CONFERENCE PROCEEDINGS

Social Science and Humanities Research Association

20th International Conference on Social Science & Humanities (ICSSH), 26-27 July 2017, Mauritius

26-27 July 2017

Conference Venue
Voilà Bagatelle Hotel, Mauritius

KEYNOTE SPEAKER

Dr Upasana Singh
Lecturer, The Discipline of Information Systems and Technology at UKZN,
Westville campus, South Africa

Dr. Kaviraj Sukon
Director-General, Open University of Mauritius, Mauritius

20th International Conference on Social Science & Humanities (ICSSH), 26-27 July 2017, Mauritius
Voilà Bagatelle Hotel, Mauritius

2

| Rickey Lu
GICICSSH1709051 | **The pragmatics of discourse markers: Turn-taking strategies**

Rickey Lu
English Language Teaching Unit, Faculty of Arts, The Chinese University of Hong Kong, Hong Kong

Abstract
For non-native speakers of English, achieving natural fluency and flow in spoken language is often more difficult than writing. Oral fluency in a second language is often paired to cultural pragmatic understandings of speech and turn taking. As language teachers, the authors of this paper examine discourse markers usage between a non-native and native speaker of English through a case study interaction. Possible discrepancies between pragmatic understandings will be discussed and pedagogical implications will be examined.
Key words: Conversation analysis, discourse markers, linguistics, TESOL, pragmatics |
| **Abdul Saad Khan**
GICICSSH1709053 | **Impact Of 73RD Constitutional Amendment Act On Rural Women In India: A Case Study Of Aligarh District**

Abdul Saad Khan
Department of Political Science, Aligarh Muslim University, Aligarh, India

Abstract
Women comprise almost half of the world's population. Despite their enormous contribution in economy and household, they are denied an equal share in the benefits of development. In India, women were declared most backward section of community way back in 1976. Rural India, where around 70% of India's population resides, is one of the most backward and negligible part of the country. Almost half of India's women population lives in rural area. But the situation of women in rural areas is more pathetic than women living in urban areas for the reasons like lack of awareness, education, poverty, infrastructure, deep rooted patriarchy and borderline participation of rural women in politics that shows the antagonistic approach which restricts the entry of women at different levels. There are many other reasons for this, but there is a need to make special provisions for greater participation of rural women in every field including politics. India has taken a sundry steps for participation of rural women in democratic governance, major step is the participation of women at the grass root local self-governments through PRIs(Panchayati Raj Institutions). How this policy affects the participation of rural women, is the theme of the paper. For this purpose, paper is divided into three parts. First part will cover the various fundamental aspects of 73rd Constitutional Amendment Act and second part deals with the impact of the instant act in improving the political empowerment of women in rural India and last part ends up with the conclusion and recommendations.
Keywords: Constitution, Empowerment, Governance, Status, Women |

20th International Conference on Social Science & Humanities (ICSSH), 26-27 July 2017, Mauritius
Voilà Bagatelle Hotel, Mauritius

3

Jirga: A Traditional Approach to Peacebuidling in Conflict Affected Fragile Communities of Khyber Pakhtunkhwa

Nizar Ahmad
Department of Sociology and Gender Studies, Bacha Khan University, Charsadda, Pakistan

Nizar Ahmad
GICICSSH1709055

Abstract
This study investigates the peace efforts made by Pakhtun's traditional institution called Jirga in conflict affected communities of Khyber Pakhtunkhwa. For this purpose Data were collected through a structured interview schedule from a sample of 278 household members in four selected villages of Dir Upper and Dir Lower Districts. A Chi square test was applied to ascertain association between independent variable Jirga with dependent variable the state of peace in the study area. It was found that factors such as Jirga regularly conducted meetings (P=. 000), it inflicted punishment upon local militants (P=. 001), ex-combatants were re-integrated through Jirga (P= .000) and Jirga ordered the local defiant to leave the community has a significant association with state of peace in the area. It is concluded that Jirga system played a vital role in the peacebuilding process of the area through provision of support to government in peace operation and mobilizing local people for peace in the area. It is suggested that Jirga shall be part of peace process in future and government needs to provide its possible support to members of the Jirga in order to enhance their capacity of peace work.
Key words: Jirga, Peacebuilding, Terrorism, Traditional Mechanism, Conflict Affect Areas

Impact of collective academic self efficacy on individual academic self efficacy of management students with technical and non technical educational background

Dr. Vijaya Somasundaram
Department of Management Studies, Rajalakshmi Engineering College Thandalam, Chennai, India

Dr. Vijaya Somasundaram
GICICSSH1709056

Abstract
Self efficacy is a motivational construct that operates at both the group and individual level. This study will assess the impact of the collective education self efficacy on individual educational self efficacy on 100 management students operating in two groups in a college in Chennai. The study will also looked into differences if any between this impact on students with technical education backgrounds and those with non technical education backgrounds. Data will be analyzed to understand the extent to which collective educational self efficacy is a determinant of individual educational self efficacy in these students. The results will be used to enhance and optimally use pedagogical frameworks for students with different educational backgrounds.

20th International Conference on Social Science & Humanities (ICSSH), 26-27 July 2017, Mauritius
Voilà Bagatelle Hotel, Mauritius

4

Teaching Extended Piano Techiques With Turkish Piano Repertoire

Assoc. Prof. Şirin Akbulut Demirci
Department of Music Education, Faculty of Education, Uludag University, Bursa, Turkey

Şirin Akbulut Demirci
GICICSSH1709057

Abstract
This study was searched Turkish piano repertoire and detected the compositions, was composed by using extended piano techniques. All techniques were organized by tabulating. The research questions are which compositions for solo piano were composed using extended piano techniques in Turkey? How can the repertoire tabulate according extended piano techniques? How can be this material used in piano education?. For first two research questions descriptive study was made and for the last research questions teacher piano performers were interviewed with semi-structured questions and results were analyzed with N-Vivo 11 Qualitative research program. It was thought and purposed that extended piano repertoire should be used more widespread by the results of this study and take place in piano curriculum.
Key words: Piano education, extended piano repertoire, Turkey, Turkish piano literature

The Impact of Insecurity on Governance A Case Study Of Nigerian Fourth Republic

Ahmad Isa Waziri
Public Administration, Kano State Polytechnic, Kano, Nigeria

Ahmad Isa Waziri
GICICSSH1709058

Abstract
This research work is an examination of "the impact of insecurity on governance a case study of Nigerian Fourth Republic. The study was guided by research questions, hypotheses and objectives, the primary objective of the study is to explore the implication that insurgence and militancy bring about in retaliating efficient performance of the Nigerian fourth republic. The study employed primary and secondary source of data, whereas the primary data was gathered through questionnaire administered where the result of the questionnaire has been presented and analyze in order to test the research hypothesis. From the research findings, it discovered that Failure of the ruling elites to provide purposeful and responsible political leadership has affected the delivery of public goods and services and undermined popular trust in democracy and democratic institutions. Secondly, the failure of democratic governance to improve the wellbeing of most Nigerians is one of the contributing factors to the emergence of numerous threats to national security in the fourth republic. The study finally recommended that there is need for Nigerian leaders to improve the wellbeing of most Nigerians hence lack of social amenities is one of the contributing factors to the emergence of numerous threats to national security in the fourth republic.
Key words: Impact, Insecurity, Good governance

20th International Conference on Social Science & Humanities (ICSSH), 26-27 July 2017, Mauritius
Voilà Bagatelle Hotel, Mauritius

5

Ntshengedzeni Victor Luthada **GICICSSH1709059**	**An investigation into the trend of Domestic Violence on Men: Re-visitng the Sepedi Adage "Monna Ke Nku O llela Teng"** **Ntshengedzeni Victor Luthada** **University of Venda, MGS (Masters in Gender Studies), South Africa** **Abstract** **This paper brings to the fore, experiences of men who are victims of domestic violence where women are the perpetrators. There are masculinity expectations that if a man in painis not allowed to show his agony in public (The Sepedi Proverb "Monna Ke Nku O llela Teng"). This belief is exacerbated by the patriarchal nature of our society that suggests that men are not supposed to cry. These male victims are "hard-to-reach" because they prefer to be in the closet and also because of the stigma that might be attached to them for having shown that they are victims of female domestic abuse. The paper is motivated by a study that was conducted in Vuwani in the Makhado Local Municipality of Vhembe District in the Limpopo Province, South Africa. This study used a qualitative research methodology to gather information about the victims. The study focused on five themes which are as follows: The causes of abuse, nature of the abuse, limits of the law regarding the abuse, the role of police officers and institutions in assisting men. The findings show that men who are victims of domestic violence are reluctant to come to terms with their predicament due to fear of being laughed at by the society, peers and police officials. As the proportion of domestic violence against men is still low when compared with that of women, the findings reveal that most women are knotted in the trap of playing victims while they are themselves perpetrators.** **Keywords: Patriarchy; Masculinity; Femininity; Domestic violence; Emasculation**
 Dr Matome L Ramalepe **GICICSSH1709067**	**Moral Purpose-Driven Monitoring: Reimagining a model for school improvement** **Dr Matome L Ramalepe** **Department of Education, Limpopo Department of Education, University of South Africa** **Abstract** **Leadership is one of the catalysts for school improvement. At its core, school leadership has moral purpose as a legitimate force that drives school leaders to engage critically with school's academic vision. Substantially, leaders with moral purpose have commitment to improving standards, no matter what, and ensuring that the gap between students is narrowed when it comes to achievement. One participant in my study that examined how school leaders cultivate moral purpose in South African schools espoused that moral purpose involves putting results higher until there is no learner failing in the school (Ramalepe, 2014). However, to understand the effects of moral purpose in the classroom and school, every leader should find concrete answers to this chief question, "What should I do and how, if I am to ensure that the goal of making a genuine difference in the lives of students is attained and that teachers constantly express underlying values and ethics? An explicit response offered by one of the participants in my study may serve as initial attempt to describe ways and methods of ensuring that leaders improve learning outcomes and increase learner achievement. He asserted that the central goal of moral purpose is fulfilled when the whole school management team plays a role via monitoring**

20th International Conference on Social Science & Humanities (ICSSH), 26-27 July 2017, Mauritius
Voilà Bagatelle Hotel, Mauritius

6

classes, checking the work that has been done, all the work that need to be done, and providing guidance. Monitoring is thus fundamental to enhancing moral purpose. In reflecting from the findings of my study (Ramalepe, 2014), as well as drawing from my own experiences as a school principal, I propose a model that attempts to portray a holistic picture of how leaders can employ monitoring to observe the core expressions of moral purpose in the school and classroom. I therefore, suggest five key ingredients of the moral purpose-driven monitoring.
Key words: Moral purpose, monitoring, moderation, classroom observation, audit of written work

LGBTIQ Students' rights violation and its impact on combating HIV/AIDS

Azwihangwisi Helen Mavhandu-Mudzusi
Department of Health Studies, University of South Africa, Pretoria, South Africa

Azwihangwisi Helen Mavhandu-Mudzusi
GICICSSH1709069

Abstract
Background: Joint United Nations Programme on HIV/AIDS set 90-90-90 targets for 2020 which are intended to be a key milestone towards ending the HIV epidemic by 2030. The 90-90-90 targets' focus is that by the year 2020, 90% of all people living with HIV will know their status, 90% of all people tested HIV positive will receive sustained ART and that 90% of all people receiving ART will have viral suppression. Achieving these targets may be impossible with the current HIV programmes which exclude the LGBTIQ individuals.
The objective of the presentation are:
•**To present the model used towards combating HIV/AIDS in a South African rural based university.**
•**To deliberate on how stigmatisation and discrimination of lesbian, gay, bisexual, transgender, intersex and queer students hinders prevention of HIV/AIDS in a rural based university**
•**To highlight the LGBTI advocacy and support model which can be used to reduce stigma and discrimination towards LGBTI individual**
Methodology: An action research approach was utilised.
Findings: The study indicate that the model used to manage HIV/AIDS in rural based is heterocentric and heteronormative. These approaches make LGBTIQ individuals to   try and fit to the heteronormative way of life to avert stigmatisation and discrimination. Some of the ways used include engaging in sexual behaviours which increase the risk of contracting or transmitting HIV
Research Outcomes: Based on the findings, an LGBTIQ advocacy, care and support model is developed focusing on ensuring that this population group access the services rendered in the institution of higher education
Future Scope: Implementation of the LGBTIQ advocacy, care and support model in the Southern African Developing Communities countries.
Keywords: HIV/AID; LGBTIQ; rural based university, advocacy, care and support model

Kameran Mihamedamin
GICICSSH1709071

The Analysis and Interpretation of History

Kameran Mihamedamin
College of law and political science/ political science Department Salahaddin, University-Erbil Erbil, Kurdistan Region-Iraq

Abstract
Significance of the study: So far, the process of reading the history is incomplete. A Kurdish reader treats it as a literary text or absolute truth, and falls under its

20th International Conference on Social Science & Humanities (ICSSH), 26-27 July 2017, Mauritius
Voilà Bagatelle Hotel, Mauritius

7

effects. This results in the creation of a fake historical awareness that will have a serious repercussion on the individual's reading of future. Hence, the analysis and interpretation of history has a vital role in its true understanding.

Aim of the Study: The research is an attempt to theoretically follow the process of the analysis and interpretation of history ؟

The problem: The problem under question is how we can reach the level of understanding through the analysis and interpretation of historical texts, i.e. how to arrive at the truth we are looking for while reading or writing about history.

The Hypothesis: The hypothesis is that the analysis and interpretation of history brings us closer to historical facts. However, since historical studies are often affected by the individual's nature and deeds, it is not easy to reach the absolute truth. Historical truth does not mean perception of historical events and the way they occurred, but It means the ability to generate a set of rules that help comprehending the present and future of events, and benefit from the historical lessons for now and future.

Methodology: The research is based on two methods, interpretational and analytic-historical methods.

The obstacles: It is obvious that obstacles in such studies are too many, especially in respect to language as it is hard to find similar studies written Kurdish. Therefore, it has been very difficult to translate all the historical and philosophical subjects and terminologies into Kurdish, to the extent that we had to modify some of them as there were no counterparts for them in the native language.

The composition of the study: This research consists of two sections. Section one is concerned with the interpretational and historical analysis. It is divided into three sub-sections: the first deals with the analysis of history; the second dwells on historical interpretation; the third involves the historical methods of interpretation.

Section two deals with the effect of interpretation in respect to the historical truth. It also consists of three sub-sections: the first is devoted to the role of interpretation in unraveling the historical truth; the second highlights the role of historical interpretation in the comprehension of falsified history; the third sheds light on the benefits of historical interpretation and its role in predicting the future events. In the end, the conclusions arrived at by the researcher and the references utilized are all shown on separate pages.

Affirmative action policy in TVET institution towards inclusivity for Sustainable development

Dr Majanga Kanaga Eunice
Lecturer: Department of Education Foundations, Masinde Muliro University of Science and Technology Box 190, Kakamega, Kenya

Khisa Simiyu Alfred
Masters Student: Department of Education Foundations, Masinde Muliro University of Science and Technology Box 190, Kakamega, Kenya

Alfred Khisa
GICICSSH1709075

Abstract
The Kenyan constitution (2010) and the affirmative action policy (2007) indicate that no one should be discriminated on gender, colour or ethnicity in attaining education. The Education For All (EFA) and National Education Goals (NEG) also indicate that it's the role of education to promote and enhance equity through addressing of gender disparities. However, the Ministry of Education Science and Technology (MoEST), Sessional Paper no.14 of 2015 indicates that

20th International Conference on Social Science & Humanities (ICSSH), 26-27 July 2017, Mauritius
Voilà Bagatelle Hotel, Mauritius

8

there has been continued low enrolment of girls in engineering, applied science and technology departments. This paper has highlighted on affirmative action in the Technical Institutions in Western region to answer to the question why girls are discriminated in terms of subject choice, course choice and exceptional entry behavior. The paper has also highlighted the effectiveness of Commonwealth Association of Polytechnics in Africa- Women in Technical Education and Development (WITED) Programme.

The study adopted descriptive survey research design to investigate the effects of affirmative action in the three (3) Technical Institutions in Western region.

Simple random sampling was used to identify 200 trainers and 200 trainees from a target population of 900 trainers and trainees form the three technical institution. Purposive sampling was used to identify 3 principals, 50 HODs and 50 technicians to be included in the study. This made a sample size of 403 respondents. Data was collected using structured open ended questionnaires and structured interview schedule. Descriptive and inferential statistics were used with the help of Social Package for Social Scientists (SPSS) to code and analyze data and results were presented by use of frequencies, tables, charts and percentages.

The findings of the study reveal that there has been discrimination of the girl child to access Technical training and education in terms of enrolment and subject choice in Engineering and Applied science. The findings also showed that the Commonwealth Association of Polytechnics in Africa Women In Technical Education and Development (WITED) programme are still weak as indicated by the Pearson's correlation $r = 0.125$.

These results are useful to policy makers in the Ministry of Education, Technical Vocation Education and Training (TVET), Commonwealth Association of Polytechnics in Africa Women in Technical Education and Development (WITED) programme and stakeholders of TVET institutions to standardize the courses to be able to allow for gender parity in enrolment and choice of course to allow for equal opportunities to all trainees to be able to acquire skills, knowledge and attitudes for economic empowerment employability that promotes the attainment of vision 2030 and the Sustainable Development Goals (SDGs).

Keywords: Affirmative Action, Policy, Effectiveness, Standardization, Empowerment Strategies, WITED programme

Ahmet Nuri Yurdusev **GICICSSH1709076**	**Civilisations and Modern International System** **Ahmet Nuri Yurdusev** **International Relations,Middle East Technical Univeristy,Ankara** **Abstract** This paper takes the view that the historical emergence and development of the modern international system has not just been the outcome of the growth and expansion of capitalism and nation-state as conventionally assumed. It argues that the modern international system came into being as a result of the encounter and rivalry of civilisations as well. To this end, the paper begins with an outline of the conventional account and then proceeds to civilizational account. The civilizational account is argued via the overseas expansion of European civilisation and its encounter with the Muslim, Indian and Chinese civilisations. It also introduces Afro-Eurasian international system as an inter-civilizationally international system and concludes by pointing out that the modern international system has been both an inter- and trans-civilizationally international system.

20th International Conference on Social Science & Humanities (ICSSH), 26-27 July 2017, Mauritius
Voilà Bagatelle Hotel, Mauritius

9

	Keywords: civilisations, nation-state, Afro-Eurasian international system, modern international system.
Prof. Wasana Kaewla **GICICSSH1709077**	**Local health care wisdom via Mahayana Buddhist religious center in community health system of Mongoloid Race Groups in East Asia and Southeast Asia** **Prof. Wasana Kaewla** **Public Health program, Faculty of Science and Technology,,Surindra Rajabhat University,Surin province, Thailand** **Prof. Viroj Wiwanitkit** **Public Health program, Faculty of Science and Technology,,Surindra Rajabhat University,Surin province, Thailand** **Abstract** **The research objective of this article was aimed to search Healing wisdom through religious sect. Mahayana in Community Health Systems of Mongoloid descent in East Asia and Southeast Asia. And present the same differences as well as the conventional wisdom on the origins and culture forward. Mongoloid ethnic groups in East Asia and Southeast Asia. A case study of the temple, a religious site in the Mahayana (Chinese, Yuan sects and denominations or sects Annam) in Thailand, Vietnam, Cambodia, Srilanka, India, China, Mongolia, Japan and the United States which separated from Russia. Data providers included monks in Mahayana Buddhism and Buddhists in Thailand and abroad 35 / person. The issue of definition involved medical wisdom practice , care and treatment philosophy of Mahayana Buddhism as a guiding framework. Using interview technique and participatory observation and non observation technique.** **Research Methods: A research expedition to the area for seeking the source of the Mahayana Buddhist monasteries and temples in the surrounding urban context and abroad. The survey research aimed as 1) To explores the urban context which searching for Healing wisdom and knowledge in religious Mahayana role in the therapeutic, areas of research within each country using the decryption wisdom and interpretation of cultural theory base on Claude Levi Strauss. (1986) and Clifford Geerzt (1973), written descriptive literary (Literacy text) information systems, research and prepare a record photographs 2) Study of oral history, Using observations and interviewed a monk and those who live near the site of the monastery and survey community around the place Mahayana Buddhism. 3) analyze field data by using qualitative research 4) synthesizing and writing research reports within the Chapter list and take the main idea (Main key word), according to data discovery 5) Summary of discussions and suggestion offered through the platform offers academic performance nationally.** **The results found that Healing wisdom of Mongoloid ethnic groups who was been original settlers in East Asia and Southeast Asia. A case study on sector in Thailand, Vietnam, Cambodia, Srilanka, India, China, Mongolia, Japan and the United States which separated from Russiaby immigrants land, ships to Thailand. The field studies showed context of Healing wisdom on case study which composed of a natural environment and modeling. The symbolic in the worship inside the square hall, the right-to-left and put the effigy of the God is meant to convey the faith and devotion to Buddha. God name is called, the meaning and teachings of the Buddha, involving the shrine of the Buddhists. The rites Providing physical and mental health which leaving relieve distress, leaving reducing illness with herbal prescriptions, Eating vegetarian food for not hurting**

20th International Conference on Social Science & Humanities (ICSSH), 26-27 July 2017, Mauritius
Voilà Bagatelle Hotel, Mauritius

10

	each other. The place Mahayana Buddhism was functionalized, as Social capital, a source of relief to patient and the public in the foundation. Creating social networks and kinships through conservation Chinese arts, traditions and culture. A center for mentally and spread of charity fundamental factor to distribute a basic need for survival life to lay people, Religious precepts, pray and acts of charity to bridge the gap between the rich to the poor consume wealth without creating a rift in society. A Comparative Study of the Mahayana Buddhist monasteries in each region has its origins in traditional knowledge, culture with wisdom therapy of Mongoloid race groups as each country had been original settlers, Immigrants, land, boats were different geography, ancient History and external power Influence is more pronounced political system which involving a major adjustment religious beliefs and intangible cultural transmission of the religion of the Mongoloid race groups in Asia And Southeast Asia. Key words : Healing wisdom, Mahayana Buddhist, East Asia and Southeast Asia
Alani Souleymane GICICSSH1709080	**Colonial Violence And Anticolonial Primary Resistance In Selected Novels Of Le Clezio** **Alani Souleymane** **Dept of European Studies,University of Ibadan,Ibadan, Nigeria** **Abstract** **Postcolonial writers – from the formerly colonised countries – usually feel more entitled to offer narratives of local resistance against the domination and exploitation of Western imperialism. Existing literatures have revealed that classical French writers with obvious anti-colonial agenda were not exempt from Eurocentric hegemonic penchant. However, much more need to be said about contemporary French writers who wrote about their colonial experiences as victims. This paper focuses on the experiences of violence and anticolonial resistance, mainly in the colonised territories around Onitsha, South-East Nigeria. The study applies Fanon's principles of violence and resistance which preconise defiance within the anticolonial struggle with a view to establishing the anti-colonial reactions permeating Le Clézio's novels, namely Chercheur d'or, Onitsha and L'Africain. The novels present the sympathy of European narrators towards various forms of defiance by the oppressed natives, both individual and collective resistance, through strikes, boycotts and murder. They demonise the colonisers who used excessive force to quash local revolts. Narratives of exploitation and fraud slur the colonisers, who could be qualified as mere capitalists. The texts incriminate capitalists, in the guise of colonial powers, with the post-independence woes of African countries and reveal the conspiracy of Western powers to infantilise and vilify newly independent countries. These contemporary narratives of anticolonial resistance foreground Le Clézio as an enforcer of social justice in a globalized world.** **Key words: Colonial violence, anti-colonial resistance, Fanon's principles, Contemporary French novel, Le Clézio**
Venu Gopal Mothkoor GICICSSH1709081	**Cost Benefit Study of Household Energy Transition for BIMARU States** **Venu Gopal Mothkoor** **Lee Kuan Yew School of Public Policy,National University of Singapore,Singapore**

20th International Conference on Social Science & Humanities (ICSSH), 26-27 July 2017, Mauritius
Voilà Bagatelle Hotel, Mauritius

11

Abstract

Energy is a crucial element for development and plays a key role in poverty eradication and in advancing the welfare of mankind by driving investments in health, education, water supply and industrialization. However, we cannot rely on traditional carbon intensive fuels to push for economic growth as they are not only finite in quantity but the effects have been disastrous for the environment. In this context, Energy transition attracts global attention today. Energy transition to modern and clean fuels calls for attention to the factors of affordability, availability and accessibility. Despite significant efforts by many nations on these dimensions, energy transition still remains incomplete due to various challenges and obstacles. Our paper aims at studying the Indian context through use of econometric techniques and quantifies the benefits that accrue due to shift to clean energy. The results from the analyses indicate that using clean energy sources allow people to save more. They are relevant with the findings from previous literature and strengthen some of the arguments made in earlier studies. The findings from saving and cost-benefit analysis can be buttressed as an argument for enabling switch to cleaner fuels. All options for the energy transitions would yield gains for the people equivalent to at least 4% of Indian GDP in 2015. Thus, the quantified savings and gains that this paper yields can be used to recommend policies to accelerate the energy transition.

Keywords: Energy transition, econometric analysis, cost benefit analysis, Mortality, Morbidity

Implications Of Travel Genre Movies On Travel Pattern Of Indian Youth

Shivam Thakur
Department of Mass Communication,Pandit Deendayal Petroleum University, Gandhinagar, Gujarat, India

Shaivi Dhruva
Department of Mass Communication,Pandit Deendayal Petroleum University, Gandhinagar, Gujarat, India

Manas Daxini
Department of Mass Communication,Pandit Deendayal Petroleum University, Gandhinagar, Gujarat, India

Abstract

Since the beginning of motion cinema in India, films have undergone a series of discovering new genres. Filmmakers were compelled to write a new plot and discover new genres of films to constantly provide with new content when they felt that viewers have lost interest in the ongoing genre. Over this period Indian cinema has witnessed a dynamic range of cinema with a myriad of new genres being introduced through ages. From drama, mystery, horror to modern concept like art, thriller and documentaries, Indian cinema has been able to evolve through every genre. One of such revolutionary forms is travel and tourism, or road cinema as it was known a few decades back. Travel cinema initially focused on a very basic line of storytelling i.e. a standard plot where the protagonist changes, grows and improves over the course of story, but it has bloomed in the past couple of years. In this current phase, travel cinema is less hero-centric and more about reflecting the growth of youth culture and portrayal of destinations. With the parallel evolution of storytelling techniques, cinema has been widely successful in attracting the sight of a range of viewers and has laid focus towards various locations around the world, which has directly or indirectly incited the

20th International Conference on Social Science & Humanities (ICSSH), 26-27 July 2017, Mauritius
Voilà Bagatelle Hotel, Mauritius

12

desire to visit these destinations in the audience. This research focuses on how and up to what extent have these movies been influencing the travel pattern of the young generation around the country. The paper aims to map these changes in the mindset of youth regarding their choice of destination and other aspects of travel and tourism.

The research methodology was a questionnaire including a series of questions which supported the research objective. The sample size was 100 and the age range of the subjects was 18-35. The practical implications of this research would help the travel and film industry to understand the mindset of the youth in terms of film tourism. This will help both industries to cater to their audience in a better manner thus leading to further growth and development.

Keywords: Travel, Cinema, Tourism, Youth, Itinerary.

Working women in Mauritius: A qualitative study

Beebeejaun-Muslum Zareen Nishaat
Department of Mauritian Studies,Mahatma Gandhi Institute,Moka, Mauritius

Beebeejaun-Muslum Zareen Nishaat GICICSSH1709083

Abstract

The role of women in Mauritius is changing rapidly mainly due to industrialisation. A major influx of women were been adsorbed by the Export Processing Zone (EPZ) sector during the 1980's. Although they were primarily recruited for cheap labour, their employment gave them a certain degree of professional and social freedom. Women are now more present in the professional world due to their high qualifications and performance at work. However, while they are spending longer hours outside the home, their domestic responsibilities have not lessened. The percentage of employed men in 2012 (71.1%) varies greatly to that of women which is only 40.2 %. Moreover, figures (Stats, 2015) show that there is unequal pay among men and women in Mauritius. For instance, the average monthly income per earner is Rs. 19,900 for men; around Rs 5,100 less for women. Women earning less than men in Mauritius imply the presence of glass ceiling (a discriminatory barrier which prevents women from accessing top positions) in the workplace. Women are thus considered as secondary wage earners whereas men as the primary breadwinners who are supposed to be head of households. This can be a major reason why women form part mainly among the homemakers and are largely inactive. In Mauritius, given the nature of its patriarchal society, it is widely accepted that women should play an active role in the professional world while still handling family matters without jeopardising the family equilibrium. The society expects them to play both traditional and contemporary roles, with the same synergy and dedication. These roles have been termed 'the sandwich generation' that is the responsibility of having to cater for husband, children and relatives (Curie, 2015). This qualitative study aims at understanding how women juggles to face both professional and personal lives. Fifteen face to face interviews will be conducted among working women preferably mothers around the island and data will be analysed thematically.

Shaivi Dhruva GICICSSH1709084

Pakistani Artistes In Indian Cinema: A Study Of Their Acceptance In India

Shaivi Dhruva
Department of Mass Communication,Pandit Deendayal Petroleum University,Ahmedabad, Gujarat, India
Shivam Thakur
Department of Mass Communication,Pandit Deendayal Petroleum

20th International Conference on Social Science & Humanities (ICSSH), 26-27 July 2017, Mauritius
Voilà Bagatelle Hotel, Mauritius

13

	University,Ahmedabad, Gujarat, India **Abstract** Since the time of partition in 1947 after the independence of India and Pakistan, the relations between the two nations have been very strenuous. The two nations share a lot in common ranging from language, geography, economy to certain cultural links. The differences though, do not cease to exist. Where India and Pakistan still stand against each other in the global political scenario, there have been several efforts on the sides of both nations to mellow down the enmity and promote a better understanding and tolerance towards the formerly brethren nations. A part of these efforts is Films and Media. They stand as an opportunity towards the peace making of both nations. For the past few years, a large number of Pakistani artistes have been migrating to India for careers in the entertainment industry and they have been accepted widely in India as well. These Pakistani artistes have not only become a crucial part of the industry, but also started to contribute towards inspiring Indian youth. While this stands true for a majority of the Indian audience, there is also a part of the population that is staunchly against having Pakistani artistes coming to India and earning love and respect. To top it all, at times of political and military tension, there have been instances where these artistes have been bashed and asked to go back to their nation through means like social media. This research focuses on their acceptance and persistency in India. The research methodology was a questionnaire including a series of 25 questions that supported my objective. The sample size was 90 and the range of the respondents' age was from 18 to 50 years. The primary objective of this research is to promote tolerance and enhance a better understanding in the minds of Indian audience towards the Pakistani artistes. The secondary objective of this research is also to create a more genuine understanding of the Indian culture and society among the minds of Pakistani audience and youth specifically, through the medium of films, music and entertainment. Keywords: India, Pakistan, Cinema, Artistes, Nations, Peace.
Yasuhiro Goto **GICICSSH1709086**	**Is There a Difference in Impressions of Hymns between Christians and Non-Christians in JAPAN? A Study of Hymns from the Standpoint of the Psychology of Music** **Yasuhiro Goto** **Faculty of Psychology and Applied Communication, School of Humanities, Hokusei Gakuen University, Sapporo, Japan** Japanese Listeners' impressions of hymns were investigated in terms of the psychology of music. Eight hymns were prepared and a questionnaire inquiry was performed for them using 40 evaluative words. Eighty five Japanese University Students participated in the psychological experiment: 11 students were Christians and 74 were non-Christians. Five factors were extracted by factor analysis to explain the impressions of hymns: peace, cheeriness, stateliness, loneliness and simpleness. Next, impressions for each factor were compared between Christians and Non-Christians. The result showed significant differences of estimation of cheeriness, stateliness, loneliness and simpleness between Christians and Non-Christians. It is considered that this is because Christians have more opportunities for exposure to hymns in daily life, and that familiarity with hymns is different. In the future, a more precise examination will be needed in order to clarify the

20th International Conference on Social Science & Humanities (ICSSH), 26-27 July 2017, Mauritius
Voilà Bagatelle Hotel, Mauritius

14

	difference of impressions for hymns between Christians and Non-Christians in terms of melody and text of hymns. Keywords: Christian faith, Hymn, Impression, Christian, Non-Christian.
Tamar Naomi GICICSSH1709087	**The Quality Of Electoral Accountability In African Small Island Developing States** **Dr Victoria Graham** **Monash South Africa** **Dr Suzanne Graham** **University of Johannesburg** **Abstract** There are six African small island developing states: the Union of the Comoros; the Republic of Guinea-Bissau; the Republic of Cabo Verde; the Republic of Mauritius; the Seychelles and the Democratic Republic of São Tomé and Príncipe. Apart from Mauritius, the other five states are relatively new to democracy with several of these states only transitioning from one party states to multi-party states in the early 1990s. International and domestic observers declared the last round of elections in all ASIDS free and fair, but this reveals little of the quality of electoral accountability in these small island developing states. All six states are members of the African Union (AU) and are therefore obliged to adhere to its election principles. Therefore, this paper examines the quality of electoral or vertical accountability in the ASIDS by analysing the extent to which they are free and fair using the principles of the AU's Declaration on the Principles Governing Democratic Elections in Africa. Also included is an analysis of the participation of women (gender equality in political representation) and minority rights, party financing and the campaigning-related issue of vote buying. Keywords: small island developing states; electoral accountability; free and fair elections
Ushakiran Agrawal GICICSSH1709090	**Study of Self Confidence of Girls Studying in KGBVS in Comparison of Girls Studying in Other Educational Institutions** **Ushakiran Agrawal** **Department of Psychology,Govt. D.B. Girls P.G.College ,Pt Ravishankar Shukla University, Raipur Chhattisgarh ,India** **Abstract** A sample of 720 girls was chosen on incidental cum random basis from tribal KGBV of Dantewada and Kanker, non- tribal KGBV Bemetara and Baloda Bazar, model schools of Kugda and J R Dani school Raipur, other schools of Kurud and Mandhar. Various schools were compared with tribal and non-tribal KGBV on the self confidence scale by Dr D. N.Sansanwal and Dr. Smita Bhawalkar having 23 items , the objective of the above project was to study Self Confidence of Girls Studying in KGBV'S in Comparison of Girls Studying in Other Educational Institutions of Chhattisgarh state of India. Obtained data was analyzed by using t test to compare the significant difference among different schools on the self-confidence . Means of Different Schools Compared on Self Confidence, highest mean on self-confidence was found on Other School and lowest mean on self-confidence was found on tribal KGBV; girls of Nontribal

20th International Conference on Social Science & Humanities (ICSSH), 26-27 July 2017, Mauritius
Voilà Bagatelle Hotel, Mauritius

15

	KGBV'S were found better in self-confidence, while students of Tribal KGBV'S need an improvement. Tribal KGBV and Model School when compared on self-confidence, girls of model schools were found better in self-confidence while girls of Tribal KGBV s need an improvement. Tribal KGBV girls on comparison with self-confidence with Other School, girls of Other Schools were found better in self-confidence, while girls of tribal KGBV s need an improvement on self-confidence ,girls of Model Schools were better in self-confidence while non tribal KGBV s need an improvement, other schools were found better in self-confidence while non tribal KGBVs need an improvement. Keywords; KGBV (Kasturba Gandhi Balika Vidyalaya), Tribal, Nontribal, Self Confidence.
Azhagan Chenganna GICICSSH1709091	**Higher education, complexity and the search for a new paradigm** **Azhagan Chenganna** **Lecturer, Faculty of Social Studies and Humanities,University of Mauritius, Reduit, Mauritius** **Abstract** **In a context of general crisis in higher education characterized by lack of funding, massification as well as unemployed graduates, there is a need to reconsider the purpose of higher education and a need to repair the existing paradigm of knowledge production and acquisition. This paper explores some of the contemporary problems facing higher education namely knowledge fragmentation, high levels of specialization, commodification and so forth and argues that higher education should do more than provide students with a set of knowledge and skills. This paper argues that higher education should be driven towards addressing the complexity of the world. A new paradigm of higher education may entail greater emphasis on meta-knowledge and that students take up new identities as risk-takers who are able to invent their future by solving the problems of the contemporary world. Using Morin's contributions on knowledge systems and complexity, this paper explores some of the challenges towards the development of these paradigms in higher education, especially for the Global South where universities have often been conceived more as developmental institutions and less as enablers of knowledge systems that can address the complexity of the world.**
Kristyna Troneckova GICICSSH1709093	**The Role Of Spirituality On The Quality Of The Life Among Elderly People In The Multicultural Contex** **Kristyna Troneckova** **Department of Psychology, Masaryk University,Masaryk University, Czech Republic,Brno, Czech Republic** **Abstract** **The aim of the research is to compare the well-being and social life of people over sixty years of age depending on the degree of national spirituality. The goal is to capture and describe the quality of life and spirituality among the Bhutanese, Norwegian and Chinese populations in comparison with Czech participants, mainly by semi-structured interviews and the use of interpretative phenomenological analysis serving as a tool for evaluating given interviews. For research work, it is crucial to contribute to the understanding of phenomena that can lead to greater seniors' satisfaction, which is important because the amount of these people is still increasing. The current results have shown a big difference**

20th International Conference on Social Science & Humanities (ICSSH), 26-27 July 2017, Mauritius
Voilà Bagatelle Hotel, Mauritius

16

	between the religion in Norway and Bhutan, the country of happiness. There was found a strong belief in Tibetan Buddhism among Bhutanese participants so far. None of the participants considered himself an atheist or a person with non-religious spirituality. All respondents showed a high level of satisfaction with life, and they often experienced joy. They come from well functional families and are happy with themselves. Norwegian participants are mostly agnostic or non-religious spiritual persons. None of them has proved to be neither a practicing believer nor a strict atheist. They felt the sense of life primarily in sport and in nature; they often mention cross-country skiing as a way of getting closer to the spirit. Furthermore, the intention is to extend the research on other nations. Keywords: well-being, spirituality, belief, Christianity, Buddhism, quality of life
Lineo Dzansi **GICICSSH1709094**	**Municipal employees" perceptions of fairness of HRM practices and organisational commitment** **Lineo Dzansi** **Central University of Technology, Free State Bloemfontein, South Africa** **Prof. Crispen Chipunza** **Central University of Technology, Free State** **Bloemfontein** **Abstract** South African government has been mandated by the Constitution (Act 108 of 1996) to deliver basic services to all who live in it. However, service delivery has always been marred with much criticism and citizens' dissatisfaction regarding the quality of services rendered to them. Public protests are common in South Africa lately, and they are mostly alleged to link with failure by government through various municipalities to meet citizens' service delivery expectations. Municipalities render services through people. People management is thus crucial and needs to be conducted in a fair and just manner. Literature confirms that there is relationship between organisational justice perceptions and employee behaviour, and that positive or negative justice perceptions can have an influence on employee attitudes, performance, commitment, and overall organisational performance. The nature of the attachments formed by individuals to their employing organisations depends on the manner in which the organisation treats them. This implies that Municipal employees' commitment could be linked to fair or unfair perceptions of HRM practices within their organisations. Unfortunately, the political nature of municipal environment could be a fertile ground for appointments of people based on political affiliation as a reward for political patronage rather than on merit. This paper seeks to investigate the relationship between municipal employees' perceptions of fairness of HRM practices and employee commitment from the organisational justice point of view. Research on organisational justice has shown that employees' organisational justice perceptions link directly with job satisfaction and employee organisational commitment. Quantitative research methods were employed to collect and analyse data. Data was collected from selected managerial and non-managerial municipal employees within selected municipalities in the Free State Province of South Africa. Employee commitment has positive relationships with HRM practices at the .05 and .01 levels of significance – indicating that the higher the levels of fairness of HRM practices in municipalities, the higher the organisational commitment of employees. Therefore, it is concluded that organisational commitment of

20th International Conference on Social Science & Humanities (ICSSH), 26-27 July 2017, Mauritius
Voilà Bagatelle Hotel, Mauritius

17

	municipal employees is positively related to their perceptions of fairness of HRM practices of municipalities. In other words, fair HRM practices of municipalities promote organisational commitment in municipal employees. Keywords: organisational Justice, HRM practices, employee commitment.
Cheryl Leggon **GICICSSH1709095**	**Educational Policies and Programs to Diversify the Scientific Workforce in the United States** **Cheryl B. Leggon** **School of Public Policy, Georgia Institute of Technology, USA** **Willie Pearson** **Jr., School of History and Sociology, Georgia Institute of Technology, USA** **ABSTRACT** **In the United States (US), the composition of the population is becoming more racially and ethnically diverse. Since 2000, the proportion of the population that is White decreased from 75% to 63%. Blacks remained at 12%, while Hispanics, the fastest growing segment of the US population, increased from 12.3% to 16.3%. Hispanics and Blacks are the most under-represented groups in the US science and engineering (S&E) workforce. Women represent half of the college-educated workforce, but only 28% of the S&E workforce. In sharp contrast, Asian Americans comprise 5% of the general US population but 19% of the S&E workforce, and foreign-born individuals account for 26.2% of all college-educated S&E workers, and 43.2% of doctorate holders. These demographics drive concerns about the US' ability to successfully compete in a global knowledge-based economy.** **To build a robust talent pool that will result in a more globally competitive S&E workforce, federal government agencies and private foundations have funded several intervention programs. Many of these programs focus on increasing the diversity of S&E recipients at each degree level—especially at the doctorate level. Despite some measurable progress, women and racial and ethnic minorities remain significantly underrepresented in the S&E workforce. Recently, these programs have come under criticism for not being rigorously evaluated by a third party. This paper discusses policy implications for building research-driven and evidence-based programs to enhance the diversity of the S&E workforce in the US.**
	Sci-Fi cinema and the Tamil cultural unconscious: A 'visionary' Jungian reading of 7aum Arivu (2011) and 24 (2016) **Raghu Menon** **Assistant Professor, Department of Communication, Amrita University, Coimbatore** **Shervin Rizuvan** **Postgraduate Student, Department of Communication, Amrita University, Coimbatore** **Abstract:** **Within the corpus of academic writing on science fiction cinema (sci-fi), it is hard to find any significant discourse on Indian sci-fi. This paper attempts to address that gap by analyzing two Tamil-language films from the current decade that can be categorized as being representative of the sci-fi genre. With the release of Enthiran (2010) at the turn of the decade, Tamil industry has witnessed a dramatic rise in the production of science fiction films, many of which were**

20th International Conference on Social Science & Humanities (ICSSH), 26-27 July 2017, Mauritius
Voilà Bagatelle Hotel, Mauritius

18

successful in reconciling the demands of fandom with the generic diversity of sci-fi. Elements of science fiction are, by no means, new to Tamil cinema, with films as early as Kaadu (1952), Kalai Arasi (1958) and Ulagam Sutrum Valiban (1973) utilizing science fiction tropes and premises. However, a critique of the entire history of the genre is beyond the scope of this paper, and attention has only been extended to modern Tamil sci-fi – 7aum Arivu (2011) and 24 (2016), to be more specific.

Dr. Wallace Wong **GICICSSH1709054**	**Family Experiences of Early Social Transition for Transgender Children** **Dr. Wallace Wong** **Child and Youth Mental Health Gender Health Program in BC Surrey, Canada** **Stephanie J. Drake** **Abstract** Social transition for young children is a field fraught with conflicting perspectives and limited research. Yet, more parents are seeking social transition for their children at younger ages. The following study examines experiences of families allowing social transition for young children from the parent's perspectives. Findings indicate social transition for young children results in positive changes in the mood of the child and the child-caregiver relationship as well as improvement in general social relationships. Furthermore, the process of early social transition correlated with parental preparation for future changes and increased flexibility toward their child's gender expression. Likewise, children expressed an expansion of different gender roles and expressions. Implications of permitting early social transition on social development are discussed.
Dr Sr Marykutty Alex **GICICSSH1709061**	**A Critical Review of D. H. Lawrence's "The Rocking Horse Winner"** **Dr Sr Marykutty Alex** **Department of English, Nirmalagiri College, Kannur University, Kerala, India.** **Abstract** When a writer is a novelist, a short story writer, a poet, a painter, a travel writer and a critic it is quite likely that he gets carried away by one of his artistic skills, making him obscure in his other areas. This is, probably, the case of D. H. Lawrence. There are great short stories written by him that deserve more scholarly attention, and The Rocking Horse Winner is one such story. In fact, it touches the core of Lawrence's thoughts and ideas. This story is autobiographical and it can be taken as the essence of most of his writing, sans his obsession with sex. The objective of this paper is to bring out Lawrence's views about the impact of money on the life of people particularly on posterity. This paper will examine the thematic importance of this story, The Rocking Horse Winner, in order to highlight Lawrence as one of the great short story writers. At the end of Lady Chatterley's Lover, Lawrence (Mellors) reveals what he feels about the role of money in human life: "The whole life depends on spending money, and then the money gives out." This, in a way, is the sum total of The Rocking Horse Winner. It is the story of a family haunted by the unspoken phrase, "There must be more money". A small boy gets lost into the world of

20th International Conference on Social Science & Humanities (ICSSH), 26-27 July 2017, Mauritius
Voilà Bagatelle Hotel, Mauritius

19

racing just because he realized his mother "had no luck, because father is unlucky". The father is unlucky because he had no money. The simple question emanating from the child "Is luck money, mother?" can be analyzed at a macroscopic level to understand the writer's concern about the course this industrial world is taking. The wooden horse becomes highly symbolic. It throws out a concern about the way man perpetually rocks himself into the final doom: "If I can ride myself and get there…, I am lucky". Luck and love are mixed up with money today, according to Lawrence. The story ends with a question, what good can be brought to a family with "eighty-odd thousand". As mentioned earlier, this story takes the reader to the last three pages of Lady Chatterley's Lover, where Mellors says, "to solve the industrial problem: train the people to be able to live and live in handsomeness".

The story under scrutiny here has also an echo of Lawrence's Sons and Lovers. The boy in the story is named Paul. His mother is unlucky with an unlucky husband, like in Sons and Lovers. Here again, the mother is the cause of son's ruin. The only difference is that the boy is too small to have a Miriam in the story. Otherwise, in both, the hero is Paul and the villain is money. Therefore, there is enough scope in the story to examine D. H. Lawrence's views about the impact of money on the life of people, particularly on posterity. Hestor's greed can be taken as a metaphor for the industrial greed and the consequences it leaves behind. This paper will carry an in-depth study of the story.

Key words: autobiographical - rocking - money - luck - horse - racing - doom

Ibrahim Guran Yumusak
GICICSSH1709062

SUSTAINABLE DEVELOPMENT FROM AN ISLAMIC ECONOMICS: MEANING AND POLICY CONCERNS

Ibrahim Guran YUMUSAK
Faculty of Business and Management Sciences, Istanbul S. Zaim University, Istanbul

Abstract
This paper examines the debate on the meaning of sustainable development and the policy implications of different approaches from an Islamic perspective. The development is important and needful thing as a sustainable way for the improvement in human life. The development in the Islam economic system is that the development of human welfare which must be consistent with the objective of shar'iah (maqasid al-shar'iah) i.e. protection of religion, life, lineage, property and intellect and protect public interests or maslahah. The policies of Islamic government for economic development must consider both the material needs and spiritual needs for successful life in this world and the hereafter. Therefore, the development in humankind is main part in the economic development that Islamic governments must introspect and issue policies to support this thing, too, social development, environmental conservation and protection are included in the economic development. The economic development strategy is achieving sustainable economic growth in long-term which able to improve the citizen's quality of life, having full employment, having stability and justice in distribution. Islam provided the guidelines for sustainable economic development, which were legislated in Qur'an and Sunnah of the Prophet (pbuh). Thus, the objective of this paper to present that economic development by management from al-siyasah al-shar'iyah that derive from Islamic principle able to guarantee a sufficient for a living, social justice and sustainable economic equilibrium among all member of the society as the development goal of the Islamic economic policy of the Islamic state.

20th International Conference on Social Science & Humanities (ICSSH), 26-27 July 2017, Mauritius
Voilà Bagatelle Hotel, Mauritius

20

	Keywords: Sustainable economic development; Islamic economics; Objective of Shar'iah; Human life.
Dr Caroline A. Agboola **GICICSSH1709064**	**Healthcare In South African Female Prisons** **Caroline Agboola** **NRF Scarce Skills Postdoctoral Research Fellow** **Department of Sociology, University of Johannesburg** **South Africa.** **ABSTRACT** The poor state of prisoners' health globally has been pointed out by various scholars. Some of these scholars noted that the health of female prisoners has often been compromised prior to their imprisonment as a result of financial hardship. In addition, some of the other pathways of females into crime, including physical, sexual and drug abuse contribute to the deterioration in the health of female prisoners before their incarceration. This article draws on the narratives of seven former women prisoners regarding the experiences that they had in relation to health care in the various correctional facilities that they were incarcerated in. The data for this study was generated from the in-depth interviews that were conducted with the participants on the subject matter. The findings indicate that the healthcare in some South African female prisons is, to a large extent poor and, in some cases, non-existent. Keywords: Female prisons, female prisoners, healthcare, incarceration, South Africa.
Dr. Hariharan N Krishnasamy **GICICSSH1709066**	**The Implications Of The Implementation Of Segak Test In Malaysian Secondary Schools** **Hariharan N Krishnasamy** **School of Education and Modern Languages,Universiti Utara Malaysia,Malaysia** **Arsaythamby Veloo** **Universiti Utara Malaysia** **Md. Ruzlan** **Universiti Utara Malaysia** **Abstract** Similar to many parts of the developed and the developing world in which there is more emphasis on physical fitness, Malaysia introduced the National Physical Fitness Standard Test (SEGAK) in 2008 in Malaysian secondary schools. This study investigated qualitatively the implications of the implementation of the SEGAK test. The major focus of the study was to explore teachers' and students' perspectives about the SEGAK test. Based on stratified random sampling in five schools, 10 Physical Education teachers in a selected district in Kedah and 20 students participated in the study. Interview sessions were conducted in the schools and the information they gave was analysed thematically. The findings showed that teachers generally were in agreement that the SEGAK test will be more effective if it can be conducted by teachers who were specifically trained in the discipline rather than teachers who were not qualified to teach Health and Physical Education. Many teachers were non-optionists and had to familiarize themselves with the SEGAK test and acquire skills regarding the field. Most of the teachers believed that there was a dire need for more teachers who were

20th International Conference on Social Science & Humanities (ICSSH), 26-27 July 2017, Mauritius
Voilà Bagatelle Hotel, Mauritius

21

	optionists as they could perform the tasks of evaluation under SEGAK which will contribute to more valid results on students' performance and state of fitness and health. The students, on their part, mentioned that they were aware of the SEGAK test but do not really understand the impact of the test towards them. They did the test in response to instructions but did not understand the actual health and fitness benefits of taking part in the test. Such an attitude does not benefit them, as it is seen as an exercise in getting good grades. The study suggests that there is a need for more trained and qualified teachers for Health and Physical Education. Keywords: Physical Education, National Physical Fitness Standard Test, secondary schools.
Prof. Hend Alsudairy **GICICSSH1709068**	**Sign translations in Th Kingdom of Saudi Arabia** **Prof. Hend Alsudairy** **English Literature, Alfaisal university, Riyadh** **Abstract** The research field in Saudi Arabia has neglected the study of the shops and public services signs in English and how these translations reflect the weakness and chaos of the translation industry in the kingdom. At the same time, the social media finds a huge interest in these signs and comments on them. This interest exposes a cultural involvement and a lack of a more comprehensive educational plan of translation industry in the country. Therefore this article's focus is these signs, their implications and how they stand as an evidence of a weakness in academic and translation industry in Saudi. It will also show the funny side of them in a cultural context.
Charity Waithima **GICICSSH1709070**	**Life Skills Enhancement for Psychoactive Substance Use Reduction among School going Adolescents in Kenya.** **Charity Wangui Waithima** **PhD (clinical Psychology)** **Lecturer, Africa Nazarene University, Psychology Department** **Abstract** The psychoactive substances use has remained a critical problem among adolescents. The strategies that have been put in place by the Kenya government seem not to have been effective in reducing substance use. The main objective of this study was to evaluate the effectiveness of life skills enhancement on substance use reduction among school going adolescents in Nyeri, Kenya. The study was a quasi-experimental quantitative study. Life skills' enhancement was employed for six months. Purposive and simple random sampling techniques were used to select participants (n=1038) at baseline with experimental (n=468) and control (n=570) groups. A self-administered socio-demographic questionnaire and the Global School-based Student Health Survey tool were used to get data. Binary logistic regression in analysis examined the association between individual, environmental, parental factors and adolescent substance use. Adjusted Odds Ratios (AOR) and 95% Confidence Interval (CI) brought out the estimated strength of association. Efficacy of the intervention was assessed after six months. Substance use within and between groups at endline with reference to baseline were compared using Pearson's chi-square and t tests. The overall current prevalence of substance use at baseline was 48.7%. In addition, there was a significant difference in reduction of substance use in the experimental group after intervention. It emerged that a student enrolled in this

20th International Conference on Social Science & Humanities (ICSSH), 26-27 July 2017, Mauritius
Voilà Bagatelle Hotel, Mauritius

22

group was 3.86 times more likely to stop using psychoactive substances than a student in the control group. Life skills when enhanced were therefore found to be effective in empowering adolescents to develop safe and healthy behavior with regard to substance use. It is therefore recommended that education stakeholders in Kenya adapt the life skills enhancement strategy towards substance use reduction. Since the life skills enhancement training model was successful in Nyeri, there is need to expand it countrywide and within the East Africa region.

Key words: psychoactive substances, adolescents, life skills, enhancement, Reduction

Zabala Karina GICICSSH1709072	Aging And Functional Complex Activities: Clinical And Social Perspectives

Labos Edith
Facultad De Medicina Universidad De Buenos Aires
Argentina

Zabala Karina,
Facultad De Medicina Universidad De Buenos Aires
Argentina

Trojanowski Sofia,
Facultad De Medicina Universidad De Buenos Aires
Argentina

Del Rio Miriam
Facultad De Medicina Universidad De Buenos Aires
Argentina

Renato Alejandro.
Facultad De Medicina Universidad De Buenos Aires
Argentina

Abstract
Background: Several papers describe functional changes that take place in the aging population.. However, there are few researches that really show the changes and/or losses of performance regarding the use of the new technologies.
In order to count on a sistematized tool to evaluate those performances we have designed a new protocol - Complex Functional Study (CFS)-that quantifies the level of performance and the functional changes related to a previous state.
The objectives are to study a functional profile of daily living complex activities of a healthy aged population, referring a level of change and/or functional loss.
Methods: We evaluated 352 healthy subjects which were grouped according to two instruction levels and three ranges of age. The whole population was evaluated with a General Cognitive Screening and the CFS. We used Anova Test, and Regression Analysis and Principal Components.
Results: Our finding verifies that: the 15.75% registered funcional loss and the 2.8%, changes in performance.The differences in the averages were bigger at the age range 80-90. It has been shown as well that the measure of change has less impact in groups with higher instruction level. The loss score showed a correlation between age and

20th International Conference on Social Science & Humanities (ICSSH), 26-27 July 2017, Mauritius
Voilà Bagatelle Hotel, Mauritius

23

	instruction level. A greater functional loss has been registered in older participants with less instruction level. **Conclusions:** This study enables the use of the CFS as a tool of clinical interest for the detection of incipient impairment in the daily living complex functional skills, as it evidences the losses and/or functional changes which are expected in the normal aging process. The results obtained verify a good performance in those skills. On the other hand, this study has also a psycho-social perspective insofar as it fosters significant learning processes in the aging population. Keywords: Assessment, Complex functionality, New Technologies, Aging.
Swaleha Peeroo **GICICSSH1709074**	**Empowered customers in the grocery sector: an analysis of comments posted by customers on Facebook** **Swaleha Peeroo** **Department Of Management, Faculty Of Business And Management,,University Des Mascareignes,,Pamplemousses, Mauritius** **Abstract** Increasingly grocery stores are using Facebook to communicate with customers. Social media have transformed the communication landscape since customers now have the possibility to create content on social media sites of businesses and share their lived experiences with the online community. There is a dearth of research on the use of social media in the grocery sector. This paper aims to determine whether Facebook has empowered customers of Tesco and Walmart. Netnography approach was adopted to collect data to explore how Facebook has empowered grocery customers. Findings show that Facebook has given the power to customers to gain information, the power to complain and to criticise, the power to create value and the power to provide information to the community. This paper contributes to knowledge by revealing how Facebook has empowered grocery customers. Keywords — social media; Facebook; customer empowerment; grocery stores.
Victoria Graham **GICICSSH1709085**	**The Quality Of Electoral Accountability In African Small Island Developing States** **Dr Victoria Graham** **Monash South Africa** **Dr Suzanne Graham** **University of Johannesburg** **Abstract** There are six African small island developing states: the Union of the Comoros; the Republic of Guinea-Bissau; the Republic of Cabo Verde; the Republic of Mauritius; the Seychelles and the Democratic Republic of São Tomé and Príncipe. Apart from Mauritius, the other five states are relatively new to democracy with several of these states only transitioning from one party states to multi-party states in the early 1990s. International and domestic observers declared the last round of elections in all ASIDS free and fair, but this reveals little of the quality of electoral accountability in these small island developing states. All six states are members of the African Union (AU) and are therefore obliged to adhere to its election principles. Therefore, this paper examines the

20th International Conference on Social Science & Humanities (ICSSH), 26-27 July 2017, Mauritius
Voilà Bagatelle Hotel, Mauritius

24

quality of electoral or vertical accountability in the ASIDS by analysing the extent to which they are free and fair using the principles of the AU's Declaration on the Principles Governing Democratic Elections in Africa. Also included is an analysis of the participation of women (gender equality in political representation) and minority rights, party financing and the campaigning-related issue of vote buying.

Keywords: small island developing states; electoral accountability; free and fair elections

Suzanne Graham **GICICSSH1709088**	**The Quality Of Electoral Accountability In African Small Island Developing States** **Dr Victoria Graham** **Monash South Africa** **Dr Suzanne Graham** **University of Johannesburg** **Abstract** There are six African small island developing states: the Union of the Comoros; the Republic of Guinea-Bissau; the Republic of Cabo Verde; the Republic of Mauritius; the Seychelles and the Democratic Republic of São Tomé and Príncipe. Apart from Mauritius, the other five states are relatively new to democracy with several of these states only transitioning from one party states to multi-party states in the early 1990s. International and domestic observers declared the last round of elections in all ASIDS free and fair, but this reveals little of the quality of electoral accountability in these small island developing states. All six states are members of the African Union (AU) and are therefore obliged to adhere to its election principles. Therefore, this paper examines the quality of electoral or vertical accountability in the ASIDS by analysing the extent to which they are free and fair using the principles of the AU's Declaration on the Principles Governing Democratic Elections in Africa. Also included is an analysis of the participation of women (gender equality in political representation) and minority rights, party financing and the campaigning-related issue of vote buying. Keywords: small island developing states; electoral accountability; free and fair elections
Amare Wondirad **GICICSSH1709097**	**Two decades of ecotourism research: A content analysis of tourism journal publications** **Amare Wondirad** **School of Hotel and Tourism Management,** **The Hong Kong Polytechnic University** **Abstract:** This study conducts content analyses of ecotourism articles published in eight top-tier tourism journals. A total of 209 articles were selected and analyzed. Thematic and summative content analyses were employed to examine the content of the publications. The results indicate that over the years, researchers have investigated a wide range of themes in ecotourism. The trends fluctuated over the years and reached its peak in 2006. The majority of ecotourism studies

20th International Conference on Social Science & Humanities (ICSSH), 26-27 July 2017, Mauritius
Voilà Bagatelle Hotel, Mauritius

25

were conducted in developing countries, with Asia taking the lead followed by Latin America and Africa. The outcomes showed that in terms of countrywide contributions, the USA was first, followed by UK, Australia, Canada, and New Zealand. This study provides up-to-date information and highlights the main themes and trends of ecotourism scholarships. This can be important for future researchers interested in ecotourism by providing an understanding of the changes in this field of study. Based on what has been learned so far, the study indicated issues that deserve attention for future ecotourism research.

Key words: Content analysis; Ecotourism; Ecotourism conceptualization; Ecotourism research; Local communities

Listeners

Abdelmadjid Amrani **Department of Philosophy, Faculty of Social Sciences, university of batna 1,Algeria, Batna ,Algeria** **GICICSSH1709052**
Darmarakkit Sraman Any Barua **Department Of Philosophy, Mahamakut Buddhist University, Thailand** **GICICSSH1709063**
D.M.Lasantha Gunaratne **National Level NGO based in Sri Lanka,,Human Development Foundation,,Sri Lanka** **GICICSSH1709073**
Ajani Bamidele Akerele **Health Department, Atakunmosa East Local Government, Osun State, Nigeria** **GICICSSH1709078**
Ope Kehinde **Operation,H.K Ashmi Nigeria Limited,Lagos, Nigeria** **GICICSSH1709079**
Ejiwunmi Shehu Lawal **Science Department, Oshodi/Isolo Local Government, Lagos, Nigeria** **GICICSSH1709092**
Jacob Yaw Nyarko **Accounts office,Gerdlink consult,Ghana** **GICICSSH1709099**
Jerry Agyei Appiah **Front desk,Andyders Ventures,Ghana** **GICICSSH1709100**
Owusu Afriyie Nketia **Accounts,Front page marketing limited,Ghana** **GICICSSH1709101**
Abena Gyamfuah **Department Of Urban Roads,Department Of Urban Roads,Ghana** **GICICSSH1709103**
Mark Adutwum **Marketing department,Chrislink consult,Ghana**

20th International Conference on Social Science & Humanities (ICSSH), 26-27 July 2017, Mauritius
Voilà Bagatelle Hotel, Mauritius

26

GICICSSH1709104
Fiifi Paintsil **Ceo,Goshenhaus multi services,Ghana** **GICICSSH1709105**
Sorogho Issah Yussif **Accounts Department,Proclassics multi media services,Ghana** **GICICSSH1709106**
Nicholas Amihere **Sales Rep,Koutiam Ghana Limited,Ghana** **GICICSSH1709107**
Samuel Yankey **Marketer,Richdoor Enterprise,Ghana** **GICICSSH1709108**

20th International Conference on Social Science & Humanities (ICSSH), 26-27 July 2017, Mauritius
Voilà Bagatelle Hotel, Mauritius