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MALAYSIA**



CONFERENCE PROCEEDINGS

BOOK OF ABSTRACT BESSH-2016

**International Conference on
“Business Economics, Social Science & Humanities”
(BESSH-2016) Kuala Lumpur, Malaysia**

Book of Abstracts Proceedings

**International Conference on
“BUSINESS ECONOMICS, SOCIAL SCIENCE &
HUMANITIES”
(BESSH-2016)**

Kuala Lumpur, Malaysia

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**“Business Economics, Social Science & Humanities
(BESSH-2016)”**

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**International Conference on
“Business Economics, Social Science & Humanities
Venue: Pearl International Hotel Kuala Lumpur
Malaysia
Kuala Lumpur, Malaysia**

ORGANIZING COMMITTEE

4. Mr Metin Gurani

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2. Ms. Ani Wahyu

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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-2016

CONFERENCE PROGRAM

DAY 01 Monday (January 18, 2016)
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 (January 18, 2016)



Session 1 (10:30 am – 12:00 pm)

Venue: Room 1

Session Chair: Rozamgul Niyazova

Track A: Business Management and Social Science

KLS-316-103	Stepping Ahead with Rolling Forecast: Can Bangladesh Look Beyond?	Mahpara Nodee
KLS-316-104	“Innovation Through Product “Bobo Java” (Doll of Danbo Central Java’s Motif) as Effort Improve Creativity of Entrepreneur	Imada Cahya Septiyaningsih
KLS-316-105	Women in Senior Management Within Public and Private Sector Employment in Malaysia	Ajlaa Shazwani Mokhtar
KLS-316-110	Islam and Nigerian Foreign Policy (1960-2015)	Abubakar Usman Abubakar
KLS-316-119	Awareness And Utilization of School Health Services Among Students of Isa Kaita College of Education Dutsin-Ma, Katsina State. Nigeria	Abubakar Tukur Muduru
KLS-316-123	The Relationship of Marital Adjustment and Sexual Function with Psychological Factors Affecting Treatment in Infertile Women	Akram Karami Dehkordi

Lunch Break (12:00 – 1:00pm)

DAY 01 Monday (January 18, 2016)

Session 2 (1:00 pm – 2:30 pm)

Venue: Room 1

Session Chair: Abubakar Usman Abubakar

Track B: Engineering, Technology and Applied Sciences

KLE-316-105	Relationship and Design Model for a Web Based System Utilizing Self-Directed Learning.	Roslina Othman
KLE-316-106	Web-based Automated Appliance control system with Security and Gas Safety systems	Sanita Rahman
KLE-316-106A	Web-based Automated Appliance control system with Security and Gas Safety systems	F M Fahad
KLE-316-106B	Web-based Automated Appliance control system with Security and Gas Safety systems	Emdadul Haque
KLE-316-107	Effects Of Different Plant Growth Regulators On <i>In Vitro</i> Regeneration Of New Malaysian Variety <i>Oryza Sativa</i> L. Var. Mria 1 From Stem Explant	Nor Yasmin Bt Mohamad Fauzi
KLE-316-108	Simulation of optimal control of orbital vehicle thrust during launch	Rozamgul Niyazova

Tea Break: (2:30 pm – 2:45 pm)

DAY 01 Monday (January 18, 2016)

Session 3 (2:45 pm – 4:00 pm)

Venue: Room 1

Session Chair: Rozamgul Niyazova

Track B: Engineering and Technology & Medical, Medicine and Health Sciences

KLM-316-101	Differentiatial Diagnosis of Dermatoglyphic Peculiarities in the Patients with Coronary Heart Disease and Chronic Kidney Disease	Sergii Kulishov
KLE-316-112	The influence of initial stress on the dispersion relations for shear horizontal waves in semiconductor/piezoelectric structures	Aboelnour N Abdalla
KLE-316-109	Diversity and Abundance of Class Insecta at Lowland of Gunung Datuk, Negeri Sembilan with Three Different Insect Trap	NurFatin Solehah Mohd Bustaman,

(Closing Ceremony) (4:00 pm – 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	KLE-316-111	Abubakar Haruna	Department of science laboratory technology, mai Idriss Aloomaa polytechnic Geidam, Yobe state Nigeria

DAY 02 Tuesday (January 19, 2016)

City Tour and Shopping Day

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

TRACK A: BUSINESS MANAGEMENT & ECONOMICS

Innovation Through Product “Bobo Java” (Doll Of Danbo Central Java’s Motif) as Effort Improve Creativity of Entrepreneur

**Imada Cahya Septiyaningsih^{1*}, Jauhandri Arizal Ahmad², M.
Hadi Muchlison³**

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Abstract

Amount of entrepreneur was growth everytime. Ministry of Co-Operation and Middle Small Industry noted Indonesia was 44,2 million people from totalized resident worked to reach 118,1 million people until February 2014. It means entrepreneur in Indonesia is very low because just 1,56% from all population. Nowadays, dynamics growth of economics gave signal about competitiveness must be increased in regional or International. Highly creativitied need for made innovative product. This paper used qualitative phenomenological for bibliography study and also had the character of and eksploratif and evaluatif. I have three steep in this paper, first planned steep is made formulate problem and look for relevant referenced material, search applianced and material need in made of Danbo doll. Second, realization steep is solved problem made analysis material. Third, evaluation steep is lacked of ‘Bobo Java’, placard, decoration souvenir, or photo frame, and other able developed as accorded to creativity. ‘SWOT analysis used for identification factors such as strengths, weakness, opportunities and threats in strategy implementation of strategy technology. This analysis result will be used as Internal materials such as Internal Factors Evaluation (IFE) and External Factors Evaluation. ‘Bobo Java’ had good opportunity because process did not be difficult, such as flora in around us as natural colour.

Keywords: Danbo Doll, Natural Colour Batik, Entrepreneur

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TRACK B: SOCIAL SCIENCE AND HUMANITIES

Stepping Ahead with Rolling Forecast: Can Bangladesh Look Beyond?

Mahpara Noddee*

United International University, Bangladesh

Abstract

The primary rule for playing the business game anywhere in the world is that the players need to take risks and combat with the volatility surrounded. Bangladesh is no exception to that rule. To survive the unexpected storms the business environment may offer and to move forward, businesses now-a-days are bringing in new variations into the traditional management tools and techniques. A rolling forecast is one of those incorporated in the organizations alongside the traditional annual budget. As rolling forecast provides a skeptical look into a financial period that goes beyond a year and updates the forecast on a continuous basis, the chances of success in the predictions are increased. This paper analyzes the overall business scenario of Bangladesh as well as examines the existing literature of rolling forecasting. The possibilities business industries of Bangladesh might have to implement rolling forecasting are presented briefly. In addition, the paper tries to present a basic implementation process for rolling forecasting. However, applying new changes to a conventional method always breeds anxiety among the practitioners. Bangladesh, a yet to be developed economy, may face barriers and fierce challenges while it tries to implement rolling forecasting in the budget operations of the companies. As a result, an attempt is also made to formulate some recommendations by reviewing existing literature for the business organizations of Bangladesh.

Keywords: Rolling Forecasting, Annual Budget, Traditional Budgeting, Business Environment

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Women in Senior Management within Public and Private Sector Employment in Malaysia

Ajlaa Shazwani Mokhtar*

University of the West of England Bristol, UK

Abstract

It seems that women's employment in Malaysia has marked an increment by 7.9 per cent over the past three decades where the labour force participation rate of women has increased from 44.5 per cent in 1982 to 52.9 in 2013. In order to achieve that target, a lot of initiatives on empowering women in the workplace have been proposed, for example, the formulation of National Policy for Women (NPW) that can be assumed as an initial step towards gender equality in the workforce. As a result, the percentage of women in the labour market has achieved the targets with 32.4 per cent of women at senior hierarchies. Encouraged by this success within civil service, in 2011, government policies have extended targets for women to comprise at least 30 per cent in decision-making levels by 2016 within private sector. However, the percentage of women who reach top positions in corporate hierarchy is still very low in Malaysia and the 30 per cent targets seem to be a tall order given the fact that women account for only 24 per cent of all senior managerial levels with only 11.61% women on boards. This pioneering study explores the This research will supplement existing knowledge that has been developed from a Western perspective. The absence of a body of literature on women who hold senior positions in Malaysia necessitates the use of Western literature on women in senior management as the theoretical basis for understanding the lives of women senior managers in Malaysia. Based on a review of this literature, the research will consider the influence of government targets and how far these constrained by cultural and religious factors. Whilst the research will be based upon a qualitative approach and in-depth interviews with 30 Malaysian women senior managers, this paper will draw upon existing literature, government policy documents and government labour force statistics to establish the context for the research.

Keywords: Senior Management, Employment

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Islam and Nigerian Foreign Policy (1960-2015)

Abubakar Usman Abubakar^{1*}, Elfatih A. Abdel Salam²

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Abstract

Based on guesstimate, Nigerian Muslims are widely estimated to constitute 50 percent of the country's population. This number translates into 5 percent of the world total Muslim population and one-third of the total number of Muslims in the Sub-Saharan Africa region. With the increasing role Islam plays in international relations, this study aims to explore the role Islam, as one of the major religions in Nigeria, plays in its foreign policy by assessing processes, procedures and implementation of Nigerian foreign policy. Although Islam is arguably the biggest religion in Nigeria, the country is stipulated by its constitution as secular. This particular fact makes any attempt to study the role of religion in the Nigerian public spheres complicated in nature. Nonetheless, using a framework introduced by Adeed Dawisha in his edited book "Islam and Foreign Policy", and using a qualitative approach, the study argues that Islam influences Nigerian foreign policy through processes, procedures and personalities on the one hand and policy implementation on the other. The study concludes that despite being one of the leading religions in the country in terms of adherence, Islam has featured rather scantily in the country's 55 years of independence. In other words, Nigeria's foreign policy has adhered to utilitarian rather than ideological imperatives.

Keywords: Islam, Foreign Policy, Elite, Dawisha's Framework, Moderate, Conservative, Secular, Utilitarian, Muslim World

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Awareness and Utilization of School Health Services among Students of Isa Kaita College of Education Dutsin-Ma, Katsina State. Nigeria

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Abstract

The paper appraised the awareness and utilization of School Health Services among students of Isa Kaita College of Education Dutsin-ma. Survey design was used for the study; three hundred and thirty (330) students were selected from five (5) schools of the college using proportionate sampling technique. A researcher developed questionnaire and standardized with reliability of 0.79 was used for data collection. Frequency counts and percentages were used to organize and describe the demographic variables of the respondents, while Pearson product moment correction (PPMC) and chi-square were used to test the formulated hypotheses at 0.05 level of significance. The findings revealed that there is relationship between awareness and utilization of School Health services. There is no significant difference in the awareness of male and female students on school health services. Also, there is no significant difference in the utilization of male and female students of school health services. The paper partly recommends that school should encourage formation of school health clubs and other related organization that will assist in disseminating health information to the students.

Keywords – Awareness, School Health, Services, Utilization

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The Relationship of Marital Adjustment and Sexual Function with Psychological Factors Affecting Treatment in Infertile Women

**Akram Karami Dehkordi^{1*} Masoumeh karamidehkordi²
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Abstract

Infertility is one of the most important issues of reproductive health that has prominent effects on psychological and social aspects of couple's life. Infertility causes women's concern about their sexual attractiveness and also their physical and mental health, This study therefore aimed to investigate the relationship of sexual function and marital adjustment with psychological factors affecting treatment in infertile women in 2013 in Mashhad, Iran. This correlational study was performed on 130 infertile women referred to Montaserie Infertility Research Center, Mashhad who selected using convenient sampling. Research tools were consisted of demographic questionnaires including personal and infertility-related information, and valid and reliable ROSEN Female Sexual Function Index (FSFI), Spanier Marital Adjustment Scale (DAS) and Goldberg and Hillier General Health Questionnaire, which were completed by the subjects. Data analysis was carried out by SPSS software using t-test, one way ANOVA, Spearman and Pearson correlation tests. The cause of infertility in 46.9% was a female factor and in 38.7% a male factor. General health in 49.2% of the infertile women was good. 54.6% of the infertile women had poor sexual function and 76.9% had high marital adjustment. The findings showed that infertile women with improved sexual function and good marital adjustment will have better mental health and are more hopeful to infertility treatment. These results can be incorporated in planning of training and counseling programs, specially for infertile women who suffer from psychological disorders.

Keywords: Sexual Function, Marital Adjustment, General Health, Mental Health, Infertility

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TRACK C: ENGINEERING & TECHNOLOGY STUDIES

The Influence of Initial Stress on the Dispersion Relations For Shear Horizontal Waves in Semiconductor/Piezoelectric Structures

Abo-El-Nour N. Abd-alla^{1*}, Nadia Asker², Hala M. Hossen³

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Abstract

In this work, we investigated analytically the dispersion relations for shear horizontal wave propagation in a piezoelectric half space covered by a semiconductor film with initial stress effect. The semiconducting layer is affected influenced by initial stress and the interface between the piezoelectric substrate and the semiconductor layer is imperfectly bonded. The effect of initial stress on the dispersion relation is studied in detail for piezoelectric Barium Titanate $BaTiO_3$ and semiconductor silicon. The obtained results provide a predictable and theoretical basis for applications of piezoelectric and semiconductor composites to acoustic wave devices.

Keywords: Initials stress; Shear-horizontal surface waves; piezoelectric semiconductors; Dispersion Relation; Amplification of the Bleustein-Gulyaev waves

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Relationship and Design Model for a Web Based System Utilizing Self-Directed Learning.

Roslina Othman^{1*}, Mohamad Fauzan Noordin², Tengku Mohd Tengku Sembok³, Akram M Z M Kheder⁴, Emma Nuraihan Mior Ibrahim⁵, Sadia Hamid Kazi⁶

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MARA University of Technology, Malaysia

Abstract

The pervasive use of technology in education has led changes to the learning process. Surpassing the traditional learning process, self-directed learning is gaining popularity day by day. It is the form of active learning where the learning activities for example planning and realizing the learning goals, deciding upon learning strategies, acquiring knowledge etc. are all controlled by the learner. But most research regarding self-directed learning is based upon standard educational environment. Especially as self-directed learning is more efficient in adult learners, most research is based on university level education. Thus the objective of this paper is to design a relationship and a design or infrastructural model for a web based system that utilizes self-directed learning. A web based system that will have the objective of providing resources to users to assess them selves and based on the assessment, the system will provide guidance for the users for self-improvement. So the user will be in control of his or her learning and acquiring knowledge for the self-improvement, the system will only act as a guide. As a case study the model has been applied to the Self-help Maqam-based system, an application developed based on the book Minhaj 'al 'Abidin's 7 maqams or hurdles, authored by Imam AL-Ghazali (r.a) to assess a user's spiritual level and ultimately help the user to improve at his or her own pace.

Keywords: Self-Directed Learning; Relationship Model; Infrastructural Model; Web-Based System; Maqam; Minhaj 'Al 'Abidin

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Effects of Different Plant Growth Regulators on in Vitro Regeneration of New Malaysian Variety *Oryza Sativa* L. Var. Mria 1 From Stem Explant

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Abstract

A study was conducted to determine the effects of different types and combination of plant regulators on in vitro regeneration of new Malaysian variety *Oryza sativa* L. Var. MRIA 1. The stem explants of 4-weeks age of seedlings were selected and a total of 16 plant growth regulators combination media (NAA, IBA, BAP, and Kn) were prepared. The most suitable plant growth regulator required for regeneration of *Oryza sativa* L. Var MRIA 1 was obtained from MS (Murashige and Skoog) basal media supplemented with 1.0 mg/l NAA and 0.5 mg/l Kn with an average of 8.90 ± 1.79 number of shoots, 114.00 ± 18.90 number of roots, 10.70 ± 2.62 cm length of shoots and 8.70 ± 1.64 number of leaves. It was proved that the in vitro regeneration of *Oryza sativa* L. var. MRIA 1 from stem explants can be done without entering the intermediate callus phase within 4 weeks of culture. Thus, laborious sub-culturing processes were not required to regenerate the multiple shoots. The findings provided an optimum plant growth regulator concentration for the tissue culture system of *Oryza sativa* L. Var. MRIA1. Further acclimatization of regenerated *Oryza sativa* L. Var MRIA 1 is recommended in order to provide a complete in vitro regeneration protocol of *Oryza sativa* L. Var. MRIA 1.

Keywords: *Oryza Sativa* L. Var. MRIA 1, Plant Growth Regulators (PGR), In Vitro Regeneration, Plant Tissue Culture

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Simulation of Optimal Control of Orbital Vehicle Thrust During Launch

**Yessil Khasenov¹, Boris Kiforenko², Rozamgul Niyazova^{3*},
Altynbek Sharipbay⁴**

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Abstract

In 21st century economically feasible and less expensive ways of space exploration and industrialization become the great challenge for mankind. One of the promising approaches is development of modern SSTO (single-stage-to-orbit) and VTOL (vertical-take-off-landing) technologies, leveraging latest achievements in new materials and propulsion systems. The paper presents results of simulation of dynamic systems, moving in central gravitational field, in an environment, where atmospheric drag force has a serious impact on system's dynamics. Model, proposed in paper, has been analyzed and build, based on Pontrjagin's principle of optimality. Optimal regular and singular thrust control of engine is analyzed. Research has been conducted on relations between optimal control feasibility and SSTO parameters, including initial acceleration and average (along trajectory) drag coefficient. Impact of drag dependence on Mach number on accuracy of computed optimal trajectory has been considered. One approach to solve the problem has been developed, where impact of proposed optimal control implementation on problem's optimality criteria is evaluated. The derived formula for calculating optimal control is invariant to conditions on right end of ascent trajectory.

Keywords: Simulation, Dynamic System, Trajectory, Optimal Control, Singular Arcs,

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Diversity and Abundance of Class Insecta at Lowland of Gunung Datuk, Negeri Sembilan with Three Different Insect Trap

**Nur Fatin Solehah Mohd Bustaman^{1*}, Asmida Ismail²,
Siti Khairiyah Mohd Hatta³, Saiyid Jalaluddin Saiyid
Shaifuddin⁴, Siti Aisyah Mohd Pudzi⁵**

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Abstract

A study on the abundance and diversity of insects was conducted at the lowland area of Gunung Datuk, Negeri Sembilan to determine the abundance and diversity of insects. This study also evaluates the effectiveness of different sampling methods. Samples were collected from December 2014 to March 2015 using three different types of traps namely Malaise, Yellow-pan and Pitfall trap. A total number of 25 orders were recorded with the total individual of 3523 for all traps. The most common order of insects found in this study was Hymenoptera (1479 individual), Diptera (1279 individual), Lepidoptera (210 individual) and Coleoptera (159 individual). The highest individual collected for Malaise traps were Diptera (1028 individuals). Meanwhile, Hymenoptera recorded the highest individual collected for Yellow-pan traps and Pitfall traps with 307 and 963 individuals respectively. There is no significant interaction ($P > 0.05$) on total individual collected and trap used in this study. The highest diversity index is from Yellow-pan trap ($H' = 1.86$) followed by Malaise trap ($H' = 1.29$) and Pitfall trap ($H' = 0.61$). The H' values are significant only for Yellow-pan ($P < 0.05$) but not for the other trap. This study showed that diversity and abundance of insects Yellow-pan trap was found to be the most efficient for this study compared to the other two traps.

Keywords: Diversity, Abundance, Insects, Trap, Lowland

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Web-Based Automated Appliance Control System with Security and Gas Safety Systems

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Abstract

This paper describes the design and implementation of a smart home or a unit, such as a building or an industrial site, which incorporates several technical features, namely, a security system, an automated appliance and device control system, and a gas safety system. The main objective of this design is to automate the operation of commonly used devices and improve security and safety inside the unit, hence raising the overall standard of living. An Arduino based microcontroller is used as the central control unit along with a relay module to effortlessly switch lights and fans, on and off via a web-based interface. A Personal Area Network (PAN), or more accurately, a Wireless Personal Area Network (WPAN), is created using a configurable router. An Ethernet Shield is used to connect the Arduino to the WPAN. An integrated security system has been designed using a motion sensor and an alarm system to detect home intrusion. The designed system should improve the standard of living with reduced risk of accidents and hazards. One main feature of the designed system is that it is very cost effective in nature, whilst maintaining an excellent quality of implementation. We have successfully met our economic cost target in the implemented design. In addition to usage of this system by able people to enhance the quality of lives, physically challenged and disabled people can use this system to become more self-dependent and do things which they otherwise would not be able to do without help from others.

Keywords: Automated, Appliance Control, Security System, Gas Safety System, Arduino

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TRACK D: MEDICAL, MEDICINE AND HEALTH SCIENCES

Differential Diagnosis of Dermatoglyphic Peculiarities in the Patients with Coronary Heart Disease and Chronic Kidney Disease

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Abstract

Prediction genetically predisposed people to heart and kidney failure is an actual problem. Dermatoglyphics can be one of the basic research in this area. The purpose of the study was to determine the features of dermatoglyphics in the patients with coronary heart disease and chronic kidney disease with chronic renal failure for making differential diagnosis. The object of the study were 25 patients (45-77 y.o.) with chronic coronary heart disease and 20 patients (42,65 ± 0,71 y.o.) with chronic kidney disease. Investigation and treatment of the patients was carried out in accordance with the standards. Dermatoglyphic study was conducted by the method of fingerprinting surfaces phalanges, using paint. Statistical methods of evaluation findings included parametric and non-parametric statistical methods. The predominance of racemates from ulnar loops scallops on the left and right hands was a distinctive sign for the patients with chronic kidney disease in compare to the patients with coronary heart disease. Dissymmetry of scallops in the patients with coronary heart disease was characterized by predominance of radial loops on fingers of right hand in compare with left; predominance of ulnar loops on fingers of left hand in compare with right. Thus, quantity of different types of scallops, their dissymmetry or racemates on fingers of the left and right hands are basis for differential diagnosis between patients with coronary heart disease and chronic kidney disease.

Keywords: Dermatoglyphics, Diagnosis, Heart and Kidney Diseases

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