



CONFERENCE PROCEEDINGS

**2018 – Illrd International Conference on Business, Economics, Law,
Language & Psychology (ICBELLP), Dubai**

02-03 October 2018

Conference Venue

**Flora Grand Hotel, Near Al Rigga Metro Station, Deira, Dubai, United
Arab Emirates**

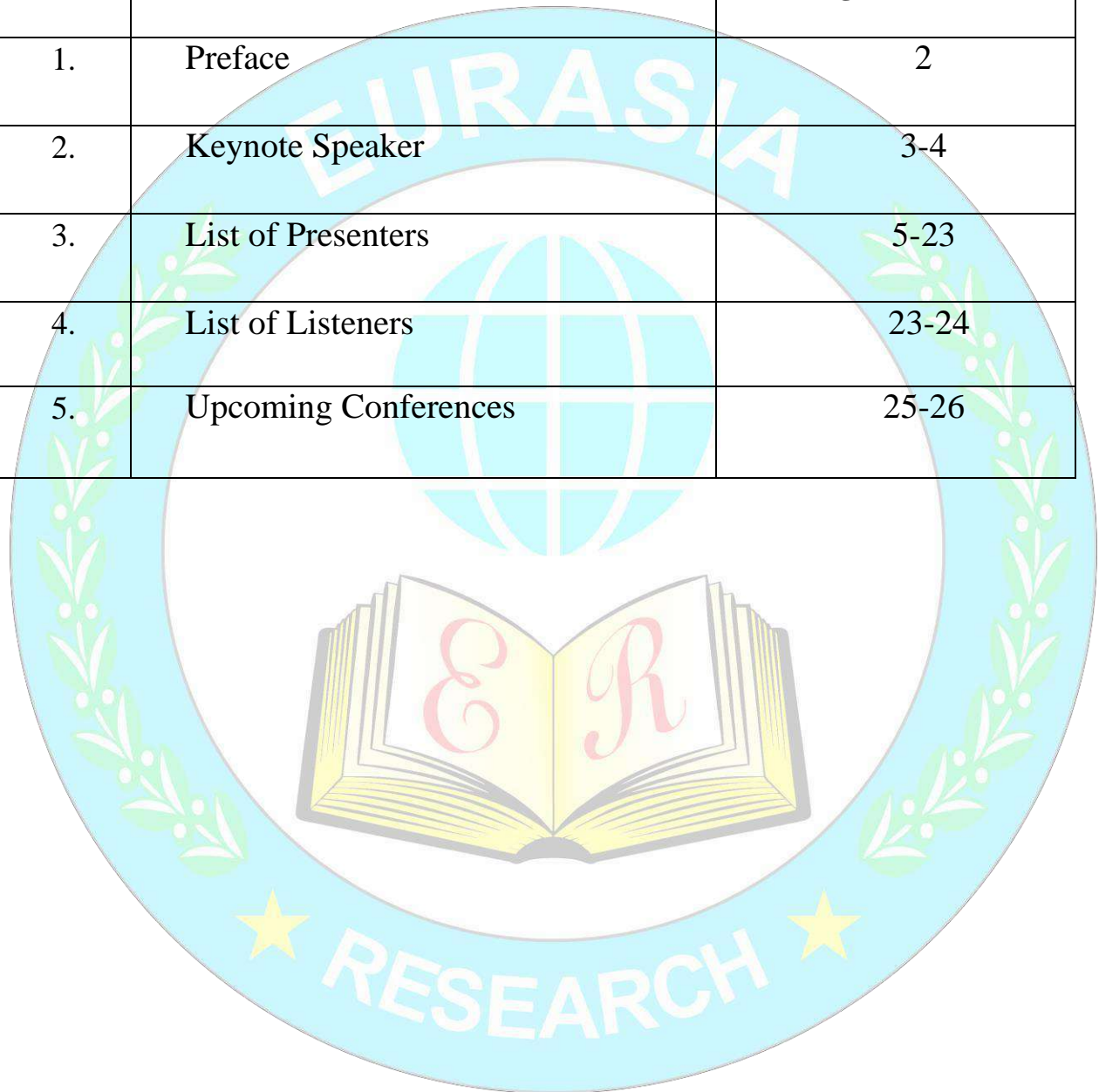
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Preface:

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**2018 – IIIrd International Conference on Business, Economics, Law, Language & Psychology (ICBELLP),
Dubai**

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KEYNOTE SPEAKER



Seetha Sagarán

Personal Development Trainer | Motivational Speaker | Lifestyle Consultant | Dubai, UAE

Seetha Sagarán is a Motivational Speaker, Personal Development Training Professional, and Lifestyle Consultant. After having lived in Dubai for more than 30 years, she admires the fact that today Dubai is an Inspiration for not just the Middle East but for the whole world. Winner of the Global Training & Leadership Development Award – 2017, she has a degree in Psychology, a Post Graduate Degree in English, a Post Graduate Diploma in Guidance & Counselling, and is a Certified Professional Behavioral Analyst (CPBA). A certified Hypnotherapist specialized in the Gastric Mind Band Technique and Hypnotherapy Techniques with Children and a Metaphor Therapist; she also has a Diploma in Teaching Children with Special Needs, U.K.

She is a member of The National Federation of Neurolinguistics Programming (NPNLP), U.S.A, The Institute of Counselling, U.K. and a member of Toastmasters International, U.S.A. Her unique and creative training workshops and programs have an emphasis on the development of Communication & Leadership skills, principles of Psychology, Counselling, and Hypnotherapy. Seetha has promoted awareness of quality, in behavioral and environmental contexts, with respect to human resources skills, to train personnel from Corporate, Educational and Social Service Organizations in U.A.E, India, and Seychelles.

Topic: Empowerment – Relating Personal Development to your Learning Style

PLENARY SPEAKER



Dr. Habil Ágnes Csiszárík-Kocsir

Keleti Faculty on Business and Management, Óbuda University, Budapest, Hungary

Professor Agnes Csiszárík-Kocsir works as an associate professor of Finances at the Óbuda University, Keleti Faculty of Business and Management. She is a doctor of Management and Business Administration. She got her Ph.D. degree from Szent István University Management and Business Administration PhD School in 2010. Title of her dissertation is “The education funding aspects at local governments”. After that, she did her habilitation in 2017 at University of Kaposvár. She worked at Central European University as a project manager and a visiting professor from 2004 till 2007. She managed several research projects in that time, and she was responsible for the finances of the projects. From 2007 she is a professor at Óbuda University. Her research fields are financing and the crisis. In recent years she had several research projects in connection with her courses: financial culture, corporate financing, investment funding, project management and the project financing. She was a visiting professor in Romania, and in Poland (CEEPUS Award and Erasmus+ scholarships). She has more than 220 national and international publications, articles and conference proceedings as well. She helped in organizing more than 20 conferences, and she is a member of editorial boards in national and international journals (Lépések, The Macrotheme Review, Journal of Competiveness, Journal of Financial Management and Accounting), and she is a review board member in 2 international journals (Journal of Process Management – New Technologies International, International Journal of Trade). From 2015 she is an editor of the “Business Development in the 21th Century” book published by the Óbuda University. In 2009 she was the Young Researcher of the year at Óbuda University.

Topic: Financial Literacy, Financial Knowledge- A Compulsion or Opportunity

<p>Howard Chitimira ERCICBELLP1802051</p>	<p>Overview of The Statutory Prohibition Of Market Manipulation In Zimbabwe</p> <p>Howard Chitimira Law, North West University, South Africa</p> <p>Abstract The paper provides a synoptical evaluation of the statutory prohibition of market manipulation in Zimbabwe under the Securities Act 17 of 2004 [Chapter 24:25] as amended (Securities Act) and other relevant legislation. This is primarily done to explore the adequacy of the anti-market manipulation provisions that are contained in Securities Act. Moreover, the available penalties, enforcement approaches and the effectiveness of the Securities and Exchange Commission of Zimbabwe (SECZ) in the enforcement of the anti-market manipulation prohibition in Zimbabwe under the Securities Act are discussed. Accordingly, the paper investigates whether the SECZ and other relevant enforcement authorities are effectively and consistently enforcing the anti-market manipulation prohibition to combat illicit market manipulation activities in the Zimbabwean financial markets. Furthermore and where applicable, possible anti-market abuse enforcement approaches and/or other relevant measures that enhance the curbing of market manipulation practices in the Zimbabwean financial markets are provided.</p> <p>Keywords: Securities and Exchange Commission of Zimbabwe, market abuse, market manipulation, regulation, enforcement.</p>
 <p>Shirin Sonawane ERCICBELLP1802054</p>	<p>Right of Privacy in India - Fundamental Right in need of Expansion</p> <p>Shirin Sonawane Institute of Management and Research, Savitribai Phule Pune University, Nashik, India</p> <p>Abstract Privacy is the Constitutional core of human dignity. Government calls right to privacy as common law rather than an assured fundamental right. A codified mechanism can protect a right which falls under the shadow of Article 21. There exists a sharp need to protect citizens information and respect the 'right to be left alone.' Privacy is a natural right and must be bestowed upon individuals. The need for a separate legislation in order to avoid inconsistencies and for expansion to meet the objectives is paramount.</p>
<p>Dr. Ali Matar ERCICBELLP1802058</p>	<p>Does Financial Development Enhance Economic Growth in Jordan: Revisited Study</p> <p>Dr. Ali Matar Assistant Professor, Jadara University Irbid, Jordan</p> <p>Abstract The current paper aims to evaluate the impacts of financial development on the economic growth in developing country like Jordan a country with limited resources such as oil, agricultural land, and water. This study is very important since the financial development reflect a notable share in the GDP for Jordan especially in the recent decade that witnessed budget deficit rising due to different political and financial crisis events. The study investigates the causal relationship between the financial development and economic growth (proxies by real gross domestic product per capita in constant prices) over the 1978-2016</p>

	<p>period. A Granger causality test is utilized on annual time series data. The results of the study confirm a unidirectional relationship running from financial development to GDP, indicating that increase in financial development causes perpetual rise in economic growth in Jordan.</p> <p>Keywords: Economic Growth; Financial development; Granger Causality; Jordan</p>
<p>Sadique C ERCICBELLP1802066</p>	<p>Psychology of frustration and atomic bombs</p> <p>Sadique C Department of English, Calicut University, Nalambur, India</p> <p>Abstract Which is more hazardous in making long term impacts, frustration or atomic bombs? What are the types of and how frustration plays significant role in causing heart diseases? And how psyche relates with heart via frustration? What made me to take a brown study in the massive impact of frustration is the observation that being born as an African American increases the chance of dying from cardiovascular diseases. The research has revealed unbelievable results in connected with becoming frustrated will cause for severe mental problems and physical too. The study has find out that the root cause of heart diseases in African Americans is they had been frustrated throughout centuries differently and yet now also in the mere name of colour and race. For instance since 1555 they had been cursed by slavery, Jim Crow and disenfranchisement. Even in modern days segregation has not been vanished from sub continents. The study also does open new doors to how psyche and heart interrelated via several path ways while psychological problems last in physical illness. The research does appropriate discussions on both positive and negative emotions followed by variety of life experiences and its impact in daily life. At last as it is necessary mitigation of dilemmas also suggested along with heralding the primness and relevance of the study in a world of discrimination on the basis of caste, gender, colour and religion.</p>
<p>Mildred Mahapa ERCICBELLP1802067</p>	<p>Effects of Emotional Labour on Employee Work Outcomes. The Case of Selected Public Sector Hospitals</p> <p>Mildred Mahapa Human Resource Management, Midlands State University, Zimbabwe</p> <p>Abstract Emotional labour is referred to as the process of how employees manage their feelings and expressions during the interactions with the customers, supervisors and co-workers in order to fulfil the requirements of a job. Doctors, television actors, nurses, magistrates, bartenders, secretaries, waitresses are some of the examples of employees that are required to express the desired expressions at the workplace. Nurses and doctors interpersonally transact with patients who require them to always smile and be happy as these are organizationally desired emotions through the use of deep, surface and genuine emotions .The main purpose of emotional labour is to ensure that the client is happy with the service provided and or those in profit making the main aim will be to lure and retain customers for maximisation of profits. Jobs that require the management of one's own inner emotions together with the emotions of colleagues or customers, involving the use of emotional labour affects employee work outcomes. It is therefore the desire of the researcher to investigate the effects of emotional labour on employee work outcomes in a hospital setting. The research will adopt a mixed methodology approach. Interviews, questionnaires and</p>

	<p>observations will be used to gather data from selected public hospitals. Stratified random sampling will be used to select participants.</p> <p>Key words: Emotional, labour, outcomes, employee, performance</p>
<p>Vonai Chirasha ERCICBELLP1802068</p>	<p>Return on investment of developing academic staff in a state university. The case of National University of Science and Technology in Zimbabwe</p> <p>Vonai Chirasha Human Resource Management, Faculty of Social Sciences, Midlands State University, Zimbabwe</p> <p>Abstract</p> <p>The purpose of this research was to assess the benefits and risks associated with investing in developing academic employees in state universities in Zimbabwe, a case study of the National University of Science and Technology. The research sought to identify the rationale, benefits and risks associated with developing academic staff. This research used the qualitative research approach. Data collection method comprised of questionnaires, interviews and documented evidence. The research had a sample of 58 respondents. The researcher used purposive and stratified sampling techniques on 50 participants for the questionnaires and 8 in-depth interviews for the SDC members and absconded developed academics in gathering the information. This research used the qualitative research approach. The research concluded that the rationale for investing in academic staff was to enable the university to have highly competent academics with the highest qualifications like PhDs which will in turn enhance the lecturers' teaching and research capabilities as this is the core business of the university. This will impact on the university's visibility and credibility which will in turn have effect on its national and international ranking. The findings revealed that 96% of the respondents agree that the benefits associated with investing in academic employee development outweigh the risks. The main benefit is enhanced performance and productivity through highly qualified lecturers and increased research output that will enhance the visibility and credibility of the university. The main risk was the absconding of academic staff after completing studies. The major risk was high abscond rate by the developed academics which affect return on investment negatively. The research revealed that poor performing economy was the main challenge faced by the institution in retaining developed academic staff. Lastly it can be concluded that the major challenge faced by employers to retain developed employees was the poor performing national economic environment. In fact it is very challenging for employers to retain the developed employees in a country with non-performing economy mainly because this is beyond the control of an individual organization as it is a national crisis. The findings from this research directly reflect to the other eight state universities since this is a typical example of an isomorphism structure.</p> <p>Keywords: Academic staff development, benefits, risks, university credibility, return on investment.</p>



Thomas Baby
ERCICBELLP1802069

Empowering Learners Through Paperless Classrooms

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Abstract

Practical use and application of the learning outcome in the real world of outside the classrooms determine the quality and effectiveness of an educational system. These twin objectives can be achieved through the implementation of paperless classrooms which is essentially a process of self-reflection, research and critical evaluation of one's own current teaching practice in the immediate classroom environment. The teachers are empowered by a critical self-evaluation of their current teaching practice and an analysis of the research data about the learning outcome collected from their immediate classroom environment. Consequently, the learners are also empowered or benefitted from the modified behaviour of the teacher brought about by his/her research findings in order to achieve better learning outcome in the classroom. Paperless classroom is a revolutionary concept advocated by numerous educational experts today. It can be considered as a natural outcome of the digitalization of education and educational resources necessitated by the rapid technological development of our times. Paperless classrooms provide students with an opportunity to promote and develop their electronic skills and help them to improve their engagement and motivation in their learning activities. It prepares them adequately for the practical world outside school. Another important consideration for implementing paperless classroom is the environmental concern. Paperless classrooms are considered to be eco-friendly because they help to conserve nature by saving trees from which paper is made. As teachers migrate gradually into the new zone of educational technology, paperless classrooms will continue to redefine innovative teaching methodologies. Effective use of technology and careful implementation of paperless classrooms can create boundless possibilities for future education.

KEY WORDS: Paperless Classrooms, empower, teachers, learners, teaching practice

Sheriff Bukar
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An assesment of the plight of children in internally displaced camps in Borno State Nigeria

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Abstract

The study is aimed at assessing the plight of children in Internally Displaced Persons Camps in Borno state. Five (5) camps will be sampled and children access to basic humanitarian assistance including their rights to access basic education and health will assessed using focus group discussion technique in the camps. Data from this research will be analyzed using descriptive statistic like measures of central tendency mean, ranges, simple percentages and frequency distribution table. The charts and graphs will also used in data analysis. According to UNHCR (2013) "Estimated 50 percent of the 26million people internally displaced by armed conflicts are children and youth under the age of 18." It is believed that the better life of these children is the backbone for the future development and growth of any nation. And this anchored on sound moral and intellectual development of child. The insurgency in the Northeast has however, denied the vast majority of the children in the zone in general and Borno State in particular, the right to both western and education and religious and moral teachings.

	<p>Therefore attending to children needs is of paramount importance as it can help in mitigating exploitation of the children and its attendant consequences. It is in light of the need to see that children are properly brought up and trained, that triggered the need for this study. The study is designed with the goal of assessing the plight of displaced children in the IDPs camp in Borno state.</p>
<p>Khafayat Olatinwo ERCICBELLP1802071</p>	<p style="text-align: center;">X-Raying the Use of Outer Space</p> <p style="text-align: center;">Khafayat Olatinwo Department of Law, Kwara State University, Malete, Nigeria</p> <p style="text-align: center;">Abstract</p> <p>The freedom of exploration and use of outer space is an established principle in the space regimes. Space users are encouraged to explore and use the resources of space for the benefit of mankind. The intention of this work is to analyse the use for which Outer space and its resources are to be put. In other words what should Outer space resources be used for? This would enable the paper to identify any restrictions on the use of space and the effectiveness of such limits (if any). A qualitative legal research methodology is adopted; and at the end of the work, appropriate recommendation shall be made based on the findings</p>
 <p>Yasir Rahim ERCICBELLP1802072</p>	<p style="text-align: center;">Experiences of Informal Caregivers of Persons with Parkinson's Disease (PD): A Qualitative Approach</p> <p style="text-align: center;">Yasir Rahim Institute of Cultural and Social Studies, University of the Punjab, Lahore, Pakistan</p> <p style="text-align: center;">Abstract</p> <p>This study aimed to assess the impacts on the informal caregivers of persons with Parkinson's Disease (PD), as well point out socio-economic aspects along with physical and psychological issues. This study also forward some recommendations to overcome the informal caregivers problems identified through study. Primarily, the study is of qualitative in nature and in-depth interviews were used in data gathering. Data used in this paper is mainly primary. In doing this research paper, of total persons with Parkinson's Disease (PD) existing in the Public Hospitals, Lahore, 10 sample respondents were selected using purposive sampling and were interviewed containing questions related to objectives. Thematic analysis has been used to analyze the data collected from the persons with Parkinson's Disease (PD). Findings showed that informal caregivers of Parkinson's disease suffer physical, social and psychological problems.</p>
<p>Dr Usman Tunde Saadu ERCICBELLP1802075</p>	<p style="text-align: center;">Gender Differences In Emotional Adjustment Of Fresher Students In Kwara State University Malete, Kwara State, Nigeria</p> <p style="text-align: center;">Dr Usman Tunde Saadu Early Childhood and Primary Education, College of Education, Kwara State University, Malete, Kwara, Nigeria</p> <p style="text-align: center;">Abstract</p> <p>The study examined gender differences in emotional adjustment of fresher students in Kwara State University, Malete. Descriptive survey design was adopted for the study and 300 fresher students were randomly selected across the six colleges in the University. An adapted Questionnaire from Nadia (2012) was used to collect data from respondents on emotional adjustment. One research question was answered with descriptive statistic of frequency count and percentage and one hypothesis was tested with t-test statistical analysis at</p>

	<p>0.05 level of significance. Findings of the study revealed that fresher students have low level of emotional adjustment and male students were found to have more emotional adjustment than female. Based on these findings, the researcher therefore recommended among others that emotional adjustment skills should be introduced into secondary school curriculum to give students opportunity to learn about these skills before they are being admitted into University.</p> <p>Key words: Gender differences; Emotional Adjustment; Fresher students</p>
 <p>Rubela Absar ERCICBELLP1802076</p>	<p>Citizens participation and development in democratic country</p> <p>Rubela Absar Department Of Political Science, Faculty Of Social Science, Aligarh Muslim University, Aligarh, India</p> <p>Abstract There has been an increasing concern all over the world, with the changing relationship between polity and society to increase citizens' participation in Development. The public servants and citizens are not two separate entities in the democratic system of government. The success of public administration depends on public participation. Due to the lack of citizens participation most of the developmental programmes have failed. It is the key element in the entire process of Development. It also creates positive relationship between citizen and government. Through this method of citizens' participation the people of the country directly involves in the process of administrative decision making, policy formulation and policy implementation. Participation covers every type of activities by which citizen takes part in development administration.</p> <p>Key Words: Development, Participation, Administration</p>
<p>Sharala Subaramaniam ERCICBELLP1802080</p>	<p>Malay Language Learning Difficulties of International Students in Malaysia</p> <p>Sharala Subaramaniam Taylor's University, Malaysia, Malaysia</p> <p>Abstract Malaysia has placed a growing importance on Malay language speaking and listening. Malay language is a prerequisite for international students to graduate and awarded a diploma or degree in a short time. Prior research indicates that many international students, studying in Malaysia, face serious learning difficulties and lack confidence in speaking and taking a proactive role in classrooms. The paper reports on data gathered in questionnaire from students from five different countries, which suggest that these learning difficulties are grounded in weaknesses in students' prior learning experiences. This research focused on grammar and reading skills in Malay language learning classrooms, not conversational skills. The paper proposes strategies for overcoming these problems.</p> <p>International students, Malay language, Grammar, Reading skills</p>
<p>Amina Tariq ERCICBELLP1802083</p>	<p>Effect of first low wages job on the self-esteem of Pakistani middle-class fresh graduates</p> <p>Amina Tariq Department of Psychology, University of Management and Technology, Lahore, Pakistan</p> <p>Abstract In Pakistan, the number of educated people at the graduate level is quite high</p>

	<p>but according to that number, employment is limited. This causes job dissatisfaction and also abolishes the relationship with the co-workers (Farooq, Ahmad, & Ali, 2008). The study in hand aimed to explore the effect of low wages' job at the beginning of their career on the self-esteem of Pakistani fresh graduates in terms of satisfaction level, hope level, productivity and wellbeing using a constructivist grounded theory approach (Charmaz, 2014). In this study qualitative approach is used. For data collection, purposive sampling technique was used along with the semi-structured interviewing from local private schools. The sample comprised of four female teachers with an age range of 20-25 years. One-to-one interviews with the participants were conducted after taking their permission to participate voluntarily in the research, and the tape recording of their interviews for transcription of data. Grounded theory approach was used to analyze the data as it's an unresearched area in Pakistani context and the theory was constructed for a better understanding of job satisfaction in the context of both the employers and employees. For reliability check, triangulation method was used. The theory of self-esteem grounded here suggested that first low wages' job for the Pakistani fresh graduates has a negative effect on the level of hope and satisfaction whereas their productivity and wellbeing has a positive effect on them.</p> <p>Keywords: self-esteem, job satisfaction, low wages job, level of hope and wellbeing</p>
<p>Adekunle Alade ERCICBELLP1802086</p>	<p>Information Asymmetry and Efficiency of Social Transfer Schemes: Evidence of Theoretical Linkages from Nigeria</p> <p>Adekunle Alade Department of Economics, Faculty of Social Sciences, Federal University Lafia, Nasarawa State Lafia, Nigeria</p> <p>Abstract Information asymmetry arises when economic agents are not all equally informed. In policy-making process, economic agents involved consist of policy-makers and policy-targeted people, which are drawn from government and her citizens, respectively. The success and efficiency of policy efforts to redistribute income through social transfer schemes, in forms of improving the lives of the poor and the unemployed, is conditional upon how informed these agents are. The paper demonstrates, in theoretical and policy-making contexts, analysis of why policies intended to bridge the gap between the poor and the rich, even the employed and the unemployed might be difficult to achieve and its outcome undermined unless all are well informed. This paper suggests ways to make the intentions of such policy work better, using a better channel designed in a more reliable direction. Finally, we propose that Nigerian economy needs to go into data-based economic environment where essential informational statuses of all are readily available to policy-making agencies for optimal income redistribution policies and social transfer schemes.</p> <p>Keywords: Information asymmetry, income redistribution, adverse selection, economicagents, efficiency.</p>
<p>Soundarya Lahari Vedula ERCICBELLP1802087</p>	<p>Cross Border Mergers: The Indian Perspective</p> <p>Soundarya Lahari Vedula Department of Law, National Law Institute University, Bhopal, India</p> <p>Abstract Mergers and Acquisitions play a significant role in the expansion of any business. They have numerous advantages such as economies of scale,</p>

	<p>augmentation of revenue, diversification of products, access to resources and market monopoly. In India, the regulatory framework for mergers and acquisitions is governed by the Companies Act, 2013. Cross border mergers hold peculiar significance as they entail governance of regulations in different jurisdictions. On 13th April 2017, the Ministry of Corporate Affairs notified Section 234 of the Companies Act, 2013, paving way for inbound as well as outbound cross border mergers in India. Subsequently, rule 25A was inserted in the Companies (Compromises, Arrangements and Amalgamations) Rules, 2016 and the Foreign Exchange Management (Cross Border Merger) Regulations were released by the Reserve Bank of India on 20th March, 2018. Under the previous legal regime, outbound mergers were not permitted. Notification of Section 234 has numerous consequences. Various factors such as tax neutrality, competition law issues involving cross-jurisdictional nuances, cumbersome foreign exchange management regulations and stringent securities law requirements have to be considered.</p> <p>This paper presents a brief analysis of the cross border merger regime in India in the light of the recent corporate law developments. This paper details on the legal provisions governing cross border mergers in India as well as the impact of the same on various sectors such as company law, taxation law, competition law as well as the foreign exchange law. The paper concludes on a positive note regarding the effectiveness of cross border merger related provisions in the long run.</p>
<p>Dr. Anupama Rajput ERCICBELLP1802089</p>	<p>PANZAR-ROSSE APPROACH of Competition Analysis in Indian Banking Industry in Dynamic Panel Framework</p> <p>Dr. Anupama Rajput Associate Professor, Janki Devi Memorial College, University of Delhi, India</p> <p>Abstract</p> <p>There has been a considerable widening and deepening of the India financial system of which banking sector is a significant component under the influence of the financial sector reforms initiated during the early 1990s. Banking sector reforms have established a competitive system driven by market forces. While a significant process of bank consolidation has been taking place in the country, reflected in a decline in the number of banks, this process has not systematically been associated with increased concentration as measured by standard concentration indices. This paper provides an empirical analysis of bank competition in India during the sample period of 2005-2017 using dynamic and static version of Panzar-Rosse model. The static panel techniques do not incorporate any temporal dependency (lags) of the dependent variable. The dynamic panel analyses use the lags of the dependent variable as explanatory variables and avoid specification bias in the estimation if adjustments towards market equilibrium are partial and not instantaneous. The econometric estimates suggest that overall markets have not become less competitive during the sample period. The hypotheses of perfect collusion as well as of perfect competition can be rejected using dynamic as well as fixed panel-econometric model estimations. The static Panzar-Rosse H-statistic has been found to be downward biased compared to the dynamic version during the sample period. The results of competitive analysis of Indian Banking industry remain robust to alternative estimators. The unit cost of funds, capital, and labor were found to be positive and statistically significant. The unit cost of funds was the highest contributor to the overall H statistic. The control variables, such as size and risk were found to be positively affecting the revenue. The empirical evidence indicates that the Indian banking system operates under monopolistic competition conditions.</p>

<p>Dr. Bhawna Rajput ERCICBELLP1802090</p>	<p>Causality Relationship between Financial Inclusion and Economic Growth: Evidence from a Time Series Analysis on a Vector Error Correction Model in India</p> <p>Dr. Bhawna Rajput Associate Professor, Department of Commerce, Aditi Mahavidyalya, University of Delhi, India</p> <p>Abstract Financial inclusion enhances access of financial services and provides a positive impact on people's lives particularly poor people. Financial inclusion is an important aspect of inclusive and sustained economic growth. The improved and easy access of formal financial system helps to unlock the economic potential of the population. This paper attempts to examine the status of financial inclusion and the impact of economic growth and other macro economic variables on financial inclusion of India using annual time series data of 47 years and covers the period from 1970 to 2016. The study uses Vector Autoregressive (VAR) method consisting Johansen and Juselius multivariate approach of co integration, Vector Error Correction Model (VECM) in combination with innovation of accounting (Impulse Response Function (IRF), and Variance Decomposition (VDC)) to provide empirical evidence on short-term and long-term dynamic relationship between financial inclusion and economic growth. Further, the causal relationship between financial inclusion and economic growth in India for the sample period has been analyzed using Granger causality through cointegrated Vector Autoregression methods. The analysis was carried out using multidimensional financial inclusion index based on factors such as access to financial services, penetration of the financial services and the utilization of the services. To capture the effect of the financial reform policy initiated in 1991, the shift dummy variable in 1991 is included in the cointegration test and VECM equation. The stationarity properties of the data and the order of integration are tested using both the Augmented Dickey-Fuller (ADF) test and the Phillips-Perron (PP) test. The results of trace statistics of Johansen cointegrating equation indicate the existence of positive long run equilibrium relationship between financial inclusion and economic growth. In the estimation of VECM, the error correction term indicates that the system corrects its previous disequilibrium at a speed of 2.30 percent p.a. The IRF and VDC analysis shows that financial inclusion has a significant positive impact on economic growth in the long run, meaning that inclusive financial systems leads to higher economic growth. VECM Granger causality results indicate that financial inclusion causes economic growth in India. The causality runs from financial inclusion to economic growth. Financial inclusion and institutional financial reforms should be enhanced in order to promote economic growth process in India</p>
<p>Cathal Ffrench ERCICBELLP1802091</p>	<p>A History of the Predictive Power of Initial Contact Within VIAPPL Studies, A Review</p> <p>Cathal Ffrench Department of Psychology, University of Limerick, Limerick</p> <p>Abstract A history of the predictive power of initial contact within VIAPPL studies, a review. It is accepted in social psychology that categorisation leads to ingroup favouritism, without further thought given to the processes that may co-occur or even precede categorisation. These categorisations move away from the</p>

conceptualisation of the self as a unique social being toward a more collective identity. Subsequently, many individuals derive much of their self-evaluations from these collective identities. Seminal literature on this topic argues that it is categorisation alone that evokes instances of ingroup favouritism. Apropos to these theories, we argue that categorisation acts as the dimmer switch, not the on/off switch. More accurately, we propose categorisation aids initial ingroup contact and this first contact is predictive of subsequent favouritism. This systematic review centres on Virtual Interaction APPLication (VIAPPL) based studies, a software interface that builds on the flaws of the original minimal group studies. The VIAPPL allows the exchange of tokens in an intra and inter group manner. This token exchange is how we classify first contact. The study involves predictive analysis to better understand the subsequent exchanges of individuals based on who they first interacted with. Studies were selected on the criteria of evidence of explicit first interactions. Our findings paint a compelling picture in support of a motivated contact hypothesis, which suggests that an individual's first motivated contact toward another has strong predictive capabilities for future behaviour. This contact can lead to habit formation and specific favouritism.



Moment Bhebhe
ERCICBELLP1802096

Mitigating Employee Disengagement: Employee perceptions on Human Resource Management Strategies in two selected hotels in Zimbabwe

Moment Bhebhe


Department of Human Resource Management, Faculty of Social Sciences, Midlands State University, Gweru, Midlands province, Zimbabwe

Abstract

Studies on employee engagement remain dominant in the HR profession and many scholars agree that employee engagement is fundamental to unlocking productivity, competitiveness and transforming the lives of employees (Coetzee, Schreuder & Tladinyane, 2014; Jiang, Takeuchi & Lepak, 2013; Rothmann & Rothmann, 2010; MacLeod & Clarke, 2009). While there has been an increasing interest and recognition of the importance of employee engagement in the workplace, research studies reveal deepening disengagement among employees in organisations across the globe (Albrecht, Bakker, Gruman, Macey & Saks, 2015; Baum, 2015; Anitha, 2014; Grunman & Saks, 2011). The global decline in productivity in all types of industries is worsened by disengaged employees (Anitha, 2014; Shuck & Reio, 2014; Robertson, Birch & Cooper 2012; Robertson, 2009). The hotel sector is growing enormously and contributes significantly to employment creation globally (Economic Impact Zimbabwe Report, 2017; Casado-Diaz & Simon, 2016; Baum, 2015; Davidson, McPhail & Burry, 2011). In Zimbabwe, the hotel industry contributes significantly to the economic activity of the nation (Herderschee, 2016). Hotel employees play a vital role in delivering quality customer service (Ruzic, 2015). Researchers have identified poor working conditions, increased labour casualisation and low wages as the main contributing factors to increased employment insecurities in Zimbabwe (Nguwi, 2014; Chitambira, 2012). Despite the hotel industry contributing significantly to the economic performance of organisations, researchers contend that there has been limited research focusing on employees in the hotel industry and how they perceive human resource management strategies (Baum, Kralj, Robinson & Solnet, 2016; Casado-Diaz & Simon, 2016). This study seeks to investigate employee perceptions of human resource management strategies in mitigating employee disengagement in two selected hotel organisations. Various researchers propose the need for research on disengagement from a management practice as perceived by employees (Beer et al, 2015; Bailey et al, 2015; Purcell, 2014; Truss et al 2013; Alfes et al 2013).

	<p>There is little attention given to human resource management and labour issues in the service sector, namely the hotel industry (Casado-Diaz & Simon 2016; ILO 2010; Hoque 1999). Baum, Kralj, Robinson and Solnet (2016) also assert that tourism and hospitality workforce research domain remains neglected, yet its jobs play a key role in driving economic and employment growth. This study adopts a case study research design and is qualitative in nature. This study targets 32 participants from two hotels located in two resort towns in Zimbabwe, Sixteen participants consisting of one HR manager, 3 workers committee representatives and 12 service employees will be selected from each hotel's service oriented departments, namely the front office, housekeeping, restaurant and the kitchen departments. The HR managers from both hotels are purposively selected given the critical role they play in the formulation of HR strategies. The workers committee members and service employees are selected using purposive sampling based on the departments they come from, which are service oriented. The HR managers and all workers committee interviews will be interviewed using a semi-structured face to face interview method. One focus group interview method, constituting of 12 service employees in each hotel will be adopted to collect data. From each of the 4 identified departments four employees will be selected to take part in the focus group discussion. These will be selected using voluntary sampling.</p>
 <p>Shilpika Pandey ERCICBELLP1802097</p>	<p>Protecting Personalities the Worth With Caution: In Indian Scenario</p> <p>Shilpika Pandey Department Of Law, Research Scholar, Guru Gobind Indraprastha University Dwarka Delhi, India</p> <p>Abstract</p> <p>The publicity rights protection has become a need of an hour. The international recognition of publicity right as an intellectual property right in combination to privacy rights protection is an important aspect for protection in digital era. The article focuses on dual approach of protection of publicity rights as suitability to Indian scenario. The article stresses on the regime and importance of protection with precautions required to be undertaken while construing an enactment so as to balance the public and private interest. Fixing of Liabilities and duties in return of publicity rights forms to be important aspect of the article.</p> <p>Keywords: Publicity right, personality, trade mark, copyright, intellectual property</p>
<p>Mildred Mahapa ERCICBELLP1802120</p>	<p>Effects of emotional labour on employee work outcomes. The case of selected Public Sector Hospitals</p> <p>Mildred Mahapa Department of Human Resource Management, Faculty of Social Sciences, Midlands State University, Zimbabwe</p> <p>Abstract</p> <p>Emotional labour is referred to as the process of how employees manage their feelings and expressions during the interactions with the customers, supervisors and co-workers in order to fulfil the requirements of a job. Doctors, television actors, nurses, magistrates, bartenders, secretaries, waitresses are some of the examples of employees that are required to express the desired expressions at the workplace. Nurses and doctors interpersonally transact with patients who require them to always smile and be happy as these are organizationally desired emotions through the use of deep, surface and genuine emotions .The main purpose of emotional labour is to ensure that the client is happy with the service</p>

	<p>provided and or those in profit making the main aim will be to lure and retain customers for maximisation of profits. Jobs that require the management of one's own inner emotions together with the emotions of colleagues or customers, involving the use of emotional labour affects employee work outcomes. It is therefore the desire of the researcher to investigate the effects of emotional labour on employee work outcomes in a hospital setting. The research will adopt a mixed methodology approach. Interviews, questionnaires and observations will be used to gather data from selected public hospitals. Stratified random sampling will be used to select participants.</p> <p>Key words: Emotional, labour, outcomes, employee, performance</p>
<p>Daniyar Kaldiyarov ERCICBELLP1802124</p>	<p>Sustainable development of rural areas of Kazakhstan and the necessity to increase their investment attractiveness</p> <p>Daniyar Kaldiyarov Department of Finance, Faculty of Law and Economics, Zhansugurov Zhetysu State University, Taldykorgan, Kazakhstan</p> <p>Kuat Baimyrzayev Department of geography and ecology, Faculty of natural science, I. Zhansugurov Zhetysu State University, Taldykorgan, Kazakhstan</p> <p>Daniya Nurmukhankyzy Department of state and legal disciplines, Faculty of law and Economics, I. Zhansugurov Zhetysu State University, Taldykorgan, Kazakhstan</p> <p>Assel Bedelbayeva Department of Finance, Faculty of law and Economics, I. Zhansugurov Zhetysu State University, Taldykorgan, Kazakhstan</p> <p>Sanzhar Kaldiyarov Narxoz University, Almaty, Kazakhstan</p> <p>Olessya Lemechshenko Department of Finance, Faculty of law and Economics, I. Zhansugurov Zhetysu State University, Taldykorgan, Kazakhstan</p> <p>Abstract</p> <p>The article considers the problem of sustainable development of rural areas of Kazakhstan and the need to attract investment in the regions of the country. The theoretical aspects of the concepts of "sustainability" and "sustainable development" are considered, the authorial definition of the concept of "sustainable development of rural areas" is given. Also, authors made a brief analysis of the current state of rural areas of the country and identified the main problems of regional development. Additionally, scientific and methodological recommendations and practical measures to improve the mechanism of increasing the investment attractiveness of the region, stimulating and ensuring sustainable development of rural areas of the Republic of Kazakhstan are proposed. The authors stated that investments in the development of rural areas should be directed to the following: water supply, installation of telephones, construction of educational and health facilities, development of agriculture, carrying out socially significant activities. Abstract-logical, monographic, system-structural, comparative, economic-mathematical, and economic-statistical and other methods of economic research were used in the research process.</p>

	<p>Keywords Investment attractiveness, rural areas, sustainable development, public policy, financial support, rural population, socio-economic development, agriculture</p>
 <p>Prabhath Wijitha Kumara Pallewaththage YRSICBELLP1802051</p>	<p>Exploring implementation of general provisions on occupational health, and safety in the Factory Ordinance (No. 45 of 1942) among workers in Katunayake export processing zone: (A qualitative study)</p> <p>Pwk Pallewaththa Department of Academic and Student services, Bhiksu University of Sri Lanka, Anuradhapura, Sri Lanka</p> <p>BM Wijesiri Department of Business Management, Wayamba University of Sri Lanka, Kuliypitiya, Sri Lanka</p> <p>Kkakh Kumarasinghe Department of Business Management, Wayamba University of Sri Lanka, Kuliypitiya, Sri Lanka</p> <p>Abstract</p> <p>In the late 1970s, Free Trade Zones were established in Sri Lanka as an important part of the economic development of the island. These zones were specially designated manufacturing areas which were set up to attract foreign investments to the country. In these places, occupational health and safety are vital features of the Human Resource Management. In the Sri Lankan context, studies regarding occupational health and safety are scarce. The general objective of this study was to explore the implementation of general provisions on occupational health, and safety in the Factory Ordinance (No. 45 of 1942) among workers in Katunayake Export Processing Zone. A qualitative approach was adopted to this study. The study consisted of two phases: in the first phase focus group discussions with workers were done, and in the second phase, ten in-depth interviews were conducted. Purposive sampling method was used to select participants from workers based on the inclusion criteria. Twenty workers (n=20) were selected from different factories in the zone, and ten among them were selected for the interviews. Saturation method was used as the guiding method of data collection. Data was analysed using framework analysis. Study found that, implementation of general provisions on occupational health is remaining in a satisfactory level; implementing general provisions of occupational safety in work place is remaining at better status; however implementation of few provisions should be improved. A longitudinal study on occupational health and safety among factory workers and factory managers need to be conducted. In addition to that, improving awareness on Factories' Ordinance (No. 45 of 1942) is recommended. Employers should also be empowered to intervene with managers for implementing general provisions and special provisions of occupational health and safety in the Factories' Ordinance.</p> <p>Key words: Economy, Occupational Health, Safety, Factories' Ordinance</p>
	<p>The Myth of High Performance Organization (HPO): the top priorities for building a more competitive company</p> <p>Janos Varga Keleti Faculty on Business and Management, Obuda University, Budapest, Hungary</p>



Janos Varga
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Abstract

In his book “Leading at a higher level” Ken Blanchard goes to great lengths to examine and to show the most relevant conditions of the highly performing companies. Another author, Jim Collins, also underlines that there are enterprises that are able to achieve strong results in the longer term too, but these companies implemented not just any business model. HPO – or high performance organization – can also be interpreted as a special business model. According to Blanchard, every company is capable of evolving into a HPO organization, if it manages to create such circumstances within its operation that could support the success-oriented organizational activities the most. The conditions of this can be summed up in six points, which became well-known as the SCORES assessment technique. The high performance organizations are standing out and therefore they are more competitive as well, because their operation, value-adding processes, management and organizational structure can indeed be characterized by a pursuit of excellence. The SCORES model tries to sum up the conditions and features of this, on the basis of which we made an attempt to evaluate the performance of the Hungarian enterprises. The purpose of the study is to summarize the characteristics of the high performance organizations and the SCORES model, and additionally to examine how typical the excellence culture is of the domestic small and medium-sized enterprises. Following the presentation of the conceptual background we will introduce the relevant results of a questionnaire survey conducted in Hungary, and we will make an effort to identify the companies that truly have the features of the high performance organizations (HPO).

Keywords: competitiveness, high performing organization, business modell

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The importance and fulfillment of the success criteria in projects implemented by small and medium-sized enterprises

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Abstract

Projects have become key players in national economies today. Projects are concrete manifestations of investments, there are no investments without projects, and without them the economy can not grow substantially. The investments are so important in national economies as well. Investments are the main components of the gross domestic product, so they are the promoters of growth. However, projects are unsuccessful in many cases, because they aren't prepared in time, don't achieve the required performance they expect from them. A common cause of project failure is a poor planning process, budgetary problems, the missed investment calculations, or the omission of sustainability, relevance, and feasibility. These expectations are expressed in every project management course, all of the literature dealing with the projects, but the project actors don't give the required relevance to them. The success of the project is contributed by many factors, among which are supporting, and hindering ones. Based on a classical project triangle, the key factors lead to the successful project are time, cost and effectiveness, these are the main project baselines. The Hungarian surveys show, that nearly three-quarters of the projects fail, in which the planning, financing and management also play a role. The aim of this study is to show the Hungarian SME's opinion about the succes factors, to pay attention to the critical areas in the project management as well.

Keywords: project participants, investments, primary research, project success.

Financial awareness of students entering higher education based on the results of a questionnaire research

Abstract

The definition and the importance of the financial literacy and the financial awareness arises increasingly in connection with the economic crisis. When we try to analyse the events of the crisis, the most frequently asked question is, that who and to what extent is responsible for the escalation. On the side of banks we should say, that the main responsible participants were the borrowers, who bought the banking products with their insufficient financial knowledge. Is this criticism true, or the banks' greed is the main reason, as the borrowers think? The banking products are very diverse and multifaceted, so the choice between them is not easy. The crisis has highlighted the fact, that without a stable financial knowledge it is very difficult to navigate in a globalized financial markets. Stable financial knowledge is essential for financial products to avoid the next financial crisis similar to the one in 2008. The role of the education system is unquestionable in all levels to acquiring and consolidating this knowledge, but the banks and central banks have an important role in this work as well. Hungarian people are often criticized because of an insufficient financial knowledge, but this problem is not mainly Hungarian, it is a big question all over the world. The aim of this study is to present the results of a questionnaire survey carried out in the Hungarian higher education.

Keywords: financial knowledge, financial awareness, youngsters, Z generation, primary research



Justina Odigie
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Effects of Cognitive-Behavioural Counselling Therapy on The Academic Performance of Students With Test Anxiety (Testophobia)

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Abstract

This study focused on the effects of Cognitive-Behavioural Therapy on the academic performances of test- anxious students. It was carried out on 30 randomly selected Ekiti State University (AOCOED Campus) Guidance and Counselling students out of the 80 test-anxious counselling students got from 300 volunteer students from the Department of Guidance and Counselling Psychology. The levels of test anxiety of these students were determined using Hamilton (1959) Anxiety Rating Scale (Online Version), The design was one-group pre-test-post test experimental/control design which measured the dependent variable in a single group.

The anxiety level of the 30 subjects were on a moderate to severe anxiety level with 66.67% of them scoring from 25-30 and above. It was a clinical sample divided into 15 membered control group and 15 membered experimental group. The experimental group was exposed to Cognitive Behavioural Counselling Therapy for a period of 10 weeks on the 5-phase training protocol of conversation and determination of anxiety level, reconceptualisation of inner feelings, personalization of issues, skill acquisition, skill consolidation and application, generalization and maintenance after the pre-test of both groups without the treatment of the control group. Two hypotheses were structured and tested. At the end of the post-test analyses, both hypotheses were found to be significant at .05 level of significance. The Cognitive Behavioural Therapy was found to reduce the anxiety levels of test-anxious students and increase their academic performances. One of the recommendations made was that pre-

	<p>service and in-service counselors should be intensively trained and retrained in the theoretical and practical knowledge of Cognitive Behavioural Therapy and should work hand in hand with teachers to ensure the Cognitive restructuring of students that can enhance their productivity and positive classroom behaviours.</p> <p>Key words: Cognitive-Behavioural Therapy, Testophobia, Reconceptualisation Psychosomatic diseases</p>
<p>Prof. Ing. Anna Zauskova ERCICBELLP1802061</p>	<p>Promotion of eco-products of Slovak business entities through online and offline communication tools</p> <p>Prof. Ing. Anna Zauskova University of Ss. Cyril and Methodius in Trnava, Faculty of Mass Media Communication, Nam. J. Herdu 2, Trnava 917 01, Slovak Republic</p> <p>Mgr. Monika Rezníčková University of Ss. Cyril and Methodius in Trnava, Faculty of Mass Media, Communication, Nam. J. Herdu 2, Trnava 917 01, Slovak republic</p> <p>Abstract</p> <p>The submitted scientific paper deals with the application of online and offline marketing communication tools in the promotion of Slovak environmental products. Environmentally friendly products and technologies must meet strict environmental criteria approved by third parties that ensure environmental friendliness throughout their whole life cycle, i.e. from production to possible disposal. The authors are more closely noticing eco-innovations introduced mainly in the field of energy, woodworking, food, and the clothing industry. Of particular interest is the issue of integrating communication tools to promote the sale of organic food, sustainable fashion products and the use of renewable energy sources in the production process. At the same time, they point to the shortcomings that affect the customer's buying decisions in choosing an eco-product with regard to other substitute products and services in the context of achieving the best possible sales outcome. The objective of the scientific paper is to introduce recommendations aimed at raising public awareness of eco-innovations offered by market entities in the global hyper-competitive environment. Strengthening the eco-innovation environment in the Slovak Republic and a flexible response to specific environmental needs requires the participation and multilateral dialogue of all key representatives of the stakeholders target groups to create a space defining not only opportunities related to existing corporate communication strategies but also problematic issues related to state environmental policy. An early and objective assessment of the current situation, that takes into account the possibilities of environmental protection, ultimately leads to proper care for human health, animal health and the preservation of natural balance. In this context, modern information and communication technologies can therefore be considered as unique tools to increase the level of environmental literacy of the population and its pro-environmental behaviour.</p> <p>Keywords: Business entity, green marketing, environmental product, environmental protection, market, online and offline marketing communication tools, eco-innovations.</p>
<p>Associate Prof. Dr Denisa Janosova ERCICBELLP1802062</p>	<p>Circular Economy and Its Utilisation in Slovak Regions</p> <p>Associate Prof. Dr Denisa Janosova PhD., University of Ss. Cyrill and Methodius in Trnava, Faculty of Mass Media</p>

	<p style="text-align: center;">Communication, Slovakia</p> <p style="text-align: center;">Eubica Hulajová M.A., PhD., University of Ss. Cyril and Methodius in Trnava, Faculty of Mass Media Communication, Slovakia</p> <p style="text-align: center;">Abstract:</p> <p>The circular economy and its implementation in Slovak regions is one of the solutions to the current ecological crisis. At present, it is inevitable to specify to what extent utilising circular economy principles can influence the saving of our planet. The current economic model works as a linear model, where raw materials are extracted, used to make products, then products are distributed and utilised, and finally, they end up as waste. To lower the amount of waste and energy consumption is the main aim of circular economy. The circular economy is more than just recycling; it consists of three parts: first, product (eco) design, second, socially responsible consumption and finally the third one, recycling. The first step – designing products – represents the most important part. Its task is to design and produce such products that at the end of their product cycles do not produce waste. Such products should be repairable, reusable and at the ultimate end of their life cycle, recyclable. Environmental issues are very complex and even though the circular economy may have an impact on various areas of the economy it cannot provide complex solutions. It deals with production, consumption and waste production, i.e. the whole product life cycle is monitored and examined, from the extraction of raw materials, through product manufacturing to product liquidation. The circular economy means considering all the energy consumption needed to produce, use and liquidate a product, it means monitoring a product from introduction through growth and maturity, to the decline stage of its life cycle. The aim of the paper is to submit proposals and recommendations leading to improvements in a given area based on the analysis of the current state-of-affairs in circular economy implementation in the regions of Slovakia, and on a survey conducted among Slovak consumers. The methodology is aimed at identifying the current state-of-affairs, and on consumers perception of circular economy principles and their implementation in Slovak regions. Improvements are focused on forming conditions for circular economy implementation that are both advantageous as well as applicable in Slovakia..</p> <p>Key words: Circular economy, region, legislation, ecology, waste, ecological crisis, products, production, recycling</p>
<p>Associate Prof. Ing. Rudolf Rybansky ERCICBELLP1802063</p>	<p style="text-align: center;">Impact of Innovations on Customer Behaviour by Utilising Circular Economy in Slovakia</p> <p style="text-align: center;">Associate Prof. Ing. Rudolf Rybansky CSc., University of Ss. Cyril and Methodius in Trnava, Faculty of Mass Media Communication, Slovakia</p> <p style="text-align: center;">Dominik Jánoš M.A. University of Ss. Cyril and Methodius in Trnava, Faculty of Mass Media Communication</p> <p style="text-align: center;">Abstract Effective exploitation of natural resources, an increase in employment in the</p>

	<p>sector of waste economy and the fight against climate change that are aimed at lowering the amount of waste ending up in landfills, are key tools for protecting the environment. The level of economy and the quality of our life depends on the availability of natural resources. The traditional economy is characterised by one-way, linear processes, i.e. resources – products – waste, aimed at the maximisation of social wealth and profit, and is a process that excessively consumes natural resources, produces uncontrollable amounts of waste and has a negative impact on natural resources and the environment. By considering an increase in productivity, lowering of costs and fostering competition in Europe, the circular economy as a scientific concept represents a model of sustainable development that is a kind of green economy. Before determining the ways of implementation in introducing circular economy into the Slovak economy, it is inevitable to analyse factors that have an impact on this phenomenon. Our paper focuses on defining the analysis results, and on monitoring and utilising innovations in consumer behaviour when implementing the circular economy in Slovakia. The research was aimed at various sets of consumers in the European Union and the Slovak Republic. In conclusion, we define proposals ensuring compliance with legislation, circular economy principles and consumers. Elaborated proposals will be submitted to state administration bodies, such as the Chamber of Commerce of the Slovak Republic, the Ministry of the Environment etc.</p> <p>Key words: Circular economy, innovation, consumer behaviour, legislation, ecology</p>
<p>Prof. Ing. Alena Kusa ERCICBELLP1802064</p>	<p>Trends in marketing and marketing communication within specific processes of the circular economy</p> <p>Prof. Ing. Alena Kusa Faculty of Mass Media Communicatio, University of Ss. Cyril and Methodius in Trnava Namestie J. Herdu 2, Slovakia</p> <p>Mgr. Igor Piatrov Faculty of Mass Media Communication, University of Ss. Cyril and Methodius in Trnava, Námesťie J. Herdu 2, SLOVAK REPUBLIC</p> <p>Abstract</p> <p>The linear economy seems to be unsustainable from the economic, ecological as well as social point of view for all the worldwide economies, including European and local developed countries. The current economic system of „take-produce-throw away“ is based upon a high consumption of non-renewable resources without long-term sustainability. Taking into consideration other negative external factors, e.g. increasing consumption and the devastating environmental impact of mankind, such a lineal economic system can not be obviously considered as sustainable. The circular economic model, on the contrary, ensures countries´ competitiveness, their stable economic growth and a healthy environment as it is functioning within closed circles: both biological and technical. Materials are bound to move within these circles and as a result, there is no waste as it is deemed a resource to be returned into the production process. There is no option for people – it is our duty to make such a systematic change. It requires cooperation of all the processes within society, from consumers, designers, material experts, developers and investors to scientists and politicians. How will this attitude be communicated by businesses to their customers?</p> <p>The paper will deal with the issue of marketing and marketing communication within the specific processes of the circular economy, including the process of</p>

	<p>use and consumption of products of specific world brands. Based upon research into specific world brands, we will describe the business activities which are bound to enhance awareness of environmentally friendly products. Simultaneously, we are going to present the benefits of online communication as a main trend of the 21st century and a key feature of Generation C (Connected Consumers). Moreover, we are going to investigate consumers' interaction with the stimuli of corporate social responsibility of businesses promoting consumption sustainability.</p> <p>Key words: Circular economy. Sustainability. Marketing communication. Trends. Connected consumers.</p>
<p>Jurisova Miklencicova ERCICBELLP1802065</p>	<p>Implementation of the Circular Economy Concept in Terms of CSR Strategies within Slovak Companies</p> <p>Jurisova Miklencicova The University of Ss. Cyril and Methodius (UCM) in Trnava, Slovakia</p> <p>Abstract</p> <p>Many studies confirm the fact that the current model of natural resources extraction, their manufacturing, usage and disposal in the form of waste performs the definition of unsustainability. The future of economic growth is hidden in the capability of reusing and reevaluation of resources. The main topic of the paper is the circular economy which presents the idea of sustainable development, creating a beneficial and healthy relationship between humans and nature. The circular economy and its basic principles stand on the idea that all products and materials can be repeatedly used in the product cycle even after their actual usage. In such a way products and materials can become raw materials for new products and services. Replacing primary raw materials with secondary raw materials can be a part of the solution, however, recycling is so far not a final and attractive solution because it is quite energy-consuming and moreover it leads to high material degradation. The aim of the paper is to show the analysis of theoretically possible solutions for existing issues in the circular economy, to define and compare it with the linear economic model, to show successful and inspirational examples of Slovak companies, who within their strategies of corporate social responsibility have implemented the key factors of closed economies. Such companies bring innovative recycling solutions which go beyond traditional recycling suggestions and apply ideas and principles of the zero waste concept.</p> <p>KEY WORDS: corporate social responsibility, circular economy, zero waste</p>

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- 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 – IIInd 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