

## **CONFERENCE PROCEEDINGS**



### **Social Science and Humanities Research Association (SSHRA)**

26th International Conference on Social Science & Humanities (ICSSH), 14-15 Nov 2017, Kuala Lumpur

14-15 Nov 2017

#### **Conference Venue**

Bukit Bintang Event Spaces (BBES), The Federal Kuala Lumpur, 35 Jalan Bukit Bintang, 55100 Kuala Lumpur, Malaysia

**26th International Conference on Social Science & Humanities (ICSSH), 14-15 Nov 2017, Kuala Lumpur**

Bukit Bintang Event Spaces (BBES), The Federal Kuala Lumpur, 35 Jalan Bukit Bintang, 55100 Kuala Lumpur, Malaysia

**KEYNOTE SPEAKER**



**Dr. Abdelhak Senadjki**

**Assistant Professor of Economics at the Faculty of Business and Finance, Universiti Tunku Abdul Rahman (UTAR), Malaysia**

**KEYNOTE SPEAKER**



**Assoc. Prof. Ph Dr. Slavomir Magal**

**University of Ss. Cyril and Methodius in Trnava, Solovakia**



**26th International Conference on Social Science & Humanities (ICSSH), 14-15 Nov 2017, Kuala Lumpur**  
Bukit Bintang Event Spaces (BBES), The Federal Kuala Lumpur, 35 Jalan Bukit Bintang, 55100 Kuala Lumpur, Malaysia


**KEYNOTE SPEAKER**



**Assoc. Prof. PhDr. Dana Petranová**  
**University of Ss. Cyril and Methodius in Trnava, Solovakia**

**26th International Conference on Social Science & Humanities (ICSSH), 14-15 Nov 2017, Kuala Lumpur**  
Bukit Bintang Event Spaces (BBES), The Federal Kuala Lumpur, 35 Jalan Bukit Bintang, 55100 Kuala Lumpur, Malaysia

<p><b>Muhammad Dahiru Suleiman</b> GICICSSH1715051</p>	<p style="text-align: center;"><b>Ethnicity , Religion and Socio-Political Stability in a Nigerian City: The Hausa factor in Lokoja 1945- 2015</b></p> <p style="text-align: center;"><b>Muhammad Dahiru Suleiman</b> Department of History, Bayero University, Kano, Nigeria</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Ethnic and religious factors are critical in Nigeria’s social relations and political stability. Lokoja is famous as the confluence of the Niger-Benue rivers but not much attention has been given to it as the confluence of the two major religions in Nigeria or as the melting pot of several ethnic groups in the Niger –Benue region. In Nigeria’s political architecture, the Hausa people are considered imperialistic and domineering, little attention is given to their peaceful role as bridge builders between diverse ethnic groups in parts of Northern Nigeria through trade and commerce and the spread and use of their language as lingua franca outside Hausa land. In this paper, the role of Hausa people and language is examined within the context of the contest for power and supremacy by contending ethnic groups in the city.</p>
 <p style="text-align: center;"><b>Alabi Yinusa</b> GICICSSH1715052</p>	<p style="text-align: center;"><b>Food Security Challenges In Nigeria: Alternative Before government</b></p> <p style="text-align: center;"><b>Alabi Yinusa</b> Faculty of Social and Management Sciences, Department of Political Science, Nigeria Police Academy Wudil, Kano State, Nigeria</p> <p style="text-align: center;"><b>Abstract</b></p> <p>There has been renewed interest in food security related issues in many developing nations. This revival is occasioned by the dramatic rise in food prices across the globe occasioned by increased global food demand, diminishing global food reserves, erratic weather patterns, increased cost of petroleum products and illegal land use among others. In Nigeria, several agricultural policies have been formulated to curtail food security challenges. Unfortunately, these policies have not yielded the desired results of increase food production. This paper, thus, explores the various challenges confronting food security in Nigeria with a view of highlighting the reasons that account for these problems. The paper also suggests ways of address these challenges and concludes by positing that the task of feeding the populace adequately constitutes an increasing challenge, requiring the coordinated efforts and interaction of food producers, transporters, market operators and a myriad of retailers.</p> <p><b>Keywords:</b> Nigeria Food and food security, Urban and Urbanization Challenges, Agricultural policies, Climate change and Insecurity</p>
 <p style="text-align: center;"><b>Mahmoud Ali Mahmoud Radwan</b> GICICSSH1715054</p>	<p style="text-align: center;"><b>Social Work &amp; To Develop Job Satisfaction For Workers</b></p> <p style="text-align: center;"><b>Mahmoud Ali Mahmoud Radwan</b> Department of Social Sciences - Faculty of Arts and Sciences, Qatar University, Doha</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The study aims to Determining the reality of current job satisfaction for workers &amp; Determining the obstacles that effect on Job satisfaction &amp; Determining the roles of the social work to Develop job satisfaction. This study used the Comprehensive social survey for all social workers and all workers. The results of the study showed that The study has been applied in Metal, steel Factory in</p>

	<p>Tebben-Helwan&amp; company for manufacturing The engineering &amp; cars in Wadi Hof &amp; Segwart company in Maasara - Cairo Governorate, Egypt. The results of the study showed that The workers were satisfied on nature work Moderately &amp; were obstacles related to nature work &amp; were the obstacles related to salary &amp; were the obstacles related to supervision and management of factory &amp; were the obstacles related to friends of work &amp; were the obstacles related to promote and progresses in work &amp; were the obstacles related to physical condition of work. Social workers were practice roles him or her with workers &amp; social workers were practice roles him or her with group of workers &amp; social workers were practice role him or her with factory &amp; social workers were practice role him or her community.</p>
<p><b>Abeer Mohamed Abdelsamed Ahmed</b> GICICSSH1715055</p>	<p style="text-align: center;"><b>The role of social work in dealing with Social relationship problems to families of Alzheimer patient's</b></p> <p style="text-align: center;"><b>Abeer Mohamed Abdelsamed Ahmed</b> Assistant Professor Dr Department of Social Work Areas Faculty of Social Work - Helwan University, Department of Social Sciences - Faculty of Arts and Sciences - Qatar University</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The study aims to Identifying social relationships problems for Alzheimer patient's family &amp; Design a suggested model from the perspective of the social work for treating with social relationships problems of Alzheimer patient's families. The study questions: What social relationships problems of Alzheimer patient's families? How can treating the social relationship problems of Alzheimer patient's families from the perspective of the social work? this study belonging to the analytical descriptive study type, aiming at identifying the social relationships problems of Alzheimer patient's families, this study depends upon a comprehensive social survey methodology according to the aim and the type of the study. Important results of the study: Daily communication styles problems &amp; Daily life type problems , The problems of social relationship network , The problems of pertain to interact the caregiver with the Patient.</p>
 <p><b>Salihu Ibrahim</b> GICICSSH1715058</p>	<p style="text-align: center;"><b>Considerations For Zakaat Collection And Distribution: A Historical Approach To Surviving The Economic Distress And Poverty Situation In Nigeria</b></p> <p style="text-align: center;"><b>Ibrahim Salihu</b> Universiti Utara, Malaysia</p> <p style="text-align: center;"><b>Zaharddeen Sani Ahmed Ibn Sabri (Ph D)</b> Universiti Utara Malaysia</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This paper examines poverty as one of the greatest problems to world peace and present-day. Poverty is as ancient as mankind and it touches several aspects of human circumstances physically, ethically and expressively .It is the argument of this paper to examine the pivotal role that zakat plays in eliminating poverty and attaining sustainable development. Subsequently, the recent global economic meltdown, so much damage has imposed on the Nigerian economy resulting in lessening of foreign investment in the country, a fall in the currency value. Poverty can be alleviated with the implementation of long-term program and equitable distribution of wealth... a philosophy of life that supports all human being's interests rather than self-interest This study adopts conceptual technique,</p>

	<p>using survey literature to generate relevant information to examine the relationship between zakat collection-distribution and survival of economic distress vis-à-vis poverty alleviation among the poor people in Nigeria. The paper adopts multiple modes of livelihood as a framework to explain how empowerment of zakat collection and distribution will aid the survival of economic suffering of the poor and as well bail them out from poverty. Therefore, the institution of zakat is an antidote to poverty where properly used.</p> <p><b>Keywords:</b> Zakat, Poverty, Islam, Nigeria</p>
<p style="text-align: center;"><b>Yusuf Bala</b> GICICSSH1715059</p>	<p style="text-align: center;"><b>Interrogating political Instability: An Implication To Good Governance In Nigeria</b></p> <p style="text-align: center;"><b>Yusuf Bala</b> Department of History, Faculty of Arts and Social Science, Sokoto State University, Sokoto State, university, Nigeria, Sokoto, Nigeria</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Political instability is common and unavoidable phenomenon in all human society. All over the world, conflicts occur because society is made up of people with differing interests and values. In most societies, conflicts occur when parties in a state of independence perceives divergent views or believes that their aspirations or goals cannot be achieved simultaneously. Conflicts are a state of disagreement or argument between people, groups or countries, governance is conceptualized as the processes and systems by which a government manages the resources of a society to address socio-economic and political challenges in the polity, which Nigeria is facing for long time. However, since 1960 Nigeria quickly committed itself to Diplomatic relations with states within the African Continent and Beyond in a form of concentric cycle. Stability is key to any meaningful development of any country; it observes that the occurrence of conflicts in any society could be more violent, leading to destruction of lives and properties. It notes that political instability hinders good governance in Nigeria. This paper seeks to observe the situation that led to the political instability in Nigeria and how to deal with its, Recommendations.</p>
<p style="text-align: center;"><b>Misheck Dube</b> GICICSSH1715060</p>	<p style="text-align: center;"><b>Social Work interventions for the plight of widows: Bringing the missing link into place</b></p> <p style="text-align: center;"><b>Misheck Dube</b> North-West University (Mafikeng Campus), Faculty of Human and Social Sciences, Department of Social Work, Republic of South Africa.</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The profession of Social Work has a legacy of assisting marginalised, disfranchised and distressed population groups through various intervention methods. For widows, social work has made little advancements in addressing their plight and literature to guide social workers in interventions is vehemently lacking. This paper discusses methods and roles that social workers can play to address the psychosocial problems of widowhood with special focus on rural communities where interventions are critically needed yet monumentally lacking. Widows in rural areas are faced with numerous ordeals added to the burden of losing their husbands and the need to meet their everyday life demands and those of their children. This goes without notice as the widows suffer in silence and attempted sources of help have no professional expertise to practically assist the needy widows. This has practical grave consequences for coping with their</p>

	<p>circumstances. This paper aims at discussing rigorously various social work intervention methods that are useful for professional social workers in meeting the psychosocial needs of the widows.</p>
<p><b>Muhammad Adamu</b>  <b>GICICSSH1715061</b></p>	<p style="text-align: center;"><b>Opportunity Of Participation Impact In Determining Training Effectiveness On Employee Performance</b></p> <p style="text-align: center;"><b>Muhammad Adamu</b>  <b>Bauchi State University, Faculty Of Social And Management Sciences,</b>  <b>,Department Of Business, Administration, Bauchi, Nigeria</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>This study is aimed at determining the role of opportunity of participation in the relationship between training effectiveness and employee performance. The evaluation of a training programme in an organisation is an ongoing process. Following the completion of a training programme, and it's subsequent application on the job, then it is worthy to be followed by an evaluation to ascertain the effect of the training received by the employee on the job they performed. It is conducted based on a survey research, which is one of the traditional and oldest research techniques (Babbie, 2010). The research design used in this study is a survey research design. Questionnaires were used in this survey as instrument for data collection. In analyzing the results from the instrument, Statistical Package for Social Sciences (SPSS) was used as a tool to analyze the data. Inferential statistics was used using Pearson's correlation coefficient and regression analysis. Sobel Test was also conducted to confirm the degree of mediation effect of the mediating variables. The findings through correlation co-efficient revealed that there is a positive relationship between training effectiveness (Kirkpatrick Four Levels) and employee performance. The regression analysis moreover revealed that the mediating role of opportunity of participation in the relationship between training effectiveness and employee performance is a dominant factor in the relationship between training effectiveness and employee performance. The results of this study would provide a good contribution to the existing theories used in this study that support the hypotheses of this study, by highlighting the correlation between training effectiveness and employee performance, as well as the mediating role of opportunity of participation. The validity and reliability of this research would help future researchers to get accurate data and reliable information, in terms of the instruments used, the data collection method, data analysis and discussion. Policy makers and HR Department of organizations would have the advantages of understanding how training can be evaluated appropriately, as well as also appreciating the environmental factors that can influence the performance of an employee for an improved performance in the workplace.</p> <p><b>Keywords:</b> training effectiveness, Kirkpatrick, opportunity of participation (work environment), employee performance</p>
<p><b>Hung Hing Chan</b>  <b>GICICSSH1715062</b></p>	<p style="text-align: center;"><b>A Sustainable Urban Practice: A Conversion Of Brownfield To Greenfield To Shape Social Capital</b></p> <p style="text-align: center;"><b>Hung Hing Chan</b>  <b>Department of Urban Planning, National Cheng Kung University, No.1, Daxue Rd., East Dist., Tainan City 701, Taiwan</b></p> <p style="text-align: center;"><b>Chang Hsueh-Sheng</b></p>

	<p>Department of Urban Planning, National Cheng Kung University, No.1, Daxue Rd., East Dist., Tainan City 701, Taiwan</p> <p><b>Abstract</b></p> <p>The existence of a brownfield is likely to bring negative environmental, economic and social impacts to a community, thereby the residents living near to a brownfield have been exposed to various potentially detrimental health risk factors and have been environmentally and socially deprived, creating environmental and social injustice. However, the same piece of polluted land is capable of producing various beneficial impacts to the surrounding communities via a sustainable urban practice, which is a conversion of a brownfield to a regenerated urban greenfield, such as an urban park. The regenerated greenfield itself can enhance the air quality, landscape and sanitation, act as a carbon sink and provide natural habitat for wildlife in terms of environmental benefits; it can create job opportunities and an extra amount of governmental income via the property tax through an increase in the property price in terms of economic benefits; it can provide a green space for residents to relax themselves, improve conditions of health via better hygiene, enhance neighbourhood relationship via social interactions and reinforce a sense of belonging of residents to the community. This study is conducted by (1) a quantitative research method by questionnaires given to users of the regenerated green space - the Barclay Memorial Park in Tainan and (2) a qualitative research method by interviewing the chief of village of the Chongming Village and leaders of local community organizations, and is aimed at investigating the capacity of a brownfield regeneration project to facilitate the interaction of residents of a community and thus assist a formation of social capital of an originally socially and environmentally deprived community. Thereby the result of this study can serve as a reference for a municipal or county governments to take into consideration the multi-directional advantageous effects of the brownfield regeneration for the community, then recognize the seriousness of the existence of a brownfield and take immediate actions to advance the welfare of communities.</p> <p><b>Keywords:</b> Brownfield, Sustainable Development, Urban Regeneration, Social Capital</p>
<p><b>Usman Abbo</b> GICICSSH1715063</p>	<p><b>Terrorism and Violent Extremism in North-Eastern Nigeria: Toward a Model of Radicalization of the Almajiri Cohort</b></p> <p><b>Usman Abbo</b> Public Administration Department, the Federal Polytechnic Mubi, Nigeria</p> <p><b>Abstract</b></p> <p>Despite the existence of a voluminous studies on radicalization and violent extremism the concept is still new within the Nigerian context, as there is absence of empirical model explaining the why and how of the African version of radicalization, in spite of the increasing surge of insurgency and terrorist related activities in the continent. This therefore creates the need to study the factors that shape the development of homegrown extremist within the African context. More so, as all the existing models of radicalization are context-specific and are not in a complete harmony with one another hence the simple question of how do some individual subscribes to violent extremism remains to a larger extent unanswered, due to lack of valuable framework upon which assumption shall be made on the basis of theoretical paradigm. This paper intends to contribute to the heated debate on the linkage of the Almajiri system and insurgency in the North-eastern</p>



	<p>Nigeria. It's therefore explored the societal practices and individual factors responsible for revamping the support for terrorism among the Almajiri cohorts in north-eastern Nigeria, specifically the roles of socio-cultural factors in encouraging conviction and involvement, as well as the contribution of myriads of push and pull factors such as unfavorable socio-political condition, economic strain, and grievances. The work adopts an ethnographic design in which data were collected through in-depth interview, focus group discussion, and personal observation. The data were thus analyzed in light of theoretical paradigm and previous models in which factors such as bad governance, collective strain, target attribution, cultural resistance; social identity and social learning were identified and discussed.</p> <p><b>Keywords: Radicalization, violence, extremism, Almajiri cohorts, Youth, Nigeria</b></p>
<p><b>Muhammad Adamu</b> <b>GICICSSH1715064</b></p>	<p style="text-align: center;"><b>Opportunity of Participation Impact in Determining Training Effectiveness on Potential Entrepreneurs in Business Organisations</b></p> <p style="text-align: center;"><b>Muhammad Adamu</b> <b>Department of Business Administration, Faculty of Social and Management Sciences, Bauchi State University-Nigeria</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>The main objective of this study is to evaluate the training effectiveness on potential entrepreneurs through opportunity of participation given on a task in an organisation. The methodology used in this study is a survey research design through a quantitative approach. Questionnaires are used in collecting data in a cross-sectional survey. The data was analysed using the special package for social sciences (SPSS). Pearson's correlation co-efficient and regression analysis were conducted. Sobel test was also conducted to confirm the mediating effect of opportunity of participation. The findings revealed that there is a positive relationship between training effectiveness (Kirkpatrick Four Levels) and potential entrepreneurs performance. The regression analysis indicates opportunity of participation has been a dominant factor in the relationship between training effectiveness and potential entrepreneurs performance. The integration of a mediator in the frame contributes to Kirkpatrick model in the extant training and development as well as entrepreneurship literature. Furthermore, policy makers and HR departments of business organizations will have more appreciation of how training can be appropriately evaluated more particularly, the on-the-job training for an improved performance.</p> <p><b>Keywords: training effectiveness; Kirkpatrick; opportunity of participation; (work environment), potential entrepreneurs performance</b></p>
<p><b>Muhammad Farooq</b> <b>GICICSSH1715066</b></p>	<p style="text-align: center;"><b>The impact of co-curricular activity assessment on university students' course performance: A case study of the Natural Sciences course</b></p> <p style="text-align: center;"><b>Dr.Gehan El Enain</b> <b>Math and Science Program, University College, Abu Dhabi University, Abu Dhabi, UAE.</b></p> <p style="text-align: center;"><b>Muhammad Farooq</b> <b>Math and Science Program, University College, Abu Dhabi University, Abu Dhabi, UAE.</b></p> <p style="text-align: center;"><b>Abstract</b></p>

	<p>Our objective was to examine if a co-curricular activity incorporated with assessment methods affected students' competence in a course. Natural Sciences (201) was chosen as a candidate course for this study. Students' grade breakdown was examined and analyzed using SPSS software over four academic years from Fall 2012-13 to Fall 2015-16. The number of failed students was significantly lower (<math>p &lt; 0.01</math>) in Fall semesters when compared with the number of failed students in Spring semesters. A further analysis was attempted as an approach to understand the reasons for the remarkable elevation of success in the Fall semesters. Hence, a questionnaire was given to 200 students and the data showed that the Science Communicators Program, metaphorically The Science Festival, played a key role in the students' achievement of excellent levels of performance in the Natural Sciences course during the Fall semesters. Thus, this research paper recommends the accommodation of off-campus co-curricular activities in other courses taught at the university.</p> <p><b>Keywords:</b> Higher education, Co-curricular activities, Assessments methods, Course performance</p>
<p style="text-align: center;"><b>Sedigheh Karimi</b>  <b>GICICSSH1715067</b></p>	<p style="text-align: center;"><b>Rouhani's Equity Government: A new period of reform in Iran?</b></p> <p style="text-align: center;"><b>Sedigheh Karimi</b>  <b>Asia Institute, The University Of Melbourne, Melbourne, Australia</b></p> <p>This paper addresses the question of whether Iran entered a new period of progressive reform with the instatement of the Rouhani Government, particularly in the context of the women's movement. It first considers auxiliary matter of the meaning of reformation, how Iran's leaders interpret 'reformation' as a theoretical concept and what their goals are in doing so, and the approaches of reformists to socio-political issues. My paper then analyses the views of decision-makers and policy-makers during three periods: (the reform period (1997 – 2004), the post-reform period (2005 – 2013), and the equity government (2013 – present) and examines their similarities and differences moving beyond a broadly relevant and general discussion of reform in Iran. I turn to the question of when the women's movement was initiated and when during its subsequent ongoing activity it reached the awareness that use of the internet could pave the way for future action. I demonstrate that the women's movement has gravitated towards using the internet not only in continuing its activities but also in broadening its support base.</p>
<p style="text-align: center;"><b>Odudele Rotimi</b>  <b>GICICSSH1715068</b></p>	<p style="text-align: center;"><b>Religion As A Tool For Political Stability And Development In Contemporary Nigeria</b></p> <p style="text-align: center;"><b>Odudele Rotimi</b>  <b>Senior Lecturer of Sociology of Religion, Department of Christian Religious Studies, College of Education, Ikere Ekiti, Ekiti State, Nigeria</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Religion has taken a position of paramount importance in Nigerian politics. It is a vital notion in the life of mankind. Nigeria is the most populous country in West Africa and vest with religious diversities of Christianity, Islam and African Traditional Religion. These religions are intertwined with political activities in the country. Religion is meant to foster peace and unity in any given society. In Nigeria, the adverse is the case. The political office holders are misusing religion as a tool to get to power while religious leaders are mishandling it to get personal gain from those who hold public office. Thus, religion has been mostly used</p>

	<p>negatively in Nigerian politics since independence. Hence, this paper focuses on how religion can be used to bring about political stability and development in contemporary Nigeria.  <b>Keywords: Religion, Tool, Political Stability and Development</b></p>
<p style="text-align: center;"><b>Sandeep Kaur</b>  <b>GICICSSH1715070</b></p>	<p style="text-align: center;"><b>Commercial depiction of Women in Punjabi Albums: A study based on state of Punjab</b></p> <p style="text-align: center;"><b>Dr Sandeep Kaur</b>  Faculty of Language, Lovely Professional University, Phagwara, Punjab, India</p> <p style="text-align: center;"><b>Navroop Singh</b>  Senior Journalists, Daily Punjabi Newspaper, Nawa Zamana, Punjab, India</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The twentieth century has seen transformation in the nature of communication. Much of it now mediated through print or electronic media and privatization has made diversity in entertainment industry. Many private players are working and undoubtedly sale and profit is their main motive. To promote sale these private players are compromising with quality. Presentation of women from different perspective in media is very common in modern scenario. For an instance, Punjabi music industry is at peak however it is not presenting women in right manner as woman has traditional cultural portrayal. Some traditional cultural values play a vital role to develop ethics among the people and these are also important to make society even and sound. This paper predicts immoral presentation of women in Punjabi albums. This study is conducted by using content analysis methods particular of Punjabi songs.  <b>Keywords: media, profit, sale, immoral, globalization, commercialization</b></p>
<p style="text-align: center;"><b>Bubayaro Mafindi Idris</b>  <b>GICICSSH1715071</b></p>	<p style="text-align: center;"><b>An Appraisal On The Impact Of Social Safety Net Programs In Nigeria</b></p> <p style="text-align: center;"><b>Idris Bubayaro Mafindi</b>  Taraba State University, Jalingo, Taraba State, Nigeria</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The social safety net programs are design to mitigate the risk face by vulnerable people, by providing welfare packages, shelters for homeless and healthcare services for rural communities. Despite its importance, the impact of the programs are still debated in the research literature in Nigeria. Therefore, this study examine the role of social safety net programs like primary healthcare and fadama agricultural programs, in providing cheap, quality and affordable healthcare services and employment opportunities for the rural communities in Nigeria. The contribution to knowledge is that, there has been lack of research on this topic, which touches the rural, poor and vulnerable societies in the country. The findings shows, that a lot has been achieve in the services provided by the two programs in health and agriculture.</p>
<p style="text-align: center;"><b>Ahmad Nizam Mohd Yusof</b>  <b>GICICSSH1715074</b></p>	<p style="text-align: center;"><b>A Study The Factors The Unemployment Among Uitm Graduates</b></p> <p style="text-align: center;"><b>Ahmad Nizam Bin Mohs Yusof</b>  FBM , Universiti Teknologi Mara (Uitm) Kampus Puncak Alam, Malaysia</p> <p style="text-align: center;"><b>ABSTRACT</b></p> <p>Nowadays, most of graduates especially UiTM graduates are affected by unemployment problem. Many of graduates especially UiTM are unemployed</p>

	<p>after graduating from University. Thus, this study was conducted to investigate unemployment problem that occurs among UiTM graduates. The objectives of this research is to investigate whether there is a relationship between employability skills and unemployment problem among fresh graduates, to study whether there is a relationship between job mismatch and unemployment problem among fresh graduates and to determine whether there is a relationship between experience and unemployment problem among fresh graduates. It was found that 38.8% of the respondents agree that their qualification does not match the job offered and 49.5% of the respondents agree that they are still in the process of seeking job that match their experience. While, 47.6% of the respondents agree that they are still in the process of seeking job that match their educational background. Apart from that 41.7% of respondents has agree that they are able to find solutions for complex issues while 47.6% of respondents agree that the work content does not match the job offered. It is recommended that, curriculum development, government and organization need to play a role in order to reduce unemployment problem among fresh graduates.</p>
<p style="text-align: center;"><b>Adijat Olateju</b> GICICSSH1715075</p>	<p style="text-align: center;"><b>The impact of access to micro credit programme on women empowerment: A case study of Cowries Microfinance bank in Lagos, Nigeria</b></p> <p style="text-align: center;"><b>Adijat Olateju</b> Economics,Lagos State university,Lagos, Nigeria</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Women empowerment is important in an economy as it helps to enhance women's development in terms of economic, social and political aspect of their life. Empirical evidences have shown that micro credit has be effective tools for enhancing women empowerment especially in developing countries. This paper investigates the impact of micro credit progrmme on women empowerment in Lagos, Nigeria. A total of 354 women microenterprises were selected randomly from the list of Cowries Micro Finance Bank. These data were divided into participant women entrepreneurs and non-participant women entrepreneurs. The data were analyzed with a Propensity Score Matching (PSM) Technique. The result of the Average Treatment Effect on the Treated (ATT) from the PSM indicates that the microcredit programme does not have a significant effect on the empowerment of women in the study area. It is therefore recommended that the loan programme should be complemented with other programmes such as training, grant and periodic monitoring of programme.</p> <p><b>Key words:</b> Empowerment, micro credit, social, Economic, political, Training, Development <b>Jel classification:</b> P36, R11</p>
<p style="text-align: center;"><b>Joshua Yohanna</b> <b>Gwanshak</b> GICICSSH1715078</p>	<p style="text-align: center;"><b>Census: Nigeria Factors, Problems and Prospects</b></p> <p style="text-align: center;"><b>J.Y Gwanshak</b> Department of Geography, Plateau State University, Bokkos, Nigeria</p> <p style="text-align: center;"><b>Gyang Luka Dung</b> Department of Geography, Plateau State University, Bokkos, Nigeria</p> <p style="text-align: center;"><b>Abstract</b></p> <p>National Population Commission (NPC) is the body established by Law of Federal Republic of Nigeria, with stipulated mandate to conduct census for the country. Over the periods of times census was conducted, issues and upraising from different groups: ethnic, religion and bodies dismissing, rejecting or correcting</p>

	<p>figures give to their region. There has been a mixed reaction from a number of Nigerians regarding the acceptability or otherwise of the figures released. Census-taking is a very sensitive issue that has remained intractable in Nigeria and series of censuses makes it possible to appraise the past, accurately describe the present, and estimate the future. This research is giving an overview of census conducted since independence to date. An expository of secondary data from NPC, NBS, and Macro and among others, systematic sampling used in selection of states in six geo-political zone and data is disaggregated using a Cox Regression, a statistical method to analyze time between census events in accordance with covariates' relationships, estimates population. Results depict detailed problems over time with litigation for prospects for future census. Keywords: Census, NPC, Ethnic and Nigeria</p>
<p style="text-align: center;"><b>Tanty Riyani</b> GICICSSH1715079</p>	<p style="text-align: center;"><b>Coercive Accomodation To Online Transportation Provider In Indonesia Based On Simmel Conflict Theory</b></p> <p style="text-align: center;"><b>Tanty Riyani</b> Department of Linguistics Faculty of Humanity, Padjadjaran University, Bandung Indonesia</p> <p style="text-align: center;"><b>Izmu Tamami Rozza</b> Department of Linguistics, Faculty of Humanity, Padjadjaran University, Bandung, Indonesia</p> <p style="text-align: center;"><b>Suganda Parmanto Tanjung</b> Department of Law, Faculty of Law, Riau University, Pekanbaru, Indonesia</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Transportation is an important requirement for the citizen, especially with the increasing of people's mobility in urban areas. For last three years in Indonesia there is massive transportation facility with a variety of polemic in it which is online transportation. The existence of this type of transportation invited many protests from other public transportation providers who felt harmed by the presence of online transportation. The protests posted by the public transportation providers invite a form of coercive accommodation to the detriment of various sides. In this study using the theory of conflict presented by George Simmel, the authors try to analyze citizen coercive accommodation against the phenomenon of online transportation. Although there are pros and cons in the phenomenon of online transportation, day by day the accommodation process can reach its equilibrium point. Based on the Simmel conflict theory it is asserted that a conflict is a social form that interacts and designs in case to solve dualism as a way to achieve unity. In this study found the stage of acceptance of online transportation on the social structure of Indonesian society through social stages of conflict accommodation that is coercive. Keywords: Accomodation, Online Transportation, Conflict</p>
<p style="text-align: center;"><b>Yahaya Umar Namahe</b> GICICSSH1715080</p>	<p style="text-align: center;"><b>Impact of Deviance and Crime on Security Challenges in Nigeria</b></p> <p style="text-align: center;"><b>Yahaya Umar Namahe</b> Department Of Social Development, Umaru Ali Shinkafi Polytechnic, Sokoto, Nigeria</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The paper argues that Deviance and Crime are serious social problem bedeviling</p>

	<p>both developed and developing countries across the world in varying degrees as they affects policies and development. Any nation striving towards development must reduce the frequency of Deviance and crime to the barest minimum. Nigeria has witnessed high rate of Deviance and crime acts in recent times ranging from insurgency, suicide, bombers, armed robbery, kidnapping, political thuggery, militancy to mention just a few. These problems have resulted to serious security challenges in country which also have impacted negatively on the country's quest for growth and development. The paper argues that, Deviance and criminal activities and other social vices are caused by unemployment especially among the youths, poverty, family problem etc. The paper proffers that, adequate measures should be taken to prevent crime and deviance acts, through providing enough security agents with modern and adequate gadgets in the prevention and controlling of crime. Government should also embark on poverty reduction programs and job opportunities be provided for the teeming unemployed youths, Good leadership based on transparency and accountability be provided among others.</p>
<p style="text-align: center;"><b>Aliyu Mustapha</b>  <b>GICICSSH1715081</b></p>	<p style="text-align: center;"><b>Local Government Authority as Catalyst for Grass Roots Emancipation and Development</b></p> <p style="text-align: center;"><b>Aliyu Mustapha</b>  <b>College of Science of Technology, Umaru Ali Shinkafi Polytechnic, Sokoto, Nigeria</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>This study was to ascertain the level of infrastructural and man power development by the Local Government Authority in the Rural Areas especially in Sokoto State. In carrying out this work a survey method of research was adopted and as such 6 Local Government Areas were randomly selected and a total of 102 questionnaires were designed and distributed. Seventeen questionnaires were distributed to each of the 6 selected Local Governments. Out of the numbers of questionnaires distributed 82 were returned upon which the analysis of the study was conducted. Six Research questions were used for the presentation of the analysis for this work, with the use of frequency table and percentage distribution. The finding revealed poor development of the rural Areas. A lot of factors were identified to be responsible for the poor development of rural communities in the state. To tackle the in-balances, a lot of Remedies were recommended for infrastructural and man power development of the Rural Communities in the Local Government Areas of Rivers State.</p>
<p style="text-align: center;"><b>Rudolf Rybansky</b>  <b>GICICSSH1715082</b></p>	<p style="text-align: center;"><b>Marketing Communication and Environmental labelling in Area of Eco-innovations in Slovakia</b></p> <p style="text-align: center;"><b>Rudolf Rybanský</b>  <b>Faculty of Mass Media Communication, University of Ss. Cyril and Methodius in Trnava, Trnava, Slovakia</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Because of the elimination of human activities and environmental protection occurs in the last decades the introduction of green innovation. Benefits of innovation in this area, we cannot perceive only with optics of economic parameters, because the economic indicators are often a determining fact in introducing them into practice. Green innovations should be considered in the wider context, because in addition to the basic functions of environmental protection may represent a means for sustainable development of society, and also</p>

	<p>for the companies may indicate a source of elemental benefits in a hard competitive struggle. The paper deals with measuring eco innovations and their communication from two main viewpoints. The first one refers to the standpoint of Slovak businesses towards the implemented eco innovations of their products while the second one describes the impact of product innovations on consumers' purchasing behaviour.</p> <p><b>Keywords-</b>Marketing communication, Eco innovations, Environmental labelling</p>
<p style="text-align: center;"><b>Chamkaur Gill</b>  <b>GICICSSH1715083</b></p>	<p style="text-align: center;"><b>Views on Asian ESL Learners' Oral Output Problems and how Drama-based Cultural Adjustment Can Help</b></p> <p style="text-align: center;"><b>Chamkaur Gill</b>  <b>Faculty of Society and Design, Bond University, Gold Coast, Queensland 4229, Australia</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>This discussion paper reflects on the views of various authors regarding specific target language (TL) oral output issues and discusses problems faced by Asian learners of English-as-a-Second-Language (ESL), focusing on their ineffective verbal and non-verbal communication skills in an English language setting like Australia. An attempt is made to show that these problems can result in their avoiding extensive oral output in English for fear of being embarrassed. It suggests that drama-based cultural adjustment is a potential means of addressing these issues and problems. The paper proposes that, by incorporating elements of the host country's culture in drama-based TL speech activities, the teacher can make lessons more interesting, thereby potentially increasing the learners' motivation to produce increased speech which, in turn, provides valuable practice which can lead to eventual improvement.</p> <p><b>Keywords:</b> oral English, Asian learners' problems, Australian English, drama, culture, immersion</p>
<p style="text-align: center;"><b>Shinsuke Iwata</b>  <b>GICICSSH1715084</b></p>	<p style="text-align: center;"><b>Local Politics And Its Effect On Tourist Discourses: The Representation Of The Cultural Identity Of Taiwan In Japanese Tourist Media</b></p> <p style="text-align: center;"><b>Shinsuke Iwata</b>  <b>Department Of Comparative Culture, Faculty Of International Communication, Aichi University, Nagoya, Japan</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>The aim of this study is to examine the relation between local politics and its effect on tourist discourses by analyzing the representation of the cultural identity of Taiwan in Japanese tourist media. While digital media has become prevalent, printed guide books are still common among Japanese tourists. This study investigates how such cultural elements as tea, food and dress are represented in 'Chikyu No Arukikata Guidebooks', a major travel guidebook series in Japan. The analysis reveals that the cultural identity has been changing from "single/Chinese" to "plural/Taiwan" for the last 30 years. While tea was depicted exclusively as "Chinese" in the 90's, the usage of "Taiwanese" has become dominant. Taiwanese food seems to have shed a subordinate position as "unsophisticated" or "for the common people" and to won a full-fledged status with other famous Chinese cuisines now. The so-called mandarin gown (旗袍) used to be one of the popular souvenirs that Japanese could buy as a typical Chinese product, but now it is rather difficult to find information about it in tourist media. We can regard this shift as a reflection of the so-called de-</p>

	<p><b>Sinicization / Taiwanization that the local Taiwanese society has been experiencing for decades and the case provides an example of local politics and its effect on tourist discourses.</b></p>
<p style="text-align: center;"><b>Andy Al Fatih</b>  <b>GICICSSH1715085</b></p>	<p style="text-align: center;"><b>Innovative Policy In Sustainable Public Space Development For All Segments Of Society (Study On Public Spaces Policy And The Mapping In Palembang City, Indonesia)</b></p> <p style="text-align: center;"><b>Assoc. Prof. Dr. Andy Alfatih</b>  <b>Public Administration, Faculty Of Social And Political Sciences, Sriwijaya University, Palembang, Indonesia</b></p> <p style="text-align: center;"><b>Assoc. Prof. Dyah Hapsari ENH</b>  <b>Sriwijaya University, Palembang, Indonesia</b></p> <p style="text-align: center;"><b>Diana Dewi Sartika</b>  <b>Sriwijaya University, Palembang, Indonesia</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Urban life implies rushing, mess, high tension, and full of competition. In order to lower down the life tension, public spaces can serve as media relaxation, social interaction and social gathering. Therefore, the availability of public spaces, especially for all segments of society, is very important, particularly, in urban area. The development of public spaces should be based on the segment of people who use them. It is very notable since the people who visit the public spaces are from various age ranging from children, teenagers, adults to elderly. Those people have diverse necessities. Children needs play grounds and fly around. They laugh and cry a lot. Teenagers require quite private comfortable places to talk with their opposite sex. These growing kids demand open space for sport games, like skating, rolling blade, and others. Adults want to have spacious place for vigorous exercises, such as walking, callisthenics, and jogging. They also need equipments for sport. While elderly claims a quiet place, slow motion in doing things, and very sanitary condition. Because of this very different needs of public spaces visitors, consequently, the development of public spaces should be in accordance with the needs of its users. Another essential thing that the user segment-based public space development must sustain the environmental continuity. It means the development must keep the nature - the fauna, flora, air, wind, water, and light – good and harmonious. This paper tries to study whether public policies of Palembang Local Governments have accommodated the needs of every segment of society and if the public space development is sustainable. In addition, this academic work is also interested in disseminating information about the results of the mapping of the existing public spaces. Further more, there will be some recommendations for innovative policies on public space development.</p> <p><b>Key words:</b> innovative policy, public space, sustainable, development, lower down, life tension, segment of society, notable, mapping, accommodation, needs.</p>
<p style="text-align: center;"><b>Mohammed Inuwa</b>  <b>GICICSSH1715086</b></p>	<p style="text-align: center;"><b>Role Of Job Equity On Employee Performance</b></p> <p style="text-align: center;"><b>Mohammed Inuwa</b>  <b>Department Of Business Administration, Bauchi State University, Gadau , Nigeria</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p><b>Employee performance is seen as one of the paramount aspect of productiveness</b></p>



	<p>of an organisation. The employee in this regards need to be treated with equity in order to perform better and have a sense of belonging in the work place. Past studies however, tend to concentrate on other aspect that motivate an employee to perform while dwelling a little on the aspect of job equity and fairness as well as how its repercussion on performance of an employee. This study therefore, adopts job equity as an independent variable and employee performance as a dependent variable with the aim analysing how perceived job equity enhances employee performance of non- academic staff of Bauchi State University Gadau. Based on this, a total number of two hundred and seventy questionnaires were given out to non- academic staff of BASUG using systematic random sampling and data collected is analysed using Statistical Package for Social Sciences (SPSS). The result of the study finds that there is positive and significant relationship between job equity and performance of non- academic staff of the Univeristy. Therefore, the study recommends that equity should always be at play in every level of organisational decision making and also ensure that organisational justice prevail in every unit and department of the institution so that employee will perceive fairness which will result to increased performance. The study will also serve as a policy guide to the management of the Univeristy in areas relating to employee performance improvement and it will also further make an impetus the field of organisational behaviour and human resource management and also improve in equity among the employees of the organisation</p> <p><b>Keywords: job equity, Employee performance, natural justice.</b></p>
<p><b>Dr. Bruce Bidgood</b> <b>GICICSSH1715087</b></p>	<p style="text-align: center;"><b>Cultural Dissonance As A Predictor Of Burnout In Canadian Hospice And Palliative Care Workers: A Structural Model</b></p> <p style="text-align: center;"><b>Dr. Bruce Bidgood</b> School Of Social Work, University Of Northern British Columbia, Terrace, BC Canada</p> <p style="text-align: center;"><b>Dr. David Hemsworth</b> Nipissing University North Bay, Ontario, Canada</p> <p style="text-align: center;"><b>Dr. Arminee Kazanjian</b> University of British Columbia, Vancouver, Canada</p> <p style="text-align: center;"><b>Abstract</b></p> <p><b>Purpose:</b> Canada, like many industrialized western countries, is experiencing a rapidly aging citizenry with retirement aged residents (over 65 years) projected to represent an estimated 23% to 25% of the population by 2036. This has translated into an increased demand for Hospice and Palliative Care (PC) which is founded on the use of "compassion" as a cornerstone element of quality care. A growing body of literature exists on both the deleterious and positive effects of the prolonged use of compassion and its impacts on both patients and professionals. There exists a paucity of research on the potential role of the workplace culture in mediating the impacts of the compassion demands of PC. The current research attempts to address this gap through an examination of how the evaluations of individual and organizational cultural values, and the dissonance between the two, can be used to predict and potentially mitigate burnout of the palliative healthcare professional.</p> <p><b>Method:</b> Palliative health care workers from the member organizations of the Canadian Hospice Palliative Care Association were surveyed (n=504). Measured constructs included, workplace culture, burnout, demographic data and practice</p>

	<p>experience information such as employment status and education. Three separate domains of cultural values (individual, team and patient) were identified through content analysis of the Nursing Unit Cultural Assessment Test-3 (NUCAT-3) and a dissonance score between the import of values to the worker versus the organization was computed. The validity of the scale items and domain structure was evaluated using confirmatory factor analysis. A conceptual model of the contributions of each domain score to the overall construct of cultural dissonance was constructed and the direct and indirect effects on burnout evaluated through the use of structural equation modeling.</p> <p><b>Results:</b> The study demonstrated the validity of the NUCAT-3 and the proposed domain structure. The domain items which manifested the greatest level of cultural dissonance were identified. The conceptual model linking individual, team and patient domain items to the construct of cultural dissonance and its direct and indirect impacts on burnout was assessed using SEM and found to be a good fit as measured by a variety of statistical fit indexes. The results clearly establish cultural dissonance as an important predictor of burnout and thereby a potential target for intervention strategies designed to reduce the deleterious effects of the compassion demands of PC professional practice.</p> <p><b>Conclusion:</b> This study established the validity of using the NUCAT-3 to assess culture in PC workplaces and the domain structure of cultural value items. The proposed model between domain items, overall cultural dissonance and compassion fatigue was tested with SEM and found to be a good fit for the data. The study demonstrates that efforts to reduce cultural dissonance in the workplace will help mitigate compassion fatigue which is an important indicator of patient care. The results are discussed within an array of possible policy, practice and educational workplace initiatives which could be undertaken to reduce cultural dissonance and thereby promote patient and professionals' well-being.</p>
<p><b>Dr. Deepshikha Agarwal</b>  <b>GICICSSH1715088</b></p>	<p style="text-align: center;"><b>Juvenile Delinquency in India- Latest Trends and Entailing Amendments in Juvenile Justice Act</b></p> <p style="text-align: center;"><b>Dr. Deepshikha Agarwal</b>  Associate Professor, University School of Law and Legal Studies, Guru Gobind Singh Indraprastha University, Delhi, India</p> <p style="text-align: center;"><b>Abstract</b></p> <p><b>Objective:</b> Aim is to analyze the trends in juvenile crimes in India over the last few years, and link it with amendments in the Indian Juvenile Justice Act.</p> <p><b>Methodology:</b> Methodology used for research is doctrinal. <b>Findings:</b> The available data indicates an increasing trend of juvenile delinquency, though if we see it as percentage of adult crime, there may not be very significant change in past years. According to the National Crime Records Bureau of India, juvenile delinquency trend shows a pattern of the involvement of the youth in very serious crimes (such as murder, rape and rioting). Main causes of this trend are increasing disorganization at family and community level, and the changing socio-economic and environmental conditions. The media also plays a very crucial role in aggravating the problem. The Juvenile Justice System of India has strongly responded to bring certain changes in direction of curbing the problem. <b>Research Outcome:</b> Increase in rate juvenile delinquency can be checked if proper measures are taken at preventive levels. Laws are there and sufficient amendments have also been made to respond to the increasing trend of juvenile delinquency. However, laws are just on papers. Implementation of these laws is a</p>

	<p>major issue. So, effective efforts should be made to sensitize the involved institutions to issue of juvenile delinquency. Community involvement in preventive measures is equally important step. Future Scope: This research can be taken up further to see functioning of juvenile courts, reformatory homes and police stations involved with juvenile delinquency at various stages.  <b>Key Words: Delinquency; Juvenile Justice System; Juvenile Justice Act; Juvenile Justice Board</b></p>
<p><b>Marilou Priya Salam</b>  <b>GICICSSH1715089</b></p>	<p style="text-align: center;"><b>Marketing Management in 21st Century</b></p> <p style="text-align: center;"><b>Mhd Sunarzi Selamat</b>  <b>Graduate School of Business, SEGi University, Petaling Jaya, Malaysia</b></p> <p style="text-align: center;"><b>Marilou Priya Salam</b>  <b>Graduate School of Business, SEGi University, Petaling Jaya, Malaysia</b></p> <p style="text-align: center;"><b>Chong Wei Ying</b>  <b>Graduate School of Business, SEGi University, Petaling Jaya, Malaysia</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>During a progressively turbulent and competitive business environment, strategic marketing management is normally referred to as the management discipline that allows the business to increase its competitiveness by becoming more responsive and flexible to fluctuating market environments. In the fast-changing and fiercely competitive business environment of the late 1990s, the suitable marketing tactics for today's conditions will almost definitely not be appropriate for that of tomorrow. Companies need to have the competence to design and develop effective marketing management plans that enable them to become more reactive and flexible to the marketplace in order to differentiate the market leaders from the average players. The objective of this article is to offer an understanding of how the basic concepts, tools, and techniques of textbook marketing can be utilized in a more simplified and practical framework for the development of marketing management in business.  <b>Keywords: Marketing, Marketing Planning, Management Activities, Adaptability, Flexible Organizations, Competitive Analysis, Digital Era, Mobile Communication, Social Media</b></p>
<p><b>Abhishek Kumar Sharma</b>  <b>GICICSSH1715091</b></p>	<p style="text-align: center;"><b>Garbage: The Hidden Gold</b></p> <p style="text-align: center;"><b>Abhishek Kumar Sharma</b>  <b>Department Of Humanities And Social Sciences, Cluster Innovation Centre, University Of Delhi, New Delhi, India</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Waste management is uniformly viewed as being fundamentally different approaches to garbage collection that possess very distinct performance properties. Waste management problems are varied and complex, facing infrastructure, technical, social/economic and legal challenges. Waste is typically disposed of without segregating it into biodegradable and non-biodegradable, losing its energy potential. Co-disposal of hazardous and non-hazardous waste without segregation is also raising a threat before us, our community and our government. This project broadens the boundaries of one's mental landscape when thinking about waste/garbage management; it amalgamates the cause of</p>

	<p>social sciences and natural sciences. Since the 3 bin system and vermicomposting is not a new technique in our society, yet people don't follow them. Lack of information on kitchen waste directly leads to environmental and health issues.</p>
<p><b>Arpita Chatterjee</b> GICICSSH1715092</p>	<p style="text-align: center;"><b>Confidentiality, Control, And Survival Of Identity In Margaret Atwood's The Handmaid's Tale</b></p> <p style="text-align: center;"><b>Arpita Chatterjee</b> Department Of English, Faculty Of Humanities, Rashtrapant Tukadoji Maharaj Nagpur University, Nagpur, India</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Almost every character in Margaret Atwood's <i>The Handmaid's Tale</i> has a secret. These secrets shape the characters' identities, how they function in society, and the power they wield over others. My paper looks into the power dynamics of secrecy and how Offred's identity is shaped by the secrets that she keeps in order to survive. This paper takes on an analysis of Margaret Atwood's 1985 novel, <i>The Handmaid's Tale</i>, as a layering of genres. A futuristic dystopia that envisages the late 20th century America as having collapsed into neo-Puritanism and Totalitarianism ensuing prevalent infertility and violence. <i>The Handmaid's Tale</i> invites scrutiny of innumerable forms of fundamentalism, radicalism, and sexual politics. Atwood's use of palimpsest images to convey a layered experience of time, spreads to the generic complexity of <i>The Handmaid's Tale</i>. By the image of the palimpsest as the controlling metaphor, I study the ways in which the novel can be read as an historical novel, satire and postmodern text, exploring the ways of confidentiality, control and survival of identity, in which the novel exemplifies and encompasses the crucial characteristics of each genre.</p>
<p><b>Keka Das</b> GICICSSH1715097</p>	<p style="text-align: center;"><b>A Socio-Political Study under Tantrism (From seventh to Twelfth century A.D. in North Eastern India)</b></p> <p style="text-align: center;"><b>Keka Das</b> Centre for Historical Studies, Research Scholar, Jawaharlal Nehru University, New Delhi, India</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Tantra has been presently identified as the scary element in Indian society, because of its misconduct practices of tantrism. I am not going to discuss about the misuse of tantric practices. Neither it is about the tantra nor about its features or about the tantric practitioners or the tantric as a religion. There is no such work where historian makes a bridge between the tantric tradition and the socio-political or religious influence of the tantric tradition in Indian history. Every aspects of the tantric tradition either studied within the context of the religious point of view or all about tantric modes of worship. It can be said that tantric tradition has been studied how different sects of religion ideologies assimilated with the tantrism and its other features such as yogā, mudra and maithuna. However, tantrism could be understood from the socio-political influences under or beyond the tantric tradition.</p> <p><b>Keywords:</b> tantric tradition, social and political influences, religious assimilation, regional process.</p>
<p><b>Chaiyaset Promsri</b> GICICSSH1715100</p>	<p style="text-align: center;"><b>The Effect of Loneliness in the Workplace on Organizational Commitment of Thai Government Bank Employees</b></p> <p style="text-align: center;"><b>Chaiyaset Promsri</b></p>


	<p style="text-align: center;">Faculty of Business Administration, Rajamangala University of Technology Phra Nakhon, Bangkok, Thailand</p> <p style="text-align: center;"><b>Suchira Chaigusin</b> Faculty of Business Administration, Rajamangala University of Technology Phra Nakhon, Bangkok, Thailand</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This study aimed to examine the relationship between loneliness in the workplace and organizational commitment. Data were gathered from 142 employees of Thai government bank headquarters by using the Loneliness at Work Scale and Organizational Commitment Scale as the instruments. Multiple regression analysis was used to analyze the effects of emotional deprivation and social companionship on the three dimensions of organizational commitment including continuance commitment, normative commitment, and affective commitment separately. Findings indicated that emotional deprivation and social companionship had an effect on continuance commitment at .01 level. The results showed that emotional deprivation significantly influenced affective commitment (<math>\beta = .226, p &lt; .01</math>), as did social companionship (<math>\beta = -.516, p &lt; .01</math>). This study also found that social companionship had a negative influence on normative commitment (<math>\beta = -.766, p &lt; .01</math>). In addition, emotional deprivation and social companionship had a negative effect on affective commitment at .01 level. The results found that emotional deprivation significantly influenced affective commitment (<math>\beta = -.238, p &lt; .01</math>), as did social companionship (<math>\beta = -.660, p &lt; .01</math>). The discussions and recommendations for the further study were also discussed. Keywords: Loneliness in the Workplace, Organizational Commitment, Government Bank</p>
<p style="text-align: center;"><b>Suchira Chaigusin</b> GICICSSH1715101</p>	<p style="text-align: center;"><b>Relationship between Loneliness in the Workplace and Deviant Behaviors of Employees in Thai Government Bank</b></p> <p style="text-align: center;"><b>Suchira Chaigusin</b> Faculty of Business Administration, Rajamangala University of Technology Phra Nakhon, Bangkok, Thailand</p> <p style="text-align: center;"><b>Chaiyaset Promsri</b> Faculty of Business Administration, Rajamangala University of Technology Phra Nakhon, Bangkok, Thailand</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The objective of this study was to explore the relationship between loneliness in the workplace and deviant behaviors of employees who worked at Thai government bank headquarters. One hundred and forty- two participants were collected from all levels of Thai government employees by using Loneliness at Work Scale and Deviant Behaviors Scale as the instruments. The results of regression showed that two predictors of loneliness in the workplace explained 26% of variance (<math>R^2 = .261, F(2, 142) = 24.70, p &lt; .01</math>). The findings found that emotional deprivation had a positively significant influence on deviant behaviors (<math>\beta = .480, p &lt; .01</math>) whereas social companionship had a negatively significant effect on deviant behaviors (<math>\beta = -.263, p &lt; .01</math>). Limitations and implications of this present study were also discussed. Keywords: Loneliness in the Workplace, Deviant Behaviors, Government Bank</p>
<p style="text-align: center;"><b>Imam Santosa</b></p>	<p style="text-align: center;"><b>Community Empowerment Through Strengthening On Local Institutional In The</b></p>

<p><b>GICICSSH1715105</b></p>	<p><b>Agotourism Region</b></p> <p><b>Imam Santosa</b>  <b>Department Of Sociology, Jenderal Soedirman University (JSU), Purwokerto, Indonesia</b></p> <p>Development of tourism that hit various regions in the world was not yet optimal to empower local people around the growth centers. In fact, it is not uncommon to create a social and economic gap among community members. This paper seeks to find a formula to reduce the gap and increase people's creativity. In addition, the findings of this study also seek to find livelihood diversification based on local resources. It will expected to strengthen local institutions and strengthen human resources in rural agrotourism.</p> <p><b>Key word : Local institution, community empowerment, agrotourism area</b></p>
<p><b>Irfan Sukma</b>  <b>GICICSSH1715109</b></p>	<p><b>Scenario Based Financial Modeling In Investment Decision Of Higher Education Establishment</b></p> <p><b>Irfan Sukma</b>  <b>Economics And Business Faculty, Telkom University, Bandung</b></p> <p><b>Abstract</b></p> <p>Yayasan XYZ is a foundation that engaged in education and founded by one of the leading information and communication technology (ICT) company in Indonesia. To support the government in building human resources through the provision of educational institutions in the country, Yayasan XYZ has plans to establish a college "S" by considering three (3) alternative scenarios: full investment, BOT (built, operate, transfer) and full rent. In this regard, the thesis analyzes the investment criteria of the three alternative scenarios using a financial model in the horizon of the next few years at a discount factor (r) equal to the WACC of a non-profit entity, as an entity excluded from the income tax object (<math>T = 0</math>) and it is assumed not to correlate with the risk of capital markets (<math>\beta = 0</math>). Obtained full rent scenario as a recommended alternative to be implemented because of the lower initial investment as well as probability analysis results: <math>P(NPV &gt; 0) = 96.4\%</math>, <math>P(IRR &gt; WACC) = 92.8\%</math>, <math>P(PP &gt; 5 \text{ year}) = 54.2\%</math>, <math>P(DPP &gt; 5 \text{ years}) = 74.6\%</math>, <math>P(PI &gt; 1) = 99\%</math>, and <math>P(OR &gt; 80\%) = 77.8\%</math> concluded better than both others scenarios.</p> <p><b>Keywords: Capital budgeting, scenario analysis, investment criteria, probability analysis, cost of capital.</b></p>
<p><b>Kamila Nurul Alimah</b>  <b>GICICSSH1715110</b></p>	<p><b>Millennials Are The Innovators: The Relationship Between Psychological Capital And Innovative Working Behavior In Television Creative Industry</b></p> <p><b>Kamila Nurul Alimah</b>  <b>Industrial and Organizational Department, Faculty of Psychology, Universitas Indonesia, Kampus Baru UI, Depok, Jawa Barat, 16424, Indonesia</b></p> <p><b>Endang Parahyanti</b>  <b>Industrial and Organizational Department, Faculty of Psychology, Universitas Indonesia, Kampus Baru UI, Depok, Jawa Barat, 16424, Indonesia</b></p> <p><b>Abstract</b></p> <p>The aim of this study was to find the relationship between psychological capital (PsyCap) and innovative work behavior (IWB) among millennial generation in</p>

	<p>television creative industry. It was based on the development of internet and digital technologies which have been increased in recent years, so it took innovation from television industry to deal with that condition. The data of this study were collected from 30 employees using online questionnaires which targeting to millennials employee population that currently working in television industry and live in the region of Jakarta-Bogor-Depok-Tangerang-Bekasi (also known as Jabodetabek region). Correlation were used to analyze the obtained data. Correlation analysis revealed that PsyCap was found to be significantly correlating with IWB (<math>r = 0.708, p &lt; 0.01</math>). Among four tested component of psychological asset, Self-efficacy (<math>r = 0.772, p &lt; 0.01</math>) has a stronger relationship than hope (<math>r = 0.439, p &lt; 0.005</math>), resiliency (<math>r = 0.054, p &gt; 0.005</math>), and optimism (<math>r = 0.34, p &gt; 0.005</math>) with innovative working behavior. The implication of the research for the management of the organization is that management should take psychological capital as a tool to imbibe creativity and innovativeness among their millennials employees and develop it to foster a climate where employees can show creativity and innovative behavior in their organization.</p> <p><b>Keywords:</b> psychological capital, innovative working behavior, innovative work behavior</p>
<p><b>Jinhyo Jung</b>  <b>GICICSSH1715113</b></p>	<p style="text-align: center;"><b>The Analysis Of Research Trends In Biometrics In South Korea</b></p> <p style="text-align: center;"><b>Jinhyo Jung</b>  <b>Convergence Security, Chung-Ang University, Seoul, South Korea</b></p> <p style="text-align: center;"><b>Hyunjung Yang</b>  <b>Graduate School of Chung-Ang University, Seoul, Korea</b></p> <p style="text-align: center;"><b>Chang-Moo Lee</b>  <b>Professor at Chung-Ang University, Seoul, Korea</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Biometrics has been under the spotlight in academia for long. A great number of academic papers have been published. However, most of them have focused too much on technical issues. There have been only limited research from comprehensive and overall view of biometrics. It is critical to examine and analyze academic papers that have to date published for effective and efficient research. To this end, the primary purpose of this article is to deliver an overview of the research trends on biometrics, which has never been elaborately examined so far, with a special focus on five categories: fingerprint recognition, iris recognition, face recognition, speaker—or speech—recognition, and vein recognition. This study is based on 956 papers about biometrics obtained from 82 academic journals through RISS—the largest Korean academic searchable database, which provides more than four million full texts; and this study spans the period from 1980 to 2015. Drawing on network analysis—keyword network, in particular—as a methodology, this thesis delves into the collected data to analyze research trends on the selected five categories. The result achieved from this thesis, with the network analysis applied, included followings: first, research trends on the fingerprint recognition—from 1990 to 2001, 2002 to 2008, and 2009 to 2015; second, the Iris recognition—from 2002 to 2008 and 2009 to 2015; third, the face recognition—from 1990 to 2001, 2002 to 2008, and 2009 to 2015; and finally, the speaker recognition including speech recognition—from 1984 to 1989, 1990 to 2001, 2002 to 2008, and 2009 to 2015. The vein recognition was excepted from this network analysis, because of lack of published papers—only five papers.</p>

	<p>Instead, it was categorized by the purpose of each study. Taken together, the present paper contributed to providing a full understanding of the entire picture of the biometrics and helping scholars plan their future research on biometrics.  <b>Keyword : Biometrics, Research Trends, Social Network Analysis, Korea</b></p>
<p style="text-align: center;"><b>Adel Adem</b>  <b>GICICSSH1715114</b></p>	<p style="text-align: center;"><b>Towards Community Based Tourism, CBT, At Aida Refugee Camp</b></p> <p style="text-align: center;"><b>Adel Adem</b>  <b>Department Of Tourism, Faculty Of Hotel Management, Bethlehem University,</b>  <b>Palestine</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p><b>Home of the birth of the three monotheistic religions and one of the oldest pilgrimage destinations in the world, Palestine is an attractive destination for contemporary tourists. Following the historical significance of pilgrimage, today's tourism industry in Palestine remains a main pillar in the Palestinian economy, contributing increasingly to Palestine's gross domestic product (GDP). The existing and potential wealth of the Palestinian tourism offer ranges from natural heritage – including its Mediterranean landscapes – to a cultural heritage consisting of rich artistic, craft, and design activities as well as a diversity of mosques, shrines, and churches. More recently, aspects of Palestine's towns and cities have also risen in prominence for tourists. One example of this has been the ways in which Palestinian refugee camps have become incorporated into the tourism sphere - whether through the development of cultural centres (for example, the now famous Ibda dance performance centre at Deheishe camp in Bethlehem or the equally well known Freedom Theatre in Jenin) or by the rising number of refugee camp residents finding work as tourist guides or, indeed, the fact that there is a clearly developing interest amongst today's tourists in a very wide variety of aspects of Palestinian life and society including those found in the country's refugee camps. Being the birthplace of Jesus, Bethlehem itself has always played a crucial role in Palestinian tourism. The city has hosted pilgrims and religious tourists for 2000 years, the Church of Nativity traditionally being at the centre of the city's network of Christian sites, churches and monasteries. However, as noted above, in recent years the city has witnessed a new kind of visitor whose interests lie in a wider spectrum of sites and experiences than those associated by more traditional spiritual tourism. A rising number of independent tourists coming in Bethlehem increasingly wish to meet (and often stay with) Bethlehemites in the course of learning about how the city and its people – including those in the city's refugee camps – live and work. This paper will address aspects of this rising interest in life in the refugee camps of Bethlehem. The paper will focus on one of these (Aida) whilst being aware of its relevance to the other two (Azza, and Deheishe). Whilst in his role as United Nations Work and Refugee Agency (UNWRA) teacher in the camp's school the writer of the present paper has spent a very considerable amount of time in anthropological research (through participant observation) in Aida camp observing, interviewing, and collecting archival data about the development of Community Based Tourism (CBT) in the camp. The kinds of initiatives being developed in Aida nowadays include work in a cultural centre, cooking school, souvenir shop, as well as guiding work. In summary, by considering ideas and initiatives in Aida camp in Bethlehem, the paper responds to contemporary shifts of emphasis in the Palestinian tourism industry more generally in which there is now increasing emphasis on the importance of giving independent visitors and travelers greater opportunities to meet and learn about actual Palestinians - including those living</b></p>



	<p>and working in refugee camps. As such (and reflecting comparable developments in several other countries) the paper considers a developing tourism offer that encompasses not only religious heritage but also the complex political, social, and cultural tapestries of Palestinian people themselves. Key words: Independent tourists, Community Based Tourism (CBT), refugees.</p>
 <p><b>Milan Terek</b> GICICSSH1715115</p>	<p><b>The Structure Of Incomes Analysis In Regions Of The Slovak Republic</b></p> <p><b>Milan Terek</b> Faculty Of Business Informatics, Faculty Of National Economy, University Of Economics In Bratislava, Bratislava, Slovakia</p> <p><b>Eva Muchova</b> Faculty of National Economy, University of Economics in Bratislava, Bratislava, Slovakia</p> <p><b>Abstract</b> Household incomes, their level and structure significantly affect the behavior of microeconomic entities as owners of production factors, consumers, savers and consequently investors. Thus income structures also determine macroeconomic indicators such as consumption, savings and investment of household into physical and human capital. The paper deals with the structure of incomes analysis in the whole Slovak Republic and separately in eight Slovak regions based on the European Union statistics on income and living conditions in the Slovak Republic data. The survey containing more components, such as random sampling, stratification, clustering and so on is obviously called complex survey. EU-SILC data are the data from complex survey. In the Slovak Republic the stratified two-stage survey design is periodically applied. In the analysis, the data of the year 2014 are used. The sampling weights allow to construct an empirical distribution for the population. There are equal in self-weighting surveys and there are not equal in non-self-weighting surveys. If the sample is non-self-weighting, point estimates of population quantities produced by standard statistical software supposing statistical independence and the same distribution of observations will be biased. It is also the case in the above mentioned application. The EU-SILC sample is non-self-weighting. The capturing the structure of data is necessary in point estimation of population quantities. The population frequency distribution of the whole gross household incomes for the whole Slovak Republic as well as for eight domains – the regions of Slovakia is estimated on the basis of sampling weights. The regional results are compared mutually as well as with the results for the whole Slovak Republic.</p>
<p><b>Sarki Philip Ereson</b> GICICSSH1715117</p>	<p><b>Nigerian Drama and Performance: The Aesthetics of Revolt in Tunde Fatunde's Oga Na Tief Man</b></p> <p><b>Sarki Philip Ereson</b> Department of English and Drama, Kaduna State University, Kaduna- Nigeria</p> <p><b>Abstract</b> Nigerian drama, like its prose and poetry, attracts intellectual endeavour and robust scholarship. The lens of scholarship on the field spans across its nature, scope and ideological commitment. Thus, whereas some scholars on the genre settle for its beauty, others settle for the role it plays in society. This is in line with the dialectics between Plato and Aristotle. Meanwhile, the focus of this study is</p>

	<p>not to dabble strictly into this dialectics, but to simply take Nigerian drama as a committed art, a situation where the artist focuses the attention of his or her art on an aspect of reality and thus, invariably pass judgment. Therefore, the paper explores randomly some of the basic aesthetics of revolt in Fatunde’s Oga Na Tief Man. This is to show how Fatunde, through drama, advocates for a revolution of the masses against the ruling elites with the aim of bringing capitalism to an end and thereby establish a classless society. Furthermore, a detailed analysis of those selected aesthetics will be necessary to ascertain their viability in achieving the general tenor as used in a text. The result of the study shows that drama will continue to play an integral role in the daily struggle of an average Nigerian. Hence the conclusion that drama in Nigeria should eschew from luxury and be totally committed to the plight of citizens in their attempt to develop the nation further.</p> <p><b>Key Words:</b> Nigerian Drama, Performance, Aesthetics, Revolt</p>
<p style="text-align: center;"><b>Milan Terek</b>  <b>GICICSSH1715118</b></p>	<p style="text-align: center;"><b>The Structure of Incomes Analysis in Regions of the Slovak Republic</b></p> <p style="text-align: center;"><b>Milan Terek</b>  Faculty of Business Informatics University of Economics in Bratislava  Dolnozemska cesta 1 852 35 Bratislava Slovakia</p> <p style="text-align: center;"><b>Eva Muchova</b>  Faculty of National Economy, University of Economics in Bratislava  Dolnozemska cesta 1 852 35 Bratislava Slovakia</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Household incomes, their level and structure significantly affect the behavior of microeconomic entities as owners of production factors, consumers, savers and consequently investors. Thus income structures also determine macroeconomic indicators such as consumption, savings and investment of household into physical and human capital. The paper deals with the structure of incomes analysis in the whole Slovak Republic and separately in eight Slovak regions based on the European Union statistics on income and living conditions in the Slovak Republic data. The survey containing more components, such as random sampling, stratification, clustering and so on is obviously called complex survey. EU-SILC data are the data from complex survey. In the Slovak Republic the stratified two-stage survey design is periodically applied. In the analysis, the data of the year 2014 are used. The sampling weights allow to construct an empirical distribution for the population. There are equal in self-weighting surveys and there are not equal in non-self-weighting surveys. If the sample is non-self-weighting, point estimates of population quantities produced by standard statistical software supposing statistical independence and the same distribution of observations will be biased. It is also the case in the above mentioned application. The EU-SILC sample is non-self-weighting. The capturing the structure of data is necessary in point estimation of population quantities. The population frequency distribution of the whole gross household incomes for the whole Slovak Republic as well as for eight domains – the regions of Slovakia is estimated on the basis of sampling weights. The regional results are compared mutually as well as with the results for the whole Slovak Republic.</p> <p><b>Keywords:</b> structure of incomes, sampling weights, population frequency distribution, frequency estimate</p>
<p style="text-align: center;"><b>Khadijha Tariq</b>  <b>GICICSSH1715119</b></p>	<p style="text-align: center;"><b>Terrorism and Racial Profiling- Islamophobia in International Press</b></p>

	<p style="text-align: center;"><b>Khadijha Tariq</b>  <b>Department of Social Sciences and Humanities, University of Management and Technology, Lahore, Pakistan</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>This paper provides an insight into the methods that were adopted for the racial profiling of Muslims after 9/11; as suspected perpetrators of terrorism globally. This paper examines the history and origin of the word islamophobia, some phenomena that is effecting the stature and identity of Muslims worldwide. The purpose of this study is to analyze the tone, structure and themes presented by the print media prior to a terrorist activity, with the aim of finding out whether any inherent bias was visible or not. This paper will explore the role of international press in linking Islam and terrorism and will highlight the effects of subtle print messages that can lead to racial profiling of Muslims and generation of islamophobia. The data for this research will be collected from the editorials in six leading international newspapers from 2014 to 2017, randomly creating a strata of 10 major international terrorist activities. The researcher would analyze editorials for a period of one month after the incident. Data will be analyzed through event methodology and content analysis and after statistical interpretation will provide the results and findings of the researcher.</p>
<p style="text-align: center;"><b>Alisya Rozhan</b>  <b>GICICSSH1715121</b></p>	<p style="text-align: center;"><b>Religion shapes media culture and media culture shapes religion. Discuss in the context of the Global South.</b></p> <p style="text-align: center;"><b>Alisya Rozhan</b>  <b>Department of Media and Communications, Faculty of Social Sciences, Th London School of Economics and Political Science (LSE), London, United Kingdom</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Media culture is defined as “all kinds of culture whose primary resources of meaning are mediated or provided by technical communication media” (Hepp, 2009:6). Similarly, Bignell (2000:5) describes the concept as “a terrain on which communication between people in a concrete historic-economic situation takes place”, explaining that we live in a mediated world where increasingly, we rely on media for our understanding of events but this media culture produces stories, which are packaged to fit the imperatives of the market and the views and policies of those in power. In the modern world, religion and media are highly interlinked and increasingly influence each other, especially in the age of globalisation with the advent of new media and digital technology.</p>
<p style="text-align: center;"><b>Heru Purboyo Hidayat</b>  <b>GICICSSH1715125</b></p>	<p style="text-align: center;"><b>Impact Of Trans Java Toll Road Toward Distribution Of Fishery Production In Situbondo Regency - East Java, Indonesia</b></p> <p style="text-align: center;"><b>Heru Purboyo Hidayat</b>  <b>Department of Regional and City Planning School of Architecture, Planning and Policy Development Institut Teknologi Bandung</b></p> <p style="text-align: center;"><b>Putro &amp; Fatkur Rosi</b>  <b>Department of Regional and City Planning School of Architecture, Planning and Policy Development Institut Teknologi Bandung</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>At present, the construction and development of Trans Java toll road is being</p>

	<p>planned. One of the roads planned to be constructed in East Java will cross the regencies of Probolinggo-Situbondo-Banyuwangi. The three regencies are areas with a high potential of fishery especially in Situbondo Regency. This paper will provide result of research on the impact of the toll road plan in Situbondo Regency. The method used is comparing distribution pattern of fishery cultivation production at present and after the completion of the toll road. The research used a combination of quantitative and qualitative method. The analysis used was benefit cost. From the study conducted, the result obtained is that the toll road has a significant impact toward traveling time in the distribution of fishery cultivation production. This traveling time in fact has an impact on the volume of product that can be transported considering that the products are living things.</p> <p><b>Keywords:</b> Road impact, Java toll road, Fishery, Situbondo,</p>
<p><b>Athanasios Raftopoulos</b>  <b>GICICSSH1715056</b></p>	<p style="text-align: center;"><b>Cognitive Effects on Perception: Evidence from Early Recurrent Visual Processing</b></p> <p style="text-align: center;"><b>Athanasios Raftopoulos</b>  <b>Department of Psychology, University of Cyprus, Cyprus</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>One of the important themes in understanding the way agents change their belief systems and their values concerns the way experiences influence both the formation of belief systems, and the changes that these systems undergo. It is expected of rational agents that what they perceive influence what they think and the way they think about it; it is expected that perception provide rational support for certain beliefs. This is related to the way cognition affects perception, because if cognition does affect perception, pre-existing beliefs might determine what we perceive. This is a problem for human rationality because, in view of the fact that that which we perceive is used as evidence for the formation of beliefs, it turns out that a set of beliefs by influencing perception may provide evidence for itself, undermining thus the evidential value of perception because this is clearly a case of self-affirmation if not a case of indirect circular reasoning mediated by perception. It is, thus very important to examine whether there are cognitive influence son perception, and, if there are any, the precise nature of the cognitive effects on perception. Many researches purport to explore in which ways cognition affects perception. Recently, various studies suggest that cognition affects perception from its onset on the basis of evidence concerning the existence of recurrent processes very early in vision. If this turns out this to be true, the role of perception in rationally supporting beliefs is undermined and the issue of the formation and revision of our beliefs systems should be re-examined. I argue that the various studies purporting to show that cognition through recurrent processes affects early vision suggest in fact the opposite, namely, that early vision is not influenced by cognition in a way that harms its role in grounding beliefs.</p> <p><b>keywords:</b> belief systems, cognition, evidential role of perception, cognitive penetration</p>
<p><b>Reshma Sucheran</b>  <b>GICICSSH1715072</b></p>	<p style="text-align: center;"><b>Barriers to environmental management in hotels in KwaZulu- Natal, South Africa</b></p> <p style="text-align: center;"><b>Reshma Sucheran</b>  <b>Department of Hospitality and Tourism at the Durban University of Technology, Durban, South Africa.</b></p>

	<p style="text-align: center;"><b>Abstract</b></p> <p>In the last two decades an increasing number of studies have focused on the impacts of tourism development on the environment aimed at the depletion of natural resources, the generation of waste and pollution and general environmental degradation. Consequently, the huge growth in the hotel industry has considerably affected the environment at a global level as the sector consumes large amounts of energy, water and non-durable products. Hotels are therefore now urged to engage in responsible and sustainable environmental management practices. Often hotel managers are keen to engage in responsible environmental practices but are unable to do so due to certain impediments. This article examines the barriers or challenges that are faced in adopting more sustainable and responsible environmental management practices in hotels in KwaZulu-Natal, South Africa. In total, 142 hotels (including hotel chains as one entity) were identified in KwaZulu-Natal and a census approach was adopted, in that all 142 were approached to participate in the study. Sixty hotels responded. Data was collected through a web-based, online survey questionnaire. Quantitative data analysis was undertaken using the Statistical Package for Social Scientists (SPSS). The findings reveal that hoteliers are faced with a number of barriers in the implementation of environmental management practices. These barriers include lack of knowledge and expertise, lack of resources to implement certain environmental management practices, lack of government assistance, lack of legislation and regulation and high costs. Furthermore, a noteworthy finding is that a number of hotels in KwaZulu-Natal are unaware of the savings potential associated with environmental programmes, that is, the direct benefits to their establishments.</p> <p><b>Keywords:</b> Environmental management, barriers, hotels.</p>
<p><b>CHAN HUNG HING</b> GICICSSH1715062</p>	<p style="text-align: center;"><b>Sustainable Urban Practice: A Conversion of Brownfield to Greenfield to Shape Social Capital</b></p> <p style="text-align: center;"><b>CHAN HUNG HING</b> Department of Urban Planning, National Cheng Kung University, No.1, Daxue Rd., East Dist., Tainan City 701, Taiwan</p> <p style="text-align: center;"><b>Hsueh-Sheng, Chang</b> Department of Urban Planning, National Cheng Kung University, No.1, Daxue Rd., East Dist., Tainan City 701, Taiwan</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The existence of a brownfield is likely to bring negative environmental, economic and social impacts to a community, thereby the residents living near to a brownfield have been exposed to various potentially detrimental health risk factors and have been environmentally and socially deprived, creating environmental and social injustice. However, the same piece of polluted land is capable of producing various beneficial impacts to the surrounding communities via a sustainable urban practice, which is a conversion of a brownfield to a regenerated urban greenfield, such as an urban park. The regenerated greenfield itself can enhance the air quality, landscape and sanitation, act as a carbon sink and provide natural habitat for wildlife in terms of environmental benefits; it can create job opportunities and an extra amount of governmental income via the property tax through an increase in the property price in terms of economic benefits; it can provide a green space for residents to relax themselves, improve conditions of health via better hygiene, enhance neighbourhood relationship via</p>

	<p>social interactions and reinforce a sense of belonging of residents to the community. This study is conducted by (1) a quantitative research method by questionnaires given to users of the regenerated green space - the Barclay Memorial Park in Tainan and (2) a qualitative research method by interviewing the chief of village of the Chongming Village and leaders of local community organizations, and is aimed at investigating the capacity of a brownfield regeneration project to facilitate the interaction of residents of a community and thus assist a formation of social capital of an originally socially and environmentally deprived community. Thereby the result of this study can serve as a reference for a municipal or county governments to take into consideration the multi-directional advantageous effects of the brownfield regeneration for the community, then recognize the seriousness of the existence of a brownfield and take immediate actions to advance the welfare of communities.</p> <p><b>Keywords:</b> Brownfield, Sustainable Development, Urban Regeneration, Social Capital</p>
 <p style="text-align: center;"><b>Dana Petranova</b> GICICSSH1715090</p>	<p style="text-align: center;"><b>Media literacy is needed more than ever</b></p> <p style="text-align: center;"><b>Dana Petranova</b> Faculty of Mass Media Communication, University of Ss Cyrila and Methodius, Trnava, Slovakia</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The paper ranks among the thematic category Changes and evolution in mass media, digital media, journalism and entertainment. In the first part of the paper the author focuses on the historical development of media, media communication and its impact on the audience. The content of the paper deals with the overview of ideas about media effects from the turn of the 19th and 20th century up to present days. The paper briefly summarizes the stage of strong media effects, the stage of weak media effects, the stage of rediscovering the power of media up to the stage of agreed impact. In the second part of the paper the author discusses the causes of origin and need of media education. It has been obvious mainly since the second half of the last century that the attention of professionals has turned to the requirement to raise media literacy among common people. In the current era of new media, social networks and digital technologies is developed media literacy, which consists of three competencies: 1. user (technical) skills, 2. communication skills, 3. critical thinking; one of the key competencies of the 21st century. There is a significant presumption that its importance in the future will grow.</p> <p><b>Key words:</b> media, media education, media literacy</p>
<p><b>Maryam Mustafa</b> <b>Ahmed Al-kubati</b> GICICSSH1710089</p>	<p style="text-align: center;"><b>Re-evaluating Gender Reforms in Non-Western Nations: A Case Study of Heads of States in Japan and Tunisia</b></p> <p style="text-align: center;"><b>Maryam Mustafa Al-kubati</b> International and Advanced Japanese Studies, University of Tsukuba, Tsukuba Japan</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This study focuses on the attention-grabbing aspects of two countries; Japan as a highly developed country with an advanced democracy and Tunisia, a recently transitioned democracy with an emerging economy. Both countries fall under two of the three lowest regions with relatively low women representation in politics particularly within the national parliament (Inter-Parliamentary Union [IPU],</p>

**26th International Conference on Social Science & Humanities (ICSSH), 14-15 Nov 2017, Kuala Lumpur**  
Bukit Bintang Event Spaces (BBES), The Federal Kuala Lumpur, 35 Jalan Bukit Bintang, 55100 Kuala Lumpur, Malaysia

	<p>2016). Nonetheless, Japan lags considerably behind in female political participation within the OECD countries and around the world, while; Tunisia a developing and emerging economy, remains a front runner female political empowerment not only in its region but across the world. Considering that both Tunisia and Japan's heads of states have recognized the underutilized potential of women, and implemented top-down policies to women empowerment, this study examines the impact that heads of states' strategies have had on the number of women elected to the national parliament during respective terms in office. Prime Minister Shinzo Abe's key revitalization's strategies for the economy is a policy focusing on "women" also known as 'Womenomics' with the aim and increasing their representations in all fields by 2020. Japan made the greatest gains in 2014, electing 9.5 percent women to its House of Representatives, up 1.6 percent from 7.9 percent in 2012. This study shows how state-sponsored feminism has worked in women's political empowerment in Tunisia while Japan, a culturally conservative country similar to Tunisia has yet to succeed in politically empowering women even though a top-down approach to state-sponsored feminism has been implemented.</p> <p><b>Keywords:</b> Heads of States, Japan, Tunisia, National parliament, Female political participation, Gender policies.</p>
<p><b>Rudolf Rybansky</b>  <b>GICICSSH1715106</b></p>	<p style="text-align: center;"><b>Marketing Communication And Environmental Labelling In Area Of Eco-Innovations In Slovakia</b></p> <p style="text-align: center;"><b>Rudolf Rybansky</b>  <b>Faculty Of Mass Media Communication, University Of Ss Cyril And Methodius, Trnava, Slovakia</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Because of the elimination of human activities and environmental protection occurs in the last decades the introduction of green innovation. Benefits of innovation in this area, we cannot perceive only with optics of economic parameters, because the economic indicators are often a determining fact in introducing them into practice. Green innovations should be considered in the wider context, because in addition to the basic functions of environmental protection may represent a means for sustainable development of society, and also for the companies may indicate a source of elemental benefits in a hard competitive struggle. The paper deals with measuring eco innovations and their communication from two main viewpoints. The first one refers to the standpoint of Slovak businesses towards the implemented eco innovations of their products while the second one describes the impact of product innovations on consumers' purchasing behaviour.</p> <p><b>Keywords-</b>Marketing communication, Eco innovations, Environmental labelling</p>
<p><b>Slavomir Magal</b>  <b>GICICSSH1715107</b></p>	<p style="text-align: center;"><b>Digital Games And Seniors</b></p> <p style="text-align: center;"><b>Martin Slivka</b>  <b>University of SS. Cyril and Methodius, Faculty of Mass Media Communication</b>  <b>Nám. J. Herdu 2, 917 01 Trnava, Slovak Republic</b></p> <p style="text-align: center;"><b>Slavomír Magál</b>  <b>University of SS. Cyril and Methodius, Faculty of Mass Media Communication</b>  <b>Nám. J. Herdu 2, 917 01 Trnava, Slovak Republic</b></p> <p style="text-align: center;"><b>Abstract</b></p>

	<p>Today, many seniors struggle with issues of isolation and depression, often times having no friends or family around, leading to declines in their mental abilities. Paper aims to eliminate these issues and stereotypes but with a digital twist: how to help seniors become fully functioning members of society and, create inter-generational play – helping grandparents bond with their grandchildren to create common interests - through the use of digital games. Just like anywhere else in the world, Europe’s population is also ageing and the differences between present and future pensioners are, of course, visible. Already today we can predict that future pensioners will have higher expectations also under the influence of modern technologies. A challenge to product, service and public affairs innovations will arise, which will also mean a demand for active life and health. Today, many seniors struggle with issues of isolation and depression, often times having no friends or family around, leading to declines in their mental abilities. An increasing number of studies have demonstrated that video games can have a positive impact on seniors: digital games can provide physical training. for seniors and can overcome their isolation. These studies also show that the effects of these games depend on the needs and individual characteristics of seniors and that systems need to be developed that are capable of adapting to the demands of this population. The goal is to raise awareness that digital games can improve the quality of life for seniors, improving cognitive skills, and providing social and emotional benefits while encouraging lifelong and continued learning. <b>Key words:</b> senior, ageing, new trends, communication, digital games</p>
<p style="text-align: center;"><b>Marco Martins</b> <b>GICICSSH1715111</b></p>	<p style="text-align: center;"><b>European Union And International Relations: Old Times, New Times?</b></p> <p style="text-align: center;"><b>Marco Martins</b> Department Of Economics, School Of Social Sciences, Evora University, Evora, Portugal</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Today, Europe is living a new decisive time as it has been in its past after World War II, in search of unity in diversity in the name of a peace project to safeguard future generations of a new war of European causes with global consequences. If, on the one hand, Europe expresses aspirations for profound changes in its external environment, in the domestic context, it ends up colliding with aspects linked to sovereignty and human rights, in particular in response to crisis situations such as Syria and its migratory wave which caused thousands of deaths near our borders; on the other hand, in European foreign policy, the model reveals the application of the power of legalization, in international norms, in the search to legitimize its action. This new hierarchy of powers, in the reaffirmation of the Westphalian system, where economic power comes, is bound to consolidate the democratic development between the old and new times of international relations in the destiny of Europe and the common house of Men. In order to face again the unpredictability of the world scenario, Europe must seek and promote the re-encounter of its preponderant and alternative role, in other words, to assume its initial project of European edification in the name of equality of circumstances and rights of its affirmation in the global arena. <b>Keywords:</b> European Union, World Order, Conflicts, Power</p>
<p style="text-align: center;"><b>Dr Harmeet Kaur Bhalla</b> <b>GICICSSH1715112</b></p>	<p style="text-align: center;"><b>The Suppressed Indian Female</b></p> <p style="text-align: center;"><b>Dr Harmeet Kaur Bhalla</b> Khalsa Girls Inter college, Govind Nagar, Kanpur, Uttar Pradesh, India</p>




	<p style="text-align: center;"><b>Abstract</b></p> <p>As we have crossed the threshold of the twenty first century and are blooming in the modern world of equality but my incredible India is still gender biased. Although on one hand we are worshipping goddesses like Maa Kali, Maa Saraswati and Maa Durga but are we developing a fake identity of ourselves. The percentage of the girl child is deteriorating day of day due to female foeticide, dowry death, suicides, rapes and death caused due to inter caste marriage . Women are coming out of the niche and trying to create their own space and making India a better place to live in.</p>
<p style="text-align: center;"><b>Jinhyo Jung</b>  <b>GICICSSH1715113</b></p>	<p style="text-align: center;"><b>The Analysis Of Research Trends In Biometrics In South Korea</b></p> <p style="text-align: center;"><b>Jinhyo Jung</b>  Graduate School of Chung-Ang University, Seoul, Korea</p> <p style="text-align: center;"><b>Hyunjung Yang</b>  Graduate School of Chung-Ang University, Seoul, Korea</p> <p style="text-align: center;"><b>Chang-Moo Lee</b>  Professor at Chung-Ang University, Seoul, Korea</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Biometrics has been under the spotlight in academia for long. A great number of academic papers have been published. However, most of them have focused too much on technical issues. There has been only limited research from comprehensive and overall view of biometrics. It is critical to examine and analyze academic papers that have to date published for effective and efficient research. To this end, the primary purpose of this article is to deliver an overview of the research trends on biometrics, which has never been elaborately examined so far, with a special focus on five categories: fingerprint recognition, iris recognition, face recognition, speaker—or speech—recognition, and vein recognition. This study is based on 956 papers about biometrics obtained from 82 academic journals through RISS—the largest Korean academic searchable database, which provides more than four million full texts; and this study spans the period from 1980 to 2015. Drawing on network analysis—keyword network, in particular—as a methodology, this thesis delves into the collected data to analyze research trends on the selected five categories. The result achieved from this thesis, with the network analysis applied, included followings: first, research trends on the fingerprint recognition—from 1990 to 2001, 2002 to 2008, and 2009 to 2015; second, the Iris recognition—from 2002 to 2008 and 2009 to 2015; third, the face recognition—from 1990 to 2001, 2002 to 2008, and 2009 to 2015; and finally, the speaker recognition including speech recognition—from 1984 to 1989, 1990 to 2001, 2002 to 2008, and 2009 to 2015. The vein recognition was excepted from this network analysis, because of lack of published papers—only five papers. Instead, it was categorized by the purpose of each study. Taken together, the present paper contributed to providing a full understanding of the entire picture of the biometrics and helping scholars plan their future research on biometrics.  <b>Keyword : Biometrics, Research Trends, Social Network Analysis, Korea</b></p>
<p style="text-align: center;"><b>Adel Adem</b>  <b>GICICSSH1715114</b></p>	<p style="text-align: center;"><b>Towards Community Based Tourism, CBT, At Aida Refugee Camp</b></p> <p style="text-align: center;"><b>Adel Adem</b>  Department Of Tourism, Faculty Of Hotel Management, Bethlehem University, Palestine</p>



	<p style="text-align: center;"><b>Abstract</b></p> <p>Home of the birth of the three monotheistic religions and one of the oldest pilgrimage destinations in the world, Palestine is an attractive destination for contemporary tourists. Following the historical significance of pilgrimage, today's tourism industry in Palestine remains a main pillar in the Palestinian economy, contributing increasingly to Palestine's gross domestic product (GDP). The existing and potential wealth of the Palestinian tourism offer ranges from natural heritage – including its Mediterranean landscapes – to a cultural heritage consisting of rich artistic, craft, and design activities as well as a diversity of mosques, shrines, and churches. More recently, aspects of Palestine's towns and cities have also risen in prominence for tourists. One example of this has been the ways in which Palestinian refugee camps have become incorporated into the tourism sphere - whether through the development of cultural centres (for example, the now famous Ibda dance performance centre at Deheishe camp in Bethlehem or the equally well known Freedom Theatre in Jenin) or by the rising number of refugee camp residents finding work as tourist guides or, indeed, the fact that there is a clearly developing interest amongst today's tourists in a very wide variety of aspects of Palestinian life and society including those found in the country's refugee camps.</p> <p>Being the birthplace of Jesus, Bethlehem itself has always played a crucial role in Palestinian tourism. The city has hosted pilgrims and religious tourists for 2000 years, the Church of Nativity traditionally being at the centre of the city's network of Christian sites, churches and monasteries. However, as noted above, in recent years the city has witnessed a new kind of visitor whose interests lie in a wider spectrum of sites and experiences than those associated by more traditional spiritual tourism. A rising number of independent tourists coming in Bethlehem increasingly wish to meet (and often stay with) Bethlehemites in the course of learning about how the city and its people – including those in the city's refugee camps – live and work.</p> <p>This paper will address aspects of this rising interest in life in the refugee camps of Bethlehem. The paper will focus on one of these (Aida) whilst being aware of its relevance to the other two (Azza, and Deheishe). Whilst in his role as United Nations Work and Refugee Agency (UNWRA) teacher in the camp's school the writer of the present paper has spent a very considerable amount of time in anthropological research (through participant observation) in Aida camp observing, interviewing, and collecting archival data about the development of Community Based Tourism (CBT) in the camp. The kinds of initiatives being developed in Aida nowadays include work in a cultural centre, cooking school, souvenir shop, as well as guiding work.</p> <p>In summary, by considering ideas and initiatives in Aida camp in Bethlehem, the paper responds to contemporary shifts of emphasis in the Palestinian tourism industry more generally in which there is now increasing emphasis on the importance of giving independent visitors and travelers greater opportunities to meet and learn about actual Palestinians - including those living and working in refugee camps. As such (and reflecting comparable developments in several other countries) the paper considers a developing tourism offer that encompasses not only religious heritage but also the complex political, social, and cultural tapestries of Palestinian people themselves.</p> <p><b>Key words: Independent tourists, Community Based Tourism (CBT), refugees.</b></p>
<p><b>Sarki Philip Ereson</b>  <b>GICICSSH1715117</b></p>	<p style="text-align: center;"><b>Nigerian Drama and Performance: The Aesthetics of Revolt in Tunde Fatunde 's Oga Na Tief Man</b></p>

**26th International Conference on Social Science & Humanities (ICSSH), 14-15 Nov 2017, Kuala Lumpur**  
 Bukit Bintang Event Spaces (BBES), The Federal Kuala Lumpur, 35 Jalan Bukit Bintang, 55100 Kuala Lumpur, Malaysia

	<p style="text-align: center;"><b>Sarki Philip Ereson</b> Department of English and Drama, Kaduna State University, Kaduna- Nigeria</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Nigerian drama, like its prose and poetry, attracts intellectual endeavour and robust scholarship. The lens of scholarship on the field spans across its nature, scope and ideological commitment. Thus, whereas some scholars on the genre settle for its beauty, others settle for the role it plays in society. This is in line with the dialectics between Plato and Aristotle. Meanwhile, the focus of this study is not to dabble strictly into this dialectics, but to simply take Nigerian drama as a committed art, a situation where the artist focuses the attention of his or her art on an aspect of reality and thus, invariably pass judgment. Therefore, the paper explores randomly some of the basic aesthetics of revolt in Fatunde's Oga Na Tief Man. This is to show how Fatunde, through drama, advocates for a revolution of the masses against the ruling elites with the aim of bringing capitalism to an end and thereby establish a classless society. Furthermore, a detailed analysis of those selected aesthetics will be necessary to ascertain their viability in achieving the general tenor as used in a text. The result of the study shows that drama will continue to play an integral role in the daily struggle of an average Nigerian. Hence the conclusion that drama in Nigeria should eschew from luxury and be totally committed to the plight of citizens in their attempt to develop the nation further.</p> <p><b>Key Words: Nigerian Drama, Performance, Aesthetics, Revolt</b></p>
<p style="text-align: center;"><b>Milan Terek</b> GICICSSH1715118</p>	<p style="text-align: center;"><b>The Structure of Incomes Analysis in Regions of the Slovak Republic</b></p> <p style="text-align: center;"><b>Milan Terek</b> Department of Statistics, University of Economics, Bratislava, Slovakia</p> <p style="text-align: center;"><b>Eva Muchova</b> Department of Statistics, University of Economics, Bratislava, Slovakia</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Household incomes, their level and structure significantly affect the behavior of microeconomic entities as owners of production factors, consumers, savers and consequently investors. Thus income structures also determine macroeconomic indicators such as consumption, savings and investment of household into physical and human capital. The paper deals with the structure of incomes analysis in the whole Slovak Republic and separately in eight Slovak regions based on the European Union statistics on income and living conditions in the Slovak Republic data. The survey containing more components, such as random sampling, stratification, clustering and so on is obviously called complex survey. EU-SILC data are the data from complex survey. In the Slovak Republic the stratified two-stage survey design is periodically applied. In the analysis, the data of the year 2014 are used. The sampling weights allow to construct an empirical distribution for the population. There are equal in self-weighting surveys and there are not equal in non-self-weighting surveys. If the sample is non-self-weighting, point estimates of population quantities produced by standard statistical software supposing statistical independence and the same distribution of observations will be biased. It is also the case in the above mentioned application. The EU-SILC sample is non-self-weighting. The capturing the structure of data is necessary in point estimation of population quantities. The</p>

	<p>population frequency distribution of the whole gross household incomes for the whole Slovak Republic as well as for eight domains – the regions of Slovakia is estimated on the basis of sampling weights. The regional results are compared mutually as well as with the results for the whole Slovak Republic.  <b>Keywords:</b> structure of incomes, sampling weights, population frequency distribution, frequency estimate</p>
<p><b>Khadijha Tariq</b>  <b>GICICSSH1715119</b></p>	<p style="text-align: center;"><b>Terrorism and Racial Profiling- Islamophobia in International Press</b></p> <p style="text-align: center;"><b>Khadijha Tariq</b>  <b>Department of Social Sciences and Humanities, University of Management and Technology, Lahore, Pakistan</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>This paper provides an insight into the methods that were adopted for the racial profiling of Muslims after 9/11; as suspected perpetrators of terrorism globally. This paper examines the history and origin of the word islamophobia, some phenomena that is effecting the stature and identity of Muslims worldwide. The purpose of this study is to analyze the tone, structure and themes presented by the print media prior to a terrorist activity, with the aim of finding out whether any inherent bias was visible or not. This paper will explore the role of international press in linking Islam and terrorism and will highlight the effects of subtle print messages that can lead to racial profiling of Muslims and generation of islamophobia. The data for this research will be collected from the editorials in six leading international newspapers from 2014 to 2017, randomly creating a strata of 10 major international terrorist activities. The researcher would analyze editorials for a period of one month after the incident. Data will be analyzed through event methodology and content analysis and after statistical interpretation will provide the results and findings of the researcher.</p>
<p><b>Alisya Rozhan</b>  <b>GICICSSH1715121</b></p>	<p style="text-align: center;"><b>Religion Shapes Media Culture and Media Culture Shapes Religion. Discuss in the context of the Global South</b></p> <p style="text-align: center;"><b>Alisya Rozhan</b>  <b>Department of Media and Communications, Faculty of Social Sciences, The London School of Economics and Political Science (LSE), London, United Kingdom</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Media culture is defined as “all kinds of culture whose primary resources of meaning are mediated or provided by technical communication media” (Hepp, 2009:6). Similarly, Bignell (2000:5) describes the concept as “a terrain on which communication between people in a concrete historic-economic situation takes place”, explaining that we live in a mediated world where increasingly, we rely on media for our understanding of events but this media culture produces stories, which are packaged to fit the imperatives of the market and the views and policies of those in power. In the modern world, religion and media are highly interlinked and increasingly influence each other, especially in the age of globalisation with the advent of new media and digital technology. Media and religion are said to be similar as they both convey symbols, icons and truth claims to develop sense making within societies. The concept of media culture enables for a more localised view of media and its impact on the aspects of daily lives, such as religion, in societies in the Global South. The Global North/South is terminology to describe the socio-economic divide between the Northern and Southern hemisphere.</p>

	<p>Global South consists of countries that made up the former ‘Third World’, which is mainly Latin America and less developed countries in Asia, including the Middle East, whereas the Global North encompasses the US, Canada and Western Europe. The explosion of faiths in the Global South has been associated with “deteriorating economic and material conditions that have been prevalent in these countries. Many people in the Global South are trying to make meaning and fashion contexts of hope and transcendence in response to the despairing economic impoverishment they often experience and endure” (McKenzie, 2013). This essay will focus particularly on Malaysia and whether or not religion shapes media culture and/or media culture shapes religion.</p>
 <p style="text-align: center;"><b>Agus Sutisna</b> GICICSSH1715123</p>	<p style="text-align: center;"><b>The Proliferation Symptoms Of Political Dynasties In Banten Under The Era Of Governor Ratu Atut Chosiyahs</b></p> <p style="text-align: center;"><b>Agus Sutisna</b> Government Science, University of Muhammadiyah Tangerang, Tangerang, Indonesia</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Since forming into independent provinces, apart from West Java, Banten political life was marked by the strengthening of the symptoms of a political dynasty, both at the provincial and district and city. At the provincial level, the dominance of the local strongmen, Tb. Chasan Sochib in political of Banten very prominent and managed to put his son, Ratu Atut Chosiyah the governorship for almost two periods (2006-2011 and 2011-2014). Post success in occupying the post of governor, hypothetically Ratu Atut successfully builds and develops a political dynasty to the various arenas of public life. This research was carried out on the object of governance and practices of government power governor of Banten province, with the aim to identify and explain how the practice of political dynasties or political kinship in Banten province in the era of the leadership of Governor Ratu Atut Chosiyah proliferate (distribution, diasporic) in various arenas of public life. This study used a qualitative approach, the method of collecting data and information through interviews, triangulation, literature and documents. The results showed that the practice of political dynasties in the era of the leadership of Governor Ratu Atut Chosiyah in Banten show any symptoms of the spread (proliferation, diasporic), not only in the realm of executive and legislative power, but also spread in many arenas of life of society, such as the arena business life, socio-cultural, educational, and organizational. Keywords: political dynasties, governance power, proliferation, local strongmen, Banten province</p>
<p style="text-align: center;"><b>Juraj Nemec</b> GICICSSH1715120</p>	<p style="text-align: center;"><b>Does Optimum Size of Muncipalities Exist?</b></p> <p style="text-align: center;"><b>Juraj Nemec</b> Department of Finance and Accounting, Faculty of Economics, Matej Bel University, Banska Bystrica, Slovakia</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Local self-governments are an integral subsystem of democratic regimes, responsible for local development and the delivery of a large amount of local public services. Their important role in modern society is stressed in the main economic theories, including Oates’s decentralization theorem (Oates, 1972, 1999) and the idea of fiscal federalism (Tiebout, 1956; Musgrave and Musgrave, 1989). However, the patterns of local self-government differ, with national variations</p>

	<p>and specific characteristics related to history and the current will to decentralise. One of the major differences among local self-governments is the size of municipalities. Some countries, such as Sweden and Latvia, are well known for amalgamated local government systems; other countries, including the Czech Republic and Slovakia, have a high number of very small municipalities. Many countries have done extensive amalgamation-related territorial reforms at the level of local self-government and created relatively large municipalities. The Slovak Republic is one of the few remaining European countries with a fragmented territorial structure. There is a lot of discussion in the country about the need for amalgamation, but this discussion is mainly based on political arguments rather than on empirical evidence about the feasibility of amalgamation and its potential to improve local government performance. This paper analyses pros and cons of amalgamation. The first part deals with theoretical arguments, like local democracy (small is beautiful) and economies of scale (larger is better). The second part summarises existing local research about the existence/non-existence of economies of scale on local level. Our results suggest that there is no optimum size of municipalities (from economic point of view), but also that the existence of too-small municipalities in the Czech Republic results in inefficiencies and should be addressed.</p> <p><b>Key words:</b> municipality, optimum size, economies of scale, local governance</p>
 <p><b>Dr. Aulia Rosa Nasution</b> GICICSSH1715126</p>	<p><b>Terrorism In The 21st Century A Study Of Terror Acts As An Extraordinary Crimes In The International Law And Human Rights Perspective</b></p> <p><b>Dr. Aulia Rosa Nasution, SH., M.Hum.</b> Lecturer of Postgraduate in Legal Studies and Law Faculty Medan Area University, Medan - North Sumatera, Indonesia</p> <p><b>Abstract</b></p> <p>Terrorism has become a worldwide phenomenon in the 21st century. Terrorism as one of the international serious crimes has threatened and endanger the peace and the security of mankind. This research aims to analyze the acts of terrorism as an extraordinary crime in the perspective of international criminal law and human rights . The research methodology which is used in this study is a legal research with aims to find the law as an instrument to resolve the problem by using statutes approach, legal doctrines approach, international and national acts which is related to the acts of terrorism. The result of this study is that the acts of terrorism is not an ordinary crime but it has become an extraordinary crime and a threat to the international and the national security which need to be resolved by the anti terrorism law.</p> <p><b>Keywords;</b> Acts of Terrorism, Anti Terrorism Law, Extraordinary Crimes, International Conventions, National Law</p>
 <p><b>Daniel Klimovský</b> GICICSSH1715127</p>	<p><b>Inter-Municipal Cooperation and Fragmented Municipal Structure: The Case of Slovakia</b></p> <p><b>Daniel Klimovský</b> Department Of Political Science, Faculty Of Arts,Comenius University,Bratislava, Slovakia</p> <p><b>Abstract</b></p> <p>Recently, Slovakia was evaluated by Swianiewicz (2014) as one of the 'champions of decentralization'. But deeper analysis might uncover some additional questions. Three steps related to decentralization had been planned in Slovakia</p>

	<p>since 1989: 1) devolution, 2) fiscal decentralization, and 3) territorial consolidation (i.e. amalgamation in order to facilitate their adaptation to the conditions created by the first two steps). However, after implementation of the first two steps, no central government did have any interest in continuation of these processes and all of them preferred status quo. In addition, after agreement with the municipalities' representatives, the central governments used to declare no political will for any territorial consolidation reform and inter-municipal cooperation (IMC) was used as official argument for maintaining status quo. These administrative and political developments evoked a paradoxical state: while the municipalities are quite strong in terms of their competences and they dispose with relevant own fiscal tools, the most of them has insufficient capacity and they remain dependent on the state transfers. From this point of view it seems that the implemented decentralization measures have not led to satisfactory level yet. The IMC is understood, within this context, not only as a crucial element of the municipalities' survival, but also as a main argument of those, who deny necessity of territorial consolidation reform in Slovakia (Klimovský 2010).</p>
--	---

## **LISTENER**

<p><b>Jarwati</b> Management, Faculty of Economic, Education Forum, Bener Meriah, Indonesia GICICSSH1715053</p>
<p><b>Mustapha Hassan</b> Federal Polytechnic P.M.B 0231 Bauchi, Bauchi State, Nigeria GICICSSH1715057</p>
<p><b>Nevil Kwaku Sarfo Blay</b> Education, Life For Humanity Foundation, Ghana GICICSSH1716073</p>
<p><b>Md Rubel Chowdhury</b> Affiliation: Vice Chairman, Work For Human Development, Vill-Kalidasgati, Post-Kalidasgati, P.S- Sirajgonj, Dist-Sirajgonj, Bangladesh 6700. GICICPLR1715058</p>
<p><b>Niranjan Elangovan</b> School of Law, Christ University, Bangalore, India GICICSSH1715077</p>
<p><b>Sahaj Garg</b> Department Of Electronic And Computer Engineering, Hong Kong University Of Science And Technology, Hong Kong GICICSSH1715094</p>
<p><b>Maali Zaied</b> HR, ISCAE Tunisia, Tunisia GICICSSH1715095</p>
<p><b>Ayushi Chouksey</b> Law Student, Jagran Lakecity University, Bhopal, India GICICSSH1715098</p>
<p><b>Tammi Clarke-Rahming</b> Department Of Social Services, University Of The Bahamas, Nassau, Bahamas GICICSSH1715099</p>
<p><b>Ahmed Saadon</b></p>

**26th International Conference on Social Science & Humanities (ICSSH), 14-15 Nov 2017, Kuala Lumpur**  
Bukit Bintang Event Spaces (BBES), The Federal Kuala Lumpur, 35 Jalan Bukit Bintang, 55100 Kuala Lumpur, Malaysia

<p><b>Chemical Engineering, Al Nahrain University, Baghdad, Iraq</b> <b>GICICSSH1715102</b></p>
<p><b>Maria Aftab</b> <b>Department of Engineering Sciences, National University of Science and Technology, Karachi, Pakistan</b> <b>GICICSSH1715103</b></p>
<p><b>Milembe Bakalemwa</b> <b>Department of Science, Sebastian Kolowa Memorial University, Tanga, Tanzania</b> <b>GICICSSH1715104</b></p>
<p><b>Nevil Kwaku Sarfo Blay</b> <b>Education, Life For Humanity Foundation, Umasi, Ghana</b> <b>GICICSSH1715116</b></p>
<p><b>Ogidan Adetola Samson</b> <b>Faculty Of Social Science -Philosophy, Lagos State University, Ife- Nigeria</b> <b>GICICSSH1715122</b></p>
<p><b>Thomas M. V. Konneh</b> <b>Department of English, Adventist University of West Africa, Monrovia, Liberia</b> <b>GICICSSH1715124</b></p>