA evidently showed its antioxidant activities as follows: a decrease of malondialdehyde (MDA) production and oxidized glutathione (GSH) ratio and an increase of superoxide dismutase (SOD) level due to reducing oxidative stress in brain tissue, TMT-induced mitochondrial activity, such as mitochondrial ROS/ATP production and membrane potential, was also positively regulated. Therefore our results suggest that 3,5-diCQA may be a useful agent to improve TMT-induced learning and memory dysfunction.

Keywords: Anti-Amnesic Effect, Anti-Oxidant Effect, Trimethyltin, 3,5-Dicaffeoylquinic Acid

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Inhibitory Peculiarity of Peanut Sprout (*Arachis hypogaea*) Fractions with Antioxidant Activity on A-Glucosidase and AChE

Kang Jin Yong¹, Heo, Ho Jin^{2*}, Park, Seon Kyeong³, Ha, Jeong Su⁴, Lee, Du Sang⁵, Kim, Jong Min⁶, Park, Sang Hyun⁷ Kwon, Bong Seok⁸, Lee, Chang Jun⁹

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Abstract

To investigate a property of peanut sprout (*Arachis hypogaea*) as a functional food material, several in vitro antioxidant activities including total phenolics and enzyme inhibitory effects on α -glucosidase and acetylcholinesterase (AChE) were performed. Organic solvent fractions (n-hexane, chloroform, ethyl acetate, and distilled water) from 80% ethanolic extract of peanut sprout were prepared and used. The ethyl acetate fraction of peanut sprout showed the highest total phenolic contents, 2,2'-azino-bis (3-ethylbenzthiazoline-6-sulfonic acid) diammonium salt (ABTS) radical scavenging activity and malondialdehyde (MDA) inhibitory effect. Inhibitory effects on α -glucosidase and α -amylase which act on carbohydrate glycation were examined to confirm in vitro anti-diabetic effect of the fractions. These results of IC₅₀ values on α -glucosidase inhibitory effect were as follows: the n-hexane fraction (9.69 μ g/mL), chloroform fraction (12.99 μ g/mL), ethyl acetate fraction (167.53 μ g/mL), and distilled water (not detected) fraction. On the other hand, inhibitory effect on α -amylase was not detected in all fractions. Inhibitory effect on AChE as a hydrolyzing enzyme of acetylcholine (ACh) was also evaluated to confirm in vitro anti-amnesic effect of the fractions. These results of IC₅₀ values on AChE inhibitory effect were as follows: chloroform fraction (74.31 μ g/mL), n-hexane fraction (95.96 μ g/mL), ethyl acetate fraction (207.66 μ g/mL), and distilled water (not detected) fraction. Finally, main phenolics of the peanut sprout fractions without distilled water fraction were analyzed by high-performance liquid chromatography (HPLC), and 15 type standard phenolics were used.

Keywords: *Arachis hypogaea*, A-Glucosidase, AChE

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Effect of Artemisia Argyi H. Fermented by Monascus Purpureus on TMT-Induced Learning and Memory Dysfunction in ICR Mice

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^{1,2,3,4,5,6,7,8,9} Gyeongsang National University, Korea, South

Abstract

Protective effects of *Artemisia argyi* H. fermented by *Monascus purpureus* (AAFM) on trimethyltin (TMT)-induced learning and memory impairment in ICR mice were evaluated to examine its anti-amnesic effect. Neuroprotective effects against H₂O₂-induced oxidative stress which could be produced by TMT were conducted using 3-(4,5-dimethylthiazol-2-yl)-2,5-diphenyl-tetrazolium-bromide (MTT) and lactate dehydrogenase (LDH) assays. Both results showed protective effects due to the improvement of mitochondrial injury and cellular membrane damage against H₂O₂-induced neurotoxicity. To confirm the cognitive function of AAFM, Y-maze and passive avoidance tests were conducted in ICR mice. Above in vivo results also showed that AAFM had excellent ameliorating effects on spatial working memory and short-term learning and memory dysfunctions. After in vivo tests, brain tissues were extracted from mice in order to measure cholinergic activity, such as acetylcholine (ACh) content and acetylcholinesterase (AChE) activity. In this study, AAFM showed higher ACh, as a neurotransmitter, contents than TMT-treatment group. In addition, AChE, as an ACh hydrolyzing enzyme, inhibitory effect was evaluated, and AAFM showed the considerable AChE inhibitory effect. Finally, high performance liquid chromatography (HPLC) analysis suggests that 3-5 Dicafeoylquinic acid was identified as the major phenolic compound in AAFM extract.

Keywords: *Artemisia Argyi* H, Cognitive Function, *Monascus Purpureus*, Phenolic Compounds

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Comparison of Anger, Life Stress, and Gratitude among Anger Expression Types of Nursing Students in South Korea

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Abstract

The purpose of this study was to investigate anger expression types in nursing students in order to analyze differences in anger, life stress, and gratitude according to the anger expression types. The study data were collected from 220 nursing students in South Korea. To measure anger expression type and anger level, the trait anger and anger expression scale of the Korean State-Trait Anger Expression Inventory was used. To measure life stress and gratitude, the Korean Inventory of Life Stress Scale for College Students and the Korean version of Gratitude Questionnaire-6 (GQ-6) were respectively used. Data were analyzed using descriptive statistics, cluster analysis, an ANOVA test, and Scheffe's multiple comparisons test. As results, four anger expression types of nursing students were identified: low-anger expression ($n = 41$, 20.1%), anger-out ($n = 40$, 19.6%), anger-in/control ($n = 80$, 39.2%), and anger-control ($n = 43$, 21.1%). The ANOVA test results showed significant differences in anger ($F = 14.61$, $p < .001$), life stress ($F = 11.10$, $p < .001$), and gratitude ($F = 8.23$, $p < .001$) among the anger expression types. Additionally, in a Scheffe's post hoc test, the anger-in/control and anger-out types were found to be associated with higher anger and life stress levels and lower gratitude levels compared to the anger-control type. Based on this research, development of an anger expression intervention program for nursing students is recommended to instruct them in means of expressing suppressed anger and appropriate anger expression, which in turn would help them to experience less trait anger and life stress and more gratitude.

Keywords: Anger, Stress, Gratitude, Nursing Student

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Related Factors to Contraceptive use among Women Marrying Young in Sungai Tabuk District Banjar Regency in 2015

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Abstract

Early marriage is a marriage performed by one who has the young age. Based on data from the ministry of religion Kabupaten Banjar in 2015, Kecamatan Sungai Tabuk is an area with a second highest number of women marrying at age <20 years old that is 172. This research aims to explain the correlation between education level, knowledge level, attitude, income, number of children, information of health workers and husband's support with contraceptive usage in woman marrying young in Kecamatan Sungai Tabuk. This study was observational analytic with a cross-sectional study. The populations in this study were women who married at age ≤ 20 years old in Kecamatan Sungai Tabuk Kabupaten Banjar, South Borneo. Sample calculation using two different estimates of the proportion test with 92 samples taken with simple random sampling technique. Data analysis of univariate and bivariate using chi square test. The result showed no correlation between education level and contraceptive usage (p-value = 0.328), there is correlation between knowledge level and contraceptive usage (p-value = 0.004), there is no correlation between attitude and contraceptive usage (p-value = 0.768), there is no correlation between income and contraceptive usage (p-value = 0.291), there is no correlation between number of children and contraceptive usage (p-value = 1.000), there is no correlation between information from health workers and contraceptive usage (p-value = 1.000), and there is no correlation between husband's support and contraceptive usage in woman marrying young (p-value = 0.110).

Keywords: Woman Marrying Young, Contraceptive Usage

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The Relationship between the Smoker in Family Member and using of Mosquito Coils with Acute Respiratory Infection to Children in the Banjang Public Health Centers of Hulu Sungai Utara

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Abstract

The acute respiratory infection (ARI) is a major reason of infant mortality and children under five years old in Indonesia. ARI is the most prevalent disease in Hulu Sungai Utara regency. One of the health centers with the highest incidence of ARI is the Banjang public health center. The aim of study is to learn risk factors of ARI in children under five years old with retrospective approach. This is an observational analytic study by case control approach. The sampling technique used simple random sampling with as many as 32 people for the case group and 32 people for the control group. The Instrument used was check list sheet, questionnaire, and spreadsheet. Independent variables were smoker in family member, and using of mosquito coils, while the dependent variable was acute respiratory infection event. Result of data analysis used chi-square test with 95% confidence level and the result of this study showed that there is significant correlation between the smoker in family members ($p = 0.018$) and using of mosquito coils ($p = 0.002$) on the incidence of acute respiratory infection. Thus, advise that can be given is the mother also can provide insight to family members not to smoke in the house and replace the fuel with a mosquito repellent that does not produce air pollution indoors to reduce the risk of respiratory infection.

Keywords: Risk Factors of ARI, Children Under Five Years Old

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The Correlation between AMH Levels with Proliferasi Index Granulosa Cells in Infertile Women Undergoing IVF Program

Roselina Panghiyangani^{1*}, Purnomo Soeharso², Andrijono³, Dwi Anita Suryandari⁴, Budi Wiweko⁵, Mala Kurniati⁶
^{1,2,3,4} Lambung Mangkurat-Banjarmasin, Indonesia
^{5,6} Universitas Mahahayati-Lampung, Indonesia

Abstract

Folliculogenesis is the process of ovarian follicle development regulated by Follicle Stimulating Hormone (FSH) and Luteinizing Hormone (LH) influenced by growth factors that stimulate cell proliferation and the effect of activity in gonadotropin. FSH induced granulosa cell proliferation and important in the secondary follicle recruitment and dominant follicle selection. Anti-Mullerian Hormone (AMH) plays key role for coordination of intra and interfollicles from follicle development and selection of the number of growing follicles, has the effect of inhibiting the recruitment of primordial follicles and decreased sensitivity of follicles to The development of follicles, possibly due to deficiency of oocyte growth signals or inhibition of AMH excess defects. The production of mature oocytes is a complex process in which germ cells and somatic cells (granulosa cells) maintain a close association. Oocyte and granulosa cell differentiation can modulate and affect the development of normal follicles. Observational cross section design was used in this study. A total of 50 research subjects were included in the study. The granulosa cell sample was obtained from ovary follicle fluid that was aspirated during ovum pick up procedure. The results of the analysis with Spearman test showed that there is a significant correlation between the levels of AMH and granulosa cell proliferation index (Spearman rho = - 0.355; p> 0.01) in the direction of the correlation is negative, which means that with increasing levels of AMH followed by a decrease in granulosa cell proliferation index. There is a significant correlation between levels of AMH and granulosa cell proliferation index.

Keywords: Granulosa Cells, AMH Level, IVF

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Global Illuminators

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ICMRP- December 15-16, 2016
Singapore
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TRACK D: ENGINEERING & TECHNOLOGY SCIENCES



Social Media Content Analysis Study on Brand Posts of Electronics Companies

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Abstract

Social Media is considered as a first-rate open communication platform to connect directly with customers. One of the most noteworthy customs to connect with the consumers through these Social Networking Sites (SNS) is to create a Facebook fanpage with brand contents and to place different posts periodically on these fanpages. According to different posts or contents placed on the fanpages, consumer responses in different manners. Usually users click like button on particular brand fanpages and then put like, comments or keep sharing on particular posts of fanpages. These types of consumer activities in fanpages reflect brands' post interactivity and engagement. Most importantly, in measuring social networking sites' effectiveness, corporate houses are now analyzing metrics in terms of calculating engagement rate, number of comments/share and likings in fanpages. So now, it is very vital for the e-marketers to identify the effectiveness of different contents or posts of fanpages in order to increase the fan engagement rate in the fan pages. In the study the authors have used the Netnographics technique and analyzed total 1325 brand posts from 17 international brands of Electronics companies. Data of 8 months (From September 2015 - April 2016) have been collected for analyses, which were available online from Brands' fan pages. Finally the authors analyzed the descriptive statistics (Post frequency, post engagement metrics) of different posts in each Brand's fanpages. The study elaborated the types of posts in fanpages and their implication on generating users' engagement activities. Findings discovered two types of posts (Image with details and feature video post) most effective in producing user engagement. The descriptive statistics will guide the e-marketers of Electronics companies to have a comprehensive idea on social media content strategy.

Keywords: Social Media, Social Networking Sites, Social Media Content Analysis, Social Media Metrics Analysis, Online Marketing

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Biped Robot for Walking and Turning Motion using Raspberry Pi and Arduino

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¹ UCSI University Kuala Lumpur, Malaysia

Abstract

The title of the project is 'Design, Construction and Analysis of Biped Robot for Walking and Turning Motion'. Biped robot is under the family of humanoid robot. Humanoid robots can assist for the experimental purposes. Furthermore, biped robots assist in the research of prosthetic legs. The Biped Robot in this project has to be lightweight, small and cheap. Before the implementation of this project much research was done on the works of other experts in the field of Biped Robot. Some of the experts are Alexander Sherikov, Thomas Buschmann and Jeakweon Han. Arduino and Raspberry Pi microcontrollers were used for this project. For the programming of these microcontrollers, Python and C language were studied. After studying the properties of acrylic and aluminium, acrylic was chosen to build the body of the Biped Robot. To move the joints of the Biped Robot, servo motor was chosen. Using Solidworks software, the three dimensional design of the Biped Robot was prepared. Mass and Torque of the Biped Robot was calculated to find out the torque requirement of the Biped Robot. Using the process of cutting, drilling, chloroform joining and screw-nut fastening, the fabrication of the Biped Robot was completed. The Arduino was programmed using C language to control the servo motors. The performance of the Biped Robot was analyzed by dividing the motion of the Biped Robot into five parts which are Standing Straight, Sway Right, Left Leg Forward, Sway Left And Right Leg Forward. Next, the forward kinematics calculation of the Biped Robot was performed. Finally, the Biped Robot managed to walk and turn and the objective had been achieved. Index Terms – Biped Robot, Forward Kinematics, Microcontroller, Servo Motor, Solidworks.

Keywords: Biped Robot, Turning Motion, Arduino

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Development of Endangered Languages Learning Mode by A 3D Immersive Game

Fu-Yuan Chiu^{*}

National Tsing Hua University, Taiwan

Abstract

Research motivation of this study is a 2009 UNESCO report releasing 9 endangered languages, especially the Saisiyat which is an aboriginal language in Taiwan, there are only more than 6,000 people, and their language is classified as being in “serious risk” level in the world. This research developed a 3D immersive language learning APP for Saisiyat. The APP design mode referenced a learning Spanish game (Practice Spanish: Study Abroad) by the McGraw-Hill Education, through a game of aboriginal mythology as the background to design assessment topics and tasks, let the Saisiyat language learners by smart phone, tablet and other Mobile device were ubiquitous learning, continuing ethnic language and culture. The present study used the Saisiyat language exam after the pre-test and test to verify what the “Digital game-based learning” method does that helps academic performance.

Keywords: Endangered Languages, Aboriginal Language, Language Learning, APP Game

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FUTURE EVENTS

3rd INTERNATIONAL CONFERENCE ON

“Global Issues in Multidisciplinary Academic Research”
(GIMAR -2017)



Date: February 01-02, 2017

Venue: Hotel Sunroute Plaza Shinjuku, Tokyo, Japan

Email: gimar@globalilluminators.org

Abstract Submission Date: January 15, 2016

Full Paper Submission Date: January 20, 2016

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

**“Multidisciplinary Innovation in Business Engineering
Science & Technology”
(MI-BEST -2017)**



Date: February 23-24, 2017

Venue: Century Park Hotel, Manila, Philippines

Email: mibest@globalilluminators.org

Abstract Submission Date: February 5, 2016

Full Paper Submission Date: February 10, 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

“Trends in Multidisciplinary Business & Economic Research”
(TMBER -2017)



Date: March 25-26, 2017

Venue: Novetal Hotel Sydney central, Sydney Australia

Email: tMBER@globalilluminators.org

Abstract Submission Date: March 5, 2017

Full Paper Submission Date: March 10, 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 Trends in Academic Research”
(GTAR -2017)



Date: April 20-21, 2017

Venue: San Servolo Convention Center, Venice, Italy

Email: gtar@globalilluminators.org

Abstract Submission Date: April 5, 2017

Full Paper Submission Date: April 10, 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

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3rd INTERNATIONAL CONFERENCE ON

**“New Directions in Multidisciplinary Research & Practice”
(NDMRP -2017)**



Date: May 12-13, 2017

Venue: Amalia Hotel Athens, Greece

Email: ndmrp@globalilluminators.org

Abstract Submission Date: April 20, 2017

Full Paper Submission Date: April 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

4th INTERNATIONAL CONFERENCE ON

“Multidisciplinary Innovation Sustainability & Growth”
(MISG -2017)



Date: July 05-06, 2017

Venue: The Federal Hotel Kuala Lumpur Malaysia

Email: misg@globalilluminators.org

Abstract Submission Date: June 15, 2017

Full Paper Submission Date: June 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

3rd INTERNATIONAL CONFERENCE ON
“Multidisciplinary Academic Research & Global Innovation ”
(MARGI -2017)



Date: August 25-26, 2017

Venue: Holiday Inn Central Plaza Beijing

Email: margu@globalilluminators.org

Abstract Submission Date: July 15, 2017

Full Paper Submission Date: July 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

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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

CSR



Environment

Charities

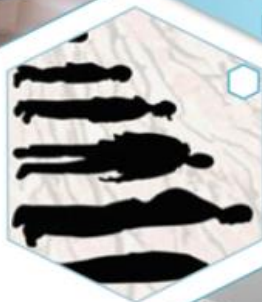
Public Health



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 sport 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, orphan 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”

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