



# ICRTHS-2018

International Conference on  
Recent Trends in Humanities & Science

**Date: 26 October 2018**

**Venue: Universiti Tunku Abdul Rahman (UTAR),  
Kampar 31900, Perak, Malaysia**

**Jointly Organised by:**

**Universiti Tunku Abdul Rahman, Malaysia**

**Arunai International Research Foundation, India**

**& Haldia Institute of Technology, India**

## International Conference on Recent Trends in Humanities and Science 2018 (ICRTHS-2018)

<b>09.00am -09.45am</b>	Registration and Reception with Breakfast	<b>Venue: LDK1 (Block L)</b>
-------------------------	---	----------------------------------

<b>09.45am-11.45am</b>	<b>Opening Ceremony &amp; Keynote Address</b>	<b>Venue: LDK1</b>
<b>09.45am</b>	Arrival of Guests	
<b>10.00am</b>	National Anthem	
<b>10.05am-10.15am</b>	<b>Welcome Speech by Assoc. Prof. Dr. Lim Tuck Meng</b> Dean, Faculty of Science, UTAR	
<b>10.15am-10.25am</b>	<b>Inaugural Address by Prof. Dr. U.S Mahadeva Rao</b> , Faculty of Medicine, Universiti Sultan Zainal Abidin, Terengganu, Malaysia.	
<b>10.25am-10.30am</b>	<b>Message by D. Sinouvassane</b> , Chairperson of the Organizing Committee	
<b>10.30am-10.35am</b>	<b>Message by Dr. K. Sivachithappa</b> , Conference Chairman, University of Mysore, India	
<b>10.35am-10.40am</b>	<b>Felicitation by Prof. Dr. R. Thirumalaisamy</b> , Former Vice Chancellor, Tamil Nadu Phy.Edu. Sports University, India.	
<b>10.40am-10.50am</b>	<b>Token of Appreciation to Committee Members from Malaysia and India</b>	
<b>10.50 am-11.00am</b>	Group Photo Session	
<b>11.00am-11.20am</b>	<b>Keynote 1: The Psychosocial Impact of Cultural Preference for Sons.</b> <b>Assoc. Prof. Dr. Siah Poh Chua</b> (UTAR, Kampar Campus )	
<b>11.20am-11.40am</b>	<b>Keynote 2: A Quantitative Study on the Physiological Changes and Effects of Different Deep Breathing Durations on Cognitive Control.</b> <b>Asst. Prof. Dr. Lee Poh Fong</b> (UTAR, Sungai Long Campus) <b>Chairperson: Assoc. Prof. Dr. Gideon Khoo</b> (UTAR)	
<b>12.00pm-1.15pm</b>	<b>Oral Presentation 1</b> Concurrent Sessions	<b>Venue: Block B</b>
<b>1.15pm-2.30pm</b>	<b>Lunch Break</b>	<b>Venue: Block C</b>
<b>2.30pm-4.15pm</b>	<b>Oral Presentation 2</b> Concurrent Sessions	<b>Venue: Block B</b>
	<b>* Poster presentation from 12.00pm-4.15pm at Block B</b>	
<b>4.30pm-5.00pm</b>	<b>Closing Ceremony &amp; High Tea</b> <b>Closing remark by Dr. Wong Wey Lim</b> , Director of Centre for Biodiversity, University Tunku Abdul Rahman <b>Words of Thanks by Dr Kasi Kamalkannan</b> , CEO of Arunai International Research Foundation	<b>Venue: LDK1</b>

## Message from Chief Patron



On behalf of UTAR and the organising committee, it is my pleasure to welcome all academics, researchers and participants to the International Conference on the Recent Trends in Humanities and Science 2018 (ICRTHS-2018). This event is jointly organised by Universiti Tunku Abdul Rahman (UTAR), Malaysia, Haldia Institute of Technology and Arunai International Research Foundation, India.

Today, the field of Humanities and Science play a critical role in improving the quality of life, looking at it from a multi-dimensional perspective. Both play important respective roles for that balance in research and studies that ultimately impact human lives and the world we live in. The Humanities and Science are among those fields where researchers have the opportunity to realize their intended and scientific objectives and plans at diverse international arenas. Given this, the ICRTHS-2018 is aimed to showcase the latest research trends, frontiers, innovations, advancements and developments in the field of Humanities, Business Management and various disciplines of Science including Health and Medical Sciences, to utilize the valuable experience of professors, experts, academics and researchers from India and Malaysia in order to provide an ideal opportunity for information exchange.

I am confident that your presence and participation in this event will enrich your scientific knowledge and inculcate a sense of pride in your research work and findings. I hope that this conference will also focus on fruitful discussions and research collaborations among the researchers from India and Malaysia to look into new areas of research, methodologies, training, sharing of information and resources and global issues.

I take this opportunity to thank all the presenters and participants for supporting this conference and I congratulate the organizing committee for their success in organising this event in UTAR.

I wish all participants a memorable and fruitful day.

Thank you.

Professor Ts. Dr. Faidz bin Abd. Rahman, M.Sc., PhD, FAAET, FASc, FIPM, PTech(EE)  
Vice President (R&D and Commercialisation)  
Universiti Tunku Abdul Rahman (UTAR)  
Malaysia

## Message from Patron



It is with honour and extreme happiness that I extend my warm welcome to those from overseas as well as local institutions to participate in this International Conference on Recent Trends in Humanities & Science 2018. This conference is the first time held in Malaysia and we are indeed proud to be a partner in it.

Modern research has broken the traditional boundary of common field collaborations and expanded into multidisciplinary endeavours. We believe in the maxim that 'two heads are better than one' and break through can be multi facets and dimensions. The rapid development of knowledge and technology has precluded the model of ancient sages who claimed to know everything under the sun. Human beings have learnt that collaboration, communication and sharing of knowledge are the essence of sustainable future development. Hence, we see more and more congregations of minds to look into the human challenges from concerted efforts involving diverse disciplines.

I would like to register my gratitude to Arunai International Research Foundation and India & Haldia Institute of Technology, both from India, for choosing Universiti Tunku Abdul Rahman as the local partner to organise this conference. Our colleagues and local participants will benefit from this conference by gaining exposure and the opportunity to meet with distinguished researchers from overseas. It is through this type of activity that will spawn more discussions and fruitful researches in future.

I would like to thank the organising committee who has worked indefatigably to ensure that the participants will derive maximum benefits from this conference. Thanks are also due to the sponsors who supported the common believe of letting knowledge grow. For the participants, my best wishes to you and may you enjoy the programme and widen your research contacts.

Associate Professor Dr. Lim Tuck Meng, M.Sc., PhD, FRSC  
Dean, Faculty of Science  
Universiti Tunku Abdul Rahman (UTAR)  
Malaysia

## Message from International Convener



I am delighted to learn that the International Conference on Recent Trends in Humanities and Science-2018 (ICRTHS-2018) to be held on 26th October 2018 at Faculty of Science, Universiti Tunku Abdul Rahman jointly organized by Arunai International Research Foundation, International Council for Development Research and Haldia Institute of Technology. My straightest greetings to the organizing committee members for their attainment of today through their assiduousness and perseverance.

Few connoisseurs dispute that interdisciplinary research is shifting the way in which researchers engross in the scientific process. Undeniably, it is becoming more and more obvious that major research funding agencies are progressively focused on concrete interdisciplinary association. Many claim that this transition is slow commencement to change what it means to undertake research, affecting both the epistemology and ontology that underlie contemporary research programs.

As science gets more complex, interdisciplinary, and socially potent, it gradually bears on areas traditionally occupied by the humanities; but it also with time, needs the reflective understanding that philosophy can provide.

Between biology, medicine, psychology and philosophy, within this theme, Researcher can address questions regarding fact and value, knowledge and expertise, and individual and society as they arise at the intersection of the humanities and the life sciences.

The evolution towards interdisciplinary collaboration is multifarious. It stems from within the scientific community as research progresses and new scientific problems emerge that are not restrained to a single disciplinary perspective. Hopefully, ICRTHS-2018 will come out with fertile aftermath(s) with innovation as well as some revolution in interdisciplinary research for the benefit of our society.

Professor. Dr. U.S Mahadeva Rao, M.Sc., PhD, PGDMLT, FICS  
Faculty of Medicine  
Universiti Sultan Zainal Abidin  
Malaysia



### **Message from Invited Speaker**



It gives me immense pleasure to know that Arunai International Research Foundation, India is organizing the International conference on recent trends in Humanities and Science on 26th October 2018 at Universiti Tunku Abdul Rahman, Malaysia.

It is very great to organize an appropriate International conference with the collaboration of Universiti Tunku Abdul Rahman, Malaysia. Indian youth are welcome all over the world for their deep knowledge in their subject and sharp acumen, but we also need young generation with nerves of steel and muscles of iron to meet the International challenges and bring laurels and awards to India.

I am sure that this conference will help to prepare the great achievers and awardees of tomorrow to meet the challenges in global Arena and to spot out and nurture the talents in youth and make them great achievers with support of Arunai International Research Foundation, India and Universiti Tunku Abdul Rahman, Malaysia.

I have no doubt that such an International conference with interaction between the best brains in education and science will help to achieve our aim of making India a physically fit, strong and healthy nation and bring pinnacle of glory.

I offer my felicitation to all the members of the organizing committee of the conference for conducting this conference in an excellent manner.

I wish the conference all success.

Prof. Dr. R. Thirumalaisamy, M.A., M.B.A., MPEd., PhD, P.G.D.Y.M.H.H.  
Former Vice Chancellor  
Tamil Nadu. Phy.Edu Sports University  
India

## Message from Chairman



Multidisciplinary research at present context is very much significant. Over the past decades the history of science and humanities has gradually 'internationalized' in often unexpected ways. Whereas historians in the past took the universal nature of knowledge for granted, they at the same time largely limited themselves to national developments. After the 'local turn' 1990 began to stress the context-dependence of knowledge-making, however, international phenomena started to catch rapidly increasing interest. Questions of how knowledge travelled, how locally developed practices crossed national boundaries, and how certain subsets of knowledge were conditioned by, and happening in, the transnational sphere, attracted fierce fascination. This trend was stimulated by a generally growing appetite for transnational historiography. Somewhat later, a turn toward global history made the scale even larger, connecting history of science to empires, to cross cultural spaces that scientific knowledge emerged in, but also to global objects of study like the environment. These turns went also hand in hand with a new vocabulary of talking about the movement of knowledge: "transfer" was replaced by "translation", "reception" by "appropriation", and "diffusion" by "circulation".

It is well known from everyone in the humanities, the argument coming from outside the social and human sciences that the type of research we do is ineffective, fruitless, and pointless. Many of us have to prove constantly that research in education, literature, philosophy, history, or sociology is as important as anything else is. Today, humanistic knowledge continues to provide the ideal foundation for exploring and understanding the human experience. Investigating a branch of philosophy might get us thinking about ethical questions. Learning another language might help us gain an appreciation for the similarities in different cultures. Contemplating a sculpture might make us think about how artist's life affected her creative decisions. Reading a book from another region of the world might help us think about the meaning of democracy. Listening to history course might help us to have a better understanding of the past, while at the same time giving us a clearer picture of what the future holds. In this context, the present conference will be very much useful to research scholars, academicians and policy makers.

Dr.K.SIVACHITHAPPA M.A.,M.Phil.,Ph.D.,D.Litt

Faculty, Department of Economics

And

Member, State Planning Board, Government of Karnataka, India

### **Message from Chairperson of the Organising Committee**



On behalf of the organizing committee, it is our prodigious honour to invite and welcome you to the International Conference on Recent Trends in Humanities and Science 2018 (ICRTHS-2018) held at Universiti Tunku Abdul Rahman (UTAR), Kampar Campus, Perak, Malaysia on 26<sup>th</sup> October 2018. This event is jointly organised by Universiti Tunku Abdul Rahman, Malaysia, Haldia Institute of Technology and Arunai International Research Foundation, India aiming at providing platform for Academicians, Experts, Scientists and Research Scholars from various disciplines of Science and Humanities to exchange the knowledge and ideas at most diverse and contemporary levels to buttress the Academics and Industry for the benefit of society.

ICRTHS-2018 hosts 2 plenary lectures and nearly 120 oral and poster presentations by the researchers from India and Malaysia with a total of around 170 participants attending this conference.

As the chairperson of the organising committee, I would like to thank the distinguished invited speakers for sharing their treasured knowledge and all the presenters in sharing their scientific novel as well as innovative findings. Farther, I am indebted to all the members of the organizing committee for their obligation and meticulousness to make this event memorable and successful.

Finally, it is my honour to officiate the International Conference on Recent Trends in Humanities and Science 2018.

I wish all to have a fruitful day of interesting and beneficial programs at UTAR.

Thank you.

Sinouvassane Djearmane, M.Sc., M.Phil., PGDMB  
Department of Biomedical Science  
Faculty of Science  
Universiti Tunku Abdul Rahman  
Malaysia



## **Keynote 1**

Assoc. Prof. Dr. Siah Poh Chua  
Faculty of Arts and Social Science  
Universiti Tunku Abdul Rahman  
Kampar Campus, Malaysia



### **The psychosocial impact of cultural preference for sons**

Parental preference for sons means that parents prefer sons rather than daughters for economic, religious or social reasons. Parents who have this preference have found to use sex-selection techniques to ensure the unborn baby is a boy. The unbalanced sex-ratio of birth (SRB) in some countries with cultural preference for sons, such as India, China, Korea, Taiwan and Vietnam, are found to be relevant to the abuse of sex-selection techniques. Though the SRB in Malaysia is found to be neutral, but Malaysian Chinese were found to be higher in SRB than Malays and Indians. This report shares the findings from a serious of study conducted by the author regarding the psychosocial impact of cultural preference for sons among Malaysian Chinese adolescents. The negative consequences of high SRB have been discussed in different areas, but it is surprisingly to find that the psychosocial impacts of cultural preference for sons are seldom been explored. To tackle the psychosocial impacts of cultural preference for sons, a joint effort from science and social science studies is clearly needed.

## Keynote 2

Assist. Prof. Dr. Lee Poh Foong  
Lee Kong Chian Faculty of Engineering and Science  
Universiti Tunku Abdul Rahman  
Sungai Long Campus, Malaysia



### **A Quantitative Study on the Physiological Changes and Effects of Different Deep Breathing Durations on Cognitive Control**

Deep breathing brings positive effects on the physiological state of the body, however, the current literature does not have a consensus on how long it is necessary. Furthermore, there is no study linking deep breathing to the cognitive control. In this study, questionnaires, cerebral oxygen delivery (CDO2), heart rate variability (HRV), electroencephalogram (EEG) and event related potential (ERP) in a Go/NoGo paradigm to quantify the cognitive control were investigated for different deep breathing durations. 50 participants were recruited and randomised into one of the four groups of control (Con,  $n = 12$ ), Deep breathing for 5 minutes (DB5,  $n = 12$ ), 7 minutes (DB7,  $n = 13$ ) and 9 minutes (DB9,  $n = 13$ ). The period of interest included the baseline (R1), first Go/NoGo task (T1), during deep breathing (INT), post deep breathing (R2), second Go/NoGo task (T2), follow-up baseline (R3) and third Go/NoGo task (T3) during the follow-up session. During R3, a positive trend between the CDO2 and the deep breathing duration was evident. For the HRV indices during INT, all three DB groups had a significantly larger SDNN (all three  $p < 0.05$ ) and nLF (all three  $p < 0.001$ ) and a significantly smaller nHF (all three  $p < 0.001$ ) compared to Con. This indicated that the DB groups had a greater activation of the parasympathetic nervous system. For the EEG, DB5 and DB9 had a significantly larger frontal relative theta power as compared to that of Con (both  $p < 0.05$ ) whereas DB7 and DB9 groups achieved a centrally dominant topography. The overall beta power was lower in all three DB groups (all three  $p < 0.05$ ). These showed that the DB groups' participants achieved a 'focused yet not anxious' state of mind. For the ERP, results showed that during T3, the NoGo N2 amplitude of the DB5 group was significantly larger than that of Con ( $p < 0.05$ ) and an inverse relationship between the NoGo N2 amplitude and the deep breathing duration was observed. This indicated that the DB5 group had an enhanced conflict monitoring ability. Regarding the optimum deep breathing duration, the current study revealed that the optimum duration is either 5 or 9 minutes.

# Oral Presentation Schedule

## Medical, Health & Life Sciences

Venue: B109A

Time: 12.00pm-4.45pm

<i>Time</i>	<i>Title</i>	<i>Name of the Presenter</i>
12.00pm-12.15pm	<b>A01</b> : Effects of Yogic Practices, Physical Exercises and Combination of Yogic Practices and Pyhysical Exercises on Selected Motor Ability Components, Physiological and Psychological Variables of University Women Students	Prof R. Thirumalaisamy Former Vice Chancellor, Tamil Nadu. Phy.Edu Sports University. India
12.15pm-12.30pm	<b>A02</b> : Excellence In Sports	
12.30pm-12.45pm	<b>A03</b> : Technology Acceptance Model and E-Learning among Bachelor of Physiotherapy (Hons) Students from Universiti Tunku Abdul Rahman, Malaysia	Avanianban Chakkarapani Universiti Tunku Abdul Rahman
12.45pm-1.00pm	<b>A04</b> : High Intensity Interval Training vs. Continuous Aerobic Training on Resting Blood Pressure in Young Sedentary Adults: A Randomized Controlled Trial	Imtiyaz Ali Mir Universiti Tunku Abdul Rahman
1.00pm-1.15pm	<b>A05</b> : Impact of Shallow and Deep Water Exercise on Health Related Physical Fitness and Physiological Variables Among Obese Adults	N.R.Ramkumar AMET University, India
1.15pm-2.30pm	<b>Lunch Break (at Block C Cafeteria)</b>	
2.30pm-2.45pm	<b>A06</b> : The Association Between Body Mass Index (BMI) and Back Muscle Endurance Among University Students	Sathish Kumar Sadagobane Universiti Tunku Abdul Rahman
2.45pm-3.00pm	<b>A07</b> : Effect of Laser Irradiation in the Management of Temporomandibular Joint disorders	A.N.Sundaresan AIMST University, Malaysia
3.00pm-3.15pm	<b>A08</b> : Health-related Quality of Life Among Elderly in Klang Valley – A Cross-sectional Study	J Chandran Universiti Tunku Abdul Rahman
3.15pm-3.30pm	<b>A09</b> : Effects of Trampoline Exercise on Attentional Control and Daytime Sleepiness among Young Adults with Anxiety Disorders in Malaysia	Nizar Abdul Majeed Kutty Universiti Tunku Abdul Rahman
3.30pm-3.45pm	<b>A10</b> : Barriers to Physical Activity Participation Among Housewives: A Pilot Study	Thirumalaya Balaraman INTI International University, Malaysia
3.45pm-4.00pm	<b>A11</b> : Effect of Bosu Ball Training on Improving Multifidus Muscle cross section and Upper Body Strength	Sankara Kumaran Pandian AIMST University, Malaysia
4.00pm-4.15pm	<b>A12</b> : Effect of foot orthotics on pain, disability, function and quality of life in patients with mechanical Low Back Pain – A Systematic Review	Kaviarasu Mahalingam AIMST University, Malaysia
4.15pm-4.30pm	<b>A13</b> : Balance Training on Ankle Joint Position Sense in Lateral Ankle Ligament Injury of Athletes	Deivendran Kalirathinam Universiti Tunku Abdul Rahman
4.30pm-4.45pm	<b>A14</b> : Polyethylene Degradation by <i>Pseudomonas putida</i>	Muralidhar. S.Talkad Kalinga University, India

## Medical, Health & Life Sciences

Venue: B109B

Time: 12.00pm-4.30pm

<i>Time</i>	<i>Title</i>	<i>Name of the Presenter</i>
12.00pm-12.15pm	<b>B01</b> : Design and Characterization Pulsatile Drug Delivery System of Losartan Potassium Tablets	Ashok Kumar Janakiraman UCSI University, Malaysia
12.15pm-12.30pm	<b>B02</b> : An Innovative Design of a CPR Device for Sudden Heart Failures	P. Dhinakar AIMST University, Malaysia
12.30pm-12.45pm	<b>B03</b> : Antimicrobial, Antioxidant, Cytotoxicity and Phytochemical Content of the Rhizome Hairs of <i>Cibotium barometz</i>	Sit Nam Weng Universiti Tunku Abdul Rahman
12.45pm-1.00pm	<b>B04</b> : Classification of EEG Signals Using SVM classifier for Screening Epilepsy Disorder	S. Deivasigamani AIMST University, Malaysia
1.00pm-1.15pm	<b>B05</b> : Phytoconstituents and Economic Importance of Some Rare And Endangered Medicinal Plants of Southern India	M. Deepak Aswin Dr.M.G.R. Educational and Research Institute, India
1.15pm-2.30pm	<b>Lunch Break (at Block C Cafeteria)</b>	
2.30pm-2.45pm	<b>B06</b> : <i>In vivo</i> Antidiabetic Effects Of Aqueous Methanolic Bark And Leaf Extract Of <i>Dolichandrone atrovirens</i> .	Saminathan Kayarohanam Geomatika University College, Malaysia
2.45pm-3.00pm	<b>B07</b> : Preliminary Assessment of Herbal Remedies In Inhibiting Citrullination of Arginine: An Implication In Mitigating Rheumatoid Arthritis	Baskaran G. UCSI University, Malaysia
3.00pm-3.15pm	<b>B08</b> : Induction of Morphological Alterations and Intracellular Damages in Cyanobacterium <i>Spirulina platensis</i> by Zinc Oxide Nanoparticles	Sinouvasane Djearmane Universiti Tunku Abdul Rahman
3.15pm-3.30pm	<b>B09</b> : Protective Effect of <i>Centella Asiatica</i> Against Unpredictable Mild Chronic Stress Induced Behavioural Changes in Rats	Saravanan Jagadeesan Universiti Putra Malaysia
3.30pm-3.45pm	<b>B10</b> : Oral Health and its Association with General Health	Dravid Devaiah Coorg Institute of Dental Sciences, India
3.45pm-4.00pm	<b>B11</b> : Study On A Two-Sex HIV –Aids Model With Effect Of Screening For Treatment	SP.Subramanian Annamalai University, India
4.00pm-4.15pm	<b>B12</b> : Effect Of Plyometric Training On Long Jump Performance In Athletes	Karthikeyan Jayabalan AIMST University, Malaysia
4.15pm-4.30pm	<b>B13</b> : Health Promotion Behaviour (HPB) of Elderly Among Ethnic Groups in Malaysia: A Structural Equation Modeling (SEM)	Abdelhak Senadjki Universiti Tunku Abdul Rahman

# Business

Venue: B111

Time: 12.00pm-4.15pm

<i>Time</i>	<i>Title</i>	<i>Name of the Presenter</i>
12.00pm-12.15pm	<b>C01</b> : Searching for the Core in Behavioral Finance: A Multidisciplinary Effort	Alex Tun-Lee Foo Universiti Tunku Abdul Rahman
12.15pm-12.30pm	<b>C02</b> : Relevance of Gandhian Ideology on Rural Economy – An Analysis	Ranganath .G Government First Grade College for Women, India
12.30pm-12.45pm	<b>C03</b> : A Study on the Impact of Goods and Service Tax (GST) in Indian Economy	Premalatha .K.K St. Michael's Composite PU College, India
12.45pm-1.00pm	<b>C04</b> : Impact of NPAs on Profitability of Public Sector Banks – A Comparative Study	K.Sivachithappa University of Mysore, India
1.00pm-2.30pm	<b>Lunch Break (at Block C Cafeteria)</b>	
2.30pm-2.45pm	<b>C05</b> : Supply Chain Risk: Global Economical Changes Cause Procurement Disruption	Shan Karuna, India
2.45pm-3.00pm	<b>C06</b> : An Empirical Study on Green Banking Initiatives by Private and Public Sector Banks and Customer's awareness in Rural India	Deepa D S Government First Grade College, India
3.00pm-3.15pm	<b>C07</b> : Agricultural Sustainability in Developing Countries - with Special Reference to India	Suresha.M Maharaja's College, University of Mysore, India
3.15pm-3.30pm	<b>C08</b> : Corporate Infrastructure Management Practices in Technopark in India	A.Morarji Alagappa University, India
3.30pm-3.45pm	<b>C09</b> : Special Economic Zones In India: Growth Of Employment, Investment And Exports	Sp.Mathiraj Alagappa University, India
3.45pm-4.00pm	<b>C10</b> : The Effect of Corporate Board Structure and Capital Structure on Company Financial Performance: An Analysis of Malaysian Public Listed Companies	Au Yong Hui Nee Universiti Tunku Abdul Rahman
4.00pm-4.15pm	<b>C11</b> : Port Infrastructure development in India: Growth & opportunities	S.Prasad Alagappa University, India

# Business

Venue: B112

Time: 12.00pm-4.15pm

<b>Time</b>	<b>Title</b>	<b>Name of the Presenter</b>
12.00pm-12.15pm	<b>D01</b> : Economic Importance and Industrial Applications of Natural Fibres /Polymers	T.Demappa University of Mysore, India
12.15pm-12.30pm	<b>D02</b> : A Comparative Study of Selected Seed and Commercial Cocoon Markets	R. S. Umakanth University of Mysore, India
12.30pm-12.45pm	<b>D03</b> : Performance of weather based crop insurance scheme: A case study of banana crop in selected districts of Karnataka	Ashalatha G.S J.S.S. Research Foundation, India
12.45pm-1.00pm	<b>D04</b> : Energy Management In Paper Industry	K. Ganesamurthy Alagappa University, India
1.00pm-2.30pm	<b>Lunch Break (at Block C Cafeteria)</b>	
2.30pm-2.45pm	<b>D05</b> : Enhancement Of Science Process Skills Through Cognitive Constructivist Approach	RM. Kalyanasundaram Alagappa University, India
2.45pm-3.00pm	<b>D06</b> : Impact of Digital Technology on Teaching and Learning	I. Lenin Alagappa University, India
3.00pm-3.15pm	<b>D07</b> : Effectiveness Of Trainer-Guided Modules For Developing E-Teaching Competencies Among B.Ed., Trainees	S.Malathi Alagappa University, India
3.15pm-3.30pm	<b>D08</b> : Role and Importance of Educational Growth on Indian Economy: An Overview	Narasimhan M S Government First Grade College, India
3.30pm-3.45pm	<b>D09</b> : Efficacy of Gamification Strategies in Enhancing Acumen of Science Processes Among Secondary Level Students	R. Ramnath Alagappa University, India
3.45pm-4.00pm	<b>D10</b> : Effect of Neurocognitive Intervention Strategies on Enhancing Teaching Competency among Graduate Teacher Trainees	N. Sasikumar Alagappa University, India
4.00pm-4.15pm	<b>D11</b> : Digital Initiatives in Teaching & Learning Methodology through Social Media	Prof. Rakesh Patil Sandip Institute of Technology & Research Centre, India



# Education

Venue: B110A

Time: 12.00pm-4.30pm

<i>Time</i>	<i>Title</i>	<i>Name of the Presenter</i>
12.00pm-12.15pm	<b>E01</b> : The Teacher's and Student's Perceptions on the Implementation of the Dual Language Programme	Indira Malani Munusamy, Universiti Tunku Abdul Rahman
12.15pm-12.30pm	<b>E02</b> : Gandhian Views on Development Values of Basic Education – A Study	Kallahalli Chandrashekhara University of Mysore, India
12.30pm-12.45pm	<b>E03</b> : Electronic Resources Use And Access Pattern	Shanta. S. Betageri KVAFSU, India
12.45pm-1.00pm	<b>E04</b> : Management Graduate's and Their Suitability to the Corporate Sector	Taruna Sharma Venus Innovative Services, India
1.00pm-2.30pm	<b>Lunch Break (at Block C Cafeteria)</b>	
2.30pm-2.45pm	<b>E05</b> : Emotional Intelligence Among Post Graduate Teachers in Relation to Their Environmental Hygiene	P.Saravanan Alagappa University, India
2.45pm-3.00pm	<b>E06</b> : Enhancing Social Intelligence Among Arts College Students Through Yoga Based Intervention	Mani.M Alagappa University, India
3.00pm-3.15pm	<b>E07</b> : Enhancing Mathematics Teaching Competency Through Facilitating Attention Network	K.Sundaravalli Alagappa University, India
3.15pm-3.30pm	<b>E08</b> : A Study On General Anxiety Level And Academic Achievement Of Prospective Teachers At Karaikal District	S. Leo Stanly Alagappa University, India
3.30pm-3.45pm	<b>E09</b> : Metacognitive Strategies in Enhancing Social Intelligence Among The Undergraduate Students	A. Balu Alagappa University, India
3.45pm-4.00pm	<b>E10</b> : An Empirical study on RUDSETI Training for sustainable future with reference to Belthangady Taluk	Devaki K.K SDM College, India
4.00pm-4.15pm	<b>E11</b> : Technology enabled Learning In Teacher Education	P.Jayanthi Nirmala Alagappa University, India
4.15pm-4.30pm	<b>E12</b> : Impact of Education on Human Development in Karnataka- an Empirical Analysis	K.N.Sreenivasaiah Government First Grade College, India

# Education

Venue: B110B

Time: 12.00pm-4.15pm

<i>Time</i>	<i>Title</i>	<i>Name of the Presenter</i>
12.00pm-12.15pm	<b>F01</b> : Effectiveness of the Task Based Activities in Improving the Communication Skills of the Rural College Students	D. Baskaran Alagappa University, India
12.15pm-12.30pm	<b>F02</b> : E-learning resources for customized management education: Issues and interventions of online Executive program users	Janardhana Rao A.N M. S Ramaiah institute of Management, India
12.30pm-12.45pm	<b>F03</b> : Glorious of Oriental Research Institute, University of Mysore, Mysuru, India	S. Shivarajappa University of Mysore, India
12.45pm-1.00pm	<b>F04</b> : Promoting Science Process Skills Through Infotainment Strategies Among High School Students	Sathyaraj K Alagappa University, India
1.00pm-2.30pm	<b>Lunch Break (at Block C Cafeteria)</b>	
2.30pm-2.45pm	<b>F05</b> : Higher Education in India: Challenges and Opportunities	S.B.M.Prasanna Jnanabuthi Competitive Exam Training Academy, India
2.45pm-3.00pm	<b>F06</b> : Programmes and Schemes of Educational Development and Social Welfare In India – An Overview	SRIRAMACHANDRA Vijaya Jyothi Group of Institutions, India
3.00pm-3.15pm	<b>F07</b> : A Comparative Study On Web Learning System & It's Impacts On Learning	B Senthil Kumar Vels Institute of Science, Technology and Advanced Studies (VISTAS), India
3.15pm-3.30pm	<b>F08</b> : Ecological Multiculturism in the Poems of Rita Malhotra: Issues and Concerns for the Human and the Non-human World	Mohini R Gurav GMD Arts, BW Com and Sci College, India
3.30pm-3.45pm	<b>F09</b> : Environmental Awareness and Environmental Commitment among Higher Secondary Students	M. Mahendraprabu Alagappa University, India
3.45pm-4.00pm	<b>F10</b> : Contemporary Technologies Of Teaching And Learning In Education	T.Sundararasan Alagappa University, India
4.00pm-4.15pm	<b>F11</b> : Prevailing Trends and Challenges in Early Childhood Education	D.Muniyappan Alagappa University, India

# Social Science

Venue: B113A

Time: 12.00pm-4.15pm

<i>Time</i>	<i>Title</i>	<i>Name of the Presenter</i>
12.00pm-12.15pm	<b>G01</b> : Whistleblowing Behaviour Towards Accounting Students	Che Siti Lazrina Md Lazim Universiti Tunku Abdul Rahman
12.15pm-12.30pm	<b>G02</b> : Perception Of Islam Among Non-Muslim Undergraduates In A Private University	Nurullashkeen Mohd Anis Universiti Tunku Abdul Rahman
12.30pm-12.45pm	<b>G03</b> : A Study on the Politics and Empowerment of Weaker Sections through Grampanchayths	DINESH R.N University of Mysore, India
12.45pm-1.00pm	<b>G04</b> : The Importance of Religious Practice in Building a Healthy Environment	Puttaraju .K University of Mysore, India
1.00pm-1.15pm	<b>G05</b> : Social ethos and removal of social inequities in British India - 1920's- 1947 - A critical study	Sreekanta University of Mysore, India
1.15pm-2.30pm	<b>Lunch Break (at Block C Cafeteria)</b>	
2.30pm-2.45pm	<b>G06</b> : Impacts of Hindu Code Bill on Women Empowerment in India	Prakash Sonak Yashoda Girls' College, India
2.45pm-3.00pm	<b>G07</b> : Social Identities and Religiosity Differences In Patterns of Self-Disclosure of Malaysians	Geeta Dass HELP University, Malaysia
3.00pm-3.15pm	<b>G08</b> : Tremendous Applications of Graphs In Communication And Networks	G. Mahadevan Universiti Tunku Abdul Rahman
3.15pm-3.30pm	<b>G09</b> : Untouchable Spring: An Introspection of Dalits' Life	M. S. Wankhede Dhanwate National College, India
3.30pm-3.45pm	<b>G10</b> : A Study Of Pro-Social Personality And Disaster Management Attitude Among Teachers	C. Anbuchelvan Alagappa University, India
3.45pm-4.00pm	<b>G11</b> : Job Demands And Challenges Of Teachers Of Refugee Children In Klang Valley: Preliminary Findings (Suggest to rephrase)	Lim Yeong Yeong Universiti Tunku Abdul Rahman
4.00pm-4.15pm	<b>G12</b> : Environmental Rights, Values and Duties	R.Shankarappa Govt. First Grade College, India

# Social Science

Venue: B113B

Time: 12.00pm-4.30pm

<i>Time</i>	<i>Title</i>	<i>Name of the Presenter</i>
12.00pm-12.15pm	<b>H01</b> : Are Islamic risk factors blessings or a curse for stock return? evidence from Malaysia based on dynamic GMM and quantile regression approaches	Mosharrof Hosen Universiti Tunku Abdul Rahman
12.15pm-12.30pm	<b>H02</b> : Social media and its impact on the development of body image dissatisfaction among male undergraduate students	Rubin Khoo IACT College, Malaysia
12.30pm-12.45pm	<b>H03</b> : Feminism and Ideals in a Romantic Relationship among Female Malaysian Undergraduates	Sanggari Krishnan Universiti Tunku Abdul Rahman
12.45pm-1.00pm	<b>H04</b> : Women Self Help Groups : An Emancipatory Measure - A Study of Guntur District of Andhra Pradesh	V. Divyathejomurthy Acharya Nagarjuna University, India
1.00pm-2.30pm	<b>Lunch Break (at Block C Cafeteria)</b>	
2.30pm-2.45pm	<b>H05</b> : Media Violence: The Effects of Aggression on Adolescent Females	Thanaseelen Rajasakran Universiti Tunku Abdul Rahman
2.45pm-3.00pm	<b>H06</b> : Ethnocentrism and Intercultural Willingness to Communicate: A study of Malaysian	Pragash Muthu Rajan Universiti Tunku Abdul Rahman
3.00pm-3.15pm	<b>H07</b> : JSS Mutt Health to the Universal Mass	K.C. Mahadesha University of Mysore, India
3.15pm-3.30pm	<b>H08</b> : Dr.B.R.Ambedkar Contribution for Women Empowerment	Prof. Mahadevi University of Mysore, India
3.30pm-3.45pm	<b>H09</b> : Empowerment of Weaker Sections through Social Security Schemes in Karnataka	P. N. Narayanamma GFGC, India
3.45pm-4.00pm	<b>H10</b> : Socio- Economic Evaluation of Women Workers in Garment Industry in India: A Case Bangalore City	Suresha. K P Akkamahadevi Women's University, India
4.00pm-4.15pm	<b>H11</b> : Stochastic Inventory System with Retrial Customers and Second Optional Service	N. Anbazhagan Alagappa University, India
4.15pm-4.30pm	<b>H12</b> : Female foeticide- A perspective and problem	Radha M.S Maharaja First Grade College, India

# Mathematics and IT

Venue: B105

Time: 12.00pm-1.30pm

<i>Time</i>	<i>Title</i>	<i>Name of the Presenter</i>
12.00pm-12.15pm	<b>I01</b> : The Performance Analysis Of Single Server Queue With Batch Arrival And Batch Service Queue Using Matrix Geometric Method	M. Seenivasan Annamalai University,India
12.15pm-12.30pm	<b>I02</b> : Algebraic Specification of Graphs	G.Suresh Singh University of Kerala, India
12.30pm-12.45pm	<b>I03</b> : ESCEA: Secured Data Deduplication using Enhanced Symmetric Convergent Encryption Algorithm for Public Cloud Storage	L. Jayasimman Bishop Heber College, India
12.45pm-1.00pm	<b>I04</b> : Neutrosophic Intelligent Energy Efficient Routing For Wireless Ad-Hoc Network Based On Multicriteria Decision Making	M.Mullai Alagappa University, India
1.00pm-1.15pm	<b>I05</b> : SUPPLY CHAIN RISK: Strategic Procurement Sourcing and Contract Mitigates the Uncertainty	Karunanithy Degeras Universiti Tunku Abdul Rahman
1.15pm-1.30pm	<b>I06</b> : Measurement of Energy Dependency and Efficiency in Asia: An Empirical Analysis	Mahadevappa M.M Sri Venkateshwara First Grade College, India

# Poster presentations

Venue: B109 A, B109 B, B110 A, B 110 B, B 113 A, B113 B.

Time: 12.00pm – 4.15 pm

<b>Poster No.</b>	<b>Title</b>	<b>Name of the Presenter</b>
PS1	Ergonomic Awareness on Mopping Activity among Moppers	Kwa Hsiang Yee INTI International University, Malaysia
PS2	Factors & Perceptions Influencing Asian Physiotherapy Students in Choosing Physiotherapy as a Course	Ho Swii Yitt INTI International University, Malaysia
PS3	The Effectiveness of Regular Yoga on Balance, Flexibility and Functional Capacity among the Healthy Older Adults: a systematic review	Jasline Poh Sin Hui INTI International University, Malaysia
PS4	D-galactose and aluminium chloride induced rat model with cognitive Impairments	Samaila Musa Chiroma Universiti Putra Malaysia
PS5	Study Of Antioxidant Activity And Phytochemical Screening Of <i>Acalypha indica</i>	Norliza Shah Jehan Muttiah Universiti Tunku Abdul Rahman
PS6	Preliminary Screening Of Insomnia Among Academicians In UTAR (Kampar Campus)	Kokila Thiagarajah Universiti Tunku Abdul Rahman
PS7	Effects of Virgin Palm Kernel Oil (VPKO) and Virgin Coconut Oil (VCO) on Immune and Oxidative Stress Biomarkers in Male Sprague Dawley Rats	Pamela Phua Szu Phin Universiti Tunku Abdul Rahman
PS8	Enzymatic and Mechanical Extraction of Virgin Coconut Oil	Soo Pooi Pooi Universiti Tunku Abdul Rahman
PS9	The Perception Of UTAR Foundation Students Towards Agricultural Studies And Its Job Prospect.	Raveenderan Sithambaram Universiti Tunku Abdul Rahman
PH1	An analysis of errors made in Malaysian Chinese students' English Compositions	Tang Je Xen Universiti Tunku Abdul Rahman
PH2	The Preliminary Study of Religiosity and Quality of Life among the Elderly in Penang, Malaysia	Lim May Yee Universiti Tunku Abdul Rahman
PH3	Discovering School Students' Career Choices in STEM through Subjective Norms	Tiny Tey Chiu Yuen Universiti Tunku Abdul Rahman
PH4	The Perception of Malaysian Chinese Elderly on Social Networking Sites	Ooi Chia Sin Universiti Tunku Abdul Rahman
PH5	Efficacy of Lygodium microphyllum in Mitigating Carbon Tetrachloride (CCl <sub>4</sub> )-Mediated Oxidative Hepatic Injury in Rats	Charles Gnanaraj Universiti Tunku Abdul Rahman



**Abstracts will be downloadable at**

**<https://sites.google.com/site/icrths2018/welcome>**





# UTAR Perak Campus

