



ICMRP 2018
Conference Proceeding
Book of Papers

6th “Innovation Challenges In Multidisciplinary Research & Practice (ICMRP 2018)

Editor:

Dr Ahmad Saddam Ph.D., Country Director (Global Illuminators Iraq)

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Conference Chair Message

Farooq Ahmed Jam (PhD)

6th International Conference on “Innovation Challenges in Multidisciplinary Research & Practice” (ICMRP-2018) 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, 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 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

Full Research Papers				
Submitted Papers	Accepted Papers	Withdrawn	Unqualified papers	Acceptance Rate
22	11	2	9	50%

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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.), Tariq Iqbal Khan (Ph.D.) and Muhammad Abbas (Ph.D.)

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

ICMRP 2018 Keynote Speakers

Prof. Dr. Husaini, MPH

Prof. Dr. Husaini, MPH is a Professor of Public Health Study Program, Faculty of Medicine, Lambung Mangkurat University, Indonesia. He graduated from Doctoral Program of Health and Medicine Science in Gadjah Mada University, Indonesia. He worked as a senior lecturer and researcher in the public health field. He was a former Head of Master of Public Health Science Program on Lambung Mangkurat University, Indonesia. His research certainly studied the case and phenomenon on the environmental health, occupational health, and health policy sectors. Currently, he is doing a research with Lambung Mangkurat University Research Group collaborate with Ministry of Health, the Republic of Indonesia in term of stunting mitigation research. He was also actively involved in several profesional organizations such as Indonesian Public Health Union Kalimantan Selatan Region, and as a Executive Director of Center of Public Health Policy in Lambung Mangkurat University, Indonesia. He was also participated in the several Global Illuminators Events both as a participant, international scientific review committee member, conference coordinator, even a Keynote Speaker in ITMAR-2017 in Turkey. Eventually he usually became a speaker on several seminars and conferences such as International Conference of Public Health Action in Indonesia and others. He have also published several research articles on the high impact journals and scientific book in term of public health. His speech at ICMRP 2018 would be great contribution to participants knowledge.

ICMRP 2018Track's Chairs

Business, Management, Economic, Social Sciences and Humanities Studies

Budi Susetyo & Suriah

Health and Medicine Studies

Farooq Ahmed Jam & Tadeusz Dudycz

Engineering, Technology, Physical and Applied Sciences

Prof. Dr. Husaini, MPH & Mathew Sherin

Best Paper Nominee List

An Investigation of Inbound International Students' We-Chat Usage and Educational Value in China

Mohammad Alauddin¹, Xuhui Wang²

^{1,2} Dongbei University of Finance and Economics, China

Technical Development to Assess Soil Health Using Soil Health Index

Latief Mahir Rachman,

Bogor Agricultural University, Indonesia

Bodyweight and Body Length of Foetus in Endothelial Dysfunction Model Pregnant Mus musculus as Preeclampsia Induction Which was Given Mild Regular Exercise

Noor, Meitria Syahadatina¹, Santoso, Budi², Triawanti³, Widjiati⁴

^{1,2,3} Lambung Mangkurat University, Indonesia

⁴ Airlangga University, Indonesia

360-degree VR Contents for Nursing Skill

Jung-Ha Park^{1}, Yun-Bok Lee², Yeon-Ja Kim³*

^{1,2,3} Dongseo University, Korea

Does the Par Value influence the success of IPO?

Tadeusz Dudycz^{}*

Wrocław University of Science and Technology, Poland

ICMRP 2018 Best Paper Award Winners

An Investigation of Inbound International Students' WeChat Usage and Educational Value in China

Mohammad Alauddin¹, Xuhui Wang²

^{1,2} Dongbei University of Finance and Economics, China

Does the Par Value influence the success of IPO? Tadeusz Dudycz*

Wrocław University of Science and Technology, Poland

List of ICMRP 2018 Academic Papers

1. Business, Management and Economic Studies

ID: SMSTPA-18-101

Does the Par Value influence the success of IPO?

Tadeusz Dudycz

Wrocław University of Science and Technology, Poland

2. Social Sciences and Humanities

ID: ICMRP-18-118

Significance of Political Advertisements in Indian Society (A Critical analysis on 'Swachh Bharat Mission')

*Ananya Singh^{*1}, Pooja Jain²*

^{1,2} Manipal University, Jaipur, India

ID: ICMRP-18-119

An Investigation of Inbound International Students' WeChat Usage and Educational Value in China

Mohammad Alauddin^{1}, Xuhui Wang²*

^{1,2} Dongbei University of Finance and Economics, People's Republic of China

ID: ICMRP-18-120

Analysis and Discussion of the Ig-Nobel Prize

Ikuo Kitagaki^{1}, Keizo Nagaoka², Atsushi Hikita³*

¹ Kaetsu University, Japan

² Waseda University, Japan

³ Hiroshima Universities, Japan

ID: ICMRP-18-127

Digital Ooh Advertising in Indian Public Spaces

Mathew Sherin^{1}, Ozarkar Anantkumar²*

^{1,2} Manipal University Jaipur, India

3. Health and Medicine

ID: ICMRP-18-129

Strengthening the Intentions and Actions of the Mother in Preparing Vegetables and Fruit Menus through the Emotional Demonstration Method

Suriah^{1}, Indra Fajarwati², Muhammad Rachmat³, Andi Imam Arundhana⁴*

^{1,2,3,4} Hasanuddin University, Indonesia

ID: ICMRP-18-135

Bodyweight and Body Length of Foetus in Endothelial Dysfunction Model Pregnant Mus musculus as Preeclampsia Induction Which Was Given Mild Regular Exercise

Noor, Meitria Syahadatina^{1}, Santoso, Budi², Triawanti³, Widjiati⁴*

^{1,3} Lambung Mangkurat University, Banjarmasin, South Kalimantan, Indonesia

^{2,4} Airlangga University, Surabaya, East Java, Indonesia

ID: ICMRP-18-137

360-degree VR Contents for Nursing Skill

Jung-Ha Park^{1}, Yun-Bok Lee², Yeon-Ja Kim³*

^{1,2,3} Dongseo University, Republic of Korea

ID: ICMRP-18-140

Evaluation of Parasite Number and Bodyweight in *Mus musculus* Which Was Infected by *Plasmodium Berghei*

Istiana^{1}, Noor, Meitria Syahadatina²*

Lambung Mangkurat University, Banjarmasin, South Kalimantan, Indonesia

ID: ICMRP-18-143

Stay Home Management on Improving Health Status of Children Tuberculosis Patients in Banjarbaru City

Lenie Marlinae^{1}, Laily Khairiyati², Tien Zubaidah³, Husaini⁴, Nida Ulfah⁵*

^{1,2,3,4,5}Lambung Mangkurat University, Banjarmasin, South Kalimantan, Indonesia

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