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Conference Chair Message

Farooq Ahmed Jam (Ph.D.)

2nd International Conference on “Social and Management Sciences; Theoretical and Practical Approaches (SMSTPA-2018)” 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 regional and global challenges faced by our societies. 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. The scholars attending this conference will certainly find it helpful in refining their own research ideas, finding solutions to basic/applied problems they face and interact with other renowned scholars for possible future collaborations.

I am really thankful to our honourable scientific and review committee for spending much of their time in reviewing the papers for this event, selecting the best paper awards and helping the participants in publishing their research in affiliated journals. Also special thanks to all the session chairs from industry, academia and policy-making institutions who volunteered their time and support to make this event a success.

A very special thanks to the great scholars for being here with us as key note speakers. Their valuable thoughts will surely open the horizon of new research and practice for the conference participants coming from across the globe. 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.

Type of SMSTPA Papers

For this year, SMSTPA has two types of papers: Empirical Studies and Insight. Research papers meet the needs of researcher and reviewed on the basis of highest academic standards. The objective of the academic paper is to contribute in the scientific body of knowledge. Contrary, Inside papers meet the needs of policy makers and professionals and reviewed on the basis of high practical standards. The objective of the Insight is to identify the real world problems and how can solve with the help of information systems.
Reviewing Criteria

In SMSTAP all papers are used to judge on the criteria (relevance, significance, originality, validity and clarity). However some criteria differ between the Research papers and Insight papers.

**Relevancy:** Relevancy has a great impact on the theme of the conference. The material is relevant and according to the theme of the conference.

**Significance:** Knowledge in different researches in the conference is related to research papers and insight papers.

**Originality:** Ideas that are new for the researchers are used in the conference.

**Validity:** Research papers in the conference are based on theory while the insight papers in the research are based on experimental researches. References are according to content.

**Clarity:** Papers are according to the format, language is easy and understandable by the audience in the conference.

Acceptance Rates

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<tr>
<th>Full Research Papers</th>
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<th>Withdrawn</th>
<th>Unqualified papers</th>
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<td>2</td>
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Acknowledgment

A huge numbers of people helped in conducting the conferences. First of all thanks to all the members of the Conference and Program Committee and representatives of the SMSTAP board and their helpers. We also want to thank all the Track Chairs, Track Co-Chairs and reviewers, as well as all the member of the Scientific Committee for their help in the review process and organizing the tracks and special sessions. We thank everyone for their hard work and dedication to this conference and we look forward to the latest episode of the SMSTPA tradition.

Farooq Ahmed Jam (Ph.D.), Tariq Iqbal Khan (Ph.D.) and Muhammad Abbas (Ph.D.)

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A.Saddam
SMSTPA 2018 Keynote Speakers

Prof. Dr. Husaini, MPH

Prof. Dr. Husaini, MPH is a Professor of Public Health Study Program, Faculty of Medicine, Lambung Mangkurat University, Indonesia. He graduated from Doctoral Program of Health and Medicine Science in Gadjah Mada University, Indonesia. He worked as a senior lecturer and researcher in the public health field. He was a former Head of Master of Public Health Science Program on Lambung Mangkurat University, Indonesia. His research certainly studied the case and phenomenon on the environmental health, occupational health, and health policy sectors. Currently, he is doing a research with Lambung Mangkurat University Research Group collaborate with Ministry of Health, the Republic of Indonesia in term of stunting mitigation research. He was also actively involved in several profesional organizations such as Indonesian Public Health Union Kalimantan Selatan Region, and as a Executive Director of Center of Public Health Policy in Lambung Mangkurat University, Indonesia. He was also participated in the several Global Illuminators Events both as a participant, international scientific review committee member, conference coordinator, even a Keynote Speaker in ITMAR-2017 in Turkey. Eventually he usually became a speaker on several seminars and conferences such as International Conference of Public Health Action in Indonesia and others. He have also published several research articles on the high impact journals and scientific book in term of public health. His speech at ICMRP 2018 would be great contribution to participants knowledge.

SMSTPA 2018 Track’s Chairs

Business, Management, Economic, Social Sciences and Humanities Studies

Budi Susetyo & Suriah

Health and Medicine Studies

Farooq Ahmed Jam & Tadeusz Dudycz

Engineering, Technology, Physical and Applied Sciences

Prof. Dr. Husaini, MPH & Mathew Sherin
Best Paper Nominee List

An Investigation of Inbound International Students’ We-Chat Usage and Educational Value in China

Mohammad Alauddin¹, Xuhui Wang²

1,2 Dongbei University of Finance and Economics, China

Technical Development to Assess Soil Health Using Soil Health Index

Latief Mahir Rachman,

Bogor Agricultural University, Indonesia

Bodyweight and Body Length of Foetus in Endothelial Dysfunction Model Pregnant Mus musculus as Preeclampsia Induction Which was Given Mild Regular Exercise

Noor, Meitria Syahadatina¹, Santoso, Budi², Triawanti³, Widjati⁴

1,2,3 Lambung Mangkurat University, Indonesia
4 Airlangga University, Indonesia

360-degree VR Contents for Nursing Skill

Jung-Ha Park¹*, Yun-Bok Lee², Yeon-Ja Kim³

1,2,3 Dongseo University, Korea

Does the Par Value influence the success of IPO?

Tadeusz Dudycz*

Wroclaw University of Science and Technology, Poland
SMSTPA 2018 Best Paper Award Winner

An Investigation of Inbound International Students’ WeChat Usage and Educational Value in China
Mohammad Alauddin¹, Xuhui Wang²
¹,² Dongbei University of Finance and Economics, China

Does the Par Value influence the success of IPO? Tadeusz Dudycz
Wroclaw University of Science and Technology, Poland

List of SMSTPA 2018 Academic Papers


ID: SMSTPA-18-101
Does the Par Value influence the success of IPO?
Tadeusz Dudycz
Wroclaw University of Science and Technology, Poland

2. Social Sciences and Humanities

ID: ICMRP-18-118
Significance of Political Advertisements in Indian Society (A Critical analysis on ‘Swachh Bharat Mission’)
Ananya Singh¹, Pooja Jain²
¹,² Manipal University, Jaipur, India

ID: ICMRP-18-119
An Investigation of Inbound International Students’ WeChat Usage and Educational Value in China
Mohammad Alauddin¹, Xuhui Wang²
¹,² Dongbei University of Finance and Economics, People’s Republic of China
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Analysis and Discussion of the Ig-Nobel Prize
Ikuo Kitagaki, Keizo Nagaoka, Atsushi Hikita
1 Kaetsu University, Japan
2 Waseda University, Japan
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ID: ICMRP-18-127
Digital Ooh Advertising in Indian Public Spaces
Mathew Sherin, Ozarkar Anantkumar
1,2 Manipal University Jaipur, India

ID: ICMRP-18-129
Strengthening the Intentions and Actions of the Mother in Preparing Vegetables and Fruit Menus through the Emotional Demonstration Method
Suriah, Indra Fajarwati, Muhammad Rachmat, Andi Imam Arundhana
1,2,3,4 Hasanuddin University, Indonesia

ID: ICMRP-18-135
Bodyweight and Body Length of Foetus in Endothelial Dysfunction Model Pregnant Mus musculus as Preeclampsia Induction Which Was Given Mild Regular Exercise
Noor, Meitria Syahadatina, Santoso, Budi, Triawanti, Widjiati
1,3 Lambung Mangkurat University, Banjarmasin, South Kalimantan, Indonesia
2,4 Airlangga University, Surabaya, East Java, Indonesia

ID: ICMRP-18-137
360-degree VR Contents for Nursing Skill
Jung-Ha Park, Yun-Bok Lee, Yeon-Ja Kim
1,2,3 Dongseo University, Republic of Korea

ID: ICMRP-18-140
Evaluation of Parasite Number and Bodyweight in Mus musculus Which Was Infected by Plasmodium Berghei
Istiana, Noor, Meitria Syahadatina
Lambung Mangkurat University, Banjarmasin, South Kalimantan, Indonesia

Proceeding of International SMSTPA Conference --- Singapore December 2018
A. Saddam
ID: ICMRP-18-143
Stay Home Management on Improving Health Status of Children Tuberculous Patients in Banjarbaru City

Lenie Marli奈1*, Laily Khairiyati2, Tien Zubaidah3, Husaini4, Nida Ulfah5
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