



MARGI 2017
Conference Proceeding
Book of Papers

3rd Trends In Multidisciplinary Academic Research and Global Innovation

Editor:

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ISBN 978-969-9948-86-2

Printed and Published by: Global Illuminators Malaysia

Proceeding of 3rd International MARGI Conference ---Beijing, China, August 2017
A.Saddam

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Conference Chair Message

Farooq Ahmed Jam (PhD)

3rd International Conference on “Multidisciplinary Academic Research And Global Innovation” (MARGI-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 interact with other renowned scholars for possible future collaborations.

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

A very special thanks to the great scholars for being here with us as key note speakers. Their valuable thoughts will surely open the horizon of new research and practice for the conference participants coming from across the globe. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We the scholars of this world belong to the elite educated class of this society and we owe a lot to return back to this society. Let's break all the discriminating barriers and get free from all minor affiliations. Let's contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed.

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 reviewed on the basis of highest academic standards. The objective of the academic paper is to contribute in the scientific body of knowledge. Contrary, Inside papers meet the needs of policy makers and professionals and reviewed on the basis of high practical standards. The objective of the Insight is to identify the real world problems and how can solve with the help of information systems.

Reviewing Criteria

In MARGI all papers are used to judge on the 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
50	25	14	11	50.7%

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Acknowledgment

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

Farooq Ahmed Jam (PhD), Tariq Iqbal Khan (PhD)

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School of Public Health, North China University Of Science And Technology

MARGI 2017 Keynote Speakers

Dr. Seyed Hassan Zali

Dr. Seyed Hassan Zali is a faculty member at the Sari Agricultural Sciences & Natural Resources University in Iran since April 5, 1988. He is also the head of the Center of Monitoring, Evaluation and Quality Assurance of the University. Dr. Zali's researches have been mainly focused on botany, medicinal and aromatic plants, Phytochemistry and ethnobotany. In recent years, he has been trying to collect and record the indigenous, nomads, and villager's knowledge about traditional medicinal plants. He published 2 books 24 scientific journal papers and more than 150 lectures at international and national conferences in Iran, France, Italy, Portugal, Morocco,

Algeria, Thailand, Malesia, India, Indonesia, Philippine He had supervised several masters' thesis in fields: Phytochemistry, Ethnobotany and Phytoecology. He taught in several universities in Iran such as: Sari (SANRU), Sana, Mazandaran, Payame noor, Tarbiat Modares, Amol, Boroujerd, Nowshahr, Chalous and Qaem-shahr Universities. Now Dr. Zali teaches in a wide range of courses on botany subjects in Bachelor and Master Programs such as medicinal plants, poisonous plants, industrial plants, plant ecophysiology, plant anatomy & physiology, plant morphology & systematics, aquatic plants, lateral products of rangelands.

MARGI 2017 Track's Chairs

Business Management, Economic Studies & Social Science & Humanities

Seyed Hassan Zali & Ghobad Moradi

Health and Medicine Studies

Charles van der Vyver & Mustofa Haffas

Engineering, Technology Physical Life and Applied Sciences

Lin Chin-Min & Tien, Ching Ting

MARGI 2017 Best Paper Nominee List

The Access Component of the Water Poverty Index and the Cost and Impact of its Elimination

Charles van der Vyver

North-West University, Vanderbijlpark, South Africa

Consumers' Responses to Narrative Consumer-Generated Advertising

Chang, Aihwa¹, Tung, Pei-Ju², Huang, Wei-Jen³

National Chengchi University, Taiwan

Estimation of Intravenous Drug Users' Population in Kermanshah City, Iran by Capture-recapture Method

Nader Esmaeilnasab¹, Foorod Azhdar², Ghobad Moradi³, Daem Roshani⁴, Ebrahim Ghaderi⁵, Bizhan Nori⁶

Kurdistan University of Medical Sciences, Sanandaj, Iran

Study on Creative Design and Instruction Practice of Men's clothing- With Hard-style as an Example

Lin Chin-Min¹, Zhu Xuan², Pan Chengyou³, Lin Junyou⁴, Chen Jianhong⁵

MingDao University, Taiwan

MARGI 2017 Best Paper Award Winner

Estimation of Intravenous Drug Users' Population in Kermanshah City, Iran by Capture-recapture Method

Nader Esmaeilnasab¹, Foorod Azhdar², Ghobad Moradi³, Daem Roshani⁴, Ebrahim Ghaderi⁵, Bizhan Nori⁶

Kurdistan University of Medical Sciences, Sanandaj, Iran

List of MARGI 2017 Academic Papers

1. Business Management & Economic Studies

ID: MARGI-17-110

The Impact of Narrative Advertisement on Consumer Brand Experience

Chang, Aihwa¹, Tung, Pei-Ju², Huang, Wei-Jen³

ID: MARGI-17-119

Measurement of Knowledge Sharing in Jelegong Bandung Indonesia

Ratna Jatnika

ID: MARGI-17-150

The Relationship of Motivation Theory and Identity of Social Enterprise: The Mediated effect of Awareness of the Social Enterprise

Tien, Ching Ting¹, Hsu, Ko Cheng², Liu, Shu Hui³

2. Social Sciences & Humanities

ID: MARGI-17-101

The Access Component of the Water Poverty Index and the Cost and Impact of its Elimination

Charles van der Vyver

ID: MARGI-17-117

Universitas Padjadjaran Statistical Analysis Series (Minimum Sample Size Calculation)

Mustofa Haffas¹, Ratna Jatnika²

ID: MARGI-17-141

Study on Creative Design and Instruction Practice of Men's clothing- with Hard-style as an Example

Lin Chin-Min¹-, Zhu Xuan², Pan Chengyou³, Lin Junyou⁴, Chen Jianhong⁵

3. Engineering & Technology Studies

ID: MARGI-17-151

Evaluation of Badix Information System Success Implement in Telkomsel Regional of Sumbagsel using DeLone & McLean Model

Nadif Adroni¹, Palti Marulitua Sitorus²

4. Health and Medicine Studies

ID: MARGI-17-139

Evaluation of socioeconomic inequalities in Oral Health of people aged 15-40 years old in Kurdistan, Iran: A cross-sectional study in 2015

Ghobad Moradi¹, Ardavan Moinafshar², Hemn Adabi³, Mona Sharafi⁴, Farideh Mostafavi⁵, Amjad Mohamadi Bolbanabad⁶

ID: MARGI-17-155

An Introduction to Medicinal trees and shrubs in North of Iran

Seyed Hassan Zali

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ISBN: 978-969-9948-86-2

Printed and Published by: Global Illuminators Malaysia