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# CONFERENCE PROCEEDINGS

## BOOK OF ABSTRACTS BESSH-2016

**International Conference on  
“Business Economic, Social Science & Humanities”  
(BESSH-2016), Dubai, UAE**

# **Book of Abstracts Proceeding**

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

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“**Business Economic, Social Science & Humanities**  
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**International Conference on  
“Business Economics, Social Science & Humanities  
Dubai, UAE**

**Venue: Flora Grand Hotel Deira Dubai UAE**

**ORGANIZING COMMITTEE**

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## CONFERENCE CHAIR MESSAGE

**Dr. Malika Ait Nasser**

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.

**Dr. Malika Ait Nasser**

Conference Chair

Email: [chair2016@academicfora.com](mailto:chair2016@academicfora.com)

BESSH-2016

# CONFERENCE PROGRAM

**DAY 01 Friday (August 12, 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 – <b>Mr. Leon Yap</b> Conference Coordinator Academic Fora
09:50 – 10.00 am	Group Photo Session

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



**DAY 01 Friday (August 12, 2016)**

**Session 1 (10:30 am – 12:00 pm)**

**Venue: Room 1**

**Session Chair: Mr. Leon Yap**

**Track B: Business, Management and Social Science**

DBS-286-104	Massive Open Online Courses Pedagogical Framework in Education Institutes	Paduri Veerabhadram
DBS-286-104	Reliability and Factor Analysis of Knowledge, Attitude and Practice of Noise-induced Hearing Loss	Balachandar S. Sayapathi1
DBS-286-106	Government Organization and Management of Public Enterprises in Kosovo	Visar Nallbani

**Track A: Medical Medicine and Health study**

DBM-286-102	Lipid profile and Sex performance in Sudanese diabetic patients	Lemya Mohammed Yahia Naway
DBM-286-103	Assessment of Knowledge About Diabetes Among Nurses in the Primary Health Care of Saudi Arabia	Talal Alharbi

**Lunch Break (12:00 - 2:00pm)**

**Closing Ceremony**

## **DAY 02 Saturday (August 13, 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.

**TRACK A: BUSINESS, ECONOMIC SOCIAL  
SCIENCE AND HUMANITIES**

## Government Organization and Management of Public Enterprises in Kosovo

**Milaim Berisha<sup>1</sup>, Visar Nallbani<sup>2\*</sup>**

<sup>1,2</sup> College of International Management Globus, Kosovo

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### Abstract

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Public Enterprises (central and local) in the Republic of Kosovo relevant to the purpose for which they were established, currently they are facing a number of problems related to organization and their functioning. Therefore, I think it would be interesting to analyse in this topic how these Public Enterprises (central and local) are organized, how do they function today and what challenges they are facing, without hesitating to consider also the practices from the private sector in order to enhance their performance and to be alongside the private enterprises for achieving, respectively meeting the needs of customers in a much better level. Public enterprises after the year of 1999 have failed to be fully reformed or restructured in order to be able to perform their functions efficiently and as a consequence some of these companies were liquidated or privatized. In suitable conditions, the transfer of ownership into private sector or public-private partnership would have changed the characteristics in both, in organization and functioning through an efficient management of human and material resources towards development for offering better services.

***Keywords:*** Public Enterprise, Organization, Operation, Management

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## Massive Open Online Courses Pedagogical Framework in Education Institutes

**Paduri Veerabhadram\***

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### Abstract

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This paper examines how emergent technologies framework theories could influence the design of Pedagogical Framework learning in Higher Education Institutes level culture. It will pay particular attention to the roles of educators, researchers, course designers and learners in creating networked learning experiences on massive open online courses (MOOCs). In this paper, we explored future pedagogy framework designed module for Higher Education institutes. This research paper is focused entirely new framework approaches on Massive Open Online Courses Pedagogical Framework design models for teacher and learner interaction. MOOCs, the platforms that are part of the MOOC Pedagogy environment, it represents the planned analysis of online educations. Lecturers need to face not only pedagogical issues, but also other issues of resources, financial ,software,hardware and technological issues.

**Keywords:** Collaborative Learning; Online Courses, ODL, Philosophy, Network Learning, Pedagogy, Framework,

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## Reliability and Factor Analysis of Knowledge, Attitude and Practice of Noise-induced Hearing Loss

**Balachandar S. Sayapathi<sup>1</sup>, Siti Raudzah Ghazali<sup>2</sup>, David KOH<sup>3</sup>**

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### Abstract

The prevalence of occupational noise-induced hearing loss is on increasing trend globally. The prevalence of this occupational malady had doubled in the past decade. The aim of this study is to explore reliability and factor analysis of knowledge, attitude and practice of noise-induced hearing loss questionnaire. A total of 39 participants took part in test-retest reliability while 116 subjects participated in evaluation of internal consistency reliability and factor analysis of the questionnaire. Based on test-retest reliability, all items in the questionnaire were consistent except AJ5, but the item had showed having strong correlation value. Acceptable internal consistencies were obtained; for knowledge domain, Cronbach's alpha was 0.879; attitude domain, they were 0.723, 0.747 and 0.737 for behavior, feeling and judgment, respectively, and for practice domain, Cronbach's alpha was 0.849. Exploratory factor analysis was performed with acceptable Kaiser-Meyer-Olkin measures. It was 0.879 for knowledge domain, whereas for attitude domain, they were 0.500, 0.525 and 0.601 for behavior, feeling and judgment, respectively, and Kaiser-Meyer-Olkin measure was 0.791 for practice domain. The Bartlett's Test of Sphericity was statistically significant ( $p < 0.001$ ) for all the domains indicating the data was likely factorable. A Knowledge, attitude and practice of noise-induced hearing loss questionnaire was developed and appeared to have acceptable levels of internal consistency and the items belonged to same sets were reduced into single factor after conducting Exploratory factor analysis.

**Keywords:** Knowledge, Attitude, Practice, Hearing loss, noise-induced

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## **TRACK B: MEDICAL MEDICINE AND HEALTH**

## Assessment of Knowledge About Diabetes Among Nurses in the Primary Health Care of Saudi Arabia

**Talal Alharbi<sup>1\*</sup>, Meredith McIntyre<sup>2</sup>, Gayle McLelland<sup>3</sup>**

Monash University and University Diabetes Centre, King Saud University<sup>1</sup>  
Associate Professor Director of Education, Coordinator Master of Clinical  
Midwifery Monash University<sup>2</sup>, School of Nursing and Midwifery Monash  
University<sup>3</sup>

### Abstract

The incidence of diabetes mellitus in Saudi Arabia is among the highest in the world. Since care and management of diabetes patients are primarily entrusted to nurses, it is vital that nurses have sufficient relevant knowledge for optimal patient care outcomes. Objective: To assess the diabetes knowledge of the nursing staff employed in the primary-healthcare sector in Saudi Arabia. Methods: A questionnaire -based quantitative, descriptive design was distributed to nurses (n=172) employed at 35 primary-healthcare centres in the Al-Qassim province of Saudi Arabia and provide primary care for diabetics participated. Diabetes knowledge was assessed using a 23-item purpose-designed questionnaire, known as Diabetes Knowledge Test (DKT). Results: Nurses' mean DKT score of 61% which is below the score (of 70% or more) indicative of adequate knowledge. Collectively, they displayed better knowledge in areas such as clinical signs of diabetes, hypo/hyperglycaemia state, insulin treatment, and dietary risks to diabetes onset and/or to worsen the condition. However, the finding that the knowledge was weak in critical, and potentially life-threatening, aspects was alarming. Associations were established between DKT score and several demographic variables such as age, gender, education (degree/diploma), country of origin, country of nurse education and years of work experience. Conclusion: In view of the high prevalence of diabetes in Saudi Arabia, the inadequacy in diabetes knowledge among the caring nurses, is a cause for concern. The findings highlight the urgent need for diabetes knowledge-enhancing interventions.

**Keywords:** Nurses AND Assessment AND Diabete AND Knowledge

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## Lipid profile and Sex performance in Sudanese diabetic Patients

**Lemya Mohammed Yahia Naway\***

China Agriculture University College of Biological Science– Biochemistry and Molecular Biology

### Abstract

This study composes of two parts, the first one is an experiment to evaluate the level of blood glucose and lipid profile among diabetic patients and comparison of the result with non diabetic subjects, the second one is a survey to assess the standards of health care and patients' knowledge. The subjects were divided into two groups according to insulin requirement, Type 1 and Type 2 and then divided according to gender. One hundred Sudanese diabetic patients and Fifty non – diabetic were chosen, from Ribat university hospital during January 2009 they had means of age (52  $\pm$  11.063) (45.72  $\pm$  11.169) years, height (165.82  $\pm$  8.573) (167.28  $\pm$  9.450) cm and weight (70.20  $\pm$  11.203), (71.02  $\pm$  13.429) Kg. Respectively. Blood glucose and lipid profile were measured by enzymatic colorimetric methods in both groups, and very low density lipoprotein cholesterol were calculated for each sample. In addition to a significant elevated level of serum lipids TC p=0.001, TG p=0.001, LDL p=0.001, and VLDL p=0.001. And decrease in HDL p= 0.001 level in diabetic patient compared to non diabetic subjects. Among subgroups (type1, type2) diabetic patient's glucose level and lipid profile were significantly higher (p<0.5) while HDL-C was significantly lower when compared to non-diabetic subjects. No statistically variation was found in the between males and females diabetic patients The study indicated that standards of healthcare that many patients are unaware of the symptoms of diabetic complications and the effect of diabetes on kidneys, heart diseases, in addition decreased sexual performance in men (82%) than women (4%). The study conclude that higher level of TC – TG- LDL -VLDL in diabetic patient compared to control with lower level of serum HDL, The majority of diabetic patients are unaware of their health states. Male diabetic patients should be screened for sexual performance to avoid impotence.

**Keywords:** Diabetes Mellitus, Lipid Profile, Sex, Performance, Sudan.

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# VISION

**“Our vision is to promote research excellence through networking platform.”**

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