

2nd ETMR 2016

**2nd International Conference on
Emerging Trends in Multidisciplinary
Research**



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Conference Basic Details

Background Of KS Global Research (KSGR)

KS Global Research welcomes you all to the 2nd International Conference on Emerging Trends in Multidisciplinary Research (ETMR-2016).

KS Global Research (KSGR) ® is a Malaysian based international consulting firm serving the world's leading businesses, governments, public and private universities of world and not for profit organizations in every field of life. Its mandates is to develop stakeholders in diverse fields ranging from the basic necessities like sustainable health conditions, reduction in the poverty and the basic human rights to the more complicated and glittering demand of time like science and technology, entrepreneurship and telecommunication by focusing on the findings of extensive research conducted by researchers all around the world.

Introduction To Conference

2nd International Conference on Emerging Trends in Multidisciplinary Research (ETMR-2016) is one of the substantial and most reputable international events of Business, Economics, Social Sciences and natural sciences. Appealing outstanding researchers from over 100 countries worldwide, the conference exhibits a friendly, supportive environment to accept feedback, exchange ideas and find inspiration. The main aim is to provide a forum for people coming for different academic backgrounds to interact and present their researches. Moreover, the conference generates the possibility for publications of research papers in indexed and organized journals. International Conference on Emerging Trends in Multidisciplinary Research (ETMR-2016) will provide a platform for debating on issues and challenges in the aforementioned fields. The objective is to back discussions on strategies that will accelerate worldwide growth and economic recovery as well as evolution in technology and scientific research.

Objectives

- 2nd International Conference on Emerging Trends in Multidisciplinary Research (ETMR-2016) seeks to achieve the following objectives:
- To organize debates on business, economics and management, social sciences and natural sciences that will accelerate global growth and economic recovery.
- To inaugurate networking ties between members of academia and industries.
- To bridge the gap between academic and practical knowledge.
- To develop a series of focused research topics that will benefit the academic world.
- To encourage the application of methodological approaches in any environment.

Conference Tracks

The covered tracks of conference includes, but not limited to:

- Track No. 01: Business, Management, Economics and Legal Studies**
- Track No. 02: Chemical and Physical Sciences**
- Track No. 03: Computational Sciences, Engineering and Technology Studies**
- Track No. 04: Biological Sciences**
- Track No. 05: Social Sciences and Humanities**
- Track No. 06: Health and Medical Sciences**
- Track No. 07: Regional and Religious Studies**
- Track No. 08: Multidisciplinary and Interdisciplinary Studies**

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“Impact of Institutional Quality and Foreign Direct Investment on Human Development Index (HDI)- A Case Study on Selected SAARC Countries”

ETMR-16-201

Ghamz E Ali Siyal , M. Umer Farooq

ABSTRACT

In this paper, the relationship of Institutional quality and foreign direct investment on Human Development Index (HDI) was analyzed for selected SAARC countries (Bangladesh, India, Pakistan, and Sri Lanka). The methodology of paper is comprised of Hausman test, panel data Generalized Least Squares random effect test, unit root test, and panel co-integration analysis for the selected sample of 1990 – 2012. The results of this study tell us that Institutional quality plays a more significant role than foreign direct investment in improving Human Development Index (HDI). Institutional quality will attract foreign direct investment, and it will improve Human Development Index (HDI) on a significant level. The existence of a long run relationship proves that every country needs better Institutional Quality and Foreign Direct Investment to improve Human Development Index.

**CREATION AND PROGRESS OF THE UNIVERSE: NEITHER PURE CHANCE NOR
PROVIDENCE: THE THIRD ALTERNATIVE**

ETMR-16-207

S. K. Malhotra

Abstract

Determinism has been the enduring pillar of all scientific endeavour, it has led us to the chance created universe with zero probability; it has endured because there has been no viable alternative, since there is no scientific rival it has made theorists working on the subject of physics and evolution complacent. Every now and then God created theory of the universe raise its head but is snubbed. We ought to look for alternatives theories, scientific not creationist, one such alternative is suggested in this paper. We propose a correction that comes from the application of the freedom as the fundamental necessity (giving up determinism), which requires the revolutionary idea that matter has a 'will', 'ability to think', and 'an in-built urge to freedom' and also, to begin with, has a small initial freedom (area of uncertainty in Quantum Mechanics) inbuilt

in it, and it proceeds to increase it by trial and error, this trial and error and the built in learning, 'learning from mistakes made' and the freedom pursuit (defined below) is the allembacing principle which explains the creation of a viable real absolute space (the universe as flow of quantum gravity); it not only explains the origin of the universe and its progress in a more positive

way than the chance theory but also has the strength to explain everything: physics (realism and non-relativistic), evolution and social sciences. It also makes religion and ethics a part of science (we no longer need faith to believe in God). God in not the creator, it is pushes one step further away from where it is placed now. Matter in search of freedom, explains all except it does not answer the questions 'who put it (matter, evolutionary progress has resulted in the emergence of all the living and the man) in the state of constraints from which it is trying to escape and why has matter been put in such a situation'. These two questions still remain unanswered.

**Novel, Rapid and Sensitive Spectro photometric Methods
For the Determination of Cardol using Sulfanilamides as New Class of Coupling Reagents**

ETMR-16-211

Mohsina Begum , Isa Baba Koki and Akheel Ahmed Syed

ABSTRACT

First-ever three spectrophotometric methods using sulfanilamide (SAA), sulfadoxine (SDX) and sulfamethoxazole (SMX), the widely used sulfa drugs as new class of coupling agents for the spectrophotometric determination of cardol, a phenolic compound found in cashew nut shell liquid, a by-product of cashew industry is proposed. The methods are based on the interaction of diazotized sulfa drugs with cardol to produce an orange yellow colored product with a maximum absorption at 440 nm. The color developed was stable up to 6 h. The methods obey Beer's law. The methods can be successfully employed for the determination of cardol in presence of anions and cations, which do not interfere in the methods.

Studies on the mechanism and thermodynamic feasibility of fennel seed spent for the bioremediation of Congo red dye in water

ETMR-16-214

Syed Noeman Taqui, Rosiyah Yahya, Aziz Hassan, Nayan Nayak and Akheel Ahmed Syed

ABSTRACT

Nutraceutical industries produce a considerable amount of cellulosic materials as waste by-products. These materials hold promise as potential biosorbent for the remediation of toxic dyes from industrial effluents. Fennel seed spent (FSS) – an inexpensive, eco-friendly, nutraceutical industrial spent has been used as an efficient biosorbent for the removal of Congo Red (CR) a toxic bis-azo dye from aqueous media. Owing to structural stability, CR is highly resistant to microbial biodegradation. Thus, the conventional biological treatment processes are ineffective to remove CR from water. The present study focuses on the study of effects of changes in physical and chemical parameters like temperature, pH, adsorbent, contact time and adsorbate doses. It was found that a pH of 2 - 4 favoured dye adsorption, while a temperature of 30⁰C was ideal for maximum adsorption. The SIPS isotherm describes the mechanism of adsorption. Thermodynamic analysis showed that the adsorption is favourable and endothermic. The low ΔH^0 value indicates that the adsorption is a physical process involving weak chemical interactions like hydrogen bonds and van der Waals interactions. The kinetics revealed that the adsorption process showed pseudo second order tendencies with the equal influence of intra-particle as well as film diffusion. The SEM images of FSS show a highly fibrous matrix with a hierarchical porous structure. The FTIR analysis of the spent confirmed the presence of cellulosic and ligno-cellulosic matter giving it both hydrophilic and hydrophobic properties. The investigations indicate that FSS is a cost-effective, eco-friendly and efficient biosorbent for the remediation of toxic Congo Red dye and the resultant dye adsorbed FSS can be reused as inexpensive coloured filler material in the fabrication of thermoplastic and thermoset composites.

Characteristic depiction of Persian/English walnut (*Juglans regia*) leaves in Swat

ETMR-16-216

Dr. Nudrat Aamir, Rosemeen Riaz

Abstract

In recent years, accentuation has been set on the utilization of natural ways in the control and treatment of different maladies, as some synthetically incorporated medications have undesirable reactions and responses. In this study, the ethanol concentrate of Persian/English walnut leaves in Swat will be analyzed for antibacterial exercises on *Streptococcus mutans*, *Streptococcus salivarius*, *Streptococcus sanguinis*, and *Actinomyces viscosus* using the microdilution method. Hard and fast phenols, fl avonoids, and fl avonols are to be determined colorimetrically. The base inhibitory obsessions (MIC) for ethanolic expel degree will be broke down and moreover the extent of slightest bactericidal centers (MBC) will be reviewed. Full scale phenols and total fl avonols and fl avonoids, will be figured exclusively. These discoveries will focus on Persian walnut leaves of Swat having any antibacterial effects on the four examined organisms and are they fitting as choice answer for protection and treatment of dental plaque on account of these microorganisms.

**The Development of a Single-Input Multiple-Output AC-AC Converter
Designed by Using Switched Capacitor Techniques**

ETMR-16-217

KEI EGUCHI, WANGLOK DO, SORANUT KITTIPANYANGAM, KANJI ABE

ABSTRACT

In the field of power engineering, an electrical power transformer, such as autotransformer, is one of the most popular solutions to offer stepped-up / stepped-down voltages. However, due to the existence of magnetic core and winding, the traditional autotransformer is heavy and bulky. In this paper, we propose an inductor-less ac-ac converter with single-input multiple-output (SIMO) topology in order to offer multiple outputs at different voltage levels from a single ac supply. To achieve inductor-less ac-ac conversion, the proposed ac-ac converter is designed by switched-capacitor (SC) techniques. Owing to the inductor-less ac-ac conversion, light weight and small size can be realized by the proposed ac-ac converter. While keeping the frequencies of the input and output voltages equal, the ac-ac conversion is performed without flying capacitors. Furthermore, the proposed SIMO ac-ac converter can reduce hardware cost from traditional single-input single-output (SISO) converters, because multiple step-up / step-down voltages are offered at same time from the proposed ac-ac converter. Concerning the proposed ac-ac converter with two outputs, the operation principle, qualitative analysis and simulation evaluation are described to clarify the characteristics of the proposed ac-ac converter. Through the simulation program with integrated circuit emphasis (SPICE) simulations, the effectiveness of the proposed ac-ac converter is confirmed.

The Role of Women Entrepreneurs through Self Help Groups in helping to Sustain Life in Rural Punjab

ETMR-16-223

Ruchi Anand

Introduction

The role of women in productive activities in India has been increasing over the years. Women entrepreneurship in India represents a group of women who are exploring new vistas of economic participation. Women are today viewed as entrepreneurs, economic actors, producers and consumers, whose investment decisions have multiple economic impacts. However, the total number of enterprises run by them is extremely small as compared to men. They often have long stories of trials and hardships before establishing themselves as independent entrepreneurs. Their efforts have also been full of challenges and have had to encounter public prejudices and criticisms which include family criticism, social constraints and financial difficulties. The lack of sufficient start-up capital prevents many women from establishing entrepreneurial projects. In such a situation microfinance has emerged as an empowering opportunity for women clients. It supports women's economic participation by providing initial credit, facilities savings, collateral free loans and insurance benefits. Microfinance helps to empower women, thus, promoting gender equity, creating employment, improving household wellbeing and driving economic growth. Thus, microfinance has become an attractive mechanism to provide financial services to the poor especially women. The methods it adopts helps in reducing certain types of transaction costs and unnecessary formalities of banking officials such as collateral. Moreover targeting women for financial services is a good start on the road to women empowerment, enhancing opportunities for their individual growth, economic activity, decision-making in the household and the community.

“Microfinance is defined as the delivery of small loan, savings, insurance and other financial services to the poor so that they can generate income opportunities, build assets base, stabilize consumption and protect themselves against risk” (Anne, H., 2008).

Research on game security technology

ETMR-16-224

SangJin Jeong, HyunChul Joh

ABSTRACT

In general, the game initial sales make up the majority of total sales. So game companies use multiple security technologies when release a game. There are advantages and disadvantages for each game security. When using them together it may be expected a high synergy. In this paper, we proposes the application methods that can be used with existing game security technology. It should give a positive impact on sustainable sales. The result will be helpful in the gaming industry and the national interest.

Vulnerability insertion technique for stack overflow detections

ETMR-16-225

DoYoung Kim, HyunChul Joh

ABSTRACT

These days, software is closely associated with various important sectors such as online-banking, distance learning, military activities, and online-shopping. However, the publically available and not patched vulnerability makes the users be at risk although research is constantly being conducted to address these software security vulnerabilities. Black hats continue to attack using the security vulnerabilities. In this paper, without the source code of the software, and using only the binary files and built-in software code on a vulnerable library, we tried to find the vulnerable library in software, namely, stack overflow. Finding stack overflow in the library ensures that the value of the return address is changed. We proposes a method for searching for a vulnerable library.

Noise Levels in Kuwait City: Measurement and Prediction

ETMR-16-234

Jasem M. Al-Awadhi and Dhary S. AlKandary

ABSTRACT

Noise Pollution Modeling Software “CUSTIC 2.0” has been used to assess the noise level due to traffic flow in Kuwait city during weekdays and weekends at three different time slots. Geographical Information System (GIS) was used to generate, store and retrieve the spatial data and map the sound levels using an interpolation technique. In general as the traffic flow increases the noise pollution levels tend to increase in their magnitude. During the weekdays, the traffic noise is generally higher in the morning period than in the afternoon time, while in the weekends, the traffic noise is higher in the afternoon than in morning time due to increase of traffic movement for shopping purposes. The predicted levels of noise have been compared with the noise level measurements at 25 different locations in Kuwait city. A good agreement between the measured and predicted results has been found.

Age-structured Population Model and Its Controllability

ETMR-16-235

Suman Kumar and N.K. Tomar

ABSTRACT

The study of population dynamics is one of the most important field of mathematical biology. In particular, the controllability and the stability theory has taken ample attention of several mathematicians and biologists. The mathematical model of population growth structured by the age of an individual is mostly accepted because of its reliability on the model dimension.

In this work, an age-structured population model with delay is considered. The initial condition is replaced with a non local delay condition which is the generalization of a delay condition. The well posedness and the stability of such models have been investigated by several authors. The aim of this work is to establish the sufficient condition for controllability via the semi group theory for abstract differential equations. The minimum time required for the controllability has also been determined under delay effect.

Students' Perceived Level of Importance and Performance of School Counselor Roles and Functions

ETMR-16-236

Jed V. Madlambayan

ABSTRACT

This descriptive-comparative study aimed at examining students' perceived level of importance and performance of school counselor roles and functions. Participants of the study consisted of 164 graduating students in the high school (82) and college (82) levels enrolled during School Year 2014-2015 in one of the colleges in the Philippines. Using a questionnaire, students were asked to rate the importance of school counselor roles and functions and then rate their school counselors' performance. Mann-Whitney U test and Wilcoxon signed rank test were utilized in analyzing the data. Findings revealed that participants perceived all school counselor roles and functions as very important. Participants also rated their school counselors' performance as very good with exemption to the role of advocate for their personal/social development which obtained a good rating. When compared according to their educational levels, significant differences regarding students' perception on the importance of the role of school counselor as collaborator in their career development and counselor in their academic development were evident. College students give more importance on the functions of school counselor in bringing local business people into the school to help all students learn more about jobs and careers and providing all students with a safe place to talk about problems with academics than their high school counterparts. Furthermore, there is a significant difference in their perception on the performance of school counselors as data-utilizer in their academic development. High school students perceive their school counselor performing more the function of gathering information on student academic progress to make sure they are selecting challenging classes than college students. Lastly, there are significant differences between the perception of students on the importance and performance of school counselor roles and functions. Participants rated the importance of all roles and functions higher than their school counselors' performance.

**THE ROLES OF KINSHIP TIE IN WOODCARVING HANDICRAFT PRODUCTION: A
CASE STUDY FROM NORTHERN VIETNAM**

ETMR-16-245

Tran Thi Nhu Ngoc ,Jayant K. Routray, MokbulMorshed Ahmad, Muhammad FaranMajeed and
Shahab e Saqib

ABSTRACT

Kinship and its' roles in entrepreneurship has been discussed by various scholars. However, few studies focused on the application and contribution of kinship for handicraft development. It is evident that the benefits of kinship relation in woodcarving production had neglected although woodcarving mainly born and developed by family firm and contributes in economic wellbeing not only of rural citizen but also at national level. Keeping in view the importance of this issue, this study has focused to explore how kinship tie played the roles and what are its contributions in woodcarving production in Northern Vietnam. Moreover, it provided suggestions for entrepreneurs in applying kinship to improve production activities. Data were collected through semi-structure survey from 78 entrepreneurs, case studies and participatory observation. Results showed that kinship tie practice various roles in each step of woodcarving production process. Kinship members provided not only consulting, training and information but also free labor force, facilities and finance. These contributions help entrepreneurs to reduce the burden of production cost, saving time, solve problems and improve production ideas. Entrepreneurs should expand their business network and more active in production and marketing to mitigate the negative effects that kinship created such as the dependence and limitation in decision-making.

“Predicting Citizen’s Behavior Intention of Cloud-based Government-to-Citizens (G2C) Services Using UTAUT Model”

ETMR-16-246

Umar Ali, Muhammad Faran Majeed, Vatcharaporn Esichaikul, Siraj Muhammad

ABSTRACT

Information and Communication Technology is now considered the indispensable part of e-government both in developed and developing countries. The main goal of e-government is to provide effective and efficient services to their citizens. At present, both governments of developed and developing countries are committed to deliver their services using new platform of cloud computing. Public cloud is a handy tool for developing countries like Pakistan to provide their services to the citizens due to their limited IT budget and its vast benefits. The purpose of this study is to find the behavior intention of citizens using Unified Theory of Acceptance and Use of Technology (UTAUT) Model for cloud-based G2C services. UTAUT model is widely accepted technology adoption model that integrates eight previous technology adoption models. The UTAUT model is modified to add the Cloud Information Privacy (CIP) element along with Cloud Performance Expectancy (CPE), Cloud Effort Expectancy (CEE), Cloud Social influence (CSI) and Cloud Facilitating Condition (CFC) to check the impact of these factors on citizens Behavior Intention (BI). Structure equation modeling (SEM) is used to investigate the effect of all variables on Behavior Intention (BI) of citizens, using cloud-based G2C services.

**Perceptual Mapping of Private Sector Business Schools in Khyber Pakhtunkhwa: A
Multidimensional Positioning Study**

ETMR-16-249

Muhammad Tariq (Yousafzai), Maryam Khan, Usman Khan

ABSTRACT

The term “positioning” was first coined by Alries and Trout in (1969) which has since then become a major concern for business corporations, non-for-profits and even individuals in an over communicated world. The study strives to investigate the current peculiar positioning status of private sector business schools in Khyber Pakhtunkhwa, Pakistan. An overwhelming, majority of private sector universities in Khyber Pakhtunkhwa are charitable trusts and foundations running business schools to support otherwise a corporate world. The survey is based on multidimensional scaling technique applied to data collected from newly inducted students from 12 leading private sector business schools and departments using admitted student plus questionnaire (ASQ). The multi-level data is collected over two phases with data acquired from 4 business schools on 12 attributes in pilot phase; and 8 business schools on 8 most relevant attributes in full-scale part of the study. The attributes were academic reputation, availability of majors, quality of social life, academic life, extra-curricular activities, campus attractiveness, academic facilities and cost of study. The study argues on theoretical grounds and indicate empirically the below average performance for all business schools as evident from the combined average score of less that 50 percent. This inwardly, indicates a serious positioning issue warrant attention. The study suggests universities to rethink their positioning strategies with competitors having me too charters, board of governors, sponsoring bodies and even learning curves since incorporation. The results suggests that business schools need to reconsider their current positioning on a continuum ranging from repositioning to stealth position and even reverse positioning. The researchers leave further studies to include public sector universities to future researchers.

Role of Positive Emotions for Knowledge Sharing in Virtual Communities like Knowledge Management Tools

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ABSTRACT:

Current literature stressed on the need to for a deeper understanding on the role of positive emotions needed for sharing knowledge during project collaboration or sharing knowledge in virtual communities. The aim of this article is to express a reviews of current polished literature to map out the landscape of knowledge sharing in relation to the facilitation of positive emotion. This critiques of current literature led to a conceptual framework recognizing the expectations of stakeholders in various sectors, i.e. project management, education, etc., to achieve project progress and problem solution/s through the intention to share knowledge through a reflection of positive emotions within knowledge management tools like virtual communities. There are theoretical and practical implications critiqued out of current literature, thus proposed in this article.

Keywords: *Knowledge Sharing; Knowledge Management Tools; E-learning Tools; Positive Emotions; Virtual Community.*

Paper type: *Literature Review*