



CONFERENCE PROCEEDINGS

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Preface:

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KEYNOTE SPEAKER



Dr. Nirmal Kumar Betchoo

Dean, Faculty of Business and Management, Université des Mascareignes, Mauritius

Topic: An understanding of culture and governance in addressing societal expectations.

Dr. Nirmal Kumar Betchoo is the Dean of the Faculty of Business and Management at the Université des Mascareignes, Mauritius. He has been in education since 1986 and taught at the tertiary level for 22 years. He specializes in the social sciences, human resource management, business, and strategy. He has published ten books, over 45 peer-reviewed international research articles, and took part in many international conferences. He also writes for the national press on culture and economy since 2002 with over 125 papers including occasional exclusive reports for leading papers 'Le Mauricien', 'L'Express' and 'Business Magazine'. Dr. Betchoo is an associate editor of the European Scientific Journal and the external editor for the Journal of Mass Communication and Journalism. He has reviewed over 40 research papers including papers from the Inderscience Journal. He is panel specialist for the Tertiary Education Commission for the accreditation of undergraduate and post-graduate business studies programmes. He has also acted as moderator/examiner for the University of Technology (UTM), Mauritius and set papers for promotional examinations at the Public Service Commission with the Mauritius Examinations Syndicate, and moderated papers for the Mauritius Institute of Training and Development since 2011. Dr. Betchoo supervises Ph.D. students at the Université des Mascareignes and coaches post-graduate students vocationally.

John Parlo Rosido
ERCICRSSH1807051

Game based approach towards responsible consumption among pre-school students

John Parlo Rosido
Social Sciences, Lorma Colleges, La Union, Philippines

Abstract

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

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

Asad Aman
ERCICRSSH1807053

Understanding and managing channel conflict in African markets: Learnings from South Asia

Asad Aman
Associate Professor of Marketing, Lakehead University, Canada

Abstract

The paper focuses on vertical conflict between the mega retailers/wholesalers and Fast Moving Consumer (FMCG) manufacturers in developing markets. To contextualize, the traditional distribution structures in the emerging markets are briefly described. The paper views the channel conflict from the perspective of FMCG managers working in Africa and other developing markets. By using examples from South Asia, various challenges faced by FMCG manufacturers both internally (inside the organization) and externally (in the channel) are highlighted. Using Webb and Lambe (2007), general directions for managerial action are provided.



Rabia Cizel
ERCICRSSH1807055

Visual Research Methods in Tourism Research

Rabia Cizel

Department of Labour Economics and Industrial Relations, Faculty of Economic and Administrative Sciences, University of Akdeniz, Antalya, Turkey

Abstract

The aim of this research is to conceptualize the importance of increasing visual knowledge and research methods in the tourism research with the effect of today's developing technology and digitalization. In this research, while the visual nature of tourism and the advantages of visual research methods in social sciences were discussed, the importance of the use of participant photographs was also emphasized. At the same time, attention has been drawn to the fact that the researcher/participant photographs are not used adequately as a visual method in the field of tourism.

Keywords: Tourism, Visual Research Methods, Photographs

Narvada Gopy Ramdhany
ERCICRSSH1807088

A Study of Bond Market Size and Economic Freedom Index – An Analysis on Brics Countries

Narvada Gopy Ramdhany

Department of Finance and Accounting, University of Mauritius, Reduit, Mauritius

Abstract

This study is a pioneering study of economic freedom indices and analyzing its volatility upon the bond market size of BRICS nations. BRICS is a true representation of emerging markets and is a perfect sample as it is significant in terms of development of developing countries. This study examines the effect of factors that have been chosen from the index of economic freedom, namely: monetary freedom, financial freedom, investment freedom, government integrity and lastly real GDP over the period of 2000 to 2016. To check the efficiency of the model, several preliminary tests have been carried out, namely: the Hausman test, Arellano Bond test, Unit root test, White test and the Wald test. This paper draws extensively from the GMM test (Generalised Method of Moments) which gives an insightful quality information. Likewise, the analysis showed that amongst all the variables, only investment freedom has a positive correlation with the bond market size of the economy while the other factors (monetary freedom, financial freedom, real GDP and government integrity) shares a negative correlation with the bond market size. Based upon our research, it can be stated that all the variables are significant in illustrating the bond market size of the economy whilst government integrity has been proven insignificant within this study. Besides, the granger causality is being performed to assess the impact of the dependent variable upon the independent variables. As such, it has been deduced that the bond market size does influence the level of financial freedom prevailing in an economy. The forte of this paper is that it consists of an amalgamation of economic growth (measured by real GDP) and economic freedom factors which is a new index. This is considered as an essential tool in examining issues hindering the development of emerging bond markets.

Biplob Sraman
ERCICRSSH1807057

A Buddhist Approach to Ecology

Biplob Sraman

Wat Yai Sawang Arom, Maha Makut Buddhist University, Bangkok, Thailand

	<p style="text-align: center;">Abstract</p> <p>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.</p> <p>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.</p> <p>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.</p>
<p>Dr Ephias Gudyanga ERCICRSSH1807058</p>	<p style="text-align: center;">Zimbabwean Secondary School Guidance and Counseling teachers teaching sexuality education in the HIV and AIDS education curriculum</p> <p style="text-align: center;">Dr Ephias Gudyanga Faculty of Education, Midlands State University, Gweru, Zimbabwe</p> <p style="text-align: center;">Abstract</p> <p>Background: In spite of the importance of sexuality education and HIV and AIDS education in preventing HIV infections, Zimbabwe secondary school Guidance and Counseling teachers are not engaging optimally with the current Guidance and Counseling, HIV and AIDS & Life Skills education curriculum, and hence, they are not serving the needs of the learners in the context of the HIV and AIDS pandemic. The aim of the study, therefore, was to explore how Guidance and Counseling teachers could be enabled to teach the necessary critical content in sexuality education in the HIV and AIDS education curriculum. Method: A qualitative research design, informed by a critical paradigm, using participatory visual methodology and methods, such as drawing and focus group discussion, was used with eight purposively selected Guidance and Counseling teachers from Gweru district, Zimbabwe. The study was theoretically framed by Cultural Historical Activity Theory. Results: Guidance and Counseling teachers found themselves in a community with diverse cultures, cultural practices and beliefs of which some seemed to contradict what was supposed to be taught in the curriculum. The participatory visual methodology, however, enabled a process in which the Guidance and Counseling teachers could reflect on themselves, the context in which they taught, their sexuality education work and learn how to navigate the contradictions and tensions, and to use such contradictions as sources of learning and sources of change. Conclusion: The results have several implications for policy in terms of the Guidance and Counseling curriculum and engaging with cultural issues; and for practice in terms of teacher professional development, teacher training, and for stakeholder contribution. Keywords: Cultural Historical Activity Theory; Guidance and Counseling; HIV and AIDS; Participatory Visual Methodology; Reflexivity, Sexuality</p>

 <p>Nadir Ali Mugheri ERCICRSSH1807059</p>	<p>Education</p> <p>An Analysis of Effects of Social Media on Undergraduate Students of Universities in Pakistan</p> <p>Nadir Ali Mugheri Department of English, University of Sindh, Jamshoro, Pakistan</p> <p>Abstract</p> <p>No doubt the social media has grown as powerful tool of teaching, learning and raising voice against the societal problems in Pakistan. This media through its various sites is continuously developing and progressing. It has succeeded to get much popularity also among the students of Universities in Pakistan. Obviously the use of technology can play a key role in success of the graduating students today but with its positive utilization. This research was conducted while selecting 96 students including 52 male and 44 female studying at various four leading general universities of the country. They were given a questionnaire which bore the question as to how social media has impact on them. The results received from all the participants, 24 from each university showed were amazing. It showed that 56 percent of the sample acknowledged spending 7-9 hours per day using various sites of social media whereas 15 percent consumed in excess of 9 hours. Thus 19 percent spent 4-5 hours and merely 10% spent below 3 hours to use social media. Results also point out that the undergraduate students of four the universities in majority use social media sites mainly Facebook, YouTube and Twitter and spend several hours examining & posting on websites of social media generally through their mobile phones. The outcomes also revealed that the students in majority use the social media in negative way which includes sharing pictures, posting redundant things & chatting rather than using it in pursuit of getting knowledge and information.</p> <p>Key Words: social media, university undergraduates, learning competence</p>
 <p>Danielle Fernandes ERCICRSSH1807065</p>	<p>Ego Identity and Acculturation Attitudes of Refugees in Greece</p> <p>Danielle Fernandes Institute of Psychology and Allied Sciences, Amity University, Goa, India</p> <p>Abstract</p> <p>In light of increasing global displacement, acculturation has been heavily researched, with scholars emphasizing the protective role of acculturation attitudes. Acculturation attitudes, based on the dimensions of maintaining one's own ethnic culture and preference for the host culture, can be distinguished as; Assimilation (low maintenance, high contact), Integration (high maintenance, high contact), Separation (high maintenance, low contact) and Marginalisation (low maintenance, low contact). However, research has not adequately addressed the salience of personal ego identity on a refugee's attitude to acculturation. Ego Identity, based on the two dimensions of Exploring values and Committing to specific values has four states; Achieved (high exploration, high commitment), Foreclosed (low exploration, high commitment), Moratorium (high exploration, low commitment), and Diffused (low exploration, low commitment). Further, there is limited research on the acculturation preferences of host citizens towards refugees, particularly in relation to the refugee crisis in Greece. Therefore, this paper aims to further our knowledge concerning the convergence of personal and cultural identity, through an examination of the relationship of ego identity statuses and acculturation attitudes in refugees. In addition, the acculturation attitudes of both refugees and Greek citizens is examined. Purposive sampling was used to collect data from a sample of 143 participants; 71 refugees and 72 Greek citizens (aged 18-40 years) in</p>

Thessaloniki, Greece. Ego Identity states and Acculturation attitudes were assessed by the Ego Identity Process Questionnaire (EIPQ) and the Acculturation Attitudes Scale (AAC), respectively. An analysis of the first research question, using Pearson Chi-squared test, showed significant associations between achieved and moratorium ego identity statuses and acculturation attitudes of refugees ($P < 0.05$). Descriptive statistics suggested that integration was associated with achieved identity, while separation was associated with moratorium. Independent t-test analyses for the second research question revealed significant differences between the four acculturation attitudes of refugees and host citizens ($P < 0.001$); with higher Integration/ Multiculturalism attitude among the citizens, and higher Assimilation, Separation and Marginalisation attitudes among the refugees. This research gives insight on the importance of personal identity in the acculturation process, and may be used to develop intervention programs promoting identity exploration and smooth cultural transition.
Keywords: Acculturation Attitudes; Ego Identity; Refugees; Acculturation; Greece



Sabahat Jaleel
ERCICRSSH1807069

China: A Savior of Pakistan Economy

Sabahat Jaleel

Department of Basic Science and Humanities, Faculty of Pakistan Studies, University of Engineering and Technology Taxila, Pakistan, Taxila, Pakistan

Abstract

Pakistan and China enjoy a time-tested cooperative relationship. The relationship is marked by the close economic, political and strategic cooperation. China is a savior of Pakistan's economy as it has prevented the collapse of the Pakistani economy. The article starts with the depiction of dismal state affairs of Pakistan economy. Numerous economic indicators including GDP, GNP, GDP per capita, trade, import and export deficit shows a downward trend. Secondly, it elaborates the causes behind the economic crisis of Pakistan. The responsible factors can be divided into internal and external one. Internal factors include leadership crisis, energy crisis, dismal law and order situation, ineffective policies, lack of national integration and governance crisis. External factors include terrorism, extremism, foreign powers interests, and lack of foreign direct investment (FDI), the imbalance in imports and exports and trade deficit. They are seriously undermining growth and potential of Pakistan's economy. After responsible factors, the article discusses Chinese investment in numerous projects for development and energy fields including recent investment on China Pakistan Economic Corridor. The new government in Pakistan has decided to nurture the tree of Pakistan and China friendship. They have exchanged mutual visits and signed many agreements to strengthen the economic collaboration especially major development with reference to the China-Pakistan Economic Corridor (CPEC). Although, Chinese economic cooperation is praiseworthy but the potential is not fully utilized. The article presents potential benefits of CPEC for Pakistan economy which further make the relationship deep rooted and strong.

Keywords: Foreign Direct Investment, Trade cooperation, Trade deficit, Import-export deficit, Industrial growth, CPEC.



**Corporate Governance Structure and Intellectual Capital Disclosure:
Evidence from Ghana**

Felix Kwame Nyarko

Faculty of Finance and Economics, Jiangsu University, Zhenjiang, China

Abstract

<p>Felix Kwame Nyarko ERCICRSSH1807070</p>	<p>The main aim of this paper is to investigate the extent of the intellectual capital disclosure and the relationship between intellectual capital disclosure and corporate governance variables in Ghanaian listed firms. We tested the following independent variables comprising the various forms of corporate governance structure: board composition, dual role, size of audit committee and frequency of audit committee meetings. A sample of 50 firms listed on the Ghana Stock Exchange was selected. The descriptive statistics, content analysis and linear regression model were performed to analyze the data. Out of the four (4) variables tested, only the frequency of audit committee meetings has significant positive relationship in influencing the level of intellectual capital disclosure in Ghana. The result also found 74.67 percent of the selected companies disclosed intellectual capital in their annual reports. However, the extent of the intellectual capital disclosure among Ghanaian firms is still relatively low (about 4.45 percent). This result also revealed that, most of the Ghanaian firms are aware about the intellectual capital disclosure but however, they are not aware on how to measure, report and disclose this information in their annual report. Keywords: Corporate Governance, Intellectual Capital, Structural Capital, Human Capital</p>
<p>Kailash Pattanaik ERCICRSSH1807071</p>	<p>Language Endangerment: A Natural Process or a Serious Global Problem</p> <p>Kailash Pattanaik Centre for Endangered Languages, Visva-Bharati Santiniketan, West Bengal, India</p> <p>Abstract Language endangerment is globally considered as a serious problem. UNESCO has already declared 2019 as the year of endangered languages. Even it has enlisted few hundred languages as endangered. It has also categorized the nature of endangerment. There are thousand languages in the world which are in course of time not in use. The spoken communities are lost and automatically the language is gone. Sometimes, the spoken communities adopt another language, in course of time and forgot their own language. But people who lost their languages are not mute, they communicate through another language. In this way lost of language is a common phenomena,if look in to the past history of human habitation. People have access to that language, in which, they use internet, read or listen mass media, watch and listen movie. All these have a tremendous effect in the public life of the community. Proposed paper would look in to the historical perspective of the language and show how endangerment and decay is a natural process of language. Simultaneously would say why and how endangerment of language could be preventive.</p>
<p>Marie-Anne Razafiarivony ERCICRSSH1807073</p>	<p>Female Micro Family-Owned Business Entrepreneurs And The Factors Influencing The Preparation of Their Successors</p> <p>Marie-Anne Razafiarivony Department of Business Administration, School of Postgraduate Studies, Adventist University of Africa, Nairobi, Kenya</p> <p>Abstract In the developing countries, many micro, small and medium enterprises (MSMEs) are family-owned business enterprises, constitute a major source of employment and are headed by women. Yet, studies show that there is in general a failure in these businesses to prepare the next generation so that it can build on what has been achieved already, and expand the business. While it is understood that some critical factors are associated with the</p>

	<p>ability to pass the baton to the next generation, more empirical studies are needed to analyze these factors in depth for the MSMEs. This study intends to examine the factors that are associated and that encourage the successful succession of small family-owned businesses from the point of view of the owners. It made use of the family business succession model, and the theory of succession planning and mentoring. It included both a quantitative as well as qualitative dimension and, to that effect, a survey instrument as well as semi-structured interview were used to gather the data. The design was a cross-study descriptive type. The population was made of women-entrepreneurs and the setting was in one selected developing country where the economic situation is unstable. The findings show that the majority of the respondents do prepare for a successor and the level of income and the number of employees influence the move. The criteria for the choice of the successor is based on family relations and trust. The reason given by those who do not prepare for a successor is related to the level of control and network held. The study also shows that the women do not have total freedom to choose their successor. In particular, the single/divorced women and those who generate less income are less empowered to choose their successor.</p> <p>Keywords: women entrepreneurs; micro, small and medium enterprises; family business; succession; empowerment</p>
<p>Efigenia Semente ERCICRSSH1807074</p>	<p>Leadership and Organisational Performance in Higher Education in Namibia: A Case –Study</p> <p>Efigenia Semente Marketing & Logistics, Namibia University of Science and Technology, Windhoek, Namibia</p> <p>Abstract</p> <p>This study critically assesses the impact of leadership styles and leadership practices on organisational performance of a selected higher education provider in Namibia. A structured questionnaire adapted from the Multifactor Leadership Questionnaire (MLQ) was used in gathering relevant data from randomly selected staff. Fifty (50) questionnaires were filled and returned by the respondents. The respondents were chosen using a convenience sampling procedure given their availability and willingness to participate. The data was analysed using SPSS v.25. Factor Analysis (FA) through Principal components analysis (PCA) was used to assess the underlying structure of the components and for assessing the reliability and validity through Cronbach’s Alpha coefficients. Factor Analysis (FA) through Principal components analysis (PCA) was used to assess the underlying structure of the components and for assessing the validity and reliability through Cronbach’s Alpha coefficients. Multivariate analysis of variance (MANOVA), and analysis of variance (ANOVA), were used to test for hypotheses. The findings suggest a positive relationship between leadership styles, leadership practices and organisational performance of the selected higher education provider. The findings are deemed important in the formulation and the use of effective strategies to support organisational performance and growth.</p> <p>Keywords: Leadership, Leadership Styles, Leadership Practices, Organisational Performance</p>



Ansar Ali
ERCICRSSH1807076

Translation and Gender: A Critical analysis of Urdu Translation of Shina Proverbs

Ansar Ali
English, Punjab College, Islamabad, Pakistan

Abstract

The aim of this research was to unveil the way Shina society discursively constructed gender roles through the translation of Proverbs. It also explored the influence of gender ideology on the process of translation and the choices of translational strategies made by the translator while translating proverbs. The study analyzed 18 proverbs; that were responsible for gender dichotomy, selected from the book "زریں اقوال اچھے کے شینا، موری مشائے شناسا بنو" by Iqbal (2011). The study has taken Feminists Critical Discourse Analysis as research perspective. The researcher employed Farahzad's Model (2009) of Translation Criticism, as research methodology..The findings revealed that in androcentric Shina society, women's economic dependence is their main handicap and they are considered Incapable, reliant, dependent, submissive, quarrelsome, greedy, bad character, discourteous, deceptive, coquettish, unfaithful, cunning, subordinate, trouble, dim witted, emotional, gullible and untrustworthy in the society. The study also revealed that the ideology of the translator greatly influenced the process of translation. This research will be a contribution to the existing research on gender studies of Shina society in particular and Translation Studies in general. In addition, this study will contribute to sensitize Shina society especially men to limit themselves from exploiting women. Moreover, readers of the study are expected to develop an attitude of not involving in discrimination against women.

Lelika Lazarus
ERCICRSSH1807077

Autoethnography In Teacher Education

Lelika Lazarus
Department of Clinical Anatomy, School of Laboratory Medicine and Medical Sciences, College of Health Sciences, University of KwaZulu Natal

Abstract

Autoethnography is an emerging transformative field of study within the Health Sciences at Higher Education institutions and is a move away from the key traditional positivist models of research in the domain of anatomical education. It is an approach that allows the researcher to travel outside the autobiography of teaching and learning by uniting autobiographical accounts with a cultural inquiry and understanding. The consequence is the production of new information about the culture in which the individual is located such that it can be eloquently pooled with others.

This study aimed to (i) evaluate the feasibility of using autoethnography to gain an informed and more descriptive view of past teaching experiences in the South African context and (ii) understand more about the experience of a teacher's professional development in order to become more reflective practitioners.

Senior anatomy Faculty (identified by the author by their affiliation with the Anatomical Society of Southern Africa) based at the eight national medical schools within the country participated in the study via open ended questionnaires. Ethical clearance was obtained from UKZN's Biomedical Research Ethics Committee (BE386/15). In addition, the author describes how autoethnography enabled her to interrogate current challenges and dilemmas underpinning teaching and learning practices within her discipline. This methodology allowed the author to critically reflect on her multiple roles as an observer, professional educationalist and participant in interdisciplinary research that could be used to express and share real life perspectives and

	<p>experiences to have transferable implications for other academic identities. This study served to highlight the general consensus of challenges that anatomy educators experience in South Africa. This work highlights challenges experienced by a specific discipline and aims to mobilize other academics into fuelling professional and personal inquiry to bring about a reinvention and renewal of their disciplines.</p> <p>Key words: Autoethnography, anatomy, basic science educator, reflection</p>
 <p>Ruth Tibesasa ERCICRSSH1807078</p>	<p>Osteoarchaeological and stable isotope analysis of Kansyore hunter–gatherer and Urewe farmers remains from the northern shores of Lake Victoria Nyanza, Eastern Uganda</p> <p>Ruth Tibesasa Department of Humanities and Science Education, Kabale University, Kampala, Uganda</p> <p>Gabriele C. Krüger Department of Humanities and Science Education, Kabale University, Kampala, Uganda</p> <p>Mica Jones Department of Humanities and Science Education, Kabale University, Kampala, Uganda</p> <p>Grant Hall & Ceri Ashley Department of Humanities and Science Education, Kabale University, Kampala, Uganda</p> <p>Abstract</p> <p>The Great Lakes region of eastern Africa, and Uganda in particular, is regarded as a key locale in the spread of farming across eastern and into southern Africa. The transition to farming has traditionally been attributed to new Bantu-language speaking Early Iron Age (EIA) farmers moving into the area, identified archaeologically by their distinctive Urewe pottery. These farmers were often credited with ending a hunting and gathering lifestyle, with the introduction of fields and pastures controlled by humans. However, recent studies argue for a more fluid and localised process, emphasising the complexity of Kansyore ceramics using Late Stone Age (LSA) communities, who were already semi-sedentary. However, discussion of subsistence strategies is hampered by the lack of direct evidence - very few sites with good preservation of zooarchaeological and archaeobotanical evidence have been found – particularly in Uganda. In this paper, we will report on results from recent research on the northern shores of Lake Victoria Nyanza, specifically results from the sites of Namaboni and Lugala, which produced well-preserved LSA and EIA layers, including human remains. Here we will draw on osteoarchaeological and stable isotope evidence to examine diet and mortuary practices.</p>
 <p>Simbarashe Tatsvarei ERCICRSSH1807054</p>	<p>Conservation Agriculture Adoption in Smallholder Farming, Zimbabwe</p> <p>Simbarashe Tatsvarei Department of Agricultural Economics and Extension, University of Fort Hare, South Africa</p> <p>Abstract</p> <p>Climate variability is recognised as a major risk for future sustainable agriculture. As an adaptation strategy, Zimbabwe has promoted conservation agriculture among smallholder farmers, but the extent to which this practice is adopted needs to be explored. This study aims to fill this gap by identifying</p>

and explaining parameters of adoption of conservation agriculture by smallholder farmers in 15 districts spread across 8 provinces of Zimbabwe. Data was collected through focus group discussions and a survey, with 416 smallholder farmers being interviewed. The conceptual framework is based on decision to adopt or not to adopt, and analysis of the decision process is presented using logistic regression model. Estimation results reveal that conservation agriculture was adopted by 77.4% of the households. Further, farming experience (positive), experience with conservation farming (positive), access to output markets (negative) and asset ownership (negative) were found to significantly influence the rate of adopting of the practice. Their elasticities were 0.956, 0.819, 1.570 and 1.326 respectively. Gender, age, education level, extension visits, family labour availability and access to input markets were factors that did not significantly influence the adoption of the technology. It can be concluded that sustainability of the practice is at stake as it relies on the older generation (experience), unavailability of markets and limited assets, factors likely to be eroded in the next fifty years, given thrust to eliminate poverty under sustainable development goals agenda. Given these results, the study recommends policy support in the creation of output markets and strengthening of existing markets for farmers' benefit. Further, promoters of conservation agriculture may consider targeting inexperienced farmers to increase rate of adoption.

Key words: Conservation agriculture, adoption, Zimbabwe



Beykan Cizel
ERCICRSSH1807056

The Web-Based Travel Intermediaries Loyalty: The Influences of Trust and Satisfaction

Beykan Cizel

Tourism Management, Faculty of Tourism, Akdeniz, Antalya, Turkey

Sukru Firat Ciftci

Kirklareli University, Tourism Faculty, Travel Management and Tourism Guidance Department, Kirklareli, Turkey

Abstract

There are few studies investigated the relationship among trust, satisfaction, and loyalty together in the literature in terms of web-based travel intermediaries. The main aim of this study is to investigate the factors such as trust and satisfaction creating customer loyalty in web-based travel intermediaries. It was explored the degree of importance of trust, besides satisfaction, when it is associated with loyalty. Multiple linear regression was used to examine the relationship among web based travel intermediary loyalty, satisfaction and trust. The research was conducted between February and April 2018 in Istanbul. Total of 362 data were collected by questionnaires and analyzed. The results indicated that participants' satisfaction and trust predicted web-based travel intermediary loyalty at 68.9% level. Accordingly, satisfaction and trust seems to have a significant and positive affect on the web-based travel intermediary loyalty. The results provide evidence that trust is a strong influence on customer loyalty as well as satisfaction.

Keywords: e-trust, e-satisfaction, e-loyalty, web based travel intermediaries



Joomratty Bibi Quraisha

“Stripped Wallets, Ripped Hearts”.Victims of Financial Fraud: An Analysis beyond the Financial Loss

Joomratty Bibi Quraisha
University of Mauritius, Mauritius

Abstract

There is a strong sense of negativity attached to victims of financial fraud.

<p>YRSICRSSH1807051</p>	<p>Despite the media are filled with their stories, the comprehension of the real victimisation experiences are not that evident. Victims of financial fraud are often viewed as individuals who lost only their money. Along with that they are considered as greedy and a sense of blame is thrown at them. Therefore a study beyond the financial loss was warranted. The aim of this paper is to examine the impacts of fraud victimisation other than financial impact. As the first objective, the theoretical background, including victim blaming theory, just world theory, were analysed. Secondly the emotional and psychological impacts, reporting experiences and seeking formal help were examined in relation with the responses of the victims. Based on interviews with 30 victims of fraud which consisted of victims of swindling, embezzlement, credit card fraud and Ponzi scheme, this paper establishes the profound emotional and psychological impact post victimisation. The paper also examined victim blaming, relationship breakdown, vulnerability of older people and in the worst case suicide.</p>
<p>Godfrey Barigye ERCICRSSH1807080</p>	<p>African Indigenous Medicine Practices in Mbarara Municipality, Uganda</p> <p>Godfrey Barigye (PhD, MAPAM, BA, DES, CAL) Kabale University, P.O.Box 317, Kabale, Uganda</p> <p>Abstract</p> <p>The study was on African indigenous medicine practices in Mbarara Municipality, Uganda. Some African indigenous medicine healers have misused the cherished objectives of community values and turned African indigenous medicine into witch-craft characterized with human sacrifice, money extortion, and many more evil related practices. The study objectives included documenting African indigenous medicine activities, examining the factors, investigating and exploring mitigation to challenges of African indigenous medicine and community development in Mbarara Municipality, Uganda. It was established that most African indigenous healers were mainly practicing herbalism, midwifery/traditional birth attendance, spirituality/foretelling, bone-setters, snake poison healers and rain-makers. The African indigenous healers were in the age group of 40 years and above, most of them were females. It was established that major factors that contribute to the challenges of African indigenous medicine were poverty, family and community conflicts, increased African indigenous healers, poor modern health facilities, ignorance and strong cultural beliefs, politics, strange and complicated diseases, adverts by African indigenous healers, and unemployment of the youth. It was established that the major challenges of African indigenous medicine and healing included extortion of property and search for riches, human sacrifice and killing clients, fuelling conflicts, failure to cure some diseases, family breakage, psychological torture and destruction of environment. It was found out that mitigation to challenges of African indigenous medicine in Mbarara Municipality, majorly included government laws and training African Indigenous healers on usage of modern health facilities, prosecution of criminals and murderers, registration of all African indigenous healers, preaching and counselling of beneficiaries/patients, sensitize patients to use modern health facilities, repatriate quack African indigenous healers, provide more health facilities and stop adverts by African indigenous healers. It was concluded that African indigenous medicine practices and systems of local people are interactive technology whose dissemination is feasible, efficient, and cost-effective when learnt from village-level experts. The devaluing of African indigenous medicine healing systems as "low productive," "primitive," and "old" is no longer a useful attitude: an established national African indigenous medicine and healing knowledge resource centre for strengthening the research deeper into important knowledge that support social development is crucial. The change in the</p>

	<p>attitudes and behaviours of researchers and leaders stimulate the process of incorporating African indigenous medicine healing systems into day to day life activities. The future of African indigenous medicine is bright if viewed in the context of service provision and increase of health care coverage, economic potential and poverty reduction. It was recommended that the increase of health care coverage will be achieved through collaboration and partnerships between traditional health practitioners and community health providers. Further research in safety and efficacy should be promoted on the quality of the research to improve African indigenous medicine and healing knowledge practices.</p> <p>Key Words: African , Indigenous , Medicine , Practices</p>
<p>Carmen Olivia Rennie ERCICRSSH1807084</p>	<p>Use of Radiological Imaging techniques in Teaching and Research</p> <p>Carmen Olivia Rennie Department of Clinical Anatomy, University of KwaZulu Natal, Durban,</p> <p>Mohommed Rashid Haffajee EtheKweni Hospital and Heart Centre, Durban, South Africa,</p> <p>Kapil Satyapal Department of Clinical Anatomy, University of KwaZulu Natal, Durban,</p> <p>Abstract</p> <p>One of the key disciplines in medical education is anatomy. Traditionally, anatomical teaching and learning is centered around cadaveric dissection, as this provides medical students an opportunity of understanding three-dimensional structures and variations of the body, which is pivotal for their profession. Recently, most medical institutes have experienced difficulties in cadaver procurement. Shortage of cadavers, may affect teaching and research. Therefore, utilising alternative methods to teach anatomical structures may alleviate these problems. Computed tomography (CT) scans and three-dimensional (3D) reconstruction have become essential in the practice of medicine, but few have reviewed their use in education. As an example, the study utilised CT scans and 3D reconstruction of the paranasal air sinuses (PAS) and craniofacial skeleton postnatally, in order to understand and observe the anatomy in three dimensions. The particular area was selected for the study, as the PAS is one of the most complex, inaccessible and variable regions of the body. Approximately (n=480; 276 males; 204 females) CT scans were reviewed with an age range 1-25 yrs, obtained from the Picture Archiving Systems (PACS) at private and public hospitals which stores CT scans as DICOMs. A 3D SLICER program was utilized, as it is a freely available online DICOM viewer software, which can view DICOM images, produce 3D models and automatically compute morphometric data. Three-dimensional reconstruction produced 3840 PAS models, from which volumes of the PAS and linear parameters of the nasal and cranial cavities were automatically computed. This study was able to utilize a cost effective radiological software to understand and research the three dimensional form and variations within the body. In addition, these radiological techniques illustrated that a large sample may be easily extracted, utilizing existing data samples from CT imaging. This may alleviate the problems associated in anatomical medical education.</p> <p>Keywords : Anatomy, teaching and learning, radiological techniques, Three dimensional reconstruction</p>



Daniel Gach
ERCICRSSH1807086

Organizational And Methodical Aspects Of Functioning Of Social Enterprises

Daniel Gach

**Faculty of Management and Social Communication, Andrzej Frycz
Modrzewski Krakow University, Cracow, Poland**

Abstract

Social enterprises operating within the social economy both in countries with developed market economies, as well as in developing countries are an example of organizations combining various economic logic in which borders are blurred, between actions for the public good and activities for the benefit of private. Comparing research conducted, among others in the countries of the European Union, in Asian countries, the USA and South America one can see the different approaches in the understanding of a social enterprise. Although it is possible to identify common features of social enterprises from different regions, their detailed analysis allows to discover differences between them. The purpose of the research presented in the publication is the discovery of specific techniques and methods used by these organizations. The research was carried out in two stages, in the first stage, through literature studies, descriptions of organizational and management methods used by various social enterprises both in the operational and strategic dimensions were sought. Particular attention was paid to instruments relating to human resources management. In the latter dimension attention is paid to the use of organizational culture as an instrument of impact on employees and volunteers. In the second stage of the research, based on the case study, observations of selected Polish social enterprises were made and the characteristic elements of their functioning and the methods of organization and management used by them were searched. Methods developed independently by social enterprises, and the modification and adaptation of tools and instruments used by other market players (companies, financial institutions and others) were sought. Actions taken by institutions supporting the social economy in the area of initiating, shaping and developing links between distant social enterprises are also presented.

Keywords: Social economy, Social enterprise, Organizational culture of a social enterprise, Management strategies, Management methods and techniques

LISTENERS

Dau Kabiru

**Department of Economics, School of Arts and Social Sciences, Kaduna State College of Education Gidan
Waya, Gidan Waya, Nigeria
ERCICRSSH1807052**

Sagata Chowdhury

**Jagajjyoti Buddha Vihar, 432-A, Sant Nagar, East of Kailash, New Delhi
ERCICRSSH1807060**

Sulaiman Keddiss Mansaray

**Philips Computer Training Institute, Best buy Computers, Abuja Nigeria
ERCICRSSH1807061**

Jeffery Nana Boahen

**Department of Akan-Nzema, Faculty of Ghanaian Languages Education, University of Education, Winneba,
Ajumako, Ghana
ERCICRSSH1807062**

Oyeyinka Ahmed Bello

**Public Administration, University of Abuja, Abuja, Nigeria
ERCICRSSH1807063**

<p>Abduljeleel Olatunji Oladiti Education, Olatunji Inspirive Education Services, Ibadan, Nigeria ERCICRSSH1807064</p>
<p>Tawakalit Ayoni Olude Faculty of Social Sciences and Humanities, Political Science, University of Ibadan, Nigeria ERCICRSSH1807066</p>
<p>Sulaimon Abiodun Olude Faculty of Social Sciences and Humanities, Department of Political Science, University of Ibadan, Nigeria ERCICRSSH1807067</p>
<p>David Roberts Supervisor, Logical Solution Int'l, Monrovia ERCICRSSH1807068</p>
<p>Bakhtigul Bazarbaeva Faculty of International law, Tashkent State University of Law, Uzbekistan, Tashkent ERCICRSSH1807072</p>
<p>Natasja Esterhuizen Trustco Administrative Support Services (Pty) Ltd, Windhoek, Namibia ERCICRSSH1807075</p>
<p>Tahir Jadoon Johnson Human Rights Commission of Pakistan (HRCP), Quetta, Pakistan ERCICRSSH1807079</p>
<p>Umoh Isaac Ita Study Abroad Representative, Psalm Consult International Limited, Lagos, Nigeria ERCICRSSH1807081</p>
<p>Radwa Elshemy Department of Special Education, Faculty of Arts and Education, University of Tabuk, Saudi Arabia ERCICRSSH1807082</p>
<p>Kanyesime Alex Business, Faculty of Arts and Social Sciences, Kabale University, Kabale, Uganda ERCICRSSH1807083</p>
<p>Adrianna Lambert Trustco Finance (Pty) Ltd, Windhoek, Namibia ERCICRSSH1807085</p>
<p>Nnanna Isaiah Ibeh Social Science & Humanities, Initiative for Positive Influence on African Youth, Lagos, Nigeria ERCICRSSH1807089</p>
<p>Okpara Chukwuemeka Kalu English Department, Lagos Nigeria ERCICRSSH1807090</p>
<p>Tejal Cheekhooree Private Business, Mauritius ERCICRSSH1807091</p>

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 – 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

- 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