

MARGI 2016

2nd International Conference On
Multidisciplinary Academic Research
& Global Innovation

August 25-26, 2016

Beijing China

Organized by:



Researching and Developing for Humanity

2nd International Conference on Multidisciplinary Academic Research &
Global Innovation (MARGI-August, 25-26, 2016)
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Global Illuminators, Kuala Lumpur, Malaysia.



MARGI 2016

Conference Proceeding

Book of Papers

**2nd International Conference on
Multidisciplinary Academic Research & Global Innovation**

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Editor:

Dr Ahmad Saddam Ph.D,

Country Director (Global Illuminators Iraq)

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Conference Chair Message

Farooq Ahmed Jam (PhD)

2nd International Conference on “Multidisciplinary Academic Research & Global Innovation” (MARGI-2016) serves as a 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 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.

Type of MARGI Papers

For this year, MARGI has two types of papers: *Empirical Studies* and *Insight*. Research papers meet the needs of researcher 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 MARGI 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.

Relevancy: Relevancy 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
100	36	12	56	36%

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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 MARGI 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. We thank everyone for their hard work and dedication to this conference and we look forward to the latest episode of the MARGI tradition.

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

INTERNATIONAL SCIENTIFIC REVIEW COMMITTEE MARGI-2016

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KEYNOTE SPEAKERS

Professor Borut Likar



Borut Likar is a Full Professor at the University of Primorska–Faculty of Management. He is also the Head of the Institute for Innovation and Technology. Likar’s research and applicative work is oriented in the management of creativity, innovation processes, R&D and technology in companies. He has also developed some new methods regarding mastering the front end of innovation. Likar is also strongly focused on encouraging creativity, innovation and entrepreneurship in educational system, especially elementary and secondary school. He has developed a comprehensive concept of the national association of innovative youth and was invited to present it at the United Nations’ and at the Closing Conference of the European Year of Creativity in Stockholm. Likar is also one of the founders of the incubator of the University of Primorska.

Moreover, Likar is the author of hundreds of scientific and professional publications. He is an innovator and a recipient of many awards for his innovations also a golden medal at the most important innovation fairs in South Korea and Kuwait. In addition, he has received many other sound invention medals and awards worldwide (Germany, Poland, Croatia, Slovenia). He also received the “Prometheus of Science for Excellence in Communication” awarded by the Slovenian Science Foundation and the business results based award “Mind of Primorska” and the “Award of Merit” by the largest Slovenian association of innovators ASI. Furthermore, he is the initiator and the head of over 100 successful basic

research, applied, technological and other national and EU projects. In addition, he is the author of ten patents, countless models and copyright works, many of which proved to be extremely marketable. He is also active as an evaluator of the EU projects, guest speaker, reviewer of scientific publications, and a chair/editor of numerous (inter)national scientific conferences and publications. Among numerous lectures he has given, the talks at the United Nations' headquarters in Geneva and twice at the European Parliament in Brussels were met with a particularly wide response. Likar is also the amateur photographer, where he is particularly interested in creative and innovative approaches to photography. He also engages in writing aphorisms, which were published internationally.

Prof. Dr. Rolf Blumentritt



Prof. Dr. Rolf Blumentritt finished his Mechanical Engineering degree in Berlin specialising in Production Management. After a further degree in Quality Management and some years in the industry he took up a Ph.D. position at the University of Sydney with the research area of knowledge management and published widely. After another interlope in higher management positions in the automotive industry in Europe and Asia, Prof. Dr. Rolf Blumentritt changed from the industry world to start an academic career and become a Professor at the University of Applied Science in Heilbronn, Germany. He is now head of the Master program of Technical Management and teaches in a wide range of courses on management subjects in Bachelor and Master programs. His main field of research is the area of quality and knowledge management.

MARGI 2016 Track's Chairs

Business Management & Economic Studies

Felicia Chong & Barezhev, Konstantin, Viktorovich

Social Sciences & Humanities

Rolf Blumentritt & Karunananda, Asoka

Tariq Iqbal Khan & Borut Likar

Engineering & Technology Studies

Rolf Blumentritt & Singh, Abhishek

Health, Medicine, Physical Life & Applied Sciences

Barezhev, Konstantin, Viktorovich & Bezgodov, Aleksandr,
Vasilievic

MARGI 2016 Panels

“Global Crisis: From Problems to Solutions”

**Moderator: Dr. Abhishek Singh, Executive Director
PDI**

Dr. Felicia Chong

Panellist: Dr. Aleskandr Bezgodov

Dr .Konstantin Barezhev

Peter Pei

Danilova A. Lorenzo

The Panel members will be involved in discussion on “Innovation and Entrepreneurship: way to get success in emerging markets.” These experts originating from different areas with share their opinions and ideas on how these two factors become of success for multinationals in global market. In addition, to take discussion in broader perspective, arguments on opportunities and prospects of entrepreneurship and innovation will also be taken into consideration and also discuss different factors like(Opportunity, Apprenticeship and human resources, financial resources) to Improve the probability of success for growth oriented business. Keeping in mind the increased competition in emerging markets some threats and challenges will also be under discussion that may also encounter entrepreneur in their business.

Best Paper Nominee List

Islamic Animal Ethics: A New Religio-Legal Framework of Animal Care and Use

Mohd Istajib Mokhtar,
University of Malaya, Malaysia

Strategic Business Alliances as a Bridge towards Open Innovation and improved Business Performance

*Mag. Aleksander Strašek1, Likar Borut**
University of Primorska, Faculty of Management, Koper, Slovenia

Framework for Modeling of Regaining the Attention

Senarathne, Charitha, Karunananda, Asoka. Goldin, Philippe*
General Sir John Kotelawala Defence University, Sri Lanka

Evaluation of Low Cost Radiant Cooling Panel in A Test Room with Passively Cooled Water

Muhammad Syukri Imran, Azhaili Baharun, Siti Halipah Ibrahim, Wan Azlan Wan Zainal Abidin*
UNIMAS, Sarawak, Malaysia

Low Power Consumption and Bandwidth Optimization in MIMO LTE Using FDADFE

Sirajum Munira, Najnin Sultana*
Daffodil International University, Bangladesh

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**A Study on the Development of Priority Estimation
Process for Supporting Damage Investigation**

Hwang Seungho , Kim Kyehyun, Yoo Jaehyun, Kim
Jiyeon*

Inha University, South Korea

MARGI 2016 Best Paper Award Winner

Evaluation of Low Cost Radiant Cooling Panel in A Test Room with Passively Cooled Water

*Muhammad Syukri Imran**, *Azhaili Baharun*, *Siti
Halipah Ibrahim*, *Wan Azlan Wan Zainal Abidin*

UNIMAS, Sarawak, Malaysia

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Dr Ahmad Saddam (Ph.D)

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CONFERENCE PROGRAM

DAY 01 Thursday (August 25, 2016)

Welcome Reception & Registration

8:15 am – 9:00 am

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

Venue: Room 1

09:00 am - 09:15am	Welcome Remarks - Dr. Felicia Chong (PhD)	Head of Org. Committee MARGI-2016 Executive Vice President and Chief Financial Risk Officer Global illuminators
09:15 am - 09:35am	Opening Speech - Dr. Tariq Iqbal Khan (PhD)	Conference Co-Chair- MARGI-2016 Director Global Operations Global Illuminators
09:35 am - 09:55am	Keynote Speech - Prof. Dr. Borut Likar	Professor at the University of Primorska– Faculty of Management Head of the Institute for Innovation & Technology
09:55 am – 10:15am	Keynote Speech - Prof. Dr. Rolf Blumentritt	Professor at University of Applied Sciences, Heilbronn, Germany
10:15 am - 10:30am	Group Photo & Award Ceremony	

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

DAY 01 Thursday (August 25, 2016)

Session 1 (11:00 am – 01:00 pm)

Venue: Room 1

Session Chairs: Felicia Chong & Barezhev, Konstantin, Viktorovich

Track A: Business, Management & Economics Studies

MARGI-16-125	Strategic Business Alliances as A Bridge towards Open Innovation and Improved Business Performance	Borut Likar
MARGI-16-133	The Dynamic Co-Movements Between Oil Price and GDP Growth: The Case of GCC Countries	Zainab Alhayki
MARGI-16-138	Women's Economic Participation Rate (WEP) in the Capricorn District, Limpopo, South Africa: Level and Factors	Kwabena A. Kyei,
MARGI-16-148	The Lipa City's Business Industries: Their Effects to Socio-Economic Development	Cleotilde L. Crescini
MARGI-16-163	Introducing A Framework for A Better Understanding of Interplay between Information and Knowledge	Rolf Blumentritt
MARGI-16-174	Readiness in Outcomes-Based Education and Its Implementation at Polytechnic University of the Philippines: Inputs for Retooling Program	Marion Crescencio
MARGI-16-180	Human Resource Development Climate of Selected Commercial Banks in Ethiopia	Worku Mekonnen Tadesse
MARGI-16-184	An Integrative Model of Adaptive Evolution in Organization	Chin-Ken Lin

Lunch Break (01:00 pm – 02:00 pm)

DAY 01 Thursday (August 25, 2016)

Session 1 (11:00 am – 01:00 pm)

Venue: Room 2

Session Chairs: Rolf Blumentritt & Karunananda, Asoka

Track B: Social Sciences & Humanities

MARGI-16-103	The Discipline of Academic Writing	Sharon F. Hirsch
MARGI-16-108	Balinese Christian Architecture as one of the Inheritance of Balinese Majapahit Architecture	Salmon Priaji Martana
MARGI-16-121	Islamic Animal Ethics: A New Religio-Legal Framework of Animal Care and use	Mohd Istajib Mokhtar
MARGI-16-147	Folklore Study about Communicative Meanings Revealed by Million Titles in the Myth Concept of Raniah (Dasis) Ravana in Sri Lanka	Somarathne, Mapa Pathiranage, Darshana Sampath
MARGI-16-153	Popular Indian Cinema: A New Genre of Political Cinema (A Study Based on Selected Popular Indian Films Screened 2001-2010)	Abeyasinghe Arachchige Chandima Nishshanke
MARGI-16-154	Critique of the Concept of Sustainable Development	Singh, Abhishek
MARGI-16-160	Urban Public Space Transformation as a Result of the Presence of High Rise Building	Sugiman, Tantarto
MARGI-16-162	Sri Lankan Cinema And Public Performance Board (with Special Reference to Sinhala Feature Films forwarded to Public Performance Board From 2000 To 2010)	S.H.Samanthika Priyadarshani

Lunch Break (01:00 pm – 02:00 pm)

DAY 01 Thursday (August 25, 2016)
Panel Discussion Session (02:00 pm – 03:00 pm)

Venue: Room 1
Panel Discussion*

“Global Crisis: From Problems to Solutions”

Moderator	Abhishek Singh Felicia Chong
Panellists	Bezugodov, Aleksandr, Vasilievic Barezhev, Konstantin, Viktorovich Peter Pei Danilova A. Lorenzo
Participants	All Participants

The Panel members will be involved in discussion related to: different issues of globalization like integration of humanity at stake, Crisis of human values, Ethics, Mass Migration, and future technologies. Panelists will also discuss a natural historical processes that gave a lot of positive changes in the life of nations and peoples of the world. Moreover, why at the level of the second wave of globalization (the content of which is the planetary distribution of productive forces and production) began to have problems? The crisis of human values. They exist, but not all recognize them. Someone sincerely and devotedly profess universal values, and someone they cynically uses. Maybe a new universal code of values it be established that can unite people around the world? There will be multiple scholars from different areas of interest who will explore research ideas and experiences about Global crisis.

DAY 01 Thursday (August 25, 2016)

Session 2 (03:00 pm – 04:30 pm)

Venue: Room 1

Session Chairs: Tariq Iqbal Khan & Borut Likar

Track B: Social Sciences and Humanities

MARGI-16-165	Social and Private Identity: Three Questions that May Create A Social Hero Using Works from Shakespeare and Brecht	Kai Jye Lee
MARGI-16-166	Three Steps Model of Communication; Techniques used in the Buddha Preaching	Rajapaksha, Saman.
MARGI-16-189	Background of the Sri Lankan Cinema And Subject to its Effect of Spectatorship, Resulted In Constant Progress with as A Medium of Art and Parallel Potential to Unsuccessful as an Industry of Cinema.	Lokuliyana Aruna De Silva
MARGI-16-190	Sequence Of Adaptation In Hell: Belial and Mammon's Debate in Book II of Paradise Lost	Keum Ha Young
MARGI-16-200	The Asean Community And Indonesia's Competitiveness in Higher Education: A Need for Market Orientation	Umi Narimawati

Tea Break: (04:30 pm – 04:45 pm)

DAY 01 Thursday (August 25, 2016)

Session 2 (03:00 pm – 04:30 pm)

Venue: Room 2

Session Chairs: Rolf Blumentritt & Singh, Abhishek

Track C: Engineering & Technology Studies

MARGI-16-120	Optimization of Standalone Hybrid Energy System	Adavbiele Airewe Stephen
MARGI-16-142	Framework for Modelling of Regaining the Attention	Asoka Karunananda
MARGI-16-158	Evaluation of Low Cost Radiant Cooling Panel in A Test Room with Passively Cooled Water	Muhammad Syukri Imran
MARGI-16-175	Low Power Consumption and Bandwidth Optimization In MIMO LTE using FDADFE	Najnin Sultana
MARGI-16-183	A Study on the Development of Priority Estimation Process for Supporting Damage Investigation	Hwang Seungho
MARGI-16-145	Spatial Analysis of Land Resources for The Development of Sustainable Food Agricultural Land (Case Study in Perbaungan District, Serdang Bedagai Regency, Indon	Rifiati Safariah

Tea Break: (04: 30 pm – 04:45 pm)

DAY 01 Thursday (August 25, 2016)

Session 3(04:45 pm – 05:45 pm)

Venue: Room 2

Session Chairs: Felicia Chong & Tariq Iqbal Khan

Doctoral Colloquium

MARGI-16-158	Evaluation of Low Cost Radiant Cooling Panel in A Test Room with Passively Cooled Water	Muhammad Syukri Imran
MARGI-16-160	Urban Public Space Transformation as a Result of the Presence of High Rise Building	Sugiman, Tantarto
MARGI-16-183	A Study on the Development of Priority Estimation Process for Supporting Damage Investigation	Hwang Seunggho
MARGI-16-189	Background of the Sri Lankan Cinema And Subject to its Effect of Spectatorship, Resulted In Constant Progress with as A Medium of Art and Parallel Potential to Unsuccessful as an Industry of Cinema.	Lokuliyana Aruna De Silva
MARGI-16-190	Sequence Of Adaptation In Hell: Belial and Mammon's Debate in Book II of Paradise Lost	Keum Ha Young

Closing Ceremony: (05:45 pm – 06:15 pm)

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.

ID	Name	Affiliation	Country
MARGI-16-152	Pesach Eliahu	CFO of Macabi Dent Ltd in Israel	Israel
MARGI-16-154	Bezgodov, Aleksandr, Vasilievic	Planetary Development Institute, Dubai, UAE	UAE
MARGI-16-154	Barezhev, Konstantin, Viktorovich	Planetary Development Institute, Dubai, UAE	UAE
MARGI-16-154	Peter Pei	Planetary Development Institute, Dubai, UAE	UAE
MARGI-16-175	Danilova A. Lorenzo	Polytechnic University of the Philippines	Philippines

DAY 02 Friday, (August 26, 2016)

“CITY TOUR”

Gathering of Participants at the Lobby of Holiday Inn Central Plaza
Beijing, China at 2:00 pm

Departure: 2:30 pm for City Tour

Drop Back at Holiday Inn Central Plaza Beijing, China 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 on day 1 of conference.



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TRACK A: BUSINESS MANAGEMENT & ECONOMIC STUDIES



Strategic Business Alliances as A Bridge Towards Open Innovation and Improved Business Performance

Aleksander Strašek¹, Likar Borut^{2*}

¹ EMO Orodjarna d. o. o., Slovenia

² University of Primorska, Slovenia

Abstract

The research investigates the relations among strategic business alliances (henceforth referred to as the SBA), open innovation and business results in the metal industry in the EU country, namely Slovenia. The results showed that SBA have a significantly strong impact on companies' open innovation. In addition, the results showed that the majority of business results in companies involved in the SBA were above average compared to the industry sector average values. It may be concluded that the SBA represent an important bridge in the transformation from a closed innovation model to a model of open innovation resulting in better business results.

Keywords: Innovation, Strategic Alliance, Open Innovation, Business Performance

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The Dynamic Co-movements between Oil Price and GDP Growth: the Case of GCC Countries

Zainab Alhayki^{1*}, Ahmed Alhayky²

^{1,2} Ahlia University, GOSI Complex, Manama, Bahrain

Abstract

This paper aims at examining the dynamic impact of oil price on Gulf Cooperation Council (GCC) countries' GDP growth. This paper applies wavelet analysis model, VAR and co-integration test for examining the effect of oil price on GDP growth in GCC countries and the effect of each of these countries' GDP growth on the other. Using quarterly data from Q1 1980 to Q4 2014 researcher finds that, consistent with traditional view, GCC countries' economies are positively correlated among each other as well as they do with oil price. Moreover, correlation between oil price and each of the GCC countries' GDP growth is positive and is very high in the short run. Nonetheless, in the long run this correlation is either strengthening or weakening. Two possible reasons may explain this weak correlation. Firstly, most of these countries are diversifying their government revenue so that they are not depending highly on oil revenues. Second, the impact of import on GDP weakens this correlation in the long run. The findings of VAR Granger Causality test suggest that GCC countries have a bidirectional relationship between oil price and GDP growth with exception of Bahrain and Kuwait. Finally, All GDP growth in GCC countries is co-integrated among themselves as well as they do with oil return.

Keyword: Oil Price, GDP Growth, Wavelet Correlation, Causal Relationship

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Women's Economic Participation Rate (WEP) in the Capricorn District, Limpopo, South Africa: Level and Factors

Kwabena A. Kyei*

University of Venda, South Africa

Abstract

This study seeks to find out whether the economic participation rate in this district is higher than the provincial average or not. The research questions being asked are: What is the level of women's economic participation rate in Capricorn? Is it higher than the provincial average? What are the factors that contribute to women's unemployment status in the district in the Limpopo Province? The study also seeks to determine the level of women's participation rate in the economic sector in the district and to recommend strategies that will minimise women's unemployment. A survey was conducted covering 2600 women aged 20 – 54 years in the district; and individual face to face interviews were done. Multi-stage sampling was used to get these women. Firstly the municipalities in the district were considered at the primary stage, the towns or villages sampled from each municipal council by simple random sample, next, systematic sampling used to getting the households in a selected town or village and eventually women in those households interviewed. Generalized linear models and multiple logistic regression analyses were done to determine the relationship between WEP and independent variables. The results show that all the independent variables, viz; marital status, education level, age, family background and the number of children are strongly predictive of WEP. The model obtained is as follows:

$$\log M = -.789 - .583 \text{Maritalstatus1} + .741 \text{Familybackground1} + .379 \text{Family background 2} - .3705 \text{Educational level1} - 2.174 \text{Education all level2} + .036 \text{Age} + .171 \text{Numberchn}$$

The paper recommends that women should take marriages (stable unions) and education seriously because they empower women to participate in economic activity outside home.

Keywords: Economic Activity; Participation Rate; Women; Capricorn District

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The Lipa City's Business Industries: Their Effects to Socio-Economic Development

Cleotilde L. Crescini*

Polytechnic University of the Philippines

Abstract

Local socio-economic development in Lipa City has increased in the last few years. Business, banking and financing, telecommunication-based firms and manufacturing plants have expanded. This study aimed to determine the level of effects of business industries to social and economic development. Self-administered survey questionnaire distributed to 565 establishments. The descriptive method of research using the independent f-test and anova analysis of variance tested the significance difference on the extent of level of effects of business industries in Lipa City. Majority of the respondents were 35 and above years old, married, college graduate, resident for 26-30 years, 6-10 years of experience as businessman. Also, majority were single/sole proprietorship, 12 years and above in the business, of 6-10 people employed, gross revenue an approximately P25,000,000 up. Assessment on the effects of business industries to the social and economic development was of great extent. The researcher recommended that businessman should act and be guided to promote common good of people to accomplish social benefits and economic gains. Demonstrate diligence in providing socio-economic benefits, become efficient by fully utilizing available materials, manpower, methods, and machines. Greater commitment to help solve social problems. Active implementation of programs for a continuous service development; promote conservation and preservation of the environment; and raise divergent opinions as to solutions to the identified problems in the community.

Keywords: Business, Industries, Effects, Socio-Economic, Development

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Introducing A Framework for A Better Understanding of Interplay between Information and Knowledge

Rolf Blumentritt*

University of Applied Science Heilbronn, Germany

Abstract

Knowledge work involves the creation of new understandings of nature, organisations or markets and their application by a firm in valued technologies, products or processes (Boland and Tenkasi, 1995) and commentators have noted that practically all organisations across the service, industrial and government sectors are becoming more knowledge intensive (Drucker, 1988). By that, knowledge becomes a resource to focus on and as resource, the question of managing the same is apprehending. With this challenge of managing a new, not yet clearly described area, attempts have to be made to further the understanding of the relationships, dependencies and processes of the concept of knowledge in an organisational setting. Several attempts have been made by researchers to explain the field. However, the understanding of the base interplay between information and knowledge is still lagging a practical framework to understand the crucial dependency between information and knowledge and explain the transfer between the two. This paper will present a model to explain the interplay between knowledge and information in a practical way and delivers a starting point for a possible categorisation of information/knowledge based processes. A Knowledge-Information Relationship Model will be brought forward and will be extended through the Knowledge-Information Cycle, an explanation on the transfer of knowledge and Information. The paper will conclude with the presentation of a holistic approach to organisational interpretation on the Information-Knowledge role in an organisation.

Keywords: Framework, Information, Knowledge

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Readiness in Outcomes-Based Education and its Implementation at Polytechnic University of the Philippines: Inputs for Retooling Program

Marion Crescencio*

Polytechnic University of the Philippines

Abstract

The study aimed to identify the level of readiness of faculty in Outcomes-Based Education (OBE) and its extent of implementation. The respondents consisted of faculty from the College of Education, Engineering, and Science of Polytechnic University of the Philippines, Sta. Mesa, Manila for the academic year 2015-2016. The study used the descriptive-correlational method with the survey questionnaire as the main source in the data collection. In all areas of OBE with regard to level of readiness and extent of implementation, namely; the learning outcomes, assessment evidence, and teaching and learning activities, the assessment of the faculty of the college of education are very much ready and to very great extent, while both the assessment of the faculty of the college of engineering and science are ready and to great extent. There is a significant relationship between the level of readiness in OBE and extent of OBE implementation as perceived by the three groups of faculty in the three areas of OBE. The hypotheses stating that there is no significant difference on the level of readiness in OBE and extent of OBE implementation within the three groups of respondents and no significant relationship between the level of readiness in OBE and extent of OBE implementation, is fully rejected. Thus, it can be concluded that the higher the level of readiness in OBE of the faculty, the higher is the expected extent of OBE implementation. Based on the findings of the study, it is recommended that: The college of engineering and science may consider the college of education as a benchmark to improve their programs on the faculty readiness in OBE and its effective implementation. The three colleges should maintain their high level of readiness in OBE and their extent of OBE implementation and share their strengths to other colleges, branches or other educational institutions.

Keywords: Education, Retooling Program, Institution

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An Integrative Model of Adaptive Evolution in Organization

Ming-Fen Li^{1*}, Chin-Ken Lin²

¹ National Taiwan Normal University, Taipei, Taiwan

² Fu Jen Catholic University, Taiwan

Abstract

How do organizations become order-creation and order-extinction while maintaining dynamic states of emergence and convergence in their evolutionary processes? It is not until recently that they integrated linear and non-linear dynamics for probing organizational emergence and convergence through the spirit and principles of complexity science. Complexity theory not only focuses on emergence, but also on convergence, seeking to explain behaviours which are both surprisingly stable and sophisticated. Based on this, two intriguing features of complex systems are to be discussed: simple behaviour at the high level emerging from convoluted underpinnings, and sophisticated behaviour at the low level converging from simple underpinnings. This paper first summarizes the relevant literature, including the comprehensive review of macro-simplicity and micro-complexity, cybernetic modernism, chaotic postmodernism and postmodernity chaos from 20 complexity science disciplines. By doing so, the paper then proposes a discipline of organizational emergence and convergence by explorative and exploitative learning, and constructs an integrative model of two-field, four-phase, eight-process adaptive evolution in organizations. The authors also integrate McKelvey's path and Holland's CAS for depicting eight processes of adaptive evolution cycles to explain entrepreneurial processes in most organizations. While making a proposal for the emergence of social change, the authors claim that it is essential to enhance adaptive evolution cycles with Gunderson and Holling's work on ecosystem resilience. Since the resilience framework emphasizes sustainability, the authors expect that more efforts could be expended on integrating the essence of resilience and consilience study for better realizing an "audaciously aspirational" future through the evolutionary thriving of the whole ecosystem.

Keywords: Organizational Emergence, Convergence, Exploration Exploitation Learning, Integrative Model

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TRACK B: SOCIAL SCIENCES & HUMANITIES



The Discipline of Academic Writing

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Abstract

Unlike the acquisition of speech, learning to write, and, in particular academic writing, is a cultural achievement related to the particular language system, to cognition, memory and thinking. Transforming knowledge and creating knowledge requires a high degree advanced cognitive skills (Kellogg, 2008). L2 writing, in particular, requires, in addition to linguistic proficiency, an in-depth understanding of the cultural aspects of the target language as well as those of the specific discipline (Hyland, 2011). It requires the ability to integrate information from multiple sources, to express disagreement, to present arguments and formulate opinions (Hayes & Flower, 1980). It goes beyond summarizing research findings and involves presentation of self, not easy for novice writers (Hyland, 2002). The goal of many of our students is ultimately to present a cohesive and coherent academic article for publication, an MA thesis or PhD dissertation in English, a proposal for a research grant, a literature review, or even a well written memo or e-mail. Facilitating the preparation of such written texts is the goal of academic writing courses. Teachers trained to teach these courses, both at the undergraduate and post-graduate levels, should have an in-depth understanding of the research, theory and practice of rhetoric and communication (Kaplan, 1966; Galbraith, 2009). They themselves should be familiar with academic genres as they appear across disciplines, and with the sociolinguistic and psycholinguistic needs of their students. Teachers should employ the most effective feedback strategies based on current research as well as the needs of their particular students to achieve best results.

Keywords: Linguistics, Academic Writing, Composition, Rhetoric

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Balinese Christian Architecture as One of the Inheritance of Balinese Majapahit Architecture

Salmon Priaji Martana*
Universitas Komputer Indonesia

Abstract

Modern Balinese architecture today is the result of a long development since the early 1500s, when immigrants from Majapahit, the great Hindu-Javanese Kingdom of the past founded the haven to keep their culture -including architecture- on the island of Bali. The meeting with western culture that began in 1596 when Cornelius Houtman, the Dutch sailor landed on the coast of Bali, also enrich the local culture of Bali. Since then, gradually Bali became known as an exotic island in the archipelago. People start to visit it and the more chances is open for the meetings with outside cultures. The one thing that helped enriching the culture and architecture of Bali is Christianity, which entered the island of Bali massively in the mid-1930s. The entry of Christianity, both Protestant and Catholic is not just a superficial cultural encounters on the surface, but deep enough so as to encourage people to build typical Balinese Christian villages. The villages have grown to become the forerunner of what became known as the Christian Balinese architecture, one of the variants of the dominant architecture of Bali Majapahit. This architecture variant has not been studied yet, particularly to map its aspects, both history and the system along with its development. For this purpose, the limited field research conducted in the Protestant Balinese Christian villages, among others Blimbingsari and Ambyarsari, along with the several churches and Balinese Christian village developed after the successive pioneer. The study then tries to understand the character of Balinese Hindu village in general at an early stage, before going deeper into the traditional Christian to establish a comparison through a mapping pattern, to see the developments when the architecture extends beyond the boundaries of the village.

Keywords: Indigenous Villages, Balinese Architecture, Christian Architecture

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Islamic Animal Ethics: A New Religio-Legal Framework of Animal Care and Use

Mohd Istajib Mokhtar*
University of Malaya, Malaysia

Abstract

In the science and medical research, many animals' lives have been sacrificed with the purpose of producing products to meet humans' needs, wants and demands. Likewise in meeting demands for food and clothing, many farm animals were slaughtered erroneously and wildlife hunted cruelly. Thus, netizens and activists of animal rights worldwide has vehemently demonstrated emotional expression, against animal experimentations, animal-based foods and leather-based industries, among others, that would affect the economic growth, all around the world. Prohibiting the use of animals will not, however make the human-animal ecology better. It might even make it worse. As such, a religio-legal framework must be designed to manage the care and use of animals with faith and in a sustainable manner. Although various regulations relating to animal ethics have been issued but it is still not sufficiently holistic since it is more likely to focus notably on extrinsic aspects and considerably less emphasis on intrinsic values. To fill the lack of intrinsic aspect, a religious-based ethical framework apparently has a potential to be highlighted. The Islamic religion is selected in this study not only due to its universal nature, but it also has general guiding principles of animal ethics as well as divine laws that could be extracted from nearly 100 legal texts of the Quran and Hadith. Thus, this study will structure the Islamic animal ethics framework that will accentuate on animal care and use via content analysis methodology (descriptive, exploratory and explanatory) of the primary sources of Islamic legislation. This study has found that Islamic animal ethics is sensible and moderate between care and use; not too overprotected that it cannot be benefited nor overused that there is no safeguard against it. In trying to complement the existing rules, this framework could also be expanded for current and future animal-related issues including animal biotechnology.

Keywords: Animal Welfare, Animal Ethics, Bioethics, Islamic Law, Islamic Ethics

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Folklore Study About Communicative Meanings Revealed by Million Titles in the Myth Concept of Raniah (Dasis) Ravana in Sri Lanka

Somarathne, Mapa Pathiranage, Darshana Sampath*

University of Kelaniya, Sri Lanka

Abstract

Ravana is a concept that has been neglected by the hands of archaeology and history of the major culture in Sri Lanka. Although it has not been mentioned directly in the written Chronicles, there are many evidences to prove that the number of myths were in rural folklores which are related to a king of Sri Lanka who was known as Ravana, and the concept of Ravana or the Ten Headed man (Dasis) is emerged through the historical myths from Sri Lanka, India and other south Asian countries. Ten heads and twenty hands, which are not available with an ordinary man, are rooted in this Dasis concept. In the epic of Ramayana, it has been mentioned that Mahā Ravana had ten heads. The main purpose of this research was to study the hidden communicative meanings of the Ten Headed (Dasis) concept in the legend of Ravana. The information gathered from literal study, and the existing ideologies about the legend of Ravana in South Asian Countries including Sri Lanka, are examined in this research. And the folklore study was performed in the North central, north-western provinces and selected regions in Sri Lanka. In this study, it concludes, that in Asian countries, the leaders and relatives who has passed away on behalf of the land, who has done a great service for the many, were treated, offered and venerated as Gods after their passing away, and the power, strength and abilities of them were represented in symbolizing, exaggerated ways by special physique. In the Vargapurnikā, which is Ola leaf manuscript, king Ravana is introduced as “Yagu Korāna Manthaka Dasha Shirshapathi Sri Ravana”. The meaning of that according to ancient Yakkha language is “One who completed everything”. Through this research study it was founded that Ravana and the Yakkha tribe had a profound vast knowledge about ten subjects and the remains of them are still existed in the present folklores.

Keywords: Ravana, Folklore, Myth, God, Yakkha Language

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Popular Indian Cinema: A New Genre of Political Cinema (A Study Based on Selected Popular Indian Films Screened 2001-2010)

Abeysinghe Arachchige Chandima Nishshanke*

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Abstract

Cinema is famous commonly as an entertainment media. But, political cinema genre is used in various regions of the world for analysing different socio-political issues. One of the major genres of political cinema was the third cinema which emerged during the 1960s in Latin America against colonization and neo-colonialism. The third cinema genre was active in the 1960s and 70s but faded out during the 1980s. But in the current globalized world political cinema plays a new role. Nowadays, political cinema is not a mere entertainment media which is detached from socio-political issues. Therefore, there are enough evidences to consider popular cinema as a new political cinema genre. In the 21st century world political discourse mainly focused on the themes of nationalism and patriotism. Now, in the times of war against terrorism, popular Indian cinema selected the same themes for their storylines. This study has focused on popular Indian cinema which used its tools and methods to popularize the ideologies of patriotism and terrorism. A list of 22 films screened between 2001- 2010 was prepared based on 10 website surveys, audience survey in New Delhi and Sri Lanka and Indian box office reports. Out of those films, Rang De Basanthi and Fanaa which are based on the themes of nationalism and terrorism were selected for this research paper. Content analysis method was used for analysing the way of character building, dialogues, special visual effects, symbols, lighting and camera etc. It is identified that popular Indian cinema which has a vast audience all over the world, can be used to disseminate socio- political messages. Features of Third cinema genre can be identified in these two Indian films.

Keywords: Popular Indian cinema, Political cinema, Third cinema, Nationalism, Terrorism

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Critique of the Concept of Sustainable Development

**Bezgodov, Aleksandr, Vasilievich¹, Barezhev, Konstantin,
Viktorovich², Singh, Abhishek^{3*}**

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Abstract

This paper addresses a critique of the concept of sustainable development offered by the new global development concept called the Planetary Project. This concerns managing natural resources and developing solutions to global problems. However, most sustainable development ideas have never been implemented. Global problems are just getting worse. These include: asymmetrical economic growth; a gap between the standard of living in the Golden Billion countries and that of the Third World; an approaching environmental catastrophe; and hunger, destitution and epidemics. This means that the concept of sustainable development had some fundamental contradictions and drawbacks inbuilt in it from the start. The PDI's research team offers a critique of the concept of sustainable development that develops the concept's correct ideas. This critique is based on interdisciplinary research of the last twenty years and the team members' original ideas, which over the last decade have formed the core of the Planetary Project. Our critique addresses the terminological, conceptual, methodological, and heuristic aspects of the concept of sustainable development. We have arrived at the Concept of Managed Harmony by looking at sustainable development through the prism of the theory of the noosphere. We argue for a planetary integration of nations based on the preservation of their political and cultural diversity and a united ideology of anti-crisis re-globalization. This re-globalization implies global spiritual synthesis, economic global problem solving mechanisms, and measures designed to save the biosphere for current and future generations. The monograph, Planetary Project: From Sustainable Development to Managed Harmony contains the main elements of the theory. It has been published in Arabic, Chinese, English, and Russian

Keywords: Sustainable Development, Planetary Project, Managed Harmony, Re-Globalization, Global Human Unification

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Urban Public Space Transformation as a Result of the Presence of High Rise Building

Sugiman, Tantarto^{1*}, Siahaan, Uras², Tobing, Rumiati Rosaline³

^{1,3} Parahyangan Catholic University, Indonesia

² Christian University (UKI), Indonesia

Abstract

Modernization is an attracting problem which experienced by the whole world. City is like a lived space, organism that keeps growing over time. Urban public space in major cities has become a complicated problem that had become a trending topic lately. The changes are more the result of the needs on buildings that in the end remove the existence of public urban space. In the end, the change of public urban space, brings some consequences on space transformation. This article discusses the urban public space experiencing that create a transformation of space, and how to use space in relation to the presence of high rise building as a result of modernity. Aanalysis conducted by analyzing the typo-morphological description in two buildings at Jakarta and Bandung, Indonesia

Keywords: Modernization, Public Space, Urban Context, Transformation

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Sri Lankan Cinema and Public Performance Board (with Special Reference to Sinhala Feature Films Forwarded to Public Performance Board from 2000 to 2010)

S.H.Samanthika Priyadarshani*

University of Kelaniya, Sri Lanka

Abstract

For this analysis done on Sri Lankan Cinema, Sinhala feature films forwarded to Public Performance Board (PPB) from 2000 to 2010 were considered. As per the Public performance ordinance No 07 of 1912 approval of PPB should be obtained before a film or any other artistic work is exhibited to the general public of Sri Lanka. PPB was initially setup to maintain a basic standard on exhibited works of art. But today its authority is challenged by individual preferences and short term political agendas. This study aim to analyses the political and legal influences freelance action of the Sri Lankan cinema with special reference to the role of PPB. How the PPB role has been in Sri Lankan cinema is the Main research problem. The hypothesis of the research is that the censorship in Sri Lankan cinema is being implemented outside the framework of PPB. Content analysis was used as the Research Methodology. Qualitative data and Quantitative data were used as the data collection method. Descriptive analysis and Statistical analysis were used as data analysis method. In the analysis the hypothesis of the research, i e the censorship in Sri Lankan cinema is being implemented outside the framework of PPB, was confirmed. Further it was confirmed that the Sri Lankan Cinema censorship is challenging the film makers and the PPB is not functioning with a social responsibility. The conclusion of the research is that the Film censorship in Sri Lanka is being done outside the legal provisions disregarding the accepted common policies of PPB. Cinema does not need censorship, what is needed is classification of films , PPB should be an autonomous independent classification authority, Cinema should be developed as an industry, there should be a national cinema policy etc. are research proposals.

Keywords: Cinema, Censorship, Feature films, Public Performance Board

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Social and Private Identity: Three Questions that may Create a Social Hero using Works from Shakespeare and Brecht

Kai Jye Lee*

Shu Te University, Taiwan

Abstract

What's my name? Who am I? What is it that I am meant to do? These are questions that face young adults studying in the university. For the first time in his or her young life, he is independent in a sense that his decisions are his own and his actions warrant subsequent consequences. We are all faced with the identity we are given from birth. This includes our name, our national identification number, and other forms of identification that the government can use to match person with statistics. As we grow older, we are faced with the question "Who am I," as a way of creating self-identity and shedding the identification we are given by our parents. This includes calling ourselves a certain name, identifying ourselves as part of one family or another, or merely giving ourselves a nickname that we feel more comfortable identifying ourselves with. In this instance, our identity is growing to include a viewpoint that we hope to project. Later in life, there is a crucial questioning of "What is it that I am meant to do." Here, the question is of purpose and how it forms our identity as a hero or a normal player in the game of life. The piercing question of self-identity that forms our aspirations and choices in life creates a distinct indication of genuine understanding of being part of the larger social community. In this paper, I will follow the three questions of self-identity using literary works such as Shakespeare's *Romeo and Juliet*, Bertolt Brecht's historical drama *Galileo*, and Brecht's social dramatic commentary *The Three Penny Opera*.

Keywords: Identity, Historic Drama, Self-Identity, Shakespeare, Culture, Galileo, Brecht

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Three Steps Model of Communication; Techniques Used in the Buddha Preaching

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Abstract

Communication models could be utilized to analyse the complexity in 'communication' in a simple way. Communication is also complex just like the other subject fields. But it is with the approach of western studies that the establishment of communication theories concepts and models and the expansion of communication studies. New communication theories and concept could be established based on Eastern Philosophical teaching. Among them Buddhism is Prominent. Buddhism has got its own communicative structure. Unlike the modern communicative analysis Eastern fields such as Buddhism has deeply studied the fundamental to establish new communication formats based on Buddhist Philosophical teaching. This communication model is based on 'Dantabhūmisutta' of the 'Majjhimanikāya'. This concept discussed theories about various biological, Psychological objectives and behaviours of receiver to enter the Noble path. Step One (R1) -Understanding nature of the receiver. Step Two (R2) - Give an experience to the receiver. Improving attitudes of the receiver. Widening the knowledge of the receiver. Step Three (R3)-Giving deep understanding about life to the receiver. Direct to receiver for 'Ariyamagga' Achieving 'Nibbāna'. If the psychological base is the unhinged foundation of communication, none of the models which does not care about the mentality of an individual become successful. Due to that reason all the models of Buddha's preaching is based on Psychology. The models identified in Buddha's preaching shows that the listeners should not go to extremes but to adapt to behave in a middle path of life. To get the maximum use of communication, the communicator and the listener should not be attached to materials but behave in the mind and its strength and act critically. The communicative models of Buddha's preaching put the listener and the communicator in an active and identified them as persons with wide knowledge and wisdom.

Keywords: Communication Models, Buddha's Preaching, the Three Steps Concept in Communication, Receiver

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Background of the Sri Lankan Cinema and Subject to its Effect of Spectatorship, Resulted in Constant Progress with as A Medium of Art And Parallel Potential to Unsuccessful as an Industry of Cinema

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Abstract

The film “Kadawunu Porondurwa” (Broken Promise) marks the beginning of Sri Lankan Cinema in 1947, which was influenced by the South Indian films and with ability of its technology and industrial practice. Based on personal entrepreneurship along with language norms of “Minarva” stage dramas, elements of South Indian Film genre, this cinema build up new medium of entertainment spectra in Sri Lanka. The European cinema influence absorbed to Sri Lanka through documentary films of Government Film Unit and this era Sri Lanka Cinema was building up as an economically success entrepreneurship .Classical elements of European Cinema chronically flows in to Local Cinema with the arrival of “Rekawa” in 1956, acclaming international renown to Local classical Cinema. Sri Lankan Cinema gradually developed in 50-60th decades up to as an Industry record its height point in the 70th decade including classical film aspects as well. But in the 80 – 90th decade this quality was happened to change, keeping the Classical film stream up although was collapsing as an industry wise the cinema. Why Sri Lankan Cinema is progressing qualitatively although it collapsed quantitatively? What are the Social, Political, Economic and Cultural facts with regards to above state in Sri Lankan Cinema? What are the reasons to detach Spectators from Cinema although there is a development in Classical background? The Purpose of this research paper is Scientifically Annalise on above questions through field research study based on a sample of one thousand Sri Lankan Cinema Spectators selected in scientific random sample method representing all Island, using a questioner in order to collect data.

Keywords: Spectatorship, Entrepreneurship, Genre, Classical Cinema.

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Sequence of Adaptation in Hell: Belial and Mammon's Debate in Book II of Paradise Lost

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Abstract

By venturing on devils' discussion in Book II, this paper will examine Belial and Mammon's perception of their state and attempts to overcome Hell by redefining their essence. West (1955) studied specifically about angels appearing in Milton's works. Angel's matter and substance was one of the most intriguing parts of Milton studies. Later on, Rumrich (1987) deals with the subject of "matter" in *Paradise Lost* by the concept of glory and Rogers (1998) connected the issue with social and political environment in 17th century, naming it the revolution. Sugimura (2009) thoroughly investigated on matter in terms of trial. While reading through debates in Book II, I realized that Belial and Mammon are ultimately suggesting an identical result of "pretending to do something but doing nothing". However, difference is what matters. I have noticed the sequence of Belial and Mammon's adaptation in Hell varies. Can fallen angels change their Hell by "labor and endurance" and eventually transform Hell's fire to celestial fire, "soft and severe"? Or is it possible to wait for the fire to slacken and then their "purer essence" to defeat "noxious vapor"? Emphasizing the sequence in way they explain, we can get glimpses of ideas surrounding angel's proper substance and confusion whether their essence can alter Hell's substance or not, which leads the discussion to crucial part in understanding Milton's opinion on ontological goodness, Satan and his Sin.

Keywords: Devil's Adaptation, Difference of Perception, Angelology

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The Asean Community and Indonesia's Competitiveness in Higher Education: A Need for Market Orientation

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³ Padjadjaran University, Indonesia

Abstract

ASEAN Community 2015 makes Indonesia's competition moved up one level within the region. This paper aims to examine the preparation of Indonesia in the face of competition from other ASEAN regional countries. Market orientation in universities is the dream and desire of each and every higher institution of learning in Indonesia. Coordination between the functions of standard colleges has become the basis for competition. Some literature suggests that among the requirements for good reputation of the college, include provision of services, satisfaction of students, alumni and the graduates of a given institution or college. The purpose of this paper is to elaborate a market orientation which is associated with quality college education standards, standards of research and community service standards are some of the key competitiveness indicators of satisfaction and loyalty. Model linkages market orientation and quality standards of education, research standards and the standards community service, supported by college accountability framework makes the competitive advantage some of the possible measures on an institution's performance.

Keywords: Market Orientation and Higher Education

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TRACK C: ENGINEERING & TECHNOLOGY STUDIES



Global Illuminators

Abstract Proceeding Book
MIAR- July 29-30, 2016
Kuala Lumpur, Malaysia
ISBN: 978-969-9948-55-8



Optimization of Standalone Hybrid Energy System

Adavbiele Airewe Stephen*

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Abstract

Getting a single or one all-embracing formula that applies to a hybrid renewable energy system is yet unresolved. What can be attempted is to consider individual source of energy in the system and then use a morphological approach to model the amalgam. This is the method adopted for the presentation of hybrid energy technology in this study. Specifically, three types of energy sources: fuel cell with thermoelectric generator, solar photovoltaic and wind energy are evaluated with the energy storage and conversion. The optimization with HOMER was used to decide sizes of the PV array, fuel cell with thermoelectric generator, converter, electrolyzer, hydrogen storage tank, the number of batteries and primary AC load in the hybrid system

Keywords: Hybrid Energy, Optimization, Homer

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Framework for Modeling of Regaining the Attention

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² General Sir John Kotelawala Defence University, Sri Lanka

³ University of California, Davis

Abstract

Research has shown that mindfulness is an important cognitive skill that energizes other cognitive abilities such as attention control, retention, thinking and emotional regulation. Development of mindfulness involves training the mind to apply attention to the present moment in a non-judgmental manner. In this context, we identify attention as the primary characteristic of mindfulness among other cognitive features. The utility of training attention is evident in real life situations such as listening to others, driving a car, conducting a medical surgical procedure, and so forth. The major hindrance to the cultivation of attention is the inability to instantaneously catch the moment at which the mind drifts away from the object of attention. Therefore, we argue that devising a method for detecting the moment at which the attention is distracted would be beneficial to the cultivation of attention. We have conducted research to develop a software framework that can model attention pertaining to a particular task and give an alert when attention is distracted. The framework has been designed to capture attention related EEG brain wave signals in response to a specific task and to train an Artificial Neural Network (ANN). The trained ANN can be used to receive EEG signals during a task, and to determine the attentiveness of an individual. Accordingly, a vibration alert is sent to a mobile phone of an individual to serve as a signal for the person to re-focus attention. The framework has been used to model attention during a lecture, and an experiment was conducted to assess attentiveness of students. The experimental results determined that 75% of students were able to maintain the attention during a lecturer and vibration alert has been effectively supportive to regain the attention.

Keywords: Attention, EEG, ANN

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Evaluation of Low Cost Radiant Cooling Panel in a Test Room with Passively Cooled Water

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^{1,2,3,4} UNIMAS, Sarawak, Malaysia

Abstract

Public acceptance in low energy hydronic radiant cooling system is almost none in country like Malaysia. This is due to the low awareness of the performance and benefit of such system with only a few government owned building demonstration projects only. Not to mention the initial construction cost for the system is generally higher than air system due to unavailability of local manufacturers with limited architects or engineers who are familiar in the system. With the aim of long term energy and cost saving this study looks into the performance of custom built radiant cooling surface panel that was retrofitted in a test room located in Kuching Sarawak. In climate condition like Malaysia where only cooling is required, the radiant panel needs only to be a cooling surface unlike its overseas counterpart which is typically required to perform both heating and cooling function according to the changing seasons. This allows the use of alternative low cost material such as PVC to replace the more common radiant tubing like copper or cross-linked polyethylene (PEX) tube. A test room was retrofitted with PVC tubing radiant panel and connected to a chill water tank. The water was passively cooled during the night using the pitch roof as a heat exchanger to chill the water to as low as 24°C. The water was then used to charge the hydronic radiant panel during the day time when the outdoor temperature exceeds 30°C. The experiment shows that the system was able to maintain an indoor temperature of less than 30°C when the outdoor temperature peaked to 34°C while providing acceptable thermal comfort. The use of the hydronic radiant panel with free night cooled water as its coolant was proven to have significant energy saving potential while at the same time provide an acceptable room thermal comfort.

Keywords: Radiant Cooling Panel, Energy Savings, Thermal Comfort, Cooling Capacity, PVC Tube

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Low Power Consumption and Bandwidth Optimization in MIMO LTE Using FDADFE

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Abstract

The 3GPP standard LTE employs OFDMA in downlink transmission, which experiences severe inter-symbol interference (ISI) in highly frequency selective fading channels. The conventional MMSE or ZF equalizer is not effective enough for these channels to combat ISI. In this work, a frequency domain adaptive decision feedback equalizer is introduced which has both the feed-forward and feedback filters operating in the frequency domain. The equalizer uses RLS and LMS algorithms to adapt the filter coefficients making the system more convergent with less execution time. In spite of having more complexity of the proposed system, CCDF measurement shows that, it consumes less PAPR to the conventional LTE system. In addition, more power and bandwidth are saved with better BER performance by excluding CP.

Keywords: LTE, MIMO, OFDM, DFE, RLS, LMS

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A Study on the Development of Priority Estimation Process for Supporting Damage Investigation

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Jiyeon⁴**

^{1,2,3,4} Inha University, South Korea

Abstract

The damage investigation has nowadays been carried out by dispatching personnel of local governments to the natural disaster areas in order to identify the scale of damage caused by natural disasters. However, it is necessary to provide a solution to decrease the large amount of time consumed during the damage investigation. Therefore, this study suggests priority estimation process of the damage investigation that calculates the damaged areas caused by the natural disaster and estimate the damage investigation priority according to the size of the damaged area. The estimation process comprises with four steps including the pre-processing, the damaged areas calculation, the priority estimation, and the information provision. The pre-processing is to ensure that the pre- and post- satellite images of the damage and GIS thematic maps have the identical coordinate system and locational information. The damaged area calculation accompanies automatic calculation using the CVA(Change Vector Analysis), DNDVI(Differential Normalized Difference Vegetation Index), and TCT(Tasseled Cap Transformation) algorithms. The priority estimation can be done according to the size of the damaged areas of individual administrative boundaries. The last step of the information provision is to provide necessary information such as land cover and cadastral data within the damaged area through the overlay analysis of land cover map and continuous cadastral maps. The priority estimation process developed in this study is expected to be helpful for more effective dispatching of the personnel of local government and supporting of early response and recovery for the residents within the damaged area. Furthermore, a follow-up study for the development of the system to operate the priority estimation process established in this study is required.

Keywords: Damaged Areas, Damage Investigation, Natural Disasters, Priority Estimation Process

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Global Illuminators

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TRACK D: PHYSICAL LIFE AND APPLIED SCIENCES



Spatial Analysis of Land Resources for the Development of Sustainable Food Agricultural Land (Case Study in Perbaungan District, Serdang Bedagai Regency, Indonesia)

Rifiati Safariah^{1*}, Martha Mariana², Denny Kurniadie³

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²Padjadjaran University (UNPAD), Indonesia

³Regency of Serdang Bedagai North Sumatra, Indonesia

Abstract

Population and economic growth as a consequence of development activities can threaten the existence of the food agricultural land. One of the strategies to achieve food security in Indonesia is to ensure the availability of food agricultural land. The purposes of this study were to determine the existing food agricultural land condition in the district of Perbaungan, to calculate the amount of food agricultural land required for the next 20 years and to determine the management strategy of sustainable food agricultural land in Perbaungan District. The research method used is a combination of quantitative and qualitative methods. The results showed that: 1) the farming community in the Perbaungan District generally do not apply the principles of sustainable agriculture in agricultural activities, 2) The area of food agricultural land available to fulfill food needs in the Perbaungan District was 3938 Ha. Based on calculation the amount of food agricultural land required for the next 20 years based on optimistic scenario was 2162 Ha and based on pessimistic scenario was 3332 Ha. Both results were still under actual land availability (3938 Ha), so that the food needs for the next 20 years can still be fulfilled by the land that is available today, 3) Strategies to maintain agriculture sustainability in the district of Perbaungan can be carried out by protecting the existence of food agricultural land and to improve the management capabilities of farmers.

Keywords: Sustainable Food Agricultural Land, Spatial Analysis, Food Security, Rice Paddy

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FUTURE EVENTS

3rd INTERNATIONAL CONFERENCE ON

**“Emerging Trends in Academic Research”
(ETAR – 2016)**



Date: September 26-27, 2016

Venue: Golden Tulip Galaxy Banjarmasin, Indonesia

Email: etar@globalilluminators.org

Abstract Submission Date: September 5, 2016

Full Paper Submission Date: September 10, 2016

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

Conference Main Tracks

- Business, Management and Economic Studies
- Health and Medicine Studies
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- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

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3rd INTERNATIONAL CONFERENCE ON
“Multidisciplinary Trends in Academic Research”
(MTAR- 2016)



Date: September 29-30, 2016

Venue: Holiday Inn Bangkok Silom, Bangkok Thailand

Email: mtar@globalilluminators.org

Abstract Submission Date: August 30, 2016

Full Paper Submission Date: September 10, 2016

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

Conference Main Tracks

- Business, Management and Economic Studies
- Health and Medicine Studies
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2nd INTERNATIONAL CONFERENCE ON

**“Regional Challenges to Multidisciplinary Innovation”
(RCMI- 2016)**



Date: October 05-06, 2016

Venue: Grand Flora Dubai, UAE

Email: rcmi@globalilluminators.org

Abstract Submission Date: September 25, 2016

Full Paper Submission Date: September 30, 2016

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

Conference Main Tracks

- Business, Management and Economic Studies
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3rd INTERNATIONAL CONFERENCE ON

**“Innovative Trends in Multidisciplinary Academic Research”
(ITMAR-2016)**



Date: October 20-21, 2016

Venue: Istanbul Gonen Hotel, Istanbul, Turkey

Email: itmar@globalilluminators.org

Abstract Submission Date: September 30, 2016

Full Paper Submission Date: September 30, 2016

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1st INTERNATIONAL CONFERENCE ON

**“Interdisciplinary Academic Research and Innovation 2016”
(IARI – 2016)**



Date: November 25-26, 2016

Venue: Indonesia Computer University

Email: iari@globalilluminators.org

Abstract Submission Date: October 30, 2016

Full Paper Submission Date: November 5, 2016

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4th INTERNATIONAL CONFERENCE ON

**“Innovation Challenges in Multidisciplinary Research &
Practice”**

(ICMRP -2016)



Date: December 15-16, 2016

Venue: Hotel Grand Pacific Singapore

Email: icmrp@globalilluminators.org

Abstract Submission Date: October 15, 2016

Full Paper Submission Date: November 30, 2016

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

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3rd INTERNATIONAL CONFERENCE ON
“Global Issues in Multidisciplinary Academic Research”
(GIMAR -2017)



Date: February 01-02, 2017

Venue: Hotel Sunroute Plaza Shinjuku, Tokyo, Japan

Email: gimar@globalilluminators.org

Abstract Submission Date: November 30, 2016

Full Paper Submission Date: December 5, 2016

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

Conference Main Tracks

- Business, Management and Economic Studies
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3rd INTERNATIONAL CONFERENCE ON

**“Multidisciplinary Innovation in Business Engineering
Science & Technology”
(MI-BEST -2017)**



Date: February 23-24, 2017

Venue: Century Park Hotel, Manila, Philippines

Email: mibest@globalilluminators.org

Abstract Submission Date: December 20, 2016

Full Paper Submission Date: January 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
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- Engineering & Technology Studies
- Social Science & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

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4th INTERNATIONAL CONFERENCE ON
“Trends in Multidisciplinary Business & Economic Research”
(TMBER -2017)



Date: March 25-26, 2017

Venue: Novetal Hotel Sydney central, Sydney Australia

Email: tmbcr@globalilluminators.org

Abstract Submission Date: February 20, 2017

Full Paper Submission Date: February 25, 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 Science & 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 Trends in Academic Research”
(GTAR -2017)



Date: April 20-21, 2017

Venue: San Servolo Convention Center, Venice, Italy

Email: gtar@globalilluminators.org

Abstract Submission Date: March 20, 2017

Full Paper Submission Date: March 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 Science & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

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3rd INTERNATIONAL CONFERENCE ON
“New Directions in Multidisciplinary Research & Practice”
(NDMRP -2017)



Date: May 12-13, 2017

Venue: Amalia Hotel Athens, Greece

Email: ndmrp@globalilluminators.org

Abstract Submission Date: April 20, 2017

Full Paper Submission Date: April 25, 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 Science & 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 Sustainability & Growth”
(MISG -2017)**



Date: July 05-06, 2017

Venue: The Federal Hotel Kuala Lumpur Malaysia

Email: misg@globalilluminators.org

Abstract Submission Date: June 10, 2017

Full Paper Submission Date: June 5, 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 Science & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

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CSR



Environment

Charities

Public Health



Growth and
Development

Sustainability



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

In the April 2016, Global Illuminators conducted Corporate Social Responsibility program together with Maestro and the Clover as Sport Facility Provider in Bandung, initiate 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 to children's life
2. Facilitate and promote futsal as one of kind of sport activation that can be alternative activities for children against the negative impact of internet
3. Social activity and charity engage orphan to enjoy sport activities together with their friends
4. Corporate Social Responsibility of Company to contribute to the society especially to solve one of social problem in Bandung.

Highlights of CSR Activities 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 as well as the organizing of special entertainment programmes for the children such as a special game segments. 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 Ramdan for Local Community Welfare, Sharing Happiness and developing Orphan Children's

Global Illuminators Indonesian team conducted its latest CSR activity in ramdan 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 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

“Researching and Developing for Humanity”

Organized by:



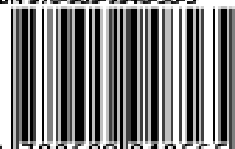
2nd International Conference on

“Multidisciplinary Academic Research
& Global Innovation”

MARGI 2016

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