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PROCEEDINGS

BOOK OF ABSTRACT
BESSH-2015

**International Conference on
“Business Economic, Social Science & Humanities”
(BESSH-2015), Kuala Lumpur, Malaysia**

Book of Abstracts Proceedings

**International Conference on
“BUSINESS ECONOMIC, SOCIAL SCIENCE &
HUMANITIES”
(BESSH-2015)
Kuala Lumpur, Malaysia**

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Proceedings of the International Conference on
“**Business Economic, Social Science & Humanities**
(BESSH-2015)”

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**International Conference on
“Business Economics, Social Science & Humanities
Kuala Lumpur, Malaysia”**

**Venue: Pearl International Hotel Kuala Lumpur
Malaysia**

ORGANIZING COMMITTEE

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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 honorable 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

Program Coordinator

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BESSH-2015

CONFERENCE PROGRAM

DAY 01 Monday (November 09 2015)

Welcome Reception & Registration

9:00– 9:30 am

Opening Ceremony (09:30 – 10:00 am)

Venue: Room 1

09:30 am – 9:40 am	Introduction of Participants
09:40 am – 9:50 am	Welcome Remarks – Mr. Leon Yap- Conference Coordinator Academic Fora
09:50am – 10.00 am	Group Photo Session

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



DAY 01 Monday (November 09, 2015)

Session 1 (10:30 am – 12:00 pm)

Venue: Room 1

Session Chair: Herbert Emily Nnene

Track A: Business Management and Social Science

BCKM-1115-104	The Representations of Older Models in Television Commercials towards Malaysian Generation Y Brand Favourability	Joyce Ang Chiann
BCKM-1115-105	Option Contracts in the light of Islamic Jurisprudenc: Comparative Study	Hossam E. Mohamed
BCKM-1115-112	Prefiguring Postblackness: Cultural Memory, Drama & the African American Freedom Struggle of the 1960s	Carol Bunch Davis
MCKM-1115-110	Educational Encouragement, Religiosity and Happiness among Muslim Working Women	Dr Aqeel Khan
BCKM-1115-107	The Relationship Between National Automotive Policy and Innovation: An Investigation to Malaysian Automotive Parts Companies in the Automotive Global Value Chain Business.	Mohd Lutfi Iskandar Bin Sahid

Lunch Break (12:00 - 1:00pm)

DAY 01 Monday (November 09, 2015)

Session 2 (1:00 pm – 2:30 pm)

Venue: Room 1

Session Chairs: Mr. Magdalene Mutfwang

Track B: Engineering & Technology, Computer, Basic & Applied Sciences

ECKM-1115-102	A Computer Program of Fault Diagnosis and Assessment of Quality Insulation Oil for Power Transformer of Dissolved Gas Analysis Methods	Ahmed Raisan Hussein
ECKM-1115-108	Iraqi currency Recognition system using RGB and HSV Color Average	Makera M Aziz

Tea Break (2:30 – 2:45 pm)

DAY 01 Monday (November 09, 2015)

Session 3 (2:45 – 4:00 pm)

Venue: Room 1

Session Chair: Sarala Joshi

Track C: Medical, Medicine & Health Sciences

MCKM-1115-111	Five-Factor Model of Personality and Mental Health Evaluation using GHQ among University of Malaya Students	Nafiseh Kananifar
MCKM-1115-112	Socio-Demographic Determinants of Leisure Participation among Female Academicians in Universiti Putra Malaysia, Serdang	Zubaida Mahmud
MCKM-1115-104	Quality of Life of Patients with Chronic Obstructive Pulmonary Disease in Chitwan, Nepal	Kalpana Sharma
MCKM-1115-106	Physical and Psychosocial Health Problems of Elderly Residing in Urban Areas of Lalitpur City: Nepal	Archana Bista
MCKM-1115-107	Ethical Challenges in Clinical Duty as Experienced by Nurses of Government Hospitals Kathmandu, Nepal	Muna Sharma

Closing Ceremony: 4:00 – 5:00 pm

DAY 02 Tuesday, (November 10, 2015)

City Tour and Shopping Day

All participants will be free to carry on their own tourism and shopping activities in Kuala Lumpur is a free day for this purpose

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	Country
1	ECKM-1115-111A	Magdalene Mutfwang	National Human Rights Commission Nigeria	Nigeria
2	ECKM-1115-112A	Herbert Emily Nnene	National Human Rights Commission	Nigeria
3	MCKM-1115-104A	Sarala Joshi	Tribhuvan University, Institute of Medicine, Kathmandu	Nepal
4	BCKM-1115-104A	Izian Binti Idris	Sunway University, Malaysia	Malaysia

TRACK A: BUSINESS MANAGEMENT AND SOCIAL SCIENCES

The Representations of Older Models in Television Commercials towards Malaysian Generation Y Brand Favourability

Izian Binti Idris¹, Joyce Ang Chiann Vern^{2*}

¹2Sunway University, Malaysia

Abstract

The ageing population is one of the most discussed subjects in many countries including Malaysia. Thus, this paper aims to study the portrayal of older models in television commercials on Malaysian Generation Y brand favourability. This implies the vital role of advertising in illustrating the decent portrayal of older models in these advertisements as it reflects the lifestyle and favourability of consumers towards the advertised brand or products. Here, two independent variables are examined in this study – cognitive age and stereotype in regard to Malaysian Generation Y brand favourability. A quantitative approach is employed with 253 questionnaires distributed to Malaysian Generation Y across Klang Valley, alongside the use of factor analysis and multiple linear regressions. Following to it, Social Identity Theory is illustrated in this study to assist the understanding of consumer personality and stereotype formation which help shaped their actions. The finding shows that all variables have significant influence on Malaysian Generation Y brand favourability towards television commercials featuring older models. Subsequently, recommendations are provided at the end of this paper.

Keywords: Older models, Generation Y, Advertising

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“Option Contracts” in the light of Islamic Jurisprudence: Comparative Study

Hossam E. Mohamed*

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Abstract

This research aims to provide an Islamic *Fiqhi* perspective on the Options Contract, one of the most prominent contracts in international capital markets. The research begins with a historical introduction that illustrates the emergence of this contract and its evolution. It then moves on to explain its terminology and linguistic meanings. The research also addresses the most suitable *Fiqhi* adaptation (*Takyeeef*) to this contract. The research concludes with many significant findings. Firstly, the subject of contracting is an abstract right, namely, just the right to purchase or to sell, and not something else. It is not an obligation, because an obligation is only a consequence of this contract. Finally, all kinds of this contract are haram because it contains *gharar* and *maysir* (gambling).

Keywords: Fiqhi, Options Contract, Islamic, Takyeeef

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Prefiguring Postblackness: Cultural Memory, Drama & the African American Freedom Struggle of the 1960s

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Abstract

While cultural memory signals the media, institutions, and practices which construct a collective past for the nation, how the Civil Rights Movement and Black Power/Arts Movement—collectively the African American Freedom Struggle of the 1960s—signifies within cultural memory animates debate in both the earlier and current historical moment. Beginning with the *Brown v. Board of Education* Supreme Court decision in 1954, this master narrative marks the passage of the Voting Rights Act of 1965 as the era's apex and characterizes the emergence of Black Power politics and Black Arts cultural production in 1966 as evidence of the Civil Rights Movement's decline. *Prefiguring Postblackness* intervenes in this narrative of declension that limits the representation of African American identity within the Civil Rights Movement to Martin Luther King's nonviolent protest leadership in the segregated south and casts Malcolm X's advocacy of Black Nationalism and the ensuing Black Power/Arts Movement as undermining civil rights advances. The retrieval and discussion of representations from the 1960s in *Prefiguring Postblackness* demonstrates the complexity of the ideologies informing black cultural production in that era as well as their implications for African American identity in the current historical moment. All of the plays discussed in *Prefiguring Postblackness* have been successfully restaged on and off-Broadway as well as in regional theatres around the U.S. within the last five years and these revivals alert us to the continuing influence these representations of African American identity have in cultural memory's construction of African American identity in the current historical moment.

Keywords: Prefiguring Postblackness, Cultural Memory, Civil Rights

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Educational Encouragement, Religiosity and Happiness among Muslim Working Women

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Abstract

Happiness is one the important indicator of mental health. Educational Encouragement questionnaires, Happiness questionnaire and demographic questionnaire were administered on Muslim working women (N=150). This study investigated the role of educational encouragement, Islamic identity as religiosity, and happiness among Muslim working women. Hypotheses of the study included: As the level of educational encouragement and Islamic identity as religiosity increases happiness also increases. Educational encouragement and religiosity will significantly predict the happiness of Muslim working women. Findings suggested Muslim women were experiencing happiness as level of educational encouragement and religiosity increases. Results declared that educational encouragement and religiosity are better predictors of happiness in Malaysian working women. Findings discussed in terms of highlighting Muslim working women breaking their barriers in this contemporary Malaysian society.

Keywords: Happiness, Woman, Muslim, Religiosity

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The Relationship between National Automotive Policy and Innovation : An Investigation to Malaysian Automotive Parts Companies in the Automotive Global Value Chain Business

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Abstract

Study of the Malaysian automotive policy has always been an interest for both local and international researchers. Malaysia which is a relatively small and young country, to have its own automobile manufacturing company should be a pride to every Malaysian. However the effectiveness of the national policy has always been discussed by the academic scholars, business entities and even often being debated by the politicians. This study will look on the policy analysis of the Malaysian National Automotive Policy whether it has successful to achieve its objectives. The main objective of the National Automotive Policy which was implemented in 2006 is to promote a competitive and sustainable domestic automotive industry especially the Malaysian national automaker company, particularly Proton. The study intended to evaluate the effectiveness of National Automotive Policy to the supporting automotive industries in Malaysia, namely the automotive parts companies or the automotive vendors. The relationship between the national programme and the industrial development to the economic growth in the Malaysian automotive industry will be looked into. The research will look into three main phases of National Automotive Policy in Malaysia which are the implementation National Automotive Policy in 2006 and revision of the National Automotive Policy in 2009 and extension of National Automotive Policy in 2014. Study also aimed to fill the research gap of the previous research on automotive industry in Malaysia basically between the automotive OEM (Original Equipment Manufacturers) and the automotive components makers in Malaysia automotive industry.

Keywords: Innovation, Automotive Parts, Malaysia, Industry

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**TRACK B: ENGINEERING & TECHNOLOGY,
COMPUTER, BASIC & APPLIED SCIENCES**

A Computer Program of Fault Diagnosis and Assessment of Quality Insulation oil for Power Transformer of Dissolved Gas Analysis Methods

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Abstract

Accurate faults diagnostics and oil insulation evaluation of high voltage electrical power transformers for life-long endurance are the key issue. The durability of transformer function is significantly decided by the quality of insulation oil, which deteriorates over time due to temperature fluctuations and moisture contents. Precise determination of faults in early stages and the efficient assessment of oil excellence in protecting transformers from potential failures occur during operation that can avoid sizeable economic losses. A computer program using traditional software play important role in this regard. The dissolved gas analysis in oil is a reliable method in the diagnosis of faults and assessing the insulation oil quality in transformers. The safeguarding teams in high voltage stations often suffer from the occurrence of sudden faults that results severe damage and heavy monetary loss. The oil must be appropriately treated to circumvent such failure. A computer program is performed to diagnose the faults and to assess the status of insulation oil quality in high voltage transformers. A suitable treatment is achieved via Roger's ratio method, IEC ratio method and doenrenburg ratio method depending on the dissolved gas analysis in the oil. The use of the C ++ program and windows easy process to use, and is highly enough for fault diagnosis and oil quality evaluation. The training algorithm is capable of assessing the oil quality as per IEEE standard and C57-104 -1991 and IEC standard 599 specifications. **Keywords:** Process, Motor, System, Movement

Keywords: Computer Simulation, Fault Diagnosis, Insulation Oil, Dissolved Gas Analysis.

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Iraqi Currency Recognition System Using RGB and HSV Color Average

Makera M Aziz*

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Abstract

This paper proposed a method to recognize Iraqi currency by computing the average of each color (RGB) for each currency paper. The average of the color will compare with a database that already has been stored in the system. This database includes the average color of each currency. The comparison will use the correlation to find the minimum error. To improve the system and get more accurate results, the color system will convert to HSV system and use the same steps that applied to the RGB color system. Compare the result that we got from two color system to take the last decision. Matlab environment 2011a has been used in this system.

Keyword: Currency, Color, Recognition System

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TRACK C: MEDICAL, MEDICINE & HEALTH SCIENCES

Five-Factor Model of Personality and Mental Health Evaluation using GHQ among University of Malaya Students

**Nafiseh Kananifar^{1*}, Dr. Rusdi Bin Abd Rashid², Mohd Amirul
Hanif B.Mohd Nawau³**

^{1, 2, 3}Universiti Teknologi Malaysia (UTM), Johor, Malaysia

Abstract

This study reports results of a correlation analysis linking traits from the 5-factor model of personality and overall mental health. The sample population consisted of 352 students selected out randomly through multi-phase clustering enrolled in university of Malaya. The instruments used were general health questionnaire (GHQ), and NEO five-factor inventory (NEO FFI). Data were analysed through Pearson correlation coefficient. The results showed that there are significant strong correlation between Social Dysfunction with Neuroticism and Agreeableness; Somatization with Neuroticism and Agreeableness; Depression with Neuroticism; Anxiety with Neuroticism and Agreeableness; Total Mental Health with Neuroticism and Agreeableness ($P < 0.001$). It concluded that Neuroticism and agreeableness is highly effective on student's mental health.

Keywords: Big Five, imposter, Mental Health

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Quality of Life of Patients with Chronic Obstructive Pulmonary Disease in Chitwan, Nepal

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Abstract

Chronic obstructive pulmonary disease is a major cause of morbidity and mortality worldwide and has a significant impact on patients' life. Hence, assessment of quality of life is an important tool for monitoring the response to treatment and determining the impact of disease severity in patients with chronic obstructive pulmonary disease. The aim of this study was to assess the health related quality of life of patients suffering from chronic obstructive pulmonary disease in Chitwan, Nepal. A cross-sectional hospital based study was conducted in outpatients department of two medical colleges and two governmental hospitals of Chitwan district. The major finding of the study revealed that the mean and standard deviation of global quality of life was 55.84 ± 11.21 , while 54.10 ± 13.95 was for physical (50.30 ± 14.81 for symptom and 56.52 ± 16.43 for activity), 56.69 ± 13.73 for social and 56.96 ± 12.05 for psychological domains. It was observed that only 48.0% of the patients had higher quality of life. In addition, quality of life was significantly associated with age, duration, education, economic status, smoking status, passive smoking, co-morbidity, number of hospital admissions, working capacity, dyspnea score and self-perceived health. In turn, socio-demographic and clinical variables independently associated with quality of life scores. Hence, attention should be paid on enhancing quality of life with more emphasis on the physical health and identified predictors of quality of life in patients suffering from chronic obstructive pulmonary disease while planning health services.

Keywords: Chronic Obstructive Pulmonary Disease, Patients, Quality Of Life

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Physical And Psychosocial Health Problems Of Elderly Residing In Urban Areas Of Lalitpur City: Nepal

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Abstract

In this century, with rapid advancement of science and technology, the old age population is increasing in every nation, adding burden of non communicable diseases. This study aims to find out the prevalence of physical and psychosocial health problems among elderly and to determine the factors associated with health problems. A cross sectional community based study was carried out in home settings of urban areas of Lalitpur sub metropolitan city. The mean age of the respondents was 77.5 years with SD \square 6.37, among them 57.3% were female. Concerning the prevalence of chronic disease hypertension 48%, osteoporosis 37%, chronic respiratory diseases 31%, diabetes 20% and 8% cardiac problems were identified. Sensory problems such as vision problem were among 40.4% and hearing problem was among 23.7% of elderly. Regarding the functional dependency on others for performing activities of daily living 29 % were dependent in performing their basic activities of daily living such as bathing, dressing where as 53% were dependent in performing their intermediate activities such as using telephone and doing simple household activities. Concerning to the psychological problems, depression was identified among 58.7 % and cognitive impairment was identified among 37 % of the respondents. Further, 13.4% elderly were suffered from elderly abuse among them 60.1 % were female and 39.9% were male. Common health problem among elderly are hypertension, osteoporosis, pulmonary diseases, and diabetes. Vision problem and hearing problem are also significant health problems among them. Functional dependency was higher among elderly with advanced age, female, depressed and cognitive impairment group. Depression is also a common problem among advanced age group. Cognitive impairment was higher among female gender, advanced age, illiterate and depressed elderly. Also elderly abuse is a discern social problem. Hence, national health policies should address these common health problems among elderly in urban Nepal.

Keywords: Elderly, Health Problems, Urban Areas

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Ethical Challenges in Clinical Duty as Experienced by Nurses of Government Hospitals Kathamandu, Nepal

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Abstract

The study aim was to describe Nepalese nurses' workplace experience of ethical challenges and occurrence of stress from those challenges in government hospitals of Kathmandu, Nepal. The study design was cross-sectional survey. Census was taken from the nurses working in the five government hospitals of Kathmandu. A set of validity established self-administered questionnaire was distributed and collected from 282 nurses according to their convenience. Ethical approval was taken from the Institutional Review Board of Institution of Medicine. The data was analyzed by using statistical package for the social sciences version 20. The three most frequently experienced ethical challenges were inadequate care to patient, insufficient information for informed consent, and doctors' not responding nurses' call in time. The most stressful situation for the nurses was 'inadequate infection prevention precautions'. Study showed that 92% nurses experienced at least one ethical challenges while, 90% perceived stress from those ethical challenges. Among the listed 24 ethically challenging situations, nurses experienced 3 to 24 situations. Unmarried nurses and those with younger ages perceived higher level of stress. Beta value showed that there was likely to increase .70 degree in the level of stress to the nurses when they experience one ethically challenging situation. Nurses experience ethical challenges in their clinical duty. The experience of ethical challenges causes higher level of stress. The findings can serve to strengthen the awareness about ethical challenges both in clinical and educational area.

Keywords: Nurses' Ethical Challenges, Stress Level, Clinical Duty

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Socio-Demographic Determinants of Leisure Participation among Female Academicians in Universiti Putra Malaysia, Serdang

Mahmud ZY¹, Minhat HS², Mahmud A³

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Abstract

A cross-sectional study was employed among female academicians in (UPM). Participants were selected by sample random sampling using SPSS software. Data collection period was from December 2014 to March 2015. The data was analyzed using statistical package for social science SPSS version 22.0 software. Simple descriptive, independent t- test and multiple linear logistics regression were used to determine predictors of leisure participation. The level of significance was set at 0.05. A total of 654 respondents were involved (Response rate 75%). The association between leisure participation and socio-demography were found such as. Age, ($r=0.281$, $p<=0.001$), years of service ($r=0.229$, $p<=0.001$) ethnicity ($t=-3.170$, $p<=0.001$), religion ($t= 4.347$, $p<=0.001$), marital status ($t= 2.905$, $p<=0.001$), academic position ($t=5.489$, $p=0.001$). No association found in country origin. Similarly no association was found between social support and leisure participation. Social support family ($t=-0.1084$, $p=<0.854$). friends ($t=-0.672$, $p=<0.502$). Multiple linear regression analysis reveals predictor of leisure participation only age. The model was only explaining (9.8%) variance of leisure participation. The finding from this study reveals female academicians were not involvement into leisure activities as results of several factors influence their level of participation such as age, marital status, religion, ethnicity, and social support.

Keywords: Leisure, Female Academicians, Socio-Demography, UPM

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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-bali-indonesia-november-2015/>

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