



**3<sup>rd</sup> ASRES International Conference on Business Management,  
Economics, Social Sciences and  
Humanities (BMESH - 2018), Kuala Lumpur, Malaysia  
19 - 21 December, 2018**



Organizers

**Asian Society for Research in Engineering Sciences (ASRES),  
SPJ Centre for Multi-disciplinary Research (SCMR)**

## Conference Programme

**Day 1: 19 December, 2018**

**Registration: 0900 – 0930 Hours**

**Opening the conference: 0930 Hours**

### Session I

**Venue: Tun Perak**

**Session Chair: Dr. Byounghee Kim, Hanwha Land System R&D Center, Korea**

Time (Hours)	Paper No.	Paper details
0930 - 0945	AELE01	<i>Implementation of Network Motion System using RTEX Network for XY Gantry</i> Byounghee Kim, Sinwoo Song, Euicheong Hwang, Kyoungdyuk Rho, Jonghyo Lee Hanwha Land System R&D Center, Korea, Agency for Defense Development, Korea
0945 – 1000	ABB04	<i>Modeling and simulation of ultrasound interactions with fibrous tissue</i> Hasith E. Perera, W.A.M. Madhavi, JanakaWansapura University of Colombo, Sri Lanka
1000 - 1015	ACSE01	<i>Tourism Websites of Botswana and countries in Europe: A content richness perspective</i> Deepti Garg University of Botswana
1015 - 1030	AMME02	<i>Investigation of Environmental Degradation on Joint Properties of Polymer Adhesive Joints in Salt Water Environment</i> Shirish Kerur and Shivakumar S. Jain College of Engineering, Belagavi, GIT Belagavi, India

## Session II

**Venue: Raja Chulan**

**Session Chair:** Dr. B.V. Omidiji, Obafemi Awolowo University, Ile-Ife, Nigeria

Time (Hours)	Paper No.	Paper details
0930 - 0945	AMME01	<i>The effect of aggregates and curing conditions on the splitting tensile and compressive strength of concrete</i> J.E.O. Ovri Federal University of Technology, Owerri- Nigeria
0945 – 1000	AME02	<i>Development of refractory coating using locally available silica sand and kaolin for foundry applications</i> B.V. Omidiji Obafemi Awolowo University, Ile-Ife, Nigeria
1000 - 1015	AMME03	<i>Completely Biodegradable Composites from Agricultural Residues</i> Vijay Kumar Guna, Narendra Reddy and C.B. Mohan Jyothy Institute of Technology, Bangalore, India
1015 - 1030	AME05	<i>Advanced Modelling of KF Implemented Flying Wing</i> Widanalage Dakshina Thiwanka Fernando General Sir John Kotelawala Defence University, Ratmalana, Sri Lanka

1030 -1045		<b>Coffee Break</b>
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1045 -1130	<b>Keynote Speech</b>	<i>Progress and potential of thermoelectric generation as a clean energy harvesting technology</i> Dr. Mohd Faizul Mohd Sabri, University of Malaya, Kuala Lumpur
	<b>Venue</b>	<i>Tun Perak</i>

## Session III

**Venue: Tun Perak**

**Session Chair:** Dr. Mohd Faizul Mohd Sabri, University of Malaya, Kuala Lumpur

Time (Hours)	Paper No.	Paper details
1130 - 1145	ABB01	<i>Identification of chicken liver and bovine liver via novel tissue quantitative parameter</i> Dulitha K. Hewadikaram, Hasith E. Perera, Deshitha C. Wickramrathna, Mudhitha Bandara, Amal N. Pattivedana, Hiran H.E. Jayaweera, Janaka P. Wansapura General Sir John Kotelawala Defence University, Rathmalana, Sri Lanka; University of Colombo, Colombo, Sri Lanka
1145 – 1200	ABB02	<i>Design and development of passive polycentric knee joint and ankle joint for trans-femoral amputees</i> S Kanagaraj, Indian Institute of Technology Guwahati, India
1200 - 1215	ACSE02	<i>The Inference System for fault diagnosis</i> Yongeu Hong, Taewoo Lee, Kyoungdyuk Rho, Hyun-Seung Cha, Jonghyo Lee Artillery System Team, Hanwha Land System R&D Center, Korea
1215 - 1230	ABM05	<i>Management of energy requirements of ATV through optimum design of Helical Spring</i> Charmie Jain, V.K.Tripathi, A. K. Garg College of Engineering, Pune, India; TUT business School, South Africa

**Session IV****Venue: Raja Chulan****Session Chair:** Dr. MARREF Souad, Institut d'Hygiène et Sécurité Université de Batna, Algérie

<b>Time (Hours)</b>	<b>Paper No.</b>	<b>Paper details</b>
1130 - 1145	AEE01	<i>A multi level carrier based SVPWM algorithm based dual inverter fed open-end winding induction motor drive with open-loop v/f control</i> Bitla Raja Ravi Chandra and Udaya Bhasker Manthati NIT Warangal, Telangana, India
1145 – 1200	ACE02	<i>Fire proof quality of metal structures: A case study at the Algerian Complex Ourhoud</i> MARREF Souad, JOHN Damascene A. Abeysekera Institut d'Hygiène et Sécurité Université de Batna, Algérie
1200 - 1215	AME03	<i>Foundry Use Investigation of a Southwestern Nigeria River Sand</i> H.A. Owolabi, B.V. Omidiji, and D.A. Adetan Obafemi Awolowo University, Ile-Ife, Nigeria
1215 - 1230	AME11	<i>Optimal selection of parameters in CNC end milling of Al 7075 T6 alloy by TLBO</i> Fauzia Siddiqui Jaipur Engineering College and Research Centre, Jaipur, India
1230 -1330		<b>Lunch and Networking</b>

**Session V****Venue: Tun Perak****Session Chair:** Prof. Sugumaran Narayanan, University of Texas, USA

<b>Time (Hours)</b>	<b>Paper No.</b>	<b>Paper details</b>
1330 - 1345	ABM03	<i>Hong Kong Petroleum Stock Pricing Model</i> Dr. William Lau The Chinese University of Hong Kong
1345 – 1400	ABM04	<i>When poverty knocks on the door: Sharing the story of low income single mothers in Kelantan</i> Zarina Md Nor, Nur Zhafirah Mohamad, Suresh Kumar N Vellymalay Universiti Sains Malaysia, Bahiyah Omar
1400 - 1415	ABM09	<i>Mobile-Based Customer Relationship Management System</i> Le Vu Truong, Huynh Tan Hoi FPT University, Vietnam
1415 - 1430	ABM10	<i>The Onset of Civil War: Combining Various Scholarly Research Methods to Arrive at A Single, Unified Explanation of Why Civil Wars Occur</i> Sugumaran Narayanan Midwestern State University, Texas, USA

## Session VI

**Venue: Raja Chulan**

**Session Chair:** Dr. William Lau, The Chinese University of Hong Kong

Time (Hours)	Paper No.	Paper details
1330 - 1345	ABM01	<i>Diversification as a means of achieving sustainable development goal on poverty eradication: evidence from farm households, rural Nigeria</i> Abdulaziz shehu and Shaufique F Sidiqie Federal University Birnin Kebbi, Nigeria
1345 – 1400	ABM06	<i>Teaching Chinese language through immortal songs comparing to Vietnamse language</i> Huynh Tan Hoi - Le Vu Truong FPT University, Vietnam
1400 - 1415	ABM08	<i>How Algerian sociology turned his back to applied researches?</i> Faradji Mohamed Akli University of Béjaia ,Algeria
1415 - 1430	ABM11	<i>Educating the Elders, Empowering the Young: The Origin of Asmat Frog, an Indonesian Folktale and its Reconstruction Version</i> Clara Evi Citraningtyas Universitas Pelita Harapan, Indonesia

1430 -1515	<b>Keynote Speech</b>	<i>Non-financial rewards during financial distress: research agenda</i> Prof. Ajay K Garg, TUT Business School, Pretoria, South Africa
	<b>Venue</b>	<i>Tun Perak</i>

1515 - 1530		<b>Coffee Break</b>
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## Session VII

**Venue: Tun Perak**

**Session Chair:** Prof. S. Kanagaraj, Indian Institute of Technology Guwahati, India

Time (Hours)	Paper No.	Paper details
1530 - 1545	ACE01	<i>Characteristic Properties of Asphalt Binder Modified by Waste Polythene Bags</i> Sulaimon A.A. Abimbola, Bamidele I.O. Dahunsi Federal Polytechnic, Ede. Nigeria, University of Ibadan, Ibadan Nigeria
1545 – 1600	AME04	<i>Development and characterization of Cu/CNT based heat exchanger tube through powder metallurgy based approach for the steel industry</i> R. Vignesh Babu and S. Kanagaraj Indian Institute of Technology Guwahati, India
1600 - 1615	AME06	<i>Validation of engine mounted after-treatment system's strap weld design for vibratory load</i> P .S. Rai, V .A. Parekar Cummins Technologies India Limited, Pune
1615 - 1630	AME10	<i>Musculoskeletal symptoms and ergonomic risk assessment among production operators at manufacturing industries: A review</i> Ganaswaran Segar University Tun Hussien Onn Malaysia

1630 -1715	<b>Keynote Speech</b>	<i>Development of a Risk assessment method in small scale Hospitals of Northern India</i> Dr. Lakhvinder Pal Singh, National Institute of Technology, Jalandhar, India
	<b>Venue</b>	<i>Tun Perak</i>

1630 -1715	<b>Keynote Speech</b>	<i>Vibro-acoustics for engineering structures</i> Dr. Len Gelman, University of Huddersfield, UK
	<b>Venue</b>	<i>Raja Chulan</i>

### Session VIII

**Venue: Tun Perak**

**Session Chair:** Dr. Fauzia Siddiqui, Jaipur Engineering College and Research Centre, Jaipur, India

<b>Time (Hours)</b>	<b>Paper No.</b>	<b>Paper details</b>
1715 - 1730	AME01	<i>Wear properties of Al6061-B4Cp MMC at room and elevated temperature test conditions</i> Rajesh G.L.and Auradi V. Siddaganga Institute of Technology, Tumakuru, India
1730 – 1745	ABB03	<i>Development of highly dense UHMWPE/MWCNT Acetabular Cup for Total Hip Replacement using unconventional technique</i> Ashirbad Jana, S. Senthilvelan, S. Kanagaraj Indian Institute of Technology Guwahati, India
1745 - 1800	ABB05	<i>Nano indentation Analysis of Multi Stage Spark Plasma Sintered Hydroxyapatite-Calcium Titanate Biocomposite</i> Prafulla Kumar Mallik, Kantesh Balani, Bikramjit Basu IGIT Sarang, Odisha, IIT, Kanpur, Indian Institute of Science, Bangalore, India
1800 - 1815	ABM07	<i>Comparision of Traditional Therapy and Western Therapy in order to Treat Human Papillomavirus Virus</i> Huynh Tan Hoi, Nguyen Tan Danh FPT University, Vietnam

## Day 2: 20 December, 2018

### Session IX

Venue: Tun Perak

Session Chair: Dr. V. K. Tripathi, College of Engineering, Pune

Time (Hours)	Paper No.	Paper details
1130 - 1145	AME07	<i>Design and Analysis of Industrial Safety Helmet Using Alternate Material</i> Vishal M Shinde, S. N. Khan, A. T. Desai RSCOE Pune and JSPM NTC Pune, India
1145 – 1200	AME08	<i>Correlation of Simulated Results with Experimental Modal Analysis for an Asymmetric Structure</i> Mitul Shah, M. G. Karnik College of Engineering, Pune, India
1200 - 1215	AME09	<i>Analysis of Finite Element of truck chassis frame</i> Ritesh A. Kirdak, S. N. Khan JSPM'S Rajarshi Shahu College of Engineering, Pune, India
1215 - 1230	ABB06	<i>Behaviour of Natural Frequency by using impact of weight on Human Femur Bone</i> Balaji D. Kshirsagar, Subim N. Khan Shri JYT University, India

1230 -1315	<b>Keynote Speech</b>	<i>Optimization for engineering and management</i> Dr. V. K. Tripathi, College of Engineering, Pune, India
	<b>Venue</b>	<i>Tun Perak</i>

1315 - 1415	<b>Panel discussion and lunch</b>
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Conference Sessions end here

## Day 3: 21 December, 2018

<b>Technical Visit</b>	Self-financed and arranged by participants themselves
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- The sessions may be preponed due to last minute rearrangements, if needed. Hence, the participants are requested to be present on the first day of the conference for checking the updates at registration desk of the conference.