ICMRP 2016
Conference Proceeding
Book of Papers

4th “Innovation Challenges In Multidisciplinary Research & Practice” (ICMRP 2016)

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Conference Chair Message

Farooq Ahmed Jam (PhD)

4th International Conference on “Innovation Challenges In Multidisciplinary Research & Practice” (ICMRP-2016) 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 ICMRP Papers

For this year, ICMRP has two types of papers: Empirical Studies and Insight. Research papers meet the needs of researcher and reviewed on the basis of highest academic standards. The objective of the academic paper is to contribute in the scientific body of knowledge. Contrary, Insight 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 ICMRP 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

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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 ICMRP 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 ICMRP tradition.

Farooq Ahmed Jam (Ph.D.), and Tariq Iqbal Khan (Ph.D.)

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**ICMRP 2016 Keynote Speaker**  

**Assoc. Prof. Dr. Gatot Yudoko**  
School of Business and Management, Institut Teknologi Bandung (ITB), Indonesia  

Dr. Gatot Yudoko earned his BEng. in Industrial Engineering and Master of Transportation from Institut Teknologi Bandung (ITB) Indonesia in 1985 and 1990 respectively. He received his MASc. in Management Science and Ph.D. in Planning from University of Waterloo, Canada in 2003 and 2000 respectively. His academic career has begun in the Department of Industrial Engineering, Institut Teknologi Bandung (ITB) since 1985 until 2005. Since then, he has been with School of Business and Management (SBM), ITB. He was appointed as an Associate Professor in Operations Strategy at SBM-ITB since 2011. His current research interests include operations strategy, operations management, logistics and supply chain, and technology and industrial policy. His vision and passion has been on the triple loop learning of excellence, leadership, and sustainability. He advocates an integrated approach that recognizes and values multidisciplinary perspective.  

**ICMRP 2016 Track’s Chairs**  

**Business, Management and Economics Studies**  
Lena Rosida & Roselina Panghiyangani  

**Social Sciences & Humanities**  
Kuhan Punaiyah, Harkishen Singh & Heo Ho Jin  

**Health and Medicine Studies**  
Indira Molina Gaytán & Prem Heeralal  

**Engineering & Technology Studies**  
Slamet Subiyantoro & Edward B. Makoye
Best Paper Nominee List

Trans Disciplinary Learning Community: Towards A Trans Disciplinary and Trans-University Collaboration Platform

*Indira Molina Gaytán, Jacobo Tijerina Aguilera, Jorge Lozoya Santos

Universidad de Monterrey (UDEM), Mexico

Institutional Approach of Innovations on Higher Education

*Ravik Karsidi, Drajat Tri Kartono, Atik Catur Budi

Universitas Sebelas Maret, Indonesia

The Impact of the Grade Five Scholarship Examination on Higher Education: Views of B.Ed undergraduates in Sri Lanka

Chinthaka Chandrakumara

University of Colombo, Sri Lanka

A Study of the Level of Management Knowledge of Woodcraft Artisans in Indonesia

*Slamet Subiyantoro, Edy Tri Sulistyo, Nanang Yulianto, Nadia Sigi Prameswari

Sebelas Maret University, Indonesia

Social Media Content Analysis Study on Brand Posts of Electronics Companies

*Zoha Rahman, Kumaran Suberamanian, Hasmah Zanuddin

University of Malaya, Malaysia
ICMRP 2016 Best Paper Award Winner

A Study of the Level of Management Knowledge of Woodcraft Artisans in Indonesia

Slamet Subiyantoro1*, Edy Tri Sulistyo2, Nanang Yulianto3, Nadia Sigi Prameswari4

Sebelas Maret University, Indonesia

List of ICMRP 2016 Academic Papers


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Wei-Hsin Huang1*, Wen-Chia Wang2, Jyun-Hao Huang3, Ming-Yi Jiang4, Po-Yuan Chen5
1,2,3,4,5 Tatung University, Taiwan

ID: ICMRP-16-172
A Study of the Level of Management Knowledge of Woodcraft Artisans in Indonesia
Slamet Subiyantoro1*, Edy Tri Sulistyo2, Nanang Yulianto3, Nadia Sigi Prameswari4
1,2,3,4 Sebelas Maret University, Indonesia

ID: ICMRP-16-182
Creative Cities Index for Indonesian Cities
Desy Anisya Farmaciawaty1*, Vanessa Fitri Sabur2, Yuanita Handayati3, Gatot Yudoko4, Togar M. Simatupang5
1,2,3,4,5 School of Business and Management Institute Technology of Bandung, Indonesia

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SM Analytics: Impact of SM Engagement Metrics on Online Purchase Intention
Zoha Rahman1*, Dr. Kumaran Suberamanian2, Dr. Hasmah Zanuddin3, Dr. Mohd Hairul Nizam Bin Md Nasir4
1,2,3,4 University of Malaya, Malaysia
2. Social Sciences and Humanities

ID: ICMRP-16-111
Islamic Theological Studies as a Chance for Dialogue: A Multidimensional Approach
Khaled Radhouani*
University of Tübingen, Germany

ID: ICMRP-16-126
Transformational Leadership Styles of Public Elementary School Principals in Relation to School Social Organizational Factors in Region III, Philippines
Dr. Domingo C. Edano1*, Dr. Edna Marie D. Punzalan2, Natty L. Tumutod3
1,2,3 Ramon Magsaysay Technological University, Philippines

ID: ICMRP-16-127
Transdisciplinary Learning Community: Towards A Transdisciplinary And Trans-University Collaboration Platform
Indira Molina Gaytán1*, Jacobo Tijerina Aguilera2, Jorge Lozoya Santos3
1,2,3 Universidad de Monterrey (UDEM), Mexico

ID: ICMRP-16-137
Institutional Approach of Innovations on Higher Education
Ravik Karsidi1*, Drajat Tri Kartono2, Atik Catur Budi3
1,2,3 Universitas Sebelas Maret, Indonesia

ID: ICMRP-16-152
Machiavellianism in the plays of Shakespeare
Wall, Steve*
Hillsborough Community College, United States

ID: ICMRP-16-168
The Impact of the Grade Five Scholarship Examination on Higher Education: Views of B.Ed undergraduates in Sri Lanka
Chinthaka Chandrakumara*
University of Colombo, Sri Lanka

ID: ICMRP-16-169
Towards Constructively Aligned Curriculum Practices: Challenges and Teaching skills of In-service teachers of Sri Lanka
Seneviratne, Kumudini, Priyanka*
University of Colombo, Sri Lanka
ID: ICMRP-16-178
Qualitative Longitudinal Research on Lithuanian Student Migration
Egidija Ramanauskaite-Kiskina¹*, J.Rimas Vaisnys²
¹ Vytartas Magnus University, Lithuania
² Yale University, United States

ID: ICMRP-16-178
Qualitative Longitudinal Research on Lithuanian Student Migration
Egidija Ramanauskaite-Kiskina¹*, J.Rimas Vaisnys²
¹ Vytartas Magnus University, Lithuania
² Yale University, United States

3. Health and Medicine Studies

ID: ICMRP-16-158
Related Factors to Contraceptive Use among Women Marrying Young in Sungai Tabuk District Banjar Regency In 2015
Lena Rosida¹*, Musafaah², Aulia Rahmi Rezka³
¹,²,³ Lambung Mangkurat University, Indonesia

ID: ICMRP-16-159
The Relationship between the Smoker in Family Member and Using of Mosquito Coils with Acute Respiratory Infection to Children in the Banjang Public Health Centers of Hulu Sungai Utara
Laily Khairiyati¹*, Frieda Ani Noor², Siti Fatimah³
¹,²,³ Lambung Mangkurat University, Indonesia

ID: ICMRP-16-160
The correlation between AMH levels with Proliperasi Index Granulosa Cells in Infertile Women undergoing IVF Program
Roselina Panghiyangani¹*, Purnomo Soeharso², Andrijono³, Dwi Anita Suryandari⁴, Budi Wiweko⁵, Mala Kurniati⁶
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4. Engineering and Technology

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Kuhan Punaiyah¹ *, Harkishen Singh²
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Social Media Content Analysis “Study On Brand Posts Of Electronics Companies”
Kuhan Zoha Rahman¹ *, Dr. Kumaran Suberamanian², Dr. Hasmah Zanuddin³, Mohd Hairul Nizam Bin
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