

BOOK OF CONFERENCE PROCEEDINGS

# *GIMAR*

JANUARY 05-06, 2015

INTERNATIONAL CONFERENCE ON  
GLOBAL ISSUES IN  
MULTIDISCIPLINARY RESEARCH & PRACTICE  
(DUBAI, UAE)

Organized by:





CONFERENCE

PROCEEDINGS

BOOK OF ABSTRACTS

GIMAR-2015

International Conference on  
“GLOBAL ISSUES IN  
MULTIDISCIPLINARY ACADEMIC  
RESEARCH”  
(GIMAR- 2015)  
Dubai, UAE.

**Global Illuminators,  
Kuala Lumpur Malaysia**





## **Book of Abstracts Proceedings**

International Conference on “Global Issues in  
Multidisciplinary Academic Research”  
(GIMAR- 2015). Dubai, UAE.

Global Illuminators, 18, Jalan Kenanga SD 9/7 Bandar Sri  
Damansara, 52200 Kuala Lumpur Malaysia  
Contact: (+60) 362755388  
E-mail: [info@globalilluminators.com](mailto:info@globalilluminators.com)  
© GIMAR-2015



All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior written permission of the publisher. Applications for the copyright holder's written permission to produce any part of this publication should be addressed to the publisher.

Proceedings of the International Conference on “Global Issues in Multidisciplinary Academic Research” (GIMAR- 2015). Dubai, UAE.

**ISBN: 978-969-9948-09-1**

### **Disclaimer**

Every reasonable effort has been made to ensure that the material in this book is true, correct, complete, and appropriate at the time of writing. Nevertheless the publishers, the editors, and the authors do not accept responsibility for any omission or error, or for any injury, damage, loss, or financial consequences arising from the use of the book. The views expressed by the contributors do not necessarily reflect those of the Global Illuminators.

Printed and bound by: *Ideas Pro Printers*



## TABLE OF CONTENTS

|   |            |
|---|------------|
| <b>INTERNATIONAL SCIENTIFIC COMMITTEE.....</b>  | <b>VII</b> |
| <b>ORGANIZING COMMITTEE .....</b>   | <b>X</b>   |
| <b>CONFERENCE CHAIR MESSAGE.....</b>  | <b>XII</b> |
| <b>KEYNOTE SPEAKER.....</b>   | <b>XIV</b> |
| <b>KEYNOTE SPEAKER.....</b>   | <b>XV</b>  |
| <b>CONFERENCE PROGRAM .....</b>   | <b>XVI</b> |
| <b>LIST OF CONFERENCE ATTENDEES .....</b>   | <b>1</b>   |
| <b>TRACK A: BUSINESS MANAGEMENT &amp; ECONOMICS.....</b>  | <b>2</b>   |
| 1. BEYOND MAKING OF MICRO CREDIT: AN EMPIRICAL<br>STUDY ON MICROENTERPRISE INCOME IN URBAN<br>MALAYSIA .....  | 3          |
| 2. HOUSING FINANCIAL SOLUTIONS FOR LOW-INCOME<br>HOUSEHOLDS IN VIETNAM .....  | 4          |
| 3. A STUDY ON THE IMPACT OF ONLINE ADVERTISEMENTS ON<br>BUYING DECISION OF CUSTOMERS OF PASSENGER CAR<br>INDUSTRY .....   | 5          |
| 4. FORMATION OF HUMAN CAPACITY OF KAZAKHSTAN<br>REGIONS FOR THE TRANSITION TO AN INNOVATIVE<br>ECONOMY .....  | 6          |
| 5. EFFECTIVENESS OF EXTERNAL TRADE OF THE REPUBLIC<br>OF KAZAKHSTAN .....   | 7          |
| 6. A STUDY OF INFLUENCE OF CRITICAL SUCCESSFUL<br>FACTORS ON ACCOUNTANT'S PERFORMANCE IN<br>IMPLEMENTATION OF ERP .....   | 8          |
| 7. FORECASTING OF THE ANNUAL INFLATION RATE IN THE<br>UNSTABLE ECONOMIC CONDITIONS .....  | 9          |
| 8. IMPACT OF SOCIO-ECONOMIC VARIABLES ON THE<br>KNOWLEDGE AND ADOPTION OF THE DIVERSIFIED<br>AGRICULTURE - A CASE STUDY OF DASP ADOPTED<br>VILLAGES OF SASNI BLOCK OF DISTRICT (UTTAR PRADESH)<br>..... | 10         |
| 9. INTERNAL MARKETING PERCEPTION ON TEACHING<br>SERVICE QUALITY: A CASE OF PAKISTAN .....   | 11         |
| 10. EXPLORING THE CORPORATE CULTURE AT UNIVERSITIES<br>IN KAZAKHSTAN .....  | 12         |
| 11. A STUDY OF BARRIERS TO E-COMMERCE ADOPTION<br>AMONG SME IN MALAYSIA .....   | 13         |



|  |           |
|--|-----------|
| 12. CONSUMER BEHAVIOR IN SOCIAL-COMMERCE .....   | 14        |
| 13. ORGANIZATION AS A MEDIATING VALUE IN THE<br>DETERMINANTS OF THE LEADERSHIP DEVELOPMENT<br>PROGRAM EFFECTIVENESS: A LITERATURE REVIEW .....                                 | 15        |
| 14. INFLUENCE OF LOGISTIC FACTORS ON THE DEVELOPMENT<br>OF INNOVATION PROCESSES IN KAZAKHSTAN .....  | 16        |
| 15. INVESTIGATING THE EFFECTS OF ORGANIZATIONAL TRUST<br>ON THE INTELLECTUAL CAPITAL AND ORGANIZATIONAL<br>PERFORMANCE EMPHASIZING THE ROLE OF<br>ORGANIZATIONAL LEARNING..... | 17        |
| 16. ACTORS SYNERGY: THE NECESSARY COLLECTIVE<br>INTELLIGENCE FOR LOCAL DEVELOPMENT .....   | 18        |
| 17. A STUDY OF INFLUENCE OF CRITICAL FACTORS ON<br>ACCOUNTANTS' PERFORMANCE IN FAILURE<br>IMPLEMENTING ERP .....   | 19        |
| <b>TRACK B: SOCIAL SCIENCES &amp; HUMANITIES.....</b>  | <b>20</b> |
| 18. TOWARDS AN IGBO-AFRICAN SPIRIT-BASED THEOLOGY OF<br>THE ENVIRONMENT .....  | 21        |
| 19. RECOGNITION OF PEDESTRIAN MALL ROLES IN<br>SUSTAINABILITY OF URBAN SPACES .....  | 22        |
| 20. THE EVALUATION OF QUALITY IN HIGHER EDUCATION ....   | 23        |
| 21. COSMETIC AND PLASTIC SURGERY IN SHIA<br>JURISPRUDENCE.....   | 24        |
| 22. WOMEN'S OF TOIL, WORKING FOR SOIL ENHANCING<br>SURVIVAL SKILLS FOR WEAKER GENDER .....   | 25        |
| 23. SOME PROBLEMS OF ETHNIC HISTORY OF UZBEKISTAN<br>KAZAKH DIASPORA.....  | 26        |
| 24. NEW MONUMENTS OF EARLY SAKS PERIOD OF<br>SOUTHWESTERN ALTAI .....  | 27        |
| 25. DEVELOPING A PROFESSIONAL COMMUNICATION<br>COMPETENCES FOR HUMANITARIAN STUDENTS AT THE<br>UNIVERSITY LEVEL .....  | 28        |
| 26. BANGLADESH HERITAGE AT WARI-BATESWAR.....  | 29        |
| 27. PARENTAL ACADEMIC INVOLVEMENT AS PERCEIVED BY<br>SECONDARY SCHOOL STUDENTS IN OMAN.....  | 30        |
| 28. ANTONYMS: PRAGMATIC PERSPECTIVE.....   | 31        |
| 29. PRONOUNS AND COPULAS IN ARABIC .....   | 32        |
| 30. INCORPORATING MULTIDISCIPLINARY RESEARCH IN AN<br>UNDERGRADUATE CURRICULUM: A FIVE YEAR PROJECT .  | 33        |



|   |           |
|---|-----------|
| 31. PROFESSIONAL IDENTITY AS PSYCHOLOGICAL<br>MECHANISM OF DEVELOPMENT OF PEDAGOGICAL<br>COMPETENCE FOR FUTURE TEACHERS .....   | 34        |
| 32. PERSONAL FACTORS OF COPING STRATEGIES FOR<br>UNDERGRADUATE STUDENTS.....  | 35        |
| 33. FEATURES OF SOCIAL INTELLIGENCE OF FUTURE<br>TEACHERS.....  | 36        |
| 34. ISSUES OF EDUCATIONAL PHILOSOPHY AND PEDAGOGICAL<br>THOUGHT IN KAZAKHSTAN .....   | 37        |
| <b>TRACK C: PHYSICAL LIFE &amp; APPLIED SCIENCES.....</b>   | <b>38</b> |
| 35. EVALUATION OF THE EFFECT OF LAND USE CHANGE FROM<br>FOREST LANDS INTO AGRICULTURAL LANDS ON SOME<br>CHEMICAL PROPERTIES OF SOIL (CASE STUDY: ZARIN<br>ABAD, SARI, IRAN) ..... | 39        |
| 36. INVESTIGATION EFFECTS ENVIRONMENTAL POLLUTION ON<br>AQUATIC LIFE .....  | 40        |
| 37. THERMAL AND MASS DIFFUSION ALONG A VERTICAL FLAT<br>PLATE WITH NON-UNIFORM HEAT AND MASS FLUX .....   | 41        |
| 38. SYNTHESIS AND EVALUATION OF ANTIMICROBIAL<br>PROPERTY OF BIONANOPARTICLES.....  | 42        |
| 39. COMPARATIVE GENOTOXICITY OF TWO FUNGICIDE<br>FORMULATIONS IN MERISTEMATIC ROOT CELLS OF<br>NARCISSUS PSEUDONARCISSUS CV. 'SAMANTA' .....                                      | 43        |
| 40. A REVIEW OF THE PROBLEMS AND CHALLENGES IN THE<br>STUDY OF MICROBIOLOGY IN NIGERIA'S TERTIARY<br>INSTITUTIONS .....   | 44        |
| 41. OBSESSIVE COMPULSIVE DISORDER AMONG UNIVERSITY<br>STUDENTS IN OMAN.....   | 45        |
| 42. STUDY OF SOIL INFILTRATIONS RATE DUE TO MIGRATION<br>OF LEACHATE AT ABDULLAHI BELLO ROAD DUMPSITE<br>KADUNA NORTH USING INAA TECHNIQUE .....                                  | 46        |
| 43. ONE-SOLITON SOLUTION OF HEISENBERG<br>FERROMAGNETIC MODEL WITH SELF-CONSISTENT<br>POTENTIALS .....  | 47        |
| 44. PROTECTIVE ROLE OF HUMIC ACIDS AGAINST DNA<br>HYPOMETHYLATION OF TRIFLURALIN IN ZEA MAYS .....  | 48        |
| 45. EDXRF ANALYSIS OF SOIL INFILTRATIONS RATE DUE TO<br>VERTICAL MIGRATION OF LEACHATE AT ABDULLAHI<br>BELLO ROAD DUMPSITE .....  | 49        |
| <b>TRACK D: ENGINEERING &amp; TECHNOLOGY .....</b>  | <b>50</b> |

|  |           |
|--|-----------|
| 46. APPLICATION OF OLAP-CUBES BY MONITORING<br>REALIZATION OF UNIVERSITY STRATEGY .....  | 51        |
| 47. EVALUATION STUDY: THE TECHNIQUES USED IN E-<br>GOVERNMENT AND ITS IMPACT ON THE SUCCESS OR<br>FAILURE OF THE SERVICES PROVIDED BY THE E-<br>GOVERNMENT .....   | 52        |
| 48. ASSESSMENT OF SOIL POLLUTION BY HEAVY METALS IN<br>ZANJAN PROVINCE, IRAN .....   | 53        |
| 49. COMBINING VERMIREMEDIATION WITH DIFFERENT<br>APPROACHES FOR EFFECTIVE BIOREMEDIATION OF CRUDE<br>OIL AND ITS DERIVATIVES .....   | 54        |
| 50. ARCHITECTURE AND PROGRAM REALIZATION OF SYSTEM<br>OF DETECTION OF NETWORK ATTACKS TO DENIAL OF<br>SERVICE.....   | 55        |
| <b>TRACK E: HEALTH &amp; MEDICINE STUDIES .....</b>  | <b>56</b> |
| 51. SELF-PERCEPTION IN IRANIAN ADOLESCENTS WITH<br>DIABETES: A QUALITATIVE STUDY .....   | 57        |
| 52. STEROID RESISTANT NEPHROTIC SYNDROME IN CHILDREN:<br>CLINICAL PRESENTATION, RENAL HISTOLOGY,<br>COMPLICATIONS, TREATMENT AND OUTCOME AT<br>BANGABANDHU SHEIKH MUJIB MEDICAL UNIVERSITY,<br>DHAKA, BANGLADESH ..... | 58        |
| 53. INTENSIVE TECHNOLOGY OF GROWTH, COMPLEX<br>PROCESSING OF LAMBS FLESH FOR MEAT PRODUCTS .....   | 59        |
| 54. PROBIOTICS IN PROGRESS TESTING IN AN ANIMAL CLINIC<br>OF KAZATU NAMED AFTER S.SEIFULLIN.....   | 60        |
| 55. MICROBIOLOGICAL QUALITY OF SOME YOGHURT<br>PRODUCTS SOLD IN KAURA NAMODA METROPOLIS .....  | 61        |
| <b>FUTURE EVENTS.....</b>  | <b>62</b> |



## INTERNATIONAL SCIENTIFIC COMMITTEE GIMAR 2015

### BUSINESS, MANAGEMENT AND ECONOMICS STUDIES

**Tahir Masood Qureshi, (Ph.D).** *Assist. Professor, College of Business and Administration, American University in the United Arab Emirates, UAE.*

**Christophe Schinckus, (Ph.D).** *School of Management, Ken Edwards Building, University of Leicester, UK.*

**Mian Ahmad Hanan, (Ph.D).** *Professor & Chairperson, FC College University Lahore, Pakistan*

**Ahmed Saddam, (Ph.D).** *Editor & Conference Coordinator-Global Illuminators. Centre for Basrah and Arab Gulf Studies, University of Basrah, Iraq*

**Lau Wee Yeap, (Ph.D).** *Senior Lecturer, and Head of Department of Statistics, Faculty of Economics and Administration, University of Malaya, Kuala Lumpur, Malaysia.*

**Raja Roslan Raja Abd. Rahman, (Ph.D).** *Associate Professor, Human Resource Development and Management, Entrepreneurship Leadership, Communication, Psychology Critical and Creative Thinking, and Education, UTEM Malaka, Malaysia.*

**Galla Venkata Rama Krishna Acharyulu, (Ph.D).** *Associate Professor, School of Management Studies, University of Hyderabad, India.*



**Ludmila Mládková, (Ph.D).** *Faculty of Business Administration, Department of Management University of Economics Prague.*

**Santi Rahmawati.** *School of Business and Management, Institut Teknologi Bandung, Indonesia.*

## **SOCIAL SCIENCE AND HUMANITIES**

**Noor Zaman, (Ph.D).** *College of Computer Science and IT, King Faisal University, Saudi Arabia.*

**Yan Li, (Ph.D).** *Post-Doctoral Research Fellow, School of Biological Science, (SBS), Nanyang Technological University, Singapore.*

**Mohammad Hamad Khalef AlKhresheh, (Ph.D).** *Global Illuminators, Country Director, Jordan.*

**Nurul Akmar Emran, (Ph.D).** *Senior Lecturer, Computational Intelligence Technologies (CIT), Centre of Advanced Computing Technology (C-ACT), Faculty of Information and Communication Technology, Universiti Teknikal Malaysia Melaka (UTeM), Malaysia.*

## **PHYSICAL LIFE AND APPLIED SCIENCES**

**Md. Saleh Ahmed, (Ph.D).** *Department of Mathematics & Statistics, Sultan Qaboos University, Muscat, Oman*

**Saon Banerjee, (Ph.D).** *Associate Professor and OIC, AICRP on Agrometeorology, BCKV, Kalyani, West Bengal. India.*



## **ENGINEERING AND TECHNOLOGY STUDIES**

**Chee-Ming Chan, (Ph.D).** *Senior Lecturer, Civil and Environmental Engineering, Universiti Tun Hussein Onn, Malaysia.*

## **HEALTH AND MEDICINE STUDIES**

**Ahmed Kaid Naji Allow, (Ph.D).** *Head of Dept. of Human Physiology, College of Medicine and Health Sciences, Sana'a University, R. Yemen.*



<http://www.globalilluminators.org>

**INTERNATIONAL CONFERENCE ON “GLOBAL  
ISSUES IN MULTIDISCIPLINARY ACADEMIC  
RESEARCH” (GIMAR- 2015). DUBAI, UAE.**

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

**ORGANIZING COMMITTEE**

**Farooq Ahmed Jam (PhD)**

Conference Chair

Executive Director, Global Illuminators

conference.chair2015@globalilluminators.org

jam@globalillunminators.org

**Tariq Iqbal Khan**

Conference Co-Chair

Global Director, Global Illuminators

khan@globalillunminators.org

**Felicia Chong**

Head of Organizing Committee

Country Director Malaysia

Global Illuminators

felicia@globalilluminators.org



**Khalid Usmani (Ph.D).**

Conference Secretary

conference.secretary@globalilluminators.org

**Najm us Sahar**

Manager Research & Coordination

Global Illuminators

sahar@globalilluminators.org

**On Chee Hoong**

Assistant Manager Training and Development

Global Illuminators

wilson@globalilluminators.org



## CONFERENCE CHAIR MESSAGE

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



International Conference On “Global Issues in Multidisciplinary Academic Research” (Gimar- 2015)” 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 GIMAR 2015

Executive Director

Global Illuminators

[conference.chair2015@globalilluminators.org](mailto:conference.chair2015@globalilluminators.org)

[jam@globalillunminators.org](mailto:jam@globalillunminators.org)



## KEYNOTE SPEAKER

### 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.



## KEYNOTE SPEAKER



**Abu Taslim Mohammad Amin  
(Ph.D)**

**Professor & Dr Abu Taslim Mohammad Amin** born on March 31, 1959 has a career span of 36 years covering industry, public and corporate services, and academia. Amin is a specialist in international relations, security studies,

business management, public policy, governance, counter terrorism, national strategy, diplomacy, and institutional effectiveness. He is a fellow of National Defense University, USA, graduate of Turkish Armed Forces College and Doctorate from National University Bangladesh. He held positions as undersecretary to the government and Vice President of University. Currently he is Deputy General Manager of Fast Link Group. Dr Amin has books published on civil-military relations, counter terrorism, security and governance. In recent years, he presented keynote papers on ‘Deradicalization’ at IPI conference, Jordan 2011, ‘Social, Religious and Political Background of Arab Peninsula,’ IMT, Dubai 2011, ‘SME and Micromanagement’ ICTM conference, Dubai, 2012 and ‘NATO Regional Security Cooperation,’ Dubai, 2013 Dr Amin is married to Dr. Armeena Tabassum and has two daughters.

## CONFERENCE PROGRAM

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

**Welcome Reception & Registration**

**8:00 am – 8:45 am**

**Opening Ceremony (08:45 am – 10:30 am)**

**Venue: Room 1**

|                     |  |
|---------------------|--|
| 08:45 am - 09:00 am | Welcome Remarks – <b>Dr Muhammad Muzamil Naqshbandi</b>  |
| 09:00 am - 09:20 am | Opening Speech – <b>Dr Farooq Ahmed Jam</b> (Conference Chair)<br>(Executive Director Global Illuminators) |
| 09:20 am - 09:50 am | Key Note Speech – <b>Professor Dr. Syed Tahir Hijazi</b>   |
| 09:50 am - 10:10 am | Key Note Speech – <b>Professor Dr. Abu Taslim Mohammad Amin</b>  |
| 10:10 am - 10:30 am | Group Photo & Award Ceremony   |

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



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

**Session 1 (11:00 am – 1:00 pm)**

**Venue: Room 1**

**Session Chairs: M Abu Saleh & Dr. Syed Tahir Hijazi**

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

|                     |  |                                    |
|---------------------|--|------------------------------------|
| <b>GIMAR-15-111</b> | BEYOND MAKING OF MICRO CREDIT: AN EMPIRICAL STUDY ON MICROENTERPRISE INCOME IN URBAN MALAYSIA            | MOHAMMAD<br>NURUL HUDA<br>MAZUMDER |
| <b>GIMAR-15-124</b> | HOUSING FINANCIAL SOLUTIONS FOR LOW-INCOME HOUSEHOLDS IN VIETNAM   | DOAN THANH HA                      |
| <b>GIMAR-15-136</b> | A STUDY ON THE IMPACT OF ONLINE ADVERTISEMENTS ON BUYING DECISION OF CUSTOMERS OF PASSENGER CAR INDUSTRY | NIKHIL VP                          |
| <b>GIMAR-15-156</b> | FORMATION OF HUMAN CAPACITY OF KAZAKHSTAN REGIONS FOR THE TRANSITION TO AN INNOVATIVE ECONOMY            | AISSULU N.<br>RAMASHOVA            |
| <b>GIMAR-15-159</b> | EFFECTIVENESS OF EXTERNAL TRADE OF THE REPUBLIC OF KAZAKHSTAN  | A.A.<br>RAKHIMBAYEVA               |

**Lunch Break (1:00 pm – 2:00 pm)**



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

**Session 1 (11:00 am – 1:00 pm)**

**Venue: Room 2**

**Session Chairs: Dr. Tahir Massod Qureshi & Mojgan Mohammadinaeeni**

**Track C: Physical Life and Applied Sciences**

|                     |   |                                |
|---------------------|---|--------------------------------|
| <b>GIMAR-15-117</b> | ONE-SOLITON SOLUTION OF HEISENBERG FERROMAGNETIC MODEL WITH SELF-CONSISTENT POTENTIALS  | NUGMANOVA G                    |
| <b>GIMAR-15-144</b> | EVALUATION OF THE EFFECT OF LAND USE CHANGE FROM FOREST LANDS IN TO AGRICULTURAL LANDS ON SOME CHEMICAL PROPERTIES OF SOIL (CASE STUDY: ZARIN ABAD, SARI, IRAN) | MEHDI GHAJAR SEPANLOU          |
| <b>GIMAR-15-152</b> | INVESTIGATION EFFECTS ENVIRONMENTAL POLLUTION ON AQUATIC LIFE   | SELVİNAZ YAKAN                 |
| <b>GIMAR-15-186</b> | THERMAL AND MASS DIFFUSION ALONG A VERTICAL FLAT PLATE WITH NON UNIFORM HEAT AND MASS FLUX  | M.A. HOSSAIN, SHARMINA HUSSAIN |
| <b>GIMAR-15-219</b> | SYNTHESIS AND EVALUATION OF ANTIMICROBIAL PROPERTY OF BIONANOPARTICLES  | DR.K.VIVEHANANTHAN             |
| <b>GIMAR-15-275</b> | COMPARATIVE GENOTOXICITY OF TWO FUNGICIDE FORMULATIONS IN MERISTEMATIC ROOT CELLS OF NARCISSUS PSEUDONARCISSUS CV. 'SAMANTA'                                    | ŞUTAN NICOLETA ANCA            |
| <b>GIMAR-15-312</b> | A REVIEW OF THE PROBLEMS AND CHALLENGES IN THE STUDY OF MICROBIOLOGY IN NIGERIA'S TERTIARY INSTITUTIONS.  | UGWUANYI ROSEMARY CHINENYE.    |
| <b>GIMAR-15-234</b> | PROTECTIVE ROLE OF HUMIC ACIDS AGAINST DNA HYPOMETHYLATION OF TRIFLURALIN IN ZEA MAYS   | TURAN, METIN.                  |

**Lunch Break (1:00 pm – 2:00 pm)**



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

**Session 1 (11:00 am – 1:00 pm)**

**Venue: Room 3**

**Session Chair: Dr. Abu Tasleem Muhammad Amin & Dr. Kavita Tiwari**

**Track B: Social Science and Humanities**

|                     |   |  |
|---------------------|---|--|
| <b>GIMAR-15-107</b> | RECOGNITION OF PEDESTRIAN MALL ROLES IN SUSTAINABILITY OF URBAN SPACES                                | ARASH SAGHAFI ASL                        |
| <b>GIMAR-15-170</b> | DEVELOPING A PROFESSIONAL COMMUNICATION COMPETENCES FOR HUMANITARIAN STUDENTS AT THE UNIVERSITY LEVEL | YESSENGALIYEVA ANNA & MEDEUBAYEVA ZHANAR |
| <b>GIMAR-15-187</b> | BANGLADESH HERITAGE AT WARI-BATESWAR  | DR. M. EMDADUL HAQ                       |
| <b>GIMAR-15-231</b> | PARENTAL ACADEMIC INVOLVEMENT AS PERCEIVED BY SECONDARY SCHOOL STUDENTS IN OMAN                       | TAGHREED T. AL SAID                      |
| <b>GIMAR-15-248</b> | ANTONYMS: PRAGMATIC PERSPECTIVE   | ANAHIT HOVHANNISYAN                      |
| <b>GIMAR-15-260</b> | PRONOUNS AND COPULAS IN ARABIC  | ISSA ABDEL RAZAQ                         |
| <b>GIMAR-15-273</b> | INCORPORATING MULTIDISCIPLINARY RESEARCH IN AN UNDERGRADUATE CURRICULUM: A FIVE YEAR PROJECT.         | KELLY WHEALAN GEORGE                     |

**Lunch Break (1:00 pm – 2:00 pm)**



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

**Session 2 (02:00 pm – 3:30 pm)**

**Venue: Room 1**

**Session Chairs: Doan Thanh Ha & Mehdi Ghajar Sepanlou**

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

|                     |  |                          |
|---------------------|--|--------------------------|
| <b>GIMAR-15-197</b> | FORECASTING OF THE ANNUAL INFLATION RATE IN THE UNSTABLE ECONOMIC CONDITIONS   | JOSEF ARLT               |
| <b>GIMAR-15-199</b> | IMPACT OF SOCIO-ECONOMIC VARIABLES ON THE KNOWLEDGE AND ADOPTION OF THE DIVERSIFIED AGRICULTURE - A CASE STUDY OF DASP ADOPTED VILLAGES OF SASNI BLOCK OF DISTRICT (UTTAR PRODESH) | M ABU SALEH              |
| <b>GIMAR-15-181</b> | INTERNAL MARKETING PERCEPTION ON TEACHING SERVICE QUALITY: A CASE OF PAKISTAN  | M ABU SALEH              |
| <b>GIMAR-15-207</b> | EXPLORING THE CORPORATE CULTURE AT UNIVERSITIES IN KAZAKHSTAN  | SHOLPAN<br>JAMANBALAYEVA |
| <b>GIMAR-15-215</b> | A STUDY OF BARRIERS TO E-COMMERCE ADOPTION AMONG SMES IN MALAYSIA  | MISBAH SADIQ             |
| <b>GIMAR-15-112</b> | INVESTIGATING THE EFFECTS OF ORGANIZATIONAL TRUST ON THE INTELLECTUAL CAPITAL AND ORGANIZATIONAL PERFORMANCE EMPHASIZING THE ROLE OF ORGANIZATIONAL LEARNING                       | SEDIEGHEH TAGHIEH        |

**Tea Break (3:30 pm – 3:45 pm)**



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

**Session 2 (02:00 pm – 3:30 pm)**

**Venue: Room 2**

**Session Chair: Dr.K.Vivehananthan & Ranjit Ranjan Roy**

**Track B: Social Science and Humanities**

|                     |  |                        |
|---------------------|--|------------------------|
| <b>GIMAR-15-106</b> | TOWARDS AN IGBO-AFRICAN SPIRIT-BASED THEOLOGY OF THE ENVIRONMENT                 | KANU IKECHUKWU ANTHONY |
| <b>GIMAR-15-116</b> | THE EVALUATION OF QUALITY IN HIGHER EDUCATION                                    | MOJGAN MOHAMMADINAEENI |
| <b>GIMAR-15-131</b> | COSMETIC AND PLASTIC SURGERY IN SHIA JURISPRUDENCE                               | TAYBEH BALVARDI        |
| <b>GIMAR-15-135</b> | WOMEN'S OF TOIL, WORKING FOR SOIL - ENHANCING SURVIVAL SKILLS FOR WEAKER GENDER. | DR.KAVITA TIWARI       |
| <b>GIMAR-15-138</b> | SOME PROBLEMS OF ETHNIC HISTORY OF UZBEKISTAN KAZAKH DIASPORA                    | BIBIZIYA KALSHABAYEVA  |
| <b>GIMAR-15-140</b> | NEW MONUMENTS OF EARLY SAKS PERIOD OF SOUTHWESTERN ALTAI                         | GANI OMAROV            |
| <b>GIMAR-15-270</b> | OBSESSIVE COMPULSIVE DISORDER AMONG UNIVERSITY STUDENTS IN OMAN.                 | MANAL KHASIB AL FAZARI |

**Tea Break (3:30 pm – 3:45 pm)**



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

**Session 2 (02:00 pm – 3:30 pm)**

**Venue: Room 3**

**Session Chair: M Abu Saleh & Dr. Muzamil Naqshbandi**

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

|                     |   |                            |
|---------------------|---|----------------------------|
| <b>GIMAR-15-216</b> | CONSUMER BEHAVIOR IN SOCIAL-COMMERCE  | SAIF UR REHMAN KHAN        |
| <b>GIMAR-15-276</b> | ORGANIZATION AS A MEDIATING VALUE IN THE DETERMINANTS OF THE LEADERSHIP DEVELOPMENT PROGRAM EFFECTIVENESS: A LITERATURE REVIEW" | FAZALUR RAHMAN             |
| <b>GIMAR-15-284</b> | INFLUENCE OF LOGISTIC FACTORS ON THE DEVELOPMENT OF INNOVATION PROCESSES IN KAZAKHSTAN  | KARLYGASH MUKHTAROVA       |
| <b>GIMAR-15-285</b> | ACTORS CYNERGY: THE NECESSARY COLLECTIVE INTELLIGENCE FOR LOCAL DEVELOPMENT   | MALIKA AIT NASSER          |
| <b>GIMAR-15-178</b> | ASTUDY OF INFLUENCE OF CRITICAL SUCCESSFUL FACTORS ON ACCOUNTANT'S PERFORMANCE IN IMPLENTATION OF ERP                           | HESHMATOLAH ASADIZEIDABADI |
| <b>GIMAR-15-322</b> | A STUDY OF INFLUENCE OF CRITICAL FACTORS ON ACCOUNTANTS' PERFORMANCE IN FAILURE IMPLEMENTING ERP                                | HESHMATOLAH ASADIZEIDABADI |

**Tea Break (3:30 pm – 3:45 pm)**





**DAY 01 Monday (January 05, 2015)**  
**Session 3 (03:45 pm – 5:00 pm)**  
**Venue: Room 1**  
**Session Chair: Gani Omarov & Fazalur Rahman**

**Track E: Health and Medicine Studies**

|                     |  |   |
|---------------------|--|---|
| <b>GIMAR-15-281</b> | PROFESSIONAL IDENTITY AS PSYCHOLOGICAL MECHANISM OF DEVELOPMENT OF PEDAGOGICAL COMPETENCE FOR FUTURE TEACHERS  | ARDAKH R. YERMENTAYEVA                      |
| <b>GIMAR-15-282</b> | PERSONAL FACTORS OF COPING STRATEGIES FOR UNDERGRADUATE STUDENTS   | ARDAKH R. YERMENTAYEVA                      |
| <b>GIMAR-15-283</b> | FEATURES OF SOCIAL INTELLIGENCE OF FUTURE TEACHERS   | ARDAKH R. YERMENTAYEVA                      |
| <b>GIMAR-15-168</b> | SELF-PERCEPTION IN IRANIAN ADOLESCENTS WITH DIABETES: A QUALITATIVE STUDY  | ROSTAMI SHAHNAZ                             |
| <b>GIMAR-15-198</b> | STERIOD RESISTANT NEPHROTIC SYNDROME IN CHILDREN: CLINICAL PRESENTATION, RENAL HISTOLOGY, COMPLICATIONS, TREATMENT AND OUTCOME AT BANGABANDHU SHEIKH MUJIB MEDICAL UNIVERSITY, DHAKA, BANGLADESH | RANJIT RANJAN ROY                           |
| <b>GIMAR-15-291</b> | INTENSIVE TECHNOLOGY OF GROWTH, COMPLEX PROCESSING OF LAMBS FLESH FOR MEAT PRODUCTS  | RASHIT. KAZIKHANOV,<br>SAULE R. KAZIKHANOVA |
| <b>GIMAR-15-296</b> | PROBIOTICS IN PROGRESS TESTING IN AN ANIMAL CLINIC OF KAZATU NAMED AFTER S.SEIFULLIN   | AYKUMYS ZHUMAKAYEVA                         |
| <b>GIMAR-15-315</b> | MICROBIOLOGICAL QUALITY OF SOME YOGHURT PRODUCTS SOLD IN KAURA NAMODA METROPOLIS   | TUANI AHMED OLAYINKA                        |

**End of Day one**



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

**Session 3 (03:45 pm – 5:00 pm)**

**Venue: Room 2**

**Session Chairs: Doan Thanh Ha & Dr.K.Vivehananthan**

**Track D: Engineering and Technology Studies**

|                     |   |                          |
|---------------------|---|--------------------------|
| <b>GIMAR-15-133</b> | APPLICATION OF OLAP-CUBES BY MONITORING REALIZATION OF UNIVERSITY STRATEGY  | OMARBEKOVA ASSEL         |
| <b>GIMAR-15-262</b> | EVALUATION STUDY: THE TECHNIQUES USED IN E- GOVERNMENT AND ITS IMPACT ON THE SUCCESS OR FAILURE OF THE SERVICES PROVIDED BY THE E- GOVERNMENT | AWAD, MAMOUN,<br>GHALEB  |
| <b>GIMAR-14-320</b> | ARCHITECTURE AND PROGRAM REALIZATION OF SYSTEM OF DETECTION OF NETWORK ATTACKS TO DENIAL OF SERVICE   | SHANGYTBAYEVA<br>GULMIRA |
| <b>GIMAR-15-314</b> | ASSESSMENT OF SOIL POLLUTION BY HEAVY METALS IN ZANJAN PROVINCE, IRAN   | MEHDI BOROUMANDI         |
| <b>GIMAR-15-230</b> | COMBINING VERMIREMEDIATION WITH DIFFERENT APPROACHES FOR EFFECTIVE BIOREMEDIATION OF CRUDE OIL AND ITS DERIVATIVES                            | FERESHTEH AZADEH         |

**End of Day one**



## **DAY 02, January 06, 2015**

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

**Departure 2:30 pm**

**For**

**SAFARI TOUR**

**Closing & Awards Ceremony-at the End of Safari tour**



## 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.

|          | <b>Name</b>          | <b>Affiliation</b>                            | <b>Country</b> |
|----------|----------------------|---|----------------|
| <b>1</b> | MARKÉTA<br>ARLTOVÁ   | University of Economics, Prague               | Czech Republic |
| <b>2</b> | PETR FIALA           | University of Economics, Prague               | Czech Republic |
| <b>3</b> | DR.RACHANAA<br>DATEY | Birla Institute Of technology                 | UAE            |
| <b>4</b> | ZAKIROVA ALMA        | L.N. Gumilyov Eurasian National<br>University | Kazakhstan     |



## TRACK A: BUSINESS MANAGEMENT & ECONOMICS



## Beyond making of micro credit: An Empirical Study on Microenterprise Income in Urban Malaysia

**Mohammad Nurul Huda Mazumder<sup>1</sup>, Zhan Su<sup>2\*</sup>, Muhammad  
Mohiuddin<sup>3</sup>, Abdullah Al-Mamun<sup>4</sup>**

<sup>1,2,3</sup>Faculty of Administrative Sciences, Laval University, Canada. <sup>4</sup>Faculty  
of Entrepreneurship and Business, University Malaysia Kelantan, Malaysia.

---

### Abstract

There are overwhelming debates among researchers and policy makers on replicability of microcredit services for microenterprises in urban context. In the face of inadequate trickle-down effects on urban poverty, microcredit service for microenterprises income generation can be a sustainable poverty alleviation policy in urban context. However, there are insignificant researches that address this vital question. This study fills this gap. Quasi-experimental research approach coupled with stratified random sampling method was employed to obtain the aforementioned objective. The findings of this study indicate that microcredit contributes significantly to the development of urban microenterprises by increasing their income and alleviating poverty for those who were mostly left over from the main stream economic activities. The results suggest that urban microcredit program of AIM (Amanah Ikhtiar Malaysia) need to covet on creating favorable environment for urban microenterprise development by offering more flexible, diversified, and need-based financial services while continued to extend its financial services outreach by targeting urban poor households of Malaysia. This study contributes to the existing body of knowledge by enhancing our understanding on microcredit's impact in urban context.

*Keywords:* Microcredit, Impact, Urban Microenterprise, Malaysia.

---

\*All correspondence related to this article should be directed to Zhan Su, Laval University, Canada.  
Email: zhan.su@fsa.ulaval.ca

## Housing financial solutions for low-income households in Vietnam

**Doan Thanh Ha\***

Banking University for Ho Chi Minh City

### Abstract

---

Housing price in 20 years is to be increased by about 100 times and in the most recent 10 years increased by 10 times (Institute of Science and Technology Bank, 2013). A dramatic rise drives general housing price levels far exceeding the actual value and the income of the majority of people. Meanwhile, the lack of an efficient financial system has made housing affordability of people with low-incomes facing many difficulties. This article investigates the housing situation and housing financial system for low-income households in Vietnam, synthetics experiences in housing financial system for low-income people in the world, thus, draws policy suggestions to be applied to the real conditions in Vietnam.

*Keywords:* Person-Job Fit, Satisfaction, Performance, Sri Lanka

---

\*All correspondence related to this article should be directed to Doan Thanh Ha, Banking University for Ho Chi Minh City  
Email: doanhavn@gmail.com

## A study on the Impact of Online Advertisements on Buying Decision of Customers of Passenger Car Industry

**Nikhil VP<sup>1\*</sup>, Kavita Tiwari<sup>2</sup> and V.Ravikumar<sup>3</sup>**

<sup>1,2</sup>Birla Institute of technology. <sup>3</sup>College of Science and Commerce

### Abstract

Today's scenario is full of, up-to-the-minute need of contemporary future, which is becoming technically an inevitable part of our life. The present research work explored about the significance of various online advertisements and its impact on the buying decision of customers of selected areas in United Arab Emirates (Abu Dhabi, Ajman, Dubai, Fujairah, Ras Al Khaimah, Sharjah and Umm Al Quwain). The data would be collected through primary method supported by a pilot study to get the validated information. As per the most formidable consumer durable sector is concerned, the passenger car segment is the most upcoming and influential segment to the luxurious branded passenger car lovers. The study emphasize on the degree of exposure towards the online advertisements in day to day lives of individuals while purchasing any consumer durable product such as mobiles, laptops, automobiles etc. It also analyses the internet usage behavior in terms of accessibility and experience.

*Keywords:* Online Ads, Passenger Cars, Passenger Car Industry, Consumer Durables.

\*All correspondence related to this article should be directed to Nikhil VP Birla Institute of technology

Email: [nikhil.vp@biticrak.ae](mailto:nikhil.vp@biticrak.ae)



## Formation of human capacity of Kazakhstan regions for the transition to an innovative economy

**Raisa A. Baizholova<sup>1\*</sup> and Aissulu N. Ramashova<sup>2</sup>**  
Gumilyev Eurasian National University, Kazakhstan.

### Abstract

---

The article briefly outline the role of the State Program of Forced Industrial - Innovative Development of Kazakhstan in the light of the implementation of the Strategy "Kazakhstan - 2050" and focus on the formation of human resources for the transition regions of Kazakhstan to the innovation economy. The authors make an analysis and defines the essence of the concept of "innovation economy" and presents the main priorities of training qualified specialists, noted the necessary of preparation their own scientific and human potential. Also, it was done the comparative analysis of pre-basic scientific and technological capacity in developed countries with high incomes identified trends and presents a strategy for training, contributing to provide an innovative breakthrough in the development of the Republic of Kazakhstan.

*Keywords:* Innovative Economy, Human Capacity, Industrialization, Modernization.

---

\*All correspondence related to this article should be directed to Raisa A. Baizholova, Gumilyev Eurasian National University, Kazakhstan.

Email: [rgul.ksu@mail.ru](mailto:rgul.ksu@mail.ru)

## Effectiveness of External Trade of the Republic of Kazakhstan

**S. Yegemberdiyeva<sup>1</sup> and A. Rakhimbayeva<sup>2\*</sup>**

Gumilev Eurasian National University, Astana.

### Abstract

---

The article considers the trade policy of the Republic of Kazakhstan. Peculiarities of the trade policy of the Republic of Kazakhstan, the role of foreign trade in international economic relations. The geopolitical position & economic importance of Kazakhstan with respect to trade concerns has also been discussed in this article. How the important strategic goals are being proficient. Methods & policies are also being discussed in the article. Transition of Kazakhstan's economy & its circumstances are also been deliberated.

*Keywords:* Trade Policy of Kazakhstan, External Trade, Economic Importance

---

\*All correspondence related to this article should be directed to A. Rakhimbayeva, Gumilev Eurasian National University, Astana.

Email: asema.31.1983@mail.ru

## A Study of Influence of Critical Successful Factors on Accountant's Performance in Implentation of Erp

**Heshmatolah Asadizeidabadi\***

Department of Accounting, Sirjan Branch, Islamic Azad University, Sirjan, Iran.

### Abstract

Current study has been conducted with the aim of examining the impact of five major successful factors- management support, sellers, data, users, and training received by accountants, on performance of accountants in successful ERP implementation. The sample was 137 accountants who were using ERP in Iranian companies, which has been chosen by available sampling. regression has been used in order to examine the correlation of dependent variables- management support, sellers, data, users, and training received by accountants- and independent variable, performance of accountants in ERP implementation. The results have been confirmed that there is a meaningful relationship between five key successful factories- management support, sellers, data, users and training received by accountants- with successful ERP implementation, also it has showed that users were a factor to increase motivation of accountants. Regardless to necessity of using ERP and importance of accountants' role in business environment, the results will be practical, because the survey has been not base on the impact of major successful factories in accountants' performance. The results may help the accountants find major factories in order to increasing the amount of success in their performances

*Keywords:* Critical Factors, Accountants' Performance, Implementing and ERP

\*All correspondence related to this article should be directed to Heshmatolah Asadizeidabadi, Islamic Azad University, Sirjan, Iran  
Email: heshmat\_alah@yahoo.com

## Forecasting of the Annual Inflation Rate in the Unstable Economic Conditions

**Arlt Josef<sup>1</sup>, Arltová Markéta<sup>2</sup> and Fiala Petr<sup>3</sup>**  
University of Economics Prague, Czech Republic

### Abstract

---

Inflation is a very important macroeconomic indicator, which measures the change in the general level of prices of goods and services. The monthly time series of the annual inflation rate is defined as the growth rate of the monthly time series of the consumer price index with respect to the corresponding month of the previous year. The annual inflation rate might not always be the appropriate measure of inflation, mainly due to the fact that it does not provide up-to-date information on the level of inflation. The harmonic analysis shows that the annual inflation rate deforms and delays the information with respect to the monthly inflation rate. This conclusion can be extremely important in the forecasting of the inflation rate, as well as in the process of economic decision making. The new method for the construction of the annual inflation rate forecasts is proposed. The advantage is that it is able to catch breaks and other instabilities in the future development of the time series.

*Keywords:* Inflation Rate, Harmonic Analysis, Linear Filtration, Forecasting, Monetary Policy.

---

\*All correspondence related to this article should be directed to Arlt Josef, University of Economics Prague, Czech Republic  
Email: josef.arlt@vse.cz

## Impact of socio-economic variables on the knowledge and adoption of the diversified agriculture - A case study of DASP adopted villages of Sasni block of District (Uttar Pradesh)

**Lavneet.Singh<sup>1</sup>, M Abu Saleh<sup>2\*</sup> and Md Irfanuzzaman Khan<sup>3</sup>**  
School of Management, University of Canberra.

### Abstract

The process of diversification has set in the agricultural sector, however gradually it may be. The pace and pattern of diversification within the agricultural sector, varies from region to region, as it is contingent on variety of factors such as the prices of different commodities, availability, technology and policy interventions etc. The study examined the impact of socio-economic variables on the knowledge and adoption of diversified agriculture technologies in UP, India. The study reveals that the intensity of diversified agriculture of milk production enterprise is inversely related with the farm size. The study identified eight Socio-Economic variables affecting the knowledgebase of diversified agriculture. Statistical analysis reveal that Education, occupation, irrigation potential, social participation communication behaviour have significant and positive impact upon the knowledge of diversified agriculture ;while there is no relationship between age, caste, size of land holding and knowledge of diversified agriculture. Data analysis further revealed that the multiple interactions of age, caste, irrigation potential and communication behaviour are more important factors for predicting knowledge of diversified agriculture technologies. The positive and highly significant difference of means between Self-help-Group (SHG) member and non-member in respect to their irrigation facilities, social participation and communication behavior was attributed due to various training exposure, organization of the rural youths under the banner of SHG for group action, exposure to personnel cosmopolites and mass media and such related facilities extended to the SHG member groups by the NGOs and the K.V.K. as a whole.

*Keywords:* DASP, Diversified Agriculture, SHGs, Socio Economic Variables.

\*All correspondence related to this article should be directed to M Abu Saleh, School of Management, University of Canberra.  
Email: [abu.saleh@canberra.edu.au](mailto:abu.saleh@canberra.edu.au)

## Internal marketing perception on teaching service quality: A case of Pakistan

**Farzana Rahman Safi<sup>1</sup>, Dr. Abu Saleh<sup>2\*</sup> & Razia Begum<sup>3</sup>**

<sup>1</sup>University of Peshawar KPK Pakistan, <sup>2</sup>University of Canberra Australia

### Abstract

Due to intense competition marketers have realized that the only asset which could give competitive edge to any organization is the human resource. Without any doubt, the human resource is the vital competing force and a life blood for service sector organizations because they are the sole interface between organization and customers. This ideology convinced organizations to focus their efforts on its own employees as internal customers and turned them into satisfied employees. By doing so, today's managers could win the satisfaction of consumers, in other words the external customers. This study seeks to further enhance the understanding of the domain of the internal marketing (IM) efforts of education service providers in a developing country. At aims to find out IM tactics the universities use to motivate its employees or teaching staff and to discover its effect on the Teaching service quality. Using Foreman and Mooney scale (1995), data have been collected from the university teachers in regards to their perception on IM services. The collected responses were then analysed by using one way Analysis of Variance ANOVA and Multiple Regression. The result reveals that four IM factors - Employee training, rewards, performance appraisal and communication has significant and positive relation with teaching service quality.

*Keywords:* Internal Marketing, Service Quality, University Teachers.

\*All correspondence related to this article should be directed to Abu Saleh, University of Canberra Australia  
Email: [abu.saleh@canberra.edu.au](mailto:abu.saleh@canberra.edu.au)

## Exploring the Corporate Culture at Universities in Kazakhstan

**Sholpan Jamanbalayeva<sup>1\*</sup>, Mira Maulsharif<sup>2</sup> and Bahodyr Aliyev<sup>3</sup>**

Al-Farabi Kazakh National University.

### Abstract

---

Corporate culture at university is a certain criteria, factors, indices, traditions, uniting all the people carrying out the activity in the university and devoted to him, regardless of their status at university. This article provides an analysis of the outcomes of a pilot study of Al-Farabi Kazakh National University's corporate culture. As a research tool was applied the Organizational Culture Assessment Instrument (OCAI). In addition to this, an authors have developed a questionnaire, which aims to define the attitude of faculty members and university workers towards the development processes of corporate culture. Also, was conducted a standardized interview for the purpose to explore the minds of university top-management regarding a resources and development problems of the university. This study allowed us: (a) to identify the typological features of the a corporate culture, including the features in the level of top-management and university staff; (b) to define the level of compatibility of the cultural preferences of top management and university staff; (c) to determine the attitude of members of the university community towards the corporate culture and its elements; (d) to show how the corporate culture influences an university activity and how it can be used in order to improve this activity

*Keywords:* University, Kazakhstan, Corporate/Organizational Culture, Ocai, Organizational Profile.

---

\*All correspondence related to this article should be directed to Sholpan Jamanbalayeva, Al-Farabi Kazakh National University.  
Email: [sholpan.jamanbalayeva@kaznu.kz](mailto:sholpan.jamanbalayeva@kaznu.kz)

## A Study of Barriers to E-Commerce Adoption among SME in Malaysia

**Dr. Yacoub Hamdan<sup>1</sup>, Saif Ur Rehman Khan<sup>2</sup> and Misbah Sadiq<sup>3\*</sup>**

<sup>1,2</sup>University of Modern Sciences, Dubai. <sup>3</sup>Department of Finance, Faculty of Management, Johor, Malaysia

### Abstract

E-commerce is the medium that leads to economic growth of a country. Small and Medium Enterprises (SMEs) play an important role in contributing to the Gross Domestic Product and reducing the unemployment. However, there are some specific factors that inhibit the implementation of e-commerce among SMEs. The purpose of this study is to examine the barriers that SMEs are experiencing when confronted with the need to implement e-commerce to sustain their competitiveness. A questionnaire approach was employed in this study from 91 SMEs. Literature found that main barriers to e-commerce adoption among SMEs are organizational barriers, financial barriers, technical barriers, legal and regulatory barriers, and behavioral barriers. Findings of this study showed that all these barriers carried an average influence on e-commerce adoption. The most important factor barriers of e-commerce adoption are legal and regulatory barriers followed by technical barriers, whereas lack of internet security is the highest barrier factor that inhibits the implementation of e-commerce in SMEs followed by the requirement to undertake additional training and skill development.

**Keywords:** E-Commerce, SMEs, Organizational Barriers, Financial Barriers and Behavioral Barriers.

\*All correspondence related to this article should be directed to Misbah Sadiq, Faculty of Management, Johor, Malaysia  
Email: [mis\\_bah1786@yahoo.com](mailto:mis_bah1786@yahoo.com)



## Consumer Behavior in Social-Commerce

**Syed Sardar Hussain<sup>1</sup>, Saif Ur Rehman Khan<sup>2\*</sup> and Yacoub Hamdan<sup>3</sup>**

<sup>1,2,3</sup>University of Modern Sciences, Dubai.

### Abstract

Social commerce (s-commerce) is the subset of electronic commerce which involves the use of Internet-based media which allows people to participate in marketing, selling, comparing, buying, and sharing of products and services. The present study aims to investigate consumer behavior towards s-commerce using five core variables: perceived usefulness, perceived enjoyment, attitude, intention to use and perceived social support. A total of 120 s-commerce users in Skudai, Malaysia were approached on the basis of convenience sampling. Respondents were asked about their consumer behavior through a questionnaire-based survey. The relationship between perceived usefulness and perceived enjoyment on intention to use of s-commerce through mediating role of attitude and moderating role of perceived social support were examined in this study. Findings indicate that perceived usefulness, perceived enjoyment, attitude, intention to use and perceived social support are found to correlate with each other. Furthermore, analysis confirms that attitude performs the role of mediator between perceived usefulness, perceived enjoyment with intention to use. Furthermore, perceived usefulness performed the role of mediator on the relationship between perceived enjoyment and attitude but could not perform the role of moderator on the relation between (1) perceived usefulness and attitude, and (2) between attitude and intention to use. Findings and implications are examined and discussed in later portion of this study

*Keywords:* S-Commerce, Perceived Usefulness, Perceived Enjoyment, Attitude, Intention To Use, Perceived Social Support.

---

\*All correspondence related to this article should be directed to Saif Ur Rehman Khan,  
<sup>3</sup>University of Modern Sciences, Dubai  
Email: s.rehman@ums.ae

## Organization as a Mediating Value in the Determinants of the Leadership Development Program Effectiveness: A Literature Review

**Fazalur Rahman<sup>1\*</sup> and Mohmad Yazam Sharif<sup>2</sup>**

<sup>1</sup>School of Graduate Studies, Asia E University. <sup>2</sup>School of Business Management, Universiti Utara Malaysia

### Abstract

In this paper, the authors aims to discuss "Organization" as a "Mediating Value (MV)" in the determinants of the effectiveness of Leadership Development Programs (LDP). A literature review followed by a research framework to be used to study the phenomenon at the Oil Exploration Companies in Abu Dhabi of the United Arab Emirates (UAE). Abu Dhabi has the most influential and effective market for oil and energy related sector. The government evidently realizes the significance of oil and is highly investing on this sector for constant improvement (Dhabi, 2009). In accordance to Mezher et al. (2011) LDP are designed from the organizational philosophy to translate the country and organization's strategic plan into action. Leadership can be defined as the art and science of influencing others for the achievement of organizational goals and objectives. It has become a crucial ingredient in the success and growth of organizations in the world including UAE. With this in mind, the paper also aims to highlight the importance of designing appropriate LDP so as to prepare leaders for the future. Scholars have found that there are several reasons for the effectiveness of LDP in organizations namely the ability of the programs to develop leadership skills and core competencies as well as their ability to inculcate the understanding of complexities of the business among the leaders concerned. Through the literature review the authors are able to define that the Leadership development is identified as a critical element for an organization's long term success (Collins & Horton, 2004). The efforts to build the capabilities of the leadership, Global organizations are investing extravagantly in the LDPs. Considering these facts, the investment in the US companies have increased upto 13.6% in the year 2012, while in the overall world, this investment has increased by around 14% (PWC, 2012). The impetus for this study comes from the United Arab Emirates context wherein substantial investments are being made to provide LDP to develop leadership skills of Emiratis working in the public sector, in accordance with the UAE Strategic Plan 2021 (UAE Strategic Plan, 2021). Therefore authors will analyze how organizations act as a mediating value that could influence the effectiveness of the LDP. This would include the few sub factors like Key Performance Indicators, Recognition & Rewards, and Learning Methodologies within the oil exploration companies in Abu Dhabi. The development of the proposed research framework will form the basis for conducting a comprehensive study on LDP

**Keywords:** Leadership Development, Leadership Program Effectiveness; Oil Companies Leadership Development

---

\*All correspondence related to this article should be directed to Fazalur Rahman, Asia E University  
Email: drfrmail@yahoo.com

## **Influence of Logistic Factors on the Development of Innovation Processes in Kazakhstan**

**Karlygash Mukhtarova<sup>1\*</sup> and Ernur Mukhtar<sup>2</sup>**  
Al-Farabi KazakhNational University

### **Abstract**

---

This paper studies the factors influencing technological innovation in Kazakhstan's logistics industry. Based on the results of reviews of related literatures and interviews to some experts, a questionnaire is developed to survey the technological innovation for logistics industry in Kazakhstan. System-wide measures are aimed at improving the overall investment attractiveness of manufacturing industries. The Paper of system-wide measures are grouped into nine major destinations.

*Keywords:* Logistics, Kazakhstan, Innovation.

---

\*All correspondence related to this article should be directed to Karlygash Mukhtarova, Al-Farabi KazakhNational University  
Email: di-dior@mail.ru

## Investigating the effects of organizational trust on the intellectual capital and organizational performance emphasizing the role of organizational learning

**Sediegheh Taghieh<sup>1</sup>**

<sup>1</sup>Department of accounting and business management, Eghlid Branch,  
Islamic Azad University, Fars Province, Iran

### Abstract

In the modern world, it is very important to emphasize on the public and organizational trust. Also, the increase of intellectual capital is of a great importance in the business area. Moreover, stability of the organizations is based on the employees' skills and knowledge. The organizations' capability is increased under the influence of the organizational learning. Therefore, the organizational learning is one of the main instruments affecting on the current business. This research is aimed to investigate the influence of intellectual capital on the organizational performance. The population includes the employees of Islamic Azad University, area One. Using regression test and person s' coefficient correlation, the hypotheses were examined. According to the results, there is a positive relationship between the elements of intellectual capital and organizational learning. Also, organizational learning affects positively on the organizational performance.

*Keywords:* Organizational Trust, Intellectual Capital, Organizational Learning, Organizational Performance.

\*All correspondence related to this article should be directed to Sediegheh Taghieh, Department of accounting and business management, Eghlid Branch, Islamic Azad University, Fars Province, Iran  
Email: taghieh@yahoo.com

## Actors Synergy: the necessary collective intelligence for local development

**Malika Ait Nasser\***

Laboratoire des Etudes des Montagnes Atlasiques (LERMA)

### Abstract

---

The synergy of actors has become a necessity facing the flow changes and current circumstances varied between the desire of sharing between the global and the local concerning the responsibilities and commitment to meet the needs of heterogeneous territories. The limits of a single actor in front of the scale and the diversity of sectors in a changing situation require the organization of the actors, as form of governance, in partnerships around a development project of their territory. It underlines the collective capacity of organization and action special to a territory as collective intelligence which would strengthen the cognitive dimension and would prove itself convenient to innovation. The projects of solidarity economy are a concrete proof on the ground of this territorial intelligence. Social economy projects is a concrete evidence on the ground that territorial intelligence starting from the intervention of a required number of more divergent players in their sector. The example of the analysis of the project case of CLUSTER association of local products in the Morocco south Sahara proves the requirement of collective intelligence in social economy projects

*Keywords:* Synergy, Interaction, Collective Intelligence, Cluster Association, Local Development, Solidarity Economy Project, Partnership, Cooperative, Governance.

---

\*All correspondence related to this article should be directed to Malika Ait Nasser, Laboratoire des Etudes des Montagnes Atlasiques (LERMA)  
Email: [malikanacer@hotmail.com](mailto:malikanacer@hotmail.com)

## A Study of Influence of Critical Factors on Accountants' Performance in Failure Implementing ERP

**Heshmatolah Asadizeidabadi\***

Department of Accounting, Sirjan Branch, Islamic Azad University, Sirjan, Iran.

### Abstract

This study examines the impact of five major factors - over-reliance on heavy customization, poor IT infrastructure, ERP system misfit, poor consultant effectiveness, too tight project schedule- on performance of accountants in failure implementing ERP. The sample was 138 accountants who were using ERP in Iranian companies, which has been chosen by available sampling. Regression has been used in order to examine the correlation of independent variables- over-reliance on heavy customization, poor IT infrastructure, ERP system misfit, poor consultant effectiveness, too tight project schedule- and dependent variable, performance of accountants in ERP implementation. The results have been confirmed that there is a meaningful relationship between five key factors- over-reliance on heavy customization, poor IT infrastructure, ERP system misfit, poor consultant effectiveness, too tight project schedule- with performance of accountants in failure implementing ERP. Regardless to necessity of using ERP and importance of accountants' role in business environment, the results will be practical. It is also hoped that this study will serve as a guideline for researchers wishing to investigate failure factors or problems associated with ERP implementation.

*Keywords:* Critical Factors, Accountants' Performance, Implementing and ERP.

\*All correspondence related to this article should be directed to Heshmatolah Asadizeidabadi, , Islamic Azad University, Sirjan, Iran  
Email: heshmat\_alah@yahoo.com



## TRACK B: SOCIAL SCIENCES & HUMANITIES



## Towards an Igbo-African Spirit-Based Theology of the Environment

**Kanu, Ikechukwu Anthony \***  
University of Nigeria, Nsukka

### Abstract

---

Human activity in the areas of deforestation and mineral exploration is dramatically altering many biological processes and environmental systems which are destructive in a global scale. While some align with science and technology as the instrument capable of inspiring necessary changes in human behaviour, some others have given in to economic theories and political institutions in the quest for a solution. Notwithstanding the scientific, economic and political perspectives, this piece is anchored on the view that religion has the belief system that is large enough to conceptualize on a cosmic scale the global nature of environmental concerns. The religious perspective becomes more important in an African environment where the religious factor cannot be relegated to the background. While focussing on the Igbo ethnic group of Nigeria, this piece develops a spirit-based theology that is African in character for the preservation of the environment, concepts of Ala deity and sacred trees as instruments for the development of a spirit-based theology.

*Keywords:* Igbo, African, Ecology, Theology, Ala Deity, Sacred Trees

---

\*All correspondence related to this article should be directed to Kanu, Ikechukwu Anthony, University of Nigeria, Nsukka  
Email: [ikee\\_mario@yahoo.com](mailto:ikee_mario@yahoo.com)



## Recognition of Pedestrian Mall roles in sustainability of urban spaces

**Arash Saghafi Asl<sup>1\*</sup> and Akbar Abdollahzadeh Taraf<sup>2</sup>**

Department of art& architecture, College of urban planning, Tabriz Branch,  
Islamic Azad University, Tabriz, Iran.

### Abstract

Urban environment and human life quality are important issues of 21th century. These issues lead more attention towards urban sustainability. Every citizen expects urban space to be a desirable environment with a good quality. On the other hand, enhancing experienced quality of urban spaces is one of the important goals in urban design. Walking is simplest type of transportation between origin & destination. It can also as an complicated activity that not only influence in body, but influence people' mentality. Walking is the most preferable form of developing human interaction with urban environment. Pedestrian malls are the best context for urban life and provide longer presence of people in urban spaces. Constant presence leads to environmental sustainability in these spaces. It is necessary to use sustainability factors for cultural, social, economical and environmental urgency in urban design process. With pedestrianizing, we can not only enhance people' presence in urban spaces, but can warrant their sustainability in the future. In this paper, we studied concepts and definitions related to sustainability and pedestrian malls and also urban spaces requirements. Then, we analyzed related studies to recognize Tarbiyat mall as an old and valuable urban space in Tabriz (a traditional city of Iran) using SWOT Technique. Tarbiyat mall is a historical place in down town of Tabriz and has cultural and most valuable building with commercial land use. The growing demand in the Tarbiyat mall for building space to be used for services, commerce and apartments, and the conversion of residential units to new purposes, is also related to the construction style of these buildings. In the next stage, we recognized pedestrian mall roles in sustainability of urban spaces. These roles are socio-cultural, economical, environmental perception and safety enhancement.

**Keywords:** Walking, Pedestrian Mall, Urban Space, Sustainability, Tabriz Tarbiyat Street.

---

\*All correspondence related to this article should be directed to Arash Saghafi Asl, Islamic Azad University, Tabriz, Iran.  
Email: a.saghafi@hotmail.com

## The evaluation of quality in higher education

**Mohammadinaeni<sup>1\*</sup> and Bahram babapour<sup>2</sup>**

Islamic Azad university Arak

### Abstract

Higher education one of the most valuable resources for the progress and development of societies and the effective mechanisms for each country to meet challenges with century. Higher education system for the same reason more than other levels need quality guarantee and observing criteria and necessary standards of the one side and flexibility is measured and on the other hand. The nature and diversity of higher education activities, quality control it hard and complicated. In the same direction, the evaluation is as a tool is that it is unclear systems improve the quality of how and to what extent process and improve educational forgive. Hence make sure good quality performance of their relationship in order to prevent waste of human capital and material and ability to compete in the future in which the most important quality of most tiresome for continuation of any organization is an undeniable necessity. In fact improve the quality of required control and qualitative assessment and this is in all organizations whether organizations industrial, commercial and educational objective and is something quite obvious. The realization of a system of effective and efficient educational, requires use of specific standards. A framework of theoretical principles of quality to improve effectiveness and efficiency of the organization provides, and sometimes field characterizes the narrow universities. Hence experience different countries regarding simultaneous attention to quality and flexibility in fit for attention and study. Different countries have different methods in this field they use present article with that study the process evaluation quality of academic education and principles in the different countries using the library and documents and evidence in the field was the status of quality control in higher education Iran. And the results indicate that the evaluation of quality control in the developed countries the status of ideal but is not among the countries in developing better situation in higher education Iran is ruling.

**Keywords:** Higher Education, Curriculum Evaluation, Skills Teranslat Principles of the Evaluation

---

\*All correspondence related to this article should be directed to Mohammadinaeni, Islamic Azad university Arak

Email: mm.naeni@yahoo.com

## Cosmetic and plastic Surgery in Shia Jurisprudence.

**Taybeh Balvardi\***

Department of Islamic Education, Sirjan Branch, Islamic Azad University,  
Sirjan, Iran.

### Abstract

---

The desire for beauty according to nature has been internalized in human nature. Despite the emphasis of Islam on beauty, beatifying and encouraging to do that, some limits and conditions has been intended for it. One of new issues in the field of beauty is cosmetic and plastic surgery. Considering the religious origin of our society, this paper studies this surgery in jurisprudence, its legitimacy from the perspective of the texts, religious reasons, and religious texts documents and considers its social and psychological impacts. Thus, this article has investigated reasons of advocates of permissible and impermissible plastic surgery. Finally, it will be expressed that plastic surgery will be permissible if necessary.

*Keywords:* Beauty in Jurisprudence, Cosmetic Surgery, Plastic Surgery

---

\*All correspondence related to this article should be directed to Taybeh Balvardi, Department of Islamic Education, Sirjan Branch, Islamic Azad University, Sirjan, Iran.

Email: [t\\_balvardi90@yahoo.com](mailto:t_balvardi90@yahoo.com)

## Women's of TOIL, Working for Soil Enhancing survival skills for weaker gender

**Kavita Tiwari<sup>1\*</sup> and Dr.Rachanaa Datey<sup>2</sup>**  
Birla Institute Of technology

### Abstract

Woman is the center of family. She is mother, wife, daughter and sister. In her every role, she is always a giver. She is the one, who imbibes the values in her kids, she is the honor of her father, strength of her husband, encourager for her brother and thus a strong building block of the society and the nation. Social and economic development of women is necessary for overall economic development of any society or a country. In India, women are symbol of "SHAKTI". Since long the power of women was kept unwrapped and the outer world was taking HER as granted. Through many transitions women showed courage and confidently unfolded her talents. She came in front of the world in new roles. To support her in new ventures many NGOs, SHGs, and CBOs are playing prominent roles. Studies conducted have shown that women in any society have limited access to decision making, they have low level of individual assets and are often overloaded with work, most of the times their mobility is also restricted and are vulnerable to dominance in many spheres of life. This does not mean, they don't have skills and knowledge. Infact they are fast learners and very good in managing every affair concerned to the household or outer world. NGO recognizes the gender inequalities in various runs of life which are otherwise hard to identify. Moreover cultural practices pertaining in various regions in our country also effect the status of women in the society. The Present study emphasis on the participation of NGOs, SHGs and CBOs for a holistic development and empowerment of women and the society as a whole. God essentially created men and women to complement each other, which means, both the genders are equal. The paper highlights the activities undertaken by of the NGOs, SHGs and CBOs in Madhya Pradesh and Maharashtra to make women identify their strengths in various sectors and focuses on the trends in the area of trainings, education, health and economic participation. It also focuses on the best practices adopted by the government and various decent practices and work carried on by NGOs of these states as a part of their social responsibility for the up liftment of women.

**Keywords:** NGO - Non Government Organization, CBO - Community Based Organization, SHG- Self-Help Groups, Social Responsibility.

\*All correspondence related to this article should be directed to Kavita Tiwari, Birla Institute Of technology

Email: [kavitat786@gmail.com](mailto:kavitat786@gmail.com)

## Some Problems of Ethnic History of Uzbekistan Kazakh Diaspora

**B. Kalshabayeva\***

KazNU named after al-Farabi.

---

### Abstract

Today, in period of rise of the interest towards the national history the issues of keeping of ethnic history and traditional culture are becoming especially acute. These questions became the center of the present research paper. The author is focused on some problems of the Kazakh diaspora and irredenta formation in Uzbekistan republic along with the fundamental reasons of the placement and settlement in the region. The author also analyzed the tribal composition of Kazakh diaspora and its connections to ancient tribes who inhabited these lands long before. Historical sources provide valuable information to define the centers of their settlements in ancient time. The analysis of archival and statistical data gave an opportunity to identify part of Kazakh population living in the bordering regions of Uzbekistan since medieval period. In addition, the author shows stages of Kazakh migration from their historical places to Uzbekistan. In this paper were also researched ethnic and tribal composition and demographic situation concerning the Kazakhs living in Uzbekistan. On the basis of statistical data and census was shown the dynamics of growth and decline among Kazakh population. In result, using archival data, scientific works and field materials were established tribal composition and settlement patterns of Kazakh people in Uzbekistan. Kazakhs belong to tribes Kanly, Shanyshkyly, Jalair, Oshakty, Darkhan (Senior Zhuz), comparatively small part of Middle Zhuz representatives (Argyn, Naiman, Kipchak, Konyrat, etc.) are living in the northern-eastern part of Uzbekistan. Part of the kinsmen from Senior Zhuz are populating regions of Bokhara and Navoi. The paper also concentrates problems of traditional culture of the Kazakh diaspora and their social status. Along with these issues a particular attention was given to the archival documents covering questions of the settlements and adaptation to the changing circumstances and alien environment.

The article also indicates the moment's characterized traditional culture of Kazakhs living in the northern –eastern region of Uzbekistan. Meanwhile, the paper focuses on those changes of traditions and culture which reflect how they were affected by political, social, economic and cultural processes in Central Asian region. All recent changes are connected with the historical and ethno cultural development of “near abroad” Kazakhs. Methods of the research are the following: field work, interviews and research trips.

**Keywords:** Kazakh Diaspora, Uzbekistan, Tashkent Region, Tribal Composition, Statistics, History of the Migration, Settlement.

---

\*All correspondence related to this article should be directed to B. Kalshabayeva, KazNU named after al-Farabi.

Email: [kalshabaeva\\_b@mail.ru](mailto:kalshabaeva_b@mail.ru)

## New Monuments of Early Saks Period of Southwestern Altai

**Gani Omarov\***

Department archeology, ethnology and museology, Kazakh national university, Almaty, Kazakhstan.

### Abstract

So far, early Saks era monuments have not been studied to the necessary extent. Generally, the data collected about this period is derived from the monuments of Shilikty Valley monuments in East Kazakhstan, along with monuments of other classifications as Meyemer, Zevakino, Roughing and Sarykol. In 2013, an archaeological expedition in Altai mountainous regions of southwest Altai has conducted a research in order to find the monuments of corresponding period, determine their age and separate characteristics. During the research, numbers of valuable materials of early saks period were found during the excavations of mounds № 10 and 16, of burial Besoba 1. Particularly in mound № 10 there was found the portrayal of what usually referred to in archaeology as the "Panther", depicted in a convex form, with a dye pattern indentation where the head and tail of the animal are interbreeding and woven together. Similar to that the images of the beast of the cat family were also found in Taldi in Central Kazakhstan, in Shilikty Valley and Meyemer burial in East Kazakhstan, and in Southern Siberian region. The complex structure, internal design and technology of construction of mounds belonging to Saks- Scythian period in the Eastern Kazakhstan are very similar to the monuments of Central Kazakhstan, Zhetisu, and Tuva. Taken together, based on a relative analysis of the artefacts found during the excavations of the monuments it could be conclude that the corresponding monuments belong to the early saks period of VII-VI centuries BC.

*Keywords:* Archeology, Architecture, Barrow (Mound), Kazakhstan, Saks-Scythians.

\*All correspondence related to this article should be directed to Gani Omarov, Department archeology, ethnology and museology, Kazakh national university, Almaty, Kazakhstan..

Email: [gany\\_omarov@mail.ru](mailto:gany_omarov@mail.ru)

## Developing a professional communication competences for humanitarian students at the university level

**Somzhurek Baubek<sup>1</sup>, Yessengaliyeva Anna<sup>2</sup> and Medeubayeva Zhanar<sup>3\*</sup>**

Gumilyov Eurasian national university.

### Abstract

At present in Kazakhstan, universities provide a general liberal arts curriculum, including English language instruction. However, these universities do not offer any specific course or training students of International Relations and regional studies majors, which prepare them professionally for the future. One aspect of their training that is very important and unique to the international relations field is the development of communication, specifically non-verbal and emotional communication. There is a need for a course or program at the tertiary level in Kazakhstan to help develop this type of communication. Effective communication is important to their future professional success as international relations specialists. This profession requires knowledge of the theoretical principles of communication as well as knowledge of non-verbal communication. The communication of emotions is a skill that can be developed. Using the medium of English, we propose an interdisciplinary course in psychology and international relations, which will focus on developing emotional communication. This paper reports on the results of a pilot study at universities in Kazakhstan. Approximately 100 university students from Kazakhstan participated in an experiment to discover whether emotional communication skills could be effectively taught. It was believed that a focus on better communication at this level would lead to more professional success in the international relations field later in life.

*Keywords:* International Relations, Regional Studies, Kazakhstan, Communication, Non-Verbal.

\*All correspondence related to this article should be directed to Medeubayeva Zhanar, Gumilyov Eurasian national university.

Email: [balapan1967@yandex.kz](mailto:balapan1967@yandex.kz)

## Bangladesh heritage at Wari-Bateswar

**M. Emdadul Haq \***

Department of Political Science & Sociology (PSS), North South  
University.

### Abstract

---

The archaeological map of present day Bangladesh is dotted by important historical sites some of which have already been exposed, but a great portion remained partly explored as yet. A leading reference about ancient civilization in Bangladesh starts at Wari-Bateswar in Shibpur upazela of Narshingdi district. Findings in these twin villages are considered to be the most ancient location in the country followed by Indus Valley civilization in today's Pakistan. Discoveries from recent excavation have placed Wari-Bateswar. Explorations already done by the students of the Department of Archeology at Jahangirnagar University during 2009-11 & the discovery of innumerable chips and flakes of semi-precious stones has also been discussed in the article.

*Keywords:* Bangladesh Heritage, Wari-Bateswar, Indus Valley Civilizations.

---

\*All correspondence related to this article should be directed to M. Emdadul Haq, Department of Political Science & Sociology (PSS), North South University.

Email: mehaq57@gmail.com



## Parental academic involvement as perceived by secondary school students in Oman

**Taghreed T. Al Said \***  
Sultan Qaboos University.

### Abstract

Studies indicate that parental academic involvement in the school is considered as an important factor to enhance student academic results. These marked also that there are significant differences between the academic mother involvement and the academic father involvement, and differences regarding the gender of the students too. In Oman, the researches about the parent involvement are rare and the awareness of the importance of parent academic involvement is weak. Then, the purpose of this study is to determine the level of the parental academic involvement in Sultanate of Oman, and the differences between the gender of parent and the gender of students too. As such, the present study applies a descriptive research design. The researcher has built a scale contained 5 dimensions and 60 phrases which is distributed to 200 students (100 males and 100 females) of grade 10 in secondary school in Oman. The findings of this study showed that the level of parent academic involvement is higher than the average. In addition, findings revealed also that there were significant differences between mother and father academic involvement, and this involvement was different regarding the gender of student. This research has a significant impact on urging teachers and principals in Oman to encourage and appreciate parent involvement, to understand the importance of this involvement.

**Keywords:** Parent Involvement, Parental Academic Involvement, Secondary Students in Oman.

\*All correspondence related to this article should be directed to Taghreed T. Al Said, Sultan Qaboos University

Email: [ttnm@yahoo.com](mailto:ttnm@yahoo.com)

## Antonyms: pragmatic perspective

**Anahit Hovhannisyan \***

Gyumri State Pedagogical Institute, Armenia.

### Abstract

Firstly, as a pragmatic approach the paper focuses on the ways in which antonym relations are derived in contexts of use, offering ample evidence that antonym choice is context- sensitive. The pragmatic feature contrast ensures that two items that are presumed to be antonyms are interpreted as being minimally different for the purposes of the context. This feature is needed in order to account for the oppositeness of incompatible items that are not logically in a binary relation. Secondly, antonymous pairs, particularly non- canonical or syntagmatic antonyms are studied in political discourse. It's commonly thought that effective orators are blessed with a mysterious gift, but all the successful speakers use the same simple techniques. Besides, different language means and stylistic devices, there is also a very powerful technique; antonymy, which orators widely use to state their opinions, to justify their positions and influence on the public opinion. "...because after 106 years in America, through the best of times and the darkest of hours, she knows how America can change. Yes, we can." In this context best/ darkest non – canonical antonyms the orator refers to the fact that in spite of a number of difficulties in their history, there were also brilliant moments, which they should never forget. Thus, antonym pairs are often used in political speeches to achieve rhetorical effect; persuasion. Probing into the rhetorical function of antonymy may help us improve the ability of using language and heighten the effect of language output.

*Keywords:* Antonyms, Pragmatic, Perspective.

\*All correspondence related to this article should be directed to Anahit Hovhannisyan, Gyumri State Pedagogical Institute, Armenia

Email: [a\\_hovhannisyan@mail.ru](mailto:a_hovhannisyan@mail.ru)

## Pronouns and Copulas in Arabic

**Issa Abdel Razaq\***

Department of English, University of Isra, Amman-Jordan.

### Abstract

In this paper, I argue against the view that pronouns in equative constructions [DP PRON DP] perform the function of the copula (Eid 1983, 1992; Shlonsky 2006; and Aoun, Benmamoun and Choueiri 2010). Such a view amounts to a contradiction whereby a pronoun is said to perform a verbal function. Instead, I propose that the pronoun in such constructions is a third person subject pronoun and one that functions as such. This in turn raises two further questions about equative constructions. The first question concerns the copula and whether its absence is only apparent, i.e., whether the copula is present in such constructions but for some reason does not appear in the Phonological Form (PF) component (Farghal 1986, Fassi-Fehri 1993). The second question this study raises is why does a third person subject pronoun appear in equatives? With regards to the first question, I defend the claim that the copula is absent only in present-tense configurations. In past and future tense configuration, the copula must be present. The data collected for this study provide compelling evidence that this is indeed the case. It follows that Arabic present-tense copular constructions are TPs without a VP projection in their structure (Al-Horais 2006). This will naturally lead to the second question concerning the appearance of a third person strong pronoun in [DP DP] constructions. Closer examination of these constructions reveals that the semantics of Arabic DP calls for re-evaluation. Results show that Arabic DPs can, in addition to being referential of type <e>, be predicative of type <e,t> that therefore occupy predicate positions (Heggie 1988 and Moro 1997). Pursuing this line of analysis, I put forward the hypothesis that equative constructions of the form [DP PRON DP] are derived constructions from a basic subject-predicate [DP DP] construction. The properties that the derived construction displays are reminiscent of left-dislocation constructions in Arabic that involve a left-dislocated DP (Topic) followed by a complete string of predication (Comment) containing a third person resumptive pronoun (Aoun, Benmamoun and Choueiri 2010). Both types of construction can thus be subsumed under the more general Topic-Comment construction that is a common phenomenon in Arabic. Overall, the analysis developed in this study provides a more natural solution to the problems that have always been associated with pronouns and equative construction in Arabic. Moreover, the analysis opens up new venues for further research and reanalysis of the syntax of copular constructions in Arabic and similar languages.

**Keywords:** Equatives, Copula, Copula Pronoun, Subject Pronoun, Left-Dislocation.

\*All correspondence related to this article should be directed to Issa Abdel Razaq, Department of English, University of Isra, Amman-Jordan.

Email: [issa.abdelrazaq@iu.edu.jo](mailto:issa.abdelrazaq@iu.edu.jo)

## **Incorporating Multidisciplinary Research in an Undergraduate Curriculum: a Five Year Project**

**Kelly Whealan George \***  
Embry Riddle Aeronautical University.

### **Abstract**

To support our mission and vision, Embry-Riddle (ERAU) produced its Quality Enhancement Plan, known as Ignite. This initiative manifested itself in an active learning environment dedicated to a systematic inquiry or investigation that applies multidisciplinary principles to solve problems or advance knowledge globally. The goals of the initiative were: 1) Faculty and staff will engage students in scholarly activities and facilitate research and 2) Students will obtain the skills to investigate hypotheses, solve problems and advance knowledge utilizing various disciplines. In early 2010, Embry-Riddle updated its strategic plan, "Eagle 2020 Vision," which provided for the direction of the University for the next 10 years. The University Executive Committee created a number of challenges and goals with the purpose of enhancing ERAU's educational experience. Through these enhancements, the University will be in a better position to fulfill ERAU's vision: to be the world's source for innovation and excellence in aerospace education and applied research. Ignite synthesized many of ERAU's current best practices, areas for improvement, and transformational new approaches that were researched and proposed by members of the Embry-Riddle faculty, staff, the student body and other stakeholders. A university-wide research-supportive culture is emerging, as inspired by The Boyer Commission on Educating Undergraduates in the Research University and studies of numerous other best practices. The research-supportive curriculum provided undergraduates with a learning experience rooted in the process of discovery through research and inquiry. The enhanced research culture includes course-based research, mentored curricular/co-curricular research and academic support services. The university is currently operating in year three of the five year plan to increase multidisciplinary research in its community. Students are conducting research or inquiry-based projects in the curriculum. Students are also pursuing their own, mostly independent projects mentored by faculty. The program encourages integrative, multidisciplinary research projects and increased diversity through funding.

***Keywords:*** Research Curriculum, Accreditation.

\*All correspondence related to this article should be directed to Kelly Whealan George, Embry Riddle Aeronautical University

Email: [Kelly.george@erau.edu](mailto:Kelly.george@erau.edu)

## Professional Identity as Psychological Mechanism of Development of Pedagogical Competence for Future Teachers

**Ardakh R. Yermantayeva<sup>1\*</sup>, Baizhuman B. Kashkhynbay<sup>2</sup>, Tolkyn S. Slambekova<sup>3</sup>, Alma Sh. Mamanova<sup>4</sup> and Aray K. Amanova<sup>5</sup>**

<sup>1,2,3,4</sup>Gumilyov Eurasian National University, Kazakhstan. <sup>5</sup>Kyzylorda State University

### Abstract

In this study features of professional identity for future teachers are considered. Structural characteristics of professional identity for future teachers are analyzed. It is shown that social identity for students is formed as both self-concept and ourselves-concept. The general and specific features in characteristics of professional identity for future teachers are revealed. Existence of professional orientation at future teachers on senior years is shown. In professional identity of future teachers is dominated by an image of himself / herself as a competent teacher; many students manifested primarily a personal identity, and then a social identity. It is shown that professional identity for future teachers is formed both as self-concept and ourselves-concept. This situation can be considered as favorable prerequisite for development and self-development of pedagogical competence for future teachers. It was established that professional identity for future teachers as the psychological mechanism for development of pedagogical competence has the individualized motivational determination.

**Keywords:** Identity, Professional Identity, Pedagogical Competence, Teacher, Pedagogical Activities

\*All correspondence related to this article should be directed to Ardakh R. Yermantayeva, Gumilyov Eurasian National University, Kazakhstan.

Email: [rsanchez@sdssu.edu.ph](mailto:rsanchez@sdssu.edu.ph)

## Personal Factors of Coping Strategies for Undergraduate Students

**Ardakh R. Yermentayeva<sup>1\*</sup>, Fatima N. Zhumabekova<sup>2</sup>, Aigul M. Aitysheva<sup>3</sup>, Bibianar Sh. Baizhumanova<sup>4</sup> and Almagul R. Mandykayeva<sup>5</sup>**

Gumilyov Eurasian National University, Kazakhstan.

### Abstract

---

Scientific interest of psychologists to problems of human behavior in difficult life situations increases recently, however the researches analyzing development of constructive coping-strategy among undergraduates are presented insufficiently. The purpose of this study is to identify of personal features of coping-strategy among undergraduates. Coping strategies were studied among 442 undergraduates of different specialties. During the pilot study the general and distinctive features in coping-strategies among undergraduates were found. The preferred and less important coping-strategies among undergraduates are revealed. It is shown that personality factors determine the choice of the dominant coping-strategies of behavior among undergraduates. The received results allowed to define the individualized methods of psychological work with undergraduates.

*Keywords:* Personality Factors, Coping-Strategies, Undergraduate, Assertive Action, Social Support.

---

\*All correspondence related to this article should be directed to Ardakh R. Yermentayeva, Gumilyov Eurasian National University, Kazakhstan.

Email: [erasem@mail.ru](mailto:erasem@mail.ru)

## Features of Social Intelligence of Future Teachers

**Ardakh Yermentayeva<sup>1\*</sup> and Kundyz Kenzhebayeva<sup>2</sup>**

<sup>1</sup>Gumilyov Eurasian National University, Kazakhstan. <sup>2</sup>Kyzylorda State University by Korkyt Ata, Kazakhstan.

### Abstract

---

The problem of social intelligence has attracted attention in recent years from researchers. Social intelligence is one of the most important characteristic for teachers. The aim of this research was to study of features in structure of social intelligence of future teachers. The respondents in this study were selected 360 students of pedagogical specialties from Kyzylorda State University. Results of theoretical and experimental studies have revealed general and specific features of social intelligence in future teachers. Results of research indicated that normative-role values accepted in society are significant for respondents; the students are guided by these values in situations of interpersonal interactions. Dynamic of parameters of social intelligence of respondents was performed. Gender features of social intelligence of future teachers were established. Differences related with professional specialization were not found.

*Keywords:* Teacher, Social Intelligence, Interpersonal Interaction.

---

\*All correspondence related to this article should be directed to Ardakh Yermentayeva, Gumilyov Eurasian National University, Kazakhstan

Email: [erasem@mail.ru](mailto:erasem@mail.ru)

## Issues of Educational Philosophy and Pedagogical Thought in Kazakhstan

**Kazybek G.K<sup>1\*</sup> and Ahmek.Kuish<sup>2</sup>**

Docent of Al-Farabi Kazakh National University, Almaty 050040,  
Kazakhstan.

### Abstract

---

The article covers the issues of educational philosophy and pedagogical thought in Kazakhstan, characterizes teaching and educational activity of representatives of Kazakh humanist educational philosophy in the first half of the 20th century.

*Keywords:* Educational Philosophy, Pedagogical, Humanist.

---

\*All correspondence related to this article should be directed to Kazybek G.K, Docent of Al-Farabi Kazakh National University, Almaty 050040, Kazakhstan

Email: kazybek\_68@mail.ru





## TRACK C: PHYSICAL LIFE & APPLIED SCIENCES



## Evaluation of the Effect of Land Use Change from Forest Lands into Agricultural Lands on some Chemical Properties of Soil (Case study: Zarin Abad, Sari, Iran)

**Boroumand, Mehri<sup>1</sup>, Ghajar Sepanlou, Mehdi<sup>2\*</sup>, Bahmanyar, Mohammad Ali<sup>3</sup> and Salek Gilani, Soroosh<sup>4</sup>**

Sari Agricultural Sciences and Natural Resources University, Sari, Iran.

### Abstract

In order to investigate the impact of land use change from forest lands into dry farming (canola) and paddy lands on some chemical properties of soil in Zarin Abad area of Sari, Iran, a study was conducted as factorial design in complete randomized block pattern. From each land use samples were collected in four replications from 2 depths of 0-20 and 20-50 centimeter. Results showed that land use change from forest to paddy lands, increased soil reaction from 6.43 to 7.52 but change to dry farming (canola) had no significant effect on soil reaction. Land use change from forest to dry farming caused decrease in the amount of organic carbon about 46.5 % which was about 38 % in paddy lands. Amount of nitrogen was decreased in land use change from forest into dry farming but this decrease was not significant in change from forest to paddy lands. While land use change caused an increase about 4 times in the amount of available phosphorus in dry farming and increased about 2 times in lands that converted to paddy lands, it had no effect on the amount of available potassium and cation exchanging capacity. The lowest amount of electrical conductivity was observed in dry farming. Correlation coefficients between parameters showed positive and significant correlations between organic carbon with available potassium and electrical conductivity. There were positive correlations of electrical conductivity with amount of potassium and soil reaction. Amount of available phosphorus showed a positive relationship with cation exchanging capacity too.

**Keywords:** Chemical Properties of Soil, Dry Farming, Forest, Land Use Change, Paddy, Zarin Abad of Sari.

\*All correspondence related to this article should be directed to Ghajar Sepanlou, Mehdi, Sari Agricultural Sciences and Natural Resources University, Sari, Iran.

Email: sepanlu@yahoo.com

## Investigation Effects Environmental Pollution on Aquatic Life

**Selvinaz Yakan<sup>1\*</sup>, Gina Raluca Kerkmann<sup>2</sup> and Telat Yanik<sup>3</sup>**

<sup>1</sup>Eleşkirt Celal Oruc Animal Production School, <sup>2</sup>Faculty of Science,

Department of Biology, <sup>3</sup>Faculty of Science, Agri Ibrahim Cecen  
University, Agri, Turkey

### Abstract

Environmental pollutants; agricultural and industrial waste, emissions or pollution, the aquatic or terrestrial environment pouring, also defined as chemicals from treated and untreated sewage. These toxic substances, by interfering with the endocrine system of humans and animals physiology, endocrinology and general impact on the health aspects are different. The two most important groups of these substances, heavy metals and pesticides creates. Need the protection of human health and nutrition in terms of both the economic benefits of pesticides, due to its resistance to degradation of natural water, soil and air pollution causes and ecological systems are destabilized. While the majority of pesticides effective for target organisms, human and non-target harm to other living things are. Especially resistant to natural degradation and soluble in fatty tissue organochlorine pesticides, harmful to all living things accumulate in my biyoekosiste can reach levels. Nature, intentionally or unintentionally discarded chemicals, industrial waste resulting from the mixture of chemical pollution is pollution. The chemicals currently regarded as an impurity of heavy metal contamination, can arise from various sources, be resistant to environmental conditions and can easily enter the food chain due to their in vivo accumulate with increasing concentrations of other chemical pollutants are in the first place. Studies indicate that water contaminated by environmental pollutants. Investigation of pesticides and heavy metals in water level will give us information on environmental pollution rights. At the same time the pesticide and heavy metal levels in aquatic organisms to investigate the potential risk factors are also important in terms of revealing.

*Keywords:* Pesticide, Heavy Metals, Aquatic Life.

\*All correspondence related to this article should be directed to Selvinaz Yakan, Agri Ibrahim Cecen University, Agri, Turkey.

Email: syakan@gmail.com

## Thermal and mass diffusion along a vertical flat plate with non-uniform heat and mass flux

**M.A. Hossain<sup>1</sup> and Sharmina Hussain<sup>2\*</sup>**

<sup>1</sup>Department of Mathematics, <sup>2</sup>Department of Mathematics and Natural Sciences, BRAC University, Dhaka.

### Abstract

---

A comprehensive investigation has been carried out how a free double-diffusive boundary layer flow is affected by small amplitude temporal variations in the surface heat flux and species concentration flux. The surface heat flux and mass flux are assumed to vary as a power  $n$  of the distance measured from the leading edge. Simulations have been carried out for various possible combination of different important parameters. Three distinct methods, namely, a perturbation method for low frequencies, an asymptotic series expansion for high frequencies and a finite difference method for intermediate frequencies, are used. Calculations have been performed for a wide range of parameters in order to examine the results obtained from the three methods. Comparisons are made in terms of the amplitudes and phases of the shear stress, surface heat transfer and surface mass transfer. It has been found that the amplitudes and phase angles predicted by perturbation theory and the asymptotic method are in good agreement with the finite difference computations.

**Keywords:** Thermal, Mass Diffusion, Vertical Flat Plate.

---

\*All correspondence related to this article should be directed to Sharmina Hussain, BRAC University, Dhaka.

Email: [sharmina@bracu.ac.bd](mailto:sharmina@bracu.ac.bd)

## Synthesis and Evaluation of Antimicrobial Property of Bionanoparticles

**K. Vivehananthan<sup>1\*</sup>, A.H.V.V. Kumari<sup>2</sup>, W.H. De Silva<sup>3</sup> and C.A.N. Fernando<sup>4</sup>**

<sup>1,2,3</sup>Department of Biotechnology, Faculty of Agriculture and Plantation Management, Wayamba University of Sri Lanka, Makandura, Gonawila (NWP), Sri Lanka. <sup>4</sup>Department of Electronics, Faculty of Applied Science, Wayamba University of Sri Lanka, Kuliypapitiy, Sri Lanka.

### Abstract

The nanoparticles are used for an efficient removal of pollutants and germs in the area of water purification. Among them, the use of silver nanoparticles have obtained massive attraction. Different types of physical and chemical methods are employed for the synthesis of silver nanoparticles. But, synthesis of silver nanoparticles using plant extract has been advantageous over other methods as they are cost effective, environmental friendly and easily scaled up for large scale synthesis. This study was mainly focused on synthesis of silver nanoparticles using *Azadirachta indica* (Neem) leaf extract. In this method, physiologically stable, bio-compatible silver nanoparticles were synthesized by reacting an aqueous solution of 10-3 M silver nitrate (AgNO<sub>3</sub>) and 2.5 g/100 mL crude neem leaf extract at nine different ratios (1:1, 1:2, 1:3, 1:4, 1:5, 1:6, 1:7, 1:8, 1:9) at room temperature without varying the other conditions. Initially, biosynthesized silver nanoparticles were observed by colour change and then characterized by using ultraviolet-visible spectroscopy. The synthesized silver nanoparticles were then separated by centrifuging the silver nanoparticle solution at 5000 rpm for 20 minutes and separated nanoparticles were kept in oven for 16 hrs to collect silver nanoparticles. Antibacterial activity of silver nanoparticles made from 1:8 ratio was evaluated against selected highly abundant bacteria in wastewater such as *E.coli*, *Staphylococcus aureus*, *Salmonella typhimorium* and *Pseudomonas aeruginosa* by using spread plate method. Both the color change from pale yellow to yellowish brown color and the absorption peak observed in ultraviolet-visible spectrum in the range of 325 nm to 477 nm confirmed the formation of silver nanoparticles in the solution. However strong peak was observed in 1:8 with the maximum absorbance value of 3.733. These silver nanoparticles showed effectiveness in suppressing *E.coli* and *Staphylococcus aureus*. In conclusion, silver nanoparticles can possibly be used as effective growth inhibitors in microorganisms thereby applicable to water purifications and wastewater treatments.

**Keywords:** Antibacterial Activity, *Azadirachta Indica* Leaf Extract, Silver Nanoparticles

\*All correspondence related to this article should be directed to K. Vivehananthan, University of Sri Lanka.  
Email: [kalaivanive@gmail.com](mailto:kalaivanive@gmail.com)

## Comparative Genotoxicity of Two Fungicide Formulations in Meristematic Root Cells of *Narcissus Pseudonarcissus* Cv. 'Samanta'

**Șuțan Nicoleta Anca<sup>1\*</sup>, Yanik Telat<sup>2</sup> and Popa Elena<sup>3</sup>**

<sup>1,3</sup>Faculty of Science, Department of Natural Sciences, University of Pitesti, Romania. <sup>2</sup>Turkey, Faculty of Science and Literature, Department of Biology, University of Agri

### Abstract

The genotoxicity of the contact fungicide Dithane M 45 and systemic fungicide Tilt 250 EC were compared in meristematic root cells of *Narcissus pseudonarcissus* cv. 'Samanta'. Irrespective of the concentration or sampling time, an increased mitodepressive and genotoxic potential was observed for Tilt 250 EC. The genotoxicity of both fungicide formulations was measured by analysis of the frequency of chromosomal aberrations in meristematic root cells. The increased chromosomal aberration frequency along with mitotic inhibition after treatment of meristematic root cells with Tilt 250 EC was supported by the mode of action of this systemic fungicide. Various types of chromosomal and mitotic abnormalities such as C-metaphase, binucleated cells, laggard, disturbed anaphase showed in treated meristem cells reveal the clastogenic potential of both pesticides tested

**Keywords:** Plant Test, Cytotoxicity, Chromosome Aberration, Fungicides.

\*All correspondence related to this article should be directed to Șuțan Nicoleta Anca, University of Pitesti, Romania.

Email: [ancasutan@yahoo.com](mailto:ancasutan@yahoo.com)

## A Review of the Problems and Challenges in the Study of Microbiology in Nigeria's Tertiary Institutions

**Ugwuanyi Rosemary Chinenye \***

Institute of Management and Technology Enugu, Nigeria

### 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.

\*All correspondence related to this article should be directed to Ugwuanyi Rosemary Chinenye, Institute of Management and Technology Enugu, Nigeria.

Email: [rosemaryugwuanyi@gmail.com](mailto:rosemaryugwuanyi@gmail.com)

## Obsessive Compulsive Disorder among University Students in Oman

**Al Fazari, Manal, Khasib<sup>1\*</sup>, Abdalla, Mahmoud, Mohammed<sup>2</sup> and  
Alsfafa, Mohammad, Ibrahim<sup>3</sup>**  
Sultan Qaboos University.

### Abstract

Many students who begin their university life experience some forms of anxiety. Obsessive Compulsive Disorder (OCD) is an anxiety disorder that has negative impacts on university students and their academic achievement. In Oman, most issues around OCD prevalence among university students, its causes and its effects are unknown because of the lack of research. The aim of this study is to report on the prevalence of OCD and its relation to academic achievement among university students. For this purpose, adapted version of Arabic OCD scale was administered to 362 of Sultan Qaboos University Students. It is anticipated that results from this study may raise the level of student awareness of this problem, and they may be used to initiate and develop counseling programs that help reduce the anxiety caused by obsessions. This presentation will focus on the middle stage of my study as final results will not be available until the research is completed.

*Keywords:* OCD, University Students, Counselling.

\*All correspondence related to this article should be directed to Al Fazari, Manal, Khasib, Sultan Qaboos University.

Email: [manal@squ.edu.om](mailto:manal@squ.edu.om)



**Study of soil infiltrations rate due to migration of leachate at  
Abdullahi Bello road dumpsite Kaduna North using INAA  
technique**

**Ahmed Mohammed<sup>1\*</sup>, Bashir Idris<sup>2</sup>, Abubakar Adamu<sup>3</sup> and M.S.  
Abdulkarim<sup>4</sup>**

Federal College of Education (Technical) Gusau.

**Abstract**

---

Depth wise variation of heavy metals concentration and distribution in soil around solid waste disposal site was examined to investigate the rate of soil infiltration due to continuous disposal of solid waste in an open dumpsite. Six soil samples were collected from a hole at an interval of 0, 25, 50, 100, 120 and 150cm depth profile respectively and analyzed using instrumental neutron activation analysis technique. The results showed a varying concentration of the contaminants with depth from top soil to depth of 150cm. It is recommended that further research beyond the scope of this depth be investigated in order to elucidate the effect of ground water pollution around the dumpsite.

*Keywords:* Municipal Solid Waste, Instrumental Neutron Activation Analysis, Heavy Metal, Leachate, Infiltration and Dumpsite.

---

\*All correspondence related to this article should be directed to Ahmed Mohammed, Federal College of Education (Technical) Gusau.

Email: [ahmedmohammed7984@gmail.com](mailto:ahmedmohammed7984@gmail.com)

## One-soliton solution of Heisenberg ferromagnetic model with self-consistent potentials

**Nugmanova G<sup>1\*</sup>, Mamyrbekova G<sup>2</sup>, Adamov A<sup>3</sup> & Zhassymbayeva M<sup>4</sup>**  
Eurasian National University, Astana

### Abstract

---

Integrable Heisenberg ferromagnetic equations are an important subclass of integrable systems. The M-XCIX equation is one of a generalizations of the Heisenberg ferromagnetic equation and are integrable. In this paper, the Darboux transformation of the M-XCIX equation is constructed. Using the DT, a 1-soliton solution of the M-XCIX equation is presented.

***Keywords:** Soliton Solution, Spin Systems, Darboux Transformation.*

---

\*All correspondence related to this article should be directed to Nugmanova G, IEurasian National University, Astana.

Email: [nugmanovagn@gmail.com](mailto:nugmanovagn@gmail.com)

## Protective Role of Humic acids against DNA Hypomethylation of Trifluralin in Zea mays

**Agar, Guleray, Sigmaz, Burcu, <sup>1\*</sup>Turan, Metin, Gulluce, Medine,  
Ogutcu, Hatice & Sahin, Fikrettin**  
Ataturk University, Erzurum, 25240, Turkey

### Abstract

Trifluralin (2,6-dinitro-N,N-dipropyl-4-trifluoro methylaniline) is a widely used dinitroaniline herbicide in agriculture. The use of herbicides in agriculture may represent a potential toxic risks to some crops. Thus, the present study aimed to evaluate protective role of humic acids against epigenetic effects of trifluralin by using CRED-RA (Coupled Restriction Enzyme Digestion-Random Amplification) assay in Zea mays seedlings. The results showed that trifluralin (0,5, 1, 2 and 4 ppm) caused DNA hypomethylation. However, these effects of trifluralin seen at higher levels decreased after treatment different five concentrations (2%, 4%, 6%, 8% and 10%) of humic acids. The results of this experiment have clearly shown that increasing of DNA hypomethylation under trifluralin stress may be a part of the defense system against the stress and humic acids could be used effectively to protect corn seedlings from the destructive effects of trifluralin.

***Keywords:*** Trifluralin, Humic acids, DNA hypomethylation, CRED-RA.

\*All correspondence related to this article should be directed to Agar, Guleray, Sigmaz, Burcu, Ataturk University, Erzurum, 25240, Turkey

Email: 1m\_turan25@hotmail.com

## **EDXRF Analysis of Soil Infiltrations rate due to Vertical Migration of Leachate at Abdullahi Bello Road Dumpsite**

**Ahmed Mohammed<sup>1\*</sup>, M.S. Abdulkarim<sup>2</sup>, Abubakar Adamu<sup>3</sup> and Bashir Idris<sup>4</sup>**

Federal College of Education (Technical) Gusau

### **Abstract**

Indiscriminate disposal of solid waste in unauthorized places has become an increasing problem for most communities and cities in Nigeria. The solid waste disposal site in Abdullahi road at unguwar dosa area of Kaduna north is serious source of pollution to environment because it lack lining system, and is located very close to residential buildings and operated haphazardly. The high pollution potential of the dumpsite is due to the fact that they usually contain almost all the types of pollutants from the source community. The contaminants can leach out through the soil, contaminating the soil itself and groundwater. In this study, six soil samples from a hole in the dumpsite at different depths profile of 0, 25, 50, 100, 120 and 150cm were collected and analyzed using EDXRF with the view to elucidate: the metals distribution due to infiltration of leachate, investigate the variation of these elements in term of their concentrations across the soil profile and determine contamination level of these contaminants using geo-accumulation index due to the migration of elements in the contaminated soil around the dumpsite at Unguwar dosa in Kaduna north area of Kaduna state. The findings revealed presence and migration of heavy metals in terms of their distribution and concentration in the soil profile with their.

***Keywords:*** EDXRF, Soil Infiltrations Rate, Vertical Migration.

\*All correspondence related to this article should be directed to Ahmed Mohammed, Federal College of Education (Technical) Gusau

Email: [ahmedmohammed7984@gmail.com](mailto:ahmedmohammed7984@gmail.com)



## TRACK D: ENGINEERING & TECHNOLOGY



## Application of Olap-Cubes by Monitoring Realization of University Strategy

**Omarbekova Assel<sup>1\*</sup>, Zakirova Alma<sup>2</sup>, Abduraimova Bayan<sup>3</sup> and Kantureeva Mansiya<sup>4</sup>**

L.N. Gumilyov Eurasian National University.

### Abstract

In the article advantages of multidimensional cubes use by developing the information systems are described. Application of OLAP-technology in system of monitoring realization of university strategy will allow to conduct successfully monitoring of the operational plan's indicators, to make the detailed analysis of data, to watch dynamics that promotes successful realization of development strategy of L. N. Gumilyov ENU. It is impossible to make any administrative decision without having information necessary for this purpose, usually quantitative. For this purpose creation of data storages, that is process of collecting, elimination and preliminary data processing for the purpose of providing resultant information to users is necessary for the statistical analysis. Systems of support of decision-making usually possess means of providing modular data to the user for various selections of an initial set in a look, convenient for perception and the analysis. As a rule, such modular functions form a multidimensional data set which axes contain parameters, and cells — the modular data depending on them. Along each axis data can be organized in the form of the hierarchy representing various levels of their specification. The technology of the complex multidimensional analysis of data received the name OLAP (On-Line Analytical Processing). The OLAP — is a key component of the organization of storages of data. Thanks to such model of data users can state difficult requests, generate reports, receive subsets of data

*Keywords:* OLAP-Technology, Multidimensional Cube, Strategy of University, Monitoring of Indicators.

\*All correspondence related to this article should be directed to Omarbekova Assel, L.N. Gumilyov Eurasian National University.

Email: [omarbekova\\_as@enu.kz](mailto:omarbekova_as@enu.kz)

## Evaluation study: The Techniques Used in E-Government and Its Impact on the Success or Failure of the Services provided by the E-Government

**Awad, Mamoun, Ghaleb<sup>1\*</sup>, Lu, Joan<sup>2</sup> and Dweib, Ibrahim<sup>3</sup>**

<sup>1,2</sup>School of Computing and Engineering, University Of Huddersfield, UK.

<sup>3</sup>Department of Computer Science, Sultan Qaboos University, OMAN.

### Abstract

Services provided by E-government is no longer a new topic or fixed, there is a continuous evolution of the level of services provided by the E- government matched with the development of techniques and technology used. The success or failure of E-government builds mainly on providing different services to citizens in a suitable and effective manner. This research reviews the opportunities and the possibility of using various techniques and technology in the development of E-government; the research focus on the impact of using various techniques on the success or failure of the services provided by the E-government. Since the services provided are varied and not limited for viewing information, but became includes vote, tax, and other services provided to citizens, it became necessary to provide a detailed description in to the most appropriate technologies in order to reach a successful E-government which provides effective services. However the research has found that semantic web and ontology technology are more closely and appropriate to provide integrated services with the characteristics of intelligence, while XML to build a local government

*Keywords:* E-government, Electronic Service, Semantic Web, Ontology, XML

\*All correspondence related to this article should be directed to Awad, Mamoun, Ghaleb, University Of Huddersfield, UK.

Email: [u1276019@hud.ac.uk](mailto:u1276019@hud.ac.uk)

## Assessment of Soil Pollution by heavy Metals in Zanjan Province, Iran

**Mehdi Boroumandi<sup>1\*</sup>, Mashalah Khamsehchiyan<sup>2</sup>, Mohammad Reza Nikoudeh<sup>3</sup> and Mohsen Mohammadzadeh<sup>4</sup>**

Engineering Geology Department/Tarbiat Modares University, Al-Ahmad Ave., Tehran, Iran.

### Abstract

A total of 296 samples of surface soils were collected from different land use in Zanjan Province, Iran. The samples were analysed for heavy metal concentrations and physicochemical parameters. The concentration of heavy metals of soil samples are multivariate in nature and provide datasets suitable for the application of the statistical techniques. Multivariate Principal Component Analysis (PCA) and Cluster Analysis (CA) techniques are used for grouping of variables and also determination of pollutant sources. Proper distinguishing between natural and anthropogenic heavy metal contents in soils is critical for evaluation soil contamination and design of monitoring programs. Mapping the spatial distribution of contaminants in soils is the base of pollution assessment and risk control. Interpolation methods were used in mapping processes to estimate the heavy metal concentrations at unsampled sites. PCA, CA and Geostatistics analysis were used for determination the main sources of pollutants and also prediction of soil pollution in other areas. The results showed that most pollution sources were mixed sources including industrial utilities and agricultural activities. Another main source of pollution is the background content of heavy metals in soils and it is returned to parent material of soils.

**Keywords:** Soil Pollution, Heavy Metals, Geostatistics, Multivariate Analysis, PCA, CA.

\*All correspondence related to this article should be directed to Mehdi Boroumandi, Engineering Geology Department/Tarbiat Modares University, Al-Ahmad Ave., Tehran, Iran.

Email: m.boroumandi@modares.ac.ir



## Combining vermiremediation with different approaches for effective bioremediation of crude oil and its derivatives

**Fereshteh Azadeh<sup>1\*</sup> & Mehdi Zarabi**

University of Tehran, Iran

### Abstract

Petroleum hydrocarbons are complex mixture of different organic compounds. Due to their high hydrophobicity and low solubility in aqueous media, bioremediation of petroleum as a slow process suffers mass transfer limitations. Remediation methods enclosed physicochemical, zoo, phyto and micro remediation. Phyto and micro remediation are efficient, convenient and more economical and environmental friendly. Biodegradation by microbes is system-specific. A proper microbial consortium is necessary for degradation of a compound in that system. Microorganisms adapt to degrade 'new synthetic compounds' either by utilizing catabolic enzymes they already possess or by acquiring new metabolic pathways (Sinha et al. 2009). Earthworms can indicate and remediate pollutants in soils. Various species like *Eisenia fetida*, *E. tetraedra*, *Lumbricus terrestris*, *L. rubellus* and *Allobophora chlorotica* have been found to remove pollutants from the soil. They uptake the dissolved chemicals through their moist skin and biotransform contaminants in their gut by the action of symbiont microorganisms or secreted enzymes. Biological activity (casting, burrowing (oxidizing and distribution of bacteria and feeding)) may contribute either directly or indirectly (through interactions with bacteria, roots and nutrients) to degrade hydrocarbons. Studies have shown certain interactions between plants and earthworms. Genetic engineering can enhance the remediation by symbiotic engineering in the root nodules of plants. Biological availability of soil pollutants controls the effect of toxic substances on organisms and ecosystems. Through time the weathered crude oil becomes more recalcitrant. It was found that the addition of earthworms increased respiration rates in oil-contaminated soil. Adding organic materials, surfactants, Coffee and microbes capable of degrading the compounds are some solutions for accelerating the degradation process. Enhancement of probable synergistic interactions between symbionts and environmental microorganisms by enrichment of diets and synthetic biology procedures and introducing new genes and metabolic pathways in these systems, could be the future target in environmental biotechnology.

**Keywords:** Vermiremediation, Bioremediation & Crude Oil

\*All correspondence related to this article should be directed to Fereshteh Azadeh, University of Tehran, Iran

Email: [fereshtehazadeh@ut.ac.ir](mailto:fereshtehazadeh@ut.ac.ir)

## Architecture and Program Realization of System of Detection of Network Attacks to Denial of Service

**Karpinski Nicholas<sup>1</sup> and Shangtybayeva Gulmira<sup>2\*</sup>**

<sup>1</sup>Academy of Technologies and the Humanities in Bielsko-Biala, Poland.

<sup>2</sup>Kazakh National Technical University named after K.I.Satpayev

### Abstract

---

The article presents approach to detection of the distributed network attacks the "Denial of Service". In article the technique is offered, is developed architecture and is constructed realization of system of detection of network attacks like "Denial of Service". The technique is based on modeling of the studied network by networks of mass service with the subsequent assessment of probability of losses of demands in a network..

*Keywords:* Network Attacks, Dos-Attack, Ddos-Attack, "Denial of Service", Detection of Network Attacks.

---

\*All correspondence related to this article should be directed to Shangtybayeva Gulmira, Kazakh National Technical University named after K.I.Satpayev.

Email: Kazakhstan. gul\_janet@mail.ru



## TRACK E: HEALTH & MEDICINE STUDIES



## Self-perception in Iranian adolescents with diabetes: A qualitative study

**ShahnazRostami<sup>1\*</sup> ZohrehParsa–Yekta<sup>2</sup>, TaherehNajafi<sup>3</sup>, Ghezeljeh ZohrehVanaki<sup>4</sup> and Kourosh Zarea<sup>5</sup>**

<sup>1</sup>Chronic Disease Research Center, School of Nursing and Midwifery, Ahvaz Jundishapur, <sup>2</sup>School of Nursing and Midwifery, Tehran, <sup>3</sup>Nursing Care Research center, School of Nursing and Midwifery, <sup>4</sup>Department of Nursing, Faculty of Medical Sciences, TarbiatModares, <sup>5</sup>Chronic Disease Research Center, School of Nursing and Midwifery, Ahvaz Jundishapur, University of Medical Sciences, Ahvaz, Iran.

### Abstract

**Introduction:** It is obvious that self-perception can play an important role in the development of self-management behaviors among adolescents with diabetes to promote their health and quality of life. **Objective:** This study seeks to explain self-perception in adolescents with diabetes. **Method:** This qualitative study, which is of "content analysis" type, was performed in 2012 in Ahvaz, Iran, through semi-structured interviews with ten adolescents with type 1 diabetes, two parents and a nurse, who were chosen objectively. Data analysis was performed using conventional content analysis. **Results:** The main theme was obtained from the analysis of data (4), and the consequence theme was inferred as follows: getting insight (knowledge acquisition and belief management), perceiving similarities with others (not hiding the disease, showing the illness is normal, and accepting an active role in the family), and self-care management ( independent control of food and treatment regimen and understanding of capabilities to manage the future of life and manage the daily activities of life), and life satisfaction (perception of being healthy and having a normal life). **Conclusion:** getting insight into the disease is the most important part of perceiving similarities with others and offering self-care, which can provide a person's positive perception of himself/herself and the illness, as well as life satisfaction for their adolescent over time. These results are an operational guide for personnel providing health care services, especially diabetes specialist nurses.

**Keywords:** Adolescents with Diabetes, Getting Insight, Positive Self-Perception, Perception of Being Healthy, Life Satisfaction.

\*All correspondence related to this article should be directed ShahnazRostami, School of Nursing and Midwifery, Ahvaz Jundishapur

Email: rostami-sh@ajums.ac.ir

**Steroid Resistant Nephrotic Syndrome in Children: Clinical Presentation, Renal Histology, Complications, Treatment and Outcome at Bangabandhu Sheikh Mujib Medical University, Dhaka, Bangladesh**

**Ranjit Ranjan Roy<sup>1\*</sup>, Abdullah Al Mamun<sup>2</sup>, SM Shamsul Haque<sup>3</sup>,  
Golam Muinuddin<sup>4</sup> and Md. habibur Rahman<sup>5</sup>**

Department of Pediatric nephrology, Bangabandhu Sheikh Mujib Medical University, Shahbagh, Dhaka, Bangladesh.

**Abstract**

Steroid resistant nephrotic syndrome (SRNS) remains a challenge for pediatric nephrologists. The underlying histopathology usually affects the course of the disease and the response to treatment. This study was designed to determine clinical presentation, renal histology, complications, treatment and outcome in children presenting with SRNS. A prospective study was carried out among 32 SRNS patients aged 1-18 year in the department of pediatric nephrology, Bangabandhu Sheikh Mujib Medical University, Dhaka, Bangladesh during the period of January 2011 to June 2014. Percutaneous renal biopsy was done in all patients. The histopathology slides were reviewed by competent pathologists. Patients with congenital nephrotic syndrome and nephrotic syndrome secondary to systemic diseases were excluded from the study. 32 children fulfilled the inclusion criteria, and included 19 boys and 13 girls, male to female ratio was 1.4:1. Their mean age of presentation was 9.2 year (range 16 month to 16 year). Nine patient (28.22%) presented with typical presentation and 23 (71.88%) presented with atypical presentation which included hematuria (62.5%), very high cholesterol (>500mg/dl), persistent hypertension (40.63%) and hypocomplementemia (21.88%). The renal histopathology was compatible with mesangioproliferative glomerulonephritis in 40.63% (n=17), membranoproliferative glomerulonephritis 21.88% (n=07), minimal change disease 18.75% (n=06), focal and segmental glomerulosclerosis (FSGS) in 12.5% (n=4) and inadequate tissue was found in two cases. All patients were treated by intravenous methylprednisolone four to six pulses along with intravenous cyclophosphamide followed by oral prednisolone. Cyclosporine was added in patients who failed to achieve remission. Regarding outcome 21 (65.63%) patient responded, five (15.63%) patients died, four (12.5%) reached end stage renal disease and two refused to take any treatment. This study revealed that MesPGN was the commonest histopathology in children presented with SRNS, IV methylprednisolone and IV cyclophosphamide are still a good option for treatment of SRNS with a response rate of sixty five percent.

**Keywords:** Histopathology, Management, SRNS.

\*All correspondence related to this article should be directed to Ranjit Ranjan Roy, University, Shahbagh, Dhaka, Bangladesh.

Email: [ranjit.bsmmu@gmail.com](mailto:ranjit.bsmmu@gmail.com)

## Intensive technology of growth, complex processing of lambs flesh for meat products

**Rashit Kazikhanov<sup>1</sup>, Saule R. Kazikhanova<sup>2\*</sup> and S.Seifullin<sup>3</sup>**  
Kazakh Agro Technical University, Astana, Kazakhstan.

### Abstract

---

A comparative morphological, organoleptic, biochemical analysis of fat-tail lambs meat of 4 month age were grown by the separately-mammal method and then were slaughtered for study carcass and meat quality. Carcass dressing proportions and fatness of lambs showed better conformation of high meat productivity and higher nutritious ness property and prospects using mutton for providing palatability diet products.

*Keywords:* Separately Mammal Method, Exotropia Chain, Technological Adequacy

---

\*All correspondence related to this article should be directed to Saule R. Kazikhanova, Kazakh Agro Technical University, Astana, Kazakhstan.

Email: saulekazihanova@mail.ru

## Probiotics in progress testing in an animal clinic of KazATU named after S.Seifullin

**A.N. Zhumakayeva<sup>1\*</sup>, A.I. Baikenova<sup>2</sup>, G.Shibuchikova<sup>3</sup> and  
A.B.Begenova<sup>4</sup>**

S.Seifullin Kazakh agronechnical university, Kazakhstan

### Abstract

Environmental safety, as well as food security, is the most important component of agricultural policy of modern Kazakhstan because they directly affect the quality of life and health of the population. Nowadays, issues of new technologies (they include cleaning technology based on detergents probiotics) become determinative for ensuring strategic objectives for the development of advanced economies in the world. In the available literature we found no data on the use of probiotics in progress in Kazakhstan's livestock buildings. In relation to the above, we set some objectives to try probiotics in progress in the vivarium of KazATU named after S.Seifullin. The studies were conducted at the clinic of the Department of Veterinary and technology of animal husbandry at Agrotechnical University named after S.Seifullin. Sampling was carried out by taking wipe sampling from keeping places of mice and rabbits by sterile cotton swabs. At the end of the experiments changes in appearance between the experimental and control laboratory mice are visible. After using probiotic agents, there is an increase of laboratory mice in the experimental group on the third week. Behavioral responses of laboratory mice were stable, their coat was white and had healthy luster throughout the experiment. Opportunistic pathogenic microflora is decreased by 35%

*Keywords:* Probiotics, Animal Clinic, Agricultural Policy & Pathogenic Microflora.

\*All correspondence related to this article should be directed to A.N. Zhumakayeva, S.Seifullin Kazakh agronechnical university, Kazakhstan.

Email: [zhumakayeva@mail.ru](mailto:zhumakayeva@mail.ru)

## Microbiological Quality of Some Yoghurt Products Sold In Kaura Namoda Metropolis

**Tijani A.O<sup>1\*</sup> and Obaseki E.O<sup>2</sup>**

Department of Food Science Technology, Federal Polytechnic Kaura-Namoda, Zamfara State.

### Abstract

Food-borne diseases are of major concern worldwide. Bacteria are the causative agents of two thirds of food-borne disease outbreaks. Among the predominant bacteria involved in these diseases, Staphylococcus aureus is a leading cause of gastroenteritis resulting from the consumption of contaminated food. Staphylococcal food poisoning is due to the absorption of staphylococcal enterotoxins preformed in the food, Fifty (50) samples, representing different batches of five yoghurt brands sold in Kaura-namoda town, in Northern Nigeria, were examined for microbial contamination. Sixteen percent (16%) of the samples were contaminated with bacteria including Micrococcus, Staphylococcus aureus, Listeria, E.coli, Streptococci and coagulase-negative staphylococci. Growth of S. aureus in yoghurt was influenced by pH and temperature. Results from this study show that consumer products such as yoghurt may occasionally become contaminated with potentially pathogenic bacteria, thereby posing a health risk to consumers. However, more stringent production practices and maintenance of appropriate storage conditions may help to reduce the risk to consumers.

*Keywords:* Staphylococcus Aureus; Micrococcus; Food Poisoning; Enterotoxins; Yoghurt Product; Gram Positive.

\*All correspondence related to this article should be directed to Tijani A.O, Federal Polytechnic Kaura-Namoda, Zamfara State.

Email: [tijaniahmed1@gmail.com](mailto:tijaniahmed1@gmail.com)



## FUTURE EVENTS

**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 25, 2015

**Full Paper Submission Date:** February 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

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



**2<sup>nd</sup> 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:** March 10, 2015

**Full Paper Submission Date:** March 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
- Multidisciplinary and Interdisciplinary Studies

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



**2<sup>nd</sup> 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:** March 30, 2015

**Full Paper Submission Date:** April 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

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



**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 30, 2015

**Full Paper Submission Date:** April 20, 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

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



## **2<sup>nd</sup> 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

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



**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

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





**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

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





**2<sup>nd</sup> 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

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



**INTERNATIONAL CONFERENCE ON**  
**“Regional Challenges to Multidisciplinary Innovation”**  
**(RCMI-2015)**



**Date:** October 05-06, 2015

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

**Conference Email:** RCMI2015@globalilluminators.org

**Abstract Submission Date:** April 15, 2015

**Full Paper Submission Date:** May 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
- Multidisciplinary and Interdisciplinary Studies

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



**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:** 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

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



**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](mailto: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

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



**3<sup>rd</sup> 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
- Multidisciplinary and Interdisciplinary Studies

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



**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](mailto: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
- Multidisciplinary and Interdisciplinary Studies

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





# MISSION

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

## VISION

"Researching and Developing for Humanity"

*International Conference on*

**"GLOBAL ISSUES IN**

**MULTIDISCIPLINARY RESEARCH & PRACTICE"**

**(GIMAR - 2015)**

Head Office (Malaysia)  
18, Jalan Kenanga SD 9/2  
Bandar Sri Damansara, 52200  
Kuala Lumpur, Malaysia  
Contact: (+60) 362755388  
E-mail: [info@globalilluminators.com](mailto:info@globalilluminators.com)  
URL: [www.globalilluminators.org](http://www.globalilluminators.org)

