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CONFERENCE PROCEEDINGS

BOOK OF ABSTRACTS MMHS-2019

International Conference on
“Medical, Medicine & Health Sciences”
(MMHS-2019), Kuala Lumpur, Malaysia



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Book of Abstracts Proceeding

International Conference on
“Medical, Medicine & Health Sciences”
(MMHS-2019)
Kuala Lumpur, Malaysia

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**International Conference on
“Medical, Medicine & Health Sciences”
Kuala Lumpur, Malaysia
Venue: The Federal Kuala Lumpur 35 Jalan Bukit
Bintang, 55100 Kuala Lumpur, Malaysia**

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CONFERENCE CHAIR MESSAGE

Dr. Malika Ait Nasser

International Conference on “Medical, Medicine & 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 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

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MMHS-2019

Conference Schedule

DAY 01 Wednesday (December 18, 2019)

Venue: The Federal Kuala Lumpur 35 Jalan Bukit Bintang, 55100 Kuala Lumpur, Malaysia.

09:00 am – 09:20 am	Welcome Reception & Registration
09:20 am – 09:30 am	Introduction of Participants
09:30 am – 09:40 am	Welcome Remarks – Conference Coordinator
09:40 am – 09:50 am	Grand Networking Session
09:50 am – 10:10 am	Key Note Speech By Salem Al- Anazi
10:10 am – 10:30 am	Tea Break

DAY 01 Wednesday (December 18, 2019)

Session 1 (10:30 am – 11:30 am)

Venue: Room 1

Session Chairs: Mr. Leon Yap

Track A: Medical, Medicine and Health Sciences

KUA-3129-101M	Effect of Puguntano Leaf Extract (Curangafel-Terrae Merr) on Interleukin-1 α Expression of Cholesteatoma Matrix Cultures with Atticoantral Chronic Suppurative Otitis Media	Elvien Dwi Saleh
KUA-3129-102M	A Comparative Study of the Secretory IgA Immunoglobulins (S.IgA) Secretory in Children's before Tonsillectomy and after Tonsillectomy Versus the Health Children	Yulia Anggraini
KUA-3129-103M	Establishment of the Shari'ah Framework for the Application of Somatic Gene Therapy in Human	Zakiah Samori

Track B: Business, Management, Economics, Social Sciences and Humanities

KUA-3129-101B	Influence of Green Shared Vision on Green Product Development Performance: Mediating Role of Green Product Psychological Ownership	Tai-Wei Chang
KUA-3129-102B	The Influence of Excessive Packaging of Green Product on Green Trust: The Mediation Effect of Green Brand Affect and Green Brand Associations	Yu-Shan Chen

Closing Ceremony & Lunch Break (11:30 am –12:30 pm)

DAY 02 Thursday (Dec 19, 2019)

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

**TRCAK A: MEDICAL, MEDICINE & HEALTH
SCIENCES**

Establishment of the Shari'ah Framework for the Application of Somatic Gene Therapy in Human

Zakiah Samori^{1*}, Fadilah Abd Rahman²

Abstract Human gene therapy is best known as a transfer of nucleic acids to either the somatic cells or germ cells of an individual. It introduces genetic materials which have therapeutic purpose ranging from inherited genetic disorders to certain malignancies and infectious diseases. This medical scientific breakthrough has received lucrative demand worldwide as it offers potential treatment to cure genetic diseases in human at the molecular level. Since then, thousands of people have already participated in the trials thus it is likely to be part of medical practice in the future. This model of Shariah Framework would serve as the ethical basis for the application of somatic gene therapy in Malaysia and beyond (particularly Muslim countries) especially for Muslim doctors, scientists and Muslims at large. Consideration of the position of Somatic Gene Therapy from the Shari'ah perspective is undeniably crucial in any attempt to regulate Somatic Gene Therapy in any Muslim countries in the future.

Keywords: Somatic Gene Therapy, Shari'ah Framework, Islamic Principles

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Effect of Puguntano Leaf Extract (Curangafel-Terrae Merr) on Interleukin-1 α Expression of Cholesteatoma Matrix Cultures with Atticoantral Chronic Suppurative Otitis Media

Elvien Dwi Saleh^{1*}, Harry Agustaf Asroel², Adlin Adnan³, Restu Syamsul Hadi⁴

Abstract Background: Chronic otitis media (COM) with or without cholesteatoma is a major global health problem, especially in developing countries. Until today, there is no other treatment for COM with cholesteatoma (COMch) other than surgery. Puguntano (Curanganfel-terrae Merr) is a plant from Scrophulariaceae family. It can be found in Asia, especially in China, India, Philippines, Myanmar, Malaysia and Indonesia. This plant has traditionally used as stimulant, antidiuretic, treatment for malaria, hepatoprotective drug, antipyretic, antihyperthermic drug, anti-cancer, antihyperglycemic, antioxidant and anti-inflammatory. Those medicinal use are empirically proven to be effective. The objective of this study is to evaluate the effect of ethanol extract from Puguntano leaves on Interleukin-1 α expression level in cholesteatoma matrix cultures with atticoantral type chronic suppurative otitis media. Methods: This study is an in vitro experimental research comparing two groups, a keratinocyte cholesteatoma culture with and without Puguntano extract. A group without extract Puguntano was divided into 4 different groups: group with Puguntano extract 1 mg/ml, 2 mg/ml, 4 mg/ml and control group. Results: Interleukin-1 α level in cholesteatoma culture is inversely proportional to Puguntano extract. Interleukin-1 α expression level in group with Puguntano extract 1 mg/ml is 4,335 pg/ml; 2 mg/ml is 3,83 pg/ml; and 4 mg/ml is 2,74 pg/ml. Those results showed the decreasing level of Interleukin-1 α expression compared to control group, which is 8,2889 pg/ml. Conclusion: In this study, Puguntano extracts is statistically significant in lowering Interleukin-1 α level of cholesteatoma matrix cultures.

Keywords: Puguntano, Cholesteatoma, Interleukin-1 α

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A Comparative Study of the Secretory IgA Immunoglobulins (S.IgA) Secretory in Children's before Tonsillectomy and after Tonsillectomy Versus the Health Children

Yulia Anggraini^{1*}, Delfitri Munir², Linda I Adenin³

Abstract Background : Infection of the tonsils is a fairly common problem in the population especially in children . chronic tonsillitis happened because of reccuret inflammation in tonsil that caused by bacteria or virus. The complaints among others are pain while swallowing, fever, otitis media, until obstructive sleep apnea. Until now tonsillectomy procedure is still a controversy. Tonsillectomy is a commonly performed surgery in children with chronic tonsillitis. For those against it, tonsillectomy is considered decreasing the body's defense mechanism. The goal of the study is to analyze the secretory immunoglobulin A level on the chronic tonsillitis children patients before and after tonsillectomy. Method: This study was conducted as a comparative analytic study among the chronic tonsillitis children patients before and after tonsillectomy. Result: The result of this study reveals that the level of secretory Ig A in healthy subjects were 510 ± 802 ng/ml, in chronic tonsillitis patients before tonsillectomy were 1010 ± 3570 ng/ml, and after tonsillectomy were 580 ± 922 ng/ml. Conclusion: The level of s-IgA in chronic tonsillitis prior to tonsillectomy was high and 4 weeks post operation the level of s-IgA decreased, close to the level of normal subjects.

Keywords: Secretory Immunoglobulin A, chronic tonsillitis, tonsillectomy

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**TRACK B: BUSINESS, ECONOMICS, SOCIAL
SCIENCES AND HUMANITIES**

Inclusive Economic Growth And Refugee Crisis In Europe: A Temporal Analysis

Paula Puskarova*

Abstract The paper presents a temporal analysis of the asylum seekers inflows into the European Union using official statistics and links it with inclusive growth theories. The paper questions welfare and environment as two main drivers of refugee crisis into the European Union over the past years. It also challenges the term crisis discussing it within its socioeconomic context.

Keywords: Migration, Asylum Seeker, Crisis, Environment, Europe

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Influence of Green Shared Vision on Green Product Development Performance: Mediating Role of Green Product Psychological Ownership

Tai-Wei Chang ¹, Yen-Li Yeh^{2,*}, Chin-Ju Lee ³, Yu-Shan Chen ⁴

Abstract This study proposes a new concept to explore the relationship between green product psychological ownership and company green management among R&D employees by employing green product psychological ownership theory. The study concentrates on the green shared vision of native R&D manufacturing employees that affects green product development performance and green product psychological ownership. The study aims to fill the research gap for green product psychological ownership of R&D employees in green industry that affects green shared vision and green product development performance. In addition, verify the mediation roles of green product psychological ownership. The research results can support the companies to set up their green shared vision more concretely and push the R&D employees embracing psychological ownership. Thus, the influence will promote employees to increase green product development performance. The hypothesis was tested by using Structural Equation Modelling, SEM. The questionnaire was conducted by post and the informants were native R&D manufacturing employees in the following types of Taiwanese companies randomly chosen from Taiwan Business Directory: consumer electronics, information software and hardware, medical and biotech, food, textiles mills, among others. The research results will provide to relevant units and expect the company to establish competitive advantage.

Keywords: Green Shared Vision; Green Product Development Performance; Green Product Psychological Ownership

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The Influence of Excessive Packaging of Green Product on Green Trust: The Mediation Effect of Green Brand Affect and Green Brand Associations

Yu-Shan Chen ¹, Chin-Ju Lee ², Shu-Hsien Lin ³ Shan-Chuan Liu ⁴

Abstract Due to the arise of environmental problems like earth pollution, lack of natural resources, global warming, etc., environmental issues become more and more important in recent years. One of the kinds of earth pollution is garbage pollution, which includes excessive packaging of product. This study investigates the influence of excessive packaging of green product on green trust and discusses mediation effects of green brand affection and green brand associations. Our study undertakes an empirical study by means of random questionnaire survey, focuses on the consumers who have purchased green products. A total of two hundred and thirty-eight questionnaires are valid. We adopt structural equation modelling (SEM) to test the research framework. The results of this study indicate that: (1) Excessive packaging of green product has a significant negative impact on green brand affection. (2) Excessive packaging of green product has a partially significant negative impact on green trust. (3) Excessive packaging of green product has no impact on green brand associations. (4) Green brand affection has a significant impact on green trust. (5) Green brand associations have a significant impact on green trust. Based on the above results, our study finds that green brand affection partially mediates the relationship between excessive packaging of green product and green trust, while green brand associations has no mediation effect on it.

Keywords: Green Marketing; Green Product; Excessive Packaging Of Green Product; Green Brand Affect; Green Brand Associations; Green Trust

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