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Indonesia*



CONFERENCE PROCEEDINGS

BOOK OF ABSTRACT BESSH-2015

**International Conference on
“Business Economics, Social Science & Humanities”
(BESSH-2015), Jakarta Indonesia**

Book of Abstracts Proceedings

**International Conference on
“BUSINESS ECONOMICS, SOCIAL SCIENCE &
HUMANITIES”
(BESSH-2015)**

Jakarta Indonesia

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Proceedings of the International Conference on

**“Business Economics, Social Science & Humanities
(BESSH-2015)”**

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**International Conference on
“Business Economics, Social Science & Humanities
Jakarta Indonesia**

Venue: Aston hotel priority Simatupang Jakarta

ORGANIZING COMMITTEE

1. Ms Petrel Qiu

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2. Ms. Ani Wahyu

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4. Mr Metin Gurani

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CONFERENCE PROGRAM COORDINATOR MESSAGE

Ms. Ani Wahyu

International Conference on Business Economic, Social Science & Humanities” 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 challenges faced by our societies globally. 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.

I am really thankful to our honourable scientific and review committee for spending much of their time in reviewing the papers for this event. 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.

Thank you.

Ms. Ani Wahyu

Conference Program coordinator
Email: aniwahyu@academicfora.com
BESSH-2015

CONFERENCE PROGRAM

DAY 01 Monday (December 28, 2015)
Welcome Reception & Registration

9:00– 9:30 am

Opening Ceremony (09:30 – 10:00 am)
Venue: Room 1

09:30 – 9:40 am	Introduction of Participants
09:40– 9:50 am	Welcome Remarks – Ms. Ani Wahyu- Conference Coordinator Academic Fora
09:50 – 10.00 am	Group Photo Session

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



DAY 01 Monday (December 28, 2015)

Session 1 (10:30 am – 12:00 pm)

Venue: Room 1

Session Chairs: Mohammed Aboelenein

Track A: Engineering and Technology study

ECJI-1215-101	Design clove dryer type basin with utilizing woody biomass as a source of heat	Giska Setya Priaji
ECJI-1215-102	Polypyrrole Conducting Polymer : A Novel Adsorbent for Arsenic Ions from Aqueous Solution	Habibun Nabi Mohammad Ekramul Mahmud
ECJI-1215-107	A Study on Consciousness and Preference for Skelton-Infill Housing by Resident's Demographic Profiles Using Questionnaire Survey	Jungmin Choi
ECJI-1215-114	Analysis and Characterization of Dye-based Liquid Crystal Display Black Column Spacer Containing Perylene dye	Woosung Lee
ECJI-1215-115A	Analysis and Characterization of Dye-based Liquid Crystal Display Black Column Spacer Containing Perylene dye	Jong Hyuk Bae
ECJI-1215-116	Satellite Antenna Surface Subjected to Cyclic Bending	T. S. Liu

Lunch Break (12:00 – 1:00pm)



DAY 01 Monday (December 28, 2015)

Session 2 (1:00 pm – 2:30 pm)

Venue: Room 1

Session Chairs: Woosung Lee

Track B: Business, Management and Economic Study

BCJI-1215-102	Public Sector Size and Corruption	Yoshihiko Fukushima,
BCJI-1215-103	Egypt: The Roadmap for Democracy	Mohammed Aboelenein
BCJI-1215-104	An Exploratory Study of Using Digital Tools on Relationship Marketing in Hotel Business : A Proposed Framework and Its Propositions	Nichakamon Ruangdech
BCJI-1215-112	The Effect of Perceived Managerial Discretion on Risk Taking Behavior and Organization Performance: Evidence from Indonesia Ministry of Public Works	Danis Hidayat Sumadilaga

Tea Break (2:30 – 2:45 pm)

DAY 01 Monday (December 28, 2015)

Session 3 (2:45 – 4:00 pm)

Venue: Room 1

Session Chair: Mohammed Aboelenein

Track C: Medical, Medicine, Health Science

MCJI-1215-101	A Low 25-Hydroxyvitamin D Plasma Level is Identified as a Predictor for Worse Outcome in Acute Ischemic Stroke Patients	Ida Ayu Sri Wijayanti
MCJI-1215-102	Evaluation of Urinary Biomarkers for the Early Diagnosis Acute Kidney Injury due to Cisplatin Chemotherapy	Saleena Ummer Velladath
MCJI-1215-104	Promoting Interprofessional Collaboration and Teamwork Through Project Based Approach	Ciraj Ali Mohammed

Closing Ceremony: 4:00 – 5:00 pm

LIST OF CONFERENCE ATTENDEES

The following Scholars/ practitioners/educationist who don't have any paper presentation, however they will attending the conference as delegates & observers.

Sr.no	Official ID	Name	Affiliation Details
1	BCJI-1215-105A	Pg Hj Mohamad Sufri Pg Ali	Divisional Director (International and Industry Linkages)Institute of Brunei Technical Education Ministry of Education
2	BCJI-1215-112A	Budi W. Soetjipto	Ministry of Public Works and Housing – Republic of Indonesia.
3	BCJI-1215-115A	Annisa Dian Pratiwi	Ministry of Public Works and Housing, Republic of Indonesia

DAY 02 Tuesday (December 29, 2015)

City Tour and Shopping Day

All participants will be free to carry on their own tourism and shopping activities in Jakarta Indonesia. It's a free day for this purpose

TRACK A: BUSINESS MANAGEMENT & ECONOMICS

An Exploratory Study of Using Digital Tools on Relationship Marketing in Hotel Business : A Proposed Framework and Its Propositions

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National Chiayi University, ¹Taiwan Global Master Program of Tourism
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Abstract

Since digital marketing has been an evidence of changing the ways of thinking and executing business, the new perspectives of relationship marketing should also be updated. Although relationship marketing has been urged its importance in hotel business by many researchers, it lacks a study of a conceptual framework of relationship marketing via the use of digital tools. According to a literature review, this study aims to propose an attentive framework of using digital tools on relationship Marketing. Several constructs will be included such as business orientation, target customers, bonds strategy, trust and commitment and customer loyalty ladder. Meanwhile, the related propositions for hotel business are presented. Research limitations and future research directions are also delineated.

Keywords: Relationship Marketing, Relationship Bond Strategy, Digital Tools, Hotel Business

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TRACK B: SOCIAL SCIENCE AND HUMANITIES

Public Sector Size and Corruption

Yoshihiko Fukushima

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Abstract

Corruption loses the trust of public institutions and increases economic inefficiency. Thus bribe-taking activity is prohibited all over the world. However, crime of bribery constantly occurs in many countries. Efficiency wage theory/hypothesis shows that the expected cost of bribe-taking activity increases with the risk of being detected and prosecuted. When the cost of bribe-taking activity is smaller, the incentive to receive a bribe is greater. Corruption is more common in developing and transition countries than in developed countries. In many developing and transition countries, the wage in the public sector is lower than the wage in the private sector and thus the incentive for corruption rises. The papers present a theoretical analysis of the macroeconomic impacts of changes in the size of the public sector and the number of civil servants when the incentive to receive a bribe exists in the public sector. More precisely, the paper examines how the size of the public sector and the number of employed in the public sector affect the wage, employment and unemployment in the public sector and the private sector when there exists the incentive for civil servants to receive a bribe

Keywords: Public Sector Size, Corruption, Wage Differentials, Employment, Unemployment

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Egypt: The Roadmap for Democracy

Mohammed Aboelenein

Associate Professor, Department of Sociology
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United Arab Emirates University

Abstract

In July 2013 mass protests erupted in Egypt against the rule of President Mohammed Mursi of the Muslim Brotherhood who was elected one year earlier. The army had to intervene for the second time; the first was in February 2011 when the army generals forced President Hosni Mubarak to step down. The Supreme Military Council appointed Judge Adly Manour, Head of the Supreme Constitutional Court, as an interim president. Mansour announced a roadmap for the future of the country through three milestones: (1) a constitution, (2) presidential elections, (3) parliamentary elections. The first two milestones were completed. The new constitution passed a referendum with 98% in in January 2014. Defense Minister Abdul-Fattah Al-Sisi won 96.9 % of the votes in May 2014 to become the third president after Mubarak. The third milestone is in progress. In October 2015 parliamentary elections began and are supposed to yield the second parliament since the January 2011 uprisings. This paper focuses on the new parliament analyzing the huge available literature showing to what extent the judicial branch will meet Egypt's quest for democracy. Although parliamentary elections are still ongoing, we will look at the election campaigns, the voting process, the low turnout rates among voters, candidates' profiles, newly emerged political parties vs. old parties, the impact of wealth and power on the voters, etc. We hypothesize that the new parliament will face real challenges in closing the loop of the roadmap and putting the country on the track of democracy.

Keywords: Egypt, Democracy, Political Parties, Parliament, Elections

*All correspondence related to this article should be directed to Mohammed Aboelenein , Associate Professor, Department of Sociology College of Humanities and Social Sciences United Arab Emirates University
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The Effect of Perceived Managerial Discretion on Risk Taking Behavior and Organization Performance: Evidence from Indonesia Ministry of Public Works

Danis Hidayat Sumadilaga^{1*}, Budi W. Soetjipto², Sari Wahyuni³, Setyo Hari Wijanto⁴

^{1, 2, 3, 4} Ministry of Public Works and Housing – Republic of Indonesia

Abstract

This study investigates pertinent factors in perceived managerial discretion (PMD) in association with risk-taking behavior (RTB) and organizational performance within government organizations. This study used a mix of qualitative methods—using focus group discussions (FGDs) to select key variables affecting perceived managerial discretion (PMD) and to validate the research findings—and quantitative methods—using structural equation modeling (SEM) to test eight hypotheses developed from FGDs and from a literature review. A total of six factors affecting perceived managerial discretion (PMD) were identified: quasi-legal constraint (QLC), powerful outside forces (POF), inertial forces (IF), powerful inside forces (PIF), power base (PB), and political acumen (PA). The SEM analysis indicated that QLC, PIF, PB, and PA enhance perceived managerial discretion (PMD), while inertial forces (IF) tend to inhibit perceived managerial discretion (PMD). These findings are partially consistent with prior findings, with some notable contradictions. The primary limitation of this study was its limited external validity, as these findings can only be extended to organizations with similar characteristics of those of the government institution used as the case study. These findings must be used with care for different types of public organizations. These findings support taking the following steps: (1) review and remove equivocal regulations that could restrain perceived managerial discretion (PMD), (2) streamline bureaucracy, (3) establish regulations that allow more space for innovation and discretion, (4) delineate the tasks and responsibilities of decision makers, and (5) discourage abrupt policy changes, promoting proper scrutiny and notice.

Keywords: Perceived Managerial Discretion, Risk-Taking Behavior, Government Organization, Focus Group Discussion, Structural Equation Model

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TRACK C: ENGINEERING & TECHNOLOGY STUDIES

Design Clove Dryer Type Basin with Utilizing Woody Biomass as a Source of Heat

Giska Setya Priaji
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Abstract

Cloves are seasonal agricultural commodities which have an important role in the field of food and non-food. Results clove dried to be more durable in storage. Drying is a process for reducing the water content of the material until it reaches a certain limit water content, thus slowing the rate of product failures due to biological and chemical activity. Dryer machine design aims to conduct a clove dryer design innovation, so as to produce a large capacity and fast drying. Drying machine uses fuel (heating) derived from biomass (wood), which burned at a rate of 3.8 kg / hour. Smoke hot combustion products will be channeled towards the chimney through small pipes (diameter 20 mm). Blower blowing air with a volumetric rate of 0.1 m³ / s. Blowing air blower will hit small pipes channeling the smoke resulting in forced convection heat transfer. The temperature air entering the heating bath controlled at 60 ° C through the ON-OFF control on the furnace blower fan. Turn down the hall dryers (lower pedestal basin) is designed curved with aim to reduce head loss as a result of the turn. Cloves drying machine capacity is 100 kg, which is the desired moisture content down from 70.83% to 14%. Some parameters that must be specified include air condition dryer, dryer basin specifications, specifications fan, furnace specifications, and the drying time. Dryer design specifications tub calculated on the basis of capacity, bulk density, and height of a pile of cloves. The rate is calculated based on the air mass flow rate of air and the specific volume of air heaters. Blower power needed to calculate the value of pressure drop and flow rate of air. Furthermore, the motor power is generated through blower power ratio of the blower efficiency. Motor power required to design cloves drying machine is 0.5 Hp. Furnace power is determined by the difference in enthalpy of the air heater with ambient air. Drying times faster than traditional dryers to 34 hours.

Keywords: Cloves, Drying, Biomass, Wood, Dryer Basin

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Polypyrrole Conducting Polymer : A Novel Adsorbent for Arsenic Ions from Aqueous Solution

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Abstract

Various conducting polymers have emerged as a new dimension of adsorbing materials for removing the heavy metal ions from wastewater or aqueous solution. In this study, a novel conducting polypyrrole (Ppy) fine powder has been prepared as a new adsorbent for the removal of heavy metal ions like arsenic ions from aqueous solution. Polypyrrole was chemically synthesized by using $\text{FeCl}_3 \cdot 6\text{H}_2\text{O}$ as an oxidant at various mole ratios. Various ion concentrations of arsenic were treated by Ppy adsorbent and the concentrations of arsenic were measured by inductively coupled plasma mass spectroscopy (ICP-MS). The efficiency of the adsorbent was evaluated by calculating the difference of arsenic concentrations between before and after adsorption. The results show that Ppy acts as an effective sorbent for the removal of arsenic ions from aqueous solution. The surface morphology and functional groups of the adsorbents were analysed by Field Emission Scanning Electron Microscopy (FE-SEM) and Attenuated Total Reflectance Fourier transform infrared (ATR-FTIR) spectroscopy, respectively, before and after treatment.

Keywords: Conducting polypyrrole, Arsenic ions, Adsorbent, ICP-MS, FE-SEM, ATR-FTIR

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Analysis and Characterization of Dye-based Liquid Crystal Display Black Column Spacer Containing Perylene dye

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Abstract

For liquid crystal display black column spacer, synthesized perylene dye exhibiting broad absorption range and high thermal stability was employed to fabricate dye-pigment hybrid type black column spacer. The spectral, optical and dielectrical properties of the dye-pigment hybrid type black column spacers were tested, and the surface of them were investigated using field emission scanning microscopy. The dye-pigment hybrid type column spacer had low dielectric constant and showed fine pattern and figure. Also, it showed enhanced light absorption property compared with commercial product due to its high molar absorption coefficient.

Keywords: Liquid Crystal Display, Black Column Spacer, Perylene, Hybrid, Absorption

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Satellite Antenna Surface Subjected to Cyclic Bending

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Abstract

The most important thing in all parts of satellite antenna is the reflecting surface. This study investigates the reflector which is foldable. Kapton, as a substrate material, is sputtered with a thin layer of Au. The main concern of this research is the electrical resistance of the reflecting surface, because it is highly related to electrical property. When the electrical resistance of film rises rapidly, the accuracy of the reflector and the performance of the reflection of electromagnetic wave don't have enough reliability anymore. Experimental results show that the electrical resistance of film will rise abruptly when the thin film reaches critical strains. This phenomenon is because that the thin film has exceeded elastic limit, and the thin film will become either plastic deformed or wrecking. This study simulates the actual repetitive behavior of satellite reflector with cyclic bending tests, and considers the method of complete folded. Experimental results further show that an obvious crease will appear on the polymer substrate.

Keywords: Satellite, Cyclic Bending, Sputtered

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A Study on Consciousness and Preference for Skelton- Infill Housing by Resident's Demographic Profiles Using Questionnaire Survey

Jungmin Choi^{1*}, Soonjoo Kang², Yuna Kim³

^{1, 2, 3} Professor of Architectural Engineering, Konkuk University, Korea

Abstract

This paper aims to show a questionnaire survey targeting the residents of the early stage of Korean convertible apartments (Skelton-Infill housing) to obtain basic information for the so-called 'Hundred-year-retainable housing'. The research findings are as follows: Firstly, most of the respondents showed their preferences to enlarge their children's bedrooms (preferred by 52.7% out of all respondents). Secondly, in terms of the demographic profiles of respondents over the six contrasting questionnaire items about space in a unit of APT, the twenties and thirties prefer open space for multi-purpose, numerous room as possible, concentrated storage space, and simple and small couple bathroom. In gender, males preferred a smaller size of room, a larger multi-functional couple bathroom, while females favored a larger size of room and smaller simple couple bathroom, which suggests the clear difference between men and women. Thirdly, MDS (Multidimensional Scaling) analysis that evaluates the mutual neighboring relationship among individual spaces in a unit of APT, revealed that there are two meaningful axes on 2-dimensional space; one axis that separates "public and private space" and another axis that separates "north and south direction or the depth of space". Therefore, it seems there is a consistent space arrangement in a unit of APT regardless of various demographical characteristics including gender, ages, income, home ownership etc. Lastly, Clustering analysis of 31 lifestyle characteristics indicates there are two clusters: One (Group-A) regards practical and eco-friendly behavior as important, the other one (Group-B) puts emphasis on house as investment and wealth and sensitivity over trend. Meanwhile, in lifestyle characteristics from the perspective of demographic viewpoint, features showed remarkable differences by each age among whole respondents: 30's and 40's showed their interests on number of rooms, whereas seniors more concerned about traditional custom and environment.

Keywords: Consciousness, Demographic Profiles, Questionnaire Survey

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TRACK D: MEDICAL, MEDICINE AND HEALTH SCIENCES

A Low 25-Hydroxyvitamin D Plasma Level is Identified as a Predictor for Worse Outcome in Acute Ischemic Stroke Patients

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^{1, 2, 3, 4} Medicine Udayana University, Bali-Indonesia.

Abstract

In recent years, stroke is still becoming a common challenging health problem in worldwide, including Indonesia. Ischemic stroke suffer neurological deterioration within the first few hours of the onset of symptoms and related with poor fungsional outcome. Low vitamin D levels are associated with greater risk for stroke, and many experimental studies indicated that vitamin D can protect neurons from neural injury, however, still remain unclear whether low 25-hydroxyvitamin D plasma level could be predictor for worse outcome of patient acute ischemic stroke. Today, there is still few studies about the relationship of vitamin D to outcome stroke . So, this study is aim to identify a low 25-hydroxyvitamin D plasma level as a predictor for worse outcome during hospitalization. This is an analytic observational study with a prospective cohort design. Acute ischemic stroke patients during hospitalization in Sanglah Hospital Denpasar on period September until December 2015 will observed for seven days after the onset of stroke, and then the outcome during hospitalized was identified. Outcome will classified into two groups, good and worse outcome based on NIHSS score at the time of admission and o 7th day of care. Prior to it, at the time of admission the level 25-hydroxyvitamin D plasma will measured. Comparative between a low 25-hydroxyvitamin D and poor outcome during hospitalization will tested with Chi-square, and significant level is expressed with p-value, and relative risk (RR) with Confident Interval (CI) 95%. It is on going research.

Keywords: Stroke Ischemic Acute, 25-Hydroxyvitamin D, Outcome Stroke, NIHSS.

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Evaluation of Urinary Biomarkers for the Early Diagnosis Acute Kidney Injury Due to Cisplatin Chemotherapy

Saleena U V^{1*}, Vadhiraja B², Nalini K³, Ravindra Prabhu⁴, Asha Kamath⁵, Vidyasagar⁶

¹ Department of MLT, School of Allied Health Sciences, ^{2,6}Department of Radiotherapy and Oncology, ³Department of Biochemistry, ⁴Division of Nephrology, ⁵Department of Community Medicine, KMC Manipal, Manipal University

Abstract

Nephrotoxic Acute Kidney Injury (AKI) is a common condition associated with considerable morbidity and mortality. Cisplatin, one of the most effective anticancer agents, is known for its potential nephrotoxicity. Acute exposure to nephrotoxic drugs require early appraisal of the extent of renal injury to determine the need for specific interventions which has necessitated the use of early biomarkers. Hence this study was designed to evaluate a panel of urinary biomarkers for the early diagnosis of kidney damage in a model of cisplatin induced AKI. Urinary levels of Neutrophil gelatinase-associated lipocalin (uNGAL), Cystatin C (uCysC) and Interleukin-18 (uIL-18) were estimated in cisplatin treated cancer patients before cisplatin administration and 2hrs, 6hrs, 12hrs, 24hrs and 48hrs after the administration of cisplatin. Performances of biomarkers were studied by ROC analysis with AUC and predictive values. UNGAL, uIL-18 and uCysC performed as urinary biomarkers for cisplatin-induced AKI in cancer patients.. A significant elevation of both uIL-18 and uCysC was observed from 6hrs after cisplatin administration with AUCs 0.78 and 0.73 respectively. Among the three markers studied, uNGAL performed better as a biomarker of AKI induced by cisplatin as early as 2hrs. Though both uIL-18 and uCysC showed good AUCs at 6hrs interval, uIL-18 with better predictive values and AUC performed better than uCysC to predict kidney injury. Indication of renal injury by biomarker elevations can provide early warning signals which may have implications in the management of AKI by either stopping the nephrotoxic drug or reducing its dose or even by substituting it with a less nephrotoxic one.

Keywords: Nephrotoxic, Cisplatin, Diagnosis

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Promoting Interprofessional Collaboration and Teamwork Through Project Based Approach

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India

Abstract

Interprofessional education and practice is believed to enhance collaboration, reduce service fragmentation and promote high quality patient care. Interprofessional collaborative practice has been defined as a process which includes communication and decision-making, enabling a synergistic influence of grouped knowledge and skills. This presentation will highlight the use of a project based approach to promote interprofessional collaboration and teamwork, designed and implemented as a mandatory requirement for MU-FIILPE (Manipal University FAIMER International Institute for Leadership in Interprofessional Education) fellowship. The two-year fellowship program emphasizes on the development of leadership competencies for interprofessional practice. It also provides opportunities for interaction with recognized leaders in interprofessional practice, collaboration with peers, and implementation of interprofessional projects. The objective of the interprofessional project is to foster interaction and collaboration amongst faculty of diverse professions to enhance health outcomes. They must relate to the interprofessional education approaches that improve health, through targeted interventions. The presentation will outline the nature of the projects and describe differing approaches to undertaking interprofessional work towards improving health outcomes in this region. An explanation as to how interprofessional teamwork, collaboration, coordination and networking are employed in these projects to reap maximum benefits will also be shared. We believe that the information gathered from these projects may be helpful in future for designing and developing a theoretical framework that guides the development of interprofessional education and practice specific to this region.

Keywords: Interprofessional, Collaboration, Communication

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FUTURE EVENTS

You can find the Details regarding our future events by following below:

Business, Economics, Social Science & Humanities (BESSH) Conferences:

<http://academicfora.com/bessh-yogyakarta-indonesia-december-2015/>

<http://academicfora.com/bessh-beijing-china-january-6-7-2016/>

<http://academicfora.com/bessh-shanghai-china-january-12-2016/>

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