

**International Conference on
Society of Business, Economics,
Social Science & Humanities**

BESSH-2016



**May 02-03, 2016
Kuala Lumpur, Malaysia**



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CONFERENCE PROCEEDINGS

BOOK OF ABSTRACT BESSH-2016

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



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Book of Abstracts Proceedings

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

Kuala Lumpur, Malaysia

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(BESSH-2016)"

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Kuala Lumpur, Malaysia
Venue: The Federal Kuala Lumpur, Malaysia**

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CONFERENCE CHAIR MESSAGE

Dr. Malika Ait Nasser (PhD)

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.

Dr. Malika Ait Nasser (PhD)

Conference Chair

Email: Chair2016@academicfora.com

BESSH-2016



CONFERENCE PROGRAM

DAY 01 Monday (May 2, 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 – Mr Aldrich - 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 (May 2, 2016)

Session 1 (10:30 am – 12:00 pm)

Session Chair: Mohan Reddy T

Venue: Room 1

Track A: Business, Management and Social Sciences

KLS-156-114	Nexus of Imports in Influencing Export, Domestic Demand and Economic Growth	Anthony Dass
KLS-156-107	Mediating Role of Employee Skills between HRM and Organisational Performance: A Conceptual Model for the Libyan Construction Industry	Mohamed Elfadee Ali
KLS-156-112	Service Quality and Students Satisfaction at Universiti Sains Islam Malaysia	Mokhtar Saleh Alshaibah Mohammed Saied Alzoraiki Nabil Hussein Alfahim
KLS-156-113	The Economic Implication of Fuel Subsidy Removal in Nigeria	Danladi Bashir
KLS-156-105	The Pursuing of Government Policy: How Online Newspaper Frames the Internal Conflict in	Dian Purworini
KLS-156-108	The Relationship Between Language and Conceptual Art In Fashion	Ayoub Hojjat Shamami

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



DAY 01 Monday (May 2, 2016)

Session I1 (1:00 pm –2:30 pm)

Session Chair: Mohamed Elfadee Ali

Venue: Room 1

Track B: Engineering and Technology

KLE-156-105	A Novel Temperature Compensation Technique for Eddy Current Proximity Sensors	Mohan Reddy T
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Track C: Medical, Medicine and Health Sciences

KLM-156-105	Methicillin Resistance, Staphylokinase Activity and Biofilm Formation in <i>S. aureus</i> Isolates	Hero Farhad Salah Akreyi
KLM-156-106	Repetitive Transorbital Alternating Current Stimulation to Modulate Early Visual Areas: An fMRI Single Case Study	Aini Ismafairus Binti Abd Hamid

(Tea Break 2:30pm to 2:45 pm)

(Closing Ceremony)

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	KLS-156-111A	Alharbi Ibrahim Bader	University Technology Malaysia

DAY 02 Tuesday (May 3, 2016)

City Tour and Shopping Day

All respective guests are free to conduct their own sightseeing and tour.

The second day of the event is reserved for this memorable purpose.



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TRACK A: SOCIAL SCIENCE AND HUMANITIES



The Pursuing of Government Policy: How Online Newspaper Frames the Internal Conflict in

Dian Purworini*

Universitas Muhammadiyah Surakarta, Indonesia

Abstract

In an organizational conflict with uncertain situation and direction, media is an important source of information. Media has the power to cite and use information that suit to their preferences and deliver it to larger audiences. In another side, audiences also use media for their information's need in a quick and detail form that will lead to the image building towards organizations. Their different argument and interests towards the mediation that lead by previous president SBY in order to solve the conflict was followed by negative effect. This study used interpretive, framing approach to analyse how internal conflict in Karaton Surakarta was framed by the online news media? Additionally, this study also tried to find out why online news tended to heavily judge on certain party, instead of explaining the correct approach that contribute to the effective mediation? Did organizational culture of Karaton Surakarta have the relations towards the failed mediation? As the family members of Karaton Surakarta have their different culture compare to government and also media culture? This study used text media in online version as published in the largest and oldest on line news media in Surakarta. The findings suggested that framing was embedded in one month news online news through three levels: transmission, reification, naturalization as proposed by Stephen D Reese. The frame directed the public to accept that government need to interference that conflict although it was rejected by Dewan Adat. Instead of proposing the cultural organization aspects that embedded in Karaton Surakarta, this online media thus focusing on power approach that used by government.

Keywords: Conflict, Organizational Culture, Framing

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The Relationship between Language and Conceptual Art in Fashion

Ayoub Hojjat Shamami*

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Abstract

This study involved discovering the effects of art movements in fashion. Conceptual art is an art movement which began in the late 1960s. Conceptual artists are more interested in idea or concepts rather than form or beauty. Indeed conceptual artists used this form of artworks as a vehicle in conveying their ideas. The conceptual art serves as an interesting form of art which is more subjective while fashion design generally focused on the market needs and more objective. Hence, there is a contradiction between fashion and conceptual art. This research attempted to provide insights to the existing knowledge in relation to the role of conceptual art in fashion. This study used a qualitative method which was based on content analysis. This study reviewed past articles and journals related to conceptual art and fashion. The specific art movement which investigated was perceived as a conceptual art form and how this unique art form has inspired some fashion designers such as Nima Behnoud and Katharine Hamnett. These fashion designers managed to display the connections between language and the finale product. Additionally text and language play a vital role in fashion that they do not mainly serve as basic formal elements. Indeed fashion designers used conceptual art to create wearable art. It can be concluded that fashion and conceptual art have some similarities. In conceptual art, artist used some concepts to convey a message to people. However, fashion can be seen as a different medium for conceptual artist to convey their message to the audience.

Keywords: Conceptual Art, Fashion, Language, Postmodernism, Art Movement

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TRACK B: BUSINESS MANEGEMENT AND ECONOMICS



Mediating Role of Employee Skills between HRM and Organisational Performance: A Conceptual Model for the Libyan Construction Industry

Mohamed Elfadee Ali*¹, Dr. Roshartini Omar², Dr. Asrul Nasid Bin Masrom³
UTHM, Malaysia

Abstract

The construction industry in Libya is an important entity requiring further development and better organisation. Libyan construction industry operates under traditional procurement system where verbal communications are widely used instead of written ones. Thus, it creates many difficulties for the foreign experts (e.g. language barrier, using and reading body language) as well as the local employees (e.g. lack of understanding regarding what is needed from them) to work in Libya under this circumstance. This further put the situation at risk that slow down the productivity. As Libya is currently undergoing reformation process, they need proper implementation of HRM practices in order to cope up with the current practices. In order to preserve harmony, it has become very important for Libyan construction firms to craft refined HRM policies so that they can successfully manage the workforce of their organisations. Although, past researches have demonstrated that there exists a relationship between HRM policies and organisational performance, it has ignored to consider the mediating role of the “black box”, through which HRM policies are to affect organisational performance. Besides, the content of the “black box” still remains an unanswered issue in the linkage of HRM-performance. Therefore, revealing the mediating variables or the content of the “black box” is crucial for strengthen the linkage between HRM and organisational performance. Therefore, the current study takes an attempt for exploring the affiliation that exists between HRM practices and organisation performance and the mediating role of the employee skills as a “black box” content that will significantly contribute to the theoretical enhancement of the current level of knowledge in the existing literature on HRM and organisational performance in the construction industry context.

Keywords: HRM, Employee Skill, Organizational Performance, Libya, Construction Industry

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Nexus of Imports in Influencing Export, Domestic Demand and Economic Growth

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Abstract

Post-1997/98 Asian Financial Crisis saw several developing Asian countries migrate their growth policy emphasis from export-led to domestic-demand-led with the aim to craft a more balanced growth approach. It led to the notion that exporting countries are losing their grip on exports since net exports contribution to GDP has been dwindling compensated with rising domestic-demand contribution to GDP. Based on ASEAN-5 countries (Indonesia, Malaysia, Philippines, Singapore and Thailand), this study examine the long-run causal relationship and short-run dynamics between imports, capital imports, intermediate imports and consumption imports with respect to against GDP, private consumption, public consumption, gross fixed capital formation, exports and services using the ARDL cointegration approach for the period 1992 – 2014. The ARDL test results for causality between imports, capital imports, intermediate imports and consumption imports combined with the structural break for imports, capital imports, intermediate imports and consumption imports with respect to GDP, private consumption, public consumption, gross fixed capital formation, exports and services showed positive short run and long run impact for Indonesia, Malaysia, Philippines, Singapore expect for public consumption in the short run, and Thailand. Besides, most of the models were statistically significant. The specified bivariate causality test results concluded that DD contribution to GDP is overestimated, while NX contribution to GDP is underestimated, supporting the findings of the Dutch model. The reason being, imports and import components that is capital imports, intermediate imports and consumption imports influenced GDP, private consumption, public consumption, gross fixed capital formation, exports and services positively in most cases in the short run and long run.

Keywords: ARDL cointegration approach, Imports, Capital Imports, Intermediate Imports, Consumption Imports, Net Exports, Domestic Demand

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Service Quality and Students Satisfaction at Universiti Sains Islam Malaysia

**Mokhtar Saleh Alshaibah Mohammed Saied Alzoraiki Nabil
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USIM, Malaysia

Abstract

The competitive state Malaysian higher education industry is set to intensify over the forthcoming years. The aim of the study is to measure the service quality in education and identify the differences of the student perception of the service quality based on their demographic factors and academic profiles. It is a kind of the state of competition between most of the world universities to enhance their position to rank highly through improving the service qualities to attract and obtain students from different whether were local or international countries this competitive became more and tougher lastly. To remain competitive, it requires to continuously acquire, maintain, and build stronger relationships with students. This study has led to discuss the relation between the service quality and the satisfaction for USIM's students in Malaysia also, study attempts to examine the relationship between service quality dimensions and overall service quality (tangibility, responsiveness, reliability, assurance, and empathy) and student satisfaction. Furthermore, this study is also examining critical factors in service quality dimensions (tangibility, responsiveness, reliability, assurance, and empathy) through disturbed questionnaires to 205 students at the University in adifferent level of higher education. The findings generally indicate that the majority of students are satisfied with the facilities provided by universities. Such findings should help universities make a better strategic plan as to enhance students' satisfaction in particular and its overall performance in general. In general, the results indicated that all the five dimensions of service quality were correlated with student satisfaction

Keywords: Service quality, SERVQUAL, satisfaction, Higher Education, USIM

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The Economic Implication Of Fuel Subsidy Removal In Nigeria

Danladi Bashir*

Jigawa State Polytechnic, Dutse College of Business and Management
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Abstract

This study examines the economic implication of fuel subsidy removal in Nigeria. It addresses the arguments for and against fuel subsidy removal in Nigeria as an economic discourse. This paper notes the growing antagonism from people towards the removal of fuel subsidy. It was discovered that the sector was characterized by gross corruption, abuse of office, defective record-keeping, insufficient supply, smuggling and inefficiency. The paper also examines various regimes of fuel price increases, subsidy payments and its effectiveness or otherwise in stimulating economic activities in Nigeria and make recommendations on the need to build more refineries in order to make the product more available to the people at an affordable pump price. On the short run, the prices of the fuel would go up significantly but would drop when the products of the new refineries are released into the market. Also, the paper recommends that for the smooth operation of the petroleum sub sector, government should always engage the people in policies that will affect them.

Keywords: Economy, Fuel, Refinery, Subsidy

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TRACK C: ENGINEERING AND TECHNOLOGY



A Novel Temperature Compensation Technique for Eddy Current Proximity Sensors

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Indian Institute of Science, India

Abstract

Proximity sensors have wide range of applications in aviation, automotive and electronic industry. They can be used in applications such as position measurement, touch sensing, assembly testing, air gauging and many more. We have mainly two types of proximity sensors, capacitive and inductive. Eddy current sensors belong to the category of inductive type proximity sensors. These are wire wound coils energized with an AC voltage or current source. Eddy current sensors can be used to measure the proximity of conductive materials. An eddy current sensor can be modeled as an inductor in series with a resistor. These two electrical parameters will vary depending on the proximity of conductive target. By measuring the eddy current sensor's resistance or inductance, we can determine the proximity of the target. A major problem with eddy current sensors is their dependence on temperature. The sensor's resistance and inductance not only change with proximity but also with the ambient temperature. Many temperature compensation techniques were proposed to correct these errors. Most of these methods are nonlinear in nature and involves lot of computations which is not cost effective. So it is important to find a simple and cost effective temperature compensation technique. We have tried to propose a linear compensation method for eddy current coil resistance. By using finite element analysis based simulations and by varying different variables involved in eddy current sensing, we have found that a linear relation between coil resistance and temperature can be achieved.

Keywords: Proximity sensing, Inductive sensors, Temperature compensation, Linear method

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TRACK D: MEDICAL, MEDICINE AND HEALTH SCIENCES



Methicillin Resistance, Staphylokinase Activity and Biofilm Formation in *S. Aureus* Isolates

Hero Farhad Salah Akreyi*¹, Adel Kamal², Sekaran Muniandy Khedir³

Salahaddin University, Kurdistan^{1, 2}, University of Malaya, Malaysia³

Abstract

This investigation included collection of 630 specimens from Hospitals in Erbil City-Kurdistan Region-Iraq. Ninety eight isolates were obtained. There was a relationship between the virulence factors where 82.65% of coagulase positive isolates were staphylokinase (Sak) producers; and a relationship between Sak production, biofilm formation and methicillin resistance *S. aureus* (MRSA), where 69 (85.18%) from 81 of Sak producers isolates were MRSA while from 83 MRSA isolates 69 (83.13%) were Sak producers. A negative correlation was seen between Sak production and biofilm formation. Antibiotic sensitivity screening showed variable susceptibility of isolates with resistance low in all isolates (1.02%, 4.08%, 6.12%, 14.28%, 18.36% and 39.79% for G, Amx and Cip, V, Az, Ery, and Pen G respectively), and the highest resistance rate was 97.95% for Nit and Sul. All 98 *S. aureus* isolates were distributed in 38 groups as an anti-biogram ranging from the most multi-resistant group (resistant to 13 antimicrobials) to the most sensitive group which was only resistant to 2 antimicrobials. Most isolates were methicillin resistant (81.63%) and it was shown that 23 isolates of 98 isolates carried the *mecA* gene.

Keywords: *S. Aureus*, Staphylokinase, MRSA, Biofilm Formation, Meca Typing

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Repetitive Transorbital Alternating Current Stimulation to Modulate Early Visual Areas: An fMRI Single Case Study

Aini Ismafairus Binti Abd Hamid*¹, Carolin Gall², Oliver
Speck³, Mircea Ariel Schoenfeld⁴

Universiti Sains Malaysia¹, Otto-von-Guericke University Magdeburg^{2, 3, 4}

Abstract

Partial blindness is one complication among many that are known to develop following a stroke event. As a result, the elucidation of novel ways to restore vision is an area that demands much research attention. The visual cortex, damaged during a stroke event, typically has residual potential for enabling vision. This study aimed to examine the residual potential and explore whether the modification of visual cortex organization is possible via repetitive transorbital alternating current stimulation (rtACS). Activation of the visual cortex was investigated in a patient suffering from homonymous hemianopia (HH) following a right posterior cerebral artery stroke event. High resolution 7-Tesla functional magnetic resonance imaging (fMRI) was performed before 10 days of rtACS (25–50 min/day) and after rtACS. rtACS increased spatial activation and coherence values in the region of interest (ROI) in both the intact and damaged hemisphere, while both increased and reduced amplitude were recorded after rtACS in various ROIs in both hemispheres. This indicated that rtACS resulted in the reorganization of retinotopic cortical maps. Additional studies are required to further elucidate the potential of rtACS to trigger plasticity in the visual cortex and restore vision capabilities and to determine whether the activation changes are due to hemodynamic modifications and/or the stimulation of neurons.

Keywords: Visual Field, Retinotopic Maps, Fmri, Alternating Current Stimulation, Non-Invasive Electrical Stimulation

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