



MISG 2017

4th International Conference on
Multidisciplinary Innovation
For Sustainability
And Growth

The Federal Kuala Lumpur Malaysia

July 13-14, 2017

4th International Conference on “Multidisciplinary Innovation for Sustainability and Growth”(MISG- July 13-14, 2017)
MISG© 2017 Kuala Lumpur, Malaysia
Global Illuminators, Kuala Lumpur, Malaysia.



MISG 2017

Conference Proceeding

Book of Abstracts

**4th International Conference on
“Multidisciplinary Innovation for Sustainability and
Growth” (MISG- 2017)”**

Venue: The Federal Kuala Lumpur Malaysia

Editor:

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Country Director (Global Illuminators Iraq)

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Manager Operations (Global Illuminators)

Conference Chair Message

Farooq Ahmed Jam (Ph.D.)



4th International Conference on “Multidisciplinary Innovation for Sustainability and Growth” (MISG - 2017) serves as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the regional and global challenges faced by our societies. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe, these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences. The scholars attending this conference will certainly find it helpful in refining their own research ideas, finding solutions to basic/applied problems they face, and interacting with other renowned scholars for possible future collaborations.

I am really thankful to our honorable scientific and review committee for spending much of their time in reviewing the papers for this event, selecting the best paper awards, and helping the participants in publishing their research in affiliated journals. Also special thanks to all the session chairs from industry, academia, and policy-making institutions who volunteered their time and support to make this event a success

A very special thanks to the great scholars for being here with us as key note speakers. Their valuable thoughts will surely open the horizon of new research and practice for the conference participants coming from across the globe. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We the scholars of this world belong to the elite educated class of this society and we owe a lot to return to this society.

Let's break all the discriminating barriers and get free from all minor affiliations. Let's contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace, and harmony in this world. Stay blessed.

Type of MISG Papers

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

Reviewing Criteria

In MISG, all papers are judged on the same criteria (relevance, significance, originality, validity, and clarity). However some criteria differ between the Research papers and Insight papers.

Relevance: Relevance has a great impact on the theme of the conference. The material is relevant and according to the theme of the conference.

Significance: Knowledge in different researches in the conference is related to research papers and insight papers.

Originality: Ideas that are new for the researchers are used in the conference.

Validity: Research papers in the conference are based on theory while the insight papers in the research are based on experimental researches. References are according to content.

Clarity: Papers are according to the format, language is easy and understandable by the audience in the conference.

Acceptance Rates

Full Research Papers				
Submitted Papers	Accepted Papers	Withdrawn	Unqualified papers	Acceptance Rate
80	35	20	25	43.7%

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Acknowledgment

A huge number of people helped in conducting the conference. First of all, thanks to all the members of the Conference and Program Committee and representatives of the MISG board and their helpers. We also want to thank all the Track Chairs, and reviewers, as well as all the members of the Scientific Committee for their help in the review process and organizing the tracks and special sessions. A special thanks to Universitas Sembilanbelas November Indonesia for collaboration. We thank everyone for their hard work and dedication to this conference and we look forward to the latest episode of the MISG tradition.

Farooq Ahmed Jam (Ph.D.), Tariq Iqbal Khan (Ph.D.)
Program Chair & Co-Chair

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Keynote Speakers

Dr. Hsing-Sheng Chai



Dr. Hsing-Sheng Chai is an assistant professor of Aletheia University in Taiwan. Besides, he is an editor of American Journal of Energy and Power Engineering. He obtained his PhD degree from National Chiao Tung University. His PhD major is mechanical engineering, while Bachelor and Master major is aerospace engineering. Renewable energy, thermal engineering, combustion science, fire safety, and computational fluid dynamics are the research topics appealing to him.

Dr. Wang Sheng-Wei



Wang Sheng-Wei is an independent scholar and writer. She has a B.S. in Chemistry from National Tsing Hua University (Taiwan) and a Ph.D. in Chemical Physics from University of Southern California. She became a staff scientist at Lawrence Berkeley National Laboratory in the early 1980s. As an American immigrant from Taiwan, her interests gradually and naturally turned to political and social matters related to improving the Sino-U.S. relations and promoting peace between the mainland of China and Taiwan. Her book publications include “One country, Two Systems” in Taiwan; China’s Ascendancy: Opportunity or Threat?; 《郑和发现美洲之新解》 or New Evidence for Zheng He’s Exploration of the Americas; and the forthcoming 1423 & 1433: the Years the Chinese Sailors Explored the Central Mississippi Valley. She is the founder and president of the China-U.S. Friendship Exchange, Inc., created in 2006 at a critical juncture in Chinese and American history when both countries could celebrate a fruitful mutual engagement, yet faced some uncertainties for their long-term interactions. Her bi-lingual website www.ChinaUSFriendship.com has attracted over a million readers since launched in 2007. She is an invited political commentator for the English China Daily (Asia) newspaper.

KUSTIAWAN. S.S., M.Soc. Sc



Having back ground of library and political science Graduate from Japan Mr. Kustiawan has been associated with several higher learning institutions in Indonesia such as Raja Ali Haji Maritime University Riau Island Indonesia.

His research and teaching interests include Indonesian Political System, Political Marketing, Comparative Governance, local government, civil society, Free Trade Zone and Maritime Science. He has been heading several government institutions and societies. He has been awarded with Saqawa Foundation Award and KIF Foundation award Japan. His speech on factor influencing policy implementation of Free Trade Zone in Indonesia will be of great interest for scholars participating in Misg-2017.

MISG 2017 Track’s Chairs

Business Management, Economic Studies & Social Science & Humanities

Mohamed, Abdelfadiel, Mohamed & Soonyong Kim

Engineering & Technology Studies, Physical, Applied and Life Sciences

A Beharry-Ramraj & Farooq Ahmed Jam

Best Paper Nominee List

The Effects of Listening Comprehension, Reading Comprehension, and Grammar Ability on the Firest Grader’s Dictation

Eunock Jun¹, Naya Choi², Jieun Kiaer³

^{1,2} The Catholic University of Korea,

³ University of Oxford, United Kingdom

Factors Inhibiting Policy Implementation Free Trade Zone (Ftz) In Region Riau Tanjungpinang Islands

Kustiawan

FISIP - University of Maritim Raja Ali Haji Perum,
Indonesia

The Failure of Delayed Detached Eddy Simulation for Flow Control over a Hump using Synthetic Jets

Mohamed, Abdelfadiel, Mohamed, Qin, Ning

¹South Valley University, Qena, Egypt

¹ University of South Wales, Pontypridd, UK

² University of Sheffield, Sheffield, UK

MISG 2017 Best Paper Award Winner

The Failure of Delayed Detached Eddy Simulation for Flow Control over a Hump using Synthetic Jets

Mohamed, Abdelfadiel, Mohamed, Qin, Ning

¹South Valley University, Qena, Egypt

¹University of South Wales, Pontypridd, UK

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Dr. Ahmad Saddam (Ph.D.)

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CONFERENCE PROGRAM

DAY 01 Thursday (July 13, 2017) Welcome Reception & Registration

8:00 am – 8:30 am

Opening Ceremony (08:30 am – 9:45 am)

Venue: Room 1

08:30 am – 8:40am	Welcome Remarks – Mr.On Chee Hoong (Wilson)	Manager Operations Global Illuminators
08:40 am – 8:55am	Opening Speech – Dr. Farooq Ahmed Jam(Ph.D.)	Conference Chair- MISG-2017, Executive Director Global Illuminators
08:55 am – 9:10am	Keynote Speech- Dr. Hsing-Sheng Chai	Assistant Professor of Aletheia University of Taiwan
09:10 am – 9:20am	Keynote Speech- Dr. Sheng-Wei Wang	Founder and president of the China- U.S. Friendship Exchange, Inc, Hong- Kong
09:20 am – 9:35am	Keynote Speech- Kustiawan	Lecture of Government Science, Faculty of Social Science and Political, University of Maritim Raja Ali Haji Perum, Indonesia
09:35 am – 9:45am	Group Photo & Award Ceremony	

Grand Networking Session and Tea Break (09:45 am – 10:00 am)

DAY 01 Thursday (July 13, 2017)

Session 1 (10:00 am – 1:00 pm)

Venue: Room 1

Session Chairs: Mohamed, Abdelfadiel, Mohamed & Soonyong Kim

Track: Business, Management, Economics Studies & Social Sciences

MISG-17-116	The Effects of Listening Comprehension, Reading Comprehension, and Grammar Ability on the First Grader's Dictation	Naya Choi
MISG-17-126	Is Mother's Beliefs about English Education Related to Preschooler's Attitudes toward Learning English? : A Relationship with English Experiences at Home	Taeyeon Kim
MISG-17-131	Factors Inhibiting Policy Implementation Free Trade Zone (Ftz) In Region Riau Tanjungpinang Islands	Kustiawan
MISG-17-132	The Effects of Self-Regulation Ability, Self-Directed Learning Ability and Mother's Learning Involvement on Children's Reading, Writing Ability'	Eunock Jun
MISG-17-136	The Influences of Hands-On Activities on Scientific Creativity	Chia-Ju Liu.
MISG-17-138	The Assessment of Perceptions of the Municipality on the Influence of Solar Home Systems on Community Sustainability: A Case Study of Matatiele Local Municipality Eastern Cape, South Africa	Dr A Beharry-Ramraj

Lunch Break (1:00 pm – 2:00 pm)

DAY 01 Thursday (July 13, 2017)

Session 1 (10:00 am – 1:00 pm)

Venue: Room 1

Session Chairs: Mohamed, Abdelfadiel, Mohamed & Soonyong Kim

Track: Business, Management, Economics Studies & Social Sciences

MISG-17-159	On Zheng He’s exploration of the Americas	Sheng-Wei Wang
MISG-17-168	Agri-tourism complements or competes traditional farming: A case of Indian Punjab	Navjot Sandhu
MISG-17-171	Investigating Relationship Between Elderly Parents and Children at Distance in Taiwan	Kuzmina Christina
MISG-17-175	Lean Traffic Control (LTC) for Emergency Vehicles Applied in Developing Countries: Tehran Transport Planning	Farzad Tahriri

Lunch Break (1:00 pm – 2:00 pm)

DAY 01 Thursday (July 13, 2017)

Session 2 (2:00 pm – 3:00 pm)

Venue: Room 1

Session Chairs: A Beharry-Ramraj & Farooq Ahmed Jam

Track: Engineering, Technology Studies & Physical Life and Applied Sciences

MISG-17-172	The Failure of Delayed Detached Eddy Simulation for Flow Control over a Hump Using Synthetic Jets	Mohamed M. Ahmed.
MISG-17-117	Flow Characteristics Over Twin Cylinders in Side-by-Side Arrangement	Hsing-Sheng Chai
MISG-17-119	A Secure Cloud-Based Pos System	Tao-Ku Chang
MISG-17-121	Effect of Stem Cell Therapy on Gentamicin Induced Testicular Dysfunction in Rats	Saleh Y.Sohair
MISG-17-158	Isolation and Identification of Potential Local Lipase Producing Bacterial Strains from Domestic Waste Sites Soil.	Farhana
MISG-17-167	The Effects of Inlet Airflow Angle on the Quality of Mixing Air Distribution in an Aircraft Cabin Mock-up	Mohamed, Abdelfadiel, Mohamed

Tea Break: 3:00 pm – 3:15 pm

DAY 01 Thursday (July 13, 2017)

Workshop Session (3:15pm – 5:00 pm)

Venue: Room 1

“How to Improve the Quality of Research Article and get published in Scopus/ISI Indexed Journals”

Trainer	Dr. Farooq Ahmed Jam (Ph.D.)
Participants	All Participants

In this workshop, we will discuss how to improve the quality of research article and getting published in good quality journals. Publication is considered as a KPI achievement for academic staff. It is considered to be the best way to enjoy benefits and promotion as a faculty member. In this workshop trainer will shed light on how to identify a hot research topic, How to find a research gap, Importance of a catchy Research Paper Title, What Reviewers are looking in research article, What editors are expecting from authors, Major Reasons of article rejection in good journals, Steps and tips to improve article quality and content and Finding a relevant outlet for your research. Hope this workshop will help the participants improve their understanding about publication process.

Closing Ceremony: (5:00 pm to 5:30pm)

LIST OF CONFERENCE ATTEDEE

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

ID	Name	Affiliation	Country
MISG-16-166A	Soonyong Kim	Pyeongtaek University	Republic of Korea
MISG-17-189A	Chiao-Fen Tsai	Chongshue Elementary School	Taiwan

DAY 02 Friday, (July 14, 2017)

“CITY TOUR”

Gathering of Participants at the Lobby of The Federal Hotel Kuala Lumpur Malaysia at 2:00 pm

Departure: 2:30 pm for City Tour

Drop Back at The Federal Hotel Kuala Lumpur Malaysia, at 9:00 pm

Important Note: This tour is organized by Global Illuminators and entry to this tour is free for all participants. You may also bring your Siblings/Family/Friends but you have to register for them on registration desk one day before the tour.



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TRACK A: BUSINESS MANAGEMENT & ECONOMIC STUDIES



Factors Inhibiting Policy Implementation Free Trade Zone (Ftz) in Region of Riau Tanjungpinang Islands

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Abstract

The study focuses on KPBPB region in Bintan Island, especially in the area that is in the city of Senggarang and Dompok Region in accordance with the Government Regulation (PP) No. 47 of 2007. The goal of this study can be explained as follows: First, describing the details of the implementation of the FTZ policy in Tanjungpinang of Riau Islands Region. Second, knowing the negative factors or obstacles encountered in the implementation of the policy in the City. Regarding the methods to be used in achieving these objectives, the author used interviews and review of the literature. The interview will be done by interviewing sources considered to know well the focus of this study. Secondary data are complementary consisting of PP number 47 of 2007 about the Free Trade Zone and Free Port Bintan, Presidential Decree Number 10, Year 2008 on Bintan MOOPS regional council, Government Regulation No. 1 of 2000. The conclusion of this study is that the implementation of FTZ in Tanjungpinang has not shown encouraging results, there is no business or industry in those areas that have been set, namely in the densely packed area and Senggarang region. The findings of this study indicate that factors inhibiting the implementation of the FTZ policies are Legal certainty in land ownership, the condition is still an enclave. FTZ Regulations are still quite overlapping, yet the establishment of infrastructure; roads, ports, and a limited supply of electricity (region Tanjungpinang and limited water supply) yet awakened synergy between the Agency Concession Region, the City of Tanjungpinang, and the principals of some program activities that are inhibited and cannot be done, especially in matters relating to the budget authority and the licensing process, BP institutional Tanjungpinang is unclear.

Keywords: KPBPB, BBK, Free Trade Zone (FTZ), Policy Implementation

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Lean Traffic Control (LTC) for Emergency Vehicles Applied in the Developing Countries: Tehran Transport Planning

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Abstract

Emergency vehicles such as: police force, fire engines, and ambulances are required to reach their destination as quickly as possible. The most important delay is the consumed travelling time between the starting point and the destination, like congested intersections with traffic lights. The novelty of this paper is to propose, innovate, and develop cost-effective server-centric model to dynamically facilitate the performance using an Internet of Things (IOT), by considering a central controller web server, and a microcontroller system by applying Global Positioning System (GPS) and Fuzzy Controller System (FCS) approach. This Lean Traffic Control (LTC) can dynamically and automatically control traffic signals in order to open the path to get the destination as soon as possible. It can be performed by considering three main steps to design: 1-Central controller web server, 2- Communications software application, and 3- Communications hardware application. The primary prototype of this project is ready and the future work will need the LTC system to be tested in real world performance.

Keywords: Lean Traffic Control (LTC), Global Positioning System (GPS) and Fuzzy Controller System (FCS)

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TRACK B: SOCIAL SCIENCES & HUMANITIES



The Effects of Listening Comprehension, Reading Comprehension, and Grammar Ability on the First Grader's Dictation

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²University of Oxford, United Kingdom.

Abstract

The purpose of this study was to examine whether listening comprehension, reading comprehension, and grammar ability affect first graders' dictation. For this purpose, data were collected from 194 elementary school students in 8 classes of 4 public schools in Seoul and Kyunggi province. Ten sentences for impromptu dictation were extracted from the first graders' integrated textbooks, and scores were calculated for spelling, spacing, and punctuation.. All the tests were recorded by the voice actor. The results of the analysis are as follows: First, children's spelling, spacing, and punctuation in impromptu dictation were highly correlated with their listening comprehension, reading comprehension, and grammar ability. But children's regular dictation performance showed lower correlations with their cognitive variables. Second, students' reading comprehension, grammar ability, and listening comprehension influenced their spelling, and reading comprehension and grammar ability had a significant effect on spacing and punctuation. In the case of regular testing, the final explanatory power of the variables was much smaller and the relative influences of factors were also different from impromptu test. In conclusion, the ability of the child to read and understand the contents of the text and select the appropriate vocabulary for the context could predict a large part of the dictation score, and knowledge of the grammatical morphemes was also influential. On the other hand, although listening comprehension was a test requiring auditory working memory for the contents, the influence on dictation was minimal.

Keywords: listening Comprehension, Reading Comprehension, Grammar Ability, Dictation

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Are Mother's Beliefs about English Education Related to Preschooler's Attitudes toward Learning English? : A Relationship with English Experiences at Home

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²Seoul National University, Korea

³University of Oxford, United Kingdom

Abstract

This paper addresses the relationship between Korean mother's beliefs about early childhood English education (MB) and preschooler's attitudes toward learning English (PA). Concurrently, it focuses on the relationship with English Experiences at Home (EEH) expected to have strong relevance to former two factors. The participants were 355 mothers and 165 of their children selected from all over the country. The results of this study are as follows: (1) Korean children's initiated age of English education was 3.7, and for 3 quarters of them, child-care centers or kindergartens were the only English education-providing institutions. Most frequently adopted EEH was technology usage, and the next was English teaching by parents or professionals. (2) The education levels of parents and family income were related to many sub-factors of MB, PA, and EEH. (3) There were various relationships among key factors of the study. Sub-factors of MB were partly related to sub-factors of EEH; that is parent's teaching and technology usage, but not to professional's teaching. In addition, parent's teaching and technology usage were related to sub-factors of PA. Most sub-factors of MB were related to sub-factors of PA. This study composes the variance 'preschooler's attitudes' with their English activities preferences and English learning motivation, and found out that MB and EEH are related to PA. This study collected the data of preschoolers by one-on-one interviews. In addition, it surveys regular day care centers and kindergartens, so that it can provide information for less informed group.

Keywords: Mother's Beliefs About Early Childhood English Education (MB), Preschooler's Attitudes Toward Learning English (PA), English Experiences At Home (EEH)

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'The Effects of Self-Regulation Ability, Self-Directed Learning Ability, and Mother's Learning Involvement on Children's Reading and Writing Ability

Eunok Jun¹, Naya Choi^{2*}

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Abstract

The purpose of this study was to examine whether children's self-regulation ability, self-directed learning ability, and mother's learning involvement affect children's literacy ability before entering school. For this purpose, data were collected from 238 (115 boys & 123 girls) preschoolers aged 5 and attending 9 kindergartens in Seoul, Gyeonggi, and Incheon, their mothers, and 17 teachers. The literacy ability of children was examined by 'the basic learning ability (reading & writing) test' of the Korea Institute for Curriculum and Evaluation (2015). Using the questionnaire, mother's learning involvement was measured by self-report method. And self-directed learning ability and self-regulation ability of children's were measured by the teachers in charge of the children. The results of the analysis are as follows: First, the literacy ability of the children correlated with all factors except 'openness' of self-directed learning ability and 'academic performance pressure' of mother's learning involvement. Second, Self-concept which constitutes children's self-directed learning ability has the greatest influence on their literacy ability. And home learning activity, which is a sub-factor of mother's involvement in learning, and behavioral inhibition that constitutes children's self-regulation ability had a significant influence. On the other hand, the openness of self-directed learning ability had a negative influence on children's literacy ability. According to these results, it is necessary to develop an educational program that can increase home learning activities, children's self-concept, and inhibition behaviors and will prevent the openness of children to improve children's literacy ability.

Keywords: Literacy Ability, Self-Regulation Ability, Self-Directed Learning Ability, Mother's Learning Involvement

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The Influences of Hands-On Activities on Scientific Creativity

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Abstract

The purpose of this study is to investigate the influence of the hands-on activities on scientific creativity. Fifty junior high school students participated in this study (N=50, Mean age=13.4 years old). Two parallel tests about scientific creativity which is modified by the Scientific Creativity Test ($\alpha=.87$) (Hu & Adey, 2002) were used in this study as the pre-test and post-test. Each scientific creativity test includes four questions, and four hands-on activities which are related to those four questions that will be designed by the researchers in this study. The results show that the total score of scientific creativity will decrease after doing hands-on activities on the items of fluency and flexibility, but the scores of originality show a significant increase. By analyzing the interview data, some students mentioned that they rarely consider the science concepts while writing the Scientific Creativity Test before conducting hands-on activities. However, some participants stated that they will give more careful consideration to this matter after performing those hands-on activities since they found they cannot perform well in hands-on activities when they do not understand some science concepts. Those thoughts restrict students' creativities on the items of fluency and flexibility, but induce students' originality more.

Keywords: Hands-on activities, Originality, Scientific Creativity

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The Assessment of Perceptions of the Municipality on the Influence of Solar Home Systems on Community Sustainability: A Case Study of Matatiele Local Municipality Eastern Cape, South Africa

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Abstract

South Africa is experiencing a series of electricity blackouts, a phenomenon commonly referred to as “load shedding”. This is due to the insufficiency of the current capacity of the electricity grid network to supply the current energy demands of the ever-expanding South African society and its continuous incorporation to the electricity grid. This and other issues exert enormous strain on the electricity grid network that could result in its collapse. Also challenging are the high implementation costs to provide infrastructure and low consumption levels of the rural households which makes it uneconomical to implement grid electrification in deep rural areas such as Matatiele Local Municipality. As a result, this has led to a roll out and exploration of other alternative energy supply sources such as Solar Home Systems in areas such as the Matatiele Local Municipality. Given the above challenges, it was, therefore, important to assess the perceptions towards the sustainability of Solar Home Systems. This case study research was conducted at Matatiele Local Municipality, Eastern Cape, South Africa. In-depth interviews and questionnaires were used as instruments to collect the data. Findings included the confirmation that Solar Home Systems have brought about significant improvements in lifestyle of communities. Solar Home Systems require low maintenance and were proved to be an environmentally friendly source of energy. However, the municipality perceived Solar Home Systems as a socio-economic and economically sustainable energy source. Reasons for this included that the community entirely depended on government subsidies for both installation, maintenance costs of Solar Home Systems, and the need for improvements in terms of the existing institutional arrangements.

Keywords: Solar Home Systems, Energy Sustainability, Institutional Sustainability and Community

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On Zheng He's exploration of America

Sheng-Wei Wang*

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Abstract

There has been a huge mystery related to the extent of travel of the Chinese sailors led by Admiral Zheng He (郑和) of the Ming Dynasty in the early 15th century. Did they actually navigate across the Atlantic Ocean to arrive at America? If true, how many times did the Ming Treasure Fleet explore America? This paper presents an in-depth analysis of a 1597 novel by the Ming historical novelist Luo Maodeng (罗懋登). The analysis involves carefully eliminating certain fanciful depictions and internal contradictions in Luo's narratives, and correcting some errors and confusing statements. Then, by identifying Zheng He's whereabouts before he seemed to have vanished from history as the last-known location of his fleet derived by Xi Longfei, Yang Xi, and Tang Xire (席龙飞、杨熺、唐锡仁), and recorded by Ming historian Zhu Yunming (祝允明), the entire paths and timelines of Zheng He's voyages to the Western Ocean given by Luo Maodeng are clearly exposed: the Ming sailors reached as far as Cahokia, the ancient American Indian city, in the central Mississippi Valley in 1423 and 1433, respectively, during their 6th and 7th voyages, more than 60 years before Columbus set foot in America. Such findings also gain support from comparing the 1418 Chinese World Map with the map of 1602 Kunyu Wanguo Quantu (《坤輿万国全图》 or Complete Geographical Map of All the Kingdoms of the World) that had used information from Chinese maps drawn between 1428 and 1432.

Keywords: Zheng He, voyages, Americas, Luo Maodeng

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Agri-Tourism Complements or Competes Traditional Farming: A Case of Indian Punjab

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Abstract

The purpose of this study was to investigate motivation for agri-tourism entrepreneurship amongst farmers in Punjab. This exploratory study examines trends in agri-tourism at large and Indian Punjab in particular. Design/methodology/approach: The study uses a survey approach, involving in-depth face-to-face interviews based on a semi-structured questionnaire undertaken with 55 farmers, selected from 3 districts of Indian Punjab. Out of the 55 farmers, 5 are engaged with agri-tourism and 50 randomly selected to investigate awareness of agri-tourism and likelihood of take up. Findings: The findings suggest that like Western countries, there is a significant scope to apply the concept of agri-tourism in agrarian economy of Indian Punjab. In response to falling agricultural productivity, there is a need to replace income lost from farming through agri-tourism income-generating activities. The respondents, 80 per cent, recognised that Agri-tourism is a potential business model to market the rural heritage and culture to the urbanised population. There was a recognition amongst the selected respondents, 41 percent, that agri-tourism has potential for Punjabi population living abroad and in the urbanised cities of India. However, 63 percent of respondents reported finance as a constraint and agri-tourism is just for the rich and established farmers. The results report that agri-tourism is not an income replacement tool, instead it can be a supplementary tool to augment income. Practical implications: Agri-tourism has potential to supplement diminishing agricultural productivity amongst Punjabi farmers though due to finance and knowledge constraints, its potentials are proving elusive. Originality/values: This paper presents empirically rigorous findings relating to novel emerging strategy to diversify farming income. The richness of the emergent results offers innovative methods to complement farmers' income and livelihood to sustain farming employment and income amongst rural farming communities.

Keywords: Agri-Tourism, Farming, India, Punjab, Finance

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Investigating Relationship Between Elderly Parents and Children at Distance in Taiwan

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Abstract

Taiwan is an island located in East Asia at the western edge of the Pacific Ocean. Taiwan has a rich and varied culture composed of elements taken from indigenous peoples, the Japanese, the Han Chinese, as well as more recently the American and Western Cultures. Taiwan's population is aging rapidly owing to rising life expectancies and low birthrates. The country will likely become an aged society in 2018, when about 14.5 percent of the population is expected to be 65 or older. Majority of elderly population prefer aging in place, to live with their families and to stay in their familiar communities. However, in recent years, the number of elderly who prefer to live independently is growing. And the younger generation is becoming busier and for this reason, families spend less time together. The purpose of this research is to investigate the relationship between elderly parents and their children at distance in Taiwan.

Keywords: Aging in place, Healthy family relationships, Transactional Analysis, Taiwan

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TRACK C: ENGINEERING & TECHNOLOGY STUDIES



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Kuala Lumpur Malaysia
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Flow Characteristics Over Twin Cylinders in Side-By-Side Arrangement

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Abstract

This investigation applies a multi-block grid to implement the original flow model developed by Chen and Weng. Comparing the drag coefficient curve of Hori with the predicted one by the present simulation reveals that this study yields a reliable prediction. After that, a parametric study is given. In general, C_{ps} at $\theta = -180^\circ$ for $Re = 20$ are larger than the corresponding ones for $Re = 10$. In addition, the minimum C_{ps} at the outer side of the cylinder for all cases of $Re = 20$ are always larger than the ones for $Re = 10$. Similarly, the minimum C_{ps} at the gap side of the cylinder for all cases of $Re = 20$ are always greater than the ones for $Re = 10$, too. The maximum C_{ps} in the cases of $Re = 20$ are less than those at $Re = 10$ all the time. Consequently, the pressure distributions of $Re = 20$ can be regarded as the squeezing of the pressure profiles at $Re = 10$. Except the single cylinder case, the positive pressure regions of all the cases at $Re = 20$ are larger than those for $Re = 10$. Moreover, the stagnation point matches the maximum point of CP. Although the difference of C_p between the two Reynolds numbers is appreciable, the tendencies of the C_p curves are consistent. As L is smaller, the drag and interference drag coefficients smoothly increase to a peak value with L for both $Re = 10$ and 20. Then they sharply decline to the minimum value as L is raised further. The conclusion is drawn that L is a major parameter in point of view for flow interference, whereas the effect of Re is minor.

Keywords: Flow, Cylinder, Multi-block Grid

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A Secure Cloud-Based POS System

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Abstract

The goal of this paper is to design and implement a security mechanism for POS systems based on chain-hashing scheme. Many cloud-based POS systems are developed for merchants. However, storing transaction data in cloud storage is associated with serious security risks. The repudiation problem exists between merchants and service providers. We need a scheme that enables the service provider to prove its innocence and the merchants to prove its guilt. The proof of innocence is also called auditing. This paper designs a secure and cloud-based POS system. We use chain-hashing to design auditing scheme for POS systems. The proposed scheme involves the following entities: a merchant (M), and service provider (P), which have the following public and private key pairs: (pri(M), pub(M)), and (pri(P), pub(P)), respectively. [O]pri(x) and [O]pub(x) are used to denote a digital signature and the encryption of data object O that is generated by the private and public keys of a subject x, and data objects within square brackets that are separated by commas are first connected and then have cryptographic operations performed on them. Let $h(x)$ denote a cryptographically strong hash function: calculating $y=h(x)$ is easy, whereas calculating the inverse $x=h^{-1}(y)$ is infeasible. The scheme comprises four phases: a login phase, a registration phase, a transaction phase, and an auditing and clearing phase. The details of each phase are shown in Table 1, Figure 1, Figure 2, Figure 3, and Figure 4, respectively.

Keywords: E-Commerce, Cloud security, POS

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The Effects of Inlet Airflow Angle on the Quality of Mixing Air Distribution in an Aircraft Cabin Mock-up

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³Ministry of civil aviation, Egyptian Airports Company, Luxor Airport, Engineering and Maintenance Sector, Egypt

Abstract

This paper presents a numerical investigation on the effects of inlet airflow angle on the airflow, temperature, and CO₂ concentration fields in a three-row airliner cabin. The computations are conducted using Ansys-Fluent and the numerical results were compared against published experimental data. The inlet airflow is supplied into the aircraft cabin at six different directions of A (0°, 180°), B (355°, 185°), C (350°, 190°), D (340°, 200°), E (330°, 210°), and F (315°, 225°). The numerical results showed that flow pattern, temperature distributions, and CO₂ levels are improved significantly inside the whole cabin and at passengers' breathing zones in case of changing the inlet airflow angle. The performance of mixing-air distribution system for the whole aircraft cabin is enhanced remarkably in case of using small inlet angles. Angles B (5°) and C (10°) provided the best ventilation performance among the six tested angles within the whole cabin and at local breath zones of passengers in terms of thermal and health comfort. Moreover, inlet airflow angle C (10°) showed high constancy and stability in the pattern of the flow field and temperature and low CO₂ level in cabin centre area compared to inlet airflow angle B (5°) for both the whole aircraft cabin and local breathing zones.

Keywords: Aircraft Cabin, CFD Simulation, Mixing Air Distribution System, Inlet Airflow Angle

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The Failure of Delayed Detached Eddy Simulation for Flow Control over a Hump Using Synthetic Jets

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¹University of South Wales, Pontypridd, UK

²University of Sheffield, Sheffield, UK

Abstract

The performance of three different numerical methods for predicting the large separated flow over a hump model and its control using steady suction and synthetic jet techniques are investigated. URANS, DES, and DDES approaches are developed and applied to determine the proficiency of these approaches in predicting such degree of separation and assessing their applicability to capture the turbulent flow structures in the separated flowfield. Active flow control techniques are applied by means of two-dimensional slot located at $x/c \approx 0.65$ along the model spanwise with an opening of $0.00187c$, directly upstream on the concave surface. The novelty of the present work is that the dynamic grid technique is formulated to model the repeated motion of the synthetic jet membrane instead of using the oscillating boundary conditions at the jet exit. Dynamic grid is found to be useful in providing more insight into the physical mechanism that drives the interface between the plenum flow and separated boundary layer flow. The numerical results obtained from the baseline and controlled cases are validated against the measurements and compared with published numerical results in terms of mean flow quantities. Despite the fact that URANS and DES methods provide good agreement with the measurements for the uncontrolled and steady suction controlled cases, only DES showed the flow unsteadiness; however, the DDES method failed to predict the mean flow quantities or the turbulent flow features. The dynamic grid technique successfully simulated the cavity flow, showed up the existence of two counter rotating vortices inside the plenum move up and down during the control cycle, and finally energised the boundary layer in the separated flow region.

Keywords: URANS, DES, DDES, Steady Suction Control, Synthetic Jet Control

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TRACK D: HEALTH AND MEDICINE STUDIES



Effect of Stem Cell Therapy on Gentamicin Induced Testicular Dysfunction in Rats

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Abstract

Infertility is a worldwide problem affecting couples that have unprotected intercourse, so the current study investigated the possible ameliorative effect of intra-testicular stem cell injection on rats subjected to gentamycin testicular degeneration. For this study, 80 male rats were randomly allocated into 3 groups, namely, the control group (group I), gentamicin group (group II), and gentamicin and stem cell group (group III). Gentamicin was administered daily for 2 weeks (80 mg/kg) to groups (II) & (III). Stem cells were injected intra-testicular once by the end of gentamicin administration in group (III). Blood and testicular samples were collected by the end of weeks 2, 6, & 10 from group (I) and (II), and by the end of weeks 6 & 10 from group (III). The obtained results showed significant decreases in serum testosterone, testicular testosterone, and estradiol, sperm counts, sperm viability, and an increase in % of fragmented DNA was demonstrated in testicular tissue of group (II) compared to the control (group III). Mesenchymal stem cells administration significantly improved all altered testicular parameters, where values of group III (except testicular estradiol) were not significantly different from those of control group (I). Conclusively, mesenchymal stem cells proved to be beneficial in rats subjected to gentamicin-induced testicular dysfunctions.

Keywords: Gentamicin, Stem Cells, Testicular Dysfunction

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TRACK E: PHYSICAL LIFE AND APPLIED SCIENCES



Isolation and Identification of Potential Local Lipase-Producing Bacterial Strains from Domestic Waste Sites Soil

Farhana*

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Abstract

Lipases are an important enzyme and known as the most powerful biocatalyst in biotechnology industrial. The focus of this study was aimed to find new and potential easy sources of lipases. There were six isolated lipase-producing bacteria which had been selected and screened for their lipase activity. All these strains were isolated from two local domestic waste site soils which are garbage site and night market site. The four strains isolated from garbage site soil were labelled as F5, F5s, F5s-2, and F2, while the other two strains isolated from night market site soil were labelled as N4 and N8. All of them give positive result when tested on the Rhodamine B agar plate by emitting the fluorescent orange colour that indicates the secretion of lipase. Among these isolated strains, N4 shows the most intense colour which indicates that there were higher lipase secretions from this strain compared to other strains. After performing 16S rRNA gene amplification, two of these isolated bacterial strains were selected for further sequencing steps and were identified as *Serratia marcescens* and *Alcaligenes faecalis* for N4 strain and F5s-2 strain respectively. These two isolated species can be promising candidates of cheaper local lipase producer.

Keywords: Lipase, Isolation, Local, Domestic, Waste

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FUTURE EVENTS

3rd INTERNATIONAL CONFERENCE ON

**“Multidisciplinary Academic Research & Global Innovation ”
(MARGI -2017)**



Date: August 25-26, 2017

Venue: Holiday Inn Central Plaza Beijing

Email: margi@globalilluminators.org

Abstract Submission Date: July 15, 2017

Full Paper Submission Date: July 30, 2017

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- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
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For more details visit www.globalilluminators.org

4TH INTERNATIONAL CONFERENCE ON

“Innovative Trends In Multidisciplinary Academic Research”
(ITMAR-2017)



Date: October 20-21, 2017

Venue: Istanbul Gonen Hotel, Istanbul, Turkey

Email: itmar@globalilluminators.org

Abstract Submission Date: September 20, 2017

Full Paper Submission Date: September 25, 2017

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

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- Health and Medicine Studies
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- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details visit www.globalilluminators.org

3RD INTERNATIONAL CONFERENCE ON

**“Regional Challenges To Multidisciplinary Innovation ”
(RCMI- 2017)”**



Date: October 05-06, 2017

Venue: Radisson Blu Hotel, Nairobi kenya

Email: rcmi@globalilluminators.org

Abstract Submission Date: September 10, 2017

Full Paper Submission Date: September 15, 2017

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

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

For more details visit www.globalilluminators.org

2ND INTERNATIONAL CONFERENCE ON

“Interdisciplinary Academic Research And Innovation”
(IARI - 2017)



Date: November 23-24 2017

Venue: Indonesia Computer University

Email: iari@globalilluminators.org

Abstract Submission Date: October 5, 2017

Full Paper Submission Date: October 10, 2017

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

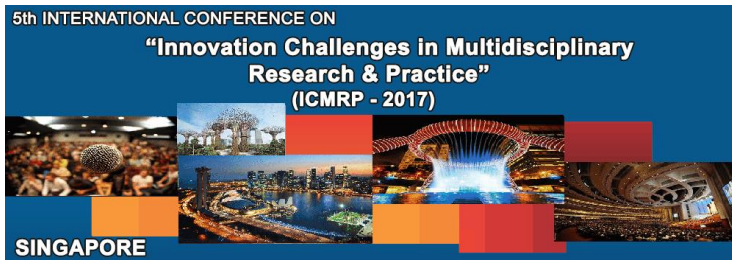
Conference Main Tracks

- Business, Management and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details visit www.globalilluminators.org

5TH INTERNATIONAL CONFERENCE ON

“Innovation Challenges In Multidisciplinary Research & Practice” (ICMRP - 2017)



Date: December 15-16, 2017

Venue: Hotel Grand Pacific Singapore

Email: icmrp@globalilluminators.org

Abstract Submission Date: November 25, 2017

Full Paper Submission Date: November 30, 2017

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

Conference Main Tracks

- Business, Management and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details visit www.globalilluminators.org

4TH INTERNATIONAL CONFERENCE ON

“Global Issues In Multidisciplinary Academic Research”
(GIMAR - 2018)



Date: February 01-02, 2018

Venue: TKP Conference Center, Ichigaya, Tokyo, Japan

Email: gimar@globalilluminators.org

Abstract Submission Date: November 25, 2017

Full Paper Submission Date: November 30, 2017

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

Conference Main Tracks

- Business, Management and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details visit www.globalilluminators.org

5TH INTERNATIONAL CONFERENCE ON

“Trends In Multidisciplinary Business & Economic Research” (TMBER - 2018)



Date: March 25-26, 2018

Venue: Rydges Camperdown, Sydney Australia

Email: tmber@globalilluminators.org

Abstract Submission Date: December 25, 2017

Full Paper Submission Date: December 30, 2017

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

Conference Main Tracks

- Business, Management and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details visit www.globalilluminators.org

4TH INTERNATIONAL CONFERENCE ON

“Multidisciplinary Innovation In Business Engineering
Science & Technology” (MI-BEST - 2018)



Date: April 05-06, 2018

Venue: Holiday Inn Bangkok Silom, Bangkok Thailand

Email: mibest@globalilluminators.org

Abstract Submission Date: January 25, 2018

Full Paper Submission Date: January 30, 2018

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

Conference Main Tracks

- Business, Management and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details visit www.globalilluminators.org

5TH INTERNATIONAL CONFERENCE ON

“Global Trends In Academic Resaerch” (GTAR- 2018)



Date: April 20-21, 2018

Venue: Ai Pini Park Hotel Via Miranese 176, Venice Mestre, Italy

Email: gtar@globalilluminators.org

Abstract Submission Date: February 20, 2018

Full Paper Submission Date: February 25, 2018

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

Conference Main Tracks

- Business, Management and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details visit www.globalilluminators.org

4TH INTERNATIONAL CONFERENCE ON

“New Directions In Multidisciplinary Research and Practice”
(NDMRP - 2018)



Date: May 12-13, 2018

Venue: Astor hotel, Athens, Greece

Email: ndmrp@globalilluminators.org

Abstract Submission Date: March 10, 2018

Full Paper Submission Date: March 15, 2018

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

Conference Main Tracks

- Business, Management and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details visit www.globalilluminators.org

CSR



Environment

Charities

Public Health



Growth and
Development

Sustainability



CSR Activity Conducted By Global Illuminators: Sport Activation for Children against Negative Impact of Internet & Technology

In April 2016, Global Illuminators conducted Corporate Social Responsibility program together with Maestro and the Clover as Sport Facility Provider in Bandung, initiating an event with theme:



The Objectives of this event were:

1. Media of education for parents and children to be aware of digital new era and its impact on children's life
2. Facilitate and promote futsal as one of the kinds of sports activation that can be alternative activity for children against the negative impact of internet
3. Social activity and charity engaging orphans to enjoy sports activities together with their friends
4. Corporate Social Responsibility of Company to contribute to the society especially to solve one of the social problems in Bandung.

Highlights of CSR Activities are given below:



Global Illuminators Malaysia Team conducted its Latest CSR activity at Rumah Charis, Kuala Lumpur, Malaysia Children Home

Global Illuminators Malaysia Team conducted its latest CSR activity at Rumah Charis, Kuala Lumpur, Malaysia Children home. The children home ministry provides care for orphans and single parent children, their homes and activities aim to create a suitable environment to enable children to grow. They help to provide spiritual direction, education, and counselling for the children. Emphasis was given to fellowshiping and spending time with the children over refreshments, as well as presenting them with small gifts and the organizing of special entertainment programmes for the children such as a special game segment. One of the other highlights of the evening was the goodie bags distribution programme carried out by Global Illuminators.



Global Illuminators Indonesian Team conducted its Latest CSR activity in Ramadan for Local Community Welfare, Sharing Happiness and developing Orphan Children

Global Illuminators Indonesian team conducted its latest CSR activity in Ramadan for orphans. The purpose of this activity was to give happiness and develop orphans with the support of more than 60 volunteers and distribute iftar to more than 400 beneficiaries (yateem, orphan and dhuafa). Global Illuminators Indonesian team spent time with children and conducted different activities for their moral self-development.

Highlights of this activity are given below:





Mission

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

Vision

Organised by:

"Researching and Developing for Humanity"



4th International Conference on
"MULTIDISCIPLINARY INNOVATION FOR
SUSTAINABILITY AND GROWTH"
(MISG - 2017)

HEAD OFFICE (MALAYSIA)

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