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MMHS



CONFERENCE PROCEEDINGS

BOOK OF ABSTRACT MMHS-2016

**International Conference on
“Medical, Medicine and Health Sciences”
(MMHS-2016), Osaka, Japan**

Book of Abstracts Proceedings

**International Conference on
“Medical, Medicine and Health Sciences”
(MMHS-2016)
Osaka, Japan**

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(MMHS-2016)”**

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**International Conference on
“Medical, Medicine and Health Sciences
Osaka, Japan”
Venue: Osaka International Convention Center,
Japan**

ORGANIZING COMMITTEE

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CONFERENCE CHAIR MESSAGE

Dr. Malika Ait Nasser

International Conference on Medical, Medicine and Health Sciences 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

Conference Chair

Email: chair2016@academicfora.com

MMHS-2016

CONFERENCE PROGRAM

DAY 01 Thursday (September 29, 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. Petrel Qiu 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 Thursday (September 29, 2016)

Session 1 (10:30 am – 12:00 am)

Venue: Room 1

Session Chair: Mr. Leon Yap

Track A: Engineering and Technology Study

OKE-596-103	Assessing the Effectiveness of Mobile App Intervention in Emergency Nursing: an Empirical Study at a Teaching Hospital in Taiwan	I-Chun Lin
OKE-596-104	Mining performance management applying data analytics and artificial intelligence methodologies	Burcin Ozturk Demirhanoz
OKE-596-105	A KML Publishing Method for Storytelling on Virtual Globes	Jin Woo Choi
OKE-596-105A	A KML Publishing Method for Storytelling on Virtual Globes	Seong Hoon Kim
OKE-596-105	The Efficiency of lead leachate from hazardous fly ash using microwave treatment in Taiwan	Chih-Mei, Chou

Track B: Business Management Economic Social Science and Humanities

OKS-596-101	Volatility Contagion In Selected Six Asian Countries: Evidence From Country Risk And Determinant Indicators	See-Nie Lee
OKS-596-107	Service Quality And Service Innovation On Service Loyalty: An Empirical Study In Postal Service	Shaian Kiumarsi
OKS-596-102	A Report on Collaborative Projects Involving Developing a Multilingual Map and a Video Clip with Japanese Students, Overseas Students, and a Community in Echizen, Japan	Yuko Kato

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

DAY 01 Thursday (September 29, 2016)

Session 2 (1:00 pm – 3:00 pm)

Venue: Room 1

Session Chair: Mr. Leon Yap

Track C: Medical Medicine and Health Study

OKM-596-101	Integration and usage of complementary medicine in community pharmacy in Malaysia – A Pharmacist Survey	Wong Pei Nee
OKM-596-102	Increasing Women’s Awareness on the Importance of Early Detection of Cervical Cancer Through Socialization Method and Focus Group Discussion on Sabdodadi Village Bantul, Yogyakarta	Kharismadhany

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	OKM-596-102A	Umul Etika Sari	Midwifery, Vocational College, Universitas Gadjah Mada, Indonesia
2	OKM-596-102B	Qorina Aulia Rachmah	Midwifery, Vocational College, Universitas Gadjah Mada, Indonesia

DAY 02 Friday (September 30, 2016)

City Tour and Shopping Day

All respected guests are free to conduct their own sightseeing and tour. The second day of the event is reserved for this memorable purpose.



TRACK A: MEDICAL, MEDICINE AND HEALTH SCIENCES



Integration and Usage of Complementary Medicine in Community Pharmacy in Malaysia – A Pharmacist Survey

Wong Pei Nee^{1*}, Paraidathathu Thomas², Lesley Braun³
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Abstract

The use of complementary medicine (CM) is consistently on the rise worldwide. In Malaysia, CM are available as over-the-counter products in community pharmacies and consumers expect pharmacists to be knowledgeable about CM. However, little is known about community pharmacists' attitudes toward the use of CM in their practice. The study aimed to identify pharmacists' perception of their ability to meet the CM information needs of customers within the community pharmacy setting. Ethics approval was obtained. A pilot study was conducted prior to the study. A 40-item self-administered questionnaire on paper and on a Web site was shared with a convenience sample of pharmacists working in community pharmacies. The frequency of use of different types of CM by pharmacists, attitudes towards the use of CM and pharmacists' knowledge scores were measured. Data were analysed using SPSS. The response rate was 27% (453/ 1662). Personal use of CM was common (65%). Only 42% of pharmacists always asked customers presenting with prescription medicines about concomitant CM use. On average, pharmacists only achieved about 54% of the knowledge score in a CM knowledge test on CM-drug interactions and 71% on clinically proven benefits of CM. Majority of the pharmacists (75%) obtained CM product training through self-directed learning. Most pharmacists supported CM education at the undergraduate level (66%) and additional CM education for registered pharmacists (94%). It was concluded that Malaysian registered community pharmacists have a positive attitude towards integrative care and there is a need for the development of accessible and quality resources on CM.

Keywords: Alternative Medicines, Healthcare Quality, Community Pharmacy

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Increasing Women's Awareness on the Importance of Early Detection of Cervical Cancer Through Socialization Method and Focus Group Discussion on Sabdodadi Village Bantul, Yogyakarta

Kharismadhany*¹, Umul Etika Sari², Qorina Aulia Rachmah³
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Abstract

Cervical Cancer ranks the second most suffered cancers in Indonesia. On average, there are 2.5 people get affected and 1.1 people died every hour. DIY has the highest percentage 1.5%. The rise of the number is because of the late detection of cancer. Early detection needs to be done in order to prevent the diagnose of late stadium of cancer . One of the way for cancer detection is through visual inspection with acetic acid (VIA). Unfortunately, there are still many people who don't know about visual inspection with acetic acid (VIA) and the importance of early detection. this case results doubts, worries, and shame for women on cancer age risk to do early detection. it is shown in the survey on Kadibeso, Sabdodadi village, Bantul that there are 285 women out of 334 women on cancer age risk have not had the test. This case is caused by the lack of information about the test and also because simply they were feeling ashamed. The increase of women's understanding about the importance of early cancer detection and the VIA test and also the increase of women's participation on the early detection. Information sharing about cancer and tumor on reproductive organ, VIA test presentation, forum group discussion to inform the women about cancer and the importanc of early detection on the group of 73 women. The reasons of women who have not had the test are the feeling of shame to do the test, the lack of information, the fear to do the test and also the taboo custom to talk about reproductive organ. The result of the information sharing is the increase of number of women to do the VIA test. 36 women are eligible for free VIA test provided by midwifery students in cooperation with Yayasan Kanker Indonesia (Indonesia Cancer Foundation). There is correlation between women's knowledge about early detection with women's participation to do the early detection.

Keywords: Early Detection, VIA, Cervical Cancer

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TRACK B: BUSINESS MANAGEMENT & ECONOMICS



Volatility Contagion in Selected Six Asian Countries: Evidence from Country Risk and Determinant Indicators

See-Nie Lee^{1*}, Fan-Fah Cheng², Chee-Wooi Hooy³
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Abstract

Volatility contagion has become a trend of financial crisis research ever since the outbreak of 2007 Sub-prime crisis in the US. Existing contagion studies are either too sector based, or focus on specific financial product so there is a lack of comprehensive study to incorporate multiple indicators driving the volatility contagion. This study analysed multiple sources that can be associated with volatility contagion, comprising both the financial and non-financial sectors, market information, macroeconomic financial variables, country risks and external factors (S&P 500) combined together as variety types of indicators driving the volatility contagion. A generalised VAR-GARCH with multivariate BEKK-GARCH approach is employed to analyse volatility contagion of daily sectorial indices of six Asian countries (Indonesia, Japan, Malaysia, South Korea, Thailand and the Philippines from 1990 until 2015). When AIC criterion information was analysed, it showed that the VAR(1)-GARCH(1,1) model benchmark was robust. This covers two financial crisis: Asian Financial Crisis (1997) and the Sub-prime Mortgage Crisis (2007). The results documented statistical evidence at highly significant of volatility contagion during the selected two financial crisis. This study further explore on a determinant of volatility contagion that receive rare attention in the literature - country risk with a Two-limit Tobit model. This study proxy it by debt service capacity which is measured by quarterly-ahead debt restructuring ratios. The result reveals that the country risk is one of the important indicators driving volatility contagion. Furthermore, our findings revealed that the volatility contagion was not caused by a single factor. Rather, all volatility contagion have multiple indicators. This is contrary to previous studies which focused only on specific sectors or products.

Keywords: Volatility Contagion, Country Risk, VAR-GARCH, Multiple Indicators

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A Report on Collaborative Projects Involving Developing a Multilingual Map and a Video Clip with Japanese Students, Overseas Students, and a Community in Echizen, Japan

Jin-ai University Japan

Yuko Kato

Abstract

This study explores the impacts of collaborative projects conducted with Japanese students, overseas students, and a community in the Japanese city of Echizen. Japan, a nation that, from the 1600s to the 1800s, closed its doors to overseas countries for two centuries, accordingly, the number of foreign people living in the city of Echizen is growing rapidly. However, there has been a lack of collaborative activities between academics and the local communities in this region. Our projects, therefore, were implemented to develop students' intercultural competence. In these projects, students worked with researchers to make a multilingual map illustrating sites visited by original walking tours throughout the city as well as a short video clip explaining important words and actions in case of emergency. During these projects, the researcher investigated the impacts of the project by interviewing participants. The findings indicated that most of the respondents felt that the projects had been effective in promoting awareness of different cultures and that they would be meaningful activities for communities that were becoming more multicultural. At the same time, it became clear that increased practical support from related community groups and organizations would be needed in order for future projects to run smoothly; furthermore, the researcher needs to link empirical activities in a community with academic studies for students to consider the meaning of intercultural activities more critically. In conclusion, we recommend that more such collaborative projects between academics and communities should be specifically encouraged to focus on developing intercultural competence, as this is the first step toward preparing students for living in multicultural societies. In the paper, more detailed information on the projects will be presented. This study was supported by the Tanemaru Grant-in-Aid of Echizen City and by Jin-ai University.

Keywords: Intercultural Understanding Education, Collaborative Research and Community Cooperation, Higher Education

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Service Quality and Service Innovation on Service Loyalty: An Empirical Study in Postal Service

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Abstract

The post office is a service oriented organisation and has lots of social responsibilities towards public service. However, literature on the service loyalty in the post office context is relatively new. The appropriate approach for fostering service innovation for the post offices should be developed to increase knowledge about the service quality. This research, therefore, aims to explore the factors influencing service loyalty in the post office service sectors. This study could contribute to both management theories and practical applications to the post offices in Asian countries, especially in Malaysia. The findings will help the post offices move towards offering new products and services. Past studies have shown that perceived service quality may influence customer satisfaction and service loyalty. However, study investigates the mediating role of customer satisfaction and brand equity conceptualized on the relationship between service quality and service innovation on service loyalty. The VB-SEM using Smart-PLS has been applied on 180 post office users to test the cause and effect relationships. The findings will be helpful to the post offices on how to modernize in spite of limited resources which will be a practical solution for the society in day-to-day transactions.

Keywords: Perceived Service Quality, Service Innovation, Customer Satisfaction, Brand Equity, Service Loyalty, Post Office

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TRACK C: ENGINEERING AND TECHNOLOGY



Assessing the Effectiveness of Mobile App Intervention in Emergency Nursing: an Empirical Study at a Teaching Hospital in Taiwan

I-Chun Lin ^{1*}, Chung-Hsien Liu ², I-Ying Tsai³

^{1, 2, 3} National Yunlin University of Science and Technology, Taiwan, R.O.C

Abstract

the emergency department frequently admits patients with external wounds whose injuries require a photographic record for the purpose of national health insurance claims or possible lawsuits. The photo record procedure currently in place has not been able to reduce nurses' workload while ensuring effective data management. The most commonplace problem such as photo misplacement often leads to unnecessary waste of time and resources, or worse, a hospital's financial losses due to incorrect insurance claims. The development of the Photo Record App with the ability to integrate with the case hospital's healthcare information system and electronic medical record was intended to avoid repeated data entry and filing errors. questionnaire survey and managerial reports collection were adopted in this study. the modified model reached an overall explanatory power of 88%. With statistical significance "Task-Technology Fit" and "Usability" positively affecting the dependent variable of "Performance Impact". Managerial reports confirmed increased health insurance claims over injury treatments in the emergency department after the app was implemented. The result was mainly due to the app's ability to reduce patient record filing errors which as a result, enhance insurance claim accuracy and the hospital's revenue. this study furthered the research on IT intervention in the field of emergency nursing with empirical results. It provided the case hospital the performance evaluation of the app to facilitate its extended use across different departments. Other hospitals can also take the analytical results of the app as reference when planning similar IT interventions as a solution to problems regarding photographic records and patient records filing at the emergency departments.

Keywords: Task-Technology Fit (TTF) Model, System Performance Assessment, Mobile App Intervention, Mobile Health, Structural Equation Modeling (SEM).

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Mining Performance Management Applying Data Analytics and Artificial Intelligence Methodologies

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¹WesTrac (Caterpillar), Australia, ²University of New South Wales, Australia, ³ the University of Queensland, Australia

Abstract

In mining industry, efficient and cost effective project development is critical to be succeeded since it is a long term business and also because of the global economic concerns need new approaches more than before. Projects are depending on new investment decisions nowadays, are in terms of innovative technology for mining applications and performance management. One of the serious tasks faced by observing and monitoring methodologies to ally data science into detailed engineering applying scientific hypothesis-testing approach, essentially not only optimizing the algorithms but also generating new hypothesis to monitor and to improve the efficiency. Modern wireless based management systems and applications for mining equipment fleets are capable of collecting vast amounts of equipment health and mining performance data. However, when performance and machine health deviates from desired target levels, it can sometime be difficult to determine the root caus. This is because data relating to the operating environment or maintenance actions taken often reside in different data bases, applying different fields including database design, statistics, pattern recognition, machine learning, and data visualization. This “silo” approach to data often inhibits the extent to which evidence-based root causes can be determined and generate cost modeling in advance due to actuals. These study hypotheses that there is significant value to be had by integrating data from different sources and using this to determine and manage root cause of performance and machine health problems in advance. It aims to demonstrate the potential for value by undertaking a number of case studies using data collected across a number of Western Australian mining operations

Keywords: Analytics, Intelligence, Methodologies

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A KML Publishing Method for Storytelling on Virtual Globes

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Abstract

Amidst the global trend toward open government, the availability and utilization of public data are growing, and 80% of the public data are spatial big data on locations, which can be visualized on maps to create new value. Virtual Globes is used as a new visualization platform for spatial data in various fields, such as environmental science, meteorology, and statistics, due to its use of an easy, intuitive interface and a simple markup language. This study focuses on a Keyhole Markup Language (KML) publishing method for the visualization of spatial data using Google Earth, leading Virtual Globes software. We designed this method to express what producers want to say in storytelling, using scalable KML tags available on Google Earth, as well as display concise information on locations on a map. Moreover, we verified its utility by visualizing the meteorological data publically available from the Korea Meteorological Administration by creating KML files for storytelling of meteorological changes. This method is expected to be used as a tool for promotional and educational content production in fields such as meteorology, environmental science, geography, statistics, and history, since it can explain data with spatial and temporal elements on a canvas of a three-dimensional virtual Earth.

Keywords: Virtual Globes, Google Earth, Geovisualization, Keyhole Markup Language (KML), Public Data

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FUTURE EVENTS

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