

# INTERNATIONAL CONFERENCE ON Regional Challenges to Multidisciplinary Innovation

October 05-06, 2015

Dubai, UAE



# RCMI-2015

Organized by:



## Global Illuminators

Researching and Developing for Humanity

International Conference on Regional Challenges to Multidisciplinary  
Innovation

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# CONFERENCE PROCEEDINGS

## BOOK OF ABSTRACTS RCMI-2015

**International Conference on  
“Regional Challenges to Multidisciplinary Innovation”  
(RCMI-2015), Dubai, UAE**

International Conference on Regional Challenges to Multidisciplinary  
Innovation

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Global Illuminators, Kuala Lumpur, Malaysia.

# **Book of Abstract Proceedings**

**International Conference on  
“Regional Challenges to Multidisciplinary  
Innovation”  
(RCMI-2015), Dubai, UAE**

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**<http://www.globalilluminators.org>**

**International Conference on  
“Regional Challenges to Multidisciplinary Innovation  
Dubai, UAE”**

**Venue: Hotel Grand Flora Dubai, UAE**

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## CONFERENCE CHAIR MESSAGE

### **Farooq Ahmed Jam (PhD)**



International Conference on “Regional Challenges to Multidisciplinary Innovation” 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 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

**Farooq Ahmed Jam (PhD)**

Conference Chair RCMI-2015

Executive Director

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## **Professor Dr. Syed Tahir Hijazi**



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 advisers 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.

## CONFERENCE PROGRAM

**DAY 01 Monday (October 05, 2015)**

**Welcome Reception & Registration**

**8:15 am – 9:00 am**

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

**Venue: Room 1**

09:00 am – 9:10 am	Welcome Remarks – <b>Dr. Muhammad Muzamil Naqshbandi</b>
09:10 am – 9:20 am	Opening Speech – <b>Dr. Farooq Ahmad Jam</b> - Conference Chair-RCMI 2015, Executive Director- Global Illuminators
09:20 am – 9:45 am	Key Note Speech – <b>Professor Dr. Syed Tahir Hijazi</b> - Ex. Dean at College of Business Administration American University in The Emirates, Dubai UAE
09:45 am - 10:30 am	Group Photo & Award Ceremony

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



**DAY 01 Monday (October 05, 2015)**

**Session 1 (11:00 am – 1:00 pm)**

**Venue: Room 1**

**Session Chairs: Bleer Aleksandr & A.H.Dinithi Jayasekara**

**Track B: Social Sciences and Humanities**

RCMI-15-128	Multidisciplinary Challenges and the Promise of Innovation for a Gifted Early Education Research Funding Program Proposal	John D Haynes
RCMI-15-151	Poster Presentations as an Effective Communication Tool	Anita Teresa Boggu & Daisy Dolores Lamis
RCMI-15-161	Student Teachers Perceptions on the Dynamics Influencing Educational Achievement of Learners from Diverse Backgrounds in South Africa	Prof Corinne Meier
RCMI-15-162	Measures and Practices Implemented by Hotelsto Minimise the Causes and Effects of Global Warming in Vhembe District Municipality of South Africa	Nethengwe Tondani
RCMI-15-165	Terrorism and Higher Education: The Nexus	Isabella Musyoka-Kamere & Redemta Mary Matiti
RCMI-15-174	Music as a Form of Recreational Activity: Perceptions and Preferences among the University of Venda Students	K. Matshovhana
RCMI-15-177	Formation of Young People's Civil Identity: Technological Approach	Olga Koryakovtseva

**Lunch Break (1:00 pm – 2:00 pm)**



**DAY 01 Monday (October 05, 2015)**

**Session 1 (11:00 am – 1:00 pm)**

**Venue: Room 2**

**Session Chairs: Farooq Ahmed Jam**

**Track D: Medical, Health, Physical & Applied Sciences**

RCMI-15-119	A Structure for Identifying Core Competencies and Knowledge Sets in Educating Healthcare Workers in Health Informatics and Health	Ligon, Robert W.
RCMI-15-156	Burden of Guilt among Adolescents after Termination of Pregnancy	Gloria Thupayagale Tshweneagae
RCMI-15-167	Views of HIV Positive Pregnant Women on Accessibility of the Prevention of Mother-to-Child Transmission Programme in South Africa	D.S.K Habedi
RCMI-15-189	Transformation of 5-Fluorouracil from Non-specific to Specific Drug by Utilizing Gold Nanoparticle to Form Nano-conjugates for the Treatment of Oral Cancer	Cheng-Chi Chang
RCMI-15-123	Perpetual Soil Erosion in the Eastern Cape Province: A Self-Amplifying Feedback Loop?	V. Kakembo
RCMI-15-211	The Visualization and Shooting Psychophysiology According to Results of FMRI – Research of Cerebral Cortex	Nikolay Morozov
RCMI-15-195	Conductance of Disordered Bilayer Graphene Superlattice	Fatemeh Ziba

**Lunch Break (1:00 pm – 2:00 pm)**



**DAY 01 Monday (October 05, 2015)**

**Session 2 (02:00 pm – 3:30 pm)**

**Venue: Room 1**

**Session Chairs: Abdallah & Gina G. Jocson**

**Track B: Social Science & Humanities**

RCMI-15-192	Comparative Study on Rural - Urban Behavior for Dengue Intensity: Case Study on Colombo District	Sujani Rathnasekara
RCMI-15-202	Trends and Challenges in cybercrime in Sri Lanka	A.H.Dinithi Jayasekara
RCMI-15-203	Members of Parliament and their Official Web Sites; New Media Tool of Political Communication	Wijayananda Rupasinghe,
RCMI-15-204	The Role of the Indigenous Radio Today and its Impact on the Audience: the case of Dambana FM in Sri Lanka	Dammika Bandara Herath
RCMI-15-208	Track-and-field Athletes' Sport Results During Short-track Run Race.	Natalia Zakharyeva
RCMI-15-222	Terrorism and the Social Media	Gladys Kasiva Ngao

**Tea Break (3:30 pm – 3:45 pm)**



**DAY 01 Monday (October 05, 2015)**

**Session 2 (02:00 pm – 3:30 pm)**

**Venue: Room 2**

**Session Chair: Bleer Aleksandr & Muzammil Naqshbandi**

**Track A: Business, Management and Economics Studies**

RCMI-15-130	Organizational Learning and Performance of Business Organizations	Juliana M. Namada
RCMI-15-143	The Role of Thulamela Local Municipality on Street Vendors around Thohoyandou CBD	Nenzhelele Mashudu Arnold
RCMI-15-171	Potentials of Islamic Microfinance- Case study in Tanzania	Abdallah
RCMI-15-186	Extent of Human Resource Activities' Implementation In The Academic Institution	Anna C. Bocar
RCMI-15-187	Promotional Media: Bases for Marketing Plan	Gina G. Jocson

**Tea Break (3:30 pm – 3:45 pm)**



**DAY 01 Monday (October 05, 2015)**

**Session 3 (03:45 pm – 5:00 pm)**

**Venue: Room 1**

**Session Chairs: Gladys Kasiva Ngao & Isabella Musyoka-Kamere**

**Track B: Social Science & Humanities**

RCMI-15-210	SCOLIPE's Scientific Activity: Scientific Researches in the Sphere of Sport	Bleer Aleksandr
RCMI-15-215	Urban Re- Settlement and the Adaptation of People; with Special Reference to Colombo Metropolitan Area (Mihindusenpura Re-settlement)	W.Varunika Nishani Fernando
RCMI-15-218	Arabic Manuscript Processing in Terms of Multidisciplinary Innovation	Redkin Oleg
RCMI-15-219	The application of Local Productive System (Industrial district) in the Tourism Sector	Malika AIT Nasser
RCMI-15-216	Phenomenology of Islamic Culture in Medieval and Modern Kazakhstan	Seitakhmetova Natalya

**Closing Ceremony: 5:00pm -5:30pm**

**End of Day one**



**DAY 01 Monday (October 05, 2015)**

**Session 3 (03:45 pm – 5:00 pm)**

**Venue: Room 2**

**Session Chairs: Corinne Meier & Farooq Ahmed Jam**

**Track C: Engineering and Technology Studies**

RCMI-15-121	A Method to Determine the Fire Resistance Rating of Concrete Masonry Filler Blocks	Bonga Praise God Khuzwayo
RCMI-15-122	Grading Method for the Roughness Quality of Precast Ribs	Bonga Praise God Khuzwayo
RCMI-15-150	Sustainable Responses to Minimise Recessionary Effects in the Sri Lankan Construction Industry	Treshani Perera
RCMI-15-206	Future Health Design: Information Strategic Planning of DIY (Do It Yourself) Healthcare Modeling & Game-care with Gamified Personal Health Management Platform	Jeongeun Kim
RCMI-15-181	The Hydrodynamic Characterization of a Yield Stress Fluid in Stirred Tanks Generated By Simple and Double Helical Ribbons	Amel Gammoudi

**Closing Ceremony: 5:00pm -5:30pm**

**End of Day one**





## **DAY 02 Tuesday, (October 6, 2015)**

**Gathering of Participants at the Lobby of Hotel Grand Flora  
Dubai, UAE at 2:00 pm**

**Departure 2:30 pm  
For  
SAFARI TOUR**

**Important Note:** All people having backbone problem or some medical issue and pregnant ladies should avoid the safari activity. They should join other activity but safari activity is at their own risk. Global Illuminators will not be responsible for any kind of physical, emotional or psychological damage



## LIST OF CONFERENCE ATTENDEES

The following Scholars/ practitioners/educationist who don't have any paper presentation, however they will attending the conference as delegates & observers.

<b>Sr. no</b>	<b>Official ID</b>	<b>Name</b>	<b>Affiliation Details</b>	<b>Country</b>
1	RCMI-15-218A	Bernikova Olga	St. Petersburg State University	Russia





**Global Illuminators**

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## **TRACK A: BUSINESS MANAGEMENT & ECONOMIC STUDIES**



## Organizational Learning and Performance of Business Organizations

**Juliana M. Namada\***

United States International University-Africa, School of Business, South Africa

Abstract

---

Organizational learning is a novel approach to the management of business organizations. This study was premised on the significant role that organizational learning plays on continuous improvement. However, a glaring knowledge gap established from literature review indicate a paucity of empirical support to the extent of the relationship with both the financial and none financial performance. Organizational learning was analyzed against the balanced score card measures of performance. Significant results were recorded between organizational learning and internal business processes on the one side and market performance on the other. However, return on investment and sales growth rate did not yield significant results. The study partially confirmed previous research findings and concluded that organizational learning is panacea to business performance. Therefore, the study concluded with a call the managers and practitioners' to embrace learning at the individual, group and institutional levels as a means of fostering continuous improvement in business organizations.

**Keywords:** Performance, Organizational Learning, Business, Organizations

---

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## Promotional Media: Bases for Marketing Plan

**Dr. Gina G. Jocson\***

Gulf College, Sultanate of Oman

### Abstract

---

This study discoursed the importance of promotional media used by an educational institution which greatly affected its rate of enrollment. The researcher conducted a study as regards to school promotion which attracted and motivated the students to register in tertiary education in one of the private colleges in Northern Mindanao, Iligan City. This investigation limits the realistic impact of advertisements utilized by the marketing staff of the institution during the school campaign conducted to nearby secondary schools of prospected first year students for school year 2013-2014. The participants of the study were the new entrants, freshmen college students who were officially enrolled during the school year 2012-2013. There were 233 sample respondents who were conveniently selected from the total population of the study. Chi square was applied to determine the significant difference in the level of motivation and influence in decision to study in the subject educational institution. The study revealed that demographic profile, such as gender, year level and specialization are not operant variables when these were gauged to measure the decision to register for tertiary education and endorsement or referral from relatives who are the college's alumni greatly influenced the respondents' decision to register in the institution. In addition, among the media used as school promotion, tarpaulin is the top chosen medium which pulled students in their tertiary registration. In view of the facts found in the study a marketing plan was designed in taking optimum techniques relevant to increasing enrollment rate aside from the current marketing practices set by the institution in the market of education. The benchmark for enrollment management process was recommended for comprehensive strategy to maintain recruitment, retention and graduation rate.

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**Keywords:** Promotional Media, Marketing Plan and Tertiary Registration

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## Potentials of Islamic Microfinance- Case Study in Tanzania

**Dr. Abdallah\***

Tego Dean of Faculty of Business Studies Muslim University of Morogoro  
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### Abstract

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Microfinance programs and institutions in Tanzania were introduced to create financial accessibility to the poor. However, these institutions and programs have not been able to accommodate financial needs of different clusters of micro-entrepreneurs. Despite the challenges, Islamic alternatives does supplement interest-based with asset-backed financing methodology to achieve the aspirations embodied in the concept of microfinance. In order to gain an in-depth understanding of the potentials of Islamic microfinance in Tanzania, the study adopted qualitative and quantitative techniques to collect the primary data while different documents and multimedia products formed the source of secondary information. The study attempts to prove that Islamic microfinance can play significant role within microfinance sector and therefore recommends the inclusion of Islamic microfinance to widen the scope of financial cohesion for the poor people.

***Keywords:*** Potentials, Microfinance, Institutions

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## The Role of Thulamela Local Municipality on Street Vendors around Thohoyandou CBD

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### Abstract

Thohoyandou Commercial Centre constitutes the chief retail shopping centre for Thulamela Municipality. Since the existences of the new political dispensation in 1994, Thohoyandou was stripped of its Bantustans administrative status which has reduced levels of employment. The area has remained a densely populated centre where retailing environments and other informal enterprises are common. In 1991 the National Government passed the new Business Act, which recognized that street vendors be treated as business as well. This led to the falling away of obtaining a trading business license. Most if not all informal traders in Thohoyandou Central Business District are not included in the town planning of the municipality area. They end up putting their products anywhere. This causes obstruction to pedestrians who end up causing an obstruction to vehicular traffic. A questionnaire for the hawkers was distributed to them to complete and another questionnaire was given to the local municipality. It emerged from the research that the informal traders in Thohoyandou are facing many socio-economic challenges. It also emerged that it is necessary t\the municipality in to create an enabling environment for informal traders. The local government should involve stakeholders in decision making and also make provision of a platform or forum to be used to address the informal business issues. The municipality should at least at the end install stalls which are not too far from the shopping malls and taxi ranks. The stall will be used for keeping the traders' goods and products safe.

**Keywords:** Local Municipality, Thohoyandou, Commercial

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## Extent of Human Resource Activities' Implementation in the Academic Institution

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### Abstract

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This survey determined and established the extent of implementation of the four areas of human resource activities in an academic institution namely: compliance of legal requirements; obtaining human resources or staffing; maintaining human resources or performance appraisals; and developing human resources or training and development. The descriptive survey method was utilized in this study. The participants of this study were the eighty three teaching and non-teaching staff in one of the universities in Mindanao, Philippines. The data gathered from the randomly chosen respondents were treated statistically by the use of frequency and percentile distribution. In the light of this study, the researcher found that the overall result on the assessment by some of the teaching staff suggest that there is a need for updating on the different areas of human resource activities; whereas, the manifestation by some of the non-teaching staff signifies that implementation of human resource activities are complete, effective and met the legal compliance requirements. Therefore, the researcher concluded that in some ways there is an opposing result of their assessment. The outcome of this study confirms the saying that a person cannot please everybody. Each person has different degree of understanding, acceptance and appreciation on the policies made and implemented in an organization.

**Keywords:** Areas of Human Resources, Implementation

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## **TRACK B: SOCIAL SCIENCES AND HUMANITIES**



## Poster Presentations as an Effective Communication Tool

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### Abstract

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Manuscript Abstract (max. 300 words): Poster presentations are gaining importance in all fields of education. Effective posters offer visual research findings, as they express the learners' points in graphical terms. Poster presentation, thus, is an activity that encourages maximum interaction between target groups; hence it is highly preferred by most learners and adopted by educational practitioners worldwide. This article took shape based on an action research conducted in a business English classroom as a remedy to a traditional approach to assessing oral communication. The aim was to motivate students and provide them with an enriching experience that would benefit them in their future endeavour. It helped students realize that effective poster presentations operate on multiple levels, as they were able to advertise, interpret, conduct surveys and research on the given topic. An experiential learning dimension was given to the whole process, by incorporating reflection! On the task. The 'learning by doing activity' was greatly appreciated by students as it bridged the gap between classroom practice and workplace requirements.

***Keywords:*** Poster Presentations, Visual Presentations, Audience Participation, Skills Development, Preferences, Experiential Learning.

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## Student Teachers Perceptions on the Dynamics Influencing Educational Achievement of Learners from Diverse Backgrounds in South Africa

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### Abstract

Inequality and segregation have been constant features of South African society, and thus of its education, throughout its history. A democratic state came into being in the early 1990s in response to aggravated forms of racism and oppression. South Africans looked forward to the dawning of a new era of social harmony, development and prosperity. But 20 years later the situation on the ground seems to be drifting away from, rather than coming closer, to the goal aspired to. The ghost of the past, the policy of segregation or apartheid, and ironically, against expectation, also the new democracy, have contributed and are still contributing to the forming of perceptions that militate against the establishment of a tolerant society and have caused widespread cultural misunderstanding and conflict. The media as well as national research, report on the prevalence of racism and the reasons for the absence of racial interaction in many schools. This paper is a report on the findings of a quantitative study using a Lickert Scale rating questionnaire as a research instrument. The study was undertaken to investigate under graduate student teachers' perceptions of the dynamics influencing academic achievement of learners from different racial groups (black, Asian and white). It is evident from the research that negative achievement perceptions exist, especially among white student teachers (who participated in the research) towards race groups other than their own. As teacher education plays an important role in the broadening and deepening of students' awareness of, and ability to, critically reflect on and engage in dialogue about issues of diversity, it is paramount that teacher education programmes equip student teachers to manage their perceptions of academic achievement of diverse learners.

**Keywords:** Diversity, Perceptions, Academic Achievement, Teacher Education Programmes, Multicultural Education.

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## Music as a form of Recreational Activity: Perceptions and Preferences among the University of Venda Students

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### Abstract

The main aim of the study was to find the values and needs of music as a form of recreation among the university of Venda students, finding the way they perceive music as a form of recreation and their music preferences. The study was conducted at the University of Venda. The study was delimited to 120 students from the school of Law, both genders and five cultures which are the Shona, Pedi, Swati, Venda and Tsonga since they are said to be the most population of the University. A likert scale questionnaire was used to collect data from the respondents; the questionnaire consisted of five sections, section A (biographical information), section B (roles and benefits of music) section C (perceptions towards music), section D (music and cultural differences) and section E (preferences in music and gender differences). The findings were analysed using Microsoft Excel and data was reported in percentages. The findings of the study proved that there is a significant difference on the perceptions and preferences among the different cultures and gender towards music as a form of recreation. There is also a value and need of music as recreation among the students. Most students answered that music played a great role in their lives since it teaches them about life experiences and most of the respondents perceived music as entertainment without some negative effects to the society though others mentioned that music can lead to cultural dilution. Most males in the study have proven that they prefer listening to the rhythmic part of music and they do always listen to music and females prefer to listen to the vocal part for emotional expression and they are undecided how often do they listen to music.

***Keywords:*** Music, Recreation, Perceptions, Preferences

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## Formation of Young People's Civil Identity: Technological Approach

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### Abstract

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This paper deals with the modernization specificity in the aspect of the social and political activation of the modern youth, reveals the peculiarities of its influence on the formation of the young people's civil identity. The authors interpret different approaches to the formation of the young people's civic-mindedness in accordance with the state and political systems, their character and degree of stability. The article emphasizes the role of the technological approach in the process of the development of the Citizen's self-consciousness, points out the distinctive features of social technologies.

***Keywords:*** Youth, Educational Technologies, Civil Identity

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## Comparative Study on Rural - Urban Behavior for Dengue Intensity: Case Study on Colombo District

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### Abstract

Dengue has been reported in Sri Lanka at the beginning of the 20<sup>th</sup> century and it was serologically confirmed in 1962. It has become an epidemic situation from the year 2009 to 2012. It has been transmitted to urban area in wet zone mostly. The main objective of this research is to identify what are the different human behaviors that effect to high and low dengue intensity in urban and rural areas. The research methodology was survey and use quantitative technique under the health geographical approach. Primary data were collected through the structured questioner. Colombo district where there was the highest number of reported dengue cases in last five decades, was selected as the study area, Within the Dehiwala and Padukka MOH areas were selected as regional level case study area as Dehiwela MOH area has the highest dengue cases from 2010 to 2012 and Padukka MOH areas has the least number of dengue cases in the same periods. The total population of dengue patients in three PHI areas in Dehiwela and five PHI areas in Padukka MOH area were 410 and 100 respectively. Out of these population 129 and 10 patients (age > 18) were ignored as they are not matured enough to participated this type of research. Fifty percent and hundred percent of the remaining population was selected as the sample for the study. It has founded that there is a interaction between this both area through the mobility, human behaviors and response for dengue. People from low dengue intensity area continue low response when they are stay at high dengue intensity area and urban area has dengue related human behavior in their residence and living space. Main human behaviors are the mobility and response for dengue during the period they were staying at high dengue intensity area.

***Keywords:*** Dengue Intensity, Health Geography, Mobility

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## Trends and Challenges in Cybercrime in Sri Lanka

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### Abstract

New media is a term meant to encompass the emergence of digital, computerized, or networked information and communication technologies in the later part of the 20th century. Most technologies described as "new media" are digital, often having characteristics of being manipulated, networkable, dense, compressible, interactive and impartial. The Internet is known as a kind of global meeting place where people from all parts of the world can come together & share information. According to Hens, Reyns and Fisher they define "Cybercrime refers to any illegal activity that occurs in the virtual world of cyberspace" (Hens, Reyns and Fisher-2011). This research studied the Sri Lankan Cybercrimes and legal background about cybercrimes. In this research studied selected cases relating to cybercrimes in Sri Lanka. We examined the situation, evidence. In Sri Lanka there have been four main acts which used in cybercrime prevention. I content analysed these acts. In Sri Lanka there is a challenge in preventing cybercrime. The growth of network-based crime has raised difficult issue in respect of appropriate balance between the needs of those investigating and prosecuting such crime, and the rights of users of such networks. Increase the awareness about new media literacy is one way to minimize cybercrimes. And Sri Lankan legal system needs to be modified.

***Keywords:*** Cyber space, Internet, New media, Law

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## Track-and-Field Athletes' Sport Results During Short-Track Run Race

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### Abstract

90 track-and-field athletes aged 12-21 years, both male and female, took part in the experiment to find what criteria make them to show best results. They were divided into four groups: the 1-st group that shows their best results during the competition, the 2-d group- they show the same best results during the training and competition both, the 3-d group show unstable results and the 4-th group where the people don't show their results during the competition. The theme relevance is that, now a days, the track-and-field athletes' before the start typical reactions during the competitions have becoming rare (before the start fever and apathy). So these points couldn't be the athletes' worst results marks. That is why the new approach was held to show the new marks for it. The aim is to find the new marks to predict the athletes functional capacities during before-start conditions and making new approach for track-and-field athletes in the four groups. To find the athletes' capacities during the training and competitive periods. To show the athletes' central nervous system and respiratory –hemodynamic systems 'points connection during before start period. To create the programs for finding the athletes with best and worst results during their early competitive periods based on the point. Brain capacity Sonkin's test. The work-capacity dynamics. Sensori motor reaction' programmes the time skill milliseconds Tapping-test 10 times quick-taping. The Talor's anxiety level test's questionnaire. 100 questions based on people behaviour and health condition. Stress resistance was found by computer program statistics. The standard's before start reaction like before the start fever and apathy are in less than 3% of the athletes i.e. the new marks need to be made. Four models for the athlete's four groups are based on the methods hereby. The athletes aged 12-21 have different results during the competitions by central nervous system's points in their aged groups but there is no gender difference in their results both women and man.

**Keywords:** Athletes, Track, Experiment

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## Scolipe's Scientific Activity: Scientific Researches in the Sphere of Sport

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### Abstract

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From the middle of the XX century SCOLIPE gradually turned into the all-Russian scientific and practical laboratory on the basis of which the leading scientific schools in the sphere of mass and elite sport, genetics, anthropology, hygiene, biochemistry and bio-energetics of sport, biomechanics, physiology, psychology of sports activity, the theory and methodic of physical education, sports training, sports and recovery medicine, improving and adaptive physical culture, the theory and methodic of professional education, management in sport, problems of development of Paralympic sport were created. Scientists and experts of SCOLIPE for the last five years performed more than 40 research works on problems of the theory and methodic of sports training, optimization of training of high-class athletes for the Olympic Games, the World Cups and Europe Championships according to the state contracts and grants of the Ministry of sport of the Russian Federation, the Ministry of Education of the Russian Federation, the Federal Medical Biological Agency (FMBA). Efforts of SCOLIPE scientists are directed on identification and introduction in practice of the most effective remedies, forms and methods of physical, technical, tactical, psychological and theoretical training of athletes. Scientific Research Institute of Sport, Scientific Research Institute of Sports Medicine and the Historical and Sports museum are worked on the basis of Scolipe.

***Keywords:*** Scolipe's, Scientific, Sphere

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## Urban Re- Settlement and the Adaptation of People; with Special Reference to Colombo Metropolitan Area (Mihindusenpura Re- Settlement)

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### Abstract

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After 26 years of conflict, Sri Lanka has a vision to achieving a rapid urban growth. Specially Colombo city is improving to be on par with Environment friendly modern city in middle income countries while also establishing Colombo city as a commercial hubs in South Asia. In the other hand still there are lot of slums are located in this Metropolitan area. The Government will introduce a programme to provide housing facilities to families living in this city boundary and re- settle the people. Sri Lanka Government expected by 2020 City of Colombo will have no more Shanty dwellers. Studying these urban re-settlement processes in a geographical point of view can be realized the unique urban and re-settlement pattern is emerging in this area. This study mainly focuses to identify the adaptation of the people those who are resettle in these houses. This pattern is some extent different than the theories regarding with Urban and Settlement studies. With concern to people, the places where there were lived was change but not their attitudes. So that with short time past there are number of issues were emerge regarding with that re-settlements. To having an unfavorable information, Case studied and observations were used to collect the date. Finally this research could be identified the problems and recommended the appropriate solution to urban re-settlement programme that will be development in Colombo in future.

***Keywords:*** Urban Re-settlement, Adaptation, Slums, Colombo, Metropolitan Area

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## Multidisciplinary Challenges and the Promise of Innovation for a Gifted Early Education Research Funding Program Proposal

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### Abstract

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This paper explicates a Case Study entailing a Gifted Early Education Program proposal in which the disciplines of Management, Information Communication Technologies (ICT), Statistics, Education and Psychology are interwoven. The Case Study covers issues of a proposed implementation from the selection of gifted student candidates through to the design and implementation schedule of intervention programs to new premises and their appropriate designs together with working alongside a Ministry of Education. The selected consultant and academic investigation team comprises independent Consultants and academics from the Departments of three universities (two in Oman and one in Australia) in the areas of ICT Management (leadership and Strategic Management), ICT (web design and communications design and issues of e learning), Statistics (questionnaire and evaluation analysis), Education (early education of gifted education), Psychology (Gifted Child issues). Challenges that are most notable are the proposed management of this multi-interdisciplinary group; working with a Ministry of Education; how to prioritize proposed multidisciplinary work effort; how to resolve expected conflict issues; how to promote interdisciplinary work; arguments for establishing that multidisciplinary collaboration provides a solid foundation for innovation.

***Keywords:*** Multidisciplinary, Challenges, Education

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## Measures and Practices Implemented by Hotelsto Minimise the Causes and Effects of Global Warming in Vhembe District Municipality of South Africa

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### Abstract

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This paper addresses innovative actions and steps taken by hotels in Vhembe District Municipality of the Limpopo Province in South Africa, in order to offset the negative impacts exerted on the environment which furthers global warming. We found out that there was a trailing pace in effective participation towards fighting global warming. The use of paperless technology, conducting energy audits, recycling, waste reduction, water management, renewable energy sources, energy saving systems, education of staff and guests on global warming were the activities among others mostly mentioned by the respondents in their effort to combat global warming. Costs incurred in pursuing innovative means and lack of knowledge by management was the main aspects hindering effective implementation of actions to combat global warming.

**Keywords:** Environmentally Friendly, Global Warming, Green Economy, Greenhouse Gas, Sustainable Practices

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## Members of Parliament and Their Official Web Sites; New Media Tool of Political Communication

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### Abstract

In a modern democracy, new media can be used by governments to involve citizens in decision-making, and by civil society to engage people in specific issues. However new media can also be used to broaden political participation by helping citizens to communicate with their representatives and with each other. Arguably this political communication is most important during election campaigns when political parties and candidates seek to mobilize citizens and persuade them to vote for a given party or candidate. The new media must be used by Parliaments, Parliamentarians, governments and political parties as they are highly effective tools to involve and inform citizens in public policymaking and in the formation of governments. But all these groups must develop strategies to deal with a wide array of both positive and negative effects of these rapidly growing media. New media has begun to take precedent over other communication outlets in part because of its heightened accessibility and usability. Using personal website can empower the public in a way that is far faster, cheaper and more pervasive than other forms of communication. They encourage pluralism, reach young people more than other media and encourage greater participation, accountability and transparency. This research discusses the impact politicians' personal websites has over their overall electability and likability and explores the integration of website is an essential campaign tactic on both the local and national level. This research examined the impact of having personal website have over the way constituents view politicians. This research examined how politicians can use their website in the most effective fashion and incorporate these new media outlets as essential campaign tools and tactics. Content analysis selected thirty websites in Sri Lankan politicians. Research revealed that politician's new media usage significantly influenced and enriched the experience an individual has with the public figure.

**Keywords:** New media, Website, Politicians

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## The Role of the Indigenous Radio today and its Impact on the Audience: the Case of Dambana FM in Sri Lanka

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### Abstract

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A group of people who inherits a long history of existence within a particular country may be known as early inhabitants or indigenous peoples. In other words, they have not migrated to the particular territory from another part of the world and at the same time, they have inhabited the territory in issue prior to the time of a major invasion/migration. According to the UN, there are a number of unique attributes of the indigenous peoples: Self-identification as indigenous people, Historical continuity with pre-colonial and/or pre-settler societies, Distinct social, economic or political systems, Distinct language, culture and beliefs, Form non-dominant groups of society, Resolve to maintain and reproduce their ancestral environments and systems as distinctive peoples and communities. Indigenous peoples constitute 5% of the world's population. They are also known as tribal people, first people, native people, and indigenous people. Various indigenous communities can be found in about 90 countries in the world. These include: Protecting the socio-cultural heritage of the group, Protecting the unique identity of their community from socio-cultural changes in the mainstream communities, Protecting their land, Diffusing their cultural heritage to the future generation, Co-existing peacefully with other communities. In Sri Lanka, *Dambana FM* is such a radio channel based on the indigenous radio model. The target audience of this channel is the vedda / indigenous community of Sri Lanka. This study intends to the current role of the indigenous radio based on Dambana FM, of which the target audience is the indigenous community of Dambana. For the purpose of this study, interviews were conducted among fifty randomly selected respondents from the indigenous community of Dambana. As far as the findings of this study are concerned, problems in the quality of the programmed broadcasted and problems of transmission are the key issues faced by the indigenous radio in Sri Lanka. Based on the findings, the researcher seeks to develop a model to enhance the impact of the indigenous radio on its listeners in Sri Lanka.

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**Keywords:** Indigenous, Communities, Radio, Vedda, Culture

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## Terrorism and Higher Education: The Nexus

**Gladys Kasiva Ngao<sup>1\*</sup>, Isabella Mueni Kamere<sup>2</sup>**

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### Abstract

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Recently, Kenya has been the target of many terrorist attacks. Many lives and property have been lost or destroyed. Although the face of terrorism has become quite difficult to discern, there is evidence that students and probably staff of higher institutions of learning have participated in these terrorist attacks as was the April 2nd 2015 case of Garissa University College. The U.S. Department of State defines terrorism as “terrorism” as premeditated, politically motivated violence perpetrated against noncombatant targets by sub-national groups or clandestine agents, usually intended to influence an audience. On the other hand, international terrorism involves citizens or the territory of more than one country, again a practice observed in almost all terrorist attacks in Kenya. It is difficult to point out with certainty the determinants of terrorism, an act which has been related to poverty and hatred among others. A sample of online comments on an article published about terrorism in Kenya attest that terrorism is not majorly based on poverty, but rather the despair that accompanies negative happenings in one’s life (Merab in Nairobi News, 30 June 2015). It is evident that terrorism attracts students from higher institutions of learning who come from diverse socio-economic backgrounds. This means that unless the push and pull factors that make learners from higher institutions of learning an easy target for recruitment into terrorism are unearthed very objectively, terrorism will continue. This study therefore seeks to explore some of the factors that push and pull learners from institutions of higher learning into terrorism. It’s major aim will be to understand terrorism and its different facets in selected institutions of higher learning in Kenya. A questionnaire will be used to collect data for the study.

**Keywords:** Terrorism, International Terrorism, Socio-Economic

**Background**

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## Arabic Manuscript Processing in Terms of Multidisciplinary Innovation

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### Abstract

The mediaeval Arabo-Islamic civilization with a high degree of certainty may be considered as a manuscript culture. Today the Arabographic manuscripts and historical documents are among major sources of the history of Middle East, North Africa and Central Asia. In spite of their importance, most of these documents are unpublished and unstudied yet. Besides, the Arabic manuscript libraries are often nothing but set of volumes of heterogeneous texts of different geographic and chronological origin where various and separated fragments may be bundled under one cover. In this paper, we highlight the possibilities of implementation of new tools and methods in Arabic manuscript processing, aimed at improvement of the teaching and research process as well as we explore the role of new methodologies in shaping the picture of Arabic mediaeval manuscripts as a cultural, historical and linguistic phenomena. Although multidisciplinary approach to Arabic manuscript processing represents rather new cluster in digital humanities, introduction of new computational technologies and Internet and their combination with traditional methods of investigation have opened new horizons for researchers. It may help understanding of the historical and cultural contexts surrounding the textual data, and as a result will broaden the entire perception of Arabic texts. Since texts of the Arabic manuscripts have high degree of ambiguity, it is necessary to implement combination of approaches in text processing, rather than rely on any one method alone. In other words, the use of digital humanities forces to bring together specialists from different fields of knowledge. All this will allow to make retrieval and processing of textual megadata to perform quantitative and qualitative comparisons between one text and another, as well as between groups of texts, to reveal their similarities and differences.

***Keywords:*** Arabic, Manuscript, Multidisciplinary Innovation, Processing

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## Terrorism and the Social Media

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### Abstract

The impact of social media in development of the society cannot be underestimated. The advent of the social media has brought about a lot of positives among them sharing of solutions to debilitating problems, advancement in socio-economic arena for instance through online agribusiness and even averted human suffering and destruction through raising the alarm and sharing tips on survival. However, the destruction that has come in the wake of the usage of social media has left permanent marks in the lives of many people. For instance, social media was used in Mumbai used in 2008 to the killing of more than 150 people (Ryan, 2014). Terrorists have used social media platforms such as twitter, Facebook, Instagram, You Tube and Flickr to spread their propaganda and raise funds, and to recruit and treat new members. According to Weimann who has been studying and tracking the relationship between terrorism and social media since 1998, terrorists like social media because of the desire of interactivity, and the target groups who are mostly the young people who are easy targets for radicalization and recruitment. For almost a decade, studies on the role of internet on terrorism indicate that the social arena with about 12 websites for terrorism groups to over 9800 websites on top of social on top of Instagram, Face book and twitter. As such, the numbers of young people joining these groups is increasing each day. The motivation of these college students as we have recently witnessed in Kenya is however not very clear, hence conceptualization of this survey to find out the role of social media to terrorism in Kenya. Data concerning this study will be collected from university students from selected universities in Kenya.

***Keywords:*** Terrorism, Social Media, Development

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## Phenomenology of Islamic Culture in Medieval and Modern Kazakhstan

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<sup>1,2</sup>Institute for Philosophy, Political Science and Religion Studies,  
Kazakhstan

### Abstract

Philosophical and historical and cultural presentation of the history of Islamic culture and civilization in the territory of Kazakhstan, should be included in a single world historical cultural process. Out of this understanding can not be holistic understanding of Islamic culture and culture as a dialogical process. The history of Islamic culture is carried out from the standpoint of philosophical understanding of culture, because only in this performance at all possible understanding of the culture, in this case, the Islamic culture. Authors of the report in any case do not claim that their version of the statement of the theme of Islamic culture is inclusive, alas, unfortunately, this is not possible, because there are still more «white» page in the historical and cultural restoration of civilization processes occurring in the land of Kazakhstan. Ancient Culture of Kazakhstan, as well as medieval is still a culture that requires fundamental scientific research, archeological excavation, a comparative study of hermeneutics of ancient and medieval manuscripts. Despite the fact that in the period of independence of Kazakhstan was carried out historical reconstruction of the cultural heritage of the past in an innovative state program «Cultural Heritage», however, there are still many unexplored archival materials, and themselves spiritual and cultural artifacts, stories of linguistic and folkloric Turkic concepts, Semirechensk and Sogdian letters. With regard to the Islamic culture, then, unfortunately, it still presented in many studies as a fragmented culture, not having much impact on the Kazakh culture. With this presentation of Islamic culture in Kazakhstan – only the culture associated with Islamic ritualistic and rituals, in fact, the Islamic culture in Kazakhstan – a phenomenon amazing and special, despite the universality of Islam in Kazakhstan polyphonic cultural landscape, he revealed all his depth moral and aesthetic content.

**Keywords:** Phenomenology, Islamic Culture, Medieval and Modern Kazakhstan

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## The Application of Local Productive System (Industrial District) in the Tourism Sector

**Malika Ait Nasser<sup>1</sup>, Aïcha Knidir<sup>2</sup>**

<sup>1, 2</sup> University Cadi Ayyad -Marrakech, Morocco

### Abstract

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The Local Productive System is a tool for the development of tourism through the integration of the regional government in its system and the mobilization of other economic activities at the local level. Thinking about the introduction of the Local Productive System in the tourism sector is crucial given the objectives of local stakeholders and socio-economic impacts, while remaining subject to the control in reference to some measurable indicators. This reflection is significant when it comes from the regional government and the professionals of the tourism sector in order to link these activities to the territory and the other economic activities. What is the application of this concept? How it is organized in tourism activity in the field of this study? Asrir village in the province of Guelmim (south Morocco) gives some example of Local Productive System in tourism. The case study is a modest experience implementing the concept in a rural touristic area. Such an experience involves several more economic activities for the collective sharing of socio-economic interests at the very local level.

**Keywords:** Local Productive System, Tourism, Local-Scale, Local Stakeholders, Economic Dynamics, Sharing, Project.

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## **TRACK C: ENGINEERING & TECHNOLOGY STUDIES**



## A Method to Determine the Fire Resistance Rating of Concrete Masonry Filler Blocks

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Durban University of Technology, South Africa

### Abstract

The fire-rating of a building can significantly affect the choice of filler blocks that requires to be used. SABS0100-1 dictates that all structural elements satisfy three conditions with respect to fire, namely: retention of structural strength, resistance to penetration by flames and resistance to heat transmission. A 40 to 70 mm thick structural topping is typically used in beam and block slab systems. Its narrow thickness raises doubts about the fire endurance. Using concrete masonry filler blocks could increase the time it takes the fire to reach the structural topping directly above the filler blocks. With a growing demand of using this flooring system in different categories of structures, manufacturers desired a logical method to demonstrate to the users of beam and block slab systems the minimum time it requires the fire to penetrate through the concrete masonry rebated filler blocks and reach the portion of the structural topping directly above the filler blocks. Hence, a method based on the equivalent thickness and type of aggregates used to manufacture a filler block was adopted following a literature review to demonstrate the effectiveness of concrete masonry filler blocks in fire endurance over other types of filler blocks. The fire resistance rating of concrete masonry rebated filler blocks to resist fire or shield flames through the structural topping directly above it, can be determined by the equivalent thickness method. Manufacturers can utilise the method to demonstrate to the users of the filler blocks the efficiency to shield fire and protect the structural topping as well as improve the design of filler blocks to provide better fire resisting capability through improving equivalent thickness of the filler block and utilizing better fire endurance aggregates.

**Keywords:** Concrete Masonry Rebated Filler Blocks, Expanded Polystyrene Rebated Filler Blocks, Fire Resistance Rating

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Email: bongak@dut.ac.za, bongak@dut.ac.za



## Grading Method for the Roughness Quality of Precast Ribs

**Bonga Praise God Khuzwayo\***

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Durban University of Technology, South Africa

### Abstract

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Beam and block slab systems rely on composite action between the top surface of precast ribs and cast in-situ concrete. The codes such as SABS 0100-1 provide various surface types suitable for this application. However, no details about the surface quality such as roughness frequency are given. The permissible variations of that surface quality are not addressed as well as their effect on the structural integrity. The code provides the construction method or tool used to produce the surface type and the design ultimate horizontal shear stresses at interface. A literature review undertaken revealed that fundamental issues such as the variation in roughening uniformity, frequency, and amplitude are not addressed by the local codes. The visual examination of the samples by using the proposed qualitative grading method confirmed the variation in uniformity and frequency. Furthermore, a study is compulsory to investigate the effect of each surface type on the design ultimate horizontal shear stresses at interface as well as the interfacial tensile bond stresses.

**Keywords:** Roughening Uniformity, Frequency, Characteristics of Roughened Surface, Rib and Block Slab Systems

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## Sustainable Responses to Minimise Recessionary Effects in the Sri Lankan Construction Industry

**Treshani Perera<sup>1\*</sup>, K. G. A. S Waidyasekara<sup>2</sup>**

<sup>1</sup>Rmit University Australia · <sup>2</sup>University of Moratuwa, Sri Lanka

### Abstract

The construction industry is concurred a positive relationship with the cyclical economic fluctuations. Thus, the adverse economic conditions associated with the recession directly affect the construction industry. In response to the recession, the construction practitioners adopt various strategies, but many survival strategies have become reactive, which only consider the short-term economic perspectives. Therefore, the need arises for proactive strategies which focus on the long termism, while the ad-hoc selection of strategies during recession is inappropriate. Therefore, the aim of this research is to map the proactive sustainable responses to the adverse recessionary effects and the scope of the study is limited to the Sri Lankan context. The current research study follows a pragmatic knowledge claim which uses pluralistic approaches to focus on the research problem. In the preceding study, a questionnaire survey was conducted among a sample of 35. In order to accomplish the aim of this research paper, the authors conducted an expert interview survey from approximately one third (12/35) of the respondents in the questionnaire survey. The purpose of conducting a qualitative study among a known sample is to elaborate their perspective in the subject area which further explores the findings generated from the closed structured questionnaire box. The results revealed critical adverse effects and sustainable responses during recession. 'Risk analysis and Contingency planning' is proactively mitigating most of the adverse effects. The recession responses have been mainly focused on two adverse effects: 'Liquidity of firms unstable' and 'Worsened profitability of construction firms'. Moreover, the attitude of accepting the risk was eliminated with null consideration. The findings of this research are valuable to all the stakeholders in preparing themselves for market volatility during recession.

**Keywords:** Construction Industry, Recession, Sri Lanka, Sustainable Responses

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## The Hydrodynamic Characterization of a Yield Stress Fluid in Stirred Tanks Generated By Simple and Double Helical Ribbons

**Amel Gammoudi<sup>1</sup>, Abdelhak Ayadi<sup>2</sup> & Mounir Baccar<sup>3</sup>**

<sup>1,2,3</sup>University of SFAX, Tunisia

### Abstract

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The objective of this paper is to characterize the hydrodynamic behavior of yield stress fluids within a cylindrical agitated vessel equipped with simple (SHR) and double (DHR) helical ribbon stirrers by means of numerical simulation approach. For this purpose, a computational fluid dynamic (CFD) simulation using the 3D finite volume technique has been carried out to solve the continuity and momentum equations. In this study, we have analyzed the Oldroyd (Od) and Reynolds (Re) numbers effects on the hydrodynamic behavior and the power number (Po) for the two mentioned stirrers types. Hence, velocity field, dissipation function and apparent viscosity have been presented in (r-z) and (r- $\theta$ ) planes.

**Keywords:** Hydrodynamic, Yield Stress, Stirred Tanks

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## Future Health Design: Information Strategic Planning of DIY (Do It Yourself) Healthcare Modeling & Game- Care with Gamified Personal Health Management Platform

**Jeongeun Kim<sup>1\*</sup>, Jisan Lee<sup>2</sup>, Ahjung Byun<sup>3</sup>**

<sup>1, 2, 3</sup> Seoul National University, South Korea

### Abstract

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Chronic diseases are considered as the Black Plague of the 21<sup>st</sup> century. Therefore, it is imperative to enforce the current infrastructure of healthcare by administering self-initiated health management technologies for healthcare consumers and healthcare professionals, as well as at healthcare institutes. It is necessary to develop an efficient (optimal) healthcare service model with the Disruptive Innovation, which is a method well-suited for the Information Intelligent Smart Society, to solve the healthcare problems that require a shift in healthcare paradigm. The goal of this research is to design the future of healthcare from the perspectives of the healthcare consumers by utilizing collective knowledge and operational fluidity. The primary objective of this research is to develop the Information Strategic Planning of the system called My Health Zone (which will be referred to as “the Z”) that adopts the “Do-It-Yourself” approach to health management as its core concept. The final product of this research is the development and full implementation of “the Z” which is the Personal Health Management Platform that culminates the Digital Health Avatar, Gamified Health Management Platform, and Health Big Data, to ultimately combine self-initiated healthcare modeling and Game-care.

**Keywords:** Personal Health Management Platform, Personal Health Record, Gamification, Game-Care

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## **TRACK D: HEALTH AND MEDICINE STUDIES**



## A Structure for Identifying Core Competencies and Knowledge Sets in Educating Healthcare Workers in Health Informatics and Health

**Ligon, Robert W\***

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### Abstract

The exchange of healthcare information has become a global concern. The sharing of best practices, clinical information and public health data among international communities has become an essential part of the global interdependence of medical practice. This global need for healthcare information requires a robust technology infrastructure and the core competencies and knowledge necessary to utilize this technology in ways that improve processes and quality of care, minimize cost and expand access to services. The purpose of this paper is to discuss the essential core competencies necessary to deploy and effectively utilize healthcare information technology including health information exchange. Health Information Technology, in its broadest sense, involves the storage, dissemination and utilization of healthcare information. First is to acknowledge the multiple specific skill sets necessary to support the healthcare environment. These skills include specialized knowledge in clinical medicine, healthcare administration, financial management, strategic planning, information management, technical services and legal support. Secondly, all individuals working in healthcare must have at least minimal fluency in the technologies that are becoming an essential part of healthcare delivery. These include a basic understanding of electronic health records, health information exchange, interoperability, issues involving privacy and security, a basic understanding of analytics, the core functions of public health and the importance of patient empowerment using tools such as patient portals and mobile devices. A third area of competency development is an understanding of the local, regional and global healthcare environment. These competencies include areas such as governance, privacy and security regulations, resource allocation and financial constraints. And finally we evaluated competencies involving improving processes and the delivery of services. These include proficiencies in process redesign, project management, communication, teamwork and change management.

**Keywords:** Structure, Competencies, Healthcare

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## Burden of Guilt Among Adolescents after Termination of Pregnancy

**Gloria Thupayagale Tshweneagae\***

Prof Gloria Thupayagale-Tshweneagae, Department of Health Studies,  
University of South Africa, Pretoria, South Africa

### Abstract

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Termination of pregnancy is generally regarded a safe and simple procedure with minimal physical impact. However, psychological harm due to termination of pregnancy continues to be hotly debated in contemporary settings. Research in this area is reportedly challenged by low participation rates, large drop-out, large numbers of confounders, a large variety of potential outcome factors and possible influence of the political and social environment on results. The purpose of this study was to explore the burden of guilt among adolescents who had terminated pregnancy a year or more after their termination. Interpretive phenomenological analysis was used to explore the experiences of termination in eight (8) adolescents aged 18 to 20 years a year or more after the termination. The burden of guilt amongst the adolescents was a major finding of this study. The study findings also revealed that the termination of pregnancy was not always an exclusive choice of the adolescents but also involved their partners and at times their parents. The study recommends that psychological risk assessments should be conducted on adolescents who have terminated pregnancy. Support and counselling by health workers should be provided to adolescents going through termination of pregnancy. This support should be made available during the termination period and up to at least six months after the termination of pregnancy. However, emphasis should be placed on the prevention of pregnancy than termination of pregnancy.

**Keywords:** Adolescents; Burden of Guilt; South Africa; Termination of Pregnancy

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## Transformation of 5-Fluorouracil from Non-Specific to Specific Drug by Utilizing Gold Nanoparticle to form Nano-Conjugates for the Treatment of Oral Cancer

**Ching-Ting Tan<sup>1</sup>, Cheng-Han Chuang<sup>2\*</sup>, Angela Fiona Patricia<sup>3</sup>,  
Tai-Sheng Wu<sup>4</sup>, Shih-Jung Cheng<sup>5</sup>, Mark Yen-Ping Kuo<sup>6</sup>,  
Cheng Chi Chang<sup>7</sup>, Yian Tai<sup>8</sup>**

<sup>1, 2, 3, 4, 5, 6, 7, 8</sup> Graduated Institute of Oral Biology, National Taiwan University, Taipei, Taiwan

### Abstract

Unavoidable side effects of chemotherapies for oral squamous cell carcinoma (OSCC), such as 5-fluorouracil (5FU) remain a clinical issue. The present study demonstrates a simple and effective method for synthesizing 5FU-gold nanoparticle conjugates (5FU-AuNPs) that attenuate drug toxicity in normal cells and directly target OSCC cells. Physical properties of 5FU- AuNPs were examined using Fourier transform infrared (FTIR)spectroscopy, UV-visible (UV-vis) absorption spectroscopy, energy dispersive X-ray (EDX) fluorescence spectrometry, and transmission electron microscopy (TEM), and spherical conjugates of approximately 20 nm were found to be optimal. Cell-type specific effects of 5FU-AuNP were then comprehensively studied in vitro. 5FU-AuNP and 5FU had similar IC50 values in two cancer cell lines, but no toxicity was observed after treatment of normal fibroblast and epithelial cells with 5FU-AuNP. Furthermore, the expression of LC3, an essential element of the autophagosome in SAS cells, was less after treatment with 5FU-AuNP than with 5FU, leading to reduced autophagy and escape from 5FU-mediated OSCC cell death. Subsequent biochemical analyses showed that 5FU-AuNP did not induce significant hepatotoxicity or kidney damage in tumor-bearing mice. However, tumorigenicity was effectively reduced after both treatments. The present data demonstrate the potential of 5FU-AuNP as a nanodrug for the treatment of OSCC, with reduced off target effects and induction of autophagy.

**Keywords:** Gold Nanoparticle, 5-Fluorouracil, Selective Cytotoxicity, Autophagy, Oral Cancer

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## Views of HIV Positive Pregnant Women on Accessibility of the Prevention of Mother-to-Child Transmission Programme in South Africa

**D.S.K Habedi\***

Department of Health Studies, University of South Africa, South Africa

### Abstract

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Many governments, including the South African government have made health care services accessible to many of its citizens. However, studies have revealed that most services are inadequate and inaccessible for all in rural areas. The purpose of this study was to explore and describe the views of the HIV positive pregnant women on accessibility of the prevention of mother-to-child transmission programme. Ten HIV positive pregnant women selected by purposeful sampling were recruited in the study. Semi-structured interviews were used to collect data. Tesch's approach was used to analyse the data. The findings of the study showed that most of the HIV positive pregnant women do not access the prevention of mother-to-child transmission programme due to distance and shortage of Health Care Workers. The study recommends development of strategies that would enhance accessibility.

**Keywords:** Views, HIV Positive Pregnant Women, Accessibility, Prevention of Mother-To-Child Transmission, Programme

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## **TRACK E: PHYSICAL AND APPLIED SCIENCES**



## Perpetual Soil Erosion in the Eastern Cape Province: A Self-Amplifying Feedback Loop?

**V. Kakembo\***

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Abstract

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Despite the decrease in farming activities in many communal lands of the Eastern Cape Province, severe forms of soil erosion are on the increase. This sharply contrasts with trends in many other parts of the world, where land recovery in response to land abandonment has been realised. When not in use, it is expected that land has the inherent capacity to recover from disturbance. However, the limited capacity of land in the Province to recover from degradation, despite the decreasing land use, raises key questions, namely, what are the drivers of perpetual environmental deterioration in the communal lands? Why has not less stress on environmental resources, particularly the abandonment of cultivation, given rise to land recovery? External and inherent attributes of the land have interacted to give rise to a self-amplifying positive feedback loop that has perpetuated severe forms of soil erosion. This calls for developing a dedicated policy on the management and rehabilitation of eroded lands. Restoration approaches should entail promoting disconnectivity on eroded hillslopes. Communal farmers also have to be sensitised and empowered to take ownership of the land-restoration process.

***Keywords:*** Soil Erosion, Self-Amplifying, Loop

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## Conductance of Disordered Bilayer Graphene Superlattice

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<sup>1</sup>Physics Department, Shahid Rajaei University, Lavizan, Tehran, Iran,

<sup>2</sup>Ministry of energy, Niayesh, Tehran, Iran

### Abstract

We study the electronic properties of bilayer graphene superlattices. The system consists of a sequence of electron doped graphene as wells and hole doped graphene as barriers. Because of random nature of experimental technique, the fluctuations are generated in the energy gap applied in graphene. In bilayer graphene superlattices, increasing the number of barriers causes to appearing more peaks in transmission probability and its behavior near  $\phi=0$  depends on the mean value of electronic gap.

We demonstrate that the conductance of bilayer gaped graphene superlattices decreases with increasing the gap fluctuations. In order to understand the effect of gap fluctuations on conductance of finite size bilayer graphene superlattice, we calculate the conductance of the bilayer graphene superlattice  $G/G_0$  as a function of gap  $\Delta_0$  for different amounts of disorder strength  $\delta=0,0.1,0.2,0.3$  and the results shown in Figure [1]. The number of barriers is  $N=10$ . As shown in this figure, the conductance oscillates when  $\Delta_0$  changes and there are dramatic changes on conductance at region about  $\Delta_0=0.01-0.014$ .

**Keywords:** Conductance, Disordered, Graphene

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## The Visualization and Shooting Psychophysiology According to Results of fMRI – Research of Cerebral Cortex

**Nikolay Morozov<sup>\*1</sup>, Alexander Bleer<sup>2</sup>, Tatiana Morozova,<sup>3</sup>**

<sup>1,2,3</sup>University of Physical Education, Sport, Youth and Tourism, Russia

### Abstract

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As it is shown that visualization or ideomotor training activates a certain shooters' brain area, located in a visual system of cerebral cortex. A modern professional sport is based on deep scientific investigations of all its components: sport techniques, methodic, sportsman's psychology, equipment, buildings etc. Clay pigeon shooting – is a high-tech and multivariate kind of sport, which requires from an athlete a good combination of physical, psychological, mental and technical skills. Improvement of effectiveness in clay pigeon shooting strongly depends on psycho physiological dominant, which makes it necessary to study shooter's motor control mechanism.

***Keywords:*** Clay Pigeon Shooting, Visualization, Ideomotor Training, Functional Magnetic Resonance Brain Imaging (fMRI), Cerebral Cortex.

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## **FUTURE EVENTS**

**2<sup>nd</sup> INTERNATIONAL CONFERENCE ON**  
**“Innovative Trends in Multidisciplinary Academic Research”**  
**(ITMAR-2015)**



**Date:** October 20-21, 2015

**Venue:** Istanbul Gonen Hotel, Istanbul, Turkey.

**Conference Email:** itmar2015@globalilluminators.org

**Abstract Submission Date:** October 05, 2015

**Full Paper Submission Date:** October 10, 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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**2<sup>nd</sup> 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:** October 30, 2015

**Full Paper Submission Date:** November 05, 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
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**3<sup>rd</sup> INTERNATIONAL CONFERENCE ON**  
**“Innovation Challenges in Multidisciplinary Research &**  
**Practice”**  
**(ICMRP-2015)**



**Date:** December 15-16, 2015

**Venue:** Hotel Grand Pacific, Singapore.

**Conference Email:** icmrp2015@globalilluminators.org

**Abstract Submission Date:** October 30, 2015

**Full Paper Submission Date:** November 10, 2015.

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

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**2nd INTERNATIONAL CONFERENCE ON**  
**“Global Issues in Multidisciplinary Academic Research”**  
**(GIMAR-2016)**



**Date:** February 01-02, 2016

**Venue:** Hotel Grand Flora Dubai, UAE.

**Conference Email:** gimar2016@globalilluminators.org

**Abstract Submission Date:** October 30, 2015

**Full Paper Submission Date:** December 15, 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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- 

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**2<sup>nd</sup> INTERNATIONAL CONFERENCE ON**  
**“Multidisciplinary Innovation in Business Engineering**  
**Science & Technology”**  
**(MI-Best 2016)**



**Date:** February 23-24, 2016

**Venue:** Century Park Hotel Manila Philippine

**Conference Email:** [mibest2016@globalilluminators.org](mailto:mibest2016@globalilluminators.org)

**Abstract Submission Date:** January 10, 2016

**Full Paper Submission Date:** February 10, 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 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**  
**“Trends in Multidisciplinary Business and Economic**  
**Research”**  
**(TMBER- 2016)**



**Date:** March 25-26, 2016

**Venue:** Holiday Inn Bangkok Silom, Thailand

**Conference Email:** [tmber2016@globalilluminators.org](mailto:tmber2016@globalilluminators.org)

**Abstract Submission Date:** November 05, 2015

**Full Paper Submission Date:** March 15, 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 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

For more details visit [www.globalilluminators.org](http://www.globalilluminators.org)

**3rd INTERNATIONAL CONFERENCE ON**  
**“Global Trends in Academic Research”**  
**(GTAR-2016)**



**Date:** April 20-21, 2016.

**Venue:** The Trans Luxury Hotel Bandung, Indonesia

**Conference Email:** [gtar2016@globalilluminators.org](mailto:gtar2016@globalilluminators.org)

**Abstract Submission Date:** November 10, 2015

**Full Paper Submission Date:** February 15, 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 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

For more details visit [www.globalilluminators.org](http://www.globalilluminators.org)

**2nd INTERNATIONAL CONFERENCE ON**  
**“New Directions in Multidisciplinary Research & Practice”**  
**(NDMRP -2016)**



**Date:** May 12-13, 2016

**Venue:** Istanbul Gonen Hotel Istanbul Turkey

**Conference Email:** [ndmrp2016@globalilluminators.org](mailto:ndmrp2016@globalilluminators.org)

**Abstract Submission Date:** December 10, 2015

**Full Paper Submission Date:** February 15, 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 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

For more details visit [www.globalilluminators.org](http://www.globalilluminators.org)

**3<sup>rd</sup> INTERNATIONAL CONFERENCE ON**  
**“Multidisciplinary Innovation for Sustainability and Growth”**  
**(MISG – 2016)**



**Date:** June 02-03, 2016

**Venue:** Pearl International Hotel Kuala Lumpur Malaysia

**Conference Email:** [misg2016@globalilluminators.org](mailto:misg2016@globalilluminators.org)

**Abstract Submission Date:** December 10, 2015

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## INTERNATIONAL CONFERENCE ON

“Regional Challenges to Multidisciplinary Innovation”

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