CONFERENCE PROCEEDINGS

Social Science and Humanities Research Association

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05-06 June 2018

Conference Venue
University of Washington - Rome Center (UWRC), Piazza del Biscione 95, 00186 Roma, Italy
KEYNOTE SPEAKER

Dr. Declan Patrick
Subject Leader and Senior Lecturer in Dance
Liverpool Hope University, Liverpool, England

I am currently subject leader and senior lecturer in Dance at Liverpool Hope University. I hold a Bachelor's degree in English, a postgraduate Diploma in Drama and a Master of Arts degree in English (Drama and Film Studies), all from the University of Auckland. In addition I hold a Ph.D. in Contemporary Arts (Dance) from the Manchester Metropolitan University. I trained as a professional actor and dancer in New Zealand and in London, and have worked extensively in both fields. My research follows a practice-as-research model, and is mostly concerned with intercultural performance and cultural identity. I run a performance company, Fighting Fit Productions, and my original work, both research-based and artistic, have been performed around the world.

I teach across several degrees, including Dance, Drama, Creative and Performing Arts and the MA Creative Practice.
PLENARY SPEAKER

Jelena Trajkovska-Hristovska
Department of Constitutional Law and Political System, Faculty of Law, Justinianus Primus, Skopje, Ss. Cyril and Methodius University in Skopje, Republic of Macedonia, Skopje, Republic of Macedonia

Jelena Trajkovska-Hristovska was born in Skopje on 09.29.1980, where she finished primary and secondary education. She graduated at the Law Faculty "Justinianus Primus" in Skopje on 29.09.2004, with average grade 9.7. After graduation she has enrolled on the postgraduate studies in Constitutional Law at the Law Faculty "Justinianus Primus" in Skopje. She passed the exams provided in the educational programmed studies - constitutional law with an average grade 10.00, after which reported "Legislative Procedure - Comparative Review of the Basic Models" as the theme of Thesis. In February 2009 she obtained scientific degree of Master of Legal Studies specializing constitutional law. In May 2009 she reported a thesis entitled, "Control of the Constitutionality and Legality by Constitutional Courts" at the Faculty, Justinianus Primus in Skopje. On 15.11.2013, she obtained the title PhD in legal sciences.
Mark John Dy Dayto  
GICICSSH1806055

Effectiveness Of Climate Change Adaptation Initiatives Of Barangay 34, Oro Site, Legazpi City, Philippines

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Student Researcher  
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Regional Representative  
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Manila, Philippines

John Henry Briones  
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Abstract
Climate change is happening. Undeniably, it affects related human interference, his proximal domains and physical surroundings. In relation to this, UNFCCC took the lead on creating a unified pact agreement with countries to sever global carbon emissions. On one note, Philippines’ huge efforts to sustain a constant record of its carbon emission rate has lead to its national government to require Local Government Units (LGU) to implement Climate Change Adaptation (CCA) initiatives on their respective communities (called barangays) to contribute to the Intended Nationally-Determined Contributions (INDCs) of the country with the goal of 70% carbon reduction in 2030. This paper seeks to measure the effectiveness of the CCA initiatives of a community called Barangay Oro Site as hailed a climate champion by the national government. To assess its effectiveness, the student-researchers referred upon the program’s intended targets and continued monitoring and the community implementers and residents’ behavioral occupation and attitudinal change. Community programs mainstreamed and assessed are the implementation of the government-mandated Republic Act 9003 or the Ecological Solid Waste Management (ESWM), community-initiated Solar Power System and the Early Warning System. Research method employed was descriptive method where several respondents underwent intensive interview and survey-questionnaire and further validation. In consolidation of the data gathered, it practically shows that major population of the community preferred ESWM as an effective CCA initiative since its inception as a national law. At the final point, the paper reveals a huge asset of behavioral and attitudinal interventions to effectively monitor program targets and implementation.

Keywords: adaptation, initiative, climate change

Roseline Onyinyechi Uka-Egwu  
GICICSSH1806058

Self-Awareness, Evaluation And Actualization

Roseline Onyinyechi Uka-Egwu  
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Abstract
Self-awareness is said to lead to self-actualization while self-unconsciousness leads to self-crisis and destruction. This ideology is both a Religious and philosophical consideration which sustained Jesus Christ from the beginning to the end of his Ministry. This played out at the temptation that attended the
end of the forty days of prayer and fasting which launched Jesus Christ into his Ministry. At the middle of his ministry, he sorts to find out how much the people generally understood him and his disciples particularly. This self-evaluation was meant to strengthen him in the final battle to liberate man. This also led to the first mention of the word Ecclesia which is today a house whole word for the believers in Christ. This paper exegetically and philosophically synthesized the self-evaluation question of Jesus Christ put to his disciples from related literature, journal and internet material, from which it was found that (a) Christ responded adequately to the subtlety of the devil who tried him by appealing to his immediate needs, (b) he knew himself and (c) the agenda for his life and that his self-awareness guided his overall response, actions and in actions even unto death. Consequently, Jesus Christ’s example by implication mandates people to seek to understand themselves for the optimization of their self-potentials.

Theological Education For Sacred And Secular Leadership Capacity Building And National Development

Amarachi Nnachi Ukoma
Pharmacy And Religion, Ebonyi State University, Abakaliki, Nigeria

Abstract
Theological education which is the teaching and learning revolves around religious concepts in Theological Seminaries and Universities for sacred leadership capacity building. The major words of the phrase this research, theology derived from ‘theos’ and ‘logos’ literarily meaning ‘God study’ or ‘study of God’ while ‘education’ simply put as teaching and learning in a formal or and in an informal system. Theological education, therefore, is a philosophically oriented discipline of religious speculation and apologetics system. This is traditionally restricted to Christianity in its original form. Presently its themes encompass other religions. These themes; ‘the theology of God’, ‘humanity’, ‘the world’, ‘salvation’, and ‘eschatology’, that may vary from religion to religion, remain the subject of theological educational inquiry. Its concept, nature, and study are systematic and empirical. It is scientific in its investigative nature and approach. The Greek philosopher Plato, with whom the concept ‘theology’ emerged for the first time, associated the term with polemical intention. The phrase ‘theological education, in its productive sense, therefore, should hinge on the relationship between God and man, man and his fellow man, godly leadership capacity building and environmental relationship. This Research employing critical survey and analysis of related Literature, classroom lectures, and internet materials, found that (a) the first definition of theological education limits its function to sacred and (b) it negates secular leadership it should also provide. Whereas, the re-emphasizing and refocusing of the later to provide leadership capacity building for sacred and secular will help change the corruptive nature of African leadership.

New Testament Ethics A Tool For Value Education Restoration In African Universities (A Case Study Of Nigerian Universities)

Amarachi Nnachi Ukoma
Pharmacy And Religion, Ebonyi State University, Abakaliki, Nigeria

Abstract
Value Education described by Martin Luther King Jr. as “Intelligence plus character” is a lacking academic value among many Universities globally. It is also obvious that Moral ills have taken over African Universities a like is as a result of the absence of Value Education. The effect of this manifest in the different ways in these erstwhile revered citadels of learning. The original
standard is lost to vagaries of challenges ranging from demand for gratification from Lecturers by way of sorting expressing it’s self in various forms including illegal monetary demands, outside approved tuition fees, illicit sexual advances for academic favours, examination malpractices among students and high level of intimidation of Lecturers through students’ gangsterism and cultism. Various African Governments and various University administrations make matter worse in frustrating her work force by denying workers some of their vital rights and privileges. This research employing virtue ethical theory synthesized related literature, Journal and internet materials finding that (a) Nigerian Universities as a sample of African Universities produce more unemployable graduates, (b) brain drain among Lecturers is a result of negative government policies, (c) African Universities require ramifying moral rejuvenation, and (d) the remedy for this critical challenge could be found in New Testament ethical precepts, which provide essential moral or ethical therapy, and guides for character formation , hence the recommendation for general study of New Testament ethical provisions from the Bible for the rejuvenation of African Universities and other Institutions of higher learning in the continent.

Roseline Onyinyechi Uka-Egwu  
GICICSSH1806060  
Leadership In African Traditional Religion: The Place Of Women (Umuada)  
Roseline Onyinyechi Uka-Egwu  
Department Of Igbo Language,Ebonyi State College Of Education,Nigeria  
Abstract  
African Traditional Religion recognized by Scholars and theologians as being central to authentic African culture and religion which by definition and characteristics is no less one of the ways of life. This once relegated to “Primitivism” and stigmatized as being "Pagan" had continued to receive new momentum untoward womanhood awakening. Their place in African Traditional Religion is becoming more obvious and stressed as other aspects of this unfolding religion. From all perspectives, women had had prominent roles to play in African setting be it in a social or religious circle. But on the other hand women themselves refuse to acknowledge they had roles to play as they debase themselves. They forget that the role of “Ụmụada Fraternity” in African Traditional Religious leadership is one. From Historical approach; related literature, participatory interview, and Journal materials this research found that: (a). Women through “Ụmụada Fraternity” system play vital roles in African tradition, culture and religious settings, (b) that women themselves seem not to acknowledge this naturally assigned role, and (c) therefore, they renege self-recognition thereby relegating this nature appointed role. This research acknowledging the role of women through “the Ụmụada Fraternity” recommends that women’s roles be recognized by both women themselves and the society: and those women are economical, politically and socially empowered to enable them to perform in all aspects of life.

Omona Andrew David  
GICICSSH1806061  
The peace is not peaceful: Effects of sexual and gender based violence on harmonious post conflict resettlement in northern Uganda  
Omona Andrew David  
Public Administration And Governance,Uganda Christian University,Uganda  
Abstract  
This paper discusses the effect of sexual and gender based violence on harmonious post conflict resettlement. The central question the paper sought to answer was ‘how does post conflict sexual and gender based violence affect harmonious resettlement? It was hypothesized that ‘when sexual and gender based violence occur in post conflict environment it affects harmonious relations at family and community level’. Indeed after collecting and analysing
data from respondents and available literature, it was found that the occurrence of SGBV in post conflict environment negatively affect harmonious relationship at family and community levels in northern Uganda.

Key words: Post-conflict, sexual and gender based violence, Harmonious living, peace

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Roseline Onyinyechi Uka-Egwu  
Department Of Igbo Language, Ebonyi State College Of Education, Nigeria

Abstract

Self-awareness is said to lead to self-actualization while self-unconsciousness leads to self-crisis and destruction. This ideology is both a Religious and philosophical consideration which sustained Jesus Christ from the beginning to the end of his Ministry. This played out at the temptation that attended the end of the forty days of prayer and fasting which launched Jesus Christ into his Ministry. At the middle of his ministry, he sorts to find out how much the people generally understood him and his disciples particularly. This self-evaluation was meant to strengthen him in the final battle to liberate man. This also led to the first mention of the word Ecclesia which is today a house whole word for the believers in Christ. This paper exegetically and philosophically synthesized the self-evaluation question of Jesus Christ put to his disciples from related literature, journal and internet material, from which it was found that (a) Christ responded adequately to the subtlety of the devil who tried him by appealing to his immediate needs, (b) he knew himself and (c) the agenda for his life and that his self-awareness guided his overall response, actions and in actions even unto death. Consequently, Jesus Christ’s example by implication mandates people to seek to understand themselves for the optimization of their self-potentials.

Keyword: Self, Awareness, Evaluation, Actualization, Jesus Example - Matthew 16:13ff

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<td>Female Inmates in Sindh: A Neglected Population in the Medical Policies of Pakistan</td>
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Muhammad Abdullah Avais  
Ph.D. Scholar Department of Sociology University of Sindh, Jamshoro

Aijaz Ali Wassan  
Associate Professor Department of Sociology University of Sindh, Jamshoro

Hamida Narijo  
Lecturer & PhD candidate Department of Sociology University of Sindh, Jamshoro

Abstract

Objective: The main objective of the present research is to explore the health related issues of female inmates in prisons/jails of Sindh province.

Study Design: Exploratory

Place and Duration of the Study: The study is conducted in 3 women prisons/jails i.e Karachi, Hyderabad and Larkana Sindh from January to June 2014.

Materials and Methods: 113 female inmates (Convicted: 28 & Under-trial: 85) who were present during the study period are selected through non-randomized sampling technique and interviewed. It was decided to study all inmates due to meager respondents. The quantitative data was analyzed with
help of SPSS-21. 
Results: The average age of inmates was 33.60 & SD: + 10.97. The results indicate that majority of the respondents, 71.7%, were married and 64.6% respondents belonged to rural regions. 56.8% respondents were not satisfied with providing health facilities and 61.9% not satisfied with quality of providing food in prisons. 16.8% respondents were suffering from Hepatitis-C, 15% had high blood pressure, 9.7% suffering from hepatitis-B and 2.7% tuberculosis (TB). 72.6% respondents shared that their place of imprisonment has not sufficient light facility and 67.3% shared that their place of imprisonment is not airy. According to 77% respondents the hygienic conditions of their place of imprisonment were “worse”. 
Recommendations: The government should provide basic health facilities to female inmates and their place of imprisonment must be airy and lighted. 
Key Words: Female inmates, medical facilities, Health status, Sindh, Pakistan.

Historical Survey of Indigenous Technology in Southwestern Nigeria.

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Abstract
The paper is an historical survey of indigenous Technology in Southwestern Nigeria. it examines the performance and its effectiveness in the era of modern technology. Indigenous technology is as old sa time immemorial and contemporary as yesterday. It is old because its history is is in antiquity and contemporary because the art is still practiced and used. The methodology adopted for this work is historical approach. Hence, the study is based on primary and secondary sources. The primary sources comprise of oral interview, newspapers, government gazettes while relevant books were consulted as useful secondary sources. The study conclude that, despite the fact that indigenous technology is primitive, it is still relevant in the modern technology. 
Key words : indigenous, Technology, Immemorial, Contemporary, Antiquity

Competing Visions Of European Community: Solidarity Initiatives As Foundation For Cultural, Political, And Economic Unity

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Erika Cornelius Smith  
Ph.D., Assistant Professor Of History And Political Science, Nichols College,  
Dudley Massachusetts, U.S.A.

Abstract
In the 60th anniversary of the Treaty of Rome, the European Union finds itself at a crossroads to define its fate. A supranational project designed to primarily prevent the disastrous implications of non-cooperation, the European Union emerges from the ashes of WWII based on an economic strategy to bring prosperity. In the past thirty years, the European Community’s supportive angle becomes the comparative advantage model, seated on a deregulated financial system designed to promote free and open trade, believed to be capable of generating and equally sharing benefits to all the countries involved. Unfortunately, after the collapse of the Global Financial System in 2008, the economic crisis pulls to the surface the series of contradictions that were silently tearing apart the European Community: the
uneven distribution of benefits of a de-regularized and “free” economy and the social impact of the retreat of the state from international economic affairs. After 2008, the divisions between those EU member that received the benefits of the comparative advantage model, and those who were subjected by the TINA policies of the neoliberal credo are clear. Euphemized as the PIGS, the ‘underdeveloped’ economies of the ‘frugal’ and ‘irresponsible’ southern European region have shaken the European foundations of cultural, political, and economic unity. Nine years after the 2008 Global Financial Crisis, it is not entirely clear the destiny of the European project. Even though EU’s institutions take steps toward moving the European project forward, a variety of measures outside of its scope have been created in the past decades, particularly in the realm of the social economy. Grassroots initiatives and social networks that traverse the EU and beyond are emerging from distressed southern European communities to confront the issues created by austerity programs. Is this “rebellious” solidarity one of the many institutional mechanisms that could re-create the European community by soothing the pain inflicted by the market forces? In this paper, the authors present a series of ethnographic analysis on the initiatives implemented in in southern European states based on the data collected during trips to the region in 2017 and 2016, respectively. The purpose of this analysis is to determine if grassroots mechanisms of cooperation—by setting the base for alternative economic systems—can either embrace or challenge the initial predicaments of the European Community, before its hijacking by the global Neoliberal project during the late 1970s.

Sunday Dare
GICICSSH1806067

A transformative Approach to Embracing LGBTI Communities at a University Campus

Sunday Dare
Educational Psychology University of KwaZulu-Natal.

Abstract
In today millennium world, university campuses are regarded as a secular space of higher learning for diversity of practices; whereby beliefs, cultures and values among the population are explored. This study is coined from stigmatization incident of a student due to his identity among his peers, which said to distinct heterosexuals-homosexuals relationships. Therefore, this study envisage to propose “A transformative approach to embracing Lesbian, Gay, Bisexual, Transgender and Intersex (LGBTI) communities at a university campus”. However, this is a qualitative study that considers participatory action research paradigm and case study approach to get an in-depth to research team perspectives’ on their contribution towards proposing a transformative approach that will embracing LGBTI communities at a university campus among heterosexual peers.

Participants in this study represented the population size of seventeen (17): categories of seven groupings, ranged from 18-60 years, from a university campus and outside university, all in KwaZulu-Natal metropolis. Snowballing and purposive methods of selection used, Ubuntu theory was considered to address the current situational need for a transformative approach. Data will be generated through conversations, deliberate dialogues, discussions, focus groups interview and meetings. Data analysis will be followed accordingly. Trustworthiness of this study will ensure credibility, confirmability, transferability and dependability. Lastly, ethical issues was sought and approval was granted for the study. The findings of this study will serves a transformative approach to empower LGBTI communities and create wider space to learn in a friendly and lovely university campus environment. Finally, this study will contribute new knowledge to the existing literature.
| Riaz Pervez  
GICICSSH1806070 | Legal Education to Support Social Evolution in Pakistan  
Riaz Pervez  
Department of Law, International relations, Prime Foundation Pakistan / Peshawar Medical College, Pakistan  
Abstract  
The present legal crisis in the country mainly gripped by legal fraternity has appeared to the stakeholders to perceive role of legal profession in state constitutional affairs and reexamine the areas of legal education. Legal education has a critical role in egalitarian society as it promotes awareness on public rights and obligations. This is the need of an organized political society to strengthen pace of social evolution. Every citizen has a function to perform in state system to support social evolution. This imperative societal role demands state system to strengthen foundations of legal education, which is not in the form to produce required results. It should be able to produce nationalism to support social evolution. Legal education is a primary source of feeding the nation the capacity to act as good populace. It provides nation the qualitative law and graduates which are capable of becoming lawyers, judges and professionals in related fields. This community possesses current knowledge of law and necessary skills to help the state in maintaining rule of law and administration of justice in its social order. Three major organs of state i.e. parliament, executive and judiciary can better function with people who have specialized legal acumen.  
The study identifies issues like mushroom growth of private institutions, substandard curriculum, imperfect evaluation system and lack of research and literary resources in public and private institutions. It also suggests strategies of standardized academic development and international collaboration so that system of legal education may be enabled to contribute material progress for social evolution in state system.  
Key words: Legal Education, Lawyers, Higher Education Commission Pakistan |
|---|---|
| Zain Vahora  
GICICSSH1806071 | Knee Injuries in Football and its Rehabilitation  
Zain Vahora  
School of Technology, Pandit Deendayal Petroleum University, Ahmedabad, India  
Abstract  
Injuries are part and parcel of the game. The fear of career ending injuries is diminishing with the advent of advanced medical care. Due to this we tend to neglect another significant impact of injuries, the psychological impact, mainly depression and self doubt regarding performance. The body then starts controlling the mind which leads to trauma. The prevention of further performance degradation is in keeping your mind focused and diverting your attention away from the injury to other things. You may also try to get inspiration from former athletes who have faced such challenges and overcome them without losing hope. Rehabilitation is a must as you need to start reworking the muscles affected and try to integrate them to your body in a manner that makes your body function as it did previously by bringing about changes in warm up and stretching which are paramount but are ignored by newcomers and young players. This is, in my opinion an untapped field in which I wish to contribute by discovering solutions and helping athletes regain lost confidence and get back to their game. In case of a critical injury in which playing is not an option I would like to help them get back to normal routine. |
### Key Words

- Sports Therapy, Sports Psychology, Rehabilitation,

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<td>Bridging the Gap between the old and New Generation: An Assessment of Two Yoruba Historical Films</td>
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Taiwo Adekemi Agnes  
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Ekiti State University, Ado-Ekiti, Nigeria.

**Abstract**  
The Nigerian film industry is playing pivotal role in the formation of cultural and national identity in much the way that their literature is shown as the representation of the people’s historical and cultural heritage. Therefore, this article explores how Yẹmí Adégúnjú’s Agbóǹgbò Àkàlà and Ìdòwú Adékògá’s Fábùnmi Òkèmèsí films serve as social-political weapons that condemn authoritarianism and how subversion is used to control hegemonic powers. The two Yoruba historical film is presumed to wield significant influence in shaping the attitudes and perception of our leaders as mediator of issues affecting social, political and economic lives of Nigerians. This paper also reveal the heroic deeds of Yoruba postcolonial leaders thereby inculcating the act of heroism and bringing into remembrance of today’s youth the story of their leaders who remained patriotic until the end. It concludes by calling on the Nigerian filmmakers to embrace historical texts in order to bridge the gap between the old and the new generation as the act of reading culture has gradually gone into extinction thereby preserving the Yoruba history for the future generation through film adaptation. The theory of New Historicism which sees literature as a recorder of history or historical events is employed for the analysis of this article.  
Keywords: Yoruba historical film, Cultural heritage, New Historicism, Heroic deeds, Film Adaptation

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<td>Being a Mental Health Professional: A Psychological Inquiry</td>
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Ms. Aditi Mehra  
Department of Psychology Indraprastha College for Women  
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Surbhi Kumar  
Department of Psychology,Indraprastha College For Women, University Of Delhi,Delhi, India

Ms. Amita Gujral  
Department of Psychology Indraprastha College for Women  
University of Delhi

Ms. Mishie Singhal  
Department of Psychology Indraprastha College for Women  
University of Delhi

**Abstract**  
The focus of the present study was to explore the psychological realities of being a mental health professional in India particularly in Delhi/ NCR. The sample consisted of 18 mental health professionals (clinical psychologists, therapists, psychiatrists, crises intervention counsellors, social workers and counsellors) selected through snowball and convenience sampling. A case study approach was adopted wherein a survey comprising of four standardised scales was followed by a semi-structured interview. A disrupted work life balance was evident in almost all the categories with varying
degrees, particularly with reference to those having lesser years of work experience. Distressing experiences with their respective clientele was deemed as a major stressor. However, stress levels shared an inverse relationship with work experience, especially in the categories of therapists, clinical psychologists and psychiatrists. The findings brought forth that with time and experience these professionals have developed their individual coping strategies that help them sail through difficult cases and deal with everyday life stressors. This research also delved into the strengths/ qualities that an individual entering this field must possess in order to succeed. With time and practice professionals have claimed to evolve both professionally as well as personally. Useful insights on the condition of mental health and mental health professionals in India are further provided by this research. This research allows exploring the concept of ‘whether healing hurts’ which raises pertinent questions regarding the status of mental health of these practitioners and its subsequent impact on their patients and will help to investigate the need for assessment protocols of how emotionally equipped people entering into this profession are.

Keywords: Mental health professionals, coping, burnout, social support, affect, work-life balance, experience

Sana Iqbal
GICICSSH1806077

Ignored half of Pakistan: Women’s life opportunities at stake due to poor Urban Transport

Sana Iqbal
Centre for Mobility and Transport, Coventry University, Coventry, UK

Abstract
A clear gender imbalance in urban mobility as evident in all the areas of Pakistan. Because of the lack of gender mainstreaming, women are marginalized and are not able to realize their potentials fully. This increases with the level of poverty and the financially disadvantaged class women, are specially and significantly unfortunate. These poor women are not able to voice their needs while decision-making, due to social silencing and social exclusion. Besides the lack of equal public facilities, the local attitudes towards gender shaped by cultural narrow-mindedness, further aggravate the situation and add to the misery of this marginalized section. Lack of abstinence on the part of males sets the stage for gap in avenues available for women. Due to the local attitudes towards gender, women cannot travel alone, especially at nights and have to be accompanied by related men. The current research studies the gender imbalance prevalent in case of urban mobility in contemporary Karachi (Pakistan) and analyzes the impact of this imbalance on the education and employment of women in Karachi. It is therefore important that their needs be adequately reflected and translated in policy-making and planning processes which would contribute towards their empowerment.

Edward Markwei Martey
GICICSSH1806078

Relationship Marketing and Consumer Behaviour: An exploratory Study Applied to the Restaurant Industry in Ghana.

Edward Markwei Martey
Koforidua Technical University, Ghana

George Aboagye Agyeman
Koforidua Technical University, Ghana

Abstract
Building and maintaining relationship with the various stakeholders in the restaurant industry is a tool to enjoy competitive advantage. The study
investigated the relationship between consumer behaviour (cognitive dissonance, customer satisfaction, and customer loyalty) and relationship marketing. Customers of restaurants with a shared mean age of 25.0 years (SD= 2.23) and a patronage of restaurants for a minimum of six months at selected restaurants in Greater Accra region of Ghana were the targeted population of the study. The study adopted purposive sampling technique in selecting the restaurants and convenience sampling method in selecting customers of which 734 out of 1100 participants returned their questionnaires. A linear regression equation was employed to measure how relationship marketing as the predictor variable impacts on consumer behaviour (cognitive dissonance, customer satisfaction, and customer loyalty) as the criterion variable. The results indicated that relationship marketing has a positive relationship with customer satisfaction and customer loyalty and less cognitive dissonance in a post-purchase stage. The study suggested that strong ties with customers it dampen cognitive dissonance in post-purchase stage and promote customer satisfaction and customer loyalty.

Key words: cognitive dissonance, consumer behaviour, customer loyalty, relationship marketing.

Regional and economic security; a primary driver for South Africa national security

Toyin Cotties Adetiba
Department of Politics & International Studies. Faculty of Arts, University of Zululand. South Africa

Abstract
South Africa in 1994 transited from a regional destabilising element into inclusive democratic governance with equal opportunity for all and has since experienced transformation in her security system as typical of a regional hegemon. To the realists, security is achieved once threats to state’s security can be managed or totally eliminated. Using the discursive argumentative approach, this paper contends that the end of apartheid and other associated socio-political and economic modifications have led to a fundamental rethinking that security at regional level, economic development, and cooperation plays a significant role in defining South Africa’s national security objectives. Concluding that accentuating dialogue and mediation as the key means to resolving security issues rather than confrontation is fundamental to South Africa’s national security.

Keywords: Apartheid, Regional, South Africa, Security, Threat

Socio-Economic Assessment & Analysis of Underlining Causes of Food Insecurity in Coastal Districts of Sindh, Pakistan: A case study of District Sujawal

Dr.Rafiq Ahmed Chandio
Department of Economics Univeristy of Sindh, Jamshoro

Abstract
Climate change is taking its toll, rural Communities living on low income bear most of the burns in Pakistan. Less developed countries like Pakistan show relatively a higher level of vulnerability compared to those of developing or developed countries. The most immediate affects of climate change are observed on communities depending on natural resources as a primary source of living. Pakistan is a less developed country with high level of vulnerabilities to different disasters. In last decade Pakistan has been facing drought, floods, earth quakes and heavy rain falls. Sindh Province of Pakistan has larger part of its coastal area stretching over four districts of
Karachi, Thatta, Sujawal and Badin.
The study objectives were to assess the livelihood sources/activities, potential livelihood interventions, personalized support approaches and food security solutions. Specific focus is given to understand the vulnerabilities of the persons with disabilities, elderly, women and children, chronically ill persons, persons living with HIV/Aids, transgender persons and care takers”.
This study looks at both the Household (HH) and marginalized individuals as unit of analysis, in order to capture intra-household situation and inequalities (any isolation or exclusion of some members within the family may face a situation of reduced access to income, food, other goods and services?)
The study focuses on local supply and demand, existing service providers that could be mobilized. SWOT analysis (skills, inputs required, profitability, riskiness) of potential livelihood activities – in both agriculture and non-agriculture sectors are carried out considering subsistence activities, short/long-cycle income generating activities and home-based activities to address beneficiaries’ needs. Particular focus is given to niche products/services, innovative options (e.g. contract farming, industrial outworkers, etc.).
In order to come up with a shortlist of livelihood activities that can be realistically developed in the target areas (based on the resources available, HH situation and constraints, and considering gender and disability issues) is exhausted.
Coastal areas of Pakistan Socioeconomic, Livelihood, Disaster

Amani Ghazi Jarrar
GICICSSH1806092

Cultural and ideological factors affecting Development in the Arab World: Jordan as an example

Amani Ghazi Jarrar
Associate Professor Philadelphia University- Jordan

Abstract

It is proven that cultural and ideological factors affected development in the Arab world. Jordan is taken here as an example. Ideological and cultural factors are affected by other overlapping factors, such as political, economic, or social interacting factors. The research applies the analytical method on the cultural and ideological patterns in light of the major problems the Arab world is facing nowadays. It aims at assessing the status and the process of cultural development in the Arab world in an attempt to comprehend the reality, trying to rethink the future of the Arab world through understanding the obstacles and problems facing the Arab mind. The research applies the analytical pattern to the structure of societies in the Arab world in general, including political, economic, social and cultural aspects as well. The researcher concluded by confirming the reference of all previous components to the ideological fundamentals, stating that the main component of the Arab layout of mindset and civilization, that affects the process of cultural development in the Arab world , is the assimilation of the political and even the religious ideological dimensions affecting the context of the Arab mind.

Key words: Cultural development, Arab world, political factors, ideological context, intellectual development, Jordan.
Endogomist Marriage and its Consequences in Sindh: A Case Study of District Sanghar

Hameda Narejo
Department Of Sociology University Of Sindh Jamshoro Pakistan,Sindh University Jamshoro, Pakistan, Jamshoro, Pakistan

Abstract
Endogomist marriages describe as, marriages in between cousins or close relatives. As, Sindh province is remained culturally dependent area where, indigenous Sindhi communities always give very much importance to the caste, creed and language. Every family is very much influenced by their caste based superiority complex! Other reasons discrimination on caste basis is derived from rajistani Hindu culture as, there is a close relation between hind and Sindh culture, though cousin’s marriage is prohibited in Hindu culture but, there is extreme class and caste complex remains in Hindu culture. On the other side one can not excludes lack of education in rural Sindh in general and in Sanghar is particular. Sanghar is one of the backward districts of Sindh in education and it has close proximity to Hindu culture due to comparatively high density of Hindu communities where no endogamy but extreme caste discrimination which directly related to culturally based casts'superiority.On the other side there are dire biological problems witnessed in endogamist marriages diseases like thalassemia, deafness, heart, blood pressure even cancer diseases.

This research is qualitative in type, five case studies have been selected through ethnographic research approach primary and secondary both sources have been utilized in the study. Analysis has been derived from the findings of cases.

Key words: Endogomist, Caste, Superiority, Hindo, Culture, diseases.

Maher Hasan
Department of History, University of Tobruk, Libya

Norman Sicily and the Fatimid Royal Correspondence, 1137

Abstract

The Norman invasion of Sicily is an important point not only in the history of the island itself, but in the region of the Mediterranean. Relations between the Normans and the Muslims have gone through many stages between hostility, purity and friendship. This point will be the focus of research, especially relations between the Normans and the Fatimids. The latter had a direct relationship with the Normans as shown by the correspondence letters between Roger II and the Fatimid Caliphate, namely al-Hafez Ladin-Allah 1130-1149, this correspondence was preserved by Al-Qalqashandi in his book _Sabah Al-A'shi_. This message will be the subject of the research to find out through these messages the type of relationship that the Norman and Fatimid caliphate had. The document was mentioned by Al-Qalqashandi in his great encyclopaedia entitled _Sohb al-A'shi_ composed in 1387. It is clear that his work includes numero of advice on how to company and writing to the kings, and what they are required to know from different arts in all fields to help them with their job. In the sixth part of his book, Al-Qalqashandi cited a number of original documents. Among these documents was a copy of a letter sent from the Fatimid caliph al-Hafez to the king of Sicily Roger II. This relatively long document can be easily dated to 1137. According to the introduction it was a response to a previous correspondence received by the Caliph from King Roger II. Thus, as can be seen from the document, it is mainly concerned with the Egyptian and Sicily relations. However, a
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<td>Sumaira Shafiq</td>
<td>China’s Policy towards Kashmir Dispute</td>
<td>Institute of Kashmir Studies, Faculty of Art And Social Sciences, University of Azad Jammu and Kashmir, Muzaffarabad, Pakistan</td>
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<td>Ebhomienlen, Thomas Oseyi</td>
<td>Name, Naming And Identity In Africa: The Esan Experience</td>
<td>Religious Management And Cultural Studies, Ambrose Alli University P. M. B. 14, Ekpoma, Edo State, Nigeria</td>
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significant part of it has a direct and clear link to the relationship between the north African in the Zairian era and the Norman Sicily. This relationship is embodied in two points: firstly how the Fatimids acted during the Norman occupation of the island of Djerba, secondly how were the relations between the two countries through the document mentioned early. The research methodology will be based on narrative and analysis, as well as on the comparison, especially between the message that saved by Al-Qalqashandi and what is found in other Arabic and English sources.

Amani Ghazi Jarrar
GICICSSH1806095

Cultural and ideological factors affecting Development in the Arab World: Jordan as an example

Amani Ghazi Jarrar
Associate Professor Philadelphia University- Jordan

Abstract
It is proven that cultural and ideological factors affected development in the Arab world. Jordan is taken here as an example. Ideological and cultural factors are affected by other overlapping factors, such as political, economic, or social interacting factors. The research applies the analytical method on the cultural and ideological patterns in light of the major problems the Arab world is facing nowadays. It aims at assessing the status and the process of cultural development in the Arab world in an attempt to comprehend the reality, trying to rethink the future of the Arab world through understanding the obstacles and problems facing the Arab mind. The research applies the analytical pattern to the structure of societies in the Arab world in general, including political, economic, social and cultural aspects as well. The researcher concluded by confirming the reference of all previous components to the ideological fundamentals, stating that the main component of the Arab layout of mindset and civilization, that affects the process of cultural development in the Arab world, is the assimilation of the political and even the religious ideological dimensions affecting the context of the Arab mind.

Key words: Cultural development, Arab world, political factors, ideological context, intellectual development, Jordan.

China’s Policy towards Kashmir Dispute
Sumaira Shafiq
Institute of Kashmir Studies, Faculty of Art And Social Sciences, University of Azad Jammu and Kashmir, Muzaffarabad, Pakistan

Abstract
China’s policy towards Kashmir dispute between India and Pakistan remains an important chapter of Beijing’s foreign policy towards both contending parties. Endorsing anyone’s stance would inevitably mean Chinese support to one party, so China’s officially declared neutrality appears a calculated strategy. However, Chinese strategic partnership with Pakistan and its military related exports to the latter reveal strategic preference of the former. China’s presence and investments on multi-billion dollar projects in Azad Kashmir show that it intends to stay here for a longer period. In addition to strategic cooperation with Islamabad and investments in the AJK, its geopolitical competition with New Delhi imply that Beijing is likely to support maintenance of status-quo in years to come.

Key Words: Kashmir, strategic cooperation, status quo.

Ebhomienlen, Thomas Oseyi
GICICSSH1806097

Name, Naming And Identity In Africa: The Esan Experience

Ebhomienlen, Thomas Oseyi Ph.D
Religious Management And Cultural Studies, Ambrose Alli University P. M. B. 14, Ekpoma, Edo State, Nigeria
Abstract
This paper examines the significance of name and naming as instrument of identity and religion in African in the Esan experience. African names carry deep meanings and therefore symbolic. It sometimes reveals the relationship between them and the divinities or deity of environment and the society. In African no name is abstract. They point to special event, special people in history and their holistic ideology. In Africa name is a symbol of worship, event and history. Names like Okobor signifies a son of divinity, name like Oko uromi or Uromikhide or Esanide point to the social identity of the bearer. Name like ebuição that is (eclipse of the sun) Awolowo, Igowon, Okojie are instrument of history that records special event in history. In this paper a list of names and meanings will be made to reveal their significance among Esan people in Africa. The writer discovers that Africa names at home and Diasporas are going into oblivion resulting to lose of history and identity. For instance some Esan at home and in Diasporas bear Peter John, Rebecca Jones, and James Williams thus making it difficult to trace their identity. Hence the choice of the topic of this treatise to remind us that name and naming play an important role in African Identity. The work also expose the socio – religious relevance of naming ceremony among Esan and further summit that African identity cannot be fully achieved without African names. To achieve the objective of this paper the writer adopts the historic, analytic and phenomenological methodology. It is discovered that the importance of naming and names in Africa has lost its essentiality, therefore this literature encourages the Esan people at home and in diasporas to bear native names which fosters African historical footprint, worship and their socio – religious identity. This will also help to promote unity and love that will enhance development in Africa at home and in Diaspora.

Religion And Patriotic Leadership In Nigeria: An Illustration Of Nehemiah’s Leadership Feat In Judah

Ebhomenlen, Thomas Oseyi Ph.D
Religious Management And Cultural Studies,
Ambrose Alli University P. M. B. 14, Ekpoma, Edo State, Nigeria

Aitufe Veronica O
Religious Management And Cultural Studies,
Ambrose Alli University P. M. B. 14, Ekpoma, Edo State, Nigeria

Abstract
It is a truism that the quality of leadership and overall governance in a country directly affect the level of political permanence and development that such a country enjoys. Awful governance and poor leadership only result in underdevelopment and political instability. This paper assesses political leadership in Nigeria within the context of the reign of Nehemiah in Judah. The study specifically assesses political leadership and good governances in Nigeria; the challenges of political leadership to nation building in Nigeria; causes of leadership failure to nation building in Nigeria; the implication of governance and leadership failure in Nigeria; Strategies for nation building and leadership traits required for nation building in Nigeria using Nehemiah’s strategies. The study reveals that Nigeria has been faced with the challenges of political leadership and bad governance since independence. The study also reveals that Governance and leadership have been identified as requisite for social change, economic growth and human development of a country. And Nehemiah’s exemplary leadership provides a great illustration of how prayer and hard work could accomplish seemingly impossible things when a person
determines to trust and obey God. The study concluded that Nation building is not something that happens by accident; rather, it is a result of concerted efforts of the people. The study recommended that for any nation to experience development and political stability, the leadership must be patriotic and transparent.

Grazianne-Geneve V. Mendoza  
GICICSSH1806099

The Effect of Similarity and Rank Uncertainty on Competitiveness

Paul Nyray A. Antolino
University of the Philippines Diliman

Gabrielle Dominique I. Herradura
University of the Philippines Diliman

Grazianne-Geneve V. Mendoza
University of the Philippines Diliman

Janah Nicole D. Ologenio
University of the Philippines Diliman

Abstract
Natural selection involves a competition amidst scarcity among species including humans. The study sought to investigate how similarity of values between competitors, rank uncertainty, and the interaction between them influence competitiveness. The experiment was conducted using a 2 (similar or dissimilar) x 3 (undisclosed, top, or bottom) between-subjects factorial design. Using convenience sampling, 120 participants were recruited to compete against a confederate in two motor-based games. Results revealed that similarity and rank uncertainty, as well as their interaction, were not statistically significant. Nonetheless, the study shed light on the attitudes of Filipino students in the face of competition and how the interplay of subjective and cultural values and situational factors shape their behavior.

Keywords: competitiveness, similarity, rank uncertainty, competition

Abdullahi, Kadir Ayinde (Ph.D)  
GICICSSH1806100

Politics, History and Religion in African Literature
Abdullahi, Kadir Ayinde (Ph.D)  
Department of English, Faculty of Arts,  
University of Ilorin, Nigeria.

Abstract
The major thrust of this paper is to take an inventory of how Islamic religion has contributed significantly in shaping the world view and social experience of African writers. It studies the plethora of themes ranging from Islamic history, culture, identity and politics in African fiction. The study aspires to explicate how literary artists write within the conventional discourses of Islam with a view to providing a broad understanding of modern African fiction. The main objective is to expand the corpus of available critical essays in order to review some salient critical issues in African literature and Islam. It also seeks to increase awareness of the divergent traditions in African fiction and stimulate interest on salient critical issues in the debate. By employing New Historicism as a theoretical premise, the paper examines the various ideological convergences that shaped modern African literature with a view to producing a critical picture of how Islam has substantially influenced the historical configuration of the sub Saharan African novels. Apart from being a valuable addition to the growing database of African Islamic literature, the study is also a testimony to the enormity of literary outputs that had remarkably informed the process of islamization of African literature. By
examining the dynamics between Islam and literature, the author exposes the various canon formations that had shaped modern African fiction and demonstrates how African writers have precipitated a vibrant corpus of modern fictions from the multiplicity of ideological perspectives and social experiences. Thus, the essay brings into fore the social and psychological ruptures that colonialism inflicted on the landscape of African societies and shows how different writers have reacted to the phenomenon vis-à-vis the background of their religious convictions.

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<th>Alabi Yinusa</th>
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<td><strong>Public Administrative Theory And Its Relevance To The Nigerian Ecology</strong></td>
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**Abstract**

Concept of Public Administration is put into perspective in this paper. Here I traced its genealogy, its theoretical provision as well as the implications challenges of these provisional at each stage of its development. I specifically zeroed in on the practical applicants of Nigeria. As prominence was given to the features (Political Neutrality, Anonymity and Permanence) of the Nigeria civil service and their attendant practicability or otherwise within the context of the nation’s ecological factors, slippery administrative terrains and cultural pluralism. Within this same context, the issues of representative bureaucracy and its accompanying principles of quota system, federal character, and inherent prevalence of conflict of interest and political patronage engendered in the process. Consequent on these efforts, we conclusively argued that there is need for a re-orientation by the Nigerian citizenry and public Bureaucrats’ vis-à-vis the principles of meritocracy and non-partisanship in dealing with Socio-economic, cultural and political issues within the nation’s Administrative landscape.

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<th>Ghermaoui Amel</th>
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<td><strong>The Revolutionary Force of Facebook in the United States of America: The Social Media Network that is Impacting American Society, Politics and Economy.</strong></td>
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<td><strong>Department of English University of Abdelhamid Ibn Badis, Mostaganem.</strong></td>
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**Abstract**

One of the most important revolutionary results of computational technology is the advent of web 2.0 and social media networking sites in particular. They are new means to interact with one’s dear connections. But what is also noticed is that such platforms are starting to affect other domains like politics, economy, education and journalism. Indeed, social media are used during American electoral campaigns to reach potential voters. Businesses, also, are taking advantage of the different services that social networking sites are offering to reach customers and provide with their latest brand’s information. In education, American universities and colleges created their official pages on such platforms to communicate with students, parents and teachers. Journalists are as well utilizing social media pages to defuse real time news and give the opportunity to users to debate a wide range of issues. Furthermore, Facebook started to exercise its influence on other America’s vital sectors like local politics, foreign policy and economy. Facebook is among a long list of social media networking sites that is used worldwide. This revolutionary site has indeed changed the way people interact with one another and socialize. It has succeeded to transform this huge world
into a tiny one where geographical frontiers do not exist; a long lasting and continuous communication has thus become possible. On another hand, and according to many statistics, Facebook is Americans' favorite social media networking site. Americans use it to communicate with friends and family members, to follow a celebrity or a political figure, to date online, to build virtual identities and to satisfy many other needs. Facebook is tremendously having a great impact on American society. Therefore, this dissertation has the purpose of analyzing the effects of Facebook on the American society, politics and economy. Four important themes are tackled in four chapters respectively. The first one deals with the definition of social media in general and Facebook in particular. It as well highlights Americans’ different uses of Facebook. The second chapter mainly focuses on Facebook’s impact on American society. Other psychological consequences of Facebook’s use are also presented. The third chapter’s main concern is Facebook intervention in American local politics and foreign policy. Facebook’s participation in American surveillance programs is discussed in this chapter. The forth and last chapter examines social media’s capitalist nature. Moreover, big data that is derived from networking sites like Facebook as a new business value is going to be examined.

Key words: Facebook, American politics, American society, American economy, American values.

Raphaël Lee
GICICSSH1806107

How Different are Supply Shocks under the Zero Lower Bound and Normal Times? Empirical Investigation of the New-Keynesian Model and Paradoxes

Raphaël Lee
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Jocelyn Boussard
Department of Economic Studies, Institut national de la statistique et des etudes economiques (National Institute of Statistics and Economic Studies, France)

Abstract
Following the Great Recession, real interest rates fell and monetary policy was quickly constrained by the situation in which it cannot decrease the nominal interest rate below the guaranteed return of cash, which is zero. This situation is called the “Zero Lower Bound” or the “Effective Lower Bound”. In this particular economic environment where monetary policy is highly accommodating but also constrained, major economies have been struggling to recover from the crisis. In 2013, Lawrence Summers suggested that developed economies entered the age of secular stagnation, a concept first employed by Hansen (1939) during the Great Depression to describe an economy with a permanent insufficient demand. In modern economic history, only Japan has been experiencing a durable economic stagnation characterised by low growth rate and low inflation, called the “Japanese Lost Decades" after the burst of the financial and the real-estate boom in 1990. However, since the onset of the 2007 financial crisis, most advanced economies experienced a very severe economic contraction followed by an economic environment similar to that of the Japanese case. But if output is constrained by insufficient demand, anything that affects demand directly affects output. Thus, a positive supply shock, by being deflationary, can shoot up real rates and thus, decrease demand and output: the “Paradox of Toil”. If it is true, it could have major implication for policy, since anything resembling a positive supply shock, such as labour...
market flexibility, deregulation of product markets or innovation inducing measures, could have negative instead of positive effects. This research project is composed of three sections – theoretical evidence with an open-economy model to illustrate the paradox, empirical investigation of the effects of the supply shocks during the ZLB period and reconciliation or adaptation of the theoretical framework to be compatible with the empirical observation. The first aims at assessing the theoretical conditions under which such a paradox occurs. In a small open economy New Keynesian (NK) model, I show that domestic and foreign supply shocks both have negative effects on output and prices, as predicted by traditional closed-economy NK models. Indeed, when the nominal interest rate is fixed, a decrease in inflation is equivalent to an increase in real rates. Since consumption and investment are negatively related to the real rates, a positive supply shock, which can be either domestic or foreign, decreases inflation and thus, has negative effects. The second part of this research project deals with empirical investigation. Supply shocks are traditionally identified via sign restrictions. It reflects the fact that the demand shocks make prices and production move in the same way (higher output with higher inflation since the economy is demand-driven) whereas supply shocks make them move in the opposite way. However, this sign-restriction Structural Vector Auto-Regression (S-VAR) models often developed in existing academic literature cannot be applied here since we remain agnostic on the sign of the effect of supply shocks. we study the effect of three supply shocks: utilisation-adjusted TFP shock, energy (oil and gas) price shock and trade supply shock. Applied the specific case of Euro Area countries, there is no robust evidence of the existence of the Paradox of Toil. This result is crucial since it implies that contrary to the traditional New-Keynesian economic theory, the Zero Lower Bound or more broadly, an economic environment with constrained monetary policy does not radically change traditional economic predictions. The third part of this research aims at reconciling traditional NK theory and the empirical observation. To do so, we consider different assumptions, namely uninsurable risks or the incomplete market assumption so as to reduce the effect of the Euler equation or an overlapping generation model that creates some myopic economic agents. The novelty of this research resides in the theoretical improvement of the existing models and the empirical assessment of New Keynesian paradoxes, which was difficult, not to say impossible, due to the lack of observations.
through self-administered question questionnaire. The study specifically focused on some categories such as 4 Directors, 6 Administrators, 5 Project Managers, 15 Heads of departments, 60 Medical Workers, 20 Patients and 10 Support Staff. The study revealed that allowances, pay and recognition were most influential rewards that would bring about improved performance among workers. The study further revealed that 71.6% of employees in ICOBI organization are satisfied with the present rewards; hence, they put in all the necessary efforts to perform well. While, 16.6% of the employees were dissatisfied by the present rewards and this partly affected their performance. It was also revealed that 86.6% of the employees perform well due to training while 9.9% did not perform well due to inadequate training. Recommendations were - Non-financial benefits are powerful and should be adequately and properly integrated in the total reward systems; there should be a unified reward system that ensures equitable rewards; review and update employees job descriptions; transparent procedures for getting promoted be put in place; make training more formal and award training certificates, and provide salaries and allowances that are pegged on inflation and standards of living. It was therefore concluded both financial and non-financial rewards should be given in order to bring about the expected performance from employees.

Key words: Employee performance, financial rewards, non financial rewards, Integrated Based Initiatives.

Dr. Swapna Pathak  
GICICSSH1806109

Fifty Shades of Green: NGO Coordination in International Climate Change Negotiations

Dr. Swapna Pathak  
Assistant Professor, Oberlin College

Abstract

NGO participation in the international climate change negotiations has seen a significant increase since the COP 15 (in Copenhagen, 2009) and has been extremely influential in dictating the framework of the climate change regime. While there is a substantial amount of research on how states behave during climate change negotiations, there is very little academic research on the coordination strategies of the environmental NGOs (ENGOs) to impact the negotiations. This research looks at the coordination efforts within two umbrella transnational environmental groups: Climate Action Network and Third World Network, and between multiple ENGOs, to set the agenda for the global climate change regime. After analyzing in-depth interviews of policy analysts and other members of several ENGOs, we find that ENGOs involved in international climate change politics vary greatly along different dimensions. This can pose a challenge for effectively influencing policy at the international negotiations. However, significant patterns of cooperation have emerged between ENGOs, especially since the COP 15 in Copenhagen. Cooperation between the ENGOs has been made possible by the development of sophisticated networks of information to coordinate policy and communication outreach. Additionally, strategically coordinated financing by donor groups/agencies has also been critical in enhancing the effectiveness of the ENGOs in the global arena. Apart from specific insights on the international climate negotiations, these findings offer us important guidelines for successful civic engagement in climate change politics to protect our environment.

Keywords: NGO, Climate Change, International Organizations, Paris Agreement

Bogdan Pudlo  
GICICSSH1806110

Retrospective Narration Of Futurist David Burliuk

2nd Rome International Conference on Social Science & Humanities (ICSSH), 05-06 June 2018, Rome, Italy
University of Washington - Rome Center (UWRC), Piazza del Biscione 95, 00186 Roma, Italy
Bogdan Pudlo
Collegium Artes Liberales, Warsaw University, Warsaw

Abstract
In the works of David Burliuk there are unusual for the representative of the futuristic genre, views on the past. Especially interesting is the retrospective narration in the works of the period of Japanese travel of 1920-1922, in which the artist speaks of Japan even as a "land of ancestors" [11, p. 424]. It includes several levels of narrative: the degree and kind of kinship connecting Burliuk with Japan, and the relationship between Japan and Europe in the form of the presence in Japan of wilderness, naturalness, forgotten in Western culture, like ancient Greece [7, p. 361]. The subject of this study is the role of the concepts of heredity and the historical narrative of David Burliuk in his avant-garde and futuristic views.

The main literature about the stay of David Burliuk in Japan was the collections of his poems, literary sketches [1-4, 14] and paintings of this period, illustrating the processes of creative analysis of the artist. Supplemented with works by researchers such as Omuka T., Ovaki S., Oshukov M., Evdaev N., Kapitonenko A.M. As auxiliary materials for the analysis of Burliuk's works, his theoretical works, as well as the texts of Bowl JE, Evdaev M., Lawton A., Igl H.

Retrospective thinking played an interesting role in building all the creativity and thinking about the future of the futurist David Burliuk. This meditation on the past is reduced to a generalized understanding of the situation and place at a given moment in order to subject them to creative analysis with the following expression in the form of literary and artistic works.

Keywords: fine art, history, futurism, David Burliuk, Russia, Japan, heredity

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Kenette Cymon Acuña
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Juan Paulo Garcia
Instructor, Colegio De San Juan De Letran – Bataan

Inst. Aaron Reyes
Instructor, Colegio De San Juan De Letran – Bataan

Abstract
This research dealt with social networking and how it variedly affects teenagers who are exposed in social media. It assumed that social networking contributes to different perceived attitude and behavior towards social media. It made use of qualitative research method particularly explanatory research approach that involves an unstructured in-depth interview. There are ten respondents selected using purposive random sampling. The researchers made use of guide questions validated by the respective adviser. This study was discussed and analyzed using thematic analysis.

Findings reveal that social networking contributes to teenage isolation in...
different ways such as: teenagers privately share feelings online, the individual’s refusal to be disturbed, lack of time due to too much exposure in social networking. Moreover anonymity in inhibition to self-expression may detach a person in public expression and problems encountered by teenagers are secured or isolated in social media.

Moreover, aggression may also be constituted due to cyberbullying, misunderstanding and dishonesty in social media. Social connection was improved since social networking site is found to be an easier way to reach people, it also endures communication, and connect people in distant places. Furthermore, social media creates social awareness and build social relationship.

This study concluded that social networking variedly affects teenagers who are exposed in social networking in their perceived behavior and attitude. The researchers says that people in the society should be aware on the differences happening in the teenagers and the social media and adapt the changes in the millennial era.

Since the researchers made use of teenagers, a set of respondents of ages 4 to 12 may be considered in the future studies to investigate the variation of effects between the said ranges.

Keywords: social networking, teenagers, aggression, isolation, social connection

Dr. Nisar Ahmad  
GICICSSH1806112

A Study of Educational Trends in Indian Subcontinent under the Mughal Empire, in Aspect of Multidimensional Fields of Education before the Occupation of British Empire

Dr. Nisar Ahmad  
Assistant Professor  
Department of Religious Studies  
Forman Christian College University Lahore

Abstract

The Paper explores the understanding of educational system in subcontinent under the Mughal reign before the occupation of British rule. The study of this article also highlights the multipurpose (likely a liberal Arts) trends of that education, superintendence by the Muslim emperors. The main objectives of this study is to (a) review the Islamic Educational system in subcontinent and (b) to analyze the educational objectives through curriculum, teaching methodologies incorporate the primary and elementary levels throughout their times, (c) to promote (highlight) the major characteristics of medieval and the Mughal educational system in the Indian subcontinent. This review covers the trends of education system over the more than three hundred years, in all fields of knowledge during the great Mughal Empire, till their fall in 1848. The collected historical material has been analyzed to expand the significant features of education system with the aims of developing: love for humanity, preparing individuals for civil services, running administration and judiciary by promoting liberal arts education system. After in-depth analysis and ground realities this study has recommended tangible measures about current education system.

Key Words: Educational Trends, Mughal Emperors, Muslim Reign, Liberal Arts Education

Dr Caroline Agboola  
GICICSSH1806113

Pre-incarceration experiences of women in South Africa

Dr Caroline Agboola  
NRF Scarce Skills Postdoctoral Research Fellow  
Department of Sociology  
University of Johannesburg South Africa.

Abstract

The collected historical material has been analyzed to expand the significant features of education system with the aims of developing: love for humanity, preparing individuals for civil services, running administration and judiciary by promoting liberal arts education system. After in-depth analysis and ground realities this study has recommended tangible measures about current education system.

Key Words: Educational Trends, Mughal Emperors, Muslim Reign, Liberal Arts Education
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<tr>
<td>Neha Bhatia</td>
<td>Maternal Eroticism in Xavier Dolan’s film, Mommy (2014)</td>
<td>School of Languages, Literatures and Cultures, University of Calgary, Calgary, Canada</td>
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<tr>
<td>Dr. Jasim Tariq</td>
<td>Understanding the motivations and obstacles faced by female entrepreneurs: A phenomenological study of Graduate mumpreneurs of Islamabad</td>
<td>(Director/Assistant Professor, Iqra University, Islamabad)</td>
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This study examines the experiences of women before incarceration in South Africa. Ten female ex-prisoners, who were incarcerated in South African prisons, recounted, via in-depth interviews, the incidents that preceded their imprisonment. It was revealed that some of the participants of this study experienced emotional and sexual abuse (specifically, rape) before they were imprisoned. It was also revealed that the strain that some of the participants encountered, such as, from nurturing members of their families and an unhappy marriage resulted in the crimes that they committed. It emerged that poverty and peer pressure was some of the motivating factors for the crimes committed by some of the participants.

Keywords: Female ex-prisoners, general strain theory, incarceration, imprisonment, South Africa.
Thus, the findings of this research will help us determine how these women weave a path between the discourses of intensive mothering and enterprise. Importantly, it will help us ascertain how becoming self-employed is deemed preferable by them to working for others in the backdrop of a conservative social and religious environment (Roomi and Harrison, 2010) in which they have to operate their businesses in Pakistan.

This will be a qualitative study, using a phenomenological methodology and semi-structured interviews. The participants will be twelve female business owners with young children, from three different localities of Islamabad categorized on a class basis. This study will focus on mumpreneurship in Pakistan as a relatively new and understudied phenomenon in the country. It will aim to captures the lived experiences of women entrepreneurs with young children and investigates their motivations, the factors affecting their businesses, the challenges they face, and their survival strategies. It will also explore the entrepreneurship's impacts on women’s lives, particularly affecting their ascribed gender roles and contributions to social transformation. The findings of this research can help us to know as how female entrepreneurship could be an effective way of involving women with children in social and economic development who are chiefly viewed as homemakers in the Pakistani cultural environment.

The research also has the potential to address women’s previously unexplored real challenges in terms of religious and social conservatism especially with regards to the impact of religion on their entrepreneurial careers.

Keywords: Mumpreneurship, Phenomenology, Islamabad, Pakistan

Benedict Ikechukwu Eze
GICICSSH1806121
Sustainable Development Goals In Nigeria And The Role Of Social Workers
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(Senior Assistant Registrar) Akanu Ibiam Federal Polytechnic, Unwana,
Ebonyi State, Nigeria

Abstract
Sustainable development, according to Brundtland Report on World Development, 1987 is defined as “development that meets the needs of the present without compromising the ability of the future generations to meet their needs.” Rather than predicting greater environmental decay and hardship in a world of ever diminishing resources, the Report foresees the possibility of a new era of economic growth. In view of the above, the United Nations Member States, which Nigeria is one of them, on 25th September, 2015 adopted the sustainable development which includes a set of Seventeen (17) Sustainable Development Goals (SDGs) to end poverty, fight inequality and injustice and tackle climate change as its 2030 Agenda. The Sustainable Development Goals (SDG), otherwise known as the global goals was built on the millennium development goals (MDG). This paper, however, adopted documentary sources of information in the course of the research. It discussed the concept of sustainable development, including the sustainable development goals and the scope and the impact on Nigerians. It also discussed the role of social workers in the actualization of these goals. It also discussed the challenges in achieving the goals and proffers possible recommendations in overcoming the challenges.

Keywords: Social, Work, Sustainable, Development, Goals, Environment, Poverty, Inequality, Injustice, Climate, and Change.

Kirt Anthonyr. Diaz
GICICSSH1806123
Coping Mechanisms Of Philippine Students’ Left Behind By Ofw Parents
Jingle S. Navarez
Cor Jesu College Basic Education Department
### Abstract

Students nowadays are experiencing school life without the presence of their parents. While many children have shown a decline in classroom performance while parents are away, many were also found to have performed excellently through various mechanisms. This study employed descriptive-correlational research design to investigate the influence of coping mechanisms towards the academic performance of students with OFW parents. A survey was conducted to students who were academically high performing for the school year 2013-2014 and 2014-2015. Survey questionnaires were given to 142 students from Catholic schools in Davao del Sur while Key Informant Interviews were done to another ten students. Using Multiple Regression Analysis, it was determined that of the eight coping mechanisms tested only three were found to be significant, namely: active coping, planning and the use of instrumental support. Based on the findings, it is recommended that schools must define policies that would support the creation of a separate program for students with OFW parents with an emphasis on the significant predictors.

**Keywords:** Guidance and counseling, academic performance, descriptive-correlational design, Multiple Regression Analysis, Philippines

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### Auto-Shift Application Pilot (Asap) Control System: An Invention For A Trainee Friendly And Danger Free Driving Vehicle

**Alex D. Niez**  
Cor Jesu College, Philippines

Abstract

The facilitation of effective driving lesson is the preoccupation of every Technical Vocational Education (TVE) institution offering driving competency program. It is observed that with one steering wheel unit the driving lessons are delayed since both trainee and trainer will take turns positioning in the same steering wheel during demonstration and application of driving competencies. Likewise, the safety of both trainer and trainee is at stake since the trainer’s control of the trainee’s manipulation of the steering wheel and pedals is done only through verbal instruction. This development study aimed to invent Auto-Shift Application Pilot (ASaP) control system to be used in innovating a trainee friendly and a danger-free school driving vehicle. ASaP controls the functioning of the two sets of the steering wheel and two sets of pedal respectively for the trainer and the trainee to facilitate teaching-learning of car driving competencies. Using descriptive design, test and evaluation of the functionality and aesthetic design of ASaP control system were conducted by 5 school driving trainers and 15 driving trainees as respondent. Results showed that ASaP control system is highly functional with the mean score of 4.6 and competitive in its aesthetic design with the mean score of 4.2. It is recommended that this ASaP control system is installed in a school driving vehicle for a trainee friendly and trainee danger free driving lessons.

**Key Words:** Driving Control System, Driving Lesson, Invention-Innovation, Technical Vocational, and Philippines.

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### Earning while Working from Home: A New Employment Opportunity in the Philippines

**Randy A. Tudy**

Abstract

Earning while working from home is now a reality in the Philippines. The advancement of technology makes working from home possible. Large businesses and small consultancies are outsourcing work to freelancers who can work from home. The Philippines is one of the top nations in the world with 10% of the population working remotely. The rise of remote work has led to a significant increase in demand for remote workers. In this article, we explore the benefits of remote work, the challenges it presents, and how businesses can take advantage of this opportunity.

**Randy A. Tudy**
Unemployment is a global phenomenon even among advanced countries. The phenomenon of people working from home is gaining interest for many people, especially those still looking for jobs. The main purpose of this study was to explore the work experiences of people working from home or virtual professionals. This study employed a qualitative research design using phenomenological tradition. Twelve participants from different parts of the Philippines willingly responded to the Key Informant Interviews (KII). In terms of how the participants described their life, including the advantages, the findings revealed the following themes: Freedom, Flexibility, Family Time, Learning Experience, Convenience and Financial Advantage. As to the challenges they experienced, Internet Interruption, Distractions, and Less Social Life were the three major themes that came out. For their suggestions to those still looking for jobs, three themes emerged: Online Work, Confidence and Skills Development. The participants were happy with their work, giving the fact that they have more time with their family and enjoy other benefits. The findings of the study were sources of inspiration for those who are still jobless, for parents who want to be with their kids, but still earn a living, and even for people with disabilities (PWD). Indeed, without much government intervention and investment, the virtual professionals are finding jobs and are paving the way for combating unemployment. The implication of the study is for government and other agencies to understand this new phenomenon and to create mechanisms to support and promote it.

Keywords: Social Science, Work from home, Virtual Professionals, Employment, Phenomenology, Philippines
election in their respective polling units before such an election can be adjudged credible.
Key Words: Election, Electoral Credibility, Leadership, Legitimacy

Brooh Asmare
GICICSSH1806129

The Ontological Moral Ground of Africans Quest for Climate Justice

Brooh Asmare
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Abstract
The problem of climate change is the most challenging phenomenon Africans have currently faced with though they are not responsible for its cause. The African politicians and the African philosophers are, however, looking at the problem in quite different temporal perspectives. While the African politicians bother about the mitigation and adaptation of the problem in the future, whereas the African philosophers focus on how humanity, first of all, had fallen into this ontological problem, and what had been the role of the Africans in this ontological decadence. The ground of the politicians' claim, however, is founded on historical and empirical facts of Africa’s contribution to the environment (i.e. Green House Gases (GHG) inventories). Starting from the 15th Conference of Parties (COP - 15) held in December, 2009 at Copenhagen, Denmark, Africans for the first time united and reflecting their quest for climate justice with one voice and sending a single negotiating team mandated to negotiate on behalf of all the member states of the African Union. Through a discursive philosophical method I found it that, though the claim based on GHG inventories is politically relevant, however, philosophically it is weak and shallow for it lacks an African ontological foundation. I argue in this paper that Africans have another strong ontological moral ground for their quest for climate justice. And this strong moral ground is the African existents ontological relationship with nature based on intuition, not on instrumental reason. This ontological moral ground is important to bring all stake-holders of the climate to ontological polylogue to arrive at a universally valid ethics to the environment.
Keywords: Africans and Western Civilization, Climate Justice, Environmental Ethics, GHG Inventories, Intuition and Reason, Negritude, Ontology, Polylogue.

An Investigation On Delinquent Juveniles And Social Services In Turkey

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School Of Health Sciences, Department Of Social Work

Abstract
The issue of delinquency among juveniles cannot be linked to a single cause, nor can it be explained using a single approach. Theories dealing with the factors about juvenile delinquency tend to address the issue from various biological, psychological and sociological perspectives. Biological and psychological theories focus on the adolescent development of these children, whereas sociological theories, which consider these explanations inadequate, emphasize the need to consider the environmental and social factors in which the children find themselves. Therefore, it is essential to consider the possibility that these children – who may become delinquents for a variety of reasons – are not offenders but actually victims, and to make every possible effort to identify and eliminate the risk factors that may drive children into delinquency. In this study, social service practices implemented in Turkey for children and delinquency were evaluated and addressed using a critical approach, within the framework of sociological theories of crime.
A comprehensive field review was performed by evaluating official crime statistics published by the Ministry of Justice from the year 2005 (when the Juvenile Protection Law first entered into force in Turkey) until the present time, along with the official websites of institutions/organizations presenting studies on juvenile delinquency, and the literature on this subject. In this study, we concluded that social service practices on juvenile delinquency in Turkey should focus on two areas at the macro-level:

1) Provision of social justice to prevent these children from being dragged into the judicial system
2) Adopting the restorative justice approach in the juvenile judicial system

We believe that this study will not only contribute to the implementation of community-based social services/social practices for the prevention of juvenile delinquency in Turkey, but also to the discussions taking place concerning the adaptation of the restorative justice approach in the juvenile judicial system.

Keywords: Juvenile delinquency, social justice, restorative justice approach, social services in Turkey.

Lara Ozlen
GICICSSH1806136

V Visibility Politics and Activism of Lesbian-Bisexual Feminists In Istanbul
Lara Ozlen
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Abstract
For this presentation, I would like to introduce my fieldwork with lesbian-bisexual feminists, who participate in activism in Istanbul. As my fieldwork revealed, the new generation of les-bi feminists perceive themselves “in between” in terms of feminist and LGBTI+ activisms. Most of the les-bi individuals I talked to mentioned their activisms in both mediums: participating in LGBTI+ Pride Week’s organization and events organized by Lezbifem, which is a self-organized collective that aims for les-bi visibility and women’s equal rights. LGBTI+ Pride March bans, have become the focus of visibility politics for LGBTI+ movement, with solidarity from feminist groups in the context of İstanbul for the last 3 years. I would like to focus on lesbian and bisexual individuals’ positionality in both fields of activism under oppressive state power.

Identity politics is closely related to visibility of subjects in the LGBTI+ movement, pride marches and LGBTI+ themed events which were organized by NGOs or collectives hold a respectable ground in relation to advocacy work. After the military coup attempt in July 2016, the pressure on LGBTI+ related events and marches increased with the very recent ban on LGBTI+ themed film screenings in November 2017. Feminist movement’s fociuses would be fighting against religious pressure (that aims to change civil rights women had). Thus, this research can be divided into two sections: feminist movement’s current struggles in İstanbul, and their intersectional positionality related to queer or LGBTI+ activism.

I would like to delve into political and individual positionalities my interiviewees argued. How do they perceive their 2nd wave counterparts? How do they position themselves in relation to LGBTI+ movement bearing in mind that there have been certain solidarity actions when the movement first bloomed? How do they fight back in the times when oppression has increased radically?

Rabia Ash Koruyucu
GICICSSH1806138

The Making of “Trans Man” Identity: Alliance between Trans Men, Psychiatrists and Lawyers in Turkey
Rabia Ash Koruyucu  
Sabancı University, Cultural Studies MA Graduate

Abstract
Focusing on experiences of self-identified trans men, as well as a group of lawyers and psychiatrists, this study aims to explore the potentiality of trans men’s “transitions” in terms of their self-identifications, visibilities and embodiments within the social and institutional spaces in Turkey. Based on in-depth interviews and participant observation with trans men and, with their allies within medical and legal institutions, I investigate the ways in which trans men negotiate their (trans) masculinities within state-governed institutions and social mediums including law, medicine, family and LGBTI+ communities. Since the embodiment of trans identities can not be considered as a spectrum which is stable and independent from the state enforcements in the context of Turkey, I find it crucial to mention that all of these trajectories are unseparable scenes of trans masculinities beyond the physical transitions. In this regard, this study aims to provide a particular questioning of the complexities of trans masculinities within societal dynamics shaped by heteronormative and binary understandings of gender and sexualities, and explores the potentiality of trans men’s experiences in terms of their resistance to and negotiations with the existing medico-legal regulations in Turkey. Throughout my research on construction of trans masculinities in Turkey, I investigated the spaces which are opened and subsequently regulated for trans masculinities in the context of Turkey through embracing and embodying their identities. What sorts of challenges do trans men bring to light in relation to these institutional spaces and practices? How and to what extent, do the alliance between trans men and LGBTI+ friendly doctors and lawyers perpetuate and/or challenge the state enforcements? In what ways trans men, psychiatrists, and lawyers, in their construction and embodiment of trans man identity, affect each other as allies? Departing from these questions, this study argues that trans men, as well as their psychiatrists and lawyers, affect each other in their construction of trans man identity and trans masculinities, and thereby challenge the institutional and societal milieus’ comprehension of trans subjectivities and masculinities in Turkey.  

Keywords: gender, masculinity, trans, identity making, embodiment

Theodoros Papagathonikou  
GICICSSH1806141

Developmental Antecedents of Psychopathy and Sexual Sadism

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Abstract
Psychopathy is one of the most enigmatic and elusive constructs in clinical psychopathology. Despite voluminous research, the fundamental etiology and pathogenesis of psychopathy remain opaque as there is scarcity of studies looking into developmental origins of the disorder. By means of a mixed-method approach involving 77 patients diagnosed with severe psychopathy in a high security mental health hospital in the UK, I shall attempt to present research findings and theoretical considerations of an ongoing study on the developmental origins of psychopathy and sadism. The aim of the study is to look at the early developmental and etiological pathways, such as attachment pathologies, early childhood trauma, parental dysfunction, and negative care childhood experiences that impact upon adult personality development in individuals who are psychopathic and sadistic; to empirically establish the potential correlation of sexual sadism and psychopathy; and yet to research the function of sadistic violence in the construct of psychopathy.
Caste and Gender based Discrimination and Exclusion
In the Contemporary India

Pradhani Bag
Central University of Gujarat, Gandhinagar, India
Ph. D in Centre for Studies and Research in Society and Development

Abstract
The state has guaranteed constitutional safeguards which is known as equality, liberty, fraternity and justice for all but in the present scenario mainly untouchables, women and girls are in their everyday life they are being discriminated and excluded from the mainstream society and keeping or being marginalized, vulnerable, deprived and humiliated from all spheres in Indian society. Indian society is feudal society, traditionally always dominated by Hinduism or believes on spiritual ideas or following Hinduism ideology which represents spirit, pure, impure, polluted and unpolluted on the base of spiritual ideas. This society believes that upper caste people are superior in comparison with untouchables, girls and women’s so they are being ill treated from the society and never respect to them from the society. Because from Pre-Independence periods to till day the society has dominated by patriarchy, spiritual and Hinduism mind setup minded where there is some taboo which is special restriction for them. Now, day to day untouchables, girls or minor school girls are being raped, murder, humiliated by some people where it is a menace in the society and for their life or for their parents also and there is some special provision and safeguards even that is not implementing properly so they are not feeling secure or the authority are also being incapable to protect them.

Key words: Discrimination, Exclusion, Marginalization, Untouchable, harassment, rape and humiliation

The Role of Social Media in the Arab Spring Uprisings

Araz Ramazan Ahmad
Director of Media – University of Raparin

Abstract
This Research which is entitled ‘The Role of Social Media in the Arab Spring Uprisings’ has attempted to answer several questions. The basic one is: Did social media play a key role in the Arab Spring? The significance of the research is related to its subject that is new, effectible and debatable. Several issues has been taken into consideration seriously in this research including; social media, new technology and the nature of its role in the Arab uprisings.

Moreover, one of the most challenging problems for the researcher was how to clarify the ideas of supporters and non-supporters of the usage of social media tools; the works of Morozov and Shirky have been especially considered by the researcher.

Keywords: Social Media, Arab Spring, New Technology.

Is it fair (enough) to laugh at or with Hitler?

Lec. Selim ŞİMŞEK
Recep Tayyip Erdoğan University, School of Foreign Languages

Abstract
Having earned his notorious name by terrorizing the world just before and during the WWII, Hitler is one the most unforgettable figures of the world history, and therefore occupies an unshakeable position not only in
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**GICICSSH1806144**

Historiography as a brutal history-maker but also as a more or less fictional personality in literature. Accordingly, the image of Hitler reproduces itself day by day within the artistic contexts that the writers create.

When German writer Timur Vermes published his satirical novel *Er ist wieder da* (Look Who’s Back) in 2012, he happened to get some miscellaneous reactions from the public. Hitler opens his eyes mysteriously in today’s Berlin to the world back again only to find out that the world he knew is not the same as it ever was. His closest comrades are not in sight, the city is now swarmed all over by immigrants coming from every corner of the world. As he wanders around the city in his Nazi costume, people take him as a rather successful Hitler impersonator. In the TV-shows he attends, he acts just like himself, as the “real Hitler”, and speaks out his radical ideas by which he has won the hearts of the many. He reaches “success” once again as he did in real life before but this time as a TV celebrity. Here arouses the problem: Is it really fair to introduce Hitler – though presented in a satirical way - as a leading novel character? How does the satire or humor work in this context? Is humor somehow a handy instrument to whiten the dark face of Hitler, or to get insight into the current circumstance, and illuminate potential face of the society?

This study aims predominantly at understanding the value of humor regarding the case of Hitler in Timur Vermes’ abovementioned novel. In doing so, I will try to sort out whether making joke and humor on Hitler has been a taboo along the time or a usual element in literary tradition.

**Keywords:** Timur Vermes, Look Who’s Back, Hitler, Humor

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**Anti-proverb as a Type of Intertextual Joke**

**Öznur Tuzcu**
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Specialist at International Students Office of Recep Tayyip Erdogan University, Rize, Turkey

**Abstract**

Intertextuality is one of the most complicated disciplines of literary studies, which a large number of theorists have attempted to define, still, the definitions greatly differ from each other in terms of their focal points. Whilst some scholars such as Rifaterre (1994), and Barthes (2001) emphasize the role of readers and reading process in the discipline, some like Bakhtin, Kristeva mainly concerned with the relation among texts. Studies have investigated intertextuality in different fields such as advertising (Oppenheim, 2014), sitcom series (Kinnonen, 2012), music (Barron, 2015) and so on. However, this study attempts to examine intertextual references on the basis of creating humor, specifically, through the popular phenomenon of anti-proverbs. Meaning, antiproverbs have been analyzed from the point of the view of humor theories –superiority, incongruity and relief theories, attempting to discover how the intertextual references function in creating a humorous content in the new text- anti-proverbs.

**Key words:** Intertextuality, humor, anti-proverb, intertextual references.

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**Perception Of People Towards Family Planning And its Impact On The Realisation Of The Millennium Development Goals in Nigeria**

**Abdur Raheem Anifat**
Affiliation: Department of Sociology Federal University Dutsin-Ma Katsina State

**Abstract**

This paper is a report of an empirical study into the phenomena of family planning in Nigeria.
planning and its impact on the realisation of the millennium Development Goals in Nigeria. The main objective of the study was thus to establish a causal relationship between family planning and increment in population size and its effect on development. A sample size of 200 was randomly drawn. The findings of the study revealed that cultural and religious factors accounted for the rejection of family planning by most couples. Also, from the study, it was discovered that high population density has actually contributed to the slow pace of development. The research therefore submits that the government and relevant partners should as matter of urgency educate and enlighten the populace on the need for family planning. Also, religious leaders should be sensitized on the imperative need for family planning and the need for them to pass across the message to their adherents.

Keywords: Family, Family planning, Population, Development

Nelli Minasyan
GICICSSH1806150
Praying Under Restrictions: Islam, Identity and Social Change in Azerbaijan

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American University of Armenia

Nelli Minasyan
American University of Armenia

Abstract
This article examines a series of political changes that recently affected the levels of religiosity in Azerbaijan. Since 2009 the Azerbaijani leadership has adopted a set of laws and policy regulations designed to restrain Islamism and Islamic activism. In spite of heavy-handed state control and legal restrictions, there has been a visible increase of religiosity within Azerbaijani society, particularly amongst religious organizations and parties. The article aims to decode the underlying reasons behind the persistent upsurge of religiosity in Azerbaijan and further our understanding of the social–political implications of this trend. The article also argues that, since restrictions were imposed on religious expression in 2009, the revival of Islam in Azerbaijan has become much more visible while serving as an alternative avenue for the emergence of social movements within the country.

Dr Scholastica Omondi
GICICSSH1806151
The Impact Of Prison Remand Custody On Women Awaiting Trial In Kenya

Dr Scholastica Omondi
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Abstract
Bail is a constitutional right in Kenya. However due to poverty and other related reasons, many women accused of crimes and are unable to meet the bond terms as set out by the courts. They end up in prison remand custody as they wait for their trial. This research was carried out in selected prison remands in Kenya in the month of February 2018 to find out the impact of prison remand custody on women in Kenya. 50 women were interviewed in various prisons. The study found that remand custody results into serious negative social, psychological, mental, emotional and human rights concerns on women in remand and their families. The study recommends multidisciplinary interventions, legal and policy reforms including programmatic reforms in addressing the problems.

Key words women, remand, custody, prison, impact
An Analysis Of Social Emotional Developments Of Children By Cartoons Films

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Ankara University Health Sciences Faculty
Child Development Department Gökçe Hafizoglu Nursel Işik

In this study, it was aimed to examine cartoons in terms of social emotional development of children. They are aiming to see how cartoons affect children's development, exemplify these cartoon characters and reflect them into their daily lives. The study consists of two quantitative and qualitative dimensions. In the quantitative dimension of the study, the most popular cartoon films were displayed and information form was used. The quantitative study group of the study constituted families with children between the ages of 36-72 months from the randomly selected schools in the province center of Ankara in the 2016-2017 school year. Then the qualitative dimension was passed. In the qualitative dimension, the most watched films of children were examined in terms of social emotional development of children with 17 categories. It is noteworthy that the points that are emphasized on the social emotional development are findings about the self perception of the child in general when the five selected children are randomly selected from the three most watched cartoons.

Key words: Cartoons, television, social emotional development, children.

Rohingya Refugee

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Abstract

Since August 2017, Rohingya massacre in Myanmar has been noticed. Rohingyas were passing through the border facing the bomb blasts or dirty ponds and travelled via broken boats and Walked many kilometers on feet. After that, they made efforts to enter in India, Bangladesh, Malaysia, Indonesia, Thailand etc. They migrated for the sake of life. This incident has been noticed all over the world and the Myanmar’s government was being criticized by world wide. Nobel Prize Winner Aung San Suu Kyi (got for peace and democracy) has been criticized at world level, because of her silence on the issue of violence in Rakhine province of Myanmar. We can compare it with Mahatma Gandhi or Martin Luther king, because she also had been arrested by Military Junta at her home, in spite of that she did not understand the pain of Rohingya of Rakhine.

Rohingya community who live in Rakhine provine in western Myanmar. They have stateless, moreover discrimination, abuse human rights, without citizenship, no civil rights, no right go to hospital, school and employment for many years. Myanmar brutal military and fascist rakhine did to rape girls and women. On 25 August 2017, 30 police post was invaded by ARSA in which included 150 insurgent, who had indentified Rohingya Muslims. Myanmar military accused on them, they used the guns and swords for assault. Many Rohingyas town was dismantled and burn by military. They did not pity on children and babies, who was new born. Thereby Rohingya community is helpless to flee to other countries for safe his life. More than half of Myanmar’s one million Rohingyas have fled the country since genocidal violence in August.

Now a day, the Minorities are facing threats at the international level. Such threats are carried out by both civilian populations as well as by the state, perpetrated directly by State actor and State Institutions. Despite the
Growing evidences of genocide, the International Community is silent against the large scale human Genocide, this is so because no powerful Member State of the UN Security Council plays any role to solve the issues. A million people of minority have been killed by the state and Civilian groups backed by the State. Mass killing of the Minorities has become burning issue in the International scenario. In this study, the issue of Rohingya Refugee will be discussed because the Rohingya Refugee from Myanmar to Neighbouring Counties is not a new phenomenon.

Chloe Bingham
GICICSSH1806156

The Impact of Presidential Grand Strategies on United States’ Positionality

Chloe Bingham
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Abstract

Do the Presidential grand strategies of United States foreign policy impact United States’ positionality in the international system? Since the decline of the U.S.S.R., Iraq has been viewed as one of the major centers of conflict. With several U.S. wars being held there in the last three decades, a case study of Iraq and U.S. involvement there (more specifically how U.S. foreign policy in Iraq is correlated with U.S. power fluctuation and its relative stance in the international system) will be used to answer these questions, to narrow down United States’ actions under the last four presidents. Using the theoretical frame of grand strategies by Posen & Ross, namely Primacy, Neo-Isolationism, Selective Engagement and Cooperative Security, an assessment of each administration since 1993 will be made and classified according to grand strategies and then it’s relationship to the stability of the international system will be traced to answer the RQ of this thesis.

Lalaine B. Boco
GICICSSH1806157

“The Effect of Workplace Design to Employee Engagement, Collaborative Capability, and Perceived Work Performance in Coworking Spaces”

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Abstract

Coworking spaces phenomenon is rapidly growing across the countries of North America, Europe, and Asia. Owing to its functional work environment, it offers coworkers a collaborative atmosphere that make them more involved at work. The research study aims to describe the causal relationship of workplace design to perceived work performance and to employee engagement and collaborative capability as mediating variables through the use of Structural Equation Modeling (SEM). A total of 350 coworkers aged 18-60 years old, from 27 different coworking spaces in Metro Manila, Philippines participated in the study. The findings of this research revealed that workplace design has no direct effect on perceived work performance; however, perceived work performance improves when coworkers are more engaged and have better collaborative capability. Nonetheless, the rest of the hypothesized premises were affirmed in the result of this study. This paper
can help the HR managers and the business centers to create a more flexible and constructive workplace setting for their employees. Further, the results can be used as a basis for the fundamental shift of the traditional workspace into a new creative workplace.

Keywords: coworking spaces, workplace design, employee engagement, collaborative capability, perceived work performance, coworkers, workspace

Liana Hovhannisyan
GICICSSH1806165

Armenian Political Culture

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Abstract
The paper presents a long trip through the history of the Armenian political culture starting since its adoption of Christianity in 301 AD up to present days. By the introduction of stratification and configuration of the Armenian political structure since the middle ages an attempt is made to find out patterns specific to the Armenian political culture and its development. The paper puts main emphasis on the role of the elites in the development of the Armenian political culture contending that the constant rivalry among those elites, their self-interestedness and strives for political power made them often engage in the power politics where the interest of the whole communities was undermined to the narrow political interests of those elites.

The long period under foreign rule, harsh economic conditions gave no space for the development of civic, populism in the Armenian political. The lack of trust in the common man’s judgments made the Armenians exaggerate the role of the elites putting the whole responsibility for the nation’s wellbeing on the shoulders of those few elites. Naturally enough their high expectations usually were not met by those elites, who often instead of being oriented to the community interest, pursued their own self-interest. The deceived expectation developed a political apathy and fatalism among the Armenians, making them withdraw from the politics of the country this reducing the political participation and accountability in the country.

To analyze Armenian political culture and to prove the main argument introduced in the paper qualitative method of secondary data content analysis is employed. To provide multi-causal analysis of the stratification and configuration of the Armenian political culture, the paper focuses on such indicators as religion, family, social and political structure and the notion of civic. To make the picture of the Armenian political culture more complete the paper dawns parallels thus make comparisons between the Armenian political culture and the political cultures of Mexico, Japan, China and Russia.

Credit Risk Management: Evidence of Corporate Governance in Pakistan Banks

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Abstract
The paper evaluates the impact of corporate governance on loan loss provisions of banks. Linear regression model is applied on a strongly balanced
panel data, obtained from eighteen commercial banks of Pakistan over the period 2011-2016. The study considers several corporate governance mechanisms such as independent directors, board of directors, chairman-CEO duality, attendance in board meetings and takes loan loss provisions as a proxy for credit risk. Our findings suggest that in terms of Pakistani banks corporate governance does have an influence on loan loss provisioning. The findings clearly suggest that larger boards in Pakistani banks provide effective governance through increased loan loss provisioning, while independent directors and director attendance at meetings do not seem to matter. Surprisingly, the CEO-Chairman duality appears to induce a reduction in percentage of provision and therefore increase in credit risk. This may reflect that separation of the positions could lead to lower accountability and responsibility, where blame may be shifted onto the other. It appears that the division of positions results in higher credit risk. The paper concludes that effective corporate governance plays an important role in credit risk management in banks and recommends that regulations may need to further examine the validity of CEO-Chairman duality in Pakistan.

Keywords: Corporate governance, regression, loan loss provision, total assets, banking sector, board of directors.

Mohamed Elnoby
GICICSSH1806168

One Thousand And One Nights as juvenile literature and education materials during Meiji and Taisho periods in Japanese Schools

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It was in 1875, eight years after the Meiji Restoration, which the first Japanese translation of the One Thousand And One Nights was made by Nagamine Hideki (1848–1927), a teacher at the Naval Academy. The original book he used was G.F. Townsend’s The Arabian Nights Entertainments, an abridged and adapted version of Jonathan Scott’s English translation, which in turn was made from Antoine Galland’s French edition. G.F. Townsend’s version is a version arranged for educational purposes with some moralistic concern. Nagamine’s motive for his translation of One Thousand And One Nights was, in general, to introduce world culture to Japanese people and, in particular, to utilize the stories from One Thousand And One Nights for educational purposes in order for young women to be engaged in social activities. He seemed to regard One Thousand And One Nights as belonging to European civilization, which people in the Meiji Era ardently tried to imitate. Since that time many versions of One Thousand And One Nights has been translated to Japanese language, they have been indirect translations made from different European languages. It was mainly through Iwaya Sazanami’s (1870–1933) effort that One Thousand And One Nights began to be recognized as children’s literature in the Taisho period. he published both World Fairy Tales Series (1899–1908) in 100 volumes and World Fairy Tales Library (1908–1915) in 50 volumes, in which he included many tales from One Thousand And One Nights. Moreover, although the arrival of modernization in Japan was comparatively late due to its closed-door policy from 1638 to 1854, Japan was able to quickly catch up to the Western powers because of the socio-cultural conditions that encouraged the development of education, including its secular character, linguistic uniformity, cultural maturity, and national unity. During the Meiji period (1868-1912). People became aware that equal educational opportunity could be used to form national unity. During the Taisho period (1912-1936), educational methodology was influenced by the global Progressive Education Movement, and child-centered and activity-oriented education of reformers.
such as Dewey and Montessori was implemented in some elementary schools. That time One Thousand And One Nights was used widely as an English language education material inside Japanese schools curriculum especially high schools, it was recognized as European culture materials not Middle East or Arabian materials. This research will not investigate only the using of One Thousand And One Nights as Education materials or being juvenile literature, but also how the Japanese encountered with the Arab world through the European looking glass of One Thousand And One Nights that contains colonial elements.

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<td>Department of History, University of Education, Winneba, Winneba, Ghana</td>
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<td></td>
<td><strong>Abstract</strong></td>
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<td>This work studies the contemporary history of the women’s empowerment movement in Ghana and the gains made after the 1995 Beijing Women’s Conference organization by the United Nations. It was found out some of the gains made include a flourishing of pro-women Civil Society Organisations (CSOs), the passage of the Domestic Violence Act, the development of a National Gender Policy in Ghana, the establishment of the Ministry of Women and Children’s Affairs in 2001, the popularization of the commemoration of International Women’s Day in March, the birth of the Women’s Manifesto for Ghana in 2004 and the establishment of the Domestic Violence Victims’ Support Unit (DOVVSU) of the Ghana Police Service. The source of this paper is largely documentary. Having lived adult life throughout the entire period from 1995-2017, the author also uses reflection as a technique for writing this paper. Women continue to make up more than fifty percent of the Ghanaian population but less than a quarter of those that graduate from Ghanaian universities and advance into high offices. The gains made are significant. It has implications for greater empowerment not only among the current generation of Ghanaian women but those of the next generation. The post-Beijing 1995 Women’s Conference has also seen many firsts in Ghana as far as women are concerned. For example, Ghanaians can talk about the first female vice chancellor of a university, the first female Chief Justice of the Republic of Ghana and the first female Speaker of Parliament among others.</td>
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| Assoc. Prof. Dr. Filiz Angay Kutluk | A Research About Measuring Ethical Tendencies By Machiavellianism And Discussing Its Impact On Ethical Choices In Accounting And Auditing Field |
| GICICSSH1806170 | Lecturer Kürşad Çavuşoğlu |
| Mersin University, Anamur Vocational School | Assoc. Prof. Dr. Filiz Angay Kutluk |
| Akdeniz University, Faculty Of Applied Sciences, Department Of Banking And Finance | **Abstract** |
| | The corporate scandals such as Enron and Worldcom emphasized the importance of ethics and led the researchers to investigate ethical behavior, ethical decision making and ethical tendency in accounting and auditing field. One of the methodologies used in determining ethical tendency is Machiavellianism. The purpose of this study is to measure Machiavellian tendencies of Business Administration and Public Finance students by using Machiavellianism scale and to investigate whether there is a significant difference between students' Machiavellianism according to some |
demographic variables. Machiavellianism scale which has four dimensions of distrust of others, amoral manipulation, desire for control and desire for status, is developed by Dahling, Whitaker and Levy (2009) and adapted to Turkish by Ülbeyi (2016).

The results of the analyses are shown in tables and the relation of Machiavellianism and its impact on ethical choices in accounting and auditing profession is discussed.

Keywords: Machiavellianism, ethical tendency, accounting, auditing, ethical decision making

A Study On The Reasons Of Failing In Accounting Course And The Teaching Technics For Learning Accounting Better

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Abstract
Competition is a force to the organizations to generate and apply new strategies to challenge the changing environment. Qualified labour force is also an important constituent in this way. Universities are also in competition to train successful, dynamic, qualified and innovative students who will be the future labour force. Updating the curriculum, searching more understandable teaching technics and getting feedback from students and lecturers are some ways to be improved and preferableness for universities. Each course may require different teaching technics to be understood.

The aim of this study is to investigate the reasons why the students fail in accounting courses and which teaching technics may help them to understand accounting better. A survey is prepared and applied to the Summer school students who “Accounting” had related lessons in a university to detect the reasons they chose the course in summer school, the reasons that they failed in accounting course during the semester and the teaching technics that they will better understand the course. The results of the analyses are shown in tables and the importance and effect of the teaching technics on a university’s success are discussed.

Keywords: Accounting education, teaching technics, failing in accounting course

Nagina Riaz
GICICSSH1806173

The Use Of Robotic Weapons In Armed Conflicts:
Challenge For International Humanitarian Law

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Abstract
The post modern era of the 21st century brings with it grand technologies that has put forward the world in our hands. If we look at the 21st century in comparison to the past to the start of human life on Earth we find it obvious to determine the large differences that technology has brought. From the creation of wheel to the creation of aero plane, it took centuries but the instant
and dramatic change occurred after the introduction of Robotic sciences. It changed the whole medium of human life putting him miles away from the fields of practice whether it be sending a robot to food market or flying a jet over a battle field, the presence of human body physically is no more needed. However where this technology brought with it certain facilities and development it also brought certain means of inhuman destructions and with it a constant fear to human species. The modern battle field isn’t meant for the humans in literal sense rather it’s a field for the display of power of technology via Robotic weapons. Past few years have seen the increase in the use of robotic weapons (drones, UCVs or UAVs) in certain combat zones that includes Iraq, Afghanistan and Pakistan. The development of military technology has influenced the means of warfare and has introduced certain new factors that are involved in the conduct of hostilities. Especially, development of robotics creates many new risks and challenges for the international humanitarian law. This has paved way to scholarly literature to analyze the legal status of these weapons. This essay aims to present the main problems and challenges for international humanitarian law when dealing with the concept of using this technology in armed conflict.

Keywords: Ihl, Post Human, Chanllenges, Uavs, Ucvs.

Khoirun Nisa
GICICSSH1806174

The Role Of Social Media : Media Synchronicity Effect (Case Study Of Indonesiabaik.Id Followers Satisfaction)

Khoirun Nisa’ . S.Pd.
Universitas Indonesia

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Ministry of Communications and Information Technology

Dr. Hendriyani, M.Si
Universitas Indonesia (corresponding author)

Abstract

This paper aims to explain how social media synchronicity influence the relationship between perceived value and satisfaction of citizen toward the government. With the increase peneration of social media, government use it as opportunity to engage with its public. This opportunity rest on the ability of social media to send and deliver the message, which is called media synchronicity. Media synchronicity could influence relationship between perceived value and satisfaction. So that, media synchronicity of social media should have an important role as a moderator in government to citizen communication (G2C). How does media synchronicity influence the relationship between perceived value and satisfaction toward the government? Media synchronicity refers to dimension of conveyance and convergence which have important role in successful communication task. This research uses quantitative descriptive approach with survey method. This research collected data from the followers of IndonesiaBaik.id, a social media of public information service by the Ministry of Communications and Information Technology, by using questionnaire and was analyzed by using path analyzes. The finding indicates that media synchronicity increase positively the relationship between perceived valued and satisfaction toward the government. The result of this study can encourage the use of social media by other institution to engage public and increase public satisfaction of the institution. Future research can be focused in another role of social media in government to citizen communication.

Keywords: social media; media synchronicity; perceived value; satisfaction
Women Representation and Environmental Sustainability in the Niger Delta: A Critique of Selected Nigerian Novels

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Department of English, University of Ibadan, Nigeria

Abstract
This paper transcends critical discourse on environmental degradation in Niger Delta region by exploring the representation of women and their roles towards environmental renaissance and sustainability in the Nigerian society. Women have been exclusively portrayed as primitive victims of the effect of environmental degradation and degeneration in contemporary Nigerian fictions. Despite increasing awareness on gender parity, women are still consistently portrayed as victims of harassment, discrimination and all forms of abuse. The objective of this paper therefore tilts towards deconstructing that notion of casualty mostly associated with women. It also investigates the crucial function of environmental sustainability carried out by women, geared towards ecological regeneration and development of African societies. This research therefore attempts at foregrounding constructive resolutions of women, with reference to the protagonists of the selected novels set in the Niger Delta region, such as May Ifeoma Nwoye’s Oil Cemetery and Vincent Egbuson’s Love My Planet, among others. It further explores their convictions and actions on nurturing the environment from the dire effects of a decadent, chauvinistic past. This study employs eco-feminism, an emerging perspective of Eco-criticism, in critiquing the avalanche of problems associated with women in the Niger Delta environment, their awareness of and responses to the ecological damage-control in the region.

Key words: Women Representation, Environmental Sustainability, Niger Delta, Nigerian Fiction, Eco-feminism

Is the Importance and Value Credited to English at the Cost of the Language Bangla a Colonization of Mind?

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EFL University, Hyderabad, India

Abstract
A special attention should be paid on the ways English is taught in English medium schools in relation to Bangla, the first language in Bangladesh. Schools as the secondary speech community for a child’s language life play a vital role to affect and influence the attitudes of a child. A child’s beliefs of how to learn, what attitude to show for a language are mostly influenced and shaped by the practices he/she experiences in school. The primary speech community that is the family and other caregivers also play a significant role in a child’s language life. But the secondary speech community is so powerful that the primary speech community is influenced by it and therefore it (primary speech community) sometimes imposes its beliefs on a child without even making any justification. Children are sometimes carefully instructed not to use Bangla, a language of mind or the vehicle of thought and emotion but English, a bridge language in situations, like- in corridors, at playground, during tiffin time, at home etc. The prioritization of one language over another in a learning environment is worrying while using L1 is not warmly welcomed as a resource. The attitudes that the children are developing into themselves through the practices from both the two communities may lead an individual, group or family language attrition. An analysis of some English medium schools’ timetables and some teachers and learners perceptions of the
relative values attached to these two languages will be presented by this paper. The findings will reflect the unequal relationship and spaces that the two languages share along with the disquiet beliefs that the children are developing everyday among themselves.

Dr. Sunita Pachori  
GICICSSH1806182

The Colors’ Of Impact: Bandhaj Craft, Sustainable Livelihood For Women In Rajasthan (India)

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Dr. Monika Kannan  
H.O.D. Geography Sophia Girls College, Ajmer (Raj) ,India

Abstract

The handicrafts industry has shown tremendous growth potential and works towards poverty alleviation through a two fold objective of employment generation and export promotion. Handicrafts are a source of livelihood to a large number of poor people in India and especially the rural poor. As the second largest employer in rural India after agriculture, the crafts sector is a source of supplementary income to the seasonal agricultural workers, who have limited alternative employment opportunities in the villages. It helps curb migration of workers from rural to urban areas for better employment to a certain extent. The crafts sector often provides part–time employment to rural women, who are traditionally endowed in the craft form. Empowering women through craft to benefit themselves and their families and develop in a sustainable way is the need of the hour. Agencies, both public and private, play an important role in the revival of the traditional arts and crafts. The research study aims at drawing a linkage between SHGs and their role in the revival and preservation of crafts. The paper highlights the linkage between SHGs and their role in the revival of crafts.

The paper present a study of Bandhaj, a not-for-profit initiative, located in the small towns, of Rajasthan actively involved in the revival of the ancient Bandhani “ craft; the Bandhani women works towards sustainable living through craft revival. A Bandhaj , products are designed that appeal to not just the local; but also the global market. The separation of design and execution of craft often supports the factory model where the artisan is reduced to a laborer. The Rangrej women, as is observed from their living and lifestyle, do not separate themselves from the craft and hence are found to be significantly involved in both design and craft development. The commercialization of craft is much noticed in all craft forms and Bandhani is no exception. However, it is observed that the artisans’ affinity to a the rainbow of colours, mirror-and bead-work and their resistance to a certain extent to experiment with non-conventional colors/designs is evidence enough that the originality of the craft form would be retained.

Often illiterate and from caste groups of low social status, the artisans especially women are well versed in the traditional knowledge and skill of the craft practiced for generations. Protecting and preserving the knowledge and skills is a big challenge and ensuring sustainable livelihood to these artisans is a bigger challenge. But the artisans still live in abject poverty due to the exploitation by the middlemen and dealers who pay the artisans only a small percentage of the price earned for their products. It is impossible for these artisans to make an assessment of the value of their products in the market. The crafts sector is more so an unorganized sector with no definite policies to govern. Empowering women through craft to benefit themselves and their families and develop in a sustainable way is the need of the hour. Another good reason to promote the sector is the inherent nature of the craft activity-
### Contributions of Kerala Islamic Scholars in English Language Education

**Amir Nabeel**  
Master's in ELT, EFL University, Hyderabad

**Abstract**  
There has been a dramatic shift among the Mappila Muslims in their attitude towards the English education. From that they condemned English education as a viable form of anti-imperialist resistance in the colonial past of Malabar; they have now come to be popular promoters of English education in Kerala. In this proposed study, I would like to portray the story of a number of contributions from Muslims of Kerala for the development of English Education. The locations for the study, the two districts Kozhikode and Malappuram, have been selected intentionally, as they are considered the districts with a huge Muslim population in Kerala. Findings are mainly derived from ethnographic fieldwork on a selected number of Islamic institutions in these districts. Based on this fieldwork, I would like to argue that 95% of the Islamic Institutions of Kerala are directly or indirectly promoting or providing several innovative methods for the betterment of English acquisition. The Islamic Institutions like MarkazuSaqafathiSsunniyya, Sirajul Huda, Ma’adin Academy, Darulhuda Islamic University so on and so forth have several kinds of English language clubs in their schools and other institutions. Under MarkazuSaqafathiSsunniyya, more than 90 institutions like IHARAM, many Spoken English Centers, Markaz International Schools, Markaz Garden, Markaz Knowledge City etc are providing working in a run-up to foster many opportunities in this field by conducting special classes, coaching sessions and practices, although they vary in terms of their styles and methods for the acquisition of English language.

### The Strengths And Weaknesses Of Using Social Media In Internal Communication

**Gülçin İpek Emeksiz**  
Research Assistant Gülçin İpek Emeksiz  
Anadolu University, Turkey Communication Sciences Faculty, Department of Communication Design and Management, Department of Communication Management

**Abstract**  
With the widespread usage of social media in the world, corporations have started to use social media both in their external and internal communication activities. Especially, corporations use popular social media platforms such as Facebook, Twitter and Instagram to advertise their products and services, communicate with their customers and understand their needs and manage their online reputation. In the meantime, corporations have started to use social media tools in their internal communication activities to create a social network in the workplace, to accelerate the speed of communication, to reduce the burden of tasks, to get more efficiency from their work and to empower their employees. The main social media tools used in internal communication are blogs, wikis, social networking sites, microblogs and instant messaging. Even though, many articles have covered the issue of social media usage in external communication so far, few articles have examined the topic of social media usage in internal communication. The purpose of this paper is to handle what are the strengths and weaknesses of using social media tools in internal communication compared to conventional communication tools such as e-
mail, telephone, petitions, leaflets and corporate magazines etc. To answer this question, a literature review is prepared by scanning the national and international sources. The findings of the research demonstrated that using social media in internal communication enable employees not only to share various multimedia tools with each other, but also have a two-way communication with each other by getting instant feedback. Furthermore, using social media tools in internal communication improves the coordination in the workplace, lessens the frequency of meetings and telephones, eases the load in e-mail boxes and connects the employees working in diverse geographies. However, the major disadvantages of using social media in internal communication are coming across with cyber-attacks and virus infection, and the possibility of the leakage of significant information. This paper will reflect the two angles of social media usage in internal communication from different perspectives.

Key words: Social media, corporate communication, internal communication, strengths and weaknesses

Sanem Bengü Uygunkan
GICICSSH1806186

The Relationship Between The Star System And The Popular Culture

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Department of Communication Management

Abstract

This study includes an examination of the relationship between the popular culture and the star system. The main purpose of the study is to examine the interconnected relationship between popular culture and stars, in other words to examine and clarify the relation of the star system to the economic and cultural field.

The star phenomenon has emerged in America at the end of the eighteenth century, when the middle class, who chose the theatre, ended up thinking of filming. The producers tried to make attractive theatrical actors play in movies and to make the audience close to the cinemas. The star system's foundation has been laid, given the role of a goddess of love or idol to the actors or actresses (Yüksel, 2001, s. 23-24). Popular culture is an usage and consumption culture. Other popular are used to create popular such as popular sports, athletes, artists, popular ideas and ideologies, behaviours, magazine heroes. Popular is packaged, and consumers take part in the popular popularization process by applying them to their lives (Erdoğan, 1999, s.3). A material or something related with material is sold directly. It is indirect marketing through the media. Non-materials (ideologies) are also sold. Sales are legitimized by production relations. The star, a product of the consumer society, catches basic expectations. This is the inevitable meeting of commerce, art, goddess and merchandise. The star is convincing, makes people buy, and challenges time. It has an important feature of communication which is the "attraction". What is applicable to brands, also applies to stars (Seguêla, 1991, s. 55-58). Stars can be regarded as a popular product because they offer a combination of continuity, permanence and change. The stars can be related to the popular culture industry, with their own styles and the looks they follow, with the changes they make.

This research is in the screening model. "The screening model is an approach aimed at describing the situation existed before or still existing as the way it is" (Karasar, 1995, p. 77). This research aims to reveal the relationship between the concepts of star and popular culture.

The information that will emerge as a result of this research can be enlightening for the studies in this area, as the concepts of "popular culture"
and "star" can be important clues in the search for cultural, economic and social characteristics of societies.

| Marjan Amiri Zadeh  
| GICICSSH1806187  
| Study of the Legal Status of Transnationals in International Societies  
| Marjan Amiri Zadeh  
| Graduate Student of International Law, Islamic Azad University, Qeshm  
| International  
| Abstract: In the current world where the emphasis is on respect for human rights and the recognition of the rights of individuals by relying on gender equality, individuals with different sexual orientations and identities that can be identified as the third generation of human beings. This cortex, which is the same Transgender people should enjoy equal rights with others as a human being. In developed Western societies, which are equal to men and women for equal rights, these people are less likely to face legal problems and their social rights are more or less recognized. But in Islamic societies, which according to the Islamic law for women and men, gender equality is considered Virtually and legally, women's rights are almost half the rights of men, in other words, a man is equal to two women; transgender people face legal problems in legal and judicial matters such as inheritance, child custody, diya, retaliation, and other legal issues. In Third World countries, it's often criminalized or optimistic for transgender people to look at the patient's eyes and their rights are generally not recognized. If these people are natural people with different sexual orientations and identities, the right They will live freely and without discrimination to others. These people are generally excluded from the family from birth. They will not be accepted into the education system, and then they will encounter problems in the field of military service and will often face injustice in judicial affairs. In this article, they try to examine the social and legal situation of transnationals. Maybe we have taken steps to promote the identification of the rights of these individuals. This article is descriptive-analytic and includes categorizing and describing the identity and sexual orientation of these individuals and their social rights in societies. Keywords: transsexuals, sexual orientation, gender identity, social rights, gender equality |

| Imana Pal  
| GICICSSH1806188  
| The Beginning of the Changes of Human-Nature Relationship  
| Imana Pal. Research Scholar  
| Department of Home Science University of Calcutta.  
| 20B Judges Court Road, Kolkata-27. India.  
| The mutual benefitting relationship between Human and Nature started to change when humans try to stretch the balance of nature to solve the problems for food. Any change in ecological pyramid negatively affects the food chain and its members. To ensure the food security of a huge population, human use artificial scientific means in agricultural fields such as using hybrid seeds, GM seeds. Political pressures and unethical business practices also force the use of such methods for monetary gains. Even in not so distant past the people used to consider the non-human members of the environment. They were in a mutually beneficial relationship that protects the ecological balance and maintains biodiversity. But with the rapid colonization and with extensive use of their natural resources present in the area has led to the practices which do not consider the non-human members. The only hopeful thing is that humans have understood the wrong they have started and are using scholarly methods to reverse the changes. A mutual middle way and educating the masses is the requirement to find the balance again. |
Key words: Mutual, ecological pyramid, food chain, hybrid seeds, GM seeds.

Goutam Karmakar
GICICSSH1806189

In Between Green Criminology and Deep Ecology: Postmodern Ecocentric Approach and The Greening of Resistance of Indian poets writing in English

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Abstract
With the advent of ecocriticism, the interconnectedness between man and the environment, mediated through culture, economics, race, class and gender, come into focus for this white movement and raises the issues of social justice to give voice to the non-human entities. In case of South Asian countries third world environmentalism comes into being and the dichotomy between fundamental interconnectedness of life forms with natural resources with poverty and notions of development. Leap-of-faith comes into question for techno-culture, and capitalism alienates the human from Nature which is heavily burdened and imbalanced due to the anthropocentric attitude and Eco-Marxist approach ultimately resulting in Green crimes. An Eco-aesthetic humanistic enquiry is needed and Non-Western writers take a Postmodern Ecocentric stance to portray how the Humans write the non-human out of their need. Eco-Socialists from South Asian countries not only depict Nature as a part of community but also focus on the dire condition of human being as a result of their unwanted meddling with Nature. In case of India the growing global ecological concerns and the awareness of the environmental degradation find expression in the penned compositions of Indian English poets and the paper makes an attempt to show exactly this.

Dr. Hossein Naeim Abadi
GICICSSH1806191

The Early Imāmīyya and a Forgotten View about the Divine Act

Dr. Hossein Naeim Abadi
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Abstract
This paper is concerned with a forgotten view about the Divine Act held by the Imāmī Shi‘as of the early period, which is remarkably different from the official view of the contemporary Imāmīyya. This research aims to offer alternative solutions to issues concerning how the human will interacts with the Divine Act. In the view of the early Imāmīyya, the will is attributed to the act and it exists independently of the Divine Essence and Act. Moreover, it is possible for there to be an incongruity between the legislative (tashrī‘ī) and the generative (takwīnī) wills of God (e.g. God might generatively will that a human person sins, although He does not legislatively wills so). There are stages to God’s will, and all events should undergo these stages: knowledge, providence (mashīyya), predestination (taqdīr), decision (ḥukm), and enforcement (imḍā’). Such views had significant implications. The first implication was that they considered “badā’” to constitute a real change in God’s will (the disclosure of a new opinion). Another implication was that although the human actions are not created by God, they cannot come to exist without the intervention of the Divine Will. Most of these views underwent changes in the subsequent centuries until the present day. In later centuries, badā’ was conceptually reduced to naskh (abrogation of a previous ruling), human actions were considered to be created by humans themselves, the stages of the Divine Will were interpreted in other ways, and finally, the possibility of incongruity between the generative and the legislative wills of
God was rejected altogether. The view of the early Imāmīyya provides us with the possibility of an interaction between the human will and the Divine Will in such a way that nothing from the human free will is compromised and nothing about God’s role in the world is ignored.

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**Abstract**

Decent work is the total aspiration of people in their working lives. Decent work is mainly achieved by people to have a purpose in a society where he belongs. It encompasses work opportunities for people that provide fair income, having a secured workplace and social protection for families, better possibilities of personal development and social integration, freedom to express sensible thoughts and be able to participate in the decisions that will directly affect the lives of workers and the equality among the job opportunities offered to people. According to Guy Ryder, International Labor Organization Director, “Even though global unemployment has stabilized, decent work deficits remain widespread: the global economy is still not creating enough jobs. Additional efforts need to be put in place to improve the quality of work for jobholders and to ensure that the gains of growth are shared equitably,” Additional efforts are encouraged to the higher organizations to improve job quality for everyone; a quality job that will ensure an equitable gain of development for all people from different social statuses. This study aimed to solve the problems: a) What are the possible employments for incarcerated women to sustain their health services? b) What are lived experiences of incarcerated women in terms of health, financial aspect, skills development? This action research made use of interview to the policewomen of Bacnotan, La Union who were assigned to handle incarcerated women. As a result, the researches came up with an action plan on addressing the SDG number eight which is Sustainability Development that focus on Sustainability Behind Bars. With the said program, productivity across all genders will be taken into consideration in such way that equal opportunities are given regardless of their past and background.

**Key Words:** Sustainability, Incarcerated women, Productivity, Empowerment

| Prasanjit Chakma | Impact of Globalization in current world |
| GICICSSH1806195 | Prasanjit Chakma  
Peace Campaign Group.  

Abstract  
This is an analysis based on globalization according to the way of understanding. Globalization has become a buzzword at the present world. It is a process of expanding trade and commerce all over the world. There are many benefits globalization. The world has come closer. Now, we can learn and know instantly what is happening in the farthest corner of the world and travel to any country in the shortest possible time. Countries of the world are like families in a village. The people of the world can easily exchange their joys, sorrows and emotions with each other. Thus, we almost have conquered distance and time. If any country is in distress, other immediately comes to assist. However, globalization has some demerits too. In the name of globalization, capitalist countries are enjoying more opportunities by exploiting the poor countries. To grasp the concept of poor peoples, many organization and center such as NGO, health center, education center etc. are set up in the name of development but these are completely exploitation. The capitalist countries take more opportunity from poor peoples in the name of globalization. It also affects our native culture. We are getting influence of western culture due to satellite channels of capitalist and powerful countries. If we want to eradicate these bad influences, we must be concern and aware on the exploitation and bad influence of the capitalist countries. So, to make the world a better place people must promote mutual understanding and cooperation through globalization.  
Key words: Globalization, Buzzword, Expand, Capitalist, Exploitation and Cooperation.  

| Davie E Mutasa  
GICICSSH1806196 | Language policies enacted at independence: to what extend are they pragmatic?  
Davie E Mutasa  
Dept. of African Languages University of South Africa  

Abstract  
Owing to the quintessential nature of language policies, the emotional attachment to language demonstrated recently by students at some universities in South Africa, the pronouncement by the High Court Judge about languages of courts and the change of language policy to English medium of instruction at the University of the Free State, the paper investigates whether language policies enacted at independence and/or during the first years of independence are pragmatic. Language policies enacted at independence presumably were predicated on nationalistic sentiments and a celebratory mood. The paper is based on readings on what transpired in other countries of the world and South Africa when these countries gained independence. Information is also gleaned from interviews and a questionnaire administered to university lecturers and doctoral students. It is also based on opinions expressed in newspaper clippings and television reports. In the end the paper proposes how language policies enacted at independence should have been and should be implemented.  
Key words: Language policy; independence; nationalistic; pragmatic  

| Dr. Hossein Naeim Abadi  
GICICSSH1806200 | The Early Imāmiyya and a Forgotten View about the Divine Act  
Dr. Hossein Naeim Abadi  
PhD of Shia studies,University of Religions and Denominations,Qom, Iran  

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2nd Rome International Conference on Social Science & Humanities (ICSSH), 05-06 June 2018, Rome, Italy  
University of Washington - Rome Center (UWRC), Piazza del Biscione 95, 00186 Roma, Italy
### Abstract

This paper is concerned with a forgotten view about the Divine Act held by the Imāmī Shi'as of the early period, which is remarkably different from the official view of the contemporary Imāmīyya. This research aims to offer alternative solutions to issues concerning how the human will interacts with the Divine Act. In the view of the early Imāmīyya, the will is attributed to the act and it exists independently of the Divine Essence and Act. Moreover, it is possible for there to be an incongruity between the legislative (tashrī'ī) and the generative (takwīnī) wills of God (e.g. God might generatively will that a human person sins, although He does not legislatively wills so). There are stages to God’s will, and all events should undergo these stages: knowledge, providence (mashīyya), predestination (taqdīr), decision (ḥukm), and enforcement (imḍā’). Such views had significant implications. The first implication was that they considered “badā’” to constitute a real change in God’s will (the disclosure of a new opinion). Another implication was that although the human actions are not created by God, they cannot come to exist without the intervention of the Divine Will. Most of these views underwent changes in the subsequent centuries until the present day. In later centuries, badā’ was conceptually reduced to naskh (abrogation of a previous ruling), human actions were considered to be created by humans themselves, the stages of the Divine Will were interpreted in other ways, and finally, the possibility of incongruity between the generative and the legislative wills of God was rejected altogether. The view of the early Imāmīyya provides us with the possibility of an interaction between the human will and the Divine Will in such a way that nothing from the human free will is compromised and nothing about God’s role in the world is ignored.

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**Gabriela Dobinska**  
**GICICSSH1806202**  
Creative social rehabilitation as contemporary institutional methods of work with juveniles

**Gabriela Dobinska**  
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**Abstract**

The Polish model of juvenile demoralization and delinquency is dominated by institutional impacts. In this model two approaches clash in dealing with minors which term as the treatment and creative social rehabilitation. Creative methods bring new solutions in forms of interaction on unadapted youth. This kind of influence goes on reveal the potential of mal-adjusted juveniles by an attempt to show that the identity of them can be changed in a different manner from established routines of social rehabilitation. In other words, creative social rehabilitation’s main goal is to develop the potential and the parameters of juvenile’s new identity which will help them take social or professional roles. This approach is valuable way to work with socially mal-adjusted juveniles. Moreover, these fresh assumptions can be used in institutional or non-institutional social rehabilitation. Also, we would like to come forth with examples of practice in Poland which use the assumptions of creative social rehabilitation in work with juveniles. It will help to understand approach of our statement.

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**John Parlo Rosido**  
**GICICSSH1806204**  
Game Based Approach Towards Responsible Consumption among pre-school students

**John Parlo Rosido**  
**Social Studies, Lorma Colleges, La Union, Philippines**

**Abstract**

Game Based Learning is a type of gameplay that has a defined learning
outcome. Generally, game based learning is designed to balance subject matter to the real world. Within an effective game based learning environment, we work toward a goal, choosing actions and experiencing the consequences of those actions along the way. According to EdTech Review in 2013, Good Game based learning applications can draw us into virtual environments that look and feel familiar and relevant. It was also stated that people make mistakes in a risk free setting and through experimentation, they actively learn and practice the right way to do things. This keeps us highly engaged in practicing behavior and thought processes that we can easily transfer from the simulated environment to real life. This action research made use of interview to the Grade School and Pre-school teachers of Lorma Colleges Basic Education Schools. Thus, the researchers came up with an action plan on addressing the Sustainable Development Goal 12 Responsible Consumption and Production through interactive games. These games shall be the basis of the researchers on coming up with a game specifically a board game that can give the pre school students of Lorma San Juan a good foundation in values of responsibility and awareness in consumption, production, and preservation. With the said program, preschool students, young as they are, are now exposed into a realization that food consumption plays a significant impact towards sustainability in many aspects. Education should not only be directed into an aspect of knowing life skills but integrating problem solving skills as well.

Key Words: Game based learning; Responsible consumption; risk free environment; pre-school education and training;

Elaine Angeli Mecos  
GICICSSH1806206

Depression, Identity Theft, and Narcissism in the Online World

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Fernando P. Oringo  
Research Adviser, Lorma Colleges Special Science High School
Abstract
The research paper aims to establish understanding on the prevalence of Identity Theft, Depression, and Narcissism in Social Media. Almost everyone who is connected to the internet can become a victim of identity theft, ranging from kids with phones or grandparents with accounts. Today’s youth also miss out social skills development when they’re connected and interacted through a screen. Furthermore, the causes of depression became predominant in the social media community, and are determined through looking for clues hidden in their posts such as sadness or suicidal quotes. Moreover, narcissistic people tend to rise without being concerned about other feelings which can also lead to depression. The development of narcissism is caused by social interactions and too much use of smartphones. The researchers focused on mixed method, a combination of qualitative and quantitative research for their research design. The researchers conducted online interview with Filipino teen celebrities and were asked about their subjective experiences on narcissism, identity theft and online depression. Research shows various perceptions of the participants when it comes to dealing with depression and how social media plays a significant role towards the emotional development of teenagers nowadays. Teen celebrities are also victims of identity theft, but they tend to manage on how to deal with it and the moment they enter in the world of entertainment industry, they are already given proper orientation.

Key Words: social media; narcissism; identity theft; depression and millennial

Abstract
At the end of First World War 1918, Turkey accepted the sign Ceasfire of Mondros treaty. By this treaty mainpowers of the The Allied Forces started the occupying Minor Asia and its regions. The English government also started to give regions to the another foreign states which fought against the Ottoman Empire. While Italy has been taking the region of Akdeniz and its surround, Izmir and Western Anatolia has been given to Greece State. After this conclusion two nations in this treaty has found each other as a rival. This decisons also give another period of World War in Anatolia such as Turkish Greece Western Frontiers. Greece state has an impportant king “Venizelos” to command war and take critical decisions in the war of Sakarya and I.-II. Turkish Greece Wars.

In our work, we will try to explain ending of the Turkish Greece war before the Loussanne in The American Newspapers, also the Treaty pact’s war and peace conditions. The Loussanne also will be detailed newspaper topic in this work. Not only the two nations perspective of war and peace thoughts will be explained in this study, but also the events in the Loussanne pact’s conclusions between two country will be explained by American Literature in this newspapers. We hope this work have an important impact on near eastern relations of the two important nation.

Keywords: The Turkish – Greece War, Western Front, Loussanne Pact, American Newspapers
### Rational Choice Theory in Scheme of Mining Shares Divestment Based on National Interest Protection

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**Abstract**

This paper is based on the importance of analyzing the rational choice theory in the scheme of shares divestment of mineral and coal mining sector in Indonesia as a manifestation of the principle of national interest protection and state control over Natural Resources, in order to achieve the objectives of the state.

Several cases of ICSID are cases of shares divestment, one of them is Freeport case that offer divestment by giving the assumption of given company’s investment if the Government extend Freeport Operational License until 2041. It violates determination of divestment share price which value should be based on fair market price without calculating the amount of mineral. Shares divestment execution is often hampered by the determination of divestment shares’ price. The purpose of the divestment arrangement was not achieved because of the price fixing issue which causes divestment failure or causes divestment delay, and the shares that were previously for the government eventually fell on private shareholders which might be owned by foreign parties.

This legal research can be categorized into theoretical research type. It is intended to find the concept of national interest on foreign direct investment in Indonesia based on the constitution and find share divestment scheme of mining sector by using rational choice theory. The approaches which are used are the conceptual, statute, case and comparative approach, also the economic analysis of law. The primary legal materials which are used are all applicable legislation, international conventions and court decisions, while the secondary legal materials are in the form of literature and related materials.

This research is expected to give a valuable contribution to the Government of the Republic of Indonesia as well as stakeholders, which can be the ontological basis for laws and policies making related to the investment and mining in Indonesia.

**Keywords:** investment law, mining law, national interest, rational choice theory, share divestment.

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### Know Thyself: Γνῶθι σαυτόν

**Dr. Mathew Cherian**  
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Christ University, Faculty Of Philosophy Dharmaram Vidya Kshetram  
Bangalore 29

**Abstract**

We learn so little and forget so much. For this the wisest of all mortal men said,He knew nought but that he nought did know; And the great mocking master mocked not then,When he said, Truth was buried deep below. For how may we to others’ things attain,  
When none of us his own soul understands? For which the devil mocks our curious brain, When, Know thyself, his oracle commands. … I know my sense is mocked with everything; And to conclude, I know myself a man, Which is a proud and yet a wretched thing.  
(Sir John Davies, Nosce teipsum, 1599)
**Ramezan Hassanzadeh**  
Department of Psychology, Sari Branch, Islamic Azad University, Sari, Iran  
Mohammad Hassanzadeh  
Department of Biology, Faculty of Science, Golestan University

**Abstract**  
Background: The aim of this study was to evaluate the effectiveness of acceptance and commitment therapy (ACT) on happiness in students.  
Materials and Methods: Research method was quasi-experimental, with pre-test and post-test. The population in this study included all high school students in Sari city, north of Iran. The sample consisted of 30 participants were selected through purposive sampling and were assigned randomly in two experimental and control groups (15 experimental and 15 control). The training sessions were accomplished during 2 months, in 8 sessions, nine 90-minute, for experimental group. For the purpose of data collection, the researchers administered two questionnaires: demographic data questionnaires and Oxford Happiness Questionnaire.  
Results: For data analysis, descriptive statistics (calculating mean and standard deviation) and inferential statistics (ANCOVA) was used by SPSS software. Results showed that, acceptance and commitment therapy have effect in increase happiness level.  
Conclusion: acceptance and commitment therapy is effective in increasing happiness in students.  
Key Words: Acceptance and commitment therapy, Happiness, Students.

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**Abstract**  
Literature suggests that evidence-based public health (EBPH) is key to translating evidence into guidance for policy and practice. Using research evidence is a key to maintaining a robust EBPH process, hence, public health policymakers are encouraged and are expected to use evidence in decision making. However, there is little data on how policymakers use evidence or which evidence they prefer to use, ultimately leading to the lack of information regarding the influence of evidence in public health decision making. This research aims to address this gap by examining how healthcare organisations use evidence-based public health to inform policy and decision making. The research conducts case study with a mixed methods approach to examine how evidence-based public health is being practiced in the Greater Manchester Cancer Vanguard. In particular, this study focuses in examining online education as an intervention designed by the Greater Manchester Cancer Vanguard to improve decision making of health care practitioners. This case study is the basis of evidence in evaluating how the Cancer Vanguard applies evidence-based practices in improving decisions and informing policies. This research expects to produce recommendations that will inform effective regional decision making in light of the Devolution process in Manchester.  
Keywords: public health, policy, evidence-based policy
| Aijaz Ali  
GICICSSH1806075 | Climatic changes and challenges: - A Socio-environmental analysis of Sindh  
Aijaz Ali  
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Abstract  
Environmental pollution is a global issue that has engulfed many the developed, developing and under developed countries of a world. Predominantly this issue is more rampant and severe in developing countries due to devoid of resources to get standardized the mechanism for industries, transport as well as agriculture and so on. Pakistan is a developing country, and confronting with this issue in general, and Sindh the second largest province and having coastal region facing in a particular. The reasons behind environmental problems in Sindh are due to speedy population growth; rapid urbanization; strong push and pull factors; industrial growth with lacking of environmental protected measures; industrial waste, hospital waste, noise and smoke of vehicles; plastic bags, sanitation problems, Deforestation, Contaminated water, agrochemicals and sea intrusion. Having all these matching problems no one can deny the global environmental problems and their impacts like global warming, ozone’s reduction pollutant rain and so on. The methodology is based on applied research. It is descriptive in nature. This research is used to make the decision about specific real life problem. As climatic changes are directly related to human life and property therefore, all secondary sources published and unpublished material like climatic policies, articles, researches, magazines and newspapers have been utilized. As researcher’s own observation has also been utilized to make a policy planning and institutional development of the problem through this specific method. Key words - Environment, Pollution, Deforestation, Intrusion, Contaminated, Sindh. |
| Meryem Geçimli  
GICICSSH1806076 | Energy Efficiency in Traditional Turkish Housing; Planning, Interior Organization and Details  
Meryem Geçimli  
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Abstract  
Energy efficiency is the attention-grabbing title of ecological sustainability. It is quite important that providing energy efficiency in residential buildings in terms of contribution to ecological sustainability. Traditional houses constructed before the widespread use of reinforced concrete structures are compulsorily compatible with nature due to the lack of energy efficiency technological possibilities. This harmonization is addressed and accepted by many researchers under different headings. Traditional Turkish Housing has different climatic characteristics. Main differences in Anatolian geography. Wooden Serender in the Black Sea Region, white houses made of stone in the Mediterranean Region, adobe or fictile houses in the Central and Eastern Anatolia Regions. All these houses of which different material have common design principles. The planning, interior organization and details are shaped according to both the common design principles and climatic and topographic characteristics of the region. In the planning, determining the general arrangement, the sun, prevailing wind direction and topography with the sofa (a kind of intermediate space between rooms), summer/winter floor and floor-top storey for living; in the interior organization interior arrangement and positions of sitting unit sedir |
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<td>Sada Hussain Shah</td>
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(a kind of couch) and the fireplace; in the details bay window, upper window and so on are evaluated in terms of energy efficiency in this paper.

Keywords: energy efficiency, Traditional Turkish Housing, planning, interior organization, ecological sustainability

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University of Washington - Rome Center (UWRC), Piazza del Biscione 95, 00186 Roma, Italy
avail health services for sick children. Project was focused on pregnant and lactating mothers or care givers and children under five years of age. Project was started on 15th April 2016 and will be closed on 14th February 2017. The aim of impact evaluation was to assess the impact of project deliverables on targeted communities using longitudinal evaluation methodology. In which same households were studied before project and at the end of project to see project contribution.

Impact evaluation seeks to know casual structure of impact of particular program on targeted community (Paul et al., 2011)

As per nature of study it falls under operations research which theoretically grounded in contemporary sociology.

Operations research is scientific approach to take decision regarding design of any operation in conditions where low resources are allocated (Michal Kule, 2012).

To conduct impact evaluation of any operation generally two methods of social research are used, cross section and longitudinal. Cross section studies are used under randomized contrail studies to study same sample at two different times longitudinal research method is used by sociologists.

Longitudinal studies are conducted using sample at different stages to see the difference between populations (Goldstein, 1968).

For the purpose of data collection in-depth interview with households were conducted in field using semi structured interview schedule.

In-depth interview is technique to collect face to face data while interpreting the respondents through their answers (Devi, 2002).

Total 306 households/ beneficiaries (sample size) were selected from the villages where project activities were implemented. Size of sample was calculated using raosoft.inc online sampling calculator. Criterion purposive sampling was used for choosing the respondents against fixed project criteria. When sample of study are pre-defined on the basis of any specific criteria it is known as purposive sample mostly used in operational research (Plays, 2008).

Data was analyzed using simple tables and graphs extracted from excel, this data has helped to measure the overall results of each project out against baseline indicators.

To measure the impact of project following formula was used;

“Post project status – pre project status = project achievement”.

Project has contributed against each activity and input in hard and soft forms, though it was a short term project. No any 0% change is found against any of the four outputs the minimum contribution was found in hand washing related behavior change which was already above 90% and after project reached at 100%. Project had three specific dimensions; provision of food items and cash to PLWs, promotion WASH and FNS awareness and provision of health vouchers for emergency medical treatment. During end line project has found well contributed in each dimension of humanitarian relief. In dimension of food security communities food stock capacity is increased, due to demand of food items in look market are increases and FCS score is also found increased, such as, acceptable households increased from 25% to 44%, with 19% of project contribution. In aspect of awareness regarding nutrition and WASH, water purification practices, hand washing practices are improved, exclusive breast feeding, diversity are increased and food taboos/ restrictions for PLWs are reduced. Project has saved lives through provision of transport vouchers to PLWs in case of health emergency. Due to expensive transport only 68% households were found facing difficulty which is reduced at the level of 19% at the end of project.

Overall project approach and design is proved well producing in context of rain feed desert area like Tharparkar. Every hard component of project was linked with soft/ behavior change, such provision of food and cash was
supported with nutrition and WASH awareness, provision of health voucher was accompanied with coordination among health facilities/ community health workers and NGO. It can be understand of project that it is important to mix up the tangible deliverables, awareness and stakeholders’ coordination together to achieve maximum results from any project. By deploying all energy and resources to one component such as, provision of goods only or awareness only will not yield results in remote areas like Tharpakar. In specific draught effected context it is better to develop long term projects which should focus on collaboration with other organizations and developing community level economic resources and established of local market.

Dragos Simandan
Wisdom And The Politics Of Urban Diversity In Migrant Cities

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Abstract
In migrating from culture A to culture B, one does not merely increase one’s store of factual and procedural knowledge through the summation of the learnings of the two cultures. Rather, a qualitative leap in one’s knowledge occurs, because the move from one culture to another opens up a breathing space between them. That breathing space allows one to sniff the scent of wisdom. It means that one can learn how to escape being spellbound by the hypnotic trance of any given culture (Heller & Steele, 2009) and that one can become acutely aware of why “language is the House of Being” (Heidegger, 1947) and of the extent to which humans are social animals, mere waves in the ocean of their own culture. That breathing space enables the acquisition of wisdom through the sheer ability (and propensity) to compare everything between the country left behind and the newly elected country. Personal geographical change enables and compels geographical comparisons, and through these comparisons we learn to appreciate (a) the relativity of values and (b) the importance of learning to live with uncertainty, both of which are prerequisites for wisdom. This paper develops these geographical ideas about wisdom in dialogue with (a) ongoing empirical research on the experiences of Romanian immigrants in Ontario, Canada and (b) with the recent literature on the contentious politics of urban diversity and inter-cultural interaction.

Key words: international migration; wisdom; social theory; urban diversity; multiculturalism; qualitative methodology; urban geography.

Raymond Lavoie
The Darkside of Flow: Flow and Gambling

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Abstract
Although the psychological state of flow is well known for its positive consequences, in this research we demonstrate that it’s properties lead it to have dangerous consequences in the gambling context. In particular, we explore the relationship between flow and the amount of time and money spent gambling online. Across two studies we demonstrate that flow is associated with an increase in the amount of time that is spent playing blackjack and online slot machines. As a result of increased playing time, flow
is also related to an increase in the amount of money spent. We demonstrate that the reason why flow increases the amount of time spent is due to the desire to keep playing that results from flow's inherently enjoyable nature. We also tested the alternative hypothesis that this relationship is due to the fact that in flow people lose track of time. Although flow led people to lose track of time, that did not mediate the relationship with time spent gambling. Lastly, we demonstrate that despite losing more money and spending more time while gambling, those who experienced flow had more enjoyable experiences overall, which demonstrates a counterintuitive role of flow in gambling. Given the negative consequences that flow can have in the gambling context, a secondary goal of this research is to explore ways to protect consumers. In particular, we attempted to limit the negative outcomes of flow using warning messages and on-screen interruptions. Unfortunately, the results demonstrate that the warning messages and interruptions were ineffective, suggesting that more work needs to be done to find ways that consumers can experience the joy of flow, while mitigating its dangers.

Keywords: flow, gambling

Harshraj Gohil
GICICSSH1806115
Sports Management in Football and Injury Rehabilitation

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Abstract
“Coaches, I always knew how to play soccer, but you taught me how to win. Thank you.”-Cristiano Ronaldo

A good coach has multiple roles to play, as an Educator, Paternal Figure, Motivator, Counselor, Manager, Organizer and Leader. He works on the key areas of Playing Technique, Tactics, Physical Fitness, Mental Strength and Social Behavior. The coach helps the players in developing individual techniques and skills helps them to use their technical skills to win the game. He focuses on all aspects of fitness including the nutritional requirements for a player. Rehabilitation is a must as you need to start reworking the muscles affected and try to integrate them to your body in a manner that makes your body function as it did previously by bringing about changes in warm up and stretching which are paramount but are ignored by newcomers and young players. This is, in my opinion an untapped field in which I wish to contribute by discovering solutions and helping athletes regain lost confidence and get back to their game. In case of a critical injury in which playing is not an option I would like to help them get back to normal routine.

Keywords- Sports Management, Sports Psychology, Rehabilitation, Coaching.

Ikupolati
GICICSSH1806127
An Assessment of Risk Management in Small and Medium Construction Projects in Abuja, Nigeria.

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Abstract
Risk Management in the construction industry still relies heavily on contracts and the industry has the bad reputation of becoming involved in numerous disputes and claims. However there is a gap between risk management techniques and their practical application by construction contractors. Thus, this study investigated risk management in small and medium construction project in Abuja. This was achieved by identifying the methods and tools available for risk management and determining how these methods and tools are used in construction projects in Abuja. An interview study was carried out to answer the research questions. Seven construction projects were involved with three key role individuals in each, site and project managers from the client and site manager from the contractors, totaling 21 interviews. The results from this study show a need for improvement regarding risk management in small and medium construction projects is Abuja. In conclusion, the study shows that merely using management system is not enough to attain efficient control of risk management in the construction projects in Abuja. The study recommends that risk management theories should focus more on individuals since risk management in construction projects relies on the individuals.
Keywords: Contracts, Construction Projects, Economy, Gross Domestic Product and Risk Management.

The Destiny Of Man In Russian Religious Literature.

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Abstract
Russian literature is a significant part of the world heritage and a never-ending reservoir of wisdom and spiritual values. The modern reader, in his search for the way and the sense of life, continues to look at it as a source of ideas, courage, and inspiration. It gives him spiritual strength and helps him to withstand the challenges of modern life.

The paper intends to examine the views of Russian religious writers on the meaning of choice in man's life with the specific regard to the role of destiny vividly present in their novels. Man's ability to ascend through life's collisions is seen as foundational for an understanding of the ontological meaning of choice. Choice is deliberated within the religious context and is seen as the means of man's spiritual transformation. The question concerning the coexistence of free will and God is discussed, as well as the inevitability of privations for the one who is striving for freedom. Thus, following his destiny, Tolstoy's protagonist is looking for a choice proportionate to the will he possesses. He intends to win the competition of life he is engaged in, but not in ordinary practical sense. It is not the outer circumstances define his destiny. Poverty, hardships and even death eventually become less important for him than his quest and his inner voice that tells him that life is not finished with death, and that the choice he makes in his present leads him to Eternity.

Keywords: Russian literature, Leo Tolstoy, Destiny, choice, meaning of life.

Tasks of the product-mix in the marketing strategy of the village called Nyúl

Ferenc Darabos
GICICSSH1806131

School of Management Studies, Kaduna Polytechnic, Kaduna.
Ferenc Darabos Ph.D
Széchenyi István University
Kautz Gyula Faculty of Economics
Department of Tourism
Hungary, Győr

Abstract
In January 2018, the Gyula Kautz Economic Faculty of the István Széchenyi University of Győr was asked to develop the touristic marketing strategy of the settlement called Nyúl. In this study, we analyse the milestones (core elements) of the strategy in due consideration of the product-mix between 2018 and 2026. In our essay, we conducted the initial assessment of the current situation based on other branch and country development strategies using the previous primary information. Later, we defined the strategic goals and set the main targets. The definition of the product development tasks is the core element of this study. The analysis of other parts of the marketing-mix is out of scope of this study. This study only covers those elements which determine the marketing-mix. Focusing on the Győr-Vienna-Bratislava triangle, we put a great emphasis on the synergy effect with the neighbouring settlements, especially with Győr and the Abbey of Pannonhalma which belongs to the World Heritage. As far as methodological aspects are concerned, we used elements of the integrated settlement development strategy of Nyúl, the country development strategy and the business plans of touristic developments. Our primary research covered the organisation and evaluation of 2 local workshops which business actors of the region participated in.

Keywords: touristic marketing strategy; product development; synergy

Julio Huato
GICICSSH1806132

"The Prosaic Materiality and Subtle Social Objectivity of Modern Money"

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Brooklyn, NY 11201

Abstract
This paper examines the nature of modern money or -- more descriptively stated -- of the totality of monetary forms in their complex, layered structure; ranging from central bank issued "high-power" fiat currencies to private decentralized crypto-currency experiments. In spite of the recurrence of notions of modern money as dematerialized and symbolic in essence, it remains prosaically material. The source of endless confusion in the conceptualization of money continues to lie in its socially-objective character, which this paper seeks to clarify.

Dr. Mohammed Aldagheiri
GICICSSH1806146

Fodder Cultivation and its Impact on Sustainable Development in the Al-Qassim Region - Saudi Arabia

Awatif Alrasheedi
Department of Geography, Qassim University, P.O.Box 3205, Buraydah 51471, Saudi Arabia

Dr. Mohammed Aldagheiri
Department of Geography, Qassim University, P.O.Box 3205, Buraydah 51471, Saudi Arabia

Abstract
Saudi Arabia focuses great attention on economic activities, and attaches special importance to the agricultural sector in order to diversify the economic base of the Kingdom. Most of the agricultural crop production has witnessed a steady development through the various agricultural development plans in all regions of the Kingdom. The Al-Qassim region has key components for...
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<tr>
<th>Authors</th>
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<tr>
<td>Raweewan Proyrungroj</td>
<td>Perceived Risks of Traveling Oversea: A Case of Thai Tourists</td>
<td>This study investigates perceived risks faced by Thai tourists in traveling oversea. As this study primarily aims to gain rich, in-depth, and holistic understanding of how Thai tourists perceive and interpret travel risks in taking an oversea trip, an interpretive paradigm utilising qualitative research approach was employed. The data were collected from 33 respondents who had no previous experience in traveling oversea, neither by themselves nor with a tour operator. The number of the informants was determined by data saturation point, which is when new theme stopped emerging from the data during the data collection and analysis process. These informants were selected using purposive sampling and snowball sampling. A combination of semi-structured interviews and participant observation was used to collect the data. The data were then analysed by thematic analysis technique. The findings revealed that all informants in this study had perceived of travel risks which influenced their decision to take an oversea trip. Specifically, seven categories of perceived risks were identified. They were: (i) risks concerning transportation (i.e. fear of airplane crashing); (ii) risks concerning laws and orders (i.e. fear of being a target of crimes); (iii) health risks (i.e. fear of getting sick or being infected with diseases at the tourist destination); (iv) risks concerning accommodations (i.e. dirtiness of the accommodation); (v) risks concerning climate (i.e. fear of natural disaster; fear of cold weather); (vi) risks concerning tourist attractions (i.e. insufficient and dirty public toilets); and (vii) risks concerning medical support system (i.e. lack of efficient medical support in a case of being sick or getting accident). The findings of this research could provide a valuable insight for outbound tour operators and other tourism-related businesses on the travel risks perceived by Thai tourists so that they could find appropriate solutions to eliminate or reduce those travel risks in the perception of Thai tourists.</td>
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<tr>
<td>Abbas Mottaghian</td>
<td>Animal’s rights and environment in Islam points of view</td>
<td>In Islam animals and environment are known as creatures of god, and in holy Quran it has been mention that they are worshiping god. In Islamic</td>
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</tbody>
</table>
In Islamic points of view all of us are the creatures of the same creator and we both are using god’s grants to live, so they have right to live because we are equal in this case and god gives this right to them and anyone can’t take it from them.

The most important point in this regard is the difference between guilty and criminal in Islamic perspective. Criminal is a person who commit crime which has punishment in this world and he will be punished in the day of judgment, but a guilty guy is a person who commit sin which has no punishment in the court but he will be punished by god in hereafter but he has no right to reach to the holy positions. If a guy kills an animal or annoys it without any reason or destroyed environment, he is a guilty guy not criminal. It means there is no punishment for him in Islamic law, but he is guilty and he will be punished by god in the Day of Judgment.

In conclusion I must tell that:

Theologically animals and environment are creatures of god and they have divine aspect.

Ethically we must respect animals as creatures of god to gain rewards and to avoid hell in the Day of Judgment.

Jurisprudentially we are not allowed to annoy them and we should help them to have a better life.

Key words: islam, animals, environment, Quran
It has been observed most of female soccer players in Iranian society enact the masculinity gender-role and try to be recognized as a boy. What happen to them with their entrance in the soccer? The aim of the present study was to answer this question by exploring the criteria and reference group in the Soccer context and the way that female soccer player accept them. 8 elite female soccer players on Iran Super League 2014, 2 head Soccer coaches, and 1 Soccer coach were interviewed by a qualitative research. The results indicated that there are numerous gender-role references in the soccer which is conflict with the Iranian society’s gender-role references for women. These references divided into two categories as 1- General Gender-role References and 2- Special Gender-role References. It seems ”special masculinity gender-role references" developed in soccer by their participants.

Key words: Female athlete, Gender-role behavior, Reference group, Soccer
numbers in their way to West Europe. Although Bulgaria continues to be predominantly a country of origin of migration, we are currently observing a change of attitudes and reduced solidarity towards migrants and refugees in the country.

Drawing on data from a set of representative surveys, we are able to reconstruct a detailed picture of the perceptions and social distance towards migrants. What is more, the design of the survey and samples, enables us to make a comparison and distinction between attitudes of respondents living near centers for temporary accommodation of refugees and the general population, i.e. to study the role and importance of proximity and involvement for social distance, solidarity and perception of migrants and refugees as threat.

Key words: migration, attitudes, social distance

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<th>Majid Vesalineh</th>
<th>The Comparison of Quality of Life Aspects in Active and Inactive Old Adults</th>
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<td>GICICSSH1806224</td>
<td>Majid Vesalineh</td>
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<td>University of Art, Tehran, Iran</td>
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<td>Faezeh Zamanian</td>
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<td>Sport Organization of Tehran Municipality, Tehran, Iran</td>
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</table>

Abstract

The aim of this study was to compare the physical health, psychological health, social relationships and environmental condition of elderly people with different levels of physical activity in Tehran. This study was descriptive - analytical and causal - comparative, which was done through field. For this purpose, 272 resident of Tehran (124 men and 148 women) aged over 60 years were selected randomly in public places throughout the city and interviewed by Examiners. Participants must be able to do normal daily activities and did not have any illness or particular physical and motor disabilities. Global Physical Activity Questionnaire (GPAQ) was used to measure the level of physical activity. World Health Organization Quality of Life – 26 (WHOQOL-BREF) was used to assess quality of life aspects such as physical health domain, psychological domain, social relationship domain and environmental domain in older adults. The results showed that There is no significant different between aspects of quality of life in elderly people with different levels of physical activity. The results of this study indicate significant role of physical activity as a leisure & recreational activity in promotion of elderly quality of life. It seems to improve the quality of life in elderly people cannot rely just to increase daily physical activity. It is needed to benefit from regular exercise and sport interventions to increase daily calorie intake and gain a feeling of vitality, wellness and freshness of physical activities.

Keywords: physical health, psychological health, social relationships, elderly people, environmental condition, physical activity, Quality of Life

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<tr>
<th>Changxiao Shen</th>
<th>Development of a Predictive Model Civilian Injuries During Arrest</th>
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<tr>
<td>GICICSSH1806226</td>
<td>Changxiao Shen</td>
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<td>Hangzhou Foreign Language School, China</td>
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</tbody>
</table>

Abstract

Aim: This study aims to build a predictive model for civilian injuries during arrests in California state of the USA using artificial neural network and compare its performance to logistic regression model.

Methods: A public database was used in this study. All the participants who were eligible were randomly assigned into 2 groups: training sample and testing sample. Two models were built using training sample: artificial neural
network and logistic regression. We used these two models to predict the risk of fear to discuss mental health issue with employers in the testing sample. Receiver operating characteristic (ROC) were calculated and compared for these two models for their discrimination capability for these two models.

Results: A total of 688 (84%) civilians out of 818 was injured during the arrests. Among these 818, only 50 were female (6%). According to the logistic regression, the significant predictors of civilian injuries during the arrest include where force was received, whether firearm was discharged during the incident, where the officer was assaulted by the civilian and where the civilian was perceived as armed. According to this neural network, the most important predictors were if civilians were perceived as armed, age between 36-50, age 18-35, civilians were confirmed as armed and black civilians.

For the training sample, the ROC was 0.79 for the Logistic regression and 0.90 for the artificial neural network. In the testing sample, the ROC was 0.72 for the Logistic regression and 0.70 for the artificial neural network. Artificial neural network had similar performance in the training sample, and artificial neural network worse performance than Logistic regression in the testing sample.

Conclusions: This study identified the potential predictors for civilian injuries during arrests, for example, civilians were perceived armed or not and being young and black. It helps the public to better understand the potential abuse of power by the policy.

Areeba Khan

GICICSSH1806227

Unattainable Educational Standards and Their Link to Self-Worth Deterioration

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National University of Computer and Emerging Sciences

Rijaa Abid
National University of Computer and Emerging Sciences

Sarah Khalil
National University of Computer and Emerging Sciences

Abstract
The authors researched on the unattainability of academic results in the current educational and grading standards of Pakistan and their impact on a student’s self-worth deterioration. With a diverse pool of responses (N=141) from universities all across the country they tested whether the educational standards had anything to do with a student’s motivation and willingness to work harder in order to achieve academic goals. Other variables such as self-efficacy, course retention, performance, achievement and socio-emotional health were also addressed in the light of measuring them against the unrealistic standards of grading. However, the results were contrary to the hypothesis that were presented based on the previous studies debunking the very notion that high educational standards stand in the way of a student’s ability to achieve and his/her socio-emotional health.

Keywords: Educational standards, grading standards, motivation, academic performance, academic achievements, socio-emotional health, course retention, course detention, student self-efficacy.
Causes of Academic Dishonesty in Educational Institutions

Fatima Imran
National University of Computer and Emerging Sciences

Gulmina Adil
National University of Computer and Emerging Sciences

Abstract
In today’s world, cheating has become more prevalent in educational institutions. This act is normalized by many people in the society. A sample of (N=200) undergraduates was taken to find the impact of parental pressure, ethical orientation, and self-efficacy on the act of academic dishonesty. Academic dishonesty comprises cheating behavior, and the practice of plagiarism which are highly evident in today’s society. We hypothesized that ethical orientation of students has a positive relation with academic dishonesty. Moreover, we hypothesized that students who are affected by parental pressure are positively related with academic dishonesty. In addition, we developed a hypothesis that self-efficacy has a significant relation with academic dishonesty and was supported by the results. Findings suggest that parental pressure and ethical orientation are not significantly related to academic dishonesty.

Keywords: academic dishonesty, parental pressure, self-efficacy, ethical orientation.

Relationship between Personality Traits and Corruption Tendencies in Individuals

Zoha Mahmood
National University of Computer and Emerging Sciences

Ammun Khan
National University of Computer and Emerging Sciences

Abdullah Ali Khan
National University of Computer and Emerging Sciences

Abstract
With a diverse sample (N = 183 responses) of students from various universities in Pakistan, the authors tested for the relationships between different personality traits, namely, collectivism, religiosity, dark triad, upward social comparison, self-esteem and greed, and their effects on corruption tendencies in individuals. Results provided valuable support for the suggested hypotheses. Our findings suggested that dark triad, self-esteem, greed and upward social comparison have no significant relationship with corruption tendencies. However, collectivism, religiosity and greed have a significantly positive relationship with corruption tendencies in individuals.

Keywords: corruption, corruption tendencies, personality traits, religiosity, collectivism, dark triad, greed, upward social comparison, self-esteem.
Sensuality Is the Future of Advertisement…Or Is It?

Zarish Tauseef
School of Management, National University of Computer and Emerging Sciences, Islamabad, Pakistan

Abstract
Advertisements are a vital part of the marketing world as they serve as the contact point between customers and the brand. However, the way these adverts are portrayed paint a different picture than what the reality is. Perhaps an example would clear it: a detergent commercial using a sensual appeal to lure in customers, on the face of it, it is a detergent, but what is it using to sell the product? Sex. In the same way, culture is used in such adverts as well, instead of the sensual appeal. In our research, that was done to compare the effectiveness of sensual appeal vs. cultural appeal in advertisements for different product categories, FMCGs and durables, we found that cultural appeal interests the consumers more in our country since we are heavily influenced by religion and culture. This was contrary to our hypothesis where we assumed sensuality to be the more sought-after appeal.

Our research was carried out in the Capital, Islamabad, and it consisted of university students, who gave us their valuable responses, thus, aiding us in completing our objectives.

Keywords: cultural appeal, sensual appeal, advertisement effectiveness

Causes of illicit drug abuse in Pakistani students

Osama S. Ahmad
FAST School of Management, National University of Computer and Emerging Sciences, Islamabad, Pakistan

Rabbia Amer
FAST School of Management, National University of Computer and Emerging Sciences, Islamabad, Pakistan

Hamis Hassan Syed
FAST School of Management, National University of Computer and Emerging Sciences, Islamabad, Pakistan

Abstract
With a sample (N = 128) of drug users and non-drug users, we examined the factors we hypothesized that would influence drug abuse in students and found out that drug availability, the quality of social relationships the drug user had and the user’s childhood experiences significantly impacted the abuse of drugs. On the contrary, we found self-esteem, parent-child communication and academic stress not having a significant influence on drug abuse.

Keywords: drug abuse, students, drug availability, quality of social relationships, childhood experiences, self-esteem, parent-child communication, academic stress

Consumer Behavior On Low Cost Unhygienic Ingredients In Food Business

Adeel Ahmed
Fast School Of Management, Fast National University, Islamabad, Pakistan

Abstract
Introduction: Consumer Behavior on low cost unhygienic ingredient’s in food business
My research is based upon the rise of unhygienic, devastating ways to increase the profit of the lower cost fast food and vendors etc. The food vendors may purchase the dead animal meat, imported bad chicken and decomposed raw material for minimum cost thus in turn obviously increases profit not only for the food sellers but also for the suppliers. Here comes the part how consumer reacts to this act by knowing each and every thing. If the consumer boycotts and checks from where they are eating and buying food this will be eliminated as demand would be reduced and shift to a healthier and safe food processing and eating. The awareness has increased in most of the developing countries of the world and due to the health concerns by the increase of social media. I am not focusing on the high cost restaurant and cafes because their raw materials are of greater quality and higher profit margin is there. Alternatively, the cost should not be reduced for greed rather a fixed profit margin should be attained.

Komal Nadeem
GICICSSH1806235

Determinants of Customer Purchase Intention towards Online Shopping

Komal Nadeem
School of Management, FAST University, Pakistan.

Zainab Mansoor
School of Management, FAST University, Pakistan.

Neha Khan
School of Management, FAST University, Pakistan.

Abstract
Our topic of research is determinants of customer purchase intention towards online shopping. For this research we used ease of use, past experience and trust as independent variables and purchase intention towards online shopping as dependent variable. The purpose of this research is to find whether customers previous purchase experience, level of trust on the online store and how easy is the use of website and the convince level of shopping from that store towards purchasing intention according to our findings from survey among individuals of Pakistan. Using field data (N=200) from university students of various universities across the city of Pakistan, Islamabad, the authors examined main effects of trust, convenience and past experience affects online shopping purchase intentions. The purpose of this research is to find whether customers previous purchase experience, level of trust on the online store and how easy is the use of website and the convince level of shopping from that store towards purchasing intention according to our findings from survey among individuals of Pakistan. Results gave great help to the proposed hypotheses. While purchase intention was related with all results, ease of use and past experience had a significant association with online shopping purchase intention. The negative relationship of trust value with online shopping purchase intention however the results drives authors to dismiss the made commendation. In any case, the outcome for trust value was counter to requirements where the past experience and ease of use relationship was more grounded when purchase intention was high.

Key Words: Consumer purchase intention, Online shopping, Trustworthiness, ease of use, Past experience, E-retailing

Dr. Erenestina Gjergji Halili

The transformation of the textual status through the process of dramatization
(Ismail Kadare case- the most nominated Albanian writer for Nobel Prize in Literature)
University of Tirana, Faculty of History and Philology, Department of Literature, Rr. e Elbasanit, Tirana, Albania.

Dr. ELJON DOÇE
University of Tirana, Faculty of History and Philology, Department of Literature, Rr. e Elbasanit, Tirana, Albania.

Abstract
The defining of Ismail Kadare, as the writer with the most dramatized literary works on stage, is a conclusion reached by the chronological overview of all the theatrical, chronical and texually dramatic information in the archives of Albanian theater.

Dramatic communication is rooted in radical change during the dramatization process of the works of the Kadare as a author. In prose dialogue and monologue (especially) there are two forms dominated by the narrative element after they pass under the dramatic filter to the reporter to pass to the reader giving the reporter a special, mediating role, which often through his subjectivism, even when the confession is in the third person, affects the attitude of the reader even by drawing attention through the to the technique of auto-dialogue.

In already dramatized works, we encounter the kind of the monologized dialogue interrelated in monologue to increase the drama of the dramatic person in the subject flow. From the original composition of the work, the transition process to decomposition and recomposition implies the resignation from the initial organization of the subject (chapters, subchapters and other artistic elements), unstrained exception of confession, refunctionalization of other parts of author’s text, monumentalization of dialogue, voices, the self, characters.

Key words: dramatization, prose, dialogue, monologue, recomposition

Dr. Dr. Erenestina Gjergji Halili
The transformation of the textual status through the process of dramatization (Ismail Kadaré case- the most nominated Albanian writer for Nobel Prize in Literature)

Dr. ERENESTINA GJERGJI HALILI
University of Tirana, Faculty of History and Philology, Department of Literature, Rr. e Elbasanit, Tirana, Albania.

Dr. ELJON DOÇE
University of Tirana, Faculty of History and Philology, Department of Literature, Rr. e Elbasanit, Tirana, Albania.

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### Causes of Generation Gap (A Parent Child Social Fiction)

**Anum Batool**  
FAST National University, Islamabad

**Mohammadulbaqir**  
FAST National University, Islamabad

**Sumeet Farooq**  
FAST National University, Islamabad

**Abstract**

This study focuses on that what are the causes of gap between the generations. We collected 200 completed self-report responses. The size of the sample is based on 40% of elders and 60% of youth. Our target sample is elders and youth of Rawalpindi and Islamabad (Pakistan). The measuring variables of respective samples will be age and gender. The methodology includes getting in contact with people and trying to understand that why there is a gap between adults and children. The design of the study is cross-sectional which investigates the population of Pakistan. The data obtained is analyzed using multiple regressions and ANOVAs. The study showed friction between the view of elders and youngsters. The survey disclosed that youngsters are aware of effects that they are facing due to the gap. Numerous parents also accept that gap does exists when their children does their social values and beliefs. The findings demonstrated that youngsters have a developing capacity to be familiar with this social issue from which they can utilize the facts to advise their elder generation to eliminate the negative impact that occurs due to generation gap. It is recommended that increasing complexities between millennial due to poor communication and different perception of thoughts along with other variables leads to generation gap.

**Keywords:** Generation Gap; Poor Communication; Lack Of Communication; Perception Of Thoughts; Cultural Variables; Work Family Conflict; Technology; Generation; Social Change; Millennial; Generation Conflict

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### Factors Affecting Productivity Of Students

**Sabrah Ali Khan**  
Business Administration, Fast Nuces Pakistan, Islamabad, Pakistan

**Arham Ansari**  
Business Administration, Fast Nuces Pakistan, Islamabad, Pakistan

**Maham Mahmood**  
Business Administration, Fast Nuces Pakistan, Islamabad, Pakistan

**Abstract**

This research paper discusses how students’ productivity is affected by various factors while they are studying at home or in a lecture room. Three factors are studied that are sleeplessness, use of cellphone and the use of...
internet resources. 140 students were surveyed and reported how these factors affect their productivity taking CGPA as the measuring criteria. Results show that use of cellphone and sleeplessness do not affect the productivity but the use of internet resources has a positive effect on the productivity of students.

Abdullah Saeed  
GICICSSH1806239  
Social And Professional Challenges Faced By The Chinese In Pakistan After CPEC  
Abdullah Saeed  
National University Of Computer And Emerging Sciences  
Syed Mustafa Gilani  
National University Of Computer And Emerging Sciences  
Mohsin Raza  
National University Of Computer And Emerging Sciences  
Abstract  
The purpose of this research is to study the social and professional challenges faced by the Chinese in Pakistan. For this study we conducted a qualitative research method which involves interviews. With a varied sample (N = 9 interviews) of Chinese employees from various organizations in Pakistan, the authors tested for challenges faced by Chinese in Pakistan, mainly, Food issues, language barrier, political instability, regional and internal security and lack of quality labor. Findings provided worthy provision for the proposed hypotheses. All the proposed variables proved to have a significant relationship with challenges faced by the Chinese residing in Pakistan. In our everyday life we hear about foreigners facing difficulties abroad. 
Key Words: Chinese, Pakistan, Challenges, Foreigners, Food issues, language barrier, political instability, regional and internal security and lack of quality labor.

Mohammed Haseeb Gul  
GICICSSH1806240  
Causes Of Deviation From Entrepreneurial Inclination Among Business Students Of Pakistan  
Izza Chaudhry  
National University Of Computer And Emerging Sciences  
Haseeb Gul  
National University Of Computer And Emerging Sciences  
Umar Abid  
National University Of Computer And Emerging Sciences  
Abstract  
The purpose of this study was to find out what is the reason that business graduates of Pakistan deviates from initiating their own business ventures. This research will be of great help for further studies in this context and further policy making in Pakistan. It also sheds light on the barriers and factors that are creating hindrance in the way of young business graduates for starting their ventures. We used sampling technique of stratified random sampling and distributed a sample of 220 questionnaires in which we received back a sample of 210 in which 200 samples were properly filled. The sample was distributed among 4 business schools of capital in which the responders were specifically business graduates and undergraduates. Their response was analyzed on factors like (resources, social barriers, leadership attribute,
enterprise education) which were responsible for deviation from becoming entrepreneurs. In our research we found that people with more resources also have in-built leadership attribute and who have received formal enterprise education are more inclined towards starting their own ventures than those who are not. This study is mainly focused on the sample collected from business graduates and undergraduates of business schools in the capital. This study cannot be generalized on business students in other parts of the country because of limitation of sample. Also further research is required to be done on the factor “Social Barrier” as our predictions were flawed.

Keywords: Entrepreneurial inclination, Leadership attributes, Resources, Social barriers, Business students.

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<th>Ayesha Yaqoob</th>
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<tr>
<td>Impact Of Celebrity Endorsement On Purchase Intentions Of Consumers</td>
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<tr>
<td>Ayesha Yaqoob</td>
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<tr>
<td>Nuces-Fast, Islamabad</td>
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<td>Tooba Maryam</td>
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<td>Nuces-Fast, Islamabad</td>
</tr>
</tbody>
</table>

Abstract
Sample Data collected is (N=200) from several university students situated in Islamabad. Researchers wanted to examine the impact of celebrity endorsement through Television advertisements on targeted sample of teenagers who has different income levels. Researchers also studied the impact of celebrity endorsement on adolescents having either positive or negative affectivity. Suggested hypothesis are greatly supported by upcoming results in which celebrity endorsement is associated with all variables. Results proved that celebrity endorsement has significant association with advertisement through Television, which states that Television advertisement containing celebrities has greater influence on purchase intention of targeted consumers. Conversely, the result for positive and negative affectivity was against our expectations.

Key words: Celebrity endorsement; Positive affectivity and negative affectivity; Television advertisement

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<th>Hammad Humayun</th>
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<td>How PTCL was able to bring about organizational change &amp; overcame Resistance shown</td>
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<td>Hammad Humayun</td>
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<td>Students of BBA, FAST School of Management</td>
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<td>FAST - National University of Computer and Emerging Sciences, Islamabad, Pakistan</td>
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<td>Umar Saleem</td>
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<td>Dr. Shuja ul Islam</td>
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**Abstract**

Purpose: To identify how PTCL was able to bring about these changes in technological and cultural aspects to overcome inefficiencies attached to public sector organizations. To identify whether PTCL was successful in bringing about these changes and whether these changes addressed previously faced problems in the organization.

*Research Method:* Research method was descriptive-survey. Statistical population consisted of PTCL Employees which through random strata sampling method 100 persons were chosen as the sample. Research Instrument were organizational diagnosis questionnaires with 40 items.

**Finding:** PTCL was able to bring about changes in technological and cultural aspects to overcome inefficiencies attached to public sector organizations. The factors that played a role in bringing change are Leadership, Rewards, Helpful Mechanism, and Purpose.

**Keywords:** Pakistan Telecommunication Company Limited (PTCL), Organizational change, Resistance, Employees.

<table>
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<th>Janice Roh</th>
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<td>Understanding Gender Roles in the Dominican Republic: A Case Study of Cabarete</td>
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<td>Janice Roh</td>
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<td>Seoul International School</td>
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**Abstract**

“How do gender norms influence the occupational choices of girls in the Dominican Republic?” This current study has found that gender norms are clearly prevalent in the area of Cabarete, DR. For instance, there are differences in rules, such as what time girls and boys need to come in. Girls are expected to come home early and go straight to the kitchen, whereas boys are allowed to stay out until late at night, and come home to lie down on the couch. Along with rules, girls have a severely limited selection of jobs that they can choose to have from. Girls are perceived to be the helpers and caretakers of the home. They are not to become kite-boarders, baseball players, or taxi drivers, because those jobs are for men. Also, when girls have jobs, they are expected to bring home 90% of their income to their family, while boys bring 30% of their income to their family.

These gender roles affect children’s and parents’ perceptions. A common trend found was that people lowered their perceptions on girls, in comparison to boys. Having these perceptions, or being told by their parents of these perceptions, girls lose confidence in themselves, or in things their gender must do. Girls are so heavily controlled with rules and job restrictions and this is really influential because it makes them feel smaller and lessening in defining themselves. Girls find it obvious and mandatory to follow such perceptions and pursue in jobs/roles defined specifically to them by society.

<table>
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<th>Hoda Yousefzadeh</th>
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<td>The Challenge of Kurdish Identity in Iran</td>
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**Abstract**
Iran is a country of diverse ethnic and religious backgrounds living in all over the country. Kurdish People, who lives in northwest of Iran, were monitored and controlled by government more than other ethnic minorities. This sensitivity on kurdish regions specially increased after Islamic Revolution. In fact, some reasons such as geopolitical and geostrategic position of Kurdistan and West Azerbaijan as conterminous provinces to turkey and Iraq, which both of them have a minority of Kurds, has led to greater government control on ethnic movement in these areas and suppressed dissatisfied Kurdish activist.

The results of previous research shows that Kurds have a high potential for unity due to their dispersal in 4 neighboring countries Iran, Iraq, Turkey and Syria. This fact caused that Iranian government analyzed kurdish Issues with a security threat-based approach and often faced violently to kurdish politician activist. But this policy has not only undermined the tendencies of Kurdish identity and their outbound orientation, but also increased the Kurdish anti-government sentiment, which is a serious matter for the establishment of a comprehensive peace in Kurdish regions.

This research, using descriptive-analytical methods and using research and library resources, has sought to understand the radicalization of separatist tendencies of the Kurdish minority in west provinces of Iran over the past decade. The observations indicate that unjust distribution without power resources equivalence, lack of the necessary platforms for balanced participation of Kurdish people in the country's fate and affairs, emphasis on the center-around model and adoption of a policy of dealing with and suppressing Kurds, along with external factors such as the Middle East developments and regional insecurities, are the most important factors that has led to the rise of Iranian Kurds, along with Kurds living in Iraq and Turkey ,who has always been to seek an identity, independent of the central government and to increase their willingness in these areas.

Stanisław Witecki
Institute of History Jagiellonian University in Kraków

Abstract

In the last decades of XVIII c. bishops and higher clergy in Polish-Lithuanian adopted many enlightened ideas and promoted them among faithful. Despite of being perceived as members of one group their world views differed to the point of being mutually contradictory. Thus, Richard Butterwick proposed to talk about enlightened Catholicism, catholic enlightenment and counter enlightenment. I adopt these terms in my research about social spread of ideas.

In Lithuania Ignacy Massalski was closest to the model of catholic enlightenment since he encouraged priests to teach about hygiene and agriculture to increase health, wealth and happiness of the people. In Mazovia primate Michał Poniatowski presented theory resembling mostly catholic enlightenment since he demanded a fight against popular customs and piety. In Ruthenia Wojciech Skarszewski introduced program of counter-enlightenment and focused on refuting freethinking philosophy. Interpretation of the ideological differences would be the first aim of my paper. I examined the pastoral letters, preacher handbook and utopia novel written by all these bishops. second goal of my paper would be presentation of real implementation of all these ideas in the teachings of parochial clergy. I examined the pastoral visitation records, and books written and read by priests.
I will conclude with proposition of term Enlightened trident Catholicism which in my opinion describes correctly the general conservatism of clergy slightly changed by bishop’s theories. I will also show how the parochial cultural content transmission enhanced the division of popular and elite culture and triggered realisation of social and ethnic collective identity and promoted the idea of citizenship against the concept of serfdom.

Key words: Catholicism, Enlightenment, popular piety, serfdom, modern nation, Polish-Lithuanian Commonwealth.

Javier M. Rodríguez
GICICSSH1806238

Socioeconomic disparities in mortality and the maintenance of inequality in democratic systems

Javier M. Rodríguez
Department of Politics and Government Inequality and Policy Research
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Abstract
Introduction: Political participation is one important way to influence the decision-making process that affects the policies and programs that in turn affect the survivability of individuals. This observation is critical because the dead cannot vote or voice their political opinions. Further, the non-poor enjoy a large survival advantage over the poor, meaning that the non-poor—who have very different needs and interests from the poor—have more political years to participate in politics than the poor to influence the policy-making process on their favor.

Objective: This paper shows how the early disappearing of the poor, and of racial minorities, maintains the status quo and perpetuates inequality in the United States.

Methodology: We use propensity scores matching statistical methods to analyze data from MIDUS I (Midlife in the United States: A National Study of Health and Well-being) and its 10-year mortality follow up.

Findings: Results show that the health differences between people who die and don’t die in a 10-year period explained 56% of their political participation differences. Survivors participate at higher levels than non-survivors in all age groups and socioeconomic levels; without detrimental differences in health between survivors and future non-survivors, political participation would increase by 28%. We notice the same poor individuals whose increased participation would pressure for redistributive policies are those who die off from the available pool of participants at much higher rates than socioeconomically advantaged individuals.

Research Outcomes: Our conceptual model helps to explain how, through the early disappearance of the poor, continuing political participation of non-poor survivors helps to perpetuate inequality in the status quo.

Keywords: Inequality, health disparities, political participation, governance, society

Fatemeh Moradi
GICICSSH1806251

Psychological Management and Preschooler Behavior Scale in the Game

Fatemeh Moradi
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Abstract
Researchers use the childish games as a way to enter the world of children, so that they can enter the world of children and see the world around them. Therefore, the existence of appropriate tools for evaluating the game is very important in the field of research on children. The aim of this study was to investigate the psychological characteristics of preschooler behavior scale in
the game. Therefore, this scale was completed by kindergarten educators for 165 children that are 3 to 7 years old and they were randomly selected. The result of the factor analysis of the scale with using factor analysis showed that three factors included single player games active game, single player games and passive games. The internal consistency method was used to calculate the reliability. Cronbach's alpha coefficient for the mentioned factors was 0.89, 0.61 and 0.71, respectively. Validation of results was obtained by calculating the factor correlation coefficient with each other and total score. Also, for the validity of the convergence, the correlation between the parents' opinion and the kindergarten’s viewpoint was used in this scale. Finally, the present study showed that each of the psychometric properties of this scale indicates a different and specific feature for this scale.

Keywords: children behavior scale in the game, psychological management of game, single player games

Xingchen Deng
GICICSSH1806257

World Happiness and Social Economic Factors

Xingchen Deng
Saint John’s Preparatory School

Abstract

Aim: This study aimed to build a predictive model for world happiness score in 2017 using artificial neural network and compare its performance with linear regression.

Method: A public data was used in this study. All the records were randomly assigned into 2 groups: training sample (50%) and testing sample (50%). Two models were built using training sample: artificial neural network and linear regression. Mean squared errors (MSE) were calculated and compared between both models. A cross validation was conducted using a loop for the neural network and the cv.glm() function in the boot package for the linear model. A package called “neuralnet” in R was used to conduct neural network analysis.

Results: Norway ranked the first place among 155 countries in the world for the happiness score in 2017. The United States ranked the 14th. Canada ranked the 7th.

According to the linear regression, economy development, family, health life expectancy, freedom was significant predictors for happiness score. Generosity and trust to the government were positively associated with the happiness but not statistically significant.

According to the neural network analysis, the most important predictor of happiness score was people’s generosity, the economy development, followed by the trust to the government, freedom, family and health life expectancy.

For testing sample, the MSE was 0.30 for the linear regression and 0.29 for the artificial neural network. Artificial neural network performed better slightly.

Mohammad Nazarpour
GICICSSH1806259

Autoethnography of the Lived Experience of Cycling in Tehran

Mohammad Nazarpour

MA, Urban Design, Department of urban planning, Faculty of Fine Art, University of Tehran, Iran.

Abstract

There are numerous studies conducted in urban studies dealing with the investigation of pedestrians’ collective life. However, there is a dramatic scarcity of the research on bicycling and the few researches performed in this regard have only considered some ancillary aspects of the pedestrians’ life. On the other hand, the set of the fundamental studies concentrated on cycling in
urban environment have solely utilized quantitative methods for satisfying the infrastructural needs and capabilities of cycling. These researches have completely disregarded the lived aspects of the cyclists in the real world. The studies drawn on quantitative and positivist methods have exclusively dealt with the contextual-spatial responses of the cyclists, including the design of the routes, stations and so forth. However, investigation of the lived experience of the cyclists in such cities as Tehran has been essentially neglected in the urban design studies. The present study, as a qualitative research, relies on autoethnography, to investigate the lived experience of the author as a person who has been a cyclist for a long time and as the one in relation to a great many of the people from various groups and, on the other hand, as an urban designer who is well acquainted with the problems of this scientific field. The current research paper illustrates the lived experience of cycling in Tehran under six primary topics. The recognition of various aspects of the lived world of the cyclists in cities can be the most important in advancing the human-oriented cities of the future.

Key words: cycling, lived experience, autoethnography, Tehran

A Perspective Of Peace And Development Through The Lens Of Ubuntu Philosophy

Esther Esho

Abstract
Ubuntu is an 'African Philosophy' which originated from the Nguni language, spoken in the southern part of Africa. Ubuntu is expressed as "umuntu ngumuntu ngabantu" it is commonly understood as: "I am because you are"; "I am because we are"; "You can't be human all by yourself"; Humanness, among others.

Ubuntu is practised especially in southern Africa, it has been an indispensable tool to promote and enhance peace and development in the Nelson Mandela era. This paper demonstrates how the Ubuntu philosophy enhances peace and development from various perspectives; The intricacies involved in its practice; The corruption of a country in African that has lost quasi all its ‘ubuntu-ness’. It evaluates the genuine approach of Ubuntu and its benefits to our day to day life.

Keywords: Ubuntu, Peacemaking, Peacebuilding, Humanitarian principles, Oneness, Togetherness.

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<td>Altayib Abass Altaher Ahmed</td>
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<td>Adell Mohamed Ali</td>
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