

2nd International Conference on
**INNOVATION CHALLENGES IN
MULTIDISCIPLINARY RESEARCH & PRACTICE**
(Kuala Lumpur, Malaysia)

BOOK OF CONFERENCE PROCEEDINGS

2nd ICMRP

December 17-18, 2014

Organized by:



2nd International Conference on "INNOVATION CHALLENGES IN MULTIDISCIPLINARY RESEARCH & PRACTICE" (2nd ICMRP-2014)

CONFERENCE PROCEEDINGS

BOOK OF ABSTRACTS 2nd ICMRP-2014

2nd International Conference on
“INNOVATION CHALLENGES IN
MULTIDISCIPLINARY RESEARCH &
PRACTICE”
(ICMRP- 2014)
Kuala Lumpur, Malaysia.

**Global Illuminators,
Kuala Lumpur Malaysia**

Book of Abstracts Proceedings

2nd International Conference on “Innovation Challenges in Multidisciplinary Research & Practice” (ICMRP- 2014). Kuala Lumpur, Malaysia

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Proceedings of the 2nd International Conference on Innovation Challenges in Multidisciplinary Research & Practice” (ICMRP-2014). Kuala Lumpur, Malaysia

ISBN: 978-969-9948- 08-4

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Printed and bound by: *Ideas Pro Printers*

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**2nd INTERNATIONAL CONFERENCE ON
“INNOVATION CHALLENGES IN
MULTIDISCIPLINARY RESEARCH &
PRACTICE” (ICMRP-2014) Kuala Lumpur,
Malaysia.**

Venue: Pearl International Hotel, Kuala
Lumpur, Malaysia.

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CONFERENCE CHAIR MESSAGE

Tariq Iqbal Khan



The 2nd international conferences on Innovation Challenges in Multidisciplinary Research & Practice” (ICMRP-2014) 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 conferences 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 interact with other renowned scholars for possible future collaborations.

I am really thankful to our honourable 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.

Thank you

Tariq Iqbal Khan.

Conference Chair ICMRP-2014

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KEYNOTE SPEAKERS

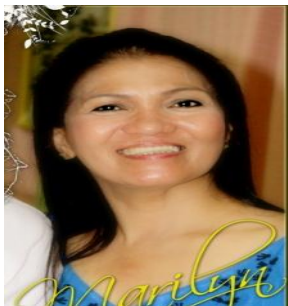
Syed Tahir Hijazi (Ph.D)



Professor & Dr. Syed Tahir Hijazi is Ex. Dean at College of Business Administration, American University in The Emirates, Dubai UAE. He is regarded as leading international economist and reputed advocate of

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

Marilyn Dejecasion-Cardoso (Ph.D).



Prof. Dr. Marilyn Dejecasion-Cardoso is a well-known scholar and academician in Philippines due her contribution towards knowledge creation and academic excellence. Currently she holds the position of Vice President for Academic Affairs of Samar State University since 2012. She is also contributing as Dean, College of Graduate Studies of Samar State University since 2003 to present.

Her contribution as a professor in teaching and research differentiates her as a legendary personality in academic circles. She has been teaching research methods, statistics and professional education courses since 1987. She has contributed several research articles, and supervised Ph.D. theses and has been involved in extension work in Samar State University. She has been playing the role of Accreditor of Accrediting Agency of Chartered Colleges and Universities, Inc. (AACCUP) since 2000. She has been serving as Head of Research and Development Centre, Samar State University and Member, Social Development Committee, NEDA, Region VIII. She has lead the Educational Management Information System, Samar State University since 1989 to 2000.

Due to her visionary leadership skills and contribution towards promotion of excellence in academic circles she stands out to represent the Philippines higher education institutions at global platforms. She is one of the leading scholars in ASEAN region for promoting academic excellence in collaboration with Global Illuminators.

CONFERENCE PROGRAM

DAY 01 Wednesday (December 17, 2014)

Welcome Reception & Registration

8:00 am – 9:00 am

Opening Ceremony (09:00 am – 10:30 am)

Venue: Ball Room 1

09:00 am - 09:15 am	Welcome Remarks - Felicia Chong
09:15 am - 09:35 am	Opening Speech - Dr. Farooq Ahmed Jam (Executive Director Global Illuminators)
09:35 am - 09:55 am	Key Note Speech - Dr. Syed Tahir Hijazi
09:55 am - 10:15 am	Key Note Speech - Dr. Marilyn D. Cardoso
10:15 am - 10:30 am	Award Ceremony

Grand Networking Session and Tea Break (10:30 am – 11:00 am)



DAY 01 Wednesday (December 17, 2014)

Session 1 (11:00 am – 1:00 pm)

Venue: Ball Room 1

Session Chairs: Dr. Marilyn D. Cardoso & Dr. Ena Bhattacharyya

Track A: Business, Management and Economics Studies

ICMRP-14-122	ASSET QUALITY MANAGEMENT IN INDIAN BANKS -A STUDY OF SBI & ICICI	MS. D. VEENA
ICMRP-14-203	AN INSIGHT OF SENTIMENT ANALYSIS IN THE FINANCIAL NEWS	SEPIDEH FOROOZAN YAZDANI
ICMRP-14-207	DEVELOPING MANAGEMENT SYSTEM BUMDES (VILLAGE-OWNED ENTERPRISE) FOR SUSTAINABLE POVERTY ALLEVIATION MODEL	T.HANDONO EKO PRABOWO
ICMRP-14-236	STRENGTHENING MONETARY POLICY STRUCTURES IN THE KINGDOM OF BAHRAIN: ESTABLISHING SUPPORT FOR ECONOMIC DEVELOPMENT GOALS IN THE 21 ST CENTURY	DR. GHASSAN OSSMAN
ICMRP-14-237	MACROECONOMICS OF LABOR MARKETS IN THE KINGDOM OF BAHRAIN: EFFECTS ON PLANNED AGGREGATE EXPENDITURES	DR. GHASSAN OSSMAN
ICMRP-14-106	EMPIRICAL EXAMINATION OF THE MEDIATING EFFECT OF ORGANIZATIONAL COMMITMENT ON THE RELATIONSHIP BETWEEN COMPLEXITY AND TECHNOLOGY ADOPTION IN MALAYSIAN SMEs	ABDULLAHI UMAR

Lunch Break (1:00 pm – 2:00 pm)



DAY 01 Wednesday (December 17, 2014)

Session 1 (11:00 am – 1:00 pm)

Venue: Ball Room 2

Session Chairs: Dr. Farzad Motevalli Haghi & Dr. Khajornsak Buaraphan

Track E: Health and Medicine Studies

ICMRP-14-121	COMMITTED TRANSPORT: A DREAM FOR RURAL PREGNANT MOTHERS AND NEWBORN IN INDIA	DR.RAM CHANDRA GOYAL
ICMRP-14-125	COMMUNITY THINKING AND ACTING: AN EVALUATION OF EFFECTIVENESS OF HEALTH TALKS, HEALTH EXHIBITIONS, ROLE PLAYS AND PUPPET SHOWS.	MRS. BABY GOYAL
ICMRP-14-141	DEVELOPMENT AND VALIDATION OF WORK MOVEMENT TASK ANALYSIS: PART 1	MOHD ZUBAIRY BIN SHAMSUDIN
ICMRP-14-154	A REVIEW OF THE PROBLEMS AND CHALLENGES IN THE STUDY OF MICROBIOLOGY IN NIGERIA'S TERTIARY INSTITUTIONS.	UGWUANYI ROSEMARY CHINENYE.
ICMRP-14-201	EVALUATION OF HEALTH STATUS AMONG IRANIAN ELDERLIES LIVING IN NURSING HOMES	MASOUD LOTFIZADEH
ICMRP-14-129	COMPARISON OF ANTIOXIDANT ACTIVITY AND TYROSINASE INHIBITION IN FRESH WHITE RADISH, GARLIC AND GINGER	APISIT SOMMAN
ICMRP-14-192	IN VIVO STUDY OF EFFICACY OF SOME METRONIDAZOLE DERIVATIVES ON GIARDIA LAMBLIA	SOGHRA KHABNADIDEH
ICMRP-14-199	A RAPID AND CONVENIENT METHOD FOR SYNTHESIS OF ANILINOQUINAZOLINES AS ANTICANCER AGENTS	SOGHRA KHABNADIDEH
ICMRP-14-211	GENETIC IMMUNIZATION AGAINST GONADOTROPHIN RELEASING HORMONE (GNRH-I) CAN BE A SUITABLE CONTRACEPTIVE CANDIDATE FOR USE IN MALES	DR. MD. ABU HADI NOOR ALI KHAN

Lunch Break (1:00 pm – 2:00 pm)



DAY 01 Wednesday (December 17, 2014)

Session 2 (02:00 pm – 3:30 pm)

Venue: Ball Room 1

Session Chairs: T.Handono Eko Prabowo & Anna N. Gorodischeva

Track B: Social Sciences and Humanities

ICMRP-14-134	PRIMARY SCIENCE TEACHERS' PROFESSIONAL DEVELOPMENT FROM DEVELOPING A CONTEXT-BASED, INTEGRATED SCIENCE CURRICULUM: A MULTI-CASE STUDY	DR. KHAJORNSAK BUARAPHAN
ICMRP-14-157	PREVALENCE PEDICULOSIS AND ASSOCIATED RISK FACTORS IN PRIMARY-SCHOOL CHILDREN OF MAZANDARAN PROVINCE, IRAN, 2012-2013	DR. FARZAD MOTEVALLI HAGHI
ICMRP-14-169	LEARNING IN WEB 2.0 ENVIRONMENT: A PERSPECTIVE FROM STUDENTS IN A HIGHER LEARNING INSTITUTION IN THE EAST COAST OF MALAYSIA	ZURAINA ALI
ICMRP-14-190	DETERMINATION AND ANALYSIS OF OBSTACLES OF INNOVATION IN MALAYSIAN FOOD PROCESSING SMEs	SUZIYANA MAT DAHAN
ICMRP-14-244	VOICES OF THE YOUTH AND EDUCATION NEEDS OF THE 21ST CENTURY: A CASE STUDY ON CLUSTER SCHOOLS OF EXCELLENCE IN MALAYSIA	ENA BHATTACHARYYA
ICMRP-14-208	WRITING ACROSS THE CURRICULUM: INTERDISCIPLINARY WRITING AND THE SOUTH ASIAN UNIVERSITY	JASON HOMER
ICMRP-14-242	STUDENTS' RESPONSIVENESS AT THE DIFFERENT METHODS OF RECEIVING LESSON MATERIALS	VIKTOR Ni
ICMRP-14-231	CRITERION SYNTHESIS THE CHI-SQUARE FOR DEPENDENT DATA	ALIMSEITOVA ZH.K.

Tea Break (3:30 pm – 3:45 pm)



DAY 01 Wednesday (December 17, 2014)

Session 2 (02:00 pm – 3:30 pm)

Venue: Ball Room 2

Session Chair: Amiruddin Ahamat & Felicia Chong

Track D: Engineering and Technology Studies

ICMRP-14-132	HEAT POWER PLANT UNITS PROCESS CONTROL SYSTEM FOR A SIMULATOR	SHOLPAN M. BAIMATAYEVA
ICMRP-14-168	THE WAY FORWARD FOR MALAYSIAN SPACE INDUSTRY - RECOMMENDATION BASED ON 7 COUNTRIES' EXPERIENCE	AHMAD AMMAR AHMAD TERMIZI
ICMRP-14-219	ROLLING BEHAVIOR CONTROL FOR HUMANOID ROBOT USING VAN DER POL OSCILLATOR WITH REFLEX ENHANCEMENT	RIADH ZAIER
ICMRP-14-227	EFFICIENT ENERGY SAVING ANTENNA MANAGEMENT FOR LTE ADVANCED-MIMO SYSTEM	NAJNIN SULTANA

Tea Break (3:30 pm – 3:45 pm)



DAY 01 Wednesday (December 17, 2014)

Session 3 (03:45 pm – 5:00 pm)

Venue: Ball Room 1

Session Chair: Dr. Ena Bhattacharyya & Dr Farooq Ahmed Jam

Track A: Business, Management and Economics Studies

ICMRP-14-104	ORGANIZATIONAL CLIMATE: ITS IMPLICATIONS TO JOB SATISFACTION AND PERFORMANCE OF PERSONNEL IN STATE UNIVERSITIES AND COLLEGES (SUCS) IN EASTERN VISAYAS, PHILIPPINES	MARILYN D. CARDOSO
ICMRP-14-133	DESIGNERS' ROLE IN MARKETING LIFESTYLE BRANDS TO THE SHOPPING CULTURE GENERATION	STEPHEN T.F. POON
ICMRP-14-188	INFORMATION TECHNOLOGY AND THE TARGET AUDIENCE ADVERTISING	ANNA N. GORODISCHEVA
ICMRP-14-127	LATENT CLASS REGRESSION MODELLING FOR FIRM PERFORMANCE: A NEW DIMENSION IN INDUSTRIAL ORGANISATION?	YONG SOOK LU
ICMRP-14-148	IMPACT OF INSTITUTIONAL OWNERSHIP ON STRATEGIC DECISIONS AN ANALYSIS OF NON-FINANCIAL SECTOR OF PAKISTAN	RABEEA SADAF
ICMRP-14-250	MULTI-METHODOLOGICAL APPROACHES IN QUALITATIVE ENTREPRENEURSHIP RESEARCH	AMIRUDDIN AHAMAT

Closing Ceremony (5:30 pm – 6:00 pm)

Venue: Ball Room 1

End of the Conference



DAY 01 Wednesday (December 17, 2014)

Session 3 (03:45 pm – 5:00 pm)

Venue: Ball Room 2

Session Chair: T.Handono Eko Prabowo & Felicia Chong

Track C: Physical Life and Applied Sciences

ICMRP-14-115	INVESTIGATION OF VIEWING AND ANSWERING APPROACHES OF QUESTIONNAIRE IN DETECTING ABNORMALITIES IN INTRA-ORAL DENTAL RADIOGRAPHS	SITI ARPAH BT AHMAD
ICMRP-14-251	HOW TEENAGERS FORM ONLINE RELATIONSHIPS: A DOCUMENTARY STUDY IN EDUCATIONAL PSYCHOLOGY	TAHEREH MEHROLLAHI
ICMRP-14-128	TRADITIONAL FISHING GEARS AND FISHING METHODS OF ILOCOS NORTE, PHILIPPINES	FACUNDO B. ASIA
ICMRP-14-140	MORPH-REPRODUCTION EXAMPLES OF PARENTS IN SEVERAL GENERATIONS OF EXAMPLES DESCENDANTS	BAKHYZZHAN AKHMETOV
ICMRP-14-153	THE STUDY OF THE GROWTH OF LACTIC ACID MICROFLORA DURING RIPENING SOFT BRINED CHEESE	ALIMARDANOVA MARIA & DIKANBAYEVA FATIMA
ICMRP-14-235	PRISMATOMERIS GLABRA AS A POTENTIAL ERGOGENIC AND APHRODISIAC PLANT: A STUDY IN MICE	RAZALI MOHAMED SALLEH

Closing Ceremony (5:30 pm – 6:00 pm)

Venue: Ball Room 1

End of the Conference



LIST OF CONFERENCE ATTENDEES

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

	Name	Affiliation	Country
1	Mr RAJA MOHD FUAD	Senior Staff Engineer, Nano,MEMS & IC Design R&D, Nano Semiconductor Technology, MIMOS Bhd.	Malaysia

TRACK A: BUSINESS MANAGEMENT & ECONOMICS

ORGANIZATIONAL CLIMATE: ITS IMPLICATIONS TO JOB SATISFACTION AND PERFORMANCE OF PERSONNEL IN STATE UNIVERSITIES AND COLLEGES (SUCS) IN EASTERN VISAYAS, PHILIPPINES

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ABSTRACT

This study determined the relationship between organizational climate prevailing in SUCs in Eastern Visayas, Philippines and the corresponding job satisfaction level and work performance of the key officials, faculty and non-teaching personnel. Methodological triangulation was utilized in collecting the data needed for the study. The Organizational Climate Description Questionnaire (OCDQ) developed by Halpin and Croft (1962) was adapted to determine the organizational climate among the respondent-SUCs which involved 81 key officials, 130 faculty, and 106 non-teaching personnel from 10 SUCs in the region during school year 2010 – 2011. Moreover, in the selection of the respondents for the faculty and non-teaching group, the researchers used proportionate probability sampling. Results imply that the organizational climate prevailing in the respondent-SUCs approximated an open climate which indicated that there is high level of “esprit,” “thrust,” and “consideration.”. Moreover, the respondents were generally satisfied with their job and with high level of work performance. However, they had the lowest level of job satisfaction along professional growth due to scanty seminars/trainings they have attended and inadequacy of scholarships and fellowship grants. It was revealed that the organizational climate prevailing in a state university or college in Eastern Visayas could affect its personnel’s level of job satisfaction and work performance. A more “open climate” tend to result in better job satisfaction and higher level of work performance among the personnel while those in SUCs that approximate a “closed” organizational climate tend to have low job satisfaction level and work performance. Further investigation on the relationship of organizational climate and performance of SUCs in terms of their graduates’ passing percentage in licensure examinations or board examinations and school accreditation evaluation results may provide inputs for possible intervention programs.

Keywords: Organizational Climate Description Questionnaire, Key Officials, Faculty, Non-Teaching Personnel, Open Climate, Closed Climate.

EMPIRICAL EXAMINATION OF THE MEDIATING EFFECT OF ORGANIZATIONAL COMMITMENT ON THE RELATIONSHIP BETWEEN COMPLEXITY AND TECHNOLOGY ADOPTION IN MALAYSIAN SMEs'

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ABSTRACT

The purpose of this article is to examine the mediation effect of organizational commitment on the relationship between complexity and technology adoption. To examine the effect, this research used a model in which an independent variable (X) affects an intervening variable (I), which in turn affects the dependent variable (Y); this $X \rightarrow I \rightarrow Y$ relation is often termed mediation by Baron & Kenny (1986). Organizational commitment is a central issue that measures the extent at which employees identify and get involved with their organizations, while technology characteristic is conceived as technology feature and adoption is seen as technology usage. Survey involving 250 participants, systematically chosen from five industries, was conducted. The findings revealed a significant negative correlation of -0.531 ($P < .005$) between Perceived complexity and technology adoption and a partial mediation effect of organizational commitment on the relationship between complexity and adoption of technology.

Keywords: Organizational Commitment, Complexity, Technology Adoption, Mediation and SMEs.

ASSET QUALITY MANAGEMENT IN INDIAN BANKS -A STUDY OF SBI & ICICI

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ABSTRACT

A financially sound bank gives guarantee to not only its depositors but also its shareholders, employees and to the whole economy. Banks have become very cautious in extending advances and loans; the reason is increasing Non-Performing Assets. As a part of this banks have to test the quality of assets by analysing quality of the loan portfolio, credit administration programme. Asset quality is one of the most critical areas in determining the overall management strategy of a bank. Loans typically comprise a major part of a bank's assets and carry the greatest amount of risk to their capital. With the introduction of international norms for income recognition, asset classification and provisioning in the banking sector, management of NPAs has emerged as one of the major challenges facing by Indian banks. In this article An attempt is made to study the quality of assets by analysing the trends of assets and liabilities, Assets in terms of Standard assets, Sub-standard assets, Doubtful assets and Loss assets, Gross NPA and provisions, Asset quality ratios like Gross NPAs to Gross advances, Net NPAs to Net advance, ROA, ROE, CAR, Provision Coverage Ratio (PCR) and finally the analysis of Provision adequacy. The primary focus of this paper is to compare and contrast the asset quality and management by the banks belonging to public sector and private sector viz., SBI and ICICI banks.

Keywords: Asset Quality, Non-performing, Banks

DESIGNERS' ROLE IN MARKETING LIFESTYLE BRANDS TO THE SHOPPING CULTURE GENERATION

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ABSTRACT

Lifestyle brands are created, built and established based on cultural values, attitudes and living arrangements of a specific group of target audience. As branding activities are aimed at generating awareness and communicating information that ultimately relates to the overall purpose of marketing, the creation of lifestyle brands is to enable target audiences or target market sectors to identify and associate with the elements of the specific lifestyle contexts they practice, prefer, and aspire to. Lifestyle branding adds value to consumers from its powerful enabling role as an interactive mechanism – being the name and symbolic associations for products and services which not only serves functional benefits, but communicates the symbolisms behind consumer choices with factors that are culturally inherent or meaningful. More than promotional tactics and marketing, lifestyle branding strategies shape the interaction habits and activities that the consumer may seek, prefer or engage in daily. The embrace of digital media, web-based and mobile technologies, and a tandem growth of interest in the urban shopping culture have become important catalysts in the development and management of successful lifestyle brands. This paper provides a set of possible cultural determinants of Malaysia's urban consumer segments, while proposing ways in which brand marketers and designers can respond innovatively to their needs by aligning brands with consumer perceived measures of brand equity. Using scales of measurement on the brand equity model to analyse the underlying determinant conditions, three case studies of food and beverage brands in the Malaysian service industries will be provided to gather insights on brand equity, and these will be discussed in-depth to understand what consumers seek in brand experiences. The research will conclude by factoring in the designer's role in the marketing of lifestyle brands that are relevant, recognised and respected.

Keywords: Brand, Lifestyle, Equity, Cultural determinants, Image, Perception.

IMPACT OF INSTITUTIONAL OWNERSHIP ON STRATEGIC DECISIONS: AN ANALYSIS OF NON-FINANCIAL SECTOR OF PAKISTAN

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ABSTRACT

This study investigates the relationship between institutional ownership and firm's strategic decisions. These strategic decisions include, leverage or capital structure decisions, dividend decisions and investment decisions. Using industry level data of 170 non- financial firms (belonging to eight different sectors during a time period of 2003-2011) of Pakistan, characterized by a large percentage of institutional investors having multiple equity stake in different firms across a wide spectrum of industries, this study shows the two novelties. First the previous studies have identified the impact of institutional ownership on individual strategic decisions; dividend or leverage. This study however explores the impact that institutional ownership collectively has on various strategic decisions of firm. Secondly, this study recognizes the joint determination of strategic decisions by considering the endogeneity among them. The issue of endogeneity is addressed by considering a system of equations using Three stage least Square (3SLS). The findings suggest a collective two way relation between leverage, dividend and investment decisions. The study reports that firms with large institutional ownership have a significant adverse impact on the leverage or capital structure decisions. However this study does not find significant evidence for the relationship that institutional ownership exerts on dividend decisions and investment decisions.

Keywords: Institutional Ownership, Strategic Decisions, 3SLS, Endogeneity.

INFORMATION TECHNOLOGY AND THE TARGET AUDIENCE ADVERTISING

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ABSTRACT

The article considers the phenomenon of the inherent technological development in the 21st century, and the degree of fragmentation of public attitudes toward them, because of which mature very different characteristics of the target audiences. The authors explore the history of the development of technology, changes in the motives of consumer decisions in this regard, considering the approaches and trends in the formation of the individualization of advertising appeals.

Keywords: High Technology, the Target Audience, Decision-Making, Advertising, Marketing, Information Technology.

AN INSIGHT OF SENTIMENT ANALYSIS IN THE FINANCIAL NEWS

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ABSTRACT

With enlargement of Web 2 and the advent of social networks, blogs, and online news sources, analysts have to process enormous amounts of real-time, unstructured data. For example, predicting the stock market trends and sentiment by the financial news is one of these instances. Financial news can be of various types, such as recent earning statements, information about latest products, declaration of profits by a company, and similar issues. These sources usually include the key factors, which will affect the stock market in different ways, for instance, effect on stock returns, volatility of price and also future firm earnings. Therefore, there is a vital need to discover approaches to find sentiment and polarity from these corpora of text. Obviously, this is a part in which sentiment analysis tool and its techniques can be employed to obtain the main concept of text by extracting important keywords from the financial news. Despite the large number of recent publications on sentiment mining in financial news, there are still many problems in this regard. For example, whole news articles may not be useful for analysis or mining, because most of the stock market news includes a comparison of some companies or perhaps even parts of the economy. Hence, improved techniques for the separation and determination of the sentiment and polarity of words, sentence, and phrase in order to extract proper expressions as features for sentiment analysis with high accuracy seems necessary. This paper provides a review of current sentiment analysis techniques involving machine learning and text mining for financial domain in order to predict the stock market from financial news.

Keywords: Component, Sentiment Analysis and Classification, Financial News, Machine Learning, Stock Market, Text Mining.

DEVELOPING MANAGEMENT SYSTEM BUMDES (VILLAGE-OWNED ENTERPRISE) FOR SUSTAINABLE POVERTY ALLEVIATION MODEL

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ABSTRACT

Poverty alleviation is a program that has been ongoing since the New Order (1967). Most of poor people and potential to be poor people when there is "economic crisis" lived in villages. Poverty alleviation programs in general are not sustainable as a result the number and percentage of poor people remains high about 28.55 million (11.47 percent) of the population of Indonesia (2013). This study is the second year of a two-year research plan. Some things that have been done on this study: (1) to evaluate the "model" of development, procedures for the establishment and management of village-owned enterprises (BUMDes) by synergizing capacity of individuals and households; economic and production potential; collective strengths of the community, microfinance institutions, local governments, partner agencies, universities, and donors; (2) to evaluate management and financial (accounting) system of BUMDes along with monitoring and evaluation system; (3) evaluate the training model and formulate a final model BUMDes; (4) To formulate recommendations for improvement in the development policy of partner institutions namely Balai PMD Yogyakarta on BUMDes' training and development. Based on research findings, management and accounting system to be developed is: BUMDes management system should be simple, easy to understand, and easy to put into practice. The systems must meet minimum requirements in business management in a professional manner. The systems due to the competence of human resources to manage BUMDes generally are low and unskilled labor, likewise, in the development of monitoring and evaluation systems. BUMDes need models and practical training materials primarily related to the establishment, management, development, build partnerships, marketing, accounting, management strategies for BUMDes.

Keywords: BUMDes, Sustainable Poverty Alleviation, Model of BUMDes.

STRENGTHENING MONETARY POLICY STRUCTURES IN THE KINGDOM OF BAHRAIN: ESTABLISHING SUPPORT FOR ECONOMIC DEVELOPMENT GOALS IN THE 21st CENTURY

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ABSTRACT

Monetary policy is a process utilized by a nation to control money supply to promote growth stability of the country. Effective implementation results in price levels stability, moderate interest rates, and maximum employment supporting long-run economic development and growth.. The Central Bank of Bahrain sets and implements the country's monetary policies, to maintain availability of money, moderate money supply, price stability, high employment, and currency stability for global transactions. Descriptive method and documentary analysis used to generate historical data for years 2005-2014 on the monetary policy structures of open market operations, bank reserve requirements, discount rate, capital requirements and the achievement of economic development goals. The study established the relationship and level of support that monetary policy structures have on the achievement of economic development goals of Bahrain in 21st century. It focused on the status of monetary policy structures in Bahrain in terms of open market operations, bank reserve requirements, discount rate, capital requirements. The research determined the level of support monetary policy structures have on achieving these goals. The researcher reviewed annual reports, brochures, office records, and government manuals and standards. Arithmetic mean, Pearson correlation, Chi-Square test, variance and multiple regression analyses used as statistical tools. Findings show there is significant relationship between monetary policy structures in Bahrain and the achievement of the goals in 21st century. The degree of support provided by the variables of open market operations, bank reserve requirements, discount rate, capital requirements on the achievement of the goals are not the same. Achievement of such goals is dependent on monetary policy structures. Monetary policy structures of the variables are strong predictors of these goals.

Keywords: Economic Development, Monetary Policy, Open Market Operations

MACROECONOMICS OF LABOR MARKETS IN THE KINGDOM OF BAHRAIN: EFFECTS ON PLANNED AGGREGATE EXPENDITURES

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ABSTRACT

Labor markets bring demand for labor as production function, and divided into segments of technical qualifications for professions or working patterns. Labor-market theories explain functioning, characteristics and differences to other markets and unemployment causes. GDP substantial contractions of industrialized nations and differences in labor-market outcomes reported in recent recession hitting global-economy. Unemployment rate indicates the labor-market health, but economic theory provides framework explaining the factors contributing to changes in its level. It has been one of the major concerns of macroeconomic-policy makers, and will remain so in the future. Unemployment rate effect is to conclude whether classical and contemporary theories of labor-market can be generally and adequately used to justify changes in the levels of inflation, interest and exchange rates, and planned aggregate expenditure in the short- and long-run for the Kingdom economy. The research is qualitative and descriptive, using descriptive and inferential statistics to analyze data pertaining to the influence of labor-market performance in terms of unemployment rates, aggregate income, and labor force participation on PAE. The data obtained from International Bank, International Monetary Fund, and Statistics of Bahraini Ministries, Central Bank, and Standard Scores. The research involved documentary analysis of the data of labor-market performance and its influence on PAE. The researcher analyzed annual reports, brochures, office records, government manuals and standards. Arithmetic mean, Pearson correlation, Chi-Square test, variance and multiple regression analyses are the statistical tools used. Findings show labor-market performance has significant effects on PAE of Bahrain. There is significant relationship between labor-market performance and PAE. PAE of Bahrain are dependent on labor-market performance. Labor-market variables; unemployment rates, aggregate income and labor-force participation are strong predictors of PAE.

Keywords: Unemployment, Interest, and Inflation Rates, Aggregate Income.

MULTI-METHODOLOGICAL APPROACHES IN QUALITATIVE ENTREPRENEURSHIP RESEARCH

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ABSTRACT

This paper examines how entrepreneurship research can be conducted using different methodological approaches. Utilizing the qualitative method, multiple sources of evidence were experimented, drawing upon industrial reports, structured interviews, in-depth interviews, and observations from a range of case studies. The results suggest that the investigation of complex issues such as recognition, discovery, and creation of entrepreneurial opportunity contribute to the range of methodologies available which guide researchers to systematically frame their studies to achieve the intended research objectives. A systematic literature analysis comparing different types of qualitative methodological approaches is however required to shape a wider discussion in this area.

Keywords: Multi-methodological Approaches, Qualitative, Entrepreneurship Research.

TRACK B: SOCIAL SCIENCES & HUMANITIES

PRIMARY SCIENCE TEACHERS' PROFESSIONAL DEVELOPMENT FROM DEVELOPING A CONTEXT-BASED, INTEGRATED SCIENCE CURRICULUM: A MULTI-CASE STUDY

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ABSTRACT

This study presents the learning experiences of two in-service primary science teachers in Thailand participated in a science teacher professional development program, which emphasizes developing teachers' professional development through creating a context-based, integrated science curriculum. In so doing, the teachers were asked to create the integrated science curriculum blending three learning areas (i.e. Science, Social Studies, religion, and culture, and Thai (S2T)) with their relevant local contexts. Subsequently, the teachers were followed during their implementation of integrated science curriculum. The data collection includes classroom observation, individual interview, and collection of related documents. The results suggest that creating a context-based, integrated science curriculum had a potential to promote the teachers' professional development in particular to essential knowledge components of pedagogical content knowledge (PCK). However, the teachers faced some obstacles in creating and implementing their integrated science curriculum. The limitations of the context-based S2T curriculum were also discussed.

Keywords: Context-Based Integrated Science Curriculum, Science Teacher Professional Development, Primary Science Teacher, Pedagogical Content Knowledge.

PREVALENCE PEDICULOSIS AND ASSOCIATED RISK FACTORS IN PRIMARY-SCHOOL CHILDREN OF MAZANDARAN PROVINCE, IRAN, 2012-2013

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ABSTRACT

Background and purpose: Pediculosis is a worldwide public health concern. This descriptive study was performed on primary-school-aged children to determine the prevalence of pediculosis and its risk factors in Mazandaran Province, Iran, on basis of geographic information system (GIS). Materials and methods: A random sampling method was used to select 45237 school-aged children from Sari to Ramsar cities during September 2012 to June 2013. Data were collected from the selected schools by five trained nursing inspectors. A detailed questionnaire was filled for each child prior to hair examination following which examination was carried out to detect head lice as well as eggs/nits. Data were analyzed chi-square test. Finally, the GIS map was obtained in province informational chart. Results: 823 primary-school children (of 45237) were infected with lice in Mazandaran Province. The mean infection prevalence was 1.4% in cities 5.64% in rural area from Sari to Ramsar. There were significant relationships between pediculosis and some factors ($P < 0.05$). GIS map revealed that the contamination was less in west than in east and central regions. Conclusion: Increasing awareness and training of teachers and parents, as well as improving standards of personal health can significantly reduce the prevalence of pediculosis.

Keywords: Pediculosis Capitis, Primary School Children, Epidemiology, Geographic Information System (GIS), Mazandaran, Iran.

LEARNING IN WEB 2.0 ENVIRONMENT: A PERSPECTIVE FROM STUDENTS IN A HIGHER LEARNING INSTITUTION IN THE EAST COAST OF MALAYSIA

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ABSTRACT

Recent trends in the use of technology have led to a proliferation of studies concerning the use of Web 2.0. Research also showed that the tool is able to facilitate students in the course of their learning as it enables them to collaborate with one another. The current study attempts to report on students' views concerning the use of Web 2.0 in their English classes. The study was conducted on 30 samples employing focus group discussions. The results of this study revealed a mixture of feelings among students in using the tool to facilitate their language learning. Some of them felt apprehensive when asked to use the tool. They were overwhelmed if they were required to response to other students' works online as they were afraid that they would be denounced by their course mates. As a result, some of them withdrew from writing any comments on their friends' entries. A few others, however, showed a more positive attitude in using Web 2.0. They preferred the convenience in assessing inputs; especially by their class teachers, at any time and place. In general, therefore, it seems that students need to take advantage that is offered by the tool to assist them in their learning and not let their fears overshadowed its benefits.

Keywords: Web 2.0, Language Learning, Focus Group Discussions.

DETERMINATION AND ANALYSIS OF OBSTACLES OF INNOVATION IN MALAYSIAN FOOD PROCESSING SMEs

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ABSTRACT

This paper discusses the innovation obstacles among Small and Medium Enterprises (SMEs). It aims to identify the main barriers of innovation in Malaysian food processing SMEs and seeking the best approach to overcome each of the barriers of innovation in Malaysian food processing SMEs. 163 sets of questionnaires were distributed among managers or owners of the food processing SMEs around Selangor, Malaysia and 77 responses had been collected and recorded. By using Statistical Package for the Social Sciences (SPSS), the result obtained by finding the mean value for each of the item assessed. From all the four barriers of innovation that had been studied like financial barrier, market barrier, organizational culture barrier and lack of information and skilled personnel barrier, it can be concluded that the financial barrier is the main barrier of innovation in Malaysian food processing SMEs. The financial barriers can be overcome by an easy financial loan application by the government for new machine or new equipment purchasing for SMEs. To eliminate the market factor barrier, the fear of failure need to be eliminated and be open minded. Next, the company has to give detail explanations about innovation to the employees to overcome the organizational culture barrier. Lastly to overcome the lack of information and skilled personnel barrier, more training, skills and knowledge program and workshops related to innovation for SMEs need to be held by government agencies. Both research objectives have been achieved and the findings are mainly benefit the SMEs practitioners and also related government agencies in restructuring the strategies towards more efficient innovation adoption and implementation.

Keywords: Obstacles, Innovation, Malaysian Foods, SMEs.

WRITING ACROSS THE CURRICULUM: INTERDISCIPLINARY WRITING AND THE SOUTH ASIAN UNIVERSITY

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ABSTRACT

For university students, success in all the disciplines requires strong writing skills. Even students whose undergraduate careers might not typically require extensive writing eventually find that those who write well get ahead: graduate programs base admissions on written work and most often require written research; promotions in academia are based on one's publication history and conference presentations; NGOs and private industry seek out and reward fluent writers.

Writing Across the Curriculum (WAC) programs have, for the past thirty years, tried to address the lack of preparedness that graduating students face when universities limit the teaching of writing to one or two first-year composition classes. The problems associated with limited exposure to university writing instruction, particularly in the science fields, create graduates who communicate less effectively and are consequently less productive professionals. These problems are only magnified among student populations whose first language is not English, for whom a decreased fluency in writing puts even the brightest graduates at a disadvantage in academia, community development, and industries.

This paper will briefly review the history and learning philosophies of Writing across the Curriculum programs, the challenges these programs have historically faced in sustaining faculty and administrative support, and the research-based benefits gained by students who attend institutions with successful WAC programs. As a case study, the author will use his experiences instituting a Writing across the Curriculum program at the Asian University for Women in Bangladesh, the first Liberal Arts University for Women in the region with students representing sixteen countries in South and Southeast Asia.

Keywords: Writing Across the Curriculum, Higher Education, Interdisciplinary Studies, and English as a Second Language.

STUDENTS' RESPONSIVENESS AT THE DIFFERENT METHODS OF RECEIVING LESSON MATERIALS

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ABSTRACT

The paper studies the students' perception of different teaching materials, such as personal website of the teacher, corporate mail service and social networks. The purpose of the study was to find out the differences in preferences by grade and gender. The internet survey was conducted among the Russian speaking classes of Nazarbayev Intellectual School (NIS) of Karaganda city in Kazakhstan. Through the comparison of means and Pearson correlation, it was found that, in general, girls and 11 grade students are more positive to accept the website as a method of delivering lesson material. Therefore, in order to attract other students to the website, a teacher has to differentiate the materials by gender and pay attention to the final grade students who visit the website less often than students of the 11 grade. Also, it was found that, in general, if the website is perceived negatively, such factors as usefulness, convenience and design of the website are of less importance, since they have minor influence on students' perception. The result of the research would help those teachers, who decide to create their personal educational website to recognize the importance of the differentiation of the uploaded materials by grade and gender.

Keywords: Students, Responsiveness, Receiving Lesson.

VOICE OF CLUSTER SCHOOL STUDENTS' ON EDUCATIONAL EXCELLENCE: PROGRAMS, PRACTICES, CHALLENGES AND THE WAY FORWARD FOR THE 21ST CENTURY

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ABSTRACT

With the implementation of the Education Development Master Plan (EDMP) 2006-2010 aimed at providing quality education for all children and producing quality human capital for the nation, autonomy through a school based management system known as the Cluster School of Excellence (CSE) merit status was introduced in the Malaysian education system. The concern for high school students to excel in Science, Technology, Engineering and Mathematics (STEM), Social Science or Arts courses and non-academic performance was of paramount concern to all stakeholders (students, parents, educators and policy makers). For students and parents, this implied excellence in the students' performance and participation in both academic and non-academic programs. Limited literature is available on the concerns and challenges faced by the stakeholders, i.e. students in the pursuit of excellence in both academic and co-curricular programs. This study seeks to address the said gap on the students' needs and concern in selected cluster schools of excellence in Malaysia. For the purpose of this study, focus group interviews with Form Four high school students (i.e. 16 year olds) from two selected schools were conducted to understand the programs, practices, challenges faced and the way forward to attain such recognition. Written answers were collected from the said students. The data findings indicate the importance of active and supportive participation of school administrative, policy makers and community members; funding for improvement on existing infrastructure; balanced academic and non-academic curriculum; and a state-of-art technological facility as key issues voiced by these students. Students of the 21st century voice the need for harmonious, conducive and open educational environment as the way forward in attaining educational excellence both in academic and non-curricular activities.

Keywords: Education Excellence, Cluster School, Leadership, State-Of-The-Art Technology, Innovation.

HOW TEENAGERS FORM ONLINE RELATIONSHIPS: A DOCUMENTARY STUDY IN EDUCATIONAL PSYCHOLOGY

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ABSTRACT

Online and virtual relationships have been increased day to day particularly among adolescents by the growth and development of information and communication technology and face to face offline relationships have been reduced. In this article which has been done by documentary method and referring to the carried out studies, we have tried to explore and answer the questions such as: is there any difference between teenagers' and parents' motivation for using internet? What are the factors and incentives encouraging teens to online relationships? Do online relationships encourage the offline relationship or discourage them? What are the similarities and differences between online and offline relationships? Results showed that teenagers use the Internet for social purposes and making relationships with others; but the parents' motives and expectations are almost always educational and academic and making relationship with informative community. Need to create relationship, intimacy, his approval, and the companionship with others are put among the motivations to make friendly relationships. Online communications has less depth comparing with face-to-face communication. ICT environment reflects and shows the social structure and accessing and using of it depends on a social-class process. Social relations are shaped by social similarity. Proximity increases the likelihood of forming friendships because it increases the probability of meeting people and interacting with each other. Thus, it is essential offline and online interactive elements will be examined by considering continuing and expanding social bonds and variation of social networks in future studies.

Keywords: Online Relationships, Offline Relationships, Social Bonds and Teenagers.

TRACK C: PHYSICAL LIFE & APPLIED SCIENCES

INVESTIGATION OF VIEWING AND ANSWERING APPROACHES OF QUESTIONNAIRE IN DETECTING ABNORMALITIES IN INTRA-ORAL DENTAL RADIOGRAPHS

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ABSTRACT

One of medical images problems are low image quality due to various factors such as acquisition process, radiographer skill, low contrast images and viewing condition. Thus the implementation of contrast enhancement algorithms (CEAs) to visually improve the image quality is an acceptable practice in diagnosing medical images. Since medical image diagnosis involves various diseases, the improvement of image quality become complex and the involvement of medical experts in evaluating the images become vital.. Thus this work conducts experiments to investigate the most effective approach relating to questionnaire answering and viewing approaches by dentists in evaluating the images. Medical images used are original and enhanced of intra-oral dental radiographs. The investigation is on the effect of how questionnaire answering and viewing condition approach give effect on dentists' evaluation in term of detecting the abnormalities. The parameters of investigation are; supervised twin-view approach, unsupervised random approach and supervised random approach. The supervised approach is where the dentist answers the questionnaire with an assistant at the predefined time of two hours. The unsupervised approach is when the dentist answer the questionnaire at his/her own predefined time in three month duration. The viewing condition approach compare between twin-view versus random approach. Twin view method is about the arrangement of the images side by side between original and enhanced images. Random approach is where the images are arranged randomly. Results show that random approach of supervised method able to champion the investigation.

Keywords: Viewing Condition, Contrast Enhancement, Intra-Oral Dental Images.

TRADITIONAL FISHING GEARS AND FISHING METHODS OF ILOCOS NORTE, PHILIPPINES

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ABSTRACT

This study documents the traditional gears and fishing methods of the rural Ilocano fishermen. It records, identifies, and describes their characteristics that include their designs, mode of operation, fishing grounds and species of fish caught, among others.

Results of the study revealed that there are 48 fishing gears used which are classified into four (4) categories based on the classification of fishing gears in the Philippines. There are eight of the hand instruments (six coastal, two inland and three common); ten of the traps (three coastal, seven inland and one common); 14 of the lines (11 coastal, two inland and one common); and 16 of the nets (10 coastal, six inland and four common). Fifteen miscellaneous fishing accessories or paraphernalia which are not in the classification were also documented.

A variety of marine and freshwater fish species comprising the catch of the fishing gears and methods are identified and recorded in their Ilokano and English or common names. These include 44 species of marine fishes, six (6) species of marine invertebrates, seven (7) species of freshwater fishes, and three (3) species of freshwater invertebrates.

A documentation of these traditional implements is valuable material to preserve the fishing culture and traditions of the Ilocanos. Researchers and other interested persons may find this study as an important material for further studies.

Keywords: Traditional Fishing, Artisanal Fishermen, Fishing Gears and Fishing Methods.

MORPH-REPRODUCTION EXAMPLES OF PARENTS IN SEVERAL GENERATIONS OF EXAMPLES DESCENDANTS

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ABSTRACT

There given the conditions under which the application of the genetic algorithm does not shrink or expand diversity duplicating the biometric data. To fill the gaps in the histogram of biometric data are examples of breeding, genetic algorithms are implemented according to GOST Russia 52633.2-2010.

Keywords: The Sample of Biometric Data, Artificial Neural Networks, Genetic Algorithms.

THE STUDY OF THE GROWTH OF LACTIC ACID MICROFLORA DURING RIPENING SOFT BRINED CHEESE

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ABSTRACT

Speed of microbiological processes, ripening cheeses are largely dependent on the intensity of breeding lactic microflora and its volume. Therefore, considerable interest to study the effect of the dose introduced by the leaven of the dynamics of the microflora during the ripening of cheese. We have studied the process of growth of lactic acid microflora during ripening soft brined cheese. Microbiological and biochemical processes occurring in the cheese during ripening is characterized by a number of traditional cheese making indicators: changes in the content of lactose, the accumulation of lactic acid, the dynamics of growth of the total amount of lactic acid microflora, pH change, and others. During the production brine cheeses based on camel milk into the prepared raw composition (control - cow's milk, experience 1 - camel milk, 2 experience - a mixture of camel and cow milk 70:30; 3 experience - a mixture of camel and skimmed cow's milk 80:20; 4 experience - a mixture of camel, cow and goat 70:20:10 milk) were added leaven laktobakteriy CHOZITRM 32, 34 LYO, which includes *Lactococcus lactis*.subsp. *lactis*, *Lactococcus lactis* subsp. *cremoris*, *Lactococcus lactis*. subsp. *Lactis*. Biovar.diacetilactis, *Str.thermophilus*, in an amount of 1.5-2%. The dynamics of the development of microflora during ripening of pickled cheeses.

Keywords: Lactic Acid, Microflora, Soft Brined Cheese.

PRISMATOMERIS GLABRA AS A POTENTIAL ERGOGENIC AND APHRODISIAC PLANT: A STUDY IN MICE

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ABSTRACT

Roots of *Prismatomeris glabra* (PG), family Rubiaceae, have been traditionally used by rural indigenous people for wellness purposes. However there is no scientific evidence to support the folkloric use of this plant. Ergogenic and aphrodisiac effects were studied in mice using modified forced swim test (FST) protocol and sexual behavior response towards sexually receptive female model, respectively. In FST, control groups were given vehicle or L-arginine. Effect was studied on exercised and non-exercised groups in nine FST regimes. Body weight, water and food intake were recorded. Blood was collected for post-exercise biomarkers. In sexual behavior, number of mounts, number of intromissions, latency to first mount and latency to first intromission were recorded. Serum assays were also measured. Results showed that mice treated with PG showed significantly greater exercise performance than control ($p=0.000$) or L-arginine ($p=0.001$) groups. Effect of PG on post-exercise blood glucose was greater than control exercised group ($p=0.011$) but similar to control non-exercised and L-arginine groups. All exercised groups had similar blood lactate levels following FST. Serum cortisterone of PG-treated group was significantly higher ($p<0.001$) than that of control non-exercised group, but similar to control exercised and L-arginine groups. PG-treated mice had greater frequency of mounting than control following treatment. PG-treated mice also showed greater intromission duration ($p=0.01$) and frequency ($p=0.02$) than control. In the same time, serum testosterone of PG-treated mice was not different from control. PG also had no effect on luteinizing hormone. In conclusion, findings of this study provide evidence to confirm the traditional use of PG roots for ergogenic and aphrodisiac.

Keywords *Prismatomeris Glabra*, Forced Swim Test (FST), Ergogenic, Aphrodisiac, Mice.

TRACK D: ENGINEERING

HEAT POWER PLANT UNITS PROCESS CONTROL SYSTEM FOR A SIMULATOR

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ABSTRACT

An important issue at development of mathematical modes which are based on a full-scale simulator is selection of a class of mathematical models for description of technological processes. In order to control heating power plant (HPP) units it is required to control performance characteristics of control loop groups operation of which is interrelated. The paper studies a simulation model, describing control processes in different cross-connection HPP units. It depicts a possibility to develop an operator training system on that base. Implementation of such possibility is proposed by an application of the up-to-date SCADA system. Results of computer-based simulation experiments allow to work out optimal decisions at implementation of control over heat power plant units processes.

Keywords: Heat Powers Stations, Control System, SCADA System.

THE WAY FORWARD FOR MALAYSIAN SPACE INDUSTRY - RECOMMENDATION BASED ON 7 COUNTRIES' EXPERIENCE

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ABSTRACT

Many countries have charted their strategy, policy and blueprint in developing their space industry. Some are successful and some are still struggling. Malaysia is one of those countries that are struggling to develop its space industry. There is no turnkey development model for space industry. It differs from one successful country to another. Thus, this paper aims to suggest a development model that suits Malaysia based on other countries' experience. This study will be based upon the paper published by the National Space Agency, ANGKASA, entitled Space Industry Sector Initiative at the International Level which was published in the first quarter of 2014. The overall of 7 space-faring countries were looked into. The entire plus and minus points from these countries were analysed to reach to a commendable recommendation for Malaysian space industry.

Keywords: Space Industry, Space Policy, Strategy Policy.

ROLLING BEHAVIOR CONTROL FOR HUMANOID ROBOT USING VAN DER POL OSCILLATOR WITH REFLEX ENHANCEMENT

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ABSTRACT

An attempt to simplify the design of a locomotion controller of humanoid robot was considered in this paper by controlling its rolling behavior. Two approaches were introduced using a linear piecewise linear (PWL) oscillator and Van der Pol (VDP) oscillator. The selection of the VDP oscillator's parameters was made based on a given PWL oscillator generating a stable gait. By introducing a small perturbation parameter into the VDP oscillator equation, it was possible to control the rolling behavior of the robot. Unlike the PWL oscillator that requires the tuning of many parameters, the proposed VDP could be modulated by the gyro sensor or by the measured ZMP so that the robot maintains dynamic stability. In addition, the locomotion controller is designed as a neural network coupled to the robot dynamics through sensory system to exhibit natural looking motion. To enhance better stability of the locomotion, proportional derivative controllers are added to the system. Furthermore, the reflex against large disturbance that cannot be compensated by a conventional feedback controller during locomotion was considered.

Keywords: Rhythmic Motion, Humanoid Robot, Rolling Optimization, Locomotion Control, Zero Moment Point.

EFFICIENT ENERGY SAVING ANTENNA MANAGEMENT FOR LTE ADVANCED-MIMO SYSTEM

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ABSTRACT

For purpose of saving cost the generation of wireless mobile communication evolved into LTE system by using MIMO-OFDM technology. But for the higher data rate it expenses higher energy. So, an efficient antenna management system is needed to be designed to save energy per bit transmission. In MIMO there are multiple RF channels for transmitting data which consumes much energy. In the case of LTE Release 10 which supports peak data rate of 1Gbps, it consumes more than that. For urban macro environment the energy cost is too high for higher data rate. So, an algorithm for adaptive selection of subset of antennas is designed to minimize the optimal transmitting power and to calculate the required minimum energy per bit for both two ended system and one ended system with continuous streaming of data. We employ MATLAB based simulation to verify the energy efficiency benefit of antenna management system. The result shows that the antenna management can achieve 25% one-end energy per bit reduction to the front end of MIMO network interface from static MIMO system which keeps all antenna actives.

Keywords: Energy per Bit, Beamforming, LTE, BLER, BER, 2D Gaussian Process, Shadowing Fading.

CRITERION SYNTHESIS THE CHI-SQUARE FOR DEPENDENT DATA

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ABSTRACT

The synthesis of the chi-square test for dependent data. The dependent data used biometric images. In biometrics chi-square test is used to test statistical hypotheses. To produce a synthesis criterion used a sample of biometric database in the form of histograms. Given the mean and standard deviation for this sample, select the number of degrees of freedom of the chi-square test. Power chi-square test agreement increases with the number of degrees of freedom. Knowing the number of degrees of freedom and the corresponding correlation coefficient equal to the data, you can always adjust the chi-square test of statistical hypotheses.

Keywords: chi-square test, the biometric image, the number of degrees of freedom, dependent data, statistical hypothesis.

TRACK E: HEALTH & MEDICINE STUDIES

A DREAM FOR RURAL PREGNANT MOTHERS AND NEWBORN IN INDIA

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ABSTRACT

Background: In India about 67,000 women die every year due to pregnancy related complications. However, 25% pregnant women still hesitate to access health facilities due to high out-of-pocket expenses on medical care and transport required to take pregnant women from home to the health facility. Govt. of India had launched, Janani-Shishu Suraksha Karyakram (JSSK) to ensure that every pregnant woman and sick neonates upto 30 days gets timely access to health care services including free of cost transport.

Objective: To assess awareness, availability and utilization of committed referral transport services to pregnant women and sick newborns at selected Public health facilities.

Material & Methods: This was a community and facility based cross-sectional study conducted during 2012 -13 at two Primary Health Centres (PHCs) of the study district. All mothers (120) having children less than six months of age were interviewed. A modified and validated Questionnaire was used for assessing the committed free of cost referral transport services for rural community. All health professionals from selected public health facilities were also interviewed. The data analysed by using software SYSTAT 12.0 version.

Results: Overall awareness about free referral transport services among study participants was 44.17%. Both PHC had ambulances but none of them were fitted with GPS. The utilization of these committed and free of cost ambulances was as low as 28.00 % for pregnant women and none for sick newborn from home to health institutions; 19.24% pregnant women and 50.00% sick newborns availed free referral transport services from transfer to higher level facility for complications and two-third pregnant women and no sick newborns availed for drop back home. **Conclusion:** The concerted efforts are required to maximize the utilization of committed free of cost referral transport for accessing the health care and reducing the maternal and newborn morbidity and mortality in the region.

Keywords: JSSK, Pregnant Woman. Free Referral Transport Services, Utilization, Availability.

COMMUNITY THINKING AND ACTING: AN EVALUATION OF EFFECTIVENESS OF HEALTH TALKS, HEALTH EXHIBITIONS, ROLE PLAYS AND PUPPET SHOWS.

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ABSTRACT

Background: Attitudinal changes are necessary to achieve lasting changes in health behaviours. Health campaigns are organised to disseminate a clear message by achieving appropriate levels of exposure among target audience. There are many methods for acquiring new knowledge and reinforcing existing one and way communicating new information. It is believed that Role plays & Puppet shows are better than Health Talk & exhibition.

Objectives: To compare effectiveness of health promotion methods on breast feeding issues among late adolescent girls.

Material & Methods: This interventional study was conducted in four wards of a small town with population of 12,000 from Jan. 2011 to March 2011. A total of 300 adolescent girls aged 15-19 years, 75 each from each ward were selected and only one of four method of health promotion (health talks, health exhibition, role plays, and puppet shows) was introduced to each group. Knowledge of all participants was assessed before and after health promotion intervention for correct position, attachment and effective suckling during child breastfeeding practiced by mothers using modified WHO Breast-feed observation form by a team of trained nurses. Grading of positioning, attachment and suckling was done according to Score of various characteristics.

Results:

Before the intervention, for all participants, the score regarding child breastfeeding practices ranged between 0-4 for correct position, 0-2 for attachment and zero for effective suckling. Participants were interviewed two weeks after intervention The score for role play was highest i.e. above 4 for correct position, 2 for attachment and 1-2 for effective suckling followed by puppet show , health exhibition and health talk.

Conclusion: The findings suggest that Role play & puppet shows are effective means of acquiring new and reinforcing existing knowledge and communicating new information.

Keywords: Breastfeeding, Health Talks, Health Exhibitions, Role Plays and Puppet Shows.

COMPARISON OF ANTIOXIDANT ACTIVITY AND TYROSINASE INHIBITION IN FRESH WHITE RADISH, GARLIC AND GINGER

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ABSTRACT

Thailand is diversity of plant foods for example fruits and vegetables contain significant levels of biologically active components and biochemical functions which benefit human health. There are containing phenolic compound constitute natural sources of antioxidants. Vegetables form a major part of daily consumption in both healthy and diseased people and have a variety of pleasant and attractive flavor. A generous consumption of them are popular in fresh including white radish (*Raphanus sativus*), garlic (*Allium sativum*) and ginger (*Zingiber officinale*). This study determined the antioxidant such as flavonoids, total phenolic content (TPC) and tyrosinase inhibition in fresh. There were collected in three representative markets in Bangkok, were analyzed for antioxidant activity by DPPH radical scavenging, flavonoids, TPC and tyrosinase inhibition activity. The results showed that DPPH radical scavenging activities of white radish, garlic and ginger were 30.42%, 11.39% and 75.24% in Bangrak, Bangrak and Ratchathewi, respectively. The highest flavonoid of white radish, garlic and ginger were 2.9, 8.38, 9.81 mg/100g in Pratumwan, Pratumwan and Ratchathewi, respectively. The TPC of garlic, ginger and white radish were 1.94, 1.82 and 0.57 mg/100g in Pratumwan, Bangrak and Ratchathewi, respectively. The highest of tyrosinase inhibition activity of white radish, garlic and ginger were 137.35%, 114.25%, 518.72% in Pratumwan, Ratchathewi and Ratchathewi, respectively. However, they appeared to be a good candidate for application between fresh and processed by salt due to its abilities to inhibit tyrosinase and oxidation.

Keywords: DPPH, TPC, Flavonoid, Tyrosinase, White Radish, Garlic, Ginger.

DEVELOPMENT AND VALIDATION OF WORK MOVEMENT TASK ANALYSIS: PART 1

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ABSTRACT

Work-related Musculoskeletal Disorder (WMSDs) is an occupational health problems encountered by workers over the world. In Malaysia, there is increasing in trend over the years, particularly in the manufacturing sectors. Current method to observe workplace WMSDs is self-report questionnaire, observation and direct measurement. Observational method is most frequently used by the researcher and practitioner because of the simplified, quick and versatile when it applies to the worksite. However, there are some limitations identified e.g. some approach does not cover a wide spectrum of biomechanics activity and not sufficiently sensitive to assess the actual risks. This paper elucidates the development of Work Movement Task Analysis (WMTA), which is an observational tool for industrial practitioners' especially untrained personnel to assess WMSDs risk factors and provide a basis for suitable intervention. First stage of the development protocol involved literature reviews, practitioner survey, tool validation and reliability. A total of six themes/comments were received in face validity stage. New revision of WMTA consisted of four sections of postural (neck, back, shoulder & arms and legs) and associated risk factors; movement, load, coupling and basic environmental factors (lighting, noise, odorless, heat and slippery floor). For inter-rater reliability study shows substantial agreement among rater with $K = 0.70$. Meanwhile, WMTA validation shows significant association between WMTA score and self-reported pain or discomfort for the back, shoulder&arms and knee&legs with $p < 0.05$. This tool is expected to provide new workplace ergonomic observational tool to assess WMSDs for the next stage of the case study.

Keywords: Biomechanics, Musculoskeletal Disorders, Assessment.

A REVIEW OF THE PROBLEMS AND CHALLENGES IN THE STUDY OF MICROBIOLOGY IN NIGERIA'S TERTIARY INSTITUTIONS

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ABSTRACT

Microbiology is the study of microscopic living organisms; bacteria, fungi, algae, protozoa and viruses. It encompasses numerous sub disciplines including virology, mycology, parasitological, bacteriology and biotechnology. Microbiologists are scientists who work in the field of microbiology, studying microbes, their interaction with environment and their effects on man and other living organisms. Due to the relevance of microbiologists in research, the healthcare, environmental studies, agriculture, food security and biotechnology, the need for qualified and well trained microbiologists in Nigeria continue to grow. Nigeria is one of the fastest growing economies in Africa, therefore the need and adequacy of Nigerian university and polytechnic graduates in microbiology is of great concern, especially those graduates seeking employment and employers of labor in the field of microbiology. A large vacuum seems to exist between these graduates and the labor market demand. This work exposes and highlights the problems and challenges in the study of microbiology in Nigerian universities and polytechnics. It will suggest solutions and recommendations to ameliorate these problems and encourage active and functional teaching and learning process in microbiology.

Keywords: Microbiologists, Challenges, Tertiary institution.

IN VIVO STUDY OF EFFICACY OF SOME METRONIDAZOLE DERIVATIVES ON GIARDIA LAMBLIA

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ABSTRACT

Giardiasis is a protozoal infection of small intestine caused by giardia lamblia. The disease is usually asymptomatic though it can present as acute or chronic diarrhea. Giardiasis is a major cause of intestinal infection and Iran is an endemic area of the disease. Despite reports about drug resistance, long course treatment and various side effects, metronidazole is the drug of choice for giardiasis.

In this study we investigated in vivo effects of five new derivatives (a-e) of metronidazole (MTZ) on the giardia lamblia trophozoite in infected mice. Giardia intestinalis cysts were isolated from a patient and purified by sucrose gradient method. Fifty Purified cysts were inoculated to mice and after development of infection, the new metronidazole derivatives were given to the mice and results were compared to metronidazole as positive control.

Compounds a and b showed desirable anti giardiasis activity and could destroy the cyst and trophozoite of giardia lamblia in mice after both two and four days, but the activity of the other compounds appeared only after 4 days.

Keywords: Giardiasis, Treatment, Metronidazole.

A RAPID AND CONVENIENT METHOD FOR SYNTHESIS OF ANILINOQUINAZOLINES AS ANTICANCER AGENTS

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ABSTRACT

4-Anilinoquinazolines have been widely studied as anticancer agents. Despite the widespread use of this class of compounds, the reported syntheses of 4-anilinoquinazolines require multistep and low-yielding reaction pathways. A novel strategy to prepare 4-anilinoquinazoline derivatives based on the cyclization of anthranilic acid is described. After synthesis of quinazoline ring we could etherify it, in order to mimic the erlotinib structure as a tyrosine kinase inhibitor. Our new compounds contain different substitutions at the meta-positions of the quinazoline ring instead of the ortho-positions of erlotinib. We synthesized ten new 4-anilinoquinazoline derivatives (17-26) in only 4 steps with desirable yields.

Keywords: Synthesis, Erlotinib, Anilinoquinazolines, EGFR.

EVALUATION OF HEALTH STATUS AMONG IRANIAN ELDERLIES LIVING IN NURSING HOMES

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ABSTRACT

Background and Aim: The existing Preventive and curative methods has considerably decreased mortality and increased life expectancy among people in today's world. The present study is aimed to evaluate the health status among elderly people living in nursing homes in Chahar mahal and Bakhtiari province, Iran.

Materials and Method: in this cross-sectional study 152 elderlies aged 60 and up were sampled through census sampling method. Data were collected through interviewer-administrated questionnaire from entire elderlies living in nursing homes of Chahar Mahal and Bahtiari Province, as one of the poorest districts in Iran.

Findings: mean age of the participants was 72.5 years, mean living duration in nursing home was 7.3 years, 68% had lost their spouse, and 46% were moved to the nursing homes because of the inexistence of somebody to protect them. Diabetes and high blood pressure (among more than 30%), neurological disorders (14.5%), history of stroke (16.3%) were found as the prevalent diseases among the participants. Surprisingly more than half of the respondents were totally satisfied of the hospitality of the nursing homes.

Conclusions: Attention to the health needs of elderlies especially among those with specific disorders need to be necessary to have a healthy community. Results of the present study can be helpful for the policy makers to take proper decisions about improving health status among Iranian elderlies living in nursing homes.

Keywords: Nursing Homes, Elderlies, Health Status, and Iran.

GENETIC IMMUNIZATION AGAINST GONADOTROPHIN RELEASING HORMONE (GNRH- I) CAN BE A SUITABLE CONTRACEPTIVE CANDIDATE FOR USE IN MALES

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ABSTRACT

Immunoneutralization of GnRH-I has attracted widespread attention as a means of an anti-fertility target in males. The successful strategy employed has been the use of DNA vaccines. In this study a plasmid DNA vaccine was engineered encoding eight units of GnRH-I peptide interspersed with eight T-helper epitopes. Swiss albino male mice (N=16) were used to evaluate the effect of immunoneutralization of native GnRH-I. At the age of week 7, the mice were divided into groups of four, ear coded and Group 1 mice served as untreated control. Group 2, 3 and 4 were immunized with 50µg plasmid DNA vaccine in study week 0, 3, 6, 9 and 12. Group 2 mice were primed in Hemagglutinating Virus of Japanese Envelop vector and boosted in phosphate buffer saline. Group 3 and Group 4 mice were immunized with Non-ionized surfactant vesicle and Bilosome respectively. The effect of immunization was studied in terms of anti-GnRH-I antibody response (OD value at A540±SD), serum testosterone assay, in vivo fertility (IVF) potentiality and level of spermatogenesis in epididymis and testis. Results of this study showed an early anti GnRH-I antibody response in Group 2 (0.517±0.147) and Group 3 (0.613±0.163) mice following 3 and 6 weeks of immunization respectively. By the end of study (week 26), higher level of anti GnRH-I antibody response was detected in Group 3 mice (1.221±0.214) followed by Group 2 (1.021±0.214) and Group 4 (0.561±0.189) mice in contrast to Group 1 control (0.237±0.147). Results of indirect radioimmunoassay with the serum in study week 26 showed highest reduction of testosterone level (ng/ml) in Group 3 mice (0.625±0.417) followed by Group 2 (1.575±1.273) and Group 4 mice (4.465±0.959) compared to Group 1 control (7.268±3.374). Mating trial between vaccinated male and control female showed embryos in 25-50% uteri but the number of implants were low. There was significant reduction of testicular weight in Group 3 (p>0.001) and Group 2 (p>0.01) mice. Histopathological examination of testis revealed testicular spermatogenesis in 45%, 19%, 15%, and 25% convoluted tubules of testis in Group 1, 2, 3 and 4 mice respectively. Results of this study showed that plasmid DNA vaccine delivered in NISV and HVJE induced significant higher level of anti-GnRH-I antibody response, suppressed testicular spermatogenesis, reduced serum testosterone level and suppressed fertility in male mice.

Keywords: Gonadotrophin Releasing Hormone, Serum Testosterone, Testicular Spermatogenesis, Swiss Albino Mice, DNA Vaccine.

FUTURE EVENTS

INTERNATIONAL CONFERENCE ON
“Global Issues in Multidisciplinary Academic Research”
(GIMAR- 2015)”



Date: January 05-06, 2015

Venue: Hotel Novotel Dubai, UAE

Conference Email: gimar2015@globalilluminators.org

Abstract Submission Date: December 20, 2014

Full Paper Submission Date: December 25, 2014.

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 Economics Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Science & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

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INTERNATIONAL CONFERENCE ON
“Multidisciplinary Innovation in Business Engineering
Science & Technology” (MI-BEST- 2015)”



Date: February 25-26, 2015

Venue: Century Park Hotel Manila, Philippine.

Conference Email: mibest2015@globalilluminators.org

Abstract Submission Date: January 10, 2015

Full Paper Submission Date: January 25, 2015.

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 Economics Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Science & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

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2nd INTERNATIONAL CONFERENCE ON
“Trends in Multidisciplinary Business and Economic
Research” (TMBER- 2015)”



Date: March 25-26, 2015

Venue: Holiday Inn Bangkok Silom, Thailand.

Conference Email: tmber2015@globalilluminators.org

Abstract Submission Date: February 15, 2015

Full Paper Submission Date: February 25, 2015.

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 Economics Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Science & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

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2nd INTERNATIONAL CONFERENCE ON
“Global Trends in Academic Research”
(GTAR- 2015)”



Date: April 20-21, 2015

Venue: Telkom University Bandung, Indonesia.

Conference Email: gtar2015@globalilluminators.org

Abstract Submission Date: February 10, 2015

Full Paper Submission Date: February 25, 2015.

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 Economics Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Science & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

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INTERNATIONAL CONFERENCE ON
“New Directions in Multidisciplinary Research & Practice”
(NDMRP- 2015)



Date: May 12-13, 2015

Venue: Istanbul GONEN Hotel, Istanbul, Turkey.

Conference Email: ndmrp2015@globalilluminators.org

Abstract Submission Date: March 10, 2015

Full Paper Submission Date: March 25, 2015.

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 Economics Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Science & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

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2nd INTERNATIONAL CONFERENCE ON

**“Multidisciplinary Innovation for Sustainability and Growth”
(MISG- 2015)**



Date: June 2-3, 2015

Venue: Pearl International Hotel Kuala Lumpur Malaysia.

Conference Email: misg2015@globalilluminators.org

Abstract Submission Date: April 10, 2015

Full Paper Submission Date: April 25, 2015.

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 Economics Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Science & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

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INTERNATIONAL CONFERENCE ON
“Multidisciplinary Innovation in Academic Research”
(MIAR- 2015)



Date: July 29-30, 2015

Venue: Holiday Inn Hotel Almaty Kazakhstan.

Conference Email: miar2015@globalilluminators.org

Abstract Submission Date: May 25, 2015

Full Paper Submission Date: May 30, 2015.

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 Economics Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Science & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

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INTERNATIONAL CONFERENCE ON
“Multidisciplinary Academic Research & Global Innovation”
(MARGI-2015)



Date: August 25-26, 2015

Venue: Hotel Novotel Beijing, China.

Conference Email: margi2015@globalilluminators.org

Abstract Submission Date: June 20, 2015

Full Paper Submission Date: June 30, 2015.

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 Economics Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Science & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

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2nd INTERNATIONAL CONFERENCE ON
“Multidisciplinary Trends in Academic Research”
(MTAR-2015)



Date: September 29-30, 2015

Venue: Holiday Inn Bangkok Silom, Bangkok Thailand.

Conference Email: mtar2015@globalilluminators.org

Abstract Submission Date: July 20, 2015

Full Paper Submission Date: July 30, 2015.

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 Economics Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Science & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

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2nd INTERNATIONAL CONFERENCE ON
“Innovative Trends in Multidisciplinary Academic Research”
(ITMAR-2015)



Date: October 20-21, 2015

Venue: Istanbul Gonen Hotel, Istanbul, Turkey.

Conference Email: mtar2015@globalilluminators.org

Abstract Submission Date: August 20, 2015

Full Paper Submission Date: August 30, 2015.

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 Economics Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Science & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

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2nd INTERNATIONAL CONFERENCE ON
“Emerging Trends in Academic Research”
(ETAR-2015)



Date: November 25-26, 2015

Venue: Trans Resort & Hotel, Bali, Indonesia.

Conference Email: etar2015@globalilluminators.org

Abstract Submission Date: September 20, 2015

Full Paper Submission Date: September 30, 2015.

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 Economics Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Science & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

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3rd INTERNATIONAL CONFERENCE ON “Innovation Challenges in Multidisciplinary Research & Practice” (ICMRP-2015)



Date: December 15-16, 2015

Venue: Novotel Hotel, Singapore.

Conference Email: icmrp2015@globalilluminators.org

Abstract Submission Date: October 20, 2015

Full Paper Submission Date: October 30, 2015.

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 Economics Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Science & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
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