

Volume 314, Issue 15



BESSH-2016



October 03-04, 2016
Seoul, South Korea

CONFERENCE
PROCEEDINGS

BOOK OF ABSTRACT
BESSH-2016

**International Conference on
“Business Economic, Social Science & Humanities”
(BESSH-2016) Seoul, South Korea**



ACADEMIC FORA
www.academicfora.com

Book of Abstracts Proceedings

**International Conference on
“BUSINESS ECONOMIC, SOCIAL SCIENCE &
HUMANITIES”
(BESSH-2016)
Seoul, South Korea**

Office Address:

M2-17-01 Tower 2, Level 17 8trium

Bandar Sri Damansara,

52200 Kuala Lumpur, Malaysia

Contact: (+6) 03 6735 6566

Email: contact@academicfora.com

All rights reserved. No part of this publication maybe reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior written permission of the publisher. Applications for the copyright holder's written permission to produce any part of this publication should be addressed to the publisher.

Proceedings of the International Conference on

**“Business Economic, Social Science & Humanities
(BESSH-2016)”**

ISBN: 978-969-670-926-5

Disclaimer

Every reasonable effort has been made to ensure that the material in this book is true, correct, complete, and appropriate at the time of writing. Nevertheless the publishers, the editors, and the authors do not accept responsibility for any omission or error, or for any injury, damage, lose, or financial consequences arising from the use of the book. The views expressed by the contributors do not necessarily reflect those of the Academic Fora.

TABLE OF CONTENTS

ORGANIZING COMMITTEE	V
CONFERENCE CHAIR MESSAGE.....	VI
CONFERENCE PROGRAM	VII
TRACK A: BUSINESS, ECONOMICS, SOCIAL SCIENCES & HUMANITIES STUDIES	12
1. CUSTOMER SATISFACTION AND REPURCHASE INTENTION IN ONLINE SOCIAL NETWORK (OSN) SHOPPING EXPERIENCE	13
2. CRITICAL THINKING DEVELOPMENT: A COMPARISON BETWEEN THE EFFICIENCY OF MIXED TECHNIQUE AND A SERIES OF MINI-LECTURE, KWL/T-P-S AND PRESENTATION	14
3. ENHANCING THAI UNDERGRADUATES' ABILITY ON SCHOLARLY ENGLISH PRESENTATION: MILLER'S MODEL-BASED INSTRUCTION.....	15
4. THE NEW TREND OF GOVERNMENT GUIDED FUNDS IN CHINA AND THE OPPORTUNITY ASSOCIATED WITH RISK ..	16
5. THE EURO CRISIS AND EUROPEAN IDENTITY	17
6. MANAGEMENT AUDIT TO ASSESS THE EFFECTIVENESS OF HUMAN RESOURCES FUNCTION (A CASE STUDY AT PT POS INDONESIA (PERSERO) IN JEMBER).....	18
TRACK B: ENGINEERING AND TECHNOLOGY, COMPUTER, BASICS AND APPLIED SCIENCES	19
7. A NOVEL VIRTUAL NODE POLYHEDRAL ELEMENT.....	20
8. AN OPTIMAL FRONTHAUL LOAD BALANCING BASED SCHEDULING SCHEME IN CLOUD-RADIO ACCESS	21
9. AN OPTIMAL FRONTHAUL LOAD BALANCING BASED SCHEDULING SCHEME IN CLOUD-RADIO ACCESS	22
10. EFFECTIVE DESIGN OF VISUAL INFORMATION FOR OLDER PEOPLE: STUDY ON THE INTERACTION BETWEEN THE ELDERLY AND THE UI SCREEN OF A WRIST BAND	23
TRACK C: MEDICAL, MEDICINE AND HEALTH SCIENCES.....	24
11. FORMULATION AND EVALUATION OF QUERCETIN PHYTOSOME AS A DRUG DELIVERY SYSTEM.....	25
FUTURE EVENTS.....	26

**International Conference on
“Business Economics, Social Science & Humanities
Seoul, South Korea”**

**Venue: ibis Styles Ambassador Seoul
Myeongdong, South Korea**

ORGANIZING COMMITTEE

1. Ms. Ani Wahyu

Conference Coordinator

Email: aniwahyu@academicfora.com

2. Mr. Metha Shahi

Conference Coordinator

Email: metha@academicfora.com

3. Ms. Petrel Qiu

Conference Coordinator

Email: petrelqiu@academicfora.com

4. Mr. Metin Gurani

Conference Coordinator

Email: metingurani@academicfora.com

CONFERENCE CHAIR MESSAGE

Dr. Malika Ait Nasser

International Conference on “Business Economic, Social Science & Humanities” 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

Email: chair@academicfora.com

BESSH-2016

Conference Program

DAY 01 Monday (October 03, 2016)

Welcome Reception & Registration

9:00– 9:30 am

Opening Ceremony (09:30 – 10:00 am)

Venue: Room 1

09:30 am – 9:40 am	Introduction of Participants
09:40 am – 9:50 am	Welcome Remarks – Ms. Ani Wahyu – Conference Coordinator Academic For a
09:50am – 10.00 am	Group Photo Session

Grand Networking Session and Tea Break (10:00– 10:30 am)

DAY 01 Monday (October 03, 2016)

Session 1 (10:30 am – 12:00 pm)

Venue: Room 1

Session Chair: Mr. Leon Yap

Track A: Business, Economics, Social Sciences and Humanities Studies

SUS-1106-102	Customer Satisfaction and Repurchase Intention in Online Social Network (OSN) Shopping Experience	Fadilah Binti Siali
SUS-1106-103	Critical Thinking Development: A Comparison Between the Efficiency of Mixed Technique and a Series of Mini-Lecture, KWL/T-P-S and Presentation	Suttipong Boonphadung
SUS-1106-104	Enhancing Thai Undergraduates' Ability on Scholarly English Presentation: Miller's Model-based Instruction	Thassanant Unnanantn
SUS-1106-111	The New Trend of Government Guided Funds in China and the Opportunity Associated with Risk	Dr. Yanchuan Huang
SUS-1106-114	The Euro Crisis and European Identity	Arzu Demirel
SUS-1106-116	Management Audit to Assess the Effectiveness of Human Resources Function (A Case Study at PT Pos Indonesia (Persero) in Jember)	Darlin Aulia

Lunch Break (12:00-01:00pm)

DAY 01 Monday (October 03, 2016)

Session 2 (01:00 Pm – 02:30 pm)

Venue: Room 1

Session Chair: Mr. Leon Yap

Track B: Engineering & Technology, Computer, Basics & Applied Sciences Studies

SUE-1106-104	An Optimal Fronthaul Load Balancing Based Scheduling Scheme in Cloud-Radio Access	Daehyeong Kim
SUE-1106-106	Effective Design of Visual Information for Older People: Study on the Interaction between the Elderly and the UI Screen of a Wrist Band	Aram Kim
SUE-1106-101	A Novel Virtual Node Polyhedral Element	Logah Perumal

Track C: Medical, Medicine and Health Sciences Studies

SUM-1106-106	Formulation and Evaluation of Quercetin Phytosome as A Drug Delivery System	Ayu Lestari
--------------	---	-------------

Tea Break (02:30pm to 02:45pm)

Closing Ceremony

LIST OF CONFERENCE ATTENDEES

The following Scholars/ practitioners/educationist who don't have any paper presentation, however they will attending the conference as delegates & observers.

Sr. No	Official ID	Name	Affiliation Details
1.	SUS-1106-108A	Hendra Kurniawan	Provincial Government of Kepulauan Riau, Indonesia
2.	SUS-1106-109A	FADLI	Provincial Government of Kepulauan Riau, Indonesia
3.	SUE-1106-104A	Syed Danial Ali Shah	Incheon National University, Korea
4.	SUM-1106-102A	Vdovichenko Yurii Petrovich	National Academy of medical Sciences of Ukraine

DAY 02 Tuesday (October 04, 2016)

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.



**TRACK A: BUSINESS, ECONOMICS, SOCIAL
SCIENCES & HUMANITIES STUDIES**

Customer Satisfaction and Repurchase Intention in Online Social Network (OSN) Shopping Experience

**Fadilah Binti Siali^{1*}, Mahani Binti Mohamad Shakur², Shahid
Rasool³**

^{1, 2, 3}University Malaysia Sarawak (UNIMAS), Malaysia

Abstract

Nowadays, online business is not only a fad but can be considered as a part of acceptable lifestyle and consumers enjoyed pursuing it. Govern by Expectation-Confirmation Theory (ECT), this study seeks to understand the consumer's intention to perform online transactions based consumer trust and the role word of mouth (WOM) in the consumer's satisfaction and decision of making process in online shopping through Online Social Network (OSN) media. This study seems to be timely and updated since the Ministry of Malaysia's domestic trade, co-operatives and consumerism has regulated the online business effectively in July 1 2013 to raise the confidence of consumers to support online business industry. The various gaps have been addressed in this study are: i) the intention and repurchase intention to buy a product through OSN, ii) the WOM roles in purchasing decision making process, iii) this research is governing by ECT on Online Social Network. Thus, the objectives of this study are to: i), to determine the relationships between the trust and ECT of Online business in Malaysia; ii) to identify whether WOM plays a mediating role in purchasing decision process through OSN; This study will employ TWO types of survey methods, by interviewing the respondents as well as by distributing questionnaires to respective respondents.

Keywords: Word of Mouth, Trust, Online Social Network, ECT

*All correspondence related to this article should be directed to Fadilah Binti Siali, University Malaysia Sarawak (UNIMAS), Malaysia
Email: fadilahsiali.fs@gmail.com

Critical Thinking Development: A Comparison Between the Efficiency of Mixed Technique and a Series of Mini-Lecture, KWL/T-P-S and Presentation

Suttipong Boonphadung*

Suan Sunandha Rajabhat University, Thailand

Abstract

Critical thinking is a crucial characteristic of learners in the 21 century era, therefore; to make it thrive and become sustainable quality of the current generation people needs brilliant instruction which can innovatively come in combined patterns. For this reason, this study was conducted with a focus on this thinking ability development through the application of Mixed Technique and a series of Mini-Lecture, KWL/T-P-S and Presentation and its aims were (1) to compare the critical thinking ability between after the use of Mixed Technique and a series of Mini-Lecture, KWL/T-P-S and Presentation and (2) to investigate the sampling groups' opinions and satisfaction towards the learning activities. The samples of this study were 2 groups of 3rd year pre-service teachers studying in social studies major: 37 students for group 1 and 47 students for group 2. After the instruction was accomplished, opinion investigation and satisfaction survey were taken. The instruments were (1) a course syllabus based on Mixed Technique (2) a critical thinking evaluation form and (3) opinion investigation and satisfaction survey forms. The statistical treatment used was the calculation of frequency, mean, deviation and t-test. Consequently, the results of this study were concluded as follows: (1) The pre-service teachers' critical thinking after the implementation of Mixed Technique was not different from that of a series of Mini-Lecture, T-P-S/KWL and Presentation. (2) Their opinions and satisfaction towards the learning activities were positive. The development and comparison results yielded a reflection that the teaching methods were of a great practical contribution to make the critical thinking ability thrive among the students' intellectual qualities and the creation of innovative teaching ideas also plays an important role in the leverage of further teaching profession and its career path.

Keywords: Critical Thinking, Efficiency, Mixed Technique, Mini-Lecture, KWL/T-P-S, Presentation,

*All correspondence related to this article should be directed to Suttipong Boonphadung, Suan Sunandha Rajabhat University, Thailand
Email: suttipong.bo@ssru.ac.th

Enhancing Thai Undergraduates' Ability on Scholarly English Presentation: Miller's Model-based Instruction

Thassanant Unnanantn*

Suan Sunandha Rajabhat University, Thailand

Abstract

The attempt of this study was to strengthen the academic English presentation ability of pre-service teachers, undergraduate English majors, through the instruction based on Miller's model. The cluster sampling was used in this study, therefore; 26 pre-service teachers studying in the English major program were selected. The research instruments for the development were 1) a course syllabus whose instructional process was systematized in accord with Miller's model, 2) scholarly presentation knowledge and language tests, 3) assessment forms for both simulated and authentic presentation contexts and 4) an attitude investigation form. Regarding the instructional stages of Miller's Model: Knows, knows how, shows how and Does, the sampling group's range of scores was classified into the highest and the lowest and their levels of development as follows: 60% (average) to 90% (very good) for Knows, 70% (good) to 90% (very good) for Knows how, 60% (average) to 100% (very good) for Shows how and 72% (good) and 100% (very good) for Does. After these development stages, their attitudes towards the instruction were investigated by 4 open-ended questions on new knowledge, further application, good impression and bad impression. The results unfolded their positive attitudes towards the teaching methodology which helped them learn and improve, the learning atmosphere and the teacher. From this study, it was reflected that the instruction model composed of deductive and inductive teaching steps with formative assessment in between is of great assistance for teachers to understand individual students' learning problems and academic needs and, then, correct or help them improve on their own learning performance. Furthermore, the use of this model can help them gain a good command of skills together with enduring understanding and prepare them to perform effectively and wisely in their careers and real world situations.

Keywords: Thai Undergraduates, Pre-Service Teachers, Scholarly English Presentation, Miller's Model, Instruction

*All correspondence related to this article should be directed to Thassanant Unnanantn, Suan Sunandha Rajabhat University, Thailand
Email: thassanant.un@ssru.ac.th

The New Trend of Government Guided Funds in China and the Opportunity Associated with Risk

Yanchuan Huang^{1*}, Jin Chen², Xudong Qiao³, Hao Wu⁴

^{1,2} Tsinghua University School of Economy and Management, China

^{3,4} Shenzhen Capital Group, China

Abstract

Since last decade when the “Eleventh Five- Year- Plan” of China's government was purposed, government guided venture capital funds in China have been through rapid growth as an important tool to accelerate the development of emerging industries. While this form of industrial stimulation activity was also introduced in developed countries like America, the very specific goal of developing certain industries or geometry area was strengthen in the government guided funds (GGFs) established by the central or local governments of China. Such industries are not only strategically important but also becoming the pillar industries for the local economy, meaning more production, higher employment rate, and more sustainable development. It was reported that the total scale of all 780 GGFs in China has reached over 1500 billion RMB, equivalently over 220 billion US dollar. Nearly half of these funds were newly established in the year 2015. In order to reveal the impact of GGFs in China and to discuss the challenges to next stage of GGFs management, this paper firstly reviewed and summarized the practices of a number of GGFs in China. The main forms and terms of GGFs will be introduced and compared. The new trends of GGFs' organization, including sources of capital raised, multinational cooperation, profit sharing mechanism, investment strategies and other latest issues are also discussed. Therefore, the empirical model of how GGFs are organized and the opportunities for high-tech business owners are evaluated. Last but not the least, risks associated with this wave of governmental venture investment are analyzed for improving GGFs management and their effect.

Keywords: Venture Capital, Government Guided Fund, Fund Management, Emerging Industry

*All correspondence related to this article should be directed to Yanchuan Huang, Tsinghua University School of Economy and Management, China
Email: huangyanchuan@mail.tsinghua.edu.cn

The Euro Crisis and European Identity

Arzu Demirel*

Hacettepe University, Turkey

Abstract

Economic problems caused by 2008 global financial crisis merged with economic fragility generating issues such as high outstanding external debt, high budget deficit within some member states of the European Union (EU) affected the Union in a negative way. With the absence of rapid and effective crisis management, an economic and financial crisis which is called as Euro crisis has serious impacts and results in the EU, particularly Greece, Spain, Italy, Ireland and Portugal. Although the crisis is more visible in the economic and financial field and its origin has an economic character, it influences the EU beyond this economic character. It has an economic, social, political features. When the Euro crisis started, it led to enhance debates regarding the future of the EU. But in time, many scholars and commentators have identified the crisis with terms such as “existential”, “legitimacy”, “trust”, “identity”, “political” and “solidarity”. Therefore the aim of this presentation is to define the impact of the Euro crisis on the European identity. As the worst crisis the EU has ever faced, citizens have to incur some cost in the first time of the EU history. Because with the crisis, the EU has influenced its citizens’ daily life and become more visible to its citizens than ever before. So while the trust towards the EU has decreased and it has started to gain a negative image between its citizens, specially in the member states which are effected seriously by the crisis, Eurosceptism has increased. While popular discontent, nationalist movements towards the EU and populism are rising due to the crisis, the crisis produced substantial challenges on solidarity and a perception of identifying with Europe.

Keywords: Euro Crisis, Identity, European Union, European Integration

*All correspondence related to this article should be directed to Arzu Demirel, Hacettepe University, Turkey
Email: arzudemirel@hacettepe.edu.tr

Management Audit to Assess the Effectiveness of Human Resources Function (A Case Study at PT Pos Indonesia (Persero) in Jember)

Darlin Aulia*

Indonesia University, Indonesia

Abstract

The management audit to access the effectiveness of human resources function at PT Pos Indonesia (Persero) Jember aims to know how effective the development of human resources function and to identify the weaknesses and also to find the recommendation or alternative improvement to reach the much more effective human resource development. This research used descriptive research method. The data got from the field study are interview, observation, and documentation. Meanwhile, the process of data analysis used in this study is a qualitative analysis method by comparing three elements called criteria, causes, effect to know how successful the management develops the human resources function. The boundary problem is the effectiveness of assessment of human resource function at PT Pos Indonesia (Persero) Jember. The functions are (1) human resource planning (2) recruitment, selection, and orientation, (3) training function, (4) manpower training function, (5) career development functions, (6) compensation and benefits function, (7) employees protection function, (8) employees relations function, and (9) termination of employment. The results show that 5 from 9 human resources functions at PT Pos Indonesia (Persero) Jember were effective, they are the recruitment, selection, and orientation, career development functions, the compensation and benefits function, employee protection function, and termination of employment. Otherwise, human resource planning, training function, workforce training function and employee relations function were still ineffective. Based on the weaknesses found on each function, the researcher gives some recommendations and alternative improvement to use by the state-owned postal service PT Pos Indonesia (Persero) Jember as feedback in near future of human resource development.

Keywords: Management Audit, Effectiveness, Human Resource Function, Criteria, Causes, Effect, Recommendation

*All correspondence related to this article should be directed to Darlin Aulia, Indonesia University, Indonesia
Email: darlinaulia@ymail.com

**TRACK B: ENGINEERING AND TECHNOLOGY,
COMPUTER, BASICS AND APPLIED SCIENCES**

A Novel Virtual Node Polyhedral Element

Logah Perumal^{1*}, Tso Chih Ping², Lim Thong Leng³
^{1, 2, 3}Multimedia University, Malaysia

Abstract

A novel polyhedral element termed as virtual node polyhedral element (VPHE) has been developed. Performances of the new elements in solid mechanics and conductive heat transfer phenomena are examined through numerical simulations. The VPHE elements are found to perform well in the two cases examined in this work. One of the advantages of the VPHEs is that the stiffness matrices consist of simple polynomials, which simplifies the integration process.

Keywords: Finite Element Simulation, Tetrahedral Element, Polyhedral Element, Virtual-Node Polyhedral Element (VPHE), Exact Integration

*All correspondence related to this article should be directed to Logah Perumal, Multimedia University, Malaysia
Email: logah.perumal@mmu.edu.my

An Optimal Fronthaul Load Balancing based Scheduling Scheme in Cloud-Radio Access

Daehyeong Kim¹, Syed Danial Ali Shah^{2*}, Pervez Khan³, Hoon Kim⁴

^{1, 2, 3, 4} Incheon National University, Korea

Abstract

Future wireless networks are facing a challenge to achieve thousand times of capacity enhancement. Enhancing the wireless network capacity up to thousand times order will be achievable through some of potential next generation network technologies including ultra-dense network (UDN). However, UDN still has problem for radio resource management (RRM), interference management, CAPEX and OPEX cost. A Cloud-Radio Access Networks (C-RAN) has been proposed to overcome these problem. However, C-RAN still has the problem of front haul management between BBU-RRH. Especially, most of previous works have not been clearly considered for front haul. In this paper, we propose a seamless and flexible front haul capacity based scheduling scheme for load balancing between RRH and the BBU by using integer linear programming (ILP).

Keywords: Cloud-Radio Access Networks, Ultra-Dense Networks, Fronthaul, Scheduling Schemes

*All correspondence related to this article should be directed to Syed Danial Ali Shah, Incheon National University, Korea
Email: danialhamdani123@gmail.com



An Optimal Fronthaul Load Balancing based Scheduling Scheme in Cloud-Radio Access

Daehyeong Kim¹, Syed Danial Ali Shah^{2*}, Pervez Khan³, Hoon Kim⁴

^{1, 2, 3, 4} Incheon National University, Korea

Abstract

Future wireless networks are facing a challenge to achieve thousand times of capacity enhancement. Enhancing the wireless network capacity up to thousand times order will be achievable through some of potential next generation network technologies including ultra-dense network (UDN). However, UDN still has problem for radio resource management (RRM), interference management, CAPEX and OPEX cost. A Cloud-Radio Access Networks (C-RAN) has been proposed to overcome these problem. However, C-RAN still has the problem of front haul management between BBU-RRH. Especially, most of previous works have not been clearly considered for front haul. In this paper, we propose a seamless and flexible front haul capacity based scheduling scheme for load balancing between RRH and the BBU by using integer linear programming (ILP).

Keywords: Cloud-Radio Access Networks, Ultra-Dense Networks, Fronthaul, Scheduling Schemes

*All correspondence related to this article should be directed to Syed Danial Ali Shah, Incheon National University, Korea
Email: danielhamdani123@gmail.com

Effective Design of Visual Information for Older People: Study on the Interaction between the Elderly and the UI Screen of a Wrist Band

Dr. Aram Kim^{1*}, Hyemi Kim², Junghee Lee³, Seohyun Lim⁴

^{1,2}Yonsei University, Korea

³Korloy, Korea

⁴The Korea Transport Institute

Abstract

Future wireless networks are facing a challenge to achieve thousand times of capacity enhancement. Enhancing the wireless network capacity up to thousand times order will be achievable through some of potential next generation network technologies including ultra-dense network (UDN). However, UDN still has problem for radio resource management (RRM), interference management, CAPEX and OPEX cost. A Cloud-Radio Access Networks (C-RAN) has been proposed to overcome these problem. However, C-RAN still has the problem of front haul management between BBU-RRH. Especially, most of previous works have not been clearly considered for front haul. In this paper, we propose a seamless and flexible front haul capacity based scheduling scheme for load balancing between RRH and the BBU by using integer linear programming (ILP).

Keywords: Cloud-Radio Access Networks, Ultra-Dense Networks, Fronthaul, Scheduling Schemes

*All correspondence related to this article should be directed to Aram Kim, Yonsei University, Korea
Email: elleesss@naver.com

TRACK C: MEDICAL, MEDICINE AND HEALTH SCIENCES

Formulation and Evaluation of Quercetin Phytosome as A Drug Delivery System

Ayu Lestari^{1*}, Effionora Anwar², Yahdiana Harahap³
^{1,2,3}University of Indonesia, Indonesia

Abstract

Treatment of various diseases is now more directed to the use of natural materials by using a compound isolated from a natural material that has a pharmacological activity. The effectiveness of treatment with a compound of natural materials is influenced by several factors, one of which depends on the ability of drug delivery. One of the barriers to the delivery of active compounds of natural ingredients is the bioavailability when administered orally. Some of the compounds of natural materials, especially the flavonoid has poor bioavailability. Flavonoids are compounds of natural ingredients that have many pharmacological activities. Quercetin is a flavonoid polyphenolic compounds that have a lot of benefits in the medical field, such as antioxidants, anti-inflammatory, anticancer and antidiabetic activity. Quercetin widespread in fruits and vegetables. Quercetin prevents an enzyme involved in nerve, eye and kidney damage in diabetic patients. However, although it has a broad therapeutic activity, as well as other flavonoid compounds, quercetin has limitations in bioavailability and absorption. Therefore, to optimize the use of quercetin as an active therapeutic agent, is required to be a development of quercetin delivery's way to overcome the problem of bioavailability of quercetin. It is expected to increase in bioavailability, quercetin can provide the desired therapeutic effect in accordance with the intended use. The purpose of this study is to formulate and characterize phytosome containing quercetin and various test will be applied as evaluations of the phytosome.

Keywords: Quercetin, Phytosome, Flavonoid

*All correspondence related to this article should be directed to Ayu Lestari, University of Indonesia, Indonesia
Email: ayulestaribong@gmail.com

FUTURE EVENTS

You can find the Details regarding our future events by following below:

Business, Economics, Social Science & Humanities (BESSH) Conferences:

<http://academicfora.com/buisness-conference-home/>

Engineering & Technology, Computer, Basic & Applied Science (ECBA) Conferences:

<http://academicfora.com/engineering-conference-home/>

Medical, Medicine & Health Science (MMHS) Conferences:

<http://academicfora.com/medical-conference-home/>

**For Publication Process Please
Always Contact at:**

Publication@academicfora.com

VISION

“Our vision is to promote research excellence through networking platform”

BESSH-2016

**International Conference on
Society of Business, Economics,
Social Science & Humanities**

Organized By:



Academic Fora