ICMRP 2014 Conference Organizing Committee

Head of Organizing Committee
Felicia Chong
*Head of Organizing Committee (Global Illuminators)*

Conference Chair
Farooq Ahmed Jam (PhD)
*Executive Director (Global Illuminators)*

Conference Co-Chair
Tariq Iqbal Khan (PhD)
*University of Haripur, KPK, Pakistan*

Manager Research & Coordination
Najmus Sahar
*Manager Research & Coordination (Global Illuminators)*

Conference Secretary
Dr. Khalid Usmani (Ph.D)
*Assistant Professor HITEC University Texila Cant, Pakistan*

Assistant Manager Training and Development
On Chee Hoong
*Manager Training and Development (Global Illuminators)*
ICMRP 2014 Hosts

Global Illuminators
http://www.globalilluminators.org

Global Illuminators (Gl) is an abbreviation for the international Network for scholars for research development, Learning, knowledge sharing, Innovation, and capacity building. This platform brings together scholars from multidisciplinary fields for academic excellence, innovation, human development and research skills building of all scholars from multiple countries across the globe and from different academic disciplines. It nurtures a philosophy for serious research debates in an open and friendly ambiance. Our logo shows how we aim to light up the globe through scholarly academic research efforts by contribution towards betterment of society. Global Illuminators major scope is to inspire and nurture research quality and innovation through multidisciplinary academic research approach. An explicit primacy is to help building research capacity of the scholars from developing and third world countries especially in Asia. Another priority is to encourage and equips young researchers with advanced statistical and methodological approaches which are essential to produce high quality research. A fundamental notion for creating this network is to help the higher education institutions in building research capacity and infrastructure which can stimulate an atmosphere of competence and excellence in research productivity and quality with ethical standards.
Conference Co-Chair Message

We are pleased to present the 2nd International conferences on Innovation Challenges in Multidisciplinary Research & Practice (ICMRP-2014). This conference provides opportunity of collaboration to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and emerging research trends to fit with our world problem. The research ideas and studies that we received for this conference represent excellent contribution especially in every track. 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. We are really thankful to all the scientific reviewer committee who spending a much time and thoughtful critiques of each paper as crucial step to make better quality of paper in the future and give authors of accepted papers the opportunity to improve the final versions. 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. Very special thanks to professor to be 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.

Type of ICMRP Papers

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

Reviewing Criteria
In ICMRP all papers are used to judge on the same criteria (relevance, significance, originality, validity and clarity). However some criteria differ between the Research papers and Insight papers.

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Research paper</th>
<th>Insight paper</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Relevance</strong></td>
<td>Both types of papers are related to each other. The relevancy to same track is necessary. If there is special theme of conference then relevancy has great impact.</td>
<td></td>
</tr>
<tr>
<td><strong>Significance</strong></td>
<td>Present knowledge about different researches in ICMRP is necessary that is related to Research papers and Insight papers.</td>
<td></td>
</tr>
<tr>
<td><strong>Originality</strong></td>
<td>Ideas that are new to researchers used in the body of knowledge.</td>
<td>Ideas that are new are used in ICMRP</td>
</tr>
<tr>
<td><strong>Validity</strong></td>
<td>Research is based on theory. References are according to the content. Conclusion is logically correct.</td>
<td>Content is grounded in the actual experiences and meets the need of the professionals.</td>
</tr>
<tr>
<td><strong>Clarity</strong></td>
<td>Papers are according to the format, language is easy to understand, and any abbreviations used are easily understandable by the audiences in the ICMRP</td>
<td></td>
</tr>
</tbody>
</table>

**Acceptance Rates**

<table>
<thead>
<tr>
<th>Full Research Papers</th>
<th>Submitted</th>
<th>Accepted</th>
<th>Poster Papers</th>
<th>Withdrawn</th>
<th>Unqualified papers</th>
<th>Acceptance Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>50</td>
<td>21</td>
<td>2</td>
<td>8</td>
<td>19</td>
<td>42%</td>
</tr>
</tbody>
</table>

**Copy right Agreements**

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, lose, 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.
ACKNOWLEDGMENT

A huge numbers of people helped in conducting the conferences. First of all thanks to all the members of the Conference and Program Committee and representatives of the ICMRP board and their helpers. But we want to thank all the Track Chairs, Track Co-Chairs and reviewers, as well as all the member of the Scientific Committee for their help in the review process and organizing the tracks and special sessions. We thank everyone for their hard work and dedication to this conference and we look forward to the latest installment of the ICMRP tradition.

Farooq Ahmed Jam (PhD), Tariq Iqbal Khan (PhD)
Program Chair & Co-Chair

ICMRP 2014 Scientific and Reviewers Committee

Pale Marulitua Sitorus (Ph.D)
Chair of Scientific & Review Committee Telkom University Indonesia

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

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

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

Ghulam Rasul Awan (Ph.D)
Associate Professor UCP Business School UCP Lahore, Pakistan

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

Mohammad Hamad Khalef Al Khresheh (Ph.D)
Global Illuminators Country Director, Jordan

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

Balachandar S. Sayapathi, (Ph.D)
Centre for Occupational and Environmental Health Faculty of Medicine University of Malaya, Kuala Lumpur Malaysia

Mej Mohd NoorAzli bin Hj Ali Khan, (Ph.D)
Senior Lecturer Faculty of Management Universiti Teknologi Malaysia
Yan Li (Ph.D)
Post-Doctoral Research Fellow School of Biological Science (SBS) Nanyang Technological University, Singapore

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

Sailesh Sharma (Ph.D)
Senior Lecturer and deputy vice chancellor (Academic & International) Institute of Educational Leadership University of Malaya Kuala Lumpur, Malaysia

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

Ravindran Ramasamy (Ph.D)
Professor Graduate School of Business Tun Razaq Kuala Lumpur, Malaysia

Vignes Gopal
SLAI Fellow Faculty of Economic and Administration University of Malaya Kuala Lumpur, Malaysia

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 Teknical Melaka (UTeM), Malaysia

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

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

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

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

J. A. Arul Chellakumar (Ph.D)
Professor & Head of Department of Economics Bharathidasan University Tiruchirappalli Tamilnadu India

Girish Karunakaran Nair (Ph.D)
Programme Leader International Hospitality Management Faculty Stenden University, Qatar

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

Proceeding of 2nd International ICMRP Conference ---Global Illuminators, Malaysia, December 2014
A. Saddam
Rex Balena (Ph.D)
Oceanographer and Education Specialist University of the Philippines in the Visayas

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

Amir Hossein Dastaviz (Ph.D)
Institute of Graduate Studies University of Malay Kuala Lumpur, Malaysia

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

Syed Ahmed Salman
International Islamic University Malaysia Gombak Selangor Malaysia

Suresh B Gholse (Ph.D)
Avatar Meherbaba College Rtm Nagpur University Nagpur, India
ICMRP 2014 Keynote Speakers

Professor Dr. Syed Tahir(Ph.D)

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

Marilyn Dejecasion-Cardoso (Ph.D)

Prof. Dr. Marilyn Dejecasion-Cardoso is a well-known scholar and academician in Philippines due her contribution towards knowledge creation and academic excellence. Currently she holds the position of Vice President for Academic Affairs of Samar State University since 2012. She is also contributing as Dean, College of Graduate Studies of Samar State University since 2003 to present. Her contribution as a professor in teaching and research differentiates her as a legendary personality in academic circles. She has been teaching research methods, statistics and professional education courses since 1987. She has contributed several research articles, and supervised Ph.D.theses and has been involved in extension work in Samar State University. She has been playing the role of Accreditor of Accrediting Agency of Chartered Colleges and Universities, Inc. (AACCUP) since 2000. She has been serving as Head of Research and Development Centre, Samar State University and Member, Social Development Committee, NEDA, Region VIII. She has lead the Educational Management Information System, Samar State University since 1989 to 2000. Due to her visionary leadership skills and contribution towards promotion of excellence in academic circles she stands out to represent the Philippines higher education institutions at global platforms. She is one of the leading scholars in ASEAN region for promoting academic excellence in collaboration with Global Illuminators.
ICMRP 2014 Tracks Chairs

Business Management & Economic Studies
Dr. Marilyn D. Cardoso, Dr. Ena Bhattacharyya, Dr. Farooq Ahmed Jam

Social Science & Humanities
T. Handono Eko Prabowo, Anna N. Gorodischeva

Health and Medicine Studies
Dr. Farzad Motevalli Haghi, Dr. Khajornsak Buaraphan

Engineering & Technology Studies
Amiruddin Ahamat, Felicia Chong

Physical, Applied and Life Sciences
T. Handono Eko Prabowo, Felicia Chong

ICMRP 2014 Panels

In House R&D or Open Innovation? A comparative analysis

Moderator: Marilyn Dejecasion-Cardoso
In house R&D and open innovation are two forms of unique strategies with different benefits and costs. The focus of this panel will be on different forms and manifestations of open and closed innovation. Over all, basic purpose is to provide a comparative framework for managing innovation in different scenarios.
ICMRP 2014 Best Paper Nominees

Strengthening Monetary Policy Structures in the Kingdom of Bahrain: Establishing Support for Economic Development Goals in the 21st Century
Dr. Ghassan Ossman
AMA International University Bahrain, Kingdom of Bahrain

Asset Quality Management in Indian Banks - A Study of SBI & ICICI
Ms. D. Veena, Prof. G. V. Bhavani Prasad
Kakatiya University Warangal, India

Committed Transport: A Dream for Rural Pregnant Mothers and Newborn in India
Dr. Ramchandra Goyal
Datta Meghe Institute of Medical Sciences Sawangi (M) Wardha Maharashtra, India

Evaluation of Health Status among Iranian Elderlies Living in Nursing Homes
Masoud Lotfizadeh, Masoumeh kiani, Mahsa Sheikh & Dr Marjan sadat Seghayat
Shahrekord University of Medical Sciences, Iran

Students’ Responsiveness at the Different Methods of Receiving Lesson Materials
Viktor Ni, NIS Karaganda
NIS Karaganda Master of Science, Teacher of Economics, Kazakhstan

Efficient Energy Saving Antenna Management for LTE Advanced-MIMO System
Najnin Sultanul, Monjurul Haque
Daffodil International University, Bangladesh

The Way Forward for Malaysian Space Industry - Recommendation Based on 7 Countries’ Experience
Ahmad Ammar Ahmad Termizi, Sholehah Ismail
The National Space Agency, ANGKASA, Malaysia

Information technology and the target audience advertising
Alexey V. Gorodischev, Anna N. Gorodisheva
FGBOU Siberian State Aerospace University. Academician MF Reshetnev, Krasnoyarsk

Investigation of viewing and answering approaches of questionnaire in detecting abnormalities in intra-oral dental radiographs
Siti Arpah Bt Ahmad
University Teknologi MARA, Malaysia
ICMRP 2014 Best Paper Award Winners

Asset Quality Management in Indian Banks - A Study of SBI & ICICI
Ms. D. Veena, Prof. G. V. Bhavani Prasad
Kakatiya University Warangal, India

Committed Transport: A Dream for Rural Pregnant Mothers and Newborn in India
Dr. Ramchandra Goyal
Datta Meghe Institute of Medical Sciences Sawangi (M) Wardha Maharashtra, India

Students' Responsiveness at the Different Methods of Receiving Lesson Materials
Viktor Ni, NIS Karaganda
NIS Karaganda Master of Science, Teacher of Economics, Kazakhstan

Efficient Energy Saving Antenna Management for LTE Advanced-MIMO System
Najnin Sultanal, Monjurul Haque
Daffodil International University, Bangladesh

Information technology and the target audience advertising
Alexey V. Gorodishchev, Anna N. Gorodischeva
FGBOU Siberian State Aerospace University. Academician MF Reshetnev, Krasnoyarsk

Investigation of viewing and answering approaches of questionnaire in detecting abnormalities in intra-oral dental radiographs
Siti Arpah Bt Ahmad
University Teknology MARA, Malaysia
# List of ICMRP 2014 Academic Papers

## 01- Business Management & Economic Studies

<table>
<thead>
<tr>
<th>Paper ID</th>
<th>Title</th>
<th>Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>ICMRP-14-207</td>
<td>DEVELOPING MANAGEMENT SYSTEM BUMDES (VILLAGE OWNED ENTERPRISE) FOR SUSTAINABLE POVERTY ALLEVIATION MODEL</td>
<td>T.HANDONO EKO PRABOWO</td>
</tr>
<tr>
<td>ICMRP-14-236</td>
<td>STRENGTHENING MONETARY POLICY STRUCTURES IN THE KINGDOM OF BAHRAIN: ESTABLISHING SUPPORT FOR ECONOMIC DEVELOPMENT GOALS IN THE 21ST CENTURY</td>
<td>DR. GHASSAN OSSMAN</td>
</tr>
<tr>
<td>ICMRP-14-237</td>
<td>MACROECONOMICS OF LABOR MARKETS IN THE KINGDOM OF BAHRAIN: EFFECTS ON PLANNED AGGREGATE EXPENDITURES</td>
<td>DR. GHASSAN OSSMAN</td>
</tr>
<tr>
<td>ICMRP-14-122</td>
<td>ASSET QUALITY MANAGEMENT IN INDIAN BANKS -A STUDY OF SBI &amp; ICICI</td>
<td>MS. D. VEENA, PROF. G. V. BHAVANI PRASAD</td>
</tr>
<tr>
<td>ICMRP-14-133</td>
<td>DESIGNERS’ ROLE IN MARKETING LIFESTYLE BRANDS TO THE SHOPPING CULTURE GENERATION</td>
<td>STEPHEN T.F. POON</td>
</tr>
<tr>
<td>ICMRP-14-148</td>
<td>IMPACT OF INSTITUTIONAL OWNERSHIP ON STRATEGIC DECISIONS AN ANALYSIS OF NON-FINANCIAL SECTOR OF PAKISTAN</td>
<td>RABEEA SADAF</td>
</tr>
<tr>
<td>ICMRP-14-250</td>
<td>MULTI-METHODOLOGICAL APPROACHES IN QUALITATIVE ENTREPRENEURSHIP RESEARCH</td>
<td>AMIRUDDIN AHAMAT</td>
</tr>
</tbody>
</table>

## 02- Social Sciences & Humanities

<table>
<thead>
<tr>
<th>Paper ID</th>
<th>Title</th>
<th>Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>ICMRP-14-157</td>
<td>PREVALENCE PEDICULOSIS AND ASSOCIATED RISK FACTORS IN PRIMARY-SCHOOL CHILDREN OF MAZANDARAN PROVINCE, IRAN, 2012-2013</td>
<td>DR. FARZAD MOTEVALLI HAGHI</td>
</tr>
<tr>
<td>ICMRP-14-244</td>
<td>VOICES OF THE YOUTH AND EDUCATION NEEDS OF THE 21ST CENTURY: A CASE STUDY ON CLUSTER SCHOOLS OF EXCELLENCE IN MALAYSIA</td>
<td>ENA BHATTACHARYYA</td>
</tr>
<tr>
<td>ICMRP-14-242</td>
<td>STUDENTS’ RESPONSIVENESS AT THE DIFFERENT METHODS OF RECEIVING LESSON MATERIALS</td>
<td>VIKTOR Ni</td>
</tr>
</tbody>
</table>

## 03- Health and Medicine Studies

<table>
<thead>
<tr>
<th>Paper ID</th>
<th>Title</th>
<th>Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>ICMRP-14-121</td>
<td>COMMITTED TRANSPORT: A DREAM FOR RURAL PREGNANT MOTHERS AND NEWBORN IN INDIA</td>
<td>DR.RAM CHANDRA GOYAL</td>
</tr>
<tr>
<td>ICMRP-14-141</td>
<td>DEVELOPMENT AND VALIDATION OF WORK MOVEMENT TASK ANALYSIS: PART 1</td>
<td>MOHD ZUBAIRY BIN SHAMSUDIN</td>
</tr>
<tr>
<td>ICMRP-14-154</td>
<td>A REVIEW OF THE PROBLEMS AND CHALLENGES IN THE STUDY OF MICROBIOLOGY IN NIGERIA’S TERTIARY INSTITUTIONS.</td>
<td>UGWUANYI ROSEMARY CHINENYE.</td>
</tr>
<tr>
<td>ICMRP-14-129</td>
<td>COMPARISON OF ANTIOXIDANT ACTIVITY AND TYROSINASE INHIBITION IN FRESH WHITE RADISH, GARLIC AND GINGER</td>
<td>APISIT SOMMAN</td>
</tr>
<tr>
<td>ICMRP-14-192</td>
<td>IN VIVO STUDY OF EFFICACY OF SOME METRONIDAZOLE DERIVATIVES ON GIARDIA LAMBLIA</td>
<td>SOGHIRA KHABNADIDEH</td>
</tr>
<tr>
<td>ICMRP-14-111</td>
<td>COMPARISON OF ANTIOXID ANT ACTIVITY AND TYROSINASE INHIBITION IN FRESH WHITE RADISH, GARLIC AND GINGER</td>
<td>APISIT SOMMAN</td>
</tr>
</tbody>
</table>
## 04- Engineering & Technology Studies

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>ICMRP-14-168</td>
<td>THE WAY FORWARD FOR MALAYSIAN SPACE INDUSTRY - RECOMMENDATION BASED ON 7 COUNTRIES’ EXPERIENCE</td>
<td>AHMAD AMMAR AHMAD TERMIZI</td>
</tr>
<tr>
<td>ICMRP-14-227</td>
<td>EFFICIENT ENERGY SAVING ANTENNA MANAGEMENT FOR LTE ADVANCED-MIMO SYSTEM</td>
<td>NAJNIN SULTANA</td>
</tr>
<tr>
<td>ICMRP-14-228</td>
<td>AN INSIGHT OF SENTIMENT ANALYSIS IN THE FINANCIAL NEWS</td>
<td>SEPIDEH FOROOZAN YAZDNAI</td>
</tr>
<tr>
<td>ICMRP-14-188</td>
<td>INFORMATION TECHNOLOGY AND THE TARGET AUDIENCE ADVERTISING</td>
<td>ALEXEY V. GORODISHCHEV &amp; ANNA N. GORODISCHEVA</td>
</tr>
</tbody>
</table>

## 05- Physical Life and Applied Sciences

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>ICMRP-14-115</td>
<td>INVESTIGATION OF VIEWING AND ANSWERING APPROACHES OF QUESTIONNAIRE IN DETECTING ABNORMALITIES IN INTRA-ORAL DENTAL RADIOGRAPHS</td>
<td>SITI ARPAH BT AHMAD</td>
</tr>
<tr>
<td>ICMRP-14-251</td>
<td>HOW TEENAGERS FORM ONLINE RELATIONSHIPS: A DOCUMENTARY STUDY IN EDUCATIONAL PSYCHOLOGY</td>
<td>TAHEREH MEHROLLAHI</td>
</tr>
<tr>
<td>ICMRP-14-128</td>
<td>TRADITIONAL FISHING GEARS AND FISHING METHODS OF ILOCOS NORTE, PHILIPPINES</td>
<td>FACUNDO B. ASIA</td>
</tr>
<tr>
<td>ICMRP-14-140</td>
<td>MORPH-REPRODUCTION EXAMPLES OF PARENTS IN SEVERAL GENERATIONS OF EXAMPLES DESCENDANTS</td>
<td>BAKHYTZHAN AKHMETOV</td>
</tr>
<tr>
<td>ICMRP-14-231</td>
<td>CRITERION SYNTHESIS THE CHI-SQUARE FOR DEPENDENT DATA</td>
<td>AKHMETOV B.S, ALIMSEITOVA ZH.K*, SERIKOVA N.I, IVANOV A.I, PENZA AND FOONTIKOVA YU.V</td>
</tr>
</tbody>
</table>
ICMRP 2014 Conference Proceeding

ICMRP 2014 Conference Committee

Conference Chair
Farooq Ahmed Jam (PhD)
Executive Director, Global Illuminators

Program Co-Chair
Tariq Iqbal Khan (PhD)
Assistant Professor- Department of Management Sciences
University of Haripur, KPK, Pakistan

Head of Organizing Committee
Felicia Chong
Global Illuminators

Editor
Dr Ahmad Saddam Ph.D

ISBN: 978-969-9948-08-4
Printed and Published by: Global Illuminators Malaysia