CONFERENCE PROCEEDINGS

2018 – VIIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), Dec 14-15, Mauritius

14 – 15 December 2018

Conference Venue

Voilà Bagatelle Hotel, Mauritius

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Preface:

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KEYNOTE SPEAKERS

Dr. Swaleha Peeroo

Department Of Management, Faculty of Business and Management, University Des Mascareignes, Pamplemousses, Mauritius

Topic: Social Media in the Business Context

Dr. Swaleha Peeroo is a lecturer at the Université des Mascareignes, Mauritius. She holds a Maitrise Administration Economique et Sociale mention Administration et Gestion des Entreprises from the Université des Sciences Sociales, Toulouse, France, and a Ph.D. from the Leeds Beckett University, Leeds, United Kingdom. Her research interests are marketing, social media, relationship marketing, customer engagement and corporate social responsibility. She has several conference papers and has published a paper in the ABS and ABDC ranked journal, The International Journal of Retail and Distribution Management. She has also contributed a chapter' in the 'Digital Social Responsibility' book edited by leading academics at the University of Cardiff, United Kingdom, which will be published by Routledge in January 2018. She was awarded the 'Best paper in retail marketing track' at the Academy of Marketing Conference 2014, Bournemouth, United Kingdom. She is also a reviewer for the Social Responsibility Journal.

KEYNOTE SPEAKERS

Prof (Dr.) Rajendra Parsad Gunputh

Professor, University of Mauritius, Mauritius

Topic: Human Rights and Access to Education for One and All

Prof (Dr.) Rajendra Parsad Gunputh is the holder of two PhDs in Law, one in Public Law and another in Private Law. He is an Honorary Professor at the University of Xiangtan in China. He is the Editor-in-Chief of the Just Africa Journal (South Africa). He is also an editorial board member and reviewer for many reputable international law journals. At national level, he has been a member of the following organisations and committees: National Coordination Committee on issues of Human Rights, Environmental and Land Use Appeal Tribunal, Council for Legal Education, Institute of Judicial and Legal Studies, Mauritius Business Law Review, Programme Accreditation for the Tertiary Education Council, International Humanitarian Law Committee, Mauritius Marine Conservation Society, etc. He received the Bhagwati Memorial Shield award from the Bharati Vidyapeeth University in 2014. He has been a Visiting Professor at the Gujarat National Law University in 2011 & 2013. Prof. Gunputh has published several books at both national and international levels. He has more than 130 publications. He is regularly invited to deliver keynote speeches at both national and international conferences.

Muatasim Al Salmi
ERCICBELLP1807051

Balance dimension overview in tourist satisfaction: GCC Case

Muatasim Al Salmi
Haya Water, Universiti Utara Malaysia, Muscat, Sultanate of Oman

Abstract

E-government construction requires technical development and implementation solutions from private sector in the country. Both sectors, tourism and government are facing obstacles and challenges generated by the advance and improvement in the use of ICTs by consumers and citizens. Ksenia et al. (2014) illustrated that there are 21 dimensions of tourist satisfaction toward aesthetic judgment and effects in behavioral intention to visit and revisit. This report presents the Balance dimension's overview from the 21 dimensions to be visited and discussed using a case study of GCC interviews in order to conduct conclusion and recommendations to the GCC nations.

Keywords: e-tourism, GCC, e-government, balance, tourism management

Ikechukwu Onah
ERCICBELLP1807053

The Search for Greater Liberty the Society Using Lockean Model

Ikechukwu Onah
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Abstract

The task of this paper is to do an evaluation of Liberty as it is conceived in John Locke and investigate the extent to which it has been applied and to be applied in the present Nigeria political life. Locke is one of the most outstanding social contract theorists in the history of political thoughts. He belongs to the leading fathers of British empiricism. As a modern Epoch thinker, Locke postulates in his political theory that the quest for civil society is for the expansion of liberty and should be the watch-word in any political governance because for him, it ensures Peace, security of individuals and good governance. It is based on this back drop that we attempt an evaluation of his concept of Liberty with a view to ascertaining how much it will be of use in entrenching good governance in Nigeria. Meanwhile, we shall examine this work in two parts which are an evaluation of the basic tenets of Locke's concept of liberty and secondly, an attempt to apply this concept in the present practice of Democracy in Nigeria. This opus suggests that insecurity, despotism, totalitarianism, corruption which are products of bad governance are contrary to the end of civil society.

A Study on Impact of Non-Exchange of Dohogram-Angarpota Bangladeshi Enclave on All Concerned Stakeholders

Debarshi Bhattacharya
Department of Commerce and Management, S R Fatepuria College, University of Kalyani, Murshidabad, West Bengal, India

Abstract

Enclaves in India and Bangladesh were the shocking consequence of historical partition of India in 1947. Inhabitants of these enclaves were irrationally deprived from getting basic facilities, rights, opportunities and governmental support services till long 67 years after India's independence and partition until signing of the historic Land Boundary

Debarshi Bhattacharya **ERCICBELLP1807054**	**Agreement (LBA) between India and Bangladesh in the year 2015. As per LBA, 2015, 51 Bangladeshi enclaves inside Indian territory and 111 Indian enclaves inside Bangladesh territory were actually transferred to each other with effect from the midnight of 31 July 2015. But one Bangladeshi enclave situated inside Indian territory, Dohogram-Angarpota (D-A) twin enclave, has not been exchanged by means of LBA, 2015 as per settlement made in LBA, 1974 and it still remains as an integrated part, may not be contiguous, of Bangladesh completely surrounded by the Indian territory. A study had been undertaken through extensive field survey to assess impact of exclusion of exchange of D-A Bangladeshi enclave from the coverage of LBA, 2015 Protocol from India's perspective as well as from the perspective of the people of D-A enclave. A questionnaire containing series of effective questions had been set out to gather information from the Indian people residing adjacent to D-A enclave and Tin Bigha Corridor, people of D-A enclave, local administrative officials, personnel of Border Security Forces of India and Bangladesh, public representatives, representatives of political organizations etc. For the theoretical part of this study, various journals, periodicals, newspapers, reference books, Govt. reports, published articles, published reports of previous researchers, reports of electronic media etc. had been extensively consulted. The issue of exclusion of D-A enclave from LBA, 2015 Protocol had brought apprehension of future problem to the people of Kuchlibari Region of Mekhligunj Block, India, on contiguity of their region with Indian mainland due to 24 hours open access for the Bangladeshi people through Tin Bigha Corridor as well as anxiety about threats to national security of India and law and order issue of the locality due to open border of D-A Bangladeshi enclave within the region. On the other hand, 24 hours opening of Tin Bigha Corridor has brought significant positive changes of the people of D-A enclave in the question of socio-economic condition and political and security status.** **KEYWORDS: Enclave, Dohogram-Angarpota Twin Enclave, Tin Bigha Corridor, Exchange of Enclaves, Land Boundary Agreement (LBA)**
 **Sweta Sinha** **ERCICBELLP1807055**	**Idioms- an Interface between Language and Culture: a Semasiological Investigation of Idioms as a tool for Teaching Culture** **Sweta Sinha** **Department of Humanities and Social sciences, Faculty of Linguistics, Indian Institute of Technology, Patna, India** **Abstract** **Being inspired by the Cognitive Theory of Metaphor (Lakoff and Johnson 2003) and the theory of Symbols in Language and Culture (Dobrovol'skij and Piirainen 1996), the study tries to investigate the close association between language and culture using idioms as the linking factor. Idioms are the means of categorization of the world. They are the means of keeping temporal and spatial cultural- historical data transmission. The inextricable connection between language and culture highlights their mutual interactions. As is true with a typical use of figurative language, idioms appear to be the natural decoders of customs, cultural beliefs, social conventions and norms. The present paper is an attempt to discuss the use of numerals and colors in Hindi idioms with a view to uncover the specific semantic and pragmatic conceptual illustrations which are rooted in traditions and cultures.**

	Comparison with English idioms only strengthens the idea of huge cultural influence on the process of mental categorization and conceptualization with respect to specific language phraseology. By analyzing the conceptualization of these socio-culturally prevalent concepts, this research article attempts to explore the potential of marginalized Hindi phraseology as a tool for disseminating information about the cultural heritage of the language and also for further contribution to the international phraseology research. Keywords: Idiom Semantics; Conceptual Metaphor; Cultural Knowledge; Hindi Idioms
Dr. Wajid Zulqarnain ERCICBELLP1807057	Impact of Online Brand Community on Brand Loyalty: Role of Consumer Engagement Dr. Wajid Zulqarnain Department of Media Sciences, SZABIST University, Islamabad, Pakistan Abstract Though the perception of consumer engagement was explained by many past researchers however this paper explains the different dimensions of consumer engagements and its impact on online brand communities and brand loyalty in fashion industry of Pakistan. The findings substantiate that online brand community have a positive and significant impact on brand loyalty and the mediating role of consumer engagement augments the relationship between online brand community and brand loyalty. The study focuses on highly involved participants, as reflected by the intensity, frequency and duration of their online brand community behavior. The results may help the manufacturers and other stakeholders to carry out their efforts in meaningful way and also give support to the management to improve the quality of work and retention of their consumers. Keywords: Marketing, Social media, Consumer engagement, Online brand community
Biplob Sraman ERCICBELLP1807058	A Buddhist Approach to Ecology Biplob Sraman Wat Yai Sawang Arom, Maha Makut Buddhist University, Bangkok, Thailand Abstract The teachings of the Buddha, although foremost focused on the struggle with the human psychological features of greed, hatred and delusion, nevertheless pay attention to the preservation of nature and the ecological system by engaging in promoting and spreading a non-violent teaching for the preservation of the ecological system- the protection of nature, the forests, wild animals, the earth etc. Indeed, in the ecological sense, there is no any other suitable place than the Earth for beings to survive, at least no other such place has been found to this moment. Humankind faces a direct threat, once the living conditions on earth are damaged. With regard to the protection and safeguarding of the ecological system and its animals the rule of non-harming or no-killing is the most observable precept for the Buddhist. In addition to the idea of non-harming, Buddhism proposes the philosophy of loving-kindness towards

all living things visible and invisible, which should be protected as a mother protects her children. Ultimately, because of mercy and kindness towards living beings, Buddhism proposes a philanthropic attitude- the compassionate empathy for all forms of life- which undoubtedly qualifies the conservation of the ecology.

Buddhist monks who are dependent upon ecological conditions for the survival of their life-style, practice disciplinary rules to preserve the forests while living in the forests and provide good examples how to preserve nature while being with nature. In this sense, Buddhism and nature are inter-related and inter-dependent.

This paper attempts to show Buddhist engagement in ecological systems and how Buddhist thought and texts encourage followers to be with nature. Furthermore this paper will examine how Buddist concepts of a simple but contented life with few belongings, expressing love towards all, caring and sharing, contemplative of inward and outward circumstances and developing a comprehensive understanding of oneself and the world in general- challenge and confront today's ecological challenges.

Explores the ecological and environmental teachings of Buddha ,particularly Dhamma(nature) and their relationship with deep Ecology as well aswith effective public participation.in the context of this
book,dhamma(also known as Dhamma by many Buddhists) isnature,natural truth,natural law and the teachings of
Buddha.The lack of effective communication and citizen participation in environmental affairs,especially between westerners and the people of Asian,has been the cause of needless environmental,societal and economic problems and costs.Buddhism,especially thought Dhamma and Deep Ecology offers a means to secure that participation in the decision making process in both Buddhism and Non- Buddhism nations.

Technical experts offer countless opinions,pros and cons,on the development that may change forever a stream,stand of rain forest,or other fragile ecological settings.But although technical comment abound,it is unfortunately,_for sale or hire by highest bidder.Public opinion is scarcely heard over the cacophony chorus of vested interests.The author trusts the Buddhism and deep ecology will bring some harmony to the discordant voice of all those concerns with the life on this planet.

Nkabane Ezekiel Ike Mokhele
ERCICBELLP1807062

The Transition of Curriculum Development at a University of Technology in South Africa

Nkabane Ezekiel Ike Mokhele
Department of Quality Enhancement and Planning, Central University of Technology, Bloemfontein, Republic of South Africa

Abstract

A myriad of problems facing higher education in South Africa resulted in a radical transformation of institutions in this 21st century. The transformation resulted in the merge of institutions, conversion of technical colleges to universities of technology and a significant change of curricula. Various academics echoed differing sentiments about their experiences of transition of curriculum from technical colleges to the then universities of technology. This paper is a presentation of divergent views of academics about their experiences of curriculum transition. Guided by the transition theory as a theoretical landscape, this study

	was done in the form of a qualitative case study of the faculty of engineering at a university of technology in South Africa. Fifteen participants which comprised of Heads of Departments and curriculum development practitioners were purposively selected to participate in the study. The study found that the transition of curriculum from technikons to universities of technology in South Africa was uneven and repercussions are still being felt today. It was concluded that curriculum transition can be more effective when it is piloted rigorously. Key words: Curriculum, transition, engineering, programme
Ntokozo Patrick Nzimande ERCICBELLP1807063	The Endogeneity of Business Cycle Synchronisation in Southern African Development Community Ntokozo Patrick Nzimande School of Accounting, Economics and Finance, University of KwaZulu-Natal, Pietermaritzburg, South Africa Abstract This article is set out to investigate the endogeneity hypothesis of optimal currency area criterion (OCA), that is, business cycles synchronisation, in a panel of Southern African Development Community (SADC) member countries, for the period 1994-2016. Using a Generalised Method of Moments (GMM), the study find that, amongst other factors, trade induces business cycles comovement. This finding lends support to the endogeneity hypothesis. Keywords: Business cycles; Synchronisation; Trade Integration; Financial Integration; Monetary union.
Esther Beebwa ERCICBELLP1807064	HIV Knowledge, Attitudes, And Suggested Strategies Used To Prevent Hiv/Aids Among Adolescents In Secondary Schools In Mbarara, South Western Uganda Esther Beebwa Department of Nursing, Mbarara University of Science and Technology, Kampala, Uganda Abstract Background: Globally, HIV remains on the rise among adolescents. In Uganda the prevalence of HIV among adolescents is higher in females (9.1%) than males (6.3%) both higher than national prevalence of 6%.Though there are significant numbers of studies that have examined knowledge and attitudes regarding HIV/AIDS, they have only addressed concerns for other age groups. This study explored adolescent knowledge, attitudes and suggested strategies of HIV prevention. Methods: A descriptive qualitative study was conducted in three schools in Mbarara with purposive sampling of boys and girls 12 to 19. Data collected from six focus groups (eight participants each). Data analyzed thematically in six phases: familiarization, generated codes, searched and themes reviewed, defined and named. Participation permission obtained at all levels. Results: Six themes emerged: adolescent knowledge of HIV, sources of information, attitude towards persons with HIV, ages most affected, maintaining employment with HIV, suggested prevention strategies. Most adolescents had knowledge of HIV as a virus that destroyed lives, no cure, and is transmitted through bodily fluids. They got their information from multiple sources including social media. They didn't perceive adolescents as more susceptible, but said their susceptibility

	was due to their desire to explore. Their attitudes toward individuals with HIV included compassion, shock, and unease. Some felt that those with HIV could be role models in the workplace; others thought their low self-esteem would be detrimental. Participants suggested strategies to prevent HIV: abstain from sex, avoid prostitution, and education both in schools and with parents. Conclusions: Most participants were knowledgeable about HIV however some still did not believe there is HIV. Those with knowledge were willing to offer support to HIV positive people. They felt sex education using several methods should be reinforced in schools and other strategies like social media would improve HIV prevention and promote more positive attitudes.
 **Nagib Omar** **ERCICBELLP1807065**	**Influence of Allocation of Financial Resources on the Growth of Family Businesses in Kenya** **Nagib Omar** **Business & Economics Department, School of Business, Pwani University, Kilifi, Kenya** **Abstract** Financial resource allocation poses unique challenges in family businesses in the world. Because family firms often make tradeoffs between economic and non-economic goals, how resources are evaluated, pursued, built, leveraged and deployed often varies. The purpose of this study was to determine the influence of allocation of financial resources on the growth of family businesses in Kenya. The parameters of allocation of financial resources used were allocation of funds and income and control of funds. Growth was measured in terms of revenues and change-in-net worth of family businesses. Mixed research approach was used to carry out this study. The target population comprised of the owners and managers of family businesses across different business sectors in the region. Purposive sampling was employed considering the nature of family businesses being carried out. Sample business units were selected deliberately by the researcher from the sample size. Both primary and secondary data were collected for this study. Data analysis and interpretation was based on descriptive and inferential statistics. Regression analysis, Pearson correlation, factor analysis and analysis of variance (ANOVA) were employed. The study revealed that there was positive and significant influence on allocation of financial resources indicators (allocation of funds and income and control of funds, and growth of family businesses in Kenya. The study concluded that allocation of financial resources measures (allocation of funds and income and control of funds) had a significant and positive influence on the growth (revenues and change in net-worth of family businesses in Kenya. The study recommends for proper allocation of funds and income, and control of funds flow through budgeting and cash flow management that may result in the growth of these family businesses.
Simon Kangethe Mwangi **ERCICBELLP1807067**	**Critical Examination for conformity with the national constitution of various diocesan constitutions in Anglican Church of Kenya** **Simon Kangethe Mwangi** **Department of Criminal Justice and Security Studies, Faculty of Social Science, St. Paul's University, Nairobi, Kenya**

Abstract

Critical Examination for conformity with the national constitution, of various diocesan constitutions in Anglican Church of Kenya.

Since 2010 coming in of the new constitution in Kenya, various laws existing before then have been changed or amended to conform to the new constitution. The exercise has been necessitated by the realization that any law that contradicts the constitution is null and void to the point of contradiction rendering that particular law inapplicable in totality. It is expected that any other law whether national or social public or private must adhere to the same expectations failure to which these laws can become subject of legal challenge in national courts bringing shame and ridicule to these institutions.

In the recent past Anglican Church of Kenya has been dragged into civil courts by various persons for different reasons. The very act of taking a church in secular courts indicates that these churches are not immune to national laws. This paper therefore will samples constitutions from some Anglican Church Dioceses and compare them with Kenyan constitution in a bid to determine whether indeed the church has done due diligence in making their constitution conform to the national constitution. The paper aims at either educating the churches on the need to have their constitution in line with the national constitution to avoid legal embarrassment or to put forward a defense of the churches in matters legal. In the latter case, it would be possible to put forth an argument with the courts to allow the church use her court as provided in their constitution where it is ascertained that her constitution is in line with the national one.

The paper will pay more interest in the relation of church constitutions and the bill of rights. The researcher hypothesize that failure to have the church constitution agree with the national constitution, will lead to increased rate of human rights of the members and workers in Anglican Church of Kenya.

Chithra Ramalingam
ERCICBELLP1807068

Workplace Gender Diversity and the Rights of Employment in Malaysia: An Ethical, Legal and Social Perspective.

Chithra Ramalingam
Department of Accounting Economics and Law, Faculty of Accounting Business and Economics, HELP University, Malaysia

Abstract

The decision to seek employment at any workplace begins with a perception of whether that employment offers a sense of well-being to the individual. Further, a positive work experience has been the challenge for many people seeking to enter employment because there are a lot issues surrounding workplace where diversity of employees are used against them, removing a sense of inclusion which leads to depression, frustration and other social ills. Workforce diversity means similarities and differences among employees in terms of age, cultural background, physical abilities and disabilities, race, religion, gender, and sexual orientation (Saxena, 2014). On the other hand, according to Libby Lyons (2017), the Director of Australia's Workplace Gender Equality Agency, workplace gender equality is achieved when people are able to access and enjoy the same rewards, resources and opportunities regardless of gender. These issues related to discrimination are becoming a serious area of concern with the emergence of new sexual orientations inclusive of Gays, Lesbians, Bisexuals and Transgender

(GBLT). According to Bell (2007), formal discrimination consists of firing or not hiring someone on the basis of his or her sexual orientation, being passed over for promotions and raises, and being excluded from benefits such as insurance and family leave. Informal discrimination against GLBT employees includes harassment and loss of credibility and lack of acceptance and respect by co-workers and supervisors (Croteau, 1996; Levine & Leonard, 1984).

Ethel Dzidefo Asimah
ERCICBELLP1807069

The Role of Informal Financial Sector in Capital Mobilization in Ghana: A Case Study of Micro Financing in Ho Municipality for Economic Development

Ethel Dzidefo Asimah
School of Finance and Economics, Jiangsu University, Zhenjiang, China

Abstract
In Ghana, like in other developing countries, microfinance has been acknowledged as a pro-poor development intervention because of its special program models in meeting the special needs of the poor. The Ghanaian informal economic landscape is replete with Micro Finance Institutions (MFIs), which are assumed to have varied orientations and outcomes for their clients. MFIs have long provided microfinance products and services with the expectation of improving the socio-economic and political well-being of the Ghanaian poor. This study explores the role of non-financial institutions in capital mobilization for economic development via poverty reduction. In addition, the study examines the challenges faced by both the MFIs and the beneficiaries in granting and accessing credit. Specific objectives were developed to facilitate the achievement of the study. Qualitative and quantitative methodologies were used to collect primary data from about 100 respondents recruited from the MFIs. The study found that MFIs services serve a perfect platform for petty traders, artisans and SMEs to accumulate capital and raise enough funds to boost their businesses. This is done through daily savings of any amount by the client. The study found out the various savings instruments used by MFIs to attract customers, the various services they provide to the public, their largest categories of borrowers, their clientele base and measures they put in place to reduce their credit interest rate risk. The study came out with recommendations to improve the services and operations of MFIs and also how the beneficiaries can also benefit and utilize the services of MFIs and what government can also do in protecting the citizenry.

Key Words: Non-Financial Institution; Capital Mobilization; Economic Development; Poverty Reduction

Mohammed Saleh Juma
ERCICBELLP1807070

Lipid profile among type 2 diabetes mellitus Young Adult Patients attending Mnazi Mmoja Hospital, Zanzibar

Mohammed Saleh Juma
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Abstract
Introduction: Diabetes is characterized by chronic hyperglycemia and disturbances of carbohydrate, lipid and protein metabolism. We aimed to research association between serum lipid profile and blood glucose, hypothesizing that early detection and treatment of lipid abnormalities can minimize the risk for atherogenic cardiovascular disorder and

	cerebrovascular accident in patients with type 2 diabetes mellitus. **Methods: This was a hospital-based cross-sectional study that was conducted at Mnazi Mmoja Hospital, Diabetic clinic in Zanzibar. MMH is the main referral hospital in Zanzibar. The hospital is located in the Stone Town, the historic centre of Zanzibar City. The hospital has an outpatient clinic, specialized clinics as well as several wards for in-patient services. Although termed as a referral hospital, basic outpatient services are also provided to the nearby communities. The study populations were those patients who presented themselves DC at Mnazi Mmoja hospital with type 2 diabetes, with the age between 18 to 45 years of age. Fasting blood glucose (FBG), total cholesterol (TC), high density lipoprotein (HDL), low density lipoprotein (LDL) and triglyceride (TG) levels were evaluated. Correlation studies (Pearson's correlation) were performed between the variables of blood glucose and serum lipid profile. Significance was set at p<0.05.** **Results: Serum lipid and lipoproteins were significantly higher in diabetic patients compared to non diabetic subjects except HLD-C which is significantly lower in diabetic patients compared to non-diabetic subjects. Cholesterol mean level value in diabetic patients was significantly higher than the mean serum of non diabetic subjects (p=0.001).** **Mean value of triglycerides in diabetic patients was significantly (p=0.001) increased compared to mean of non diabetic subjects. LD L-Cholesterol mean value in diabetic patients was statistically significant (p=0.001) higher than the mean value of non diabetic subjects.** **Same results (p<0.05) were found when we compared glucose and lipid profile (TG, TC, LDL and HDL) in subgroups type2 DM and control subjects.** **Conclusion: Serum levels of triglyceride, cholesterol, LDL-cholesterol were elevated in diabetic patient compared to non- diabetic subjects. Low level of serum HDL-cholesterol in diabetic patients compared to non diabetic subjects. Also there is a relation between levels of lipids and duration of diabetes. Inversely correlations were found between triglyceride and H D L-cholesterol may be due to dyslipidemia. No gender differences in lipid profile observed in diabetic patients. Patient's healthcare and public awareness is very low and most patients are not controlled and they are unaware of their condition. The majority of diabetic patients are unaware of their healthcare.** **Recommendations: Measurement of serum lipid profile should be introduced to the management plan of diabetes. Large size of the samples and a long period is needed to study the effect of duration and gender. Also to establish regional and national training courses for diabetic educators and creation of new evidence based management plan for diabetics in Zanzibar for better healthcare and lastly regular test of glycosylated hemoglobin (Hb A lC) for each diabetic patients.**
	Why Does Mauritius Need a New Model of Innovation and Entrepreneurship? How to Build One? **Dr. Rajeev Sooreea** **Barowsky School of Business, Dominican University of California, San Francisco, USA** **Abstract** **Research Objectives: Mauritius has passed the stages of an industrial economy and is transforming into a knowledge economy. However,**

 **Dr. Rajeev Sooreea** **ERCICBELL1807071**	**although it has a Global Competitiveness rank of 45th among 137 countries, Executive Opinion Surveys indicate that doing business in Mauritius is problematic because of two serious challenges: “Insufficient capacity to innovate” and “Inadequately educated workforce” (World Economic Forum, 2017-2018). These are posing special constraints on Mauritius to emerge as a knowledge economy.** **One reason why the U.S., Switzerland, and Singapore are premier knowledge societies is because of their well-integrated and effectively-managed Triple Helix model. The Triple Helix model initiated in the 1990s by Etzkowitz (1993) proposes shifting the industry-government dyad that defines an Industrial Society to a triad that consists of industry-government-academia in the Knowledge-based Society. The Triple Helix model postulates that innovation and economic development in the Knowledge-based Society relies primarily on the role of academia (university) and the hybridization of components from university, industry and government to create new formats for producing, transferring and applying knowledge. In a Triple Helix model, the university embarks on a “third mission” as Ranga, Perälampi and Kansikas (2016) puts it, and becomes the “Entrepreneurial University.” It goes beyond its traditional mission of teaching and research, to putting knowledge to use and taking leadership in socio-economic development by partnering with industry and government (Etzkowitz and Leydesdorff, 2000).** **The purpose of this research is two-fold: First, it tries to investigate the factors that are constraining the effectiveness of the knowledge production system including the innovation and entrepreneurship capabilities in Mauritius. Second, it tries to propose an agenda that Mauritius can use to create a more effective Triple Helix model. Specific examples from the U.S. are used to illustrate.** **Methodology and Findings** **We use newly developed human capital datasets, borrow methodological concepts from the trade policy literature and estimate a knowledge production function to empirically show the state of education policy in Mauritius and how this is impacting Mauritius’ competitiveness and growth over the last 4 decades. We also use empirical facts to demonstrate the innovation capabilities and constraints of Mauritius on a global scale.** **Research Outcomes** **We then use the results and provide examples from U.S. models of innovation and entrepreneurship to propose a new innovation and entrepreneurship framework that Mauritius can tap into. We focus on showcasing the role of the Entrepreneurial University in the knowledge creation process.** **Future Scope** **The strength of our model is that it can be customized to several types of institutions in Mauritius depending on resource availability and leadership commitment.** **Keywords: Innovation and Entrepreneurship, Triple Helix Model, Knowledge Economy.**
Prof. Barry Rhulani Hanyane **ERCICBELLP1807072**	**Promoting pragmatism as a scientific movement in Public Administration. The application of Chaos and Quantum theories revisited in the South African context** **Prof. Barry Rhulani Hanyane** **Public Management and Governance, Faculty of Humanities North**

West University (Potchefstroom), Pothefstroom, North West Province, South Africa

Abstract

Public Administration as a scientific discipline needs to establish and sustain a particular scientific approach to remain relevant in the twenty-first century. In an ever-changing world, scholars of Public Administration in the South African context are preoccupied with the task to create, sustain and implement new knowledge in response to practical governance-related challenges. To achieve this mammoth task, the aforementioned scholars should choose a strong scientific approach. Pragmatism in the world of social sciences is seen in this paper as an immediate scientific tool and approach in responding to the responsibilities mentioned above. This paper argues for the re-consideration and re-utilisation of the Chaos and Quantum theories aimed at promoting the goals of pragmatism in the South African public administration context. Key notable tools of pragmatism as a theory are identified and applied in the context of enhancing the science of Public Administration. These tools are expanded in the repository list of pragmatism index, and include but not limited to, recognition and doubt (constituting a dialectic relationship), reward, prosecution, investigation, justice and the rule of law. Given these listed tools of pragmatism, it is the author's intention to explore the use and application of the same in developing the discipline and science of Public Administration in the South African context. A review of teaching materials from selected South African universities in respect of courses offered will be undertaken. In addition, challenges of postgraduate research management will be discussed..

Key words: pragmatism, chaos theory, quantum theory, Public Administration, science, knowledge

Romeo Asa
ERCICBELLP1807074

Drivers of Employee Performance: A State-Owned Enterprise Perspective

Romeo Asa
Department of Management, Faculty of Management Sciences, Namibia University of Science and Technology, Windhoek, Namibia

Abstract

This study purposely aimed to investigate the drivers to employees' performance at the state-owned enterprises (SOEs). The data analysis in this study relied on the data collected from 35 employees as they relate to the factors affecting their performance through a questionnaire and focus group. The study finds that employees' performance is positively influenced by a number of factors such as a combination of transformational, coaching and visionary leadership styles. The seminal argument is that factors such as employees' participation in crafting the vision and mission statements of the company, equal treatment of all employees, prompt handling of grievances, opportunity to socialise and collaborate in a relaxed environment, competitive market remunerations, recognition and rewarding of good performance, work that expose employees to many opportunities . Regarding the factors that negatively impacted on the employees' performance, the findings reveal among other factors the limited opportunities for career advancement. Overall, the study concludes that despite the fact that the company offers study loans for the employees who want to further their

studies, there are no significant efforts to support employees to improve on their performance through on-the-job-training. We conclude by highlighting possible recommendations to enhance employee performance in state-owned enterprises (SOEs), amongst other, is through finding ways to open opportunities for career growth/development for employees who meet the requirements as it will encourage employees first to work hard and to study further to purposefully attain improved organisational performance.

Keywords: Employee Performance; Transformational; Motivation and Training

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Linkages between Financial Inclusivity and Capability in Namibia: A Situational Analysis

Abstract

It is imperative that if the poor in the society are to benefit from the massive developments in the financial sector then such a sector must be truly inclusive, that it should meet the needs of everyone with the potential to productively use such financial services. This situational analysis paper scopes financial inclusivity as a process ensuring ease of access, availability, and usage of financial services by all members of society. To reduce socio-economic inequality, the poor in developing countries, like everyone else, need access to a wide range of financial services that are convenient, flexible, and reasonably priced. Financial inclusivity is sought to be significant towards the global development agenda as a tool for increasing the poor's access to financial services often cited as a mechanism that can help reduce poverty and lower income inequality. For many years, microfinance has been heralded as a mechanism for enhancing financial inclusion as it provides an avenue through which the marginalised and the poor can have access and benefit from the formal financial system. Financial inclusivity substantially evident in the rural areas among the poor who have no collateral or credit history for participating in the formal financial system. As a result, financial inclusion is receiving increased attention as an important tool for reducing aspects of socio-economic inequality characterised by isolation of individuals and communities from formal financial services, like affordable and accessible credit.

Keywords: Financial Inclusivity; Financial Capability; Financial Knowledge; Inequality

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Challenges of organising for innovation in today's organisations

Abstract

This paper is a literature review which shows the importance of business intelligence and knowledge management integration through the diffusion of innovation. The review empirically examines the importance of knowledge management processes to overall business intelligence and the challenges arising hitherto of organising for innovation in the today's organisations. The seminal argument is that knowledge diffusion and knowledge externalities are important sources of economic growth. Hence, this is supposed to be a value proposition for such organisations. The research finds, however, that it is becoming increasingly difficult to maintain competitive advantage through the pursuit of internal R&D alone, due to changing business environments and the acceleration of technology development, as well as the increasing costs associated with

	R&D activities, in many of these organisations. **In this paper, we discuss the role of innovation processes and network dynamics, in terms of Integrated Knowledge Networks, which offer viable options for leveraging innovation both as an interactive process, and knowledge processes for creating business intelligence. So, organisations purposefully search for innovative knowledge outside their boundaries, adopting an "open innovation" approach. This is due in part, because, they encompass a number of organizations, people and resources and the relationships between them. Integrated Knowledge Networks are supported by an architecture that combines organizational and technological elements, that is the innovation processes and network dynamics. In particular, we focus on two ways to organize external knowledge sourcing: learning from foreign environments and the use of corporate incubators as a part of corporate venturing strategy.** **Keywords: Knowledge Management; Business Intelligence; Intellectual Capital; Open Innovation; External Knowledge Sourcing; Corporate Incubators**
 **Harold Campbell** **ERCICBELLP1807075**	**Risk and Utility in Portfolio Optimization, the case of the Dow Jones Industrial Average** **Harold Campbell** **Faculty of Management Sciences, Namibia University of Science and Technology, Windhoek, Namibia** **Abstract** **Modern portfolio theory (MPT) addresses the problem of determining the optimum allocation of investment resources among a set of candidate assets. In the original mean-variance approach of Markowitz, volatility is taken as a proxy for risk, conflating uncertainty with risk.** **There have been many subsequent attempts to alleviate that weakness which, typically, combine utility and risk. The author presents here a modification of MPT based on the inclusion of separate risk and utility criteria. Here, risk is defined as the probability of failure to meet a pre-established investment goal. The author defines utility as the expectation of a utility function with positive and decreasing marginal value as a function of yield.** **The emphasis throughout this paper is on long-term investment horizons for which risk-free assets do not exist.** **Analytic results are presented for a Gaussian probability distribution. Risk-utility relations are explored via empirical stock-price data, and an illustrative portfolio is optimized using the empirical data of the Dow Jones Industrial Average for the twenty years period, 1998 – 2018.** **Keywords** **Portfolio, risk utility, mean-variance, finance, Dow Jones Industrial Average**
Mohammad Naquibur Rahman **ERCICBELLP1807077**	**The Dynamics of Foreign Direct Investment in Economy of Saudi Arabia** **Mohammad Naquibur Rahman** **Department of Marketing, College of Business,mUmm Al Qura University, Makkah, Saudi Arabia** **Abstract** **The present study to investigate the futuristic dynamics of resurgence of**

	the economy of Saudi Arabia in the wake of the introduction of Foreign Direct Investment (FDI) creating an indelible impact particularly on GCC in generally on the world. It is strongly believed among the economists of the world that FDI is the irreversible impact of globalization and liberalization in this modern era of 21st Century. It goes without saying that the impact of FDI can be measured through the economics tools. But while dealing with this subject, other factors also affect the behavior of economic dividends in the process of implement the FDI especially infrastructure of the country, geo-political position of the country and its clout over the world's financial institutions apart from domestic governance of the country. The very FDI plays a very significant role in ensuring the behavior of Gross Domestic Product (GDP) of the country, taking the country towards trade surplus destination and removing unemployment by creating jobs. The main conclusion of the study sheds light over the inflow of FDI and determining the GDP and taking Saudi Arabia towards a balanced trade players in the world. Key words: Foreign Direct Investment, trade surplus country, sustainable economic growth, export, liberalized economy and employment
Bel Samuel ERCICBELLP1807079	The Real Effects of Meditation and Yoga on a Country's GNP Bel Samuel Department of Economics, San Francisco Institute for Meditation Economics, San Francisco, USA Abstract Our paper measures the real effect of a meditation and yoga on a country's GNP. My classifying countries on an orthogonal scale, on how much a meditation and a yoga course cost in a given economy, we discern the positive effects of these activities on a country's GNP and standard of living. We control for the effects of natural resource abundance along with average height and weight of the population to ensure that our statistical tests are robust and valid. We (three co-authors) hope to receive feedback from other participants at the conference on our research design and statistical techniques.

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Upcoming Conferences

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- 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
- Rome – International Conference on Research in Social Science & Humanities (ICRSSH), 30 April – 01 May, 2019
- 2019 – Vth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), May 02-03, Rome
- Prague – International Conference on Social Science & Humanities (ICSSH), 04-05 June 2019
- 2019 – VIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), June 05-06, Prague
- 2nd Malaysia – International Conference on Social Science & Humanities (ICSSH), 26-27 June 2019
- 2019 – VIIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), June 27-28, Malaysia
- Lisbon – International Conference on Social Science & Humanities (ICSSH), 25-26 June 2019
- 2019 – VIIIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), June 26-27, Lisbon
- 3rd Singapore – International Conference on Social Science & Humanities (ICSSH), 26-27 June 2019

- 2019 – IXth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), June 27-28, Singapore
- 2nd Bali – International Conference on Social Science & Humanities (ICSSH), 09-10 July 2019
- 2019 – Xth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), July 10-11, Bali
- 2nd Budapest – International Conference on Social Science & Humanities (ICSSH), 09-10 July 2019
- 2019 – XIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), July 10-11, Budapest