



CONFERENCE PROCEEDINGS

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Preface:

Social Science And Humanities Research Association (SSHRA) is a global group of scholars, academicians and professionals from the field of Humanities and Social Sciences for encouraging intellectual development and providing opportunities for networking and collaboration. This association achieves its objective through academic networking, meetings, conferences, workshops, projects, research publications, academic awards and scholarships. The association is driven by the guidance of the advisory board members. Scholars, Academicians, Professionals are encouraged to freely join SSHRA and become a part of this association, working for benefit of academia and society through research and innovation.

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KEYNOTE SPEKAER



Dr. Jari Martikainen

Faculty of Social Science and Business Studies, Department of Social Sciences (Social Psychology), University of Eastern Finland, Finland

Dr. Jari Martikainen works as a lecturer of Visual Culture Studies at Ingman College of Crafts and Design in Finland. He holds a PhD. degree in Art History from the University of Jyväskylä, Finland, and a Master's degree in Education Sciences from the University of Joensuu, Finland. Additionally, he has pursued postgraduate studies in Art History at the University of Cologne, Germany. Currently, Dr. Martikainen is finalizing his second doctoral thesis – now in Social Psychology – at the University of Eastern Finland focusing on visual representations of teachership. In addition, Dr. Martikainen's current research focuses on teaching methods in art history, social representations theory, visual representations of leadership and visual research methods. He has published articles in several international journals and presented his research at dozens of international conferences in Europe and in Asia.

Topic: Social Representations of Leadership – A Visual Approach

<p>Elmer De Jose ERCICBELLP1806052</p>	<p>Stressors and Coping Mechanisms of Older Adults Teaching in Higher Education Institutions in Manila</p> <p>Elmer De Jose Department of Psychology, Polytechnic University of the Philippines, Manila, Philippines</p> <p>Abstract</p> <p>This study explored the stressors and coping mechanisms of older adults, 60 years old and over, who teach in three state higher education institutions in Manila, Philippines. Descriptive-correlation method of research was employed, utilizing survey as the primary source of data. One hundred eighty-eight (188) were randomly selected from the roster of 356 target participants. The Older Adults Life Stress Inventory (OALSI), ($\alpha = .985$) an adaptation from standardized tests, was used to identify the severity of stressors as experienced by the respondent senior professionals for the past three years along the areas of physical, health, social, family, occupational, and financial domains. Coping strategies were determined using the Coping Strategy Inventory (CSI) Short Form 32 (Tobin, 1984). Typical strategies involve problem solving, cognitive restructuring, express emotions, and social contact. Tests of correlation, however, revealed that all the six stressors areas have significant positive correlation with the following coping strategies: problem avoidance, wishful thinking, self-criticism, and social withdrawal ($p < .01$). Multiple regression analyses disclosed that older adult men have greater preponderance than older adult women to experience stressors. In particular, men with lower educational attainment are more likely to be feel worried about occupational and financial matters. Recommendations were focused on the role of university administrators in espousing the development of a wellness agenda that will look into the needs of senior professionals who are important human and intellectual resources of academic institutions.</p> <p>Keywords: older adults, stressors, coping mechanisms, physical-related stressors, health-related stressors, social-related stressors, family-related stressors, occupational stressors, financial stressors</p>
<p>Oluwafemi Oni ERCICBELLP1806054</p>	<p>Security Measures in Pre-Modern Africa and Its Suitability for Present Days Africa's Security System</p> <p>Oluwafemi Oni Department of Philosophy, Faculty of Arts, University of Lagos, Lagos, Nigeria</p> <p>Abstract</p> <p>Attempts to describe Africans, their ways of thinking and their culture started in antiquity, long before the birth of Jesus Christ. Ancient Greek Historians like Homer, Hesiod and Herodotus expressed some views about the Black man. Many thinkers have argued that Africans were savage, crude and had no learning until the advent of the slave trade. Unfortunately, many educated Africans rely on what Western scholars of the Enlightenment Age said about the Africans. This is a pointer to the fact that most of these African scholars are ignorant of what some of their ancestors said. From Thomas Hobbes to David Hume and Rev'd Placid Temple, most of these scholars have erroneously described Africans in pitiable epithets. Professor Sophie Oluwole (2011:07) had quoted P. W. Botha "...survival of the fittest did not begin with us. It is not the design of the chicken that the Hawk should eat it. It is the nature's design that the hawk should eat the chicken. But aren't they both birds? It is nature's design that the small fishes be eaten by the big fishes. It is my conviction therefore that the black is the raw material for the white man.....". He went</p>

	<p>further that “.....by now every one of us has seen practically that the blacks cannot rule them. Give them guns and they will kill each other. They are good in nothing else but making noise, dancing, marrying many wives and indulging in sex”. The recent of these attacks on African thoughts is captured by Matthew Ashimolowo when he said that “If blacks are not cursed, what did they do to deserve almost 2000 years of oppression, lack etc.”.</p> <p>It is against the aforesaid that attempt will be made to explore science and technology in pre-colonial Africa. Does it really exist? Is there any state of affairs in pre-colonial Africa that qualifies as worthy of the term “science” and “technology”?” Because of its broad sense, the scope of science and technology in pre-colonial Africa shall be streamlined to issues on security. Unfortunately most of these attacks against science and technology in pre-colonial Africa are mostly erroneous. With the hindsight of this, we will make attempt at presenting some literary pieces in the oral tradition of the Yoruba people of South Western Nigeria as illustrations of the thoughts of some ancient African thinkers. The suggestion is not that the Yoruba exemplar stands proxy for African thought, but as example of African thought in the sense in which British, German and French literary piece are concrete illustrations of Western thought.</p>
<p>Saikou Touray ERCICBELLP1806056</p>	<p>The Impact of Internal Audit on The Performance of Public Financial Management and Economic Growth of a Nation</p> <p>Saikou Touray Internal Audit Directorate, Ministry of Finance & Economic Affairs, The Gambia</p> <p>Abstract</p> <p>This research study enables the researcher to identify the economic and fiscal issues in the Ministry of Finance, and analyse those issues and interpret them for economic decision making. Also, it creates avenue for the researcher to suggest solutions to address those economic issues in order to ensure compliance to the laws and regulations of the nation and her institutions; ensure that government resources are procured economically, utilized efficiently and protected adequately in order to improve economic growth and development.</p>
<p>Katerina Lewinbuk ERCICBELLP1806057</p>	<p>Comparative Analysis of Ethical Boundaries and Regulations for Lawyers in The United States, European Union and Russia/Legal Profession in a Comparative Context</p> <p>Katerina Lewinbuk Law, South Texas College of Law Houston, 1303 San Jacinto Street, Houston, TX 77002, USA</p> <p>Abstract</p> <p>This presentation is intended to expose participants to various types of regulation of lawyers in different parts of the world. It will comparatively examine the structure and ethical framework of the legal profession in the United States (mainly based on the “Model Rules of Professional Conduct” issued by the American Bar Association), European Union (covered in the well-accepted cross-border legal practice regulation of lawyers-document titled the “CCBE”), and in Russia (described in the “Code of Professional Ethics for the Attorney”), as an example of a post-Soviet country, including the recourse that may be taken against attorneys for ethical misconduct and professional malpractice. Other topics to be covered will include a range of accompanying ethical and legal issues, such as the role of lawyers and judges, beginning and ending of the attorney-client relationship, globalization of the legal profession</p>

	<p>and the image and expectations of lawyers in parts of the world mentioned above. The presentation will also address various aspects of ethical law practice in selected countries described and analyze the reasons behind established traditions and practices in various legal systems.</p>
<p>Nikita Nahata ERCICBELLP1806058</p>	<p>Role of microfinancing in Women Empowerment in India</p> <p>Nikita Nahata Department of Finance, Pandit Deendayal Petroleum University, Gandhinagar, India</p> <p>Abstract</p> <p>Despite, India being one of the fastest growing economies with the second largest population, i.e., a vast consumer base, poverty remains one of the significant issues. 60% of the people in India are dependent on agriculture, and so the country faces chronic underemployment. India is accounted for the most significant number of people below the international poverty line which is 30% of its population. Poor people not only need the necessities of food, shelter, and clothing to survive. They also need the essential financial services such as savings, insurance, earning interest on savings, and so on. They also have their requirements of setting off the excess cash in banks and withdrawing lumpsum amounts during times of crisis. Traditionally, rural people had very low access to institutionalized credit from the commercial banks and the local lenders, their only source of credit charged very high-interest rates, thereby depleting them which led them into the vicious cycle of debt. Microfinance is a solution to this problem. It is an economic approach which provides financial services to the low-income group. It is a way of ensuring finances to the ones who do not have enough funds or income. Microfinance aims to increase the revenue of the poor, improve the living conditions of small business entrepreneurs and their families, to empower people – especially women. It aims at making the women independent. With the help of microfinance and self-help groups many rural women and low-income group women have come forward and started their businesses or have started earning by using the skills, they have such as sewing, cooking, handcrafting, pottery and so on. Microfinance has been present in India since the 1970s in one way or the other. It has grown over the years and had a lot of beneficiaries especially women. Central and State Governments are actively involved in this area and the recent past, many schemes have also been introduced. However, more innovation, inclusion, and efforts are required to reduce the gap between demand for and supply of microfinance in the country. The poverty in India can be alleviated by reducing this deficit. This paper primarily aims to understand the contemporary issues concerning microcredit and role of microfinance in social upliftment of women in India. The findings provide innovative strategies of the SHGs and government think tanks for optimum utilization of government and private resources for betterment and empowerment of the rural women.</p> <p>Keywords- Microfinance, SHGs, Women Empowerment</p>
<p>Merabet Amina ERCICBELLP1806060</p>	<p>Influence of E-Opinion Leader on New Product Purchase</p> <p>Merabet Amina Business Departement, tlemcen university, Tlemcen/ Algeria</p> <p>Sayah Fatima Université de Rélizane, Tlemcen/ Algeria</p> <p>Abstract</p> <p>The e-opinion leader is seen as a key tool for launching innovation. This leader</p>

	<p>is a very interesting media target for launching new products. On the one hand, his opinions are spontaneously solicited by his entourage before and / or after the purchase of a product or a service, and on the other hand, his recommendations, his orientations and his advice have a stronger weight on purchase decisions in comparison with company-controlled sources of information, such as advertising.</p> <p>In this work, we propose to test the influence of the electronic opinion leader on the purchasing behavior of the consumer and this through the perceived novelty and the perceived risk which in turn influence the purchase intention. After a brief review of the literature, the results of the analysis of data using structural equations by the (MANOVA) and PLS method, confirm the role of leader opinion on the behavior of the consumer and that thanks to the perceived novelty and the perceived risk who act as mediators between the e-opinion leader and the purchase intention.</p> <p>Keywords: e-opinion leader, perceived novelty, perceived risk, purchase intention, new product.</p>
<p>Katerina Parton Lewinbuk ERCICBELLP1806063</p>	<p>Comparative Analysis of Ethical Boundaries and Regulations for Lawyers in The United States, European Union and Russia/Legal Profession in a Comparative Context</p> <p>Katerina Parton Lewinbuk Professor of Law at South Texas College of Law Houston, Texas, USA</p> <p>Abstract</p> <p>This presentation is intended to expose participants to various types of regulation of lawyers in different parts of the world. It will comparatively examine the structure and ethical framework of the legal profession in the United States (mainly based on the “Model Rules of Professional Conduct” issued by the American Bar Association), European Union (covered in the well-accepted cross-border legal practice regulation of lawyers-document titled the “CCBE”), and in Russia (described in the “Code of Professional Ethics for the Attorney”), as an example of a post-Soviet country, including the recourse that may be taken against attorneys for ethical misconduct and professional malpractice. Other topics to be covered will include a range of accompanying ethical and legal issues, such as the role of lawyers and judges, beginning and ending of the attorney-client relationship, globalization of the legal profession and the image and expectations of lawyers in parts of the world mentioned above. The presentation will also address various aspects of ethical law practice in selected countries described and analyze the reasons behind established traditions and practices in various legal systems.</p>
<p>Sannia Salman ERCICBELLP1806069</p>	<p>Impact of Packaging Design on Purchase Decision Making. With the Moderation of Gender</p> <p>Sannia Salman FAST School of Management, FAST National University of Computer and Emerging Sciences, Islamabad, Pakistan</p> <p>Zoha Akhtar FAST School of Management, FAST National University of Computer and Emerging Sciences, Islamabad, Pakistan</p> <p>Saamiah Aleem FAST School of Management, FAST National University of Computer and Emerging Sciences, Islamabad, Pakistan</p>

	<p style="text-align: center;">Raees Farooq FAST School of Management, FAST National University of Computer and Emerging Sciences, Islamabad, Pakistan</p> <p style="text-align: center;">Abstract</p> <p>This article the Impact of Packaging Design on Purchase Decision Making, with the Moderation of Gender analyzes whether the consumer's decision to purchase is influenced by the design of the packaging. Which results in the article emphasizing on the quantitative aspects of sales related to a product, Lay's. The packaging of Lay's is designed in three different ways to check which type of packaging has the most impact on purchase decision making, the three types are: Attractive, Regular and Corporate Social Responsibility. Also, it is to be analyzed with the moderation of gender that which type of packaging is most preferred. An experiment with 85 respondents reveals that purchase decision is highly influenced by the design of the packaging of Lay's chips. Most preferred design was the attractive packaging. At the same time, with the moderation of gender it was seen that females preferred CSR packaging the most. Our findings recommend with great importance to all the FMCGS to put their focus towards the good designs for packaging while developing a product. Key words: Purchase decision making, Attractive packaging, Regular Packaging, CSR Packaging, Gender</p>
<p>Arshad Mahmood ERCICBELLP1806091</p>	<p style="text-align: center;">Holistic Human Resource Development in the Age of 4th Industrial Revolution: A guide to the HRD Practitioners</p> <p style="text-align: center;">Arshad Mahmood School of Management,Universiti Sains Malaysia, Penang</p> <p style="text-align: center;">Mohd Anuar Arshad School of Management,Universiti Sains Malaysia, Penang</p> <p style="text-align: center;">Adeel Ahmed School of Management,Universiti Sains Malaysia, Penang</p> <p style="text-align: center;">Sohail Akhtar School of Management,Universiti Sains Malaysia, Penang</p> <p style="text-align: center;">Abstract</p> <p>Employees are the most valuable assets in organisations. HRD programmes aim to improve the development of employees and organisational effectiveness. HRD programmes help employees to develop their personal and organisational skills for organisational effectiveness. The conventional strategy of organisations in nurturing their employees focuses on enhancing an individual's knowledge, skills, and abilities (intelligence quotient) and emotional control (emotional quotient). However, despite this immense interest in human capital, organisations tend to fall short of a holistic approach to human resource development which eventually affects their performance. This study highlights the significance of spiritual quotient (SQ) programmes in the formation process of human resource development (HRD). There were 12 in-depth interviews conducted with top management and human resource (HR) managers from four service sectors (Banking, Telecom, Health, and Education) in Pakistan. The findings divulged manifold problems that organisations lack understanding of the importance of SQ. It shows that SQ is the missing part of the process of employees' development and should be considered an important factor to be developed. Moreover, this study uncovered the growing interest of SQ in the organisations. The interest of SQ assures that SQ is embedded in the fabric of</p>

	<p>organisational behaviour and psychology. The study emphasises the vital influence of SQ on the bottom line of the organisation, whereby human resources can meaningfully contribute towards organisational effectiveness. Further, this study indicates that without considering the spiritual development of employees, logic (IQ) and emotions (EQ) are not the only sources for human beings to perform utmost standard performances. Therefore, the emerging notion of human SQ and its multiple dimensions must be included in HRD initiatives in order to achieve a holistic mechanism. Based on these findings, this study proposed a holistic human resource development model for organisational effectiveness which will help to fulfil the rational, emotional and spiritual aspects of the employees.</p> <p>Key-Words: Human Resource Development, Spiritual Intelligence, 4.0 Industrial Revolution.</p>
<p>Wahid Sharif ERCICBELLP1806094</p>	<p>Federalism in Germany</p> <p>Wahid Sharif Area Study Center for Europe, University of Karachi, Karachi, Pakistan</p> <p>Abstract</p> <p>An innovative review of current federalism and collusion, which passes on a point by point theoretical examination maintained by new relevant investigations. It is grounded in a sensible capability between 'alliances', particular sorts of states, and 'federalism', the thinking that drives and advances them. It also purposes of intrigue the causes, course of action, advancement and assignments of government political interests. Analyze the hypothetical bases of federalism and class through the headway of the academic open thought on federalism;</p> <p>The American Federal experience; the foundations of government states; and the association between state-building and national mix. Explore comparable federalism and association by looking basic pathways into close examination with exploratory examinations on the US, Canada, Australia, India, Malaysia, Pakistan, Belgium, Germany, Austria, Switzerland, The EU.</p> <p>Explore the pathology of federations, looking at failures and successes, the impact of globalisation.</p> <p>Federalism is a system of government that stands nervously between a unitary government with administrative decentralization and a confederacy composed of independent states that choose to coordinate their activity in some realms, such as defense or trade. The comparative study of federations is broad, ranging from internal fiscal arrangements to economic performance to political representation and identity. Uniting these diverse fields is a common interest in federalism as a system of government, adopted for a purpose, and failing or meeting aspirations. Federal systems vary widely in construction, in purpose, and in practice. The system effects are complex and often unexpected. Hence, adopting the federal form is an important constitutional decision with significant—and sometimes surprising—consequences. In this article, we concentrate on two aspects of the literature on comparative federalism: the postulated benefits of federalism and theories to explain its inconsistent performance.</p>
<p>Maqsood Mahmud ERCICBELLP1806095</p>	<p>Start-up Techno Entrepreneurship Adaption: An Intention Based Assessment Study of Start-ups in Kingdom of Saudi Arabia.</p> <p>Maqsood Mahmud College of Business Administration, Imam Abdulrahman Bin Faisal University (IAU), Dammam, Kingdom of Saudi Arabia</p>

	<p style="text-align: center;">Yusuf Opeyemi Akinwale College of Business Administration, Imam Abdulrahman Bin Faisal University (IAU), Dammam, Kingdom of Saudi Arabia</p> <p style="text-align: center;">Adel Abdullah Alaraifi College of Business Administration, Imam Abdulrahman Bin Faisal University (IAU), Dammam, Kingdom of Saudi Arabia</p> <p style="text-align: center;">Abstract</p> <p>Establishment of Start-up firms across the economies is proving to be a panacea for the critical economic problems of unemployment and under utilization of resources. Start-up firms have assumed a great importance and role in the economic development of nations across the globe more specifically for Saudi Arabia in the backdrop of Vision 2030. As such, in today's economic development paradigms, Saudi Arabia as a country cannot afford to ignore the importance of start-ups for their overall sustainable economic growth and development. This paper attempts to study intention level of technology adoption by the start-ups in the Kingdom of Saudi Arabia that can result in the development of a start-up techno-entrepreneurship adaption framework. For the study , stratified random sampling survey method was used and the data collected was put to different statistical tests and techniques like Descriptive, Correlation, ordered logistic regression etc. The results presented in the paper show that startups in KSA show a high-level of intention towards technology adaption in their enterprises, as they believe that it enhances the basic startup entrepreneurial process capabilities and efficiencies like business-ideation, concept & prototype development, feasibility analysis etc. However, there are certain constraints that come in the way of techno-entrepreneurship for the startups in KSA. Among these constraints Financial Support and Techno skill/expertise act as the major constraints. The resultant empirical information will be of high use to develop a Startup Techno entrepreneurship adoption modular framework that could facilitate easier adoption and use of technology by the startups in Kingdom of Saudi Arabia.</p> <p>Keywords: Start-up Techno-entrepreneurship, Techno entrepreneurship Adoption, Start-up Techno-entrepreneurship Framework, Vision 2030.</p>
<p>Prof. Dr. Chachan Jumaa Mohammed ERCICBELLP1806098</p>	<p style="text-align: center;">Happiness and It's Relationship with Emotional Intelligence among University students.</p> <p style="text-align: center;">Prof. Dr. Chachan Jumaa Mohammed College of Basic Education University of Duhk, Iraq</p> <p style="text-align: center;">Abstract</p> <p>The present study is aimed to investigate the relationship between happiness and emotional intelligence among university students. From the statistic population of 3864 people, 204 male and female students were chosen by stratified random sampling method. The research method is of correlation kind and for data collection two scales were used: the Oxford Happiness Questionnaire and Emotional Intelligence Test. The results showed that students' happiness and emotional intelligence is not satisfactory. In addition, there are a significant differences between male and female students in happiness and emotional intelligence, the mean happiness score and emotional intelligence among female students is more than male ones. But, there are no significant differences in the happiness or emotional intelligence due to the year study. Finally, there is a significant positive relationship between happiness and emotional intelligence of students.</p>
<p>Nikita Khanna</p>	<p style="text-align: center;">Is Globalization leading to No Choice and No Space?</p>

<p>ERCICBELLP1806102</p>	<p style="text-align: center;">Nikita Khanna Center for Political Science, JNU, Delhi, India</p> <p style="text-align: center;">Abstract</p> <p>The paper tries to highlight the reasons behind the backlash against the increasing economic and cultural reach of multinational companies. Globalization is a process whereby corporations discovered that profits lay not in making products but in creating branded identities that people adopt in their lifestyles. The other very essential argument is that there is an increasing commercial takeover of public space, destruction of consumer choice, and replacement of real jobs with temporary work. There is an assault on civic spaces, civil liberties and employment. Interestingly there is also a democratic resistance arising globally to challenge the hegemony of these brands as they have become revered symbols worldwide. The age of the brand witnesses the evolution of a new relationship between the producer and its product. Originally, brands were meant to assure the quality of the product, today the brand has detached itself from the product to become the selling point. The paper further would give various examples as highlighted by Klein in NO LOGO to analyse how corporate global marketing takes place. It would trace a shift from product marketing to brand marketing that has relegated manufacturing to a subordinate role in contemporary capitalism. The resultant would be degradation of labour, environment and human rights. It would emphasise on the condition of underpaid outsourced temporary contract labourers and further analyse the role played by women workers as globalised labourers where studies have shown these corporations having a huge female unmarried workforce. It then will highlight anti corporate activism in light of contemporary agreements in WTO, the anti WTO movement, and other trade agreements with reference to global injustice and the role played by trade and labour regulations.</p>
<p style="text-align: center;">Agus Suroso ERCICBELLP1806106</p>	<p style="text-align: center;">Digital Marketing As A Catalyze Of Village-Owned Enterprise Revenue In Banyumas</p> <p style="text-align: center;">Agus Suroso Universitas Jenderal Soedirman, Purwokerto, Indonesia,</p> <p style="text-align: center;">Amber Lumbantoruan Universitas Jenderal Soedirman, Purwokerto, Indonesia</p> <p style="text-align: center;">Mafudi Universitas Jenderal Soedirman, Purwokerto, Indonesia</p> <p style="text-align: center;">Ascaryan Rafinda Universitas Jenderal Soedirman, Purwokerto, Indonesia</p> <p style="text-align: center;">Abstract</p> <p>The main aims of this research are to examine the effect of digital marketing on village owned enterprise in Banyumas. This enterprise has much potential for becoming a revenue generator. Unfortunately, the human factor is the main problem in this issue. An unskilled employee in the village is the main problem, why they cannot generate more revenue from their resources. This research examines three village-owned enterprises in Sumbang, Banyumas. Participation action research methodology was used to give the treatment on the enterprise. Pre and post-test analyze used to test whether the digital marketing affects the enterprise. Difference T-test was used to examine the revenue pre-digital</p>

	<p>marketing and post digital marketing. Three months before and after the treatment was analyzed. The result shows that there is a significant difference between pre and post-treatment in revenue. The implication of this research shows that digital marketing has a significant effect on village-owned Enterprise Revenue. Then digital marketing suggested being used by the village enterprise to improve their revenue.</p> <p>Keywords: Digital Marketing, Village-Owned Enterprise, Revenue Improvement, Village Enterprise.</p>
<p>Miss. Roopashree. S. Vadageri ERCICBELLP1806107</p>	<p>Integrating Mental health into Primary Health Care</p> <p>Miss. Roopashree . S. Vadageri PhD scholar at Tata Institute of Social Sciences Mumbai.</p> <p>Mental health problems represent 5 of the 10 leading cause of disability worldwide, accounting 12% of the global disease burden. One in every four people will experience mental health problem during their life-time. More than 450 million people suffer from mental illness. In the world mental health problems are the leading disabling health conditions, due to common mental illness like depression, anxiety, alcohol dependency and drug abuse are mostly leads to chronic medical problems. these mental illness can impair the self-care and social functioning of an individual which directly effects on families The effective treatment are existing but only few of them are access the care because most of the mental health care institutes are located in the cities and town which are far from rural area, the people who are living in the rural areas are not able to access mental health services and they are not aware about the mental health care and they are not ready to seek help for such illness which has social stigma. They are having difficulties in accessibility, affordability for mental health treatments, so for such situation there is need of integration of mental health into primary care. Integration of mental health into primary health care helps to improve access to mental health by avoiding fragmentation of health services by providing both physical and mental health services in primary setting and addressing mental health issues in the primary care are often more attractive for patient and families who are concern about stigma. By using WHO reports, government documents and research studies the present short review will be more focusing on the global mental health burden and history of the mental health in Indian health system and why integration is important in the mental health field and what to integrate and the reasons for integrating mental health into primary health care. Then this review also explains how to build an integration model in primary health care by introducing community mental health model like Bellary Model (District Mental Health Program) SANGHAT and Banyan organization which are working on community mental health, as case study.</p>
<p>Mr. Umamaheswara Rao Jada ERCICBELLP1806109</p>	<p>Empowering Leadership, HRM Practices and Employee Well-being: A Multi-Mediation model</p> <p>Mr. Umamaheswara Rao Jada, Research Scholar Vinod Gupta School of Management, Indian Institute of technology, Kharagpur</p> <p>Dr. Susmita Mukhopadhyay, Associate Professor Vinod Gupta School of Management, Indian Institute of technology, Kharagpur</p> <p>Abstract</p> <p>Though earlier research works have evinced the role of well-being in promoting organizational performance and productivity, but the practices concomitant to promote employee well-being was sparsely been explored. The present study</p>

fills the void through an exploratory sequential mixed method design to identify and analyze the role of contemporary HRM practices in promoting employee well-being in Indian organizations. 328 employees working in Indian banking industries were a part of the survey exercise to decipher their understanding on the role of empowering leadership style (IV) on employee well-being (DV). Activity enhancing, motivation enhancing, opportunity enhancing, work-life balance and voice related HRM practices were proposed as possible mediator between employee leadership styles on employee well-being. Structural equation modeling (AMOS 22.0) revealed a positive association among IV and DV whereas; there was a significant association of mediating variables among empowering leadership and employee well-being. Theoretical, practical implications and scope of future works are discussed in line with the empirical findings.



Prakash Priyadarshi
ERCICBELLP1806111

The Violation of Human Rights of forest dwellers in Protected Area of Tadoba Tiger Reserve, Maharashtra, India: Contextualising the Conflict Between Conservation and Livelihood

Prakash Priyadarshi
Tata Institute of Social Sciences, Mumbai, India

Abstract

Wildlife conservation in developing countries such as India has a harsh effect of the displaced forest dwellers from their natural habitat from where they are living since time immemorial where basically marginalized people stays such as indigenous people and other forest dwellers . Many scholars has found that conservation induced displacement has caused impoverishment, social dislocation, and loss of livelihoods and cultural capital among the oustees that shows the completely violation of human rights of the forest dwellers. Poorly and non-serious designed framework for the Forest dweller's livelihood and to safeguard their human rights, the compensatory and resettlement schemes have aggravated the problem of the people those who were dependent on the forest for their livelihood. The policy of restricted use dominates conservation policies throughout the world and reflects the western idea of separation between pristine nature and human-modified habitats. However, this conservation strategy has caused the environmental conflicts involving human rights of forest dwellers throughout the world. Our study aims to analyze the nature and process and impacts of the creation of a system of PAs of restricted use on the livelihoods and well-being of forest dwellers in the Tadoba Tiger Reserve, Maharashtra, India.

The Tadoba Tiger Reserve (TTR), Maharashtra Province in India has been the scene of conflicts between forest dwellers and wildlife managers ever since its establishment in 1995. The conflicts, because of exclusion, of forest dwellers by Wildlife Officials for entry into the park to collect non-timber forest products. Documented information on these conflicts, however, is scanty.

In India there are so many legislation such as Wildlife Protection Act, 1972, Forest Conservation Act 1980, Forest Rights Act, 2006 these all legislations emphasizes on the basic human rights and livelihood rights of forest dwellers, but its implementation is accompanied with several problems at various institutional levels. With special reference to the implementation of the Forest Rights Act in protected areas of Tadoba Tiger Reserve (TTR), Maharashtra, this paper discusses the conflict among the nexus of the concepts of conservation, human rights and livelihood of the people, and suggests some ways to strengthen livelihoods.

We used the extended-case method, conducted fieldwork and interviews with key stakeholders. The case study shows the situation and impact of the

	<p>relocation Process on people of the Bhagwanpur village, which was relocated in 2007 in the name of Tiger conservation from Tadoba Tiger Reserve, Maharashtra, India. The results revealed that there is a huge violation of the human rights of the forest dwellers/ local people. Key Words: Protected areas, TTR, FRA 2006, WPA 1972, FCA 1980, forest dwellers, Livelihood, Human Rights, conflicts, Relocation</p>
<p>Ali Demir ERCICBELLP1806115</p>	<p>Corruption And Bribery Perception From Ottoman Era To Contemporary Turkey</p> <p>Ali Demir Ronaki Hawler College, Erbil, Iraq</p> <p>Abstract</p> <p>On 17th December, 2013, the biggest corruption operation in the history of the Republic of Turkey was made. In these operations 89 people were taken into custody including Barış Güler, the son of the Minister of Interior Muammer Güler, Salih Kaan Caglayan, the son of the Minister of Economy Zafer Çağlayan, Abdullah Oğuz Bayraktar, the son of the Minister of Environment and Urbanism Erdoğan Bayraktar, Süleyman Aslan, Halkbank General Manager, businessmen Ali Ağaoğlu, Rıza Sarraf and Fatih Mayor Mustafa Demir (Sözcü Gazetesi, 2015).</p> <p>The Turkish government, particularly Erdoğan, after a few days of astonishment, explained that “the extreme wicked and evil groups” were operating against Turkey and then they responded powerfully; first, many provincial police chiefs, especially the ones in Istanbul, were changed, and four ministers forced to resign. Corruption tapes (Erdoğan and ministers' phone calls records) have installed and prevailed on the internet and then the deputies of Justice and Development Party İdris Naim Şahin, Ertuğrul Günay, Haluk Özdalga, Erdal Kalkan and Hasan Hami Yıldırım have resigned from their party (Hürriyet, BBC, 2014).</p> <p>The government, which hardened its actions day by day, claimed that the 17 December operations were carried out by a "parallel structure" (Gülen Community / Movement / Sect) supported by "external powers", prosecutors were dismissed from the post and some statesmen were given immunity after a series of laws, "Parallel structure" operations were launched with 1,000 inspectors against those who started 17th December operations and many changes have been made in many state institutions (Hürriyet, BBC, 2014).</p> <p>Since the corruption operation, there have been three elections in Turkey, Erdoğan and his party have triumphed in all of the elections despite all corruption allegations. On July 15, 2016, there was a military coup attempt that shook all of Turkey; The Justice and Development Party's government did not allow the proper investigation of this coup attempt to take place. Minister of Justice Bekir Bozdağ said that since July 15, 168 thousand 801 people have been subjected to criminal proceedings, 50 thousand 504 people are under arrest, 615 people are in custody, there is a capture resolution for 8 thousand 69 fugitive people (Hürriyet, 2017). More than 1000 private schools, 15 private universities, 35 health institutions, 1249 foundation-associations and 19 syndicates (Habertürk, 2016); 3 news agencies, 16 television stations, 23 radio stations, 45 newspapers, 15 magazines and 29 publishing houses and many websites were closed down after 15th July (Hürriyet, 2016). Currently, 172 journalists are in jail in Turkey (Tutuklugazeteciler.blogspot, 2017).</p> <p>Despite the government members who admitted their involvement in the corruption scandal with their own mouths in the voice records that have been published on YouTube, despite the fact that Turkey has been rumbled with these reports for days and even months, despite the tens of thousands of people</p>

	<p>who were jailed or at least lost their job; Erdoğan did not just remain in the prime minister's seat, after a while he won the presidential election and he became Turkey's president. Moreover, with the referendum held on April 16, 2017, he got all the powers.</p>
<p>James E. Weber ERCICBELLP1806061</p>	<p>Toward a Taxonomy of Online Class Email Communication in Business Classes</p> <p>James E. Weber St. Cloud State University</p> <p>Paula S. Weber St. Cloud State University</p> <p>Margaret A. Young Texas Woman's University</p> <p>Abstract This study examined email communications between students and the professor in sections of a management class taught in both online and face to face formats. It developed preliminary classifications of the types of communications exchanged in these classes. Email communications between the professor and 58 students enrolled in online sections of an introductory management class were compared to emails with 42 students enrolled in an otherwise identical face to face class. The study used both descriptive statistics and content analysis to identify preliminary classifications of types of communication and to document communications differences in email exchanges between the different pedagogies. Findings indicated differences in both communication rates and in the nature of communication types between the two pedagogical formats. Results point to areas where professors teaching online can expect student emails and proactively prepare responses and address problem areas. Future research should confirm the developed classifications and inform best practices for the development of high quality communications in classes taught in an online format. Key Words: Taxonomy, Online communications, Online pedagogy, Email communications, Content analysis</p>
<p>Cristiano Valerio Dos Santos ERCICBELLP1806064</p>	<p>Can Exposure To Uncontrollable Aversive Events Facilitate Learning? The Case Of Appetitive Contingencies.</p> <p>Cristiano Valerio Dos Santos Centro De Estudios E Investigaciones En Comportamiento Universidad De Guadalajara</p> <p>Abstract Exposure to uncontrollable aversive events may affect subsequent performance on different learning tasks, either facilitating it (e.g. Pavlovian conditioning) or impairing it (e.g., instrumental escape learning). However, the facilitative effect of uncontrollable aversive events has only been assessed with the eye-blinking response and male subjects; females previously exposed to uncontrollable shocks show impaired classical conditioning. In the present experiment, we attempted to replicate the facilitative effect of uncontrollable aversive events on an appetitive contingency. Twenty water-deprived rats, 10 males and 10 females, were exposed to one session of uncontrollable electric shocks and 10 sessions of an appetitive contingency in which a tone was followed by a drop of water; another group of 20 male and female rats were exposed only to the appetitive contingency without prior exposure to shocks. We measured the duration of magazine probes during the tone compared to magazine probes</p>

	<p>before tone presentation and response latencies during the tone. Neither measure revealed differences between males and females, regardless of exposure to shocks. Prior exposure to shock also did not affect either measure. More research is needed to assess the generality of the effect of uncontrollable aversive events on both Pavlovian and instrumental learning. Keywords: Uncontrollable aversive events, Pavlovian conditioning, appetitive contingency, learned helplessness</p>
<p>Prof.Dr.Emin Guzel ERCICBELLP1806068</p>	<p>Entrepreneurship Training in Çukurova University and Problems of Entrepreneurial Students and Solution Proposal</p> <p>Prof.Dr.Emin Guzel Çukurova University, Faculty of Agriculture, Engineering Department of Agricultural Machinery and Technology, Adana-Turkey</p> <p>Abstract The aim of this study is to develop the solution proposals by identifying the main trends and the problems that students in the attend entrepreneurship certification education courses in Cukurova Universities. The entrepreneurship priority of the students participating in the curriculum was investigated according to the professional groups, taking into account the legal regulations, supports and development targets published in this direction. For this reason, the situation of students applying for a three-year project, which started in 2015 and completed in June 2018, was taken into account. In the project, 30 programs were opened in six semesters and 550 students graduated. Considering the entrepreneurial tendencies of the participants who graduated from the course program, the engineering faculty was ranked first and vocational high school students ranked second. The biggest problem that has been encountered is to reach the venture capital required for the entrepreneur who wants to establish the first business.</p>
<p>Tal Shahor ERCICBELLP1806085</p>	<p>Strengthening local authorities through local procurement</p> <p>Tal Shahor Department of Economics, Yezreel Valley Academic College, Emek Yezreel, Israel</p> <p>Irit Porat Policy Analyst & Research Candidate (BGU) Guilford Glazer Faculty of Business and Management Department of Public Policy and Administration</p> <p>Javier Simonovich Department of Human Services, Yezreel Valley Academic College, Emek Yezreel, Israel.</p> <p>Moshe Sharabi, Department of Sociology and Anthropology, Yezreel Valley Academic College, and The Center for the Study of Organizations and Human Resources,</p> <p>Abstract This study examines options available to local authorities to promote the local economy and create job opportunities by employing local residents, and purchasing locally made products and services, while conducting the procurement process according to proper management procedures and without detracting from the standard of the services and goods acquired. Public procurement through tenders is discussed in the context of exposing corruption and in economic terms. Usually this discussion is based on two</p>

	<p>assumptions. The first assumption maintains that a competitive process prevents corruption and bias, and the second assumption contends that the outcome will be the more efficient as it leads to selection of the most cost-effective bid according to the stipulated conditions in the published invitation to tender.</p> <p>This study examines whether, in its considerations, the local authority can include additional indirect benefits to the local community by preferring businesses whose public contributions exceed supply of the service or product offered in the tender. In other words, this study examines the possibility that conditions of the tender will prefer local authority residents, businesses, or employees.</p>
<p>George V. Priovolos ERCICBELLP1806119</p>	<p>The Role of Core Values in the Branding Process in Higher Education: A Critical Analysis</p> <p>George V. Priovolos Department of Marketing & Int'l Bus, Sch of Business, Iona College, New Rochelle, NY, USA</p> <p>Abstract</p> <p>Online publication of Strategic Plans by businesses and other organizations, including Colleges and Universities, has nowadays become the norm. Mission and Vision Statements are often accompanied by a list of Core Values the institution espouses to; together, these elements constitute the foundation of the institution's strategic planning framework. In the Strategic Planning literature, Core Values—in particular—are conceptualized as representing an organization's highest priorities and desired culture. They are expected to be shared by all those working in it; they provide the compass for organizational decision-making. At the same time, as competition for students, talent, and funds in higher education intensifies, developing, communicating, and sustaining an appealing and unique College or University brand has become one of the key objectives of an academic institution's Strategic Plan.</p> <p>This exploratory study examines the contents of Core Values Statements as they appear in the Strategic Plans of academic institutions of higher education and their applicability to their Branding Process. An internet search conducted by the author found that the set of Core Values adopted by most Universities and Colleges appears to be too long and virtually indistinguishable from those of the competition. Moreover, these lists are often imbalanced containing mostly "soft" values (student-centeredness, integrity, openness, etc.) as opposed to "hard" ones (e.g., student outcomes, financial performance). This paper argues that such an undifferentiated approach in drafting an institution's Core Values runs counter to the basic tenets of modern Branding; it suggests that successful Branding efforts require the adoption of a smaller, more focused, and unique set of Core Values, properly aligned with the institution's culture and Mission, that will help create a clearly defined and attractive Brand Image.</p> <p>Key Words: Core Values, Strategic Planning, Branding, Higher Education</p>

LISTENERS

<p>Ibrahim Wallee Administration, Cr-Network Ghana, Accra, Ghana ERCICBELLP1806053</p>
<p>Lamin Kurang Empire Grocery Enterprise, Empire Grocery Enterprise, Banjul, The Gambia ERCICBELLP1806055</p>
<p>Md Faisal Bin Aziz Department of Management, Lube Tex Corporation, Dhaka, Bangladesh ERCICBELLP1806067</p>
<p>Daniel Frimpong Northern Youth for Peace and Development Nyuped, Northern Youth For Peace And Development Nyuped, Tamale, Ghana ERCICBELLP1806070</p>
<p>Bright Akpalu Junior Northern Youth for Peace and Development Nyuped, Northern Youth for Peace and Development Nyuped, Tamale, Ghana ERCICBELLP1806071</p>
<p>Derrick Gyan Department of Business, University for Development Studies, Ghana ERCICBELLP1806072</p>
<p>Peshraw Ali.M.Ameen Political Scnce, Mayors for peace, Iraq ERCICBELLP1806073</p>
<p>Idrees Mohammed Amin University of Sulimanyah, Mayors for Peace-Iraq, Sulimanyah, Iraq ERCICBELLP1806074</p>
<p>Erfan Hama Karim Darbanikhan institute-Sulimanyah, Mayors for Peace, Sulimanyah, Iraq ERCICBELLP1806075</p>
<p>Richard M Gono BBA,Chaitanya Institute of Technology and Science, Warangal, Republic of India ERCICBELLP1806076</p>
<p>Shano Adnan Omer University of Sulimanyah, Mayors for peace-Iraq, Sulimanyah, Iraq ERCICBELLP1806077</p>
<p>Jalil Saeed Abdulah University of Qalam, Mayors for peace-Iraq, Sulimanyah, Iraq ERCICBELLP1806078</p>
<p>Daniel Laryea Adjei Founder, Socialpledge Foundation, Accra, Ghana ERCICBELLP1806079</p>
<p>Douglas Nti Architectural, Advovich Surveying and Draftsmanship, Berekum, Ghana ERCICBELLP1806081</p>
<p>Ali Bigdeli Manger of Travel Agency, Iran ERCICBELLP1806082</p>
<p>Mahshid Mansouripour Manger of Travel Agency, Iran ERCICBELLP1806083</p>
<p>Bishnupada Roy</p>

Buddhist Monk,Gayanalankar Buddhist Sangha,Kolkata, India ERCICBELLP1806084
Stephen Owusu Supply Chain,Beautiful Creations Company Limited,Accra, Ghana ERCICBELLP1806086
Robert Francis Akosah Supply Department,Guinness Ghana Breweries Limited,Kumasi, Ghana ERCICBELLP1806087
Monica Effia Boahene Shipping Department,Impress Chandling,Takoradi, Ghana ERCICBELLP1806088
Lansana Dukuray, Concord Times News paper News Editor, Editorial Department, Concord Times Communications, Number 44 Edward Street Freetown Sierra Leone ERCICBELLP1806089
Kwaku Sarpong Spare Parts Dealer,Tomdab Enterprise,Kumasi, Ghana ERCICBELLP1806090
Sampson Dapaah Courier,,Kumasi, Ghana ERCICBELLP1806097
Osman Koroma Editorial Reporter, Concord Times Communications,Concord Times Communications,Freetown Sierra leone ERCICBELLP1806099
Sherif Elbahy AboElezz Hamadah Editor-in-chief, Lawyers News,Managing editor ahrar daily Newspaper,Egypt ERCICBELLP1806100
Hossam Mohamed Abdel Salam Abou El Hassanin Media Editor,Lawyers News,Egypt ERCICBELLP1806101
Fred Appiah Dwomoh Head of Electrical Department,Don Bosco Technical Institute,Sunyani, Ghana ERCICBELLP1806104
Afez Ademiju Banking and Finance, Faculty of Financial,Osun State polytechnic,Iree, Nigeria ERCICBELLP1806105
Rachel Oppong-Amakye Business Management and Economics,Amaplax Enterprise,Konongo, Ghana ERCICBELLP1806108
Poonam Malhan Department of English, SRM University,New Delhi, India ERCICBELLP1806110
Veronica Yeboah English Language,N/ASUHYIAE D/A JHS,Berekum Ghana ERCICBELLP1806113
Veronica Yeboaa English Language,N/ASUHYIAE D/A JHS,Berekum, Ghana ERCICBELLP1806116
Bruria Rechavi(Ettinger) Faculty of linguistics,The Hebrew University- Jerusalem,Jerusalem, Israel ERCICBELLP1806051
Guy Mampa Mbo Ministere,Ministere Des Relations Avec Le Parlement,Democratic Republic of Congo ERCICBELLP1806092

<p>Andy Salamay Monsenju Ministere,Ministere Des Relations Avec Le Parlement,Democratic Republic of Congo ERCICBELLP1806093</p>
<p>Daniel Arome Ibrahim Marketing Department,President College /Damy Best Business Solution,Kuala Lumpur, Malaysia ERCICBELLP1806103</p>
<p>Mosopefoluwa Odedeyi Rehabilitation and Support Services,Clinbix Healthcare Ltd,Lagos Nigeria ERCICBELLP1806114</p>
<p>Ilugbo Adeyemi Banking, Zenith bank PLC, Ikpoba hill branch, Benin, Nigeria ERCICBELLP1806117</p>
<p>Ahmed Mohammed Ali Al-Radhi Faculty of Law, University of Malaya, Kuala Lumpur Malaysia ERCICBELLP1806118</p>

Upcoming Conferences

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- Dubai – International Conference on Research in Social Science & Humanities (ICRSSH), 30 Sep – 01 Oct 2018
- 2018 – IIIrd International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), Oct 02-03, Dubai
- Kuala Lumpur – International Conference on Research in Social Science & Humanities (ICRSSH), 09-10 October 2018
- 2018 – IVth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), Oct 11-12, Malaysia
- Singapore – International Conference on Research in Social Science & Humanities (ICRSSH), 13-14 Nov 2018
- 2018 – Vth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), Nov 15-16, Singapore
- Jakarta – International Conference on Research in Social Science & Humanities (ICRSSH), 20-21 Nov 2018

- 2018 – VIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), Nov 22-23, Jakarta
- Mauritius – International Conference on Research in Social Science & Humanities (ICRSSH), 14-15 Dec 2018
- 2018 – VIIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), Dec 14-15, Mauritius
- Bangkok – International Conference on Research in Social Science & Humanities (ICRSSH), 18-19 Dec 2018
- 2018 – VIIIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), Dec 20-21, Bangkok
- 2nd Dubai – International Conference on Research in Social Science & Humanities (ICRSSH), 23-24 Dec 2018
- 2018 – IXth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), Dec 25-26, Dubai
- Bali – International Conference on Research in Social Science & Humanities (ICRSSH), 26-27 Dec 2018
- 2018 – Xth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), Dec 28-29, Bali
- 2nd Bangkok – International Conference on Research in Social Science & Humanities (ICRSSH), 04-05 Feb 2019
- 2019 – IInd International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), Feb 06-07, Bangkok
- 3rd Dubai – International Conference on Research in Social Science & Humanities (ICRSSH), 23-24 Feb 2019
- 2019 International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), Feb 25-26, Dubai

- 2nd Singapore – International Conference on Research in Social Science & Humanities (ICRSSH), 12-13 March 2019
- 2019 – IIIrd International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), March 14-15, Singapore
- London – International Conference on Research in Social Science & Humanities (ICRSSH), 08-09 April 2019
- 2019 – IVth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), April 10-11, London

