



CONFERENCE PROCEEDINGS

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23-24 Feb 2019

CONFERENCE VENUE

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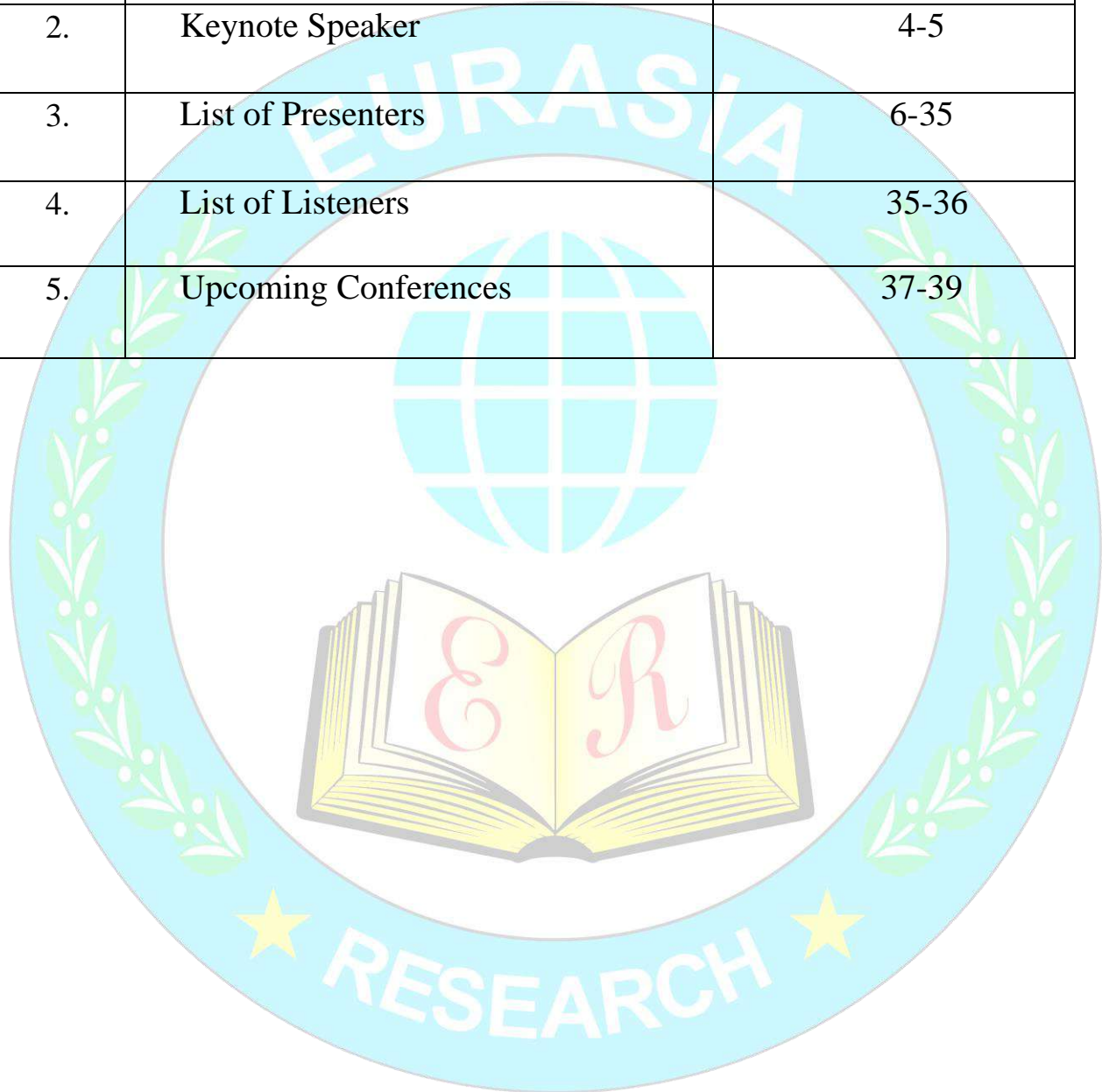
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Preface:

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KEYNOTE SPEAKER



Dr. Smitha Dev

Assistant Professor of Psychology, Psychology Course Coordinator, University College, Abu Dhabi University, UAE

Topic: Emotional Intelligence and Work Performance of Academicians

Dr. Smitha Dev, Ph.D. in Psychology, Masters in Applied Psychology. Course coordinator of Psychology and Assistant Professor of Psychology. Dr. Smitha has more than 15 years of teaching experience in the field of Psychology in GCC, and is also a professional Student Counsellor. Prior to joining ADU, she has worked in Dubai & Muscat where she was teaching Psychology & working as Psychologist with Hospitals. She is also a recipient of the Best Faculty Researcher Award 2014- 2015. At present, she is the Organizing Committee Chair for 2nd General Education Conference, University College, Abu Dhabi University.

Prior to her assignment in Gulf, she worked as Research Analyst in India with a leading Medical Conglomerate. She has expertise in areas such as developing intervention programs for learning disabled children, Psychometric testing, Counselling and Curriculum Development.

PLENARY SPEAKER



Frederick "Ken" Sexe

Adjunct Professor, Quantitative Studies Department, Southern New Hampshire University (SNHU), Manchester, New Hampshire, United States

Topic: The Role of Academia in the Growing Gap between Industry and Academia

He has roughly 30 years of experience in a myriad of technical and engineering roles combined with roughly 10 years of academic experience with research-centred around geographically distant team behaviour and performance. His role in the industry is as a Senior Systems Engineering Manager for a major engineering firm while his academic role is as an adjunct professor of quantitative studies focusing on supply chain management, project management, and operations management at the graduate level. His current research is focused on team performance and dynamic learning.



Halima Abu Haneya Nahar
ERCICRSSH1901051

Impact of Displacement on Urban and Demographic Situation in the Jerusalem Peripheral Spaces

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Abstract

This paper is to answer the question: How does displacement impose urban and demographic facts in the Jerusalem peripheral spaces? Through interviews with residents of these spaces, the study will show how these people negotiate their legal right to their city through unlicensed construction.

Unlicensed construction became the alternative for these people to meet their need for housing. As Israel is not considering providing Jerusalemites with adequate housing and services, the people use unlicensed construction as a bottom-up tool to confirm their right to their city and maintain their residency status. However, unlicensed construction in these spaces has proved to represent a top-down power strategy for Israel as well. Israel uses this strategy as an effective instrument to control these people and emplace them in a limited space. This fulfills the insight of Ananya Roy (2009) on urban informality that can be a strategy of power in reshaping space and excluding unwanted people.

This study concludes that unlicensed construction in the peripheral spaces of Jerusalem is the outcome of the process of displacement of the Palestinian citizens from the center of Jerusalem as part of Israel's settler colonial policy to meet its demographic plans in the city, ensuring a Jewish majority against the Palestinian presence.

Keywords: Unlicensed Construction, Displacement/Emplacement, Jerusalem, Settler Colonialism, Power And Resistance Relations.

Manal Jubeh
ERCICRSSH1901052

The Impact of Neoliberal Transformations on Women's Demand for Inheritance in Palestine

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Abstract

My research question is: what is the relationship between the Neoliberal economic transformations and the women's demand to their right of inheritance in Palestine?

The economic neoliberal transformations affected the social networks, re-established the family institution, led to shifts in the division of labor within the family, restructured the ideologies of motherhood, created female neoliberal subjects, who look for their own interests, and respond to economic gain and loss, in addition to the emergence of new concepts of responsible motherhood which included changing perceptions and meanings of women's roles and responsibilities towards husbands and sons led to the personal feeling of women of separation of family relations and the focus on the household and the welfare of the husband and children, rather than the extensive family ties, which influenced the decisions of women to claim their right to inheritance.

Keywords-Neoliberal Transformations, Inheritance, Social Networks, Women's Roles



Sana Ghazal
ERCICRSSH1901053

Expansion Nablus City Borders: Socio-Economic Impacts of Land Annexation

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Abstract

This research will focus on the socio-economic impacts of land annexation of villages surrounding Nablus on the inhabitants of the villages and the city since 1963-2015. The year 1963 was the first time of the land annexation done by Nablus municipality.

Hypothesis

This study assumed that annexation of land that happened through border expansion of Nablus city, has socio-economic effects on the inhabitants of the city and the villages, like, the movement of Nablus residents, level of different services provided to annexed areas. Moreover, the erosion of agricultural land, emergence of housing, and industrial projects in early time in annexed areas,

different types of taxes imposed, and the acquisition of land by the municipality. The research assumed that the expansion of border that led to land annexation had a different kind of powers to occur.

The definition is “Annexation is the process that transfers territory from towns to incorporated cities and villages” (Nacker 2005, 5). “Annexation is the process by which municipalities incorporate new territory, either before or after development has taken place” (Dahl et.al 2015, 1).

Literature review

The literature is divided into four sections, the first of which dealt with the trends of urban expansion (Saleh & Al Rawashdeh, 2007) and land annexation (Tyson 2012), the second refers to the nature of the services available in the areas that partially or completely annexed, the third about the advantages and disadvantages of annexation, and whether these experiments succeeded (Edwards 2008), and the fourth about the influence of the state and the prevailing system of governance on structural schemes, and planning is directed for the benefit of special groups (Ahmad 2010).

Most of annexation studies concentrated on the economic aspect of the annexation process, which is the tax revenues, that heightened the percentage of municipal revenues from the land annexed (Tyson 2012). Others mentioned that municipality that asked for annexation provide low level of services for the high density annexed areas in compared to the low density areas (Saad & Amr 2015) without mentioning what types of services they mean.

Need

Most of social-economic impacts of land annexation proposed in this research were not touched by the scholars, they concentrated mainly on one element of economic impact affected the municipalities, while this research will deal with socio-economic impacts of land annexation, that affect the residents in the study area, not only the municipalities.

Theory

My claim in this study is that the process of expansion Nablus city border, which led to annex a lot of lands from surrounding villages, wouldn't have been probable to occur without a power that used by influential social forces in the city and the surrounding villages. These forces had interests in this process, and their role existed directly or indirectly. So in order to understand the socio-economic consequences of land annexation of the villages around Nablus, the theory of power addressed by Foucault, and the elite theory by Pareto Ferry, which is considered a theory of urban politics and power relations, will be operated to explain the annexation process and its impacts.

Significance

Socio-economic impacts of land annexation didn't seize the adequate attention from Palestinian researchers, and they did not address it directly or indirectly. This study aims to address this process and its impacts –somehow- in maximal way. It is expected that this research will be distinctive at the level of Palestine, and scholar who can build on.

Methodology

To answer this question, it is important to use first, the historical descriptive approach, to describe the phenomenon of annexation of lands and its socio-economic impacts on the population of the city and villages from 1963 – 2015. Second, using the qualitative analytical approach, to analyze the information obtained from field. Third, comparative approach to compare the expand of the Nablus city in different periods, and with other cities in the West Bank. Lastly, the inductive approach in an attempt to anticipate future developments of the city based on the data and results of the research.

The research tools could be: conducting individual interviews with city residents and villages, with the heads of municipalities and village councils. Using the archives of Nablus Municipality, Nablus Municipality Library, Birzeit University Libraries, Al-Najah, Ministry of Local Government, Land Authority, Magistrate Courts or any institution related to the annexation process. Several Visits to study area. Using maps, aerial photographs, and various structural plans for the Nablus city that were approved at different times to see the trends of expansion and its impact on the agricultural lands. Use GIS to analyze maps and aerial images.

Amir Imani
ERCICRSSH1901054

A Theoretical Approach to Terrorism, its Origins in Iraq and the National Security of Iran

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Abstract

Today, one of the major issues that threaten international peace and security is the issue of

terrorism. Terrorism is a phenomenon that does not distinguish between military and civilian, but it often wants to use its killing of civilians to achieve its political and unfair aims. Meanwhile, the Middle East, and in particular the Iraqi state with a sensitive position and deep mutual geopolitical ties with Iran, is one of the countries involved in the phenomenon of terrorism. In this regard, the purpose of this study is to provide a theoretical approach to terrorism and its roots in Iraq and its impact on the national security of Iran. On this basis, it is assumed that three characteristics of violence, violence against political aims and civilians as targets of threats are the three main elements of the definition of terrorism. The roots of terrorism in Iraq arise from the current radical Islamism by utilizing the empiricist and dominant Islamic pragmatism derived from Western social Darwinism. And, using the view of realism, these developments create limitations and threats to Iran. Therefore, the present article, while explaining the phenomenon of terrorism, examines the roots of terrorism in Iraq and Iran's national security.

Vijai Nath Giri
ERCICRSSH1901055

Role of Perfectionism in Shaping Vocational Quality of Indian IT Professionals

Vijai Nath Giri

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Sayoni Santra

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Abstract

Individuals with personality disposition of perfectionism always aim towards achieving optimum standards. Such orientation towards optimal achievement can be expressed by two differential states, reflecting either a constructive or destructive approach. Constructive approach gets manifested through knack for excellence, order, and positive mental framework, representing aspect of adaptive perfectionism. Destructive approach display criticism, negativity, and constant psychological discomfort regarding high standard attainment, indicating towards maladaptive perfectionism. These elements of perfectionism produce divergent effects in various domains of life, and specifically capturing attention in those domains that are considered important by people. As career is perceived one of such domains, through this study we attempted to find out how adaptive and maladaptive perfectionism shape vocational quality of professionals in terms of job frustration and career satisfaction. For this, data were collected from 367 IT professionals from India. Results from structural equation modelling showed that adaptive perfectionism led to higher level of career satisfaction while remained unrelated to experience of frustration in jobs. However, maladaptive perfectionism resulted in increasing job frustration and decreasing career satisfaction. Furthermore, job frustration revealed an indirect mechanism in explaining the relation between maladaptive perfectionism and lowered career satisfaction. Findings of this study contribute to growing body of research regarding comprehension of personality in shaping the vocational attributes. Managerial implications, limitations, and future scopes have been discussed.

Keywords. Job Frustration, Career Satisfaction, Adaptive Perfectionism, Maladaptive Perfectionism

Aisyah Maretta
Anggiana
ERCICRSSH1901058

The Role of Social Media on Countering Terrorism

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Abstract

Terrorism is a threat to national security since the war on terror era after the tragedy of 9/11. The shifting of national threat from military to non-military centric lead us to recognize that military

action is not the only way to face and solve terrorism. Alongside the use of military action to counter terrorism, Indonesia has another way to counter it by using the role of social media. The role of social media on spreading positivity to counter terrorism has the power to show that people now are fearless toward terrorist attack because their goal is to make sure that people are threatened enough by the way they act. This is showing that the emerging of non-state actor has a big impact on national security as well as pluralism said about the involving of non-state actor on international events. In this paper we will examine the role of social media on countering terrorism based on study case in Indonesia using qualitative method.

Keywords: Indonesia, Social Media, Counter-Terrorism

Franklin Thambi Jose
ERCICRSSH1901066

Reader Response on Malaysian Novels: A Study

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Abstract

Literature is a reflection of society and imaginary. Literature spread throughout the world from the first century BC. Each and every country has its own literature and Malaysia is not an exception. Malaysia literature has its own history with the contribution in Malay language. Malaysian literature in English flourished only in the 19th century. In the initial stages, most of the works were translated from Malay language (Bahasa Malay - BM). The government took efforts to publish such books and moreover, the language and literary agency in Malaysia published several books. Literature in any language or society can be classified into two. They are: oral literature and written literature. Of these oral literature includes ballads, myth, jokes, folktales, fables, etc. and the written literature includes drama, novel, poetry, prose, short story, etc. All these literary works varies atleast in a single aspect. Novels are a piece of prose fiction which can be read in one or two sitting. It has a long history and continues to flow as a perennial river with renewed vigour and variety. Writing novel was from the ancient times and became popular only during the 19th century. This article tries to study the Malaysian novels and identifies the Malay characters in them. Moreover, it analyses the Malaysian Novels with Reader- response theory. The data for this will be collected from selected school teachers and university students.

Key words: Malaysia, Literature, Novel, Reader-Response, Language



Firstyarinda
Valentina Indraswari
ERCICRSSH1901067

The Subnational Level Effort to Prevent and Counter Terrorism and Radicalism: Study Case in East Java Province, Indonesia

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Abstract

After the incident of Bali Bomb in 2002, until now, Indonesia still have to deal with terrorism issues. The central government already made various policy and law to prevent and counter the terrorism issues. In the middle of 2016 Indonesia got shocked again by the terrorist activity. From the police investigation, since the Bali bomb incident, the executor, mostly comes from East Java Province. This condition supported by labeling East Java as the red zone of terrorism activities by The National Agency for Counter Terrorism (BNPT) on 2016. This paper try to seek the province efforts to prevent and counter terrorism and radicalism in East Java Province from 2002 - 2017. This research conducted by using study case method. The first finding is the Province government, actively doing socialization toward religion groups and forums. They built an intensive coordination with the religious leaders. Second, conducted a strategy to build trust, especially toward the ex-combatant of terrorist and their families. The aim is to prevent a potential revenge activity from the family members and to give a chance of new life for them in the society. The goal is also to prevent a potential radicalism in the future. All these findings still need to be evaluated simultaneously, regarding to the dynamic condition in the field and potential influence from external such as social media and international phenomena related to the issues.

Keywords : East Java Province, Prevent, Counter, Radicalism, Terrorism



Healy Mareh N. Reyes
ERCICRSSH1901068

Towards The Improvement of Government Policies in Helping Indigent People in Metro Manila

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Abstract

Poverty is one of the issues existing in many parts of the world. This situation is commonly observed in several developing countries. The Philippines as one of the countries belonging to the third world category is not spared of poverty. With this, the Philippine government had done efforts in addressing the problem. Despite this, poverty is still prevalent in the country, specifically in the key cities in Metro Manila.

This research aimed to evaluate government programs related to poverty. This will determine the effectivity of the different government programs in lifting the living conditions of the indigent communities in Metro Manila. This also aims to suggest recommendations leading to the improvement or even to the creation of new program/s that will address the needs of the indigent people living in Metro Manila.

The proponents used a qualitative research. The proponents developed a self-made questionnaire that will evaluate the impact of the different government programs in helping the indigent people living in four cities and one municipality in Metro Manila. These are the cities of Mandaluyong, Manila, Makati, San Juan, and the municipality of Pateros.

Finally, this research aims to contribute in improving or even in creating program/s which will be effective in lessening, if not totally eradicate poverty in different places in Metro Manila.

The proponents believe that many countries, despite their course in development, are still underpinned by its vulnerability to the dynamics of poverty. The proponents aim to contribute in the world's battle against poverty through the evaluation of the current conditions of the society, the actions of the government and the efficiency of these activities, thus, using the Philippines as a model.

Keywords: Indigent, Poverty



Nazish Naz
ERCICRSSH1901071

Literacy and Education of Scheduled Communities Women in India: A Regional Analysis

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Abstract

The marginalized groups of India are still deprived of equal opportunities of socio-economic development, more specifically in education; they are lagging much behind of general society. This disparity is even more marked among Scheduled Communities women, who have the lower literacy rates in the country. The inequality in education among them has emerged as a major concern issue among the researchers over the recent decades. As a result of efforts made by government through various policy initiatives to enhance the level of education of scheduled communities (SC/ST), there has been witnessed appreciable improvement in education. Notwithstanding this improvement, a sizeable section of the scheduled communities particularly of women is still excluded from the basic education. Moreover, their enrollments in education are much lower than the general population of India and also proportionally lower than the males of the same communities. Thus they are in more disadvantageous condition than the main stream of the nation. As result, they are unable to

participate and contribute in the social, economic and cultural upliftment of their communities and the entire society. Thus, in order to empower them, it has become compulsory to facilitate them with equal educational facilities. Having considered all these points, the present study has been carried out to assess the differences in level of education of scheduled caste and scheduled tribe women and the special attempt has been made to inspect the regional variations in literacy rate of the scheduled caste and scheduled tribe female population in India. The study is entirely based on secondary sources of data, obtained from the census of India publication, 2011, New Delhi. The boundary of state/Union Territory has been taken as the smallest unit of study. Moreover, the stat technique like z-score has been applied to assess the regional variations in literacy rate of SC and ST in India. The overall result reveals that there are very much disparities in female literacy rate existing between scheduled caste and scheduled tribe population while the analysis of spatial pattern of the female literacy rate belonging to the both communities also shows the wide regional variations across the states of India. The paper also makes an attempt to outline the appropriate strategies to promote the level of female education of scheduled communities as well as to eradicate the regional disparity in the female literacy of the both backward communities.

Key words: Scheduled Caste, Scheduled Tribe, Population, Education, Literacy, Regional disparity, India.



Takdir
ERCICRSSH1901072

Creation of Social Justice, Economy, Politics and Education in Eradicate Terrorism

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Abstract

Awareness process from government, religious leaders, community leaders, terrorism terrorism apparatus is still not maximal, Given its development is still rampant in the community and roots the conflict is not finished today. The purpose of this study is to find out someone or groups carry out acts of terrorism and provide solutions to problems experienced by actors and those who have radical views, this research using the library method, which is sourced from books, journals and information and also the author's news collected. The results of this study provide information, ways of improvement Social, economic, social and education education is a very important thing in accordance with counterterrorism, but those who own it these beliefs and ideologies still have the spirit to implement what becomes verbal. Paradigm about counter terrorism by means of improvement social, economic and educational justice is parts who are involved in the process of raising awareness of those who are Indonesia.

Keywords: Terrorism, Social, Economic, Political And Education.



Ncamisile Thumile Zulu
ERCICRSSH1901073

Black Women Academics: As Narrated in South African Journal Articles

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Abstract

South Africa has a legacy of racism and sexism as a result of its oppressive political past. This system permeated all sectors of the country including the academia. For the past 24 years, there has been a number of interventions set out to undo the inherited discriminatory systems in South Africa. Studies have shown that even though there are more females than males in South Africa, men continue to dominate the higher ranking academic positions (Statistics South Africa, 2011, 2016; Council on higher education, 2013). Likewise, the black population is and was in the majority, however, there are more white people occupying the higher ranks in the academy (Statistics South Africa, 2011, 2016; Council on higher education, 2013). The intersectional identities of Black women is paramount as they occupy identity markers that contribute in the overlapping systems of discrimination. Unlike White women and Black men, black women have to deal with double marginalisation due to their unfavoured race and gender. There has been some journals that have published articles on Black women in the academy, however there has been little literature that goes deeper into analysing and critiquing these articles. Journal articles are considered to be reliable sources of knowledge as most of them are peer-reviewed and have become a widely accessible discourse over the internet. This study therefore aimed to examine the representations of Black

	<p>women academics by journal articles coupled with the trends in themes that influence Black women academics as they navigate the academic space post-apartheid. This study used a literature study methodology. Literature on Black women academics from South African higher education institutions was systematically searched in Google Scholar up from 1994 up to June, 30, 2018. The analysis revealed that Black women academics encounter more adversities than privileges within the academic space due to racial discrimination coupled with gender bias. Gaps in literature were identified and recommendations are suggested.</p>
<p>Sibu Abdullahi ERCICRSSH1901075</p>	<p>Management Effectiveness in Public Community Development Program and Projects in Nigeria</p> <p>Sibu Abdullahi Jigawa State Polytechnic, Dutse, Nigeria</p> <p>Abstract</p> <p>The extent to which community development programs and projects in Nigeria are managed is quite a matter of concern. This research paper will seek to explore the extent to which the such projects and programs are managed and executed effectively. The main objective is to examine measures of promoting community participation and public organization, and subsequently managed such projects and programs effectively as well. The paper will also explore the major challenges in the process of organizing and achieving the goals of community development programs and projects. Nigeria as a third world country is experiencing the need for an organized community development program and project and the data drawn from the community will help address the paper objective and proffer probable solutions identified therein.</p> <p>Key Words Management, Effectiveness, Community, Development</p>
 <p>Muhammad Alif Nur Irvan ERCICRSSH1901076</p>	<p>Application of The Four Elements of Technical Co-Operation in Food Security with Inovation "Rasi" (Singkong Rice) as Alternative Citizen Food Sources to Make a Resilience of Regional Food and Authorized Community towards Indonesia Without Hunger (Ethnographics Studies in Cirendeu Village)</p> <p>Muhammad Alif Nur Irvan Accounting Department, Faculty of Economics, Universitas Islam Indonesia, Yogyakarta, Indonesia</p> <p>Viola Argi Chandra Dewi Sari Kartikaningrum</p> <p>Abstract</p> <p>According to the Central agency Statistics of Indonesia, By 2035 Indonesia is expected to double the population from the current number of approximately 400 million people. This is concern for the government to meet the food needs of the community. Food diversification becomes an alternative solution for society to overcome the problem in order to support food security. This study discusses analysis the application of elements of regional cooperation in realizing food security with innovation of cassava rice located at Cirendeu village. Cirendeu is a traditional village that has never experienced food crisis since 1924. The purpose of this research is to know the strategy of Cirendeu Village community in realizing food security. Methode used is studying the philosophy of local culture (ethnographics) of Cirendeu village. The theory used in this research is the theory of Riely F, Mock N, Biley L and Kenefick on Food Security, FAO and taken from Government Regulation no. 68 of 2002. The results of this study reveal that food security is not an impossibility but it can be realized by maximizing the four elements of cooperation in all region to integrate each other. The four elements of cooperation are community assistance, policy advise, human resouces development and resource transfer. The conclusion of this research is Cirendeu Village successfully apply these four elements with a strong local culture philosophical approach and can be an example for all regions in order to realize food security in accordance with their own characteristics and resources.</p> <p>Keywords: Cassava Rice, Food Security, Cireundeu Village</p>



Gayathri Devi MK
ERCICRSSH1901077

A Feminious Susurraton of Literature

Gayathri Devi MK

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Abstract

Literature always anticipates life. It does not copy it, but molds it to its purpose. The nexus of a language always depends on the writer's cognition. Hence, it can be forenamed that, if literature is a luxury, fiction is necessary to hear the messages from the past and the grave. The writer's consanguinity with the society, the synergy of thoughts and experiences, succor the creation of an artistic work. Moll Filander's picaresque stream of consciousness hauls into the patriarchal notion of the age. The protagonists of Triveni's novels, dupe to beefcake concupiscence. Even literary endeavor on women, produced by male or female, must face the rage of society. Surprisingly, even the struggles by feminists, seldom finds ascendancy over the preponderance. Irrespective of the color or creed woman and the womanhood must struggle between 'She' and 'Me'

Key Words: Picaresque, Stream Of Consciousness, Concupiscence, Patriarchal, Feminist, Preponderance.

Fakhrieh Darabseh
ERCICRSSH1901078

How Stakeholders Assess Food as a Tourism Attraction : The Case of Jordan

Fakhrieh Darabseh

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Abstract

Food tourism is an appealing factor in the marketing of the different destination as they become a leisure destination for many tourists all around the world Boniface (2003). Although there are very scarce studies that have been found about food tourism in Arab countries. Thus, this study is exploring food as an attraction using Jordan as a contextual study.

Food in Jordan, like other countries in the Arab world is more than simply a matter of nutrition. However, feasting there is a big concern, and food mainly represents the core and the essential part of the social traditions. Its cuisine, while distinctive, is part of the Arabian culinary heritage as it shares a common heritage and social customs with its neighboring countries.



Bilal Muhammad Sama
ERCICRSSH1901079

Effects of Multiple Taxation on the Performance of Small and Medium Scale Entrprises (Smes)

Bilal Muhammad Sama

Division of General Studies, Unit of Management Sciences Kebbi State University of Science and Technology, Aliero Kebbi State Nigeria

Abstract

This study is on effects of multiple taxation on the performance of small and medium scale enterprises (SMEs). Over the years, small and medium scale enterprises have been an avenue of job creation and empowerment of citizens in any community, providing about 50% of all jobs in a country like Nigeria and also for local and capital formation. However the mortality rate of these small fames is very high. Among the factors responsible for these untimely close ups are tax related issues, ranging from multiple taxation to enormous tax burdens. The study therefore examines the effect of multiple taxation on SMEs survival. The technique used in compiling this result involved personal interview with experts in tax related issues and business men. Findings revealed that multiple taxation has negative effects on size and ability to perform better in business by SMEs for some inability to pay enormous taxes. The research therefore recommends that government should come up with uniform tax policies that would favor the development of SMEs in country and government should put into consideration the size of SMEs when formulating tax policies.

Gaurav Kumar
ERCICRSSH1901082

Intraday Liquidity Patterns and Market-wide Commonality Risk: A Study of Emerging Economy

Gaurav Kumar

Assistant Professor, OP Jindal Global University, Sonipat, India

	<p style="text-align: center;">Abstract</p> <p>Liquidity is the lifeblood of stock markets. It has prominent implications for traders, regulators, exchanges and the listed firms. This study aims to analyze the limit order book of the fifty constituent stocks of NIFTY50 for each transaction. NSE is the order driven trading system where the limit orders submitted by the market participants supplies liquidity to the trading system. The uniqueness of the article lies in examining the intraday behaviour of various liquidity proxies, returns, and volume across sectors of the Indian economy. The study also examines market-wide and industry-wide liquidity commonality hypothesis on NSE; and reports strong supporting evidence. Studying the behaviour of liquidity and commonality will help traders in formulating trading strategies and regulators in monitoring abnormal market fluctuations. Key Words: Intraday Liquidity Patterns, Commonality, Market Microstructure, NSE, Market-Wide Liquidity</p>
<p>Dr. Jhemson C. Elis ERCICRSSH1901085</p>	<p style="text-align: center;">Development of Content – Based Instructional Games in Mathematics</p> <p style="text-align: center;">Dr. Jhemson C. Elis Janine Marie D. Elis, Maed Rosario National High School, Philippines</p> <p style="text-align: center;">Abstract</p> <p>The major thrust of this study was to develop content – based instructional games in Algebra for the students to enhance their ability and skills in different problems involving algebra. The descriptive type of research was used in this study, with the questionnaire as main data gathering instrument complemented by focus group discussion (FGD) to substantiate data gathered from the group. The descriptive statistical tools used in the study were frequency, percentage and mean average; whereas, inferential statistics included Reliability analysis and point biserial. Based from the findings, content – based instructional games can be applied to the topics in algebra. There were teaching difficulties and students learning difficulties encountered in the teaching and learning algebra. Intervention measures were utilized by the faculty members in addressing the students’ learning difficulties in both algebra. There are stages in the development of content – based instructional games in mathematics. The developed content – based instructional games described according to goals, rules, materials used, and design. The developed content – based instructional games in mathematics were accepted by the respondents. The result of this study recommended teachers may discover other subjects in mathematics such as statistics and geometry that instructional games can be applied. Teachers may also determine the teaching and learning difficulties of in different subjects. It is also recommended to conduct a study on the effectiveness of the developed content – based instructional games in mathematics. Future researchers’ may enhance the developed content – based instructional games by applying the topics exponential, logarithmic, and differential and integral calculus for future used.</p>
<p>Sonya Graci ERCICRSSH1901088</p>	<p style="text-align: center;">Examining the Potential for Sustainable Tourism Development in Savusavu, Fiij</p> <p style="text-align: center;">Dr. Sonya Graci Associate Professor, Ted Rogers School of Hospitality and Tourism Management, Ryerson University, 350 Victoria Street, Toronto, Ontario, Canada</p> <p style="text-align: center;">Logan Van Vliet Graduate Student, Environmental Management and Applied Science Program Ryerson University, 350 Victoria Street Toronto, Ontario, Canada</p> <p style="text-align: center;">Abstract</p> <p>Island destinations attract a significant number of tourists each year and are a popular form of tourism (Butler, 2008; WTO, 2015). For these destinations, sustainability is imperative as islands are especially vulnerable to the negative impacts of tourism. The very resources on which island tourism depends are the ones that tourism can deplete (Birdir et al., 2013; Dodds, 2007). This research is intended to build on the knowledge of sustainable tourism development specifically in small islands. The purpose of this study was to explore the potential for sustainable tourism development in Savusavu, Fiji.</p>

Savusavu is a coastal town in Vanua Levu, the second largest island in Fiji and a popular tourism destination. It is known for its diving, tropical rainforests, Indigenous peoples and climate. The destination's main attraction is its natural resources. Ultimately, the success of the tourism industry and viability of the destination rely on the management of natural resources to sustain the tourism industry. This study explores the issues, barriers and benefits to sustainable tourism development in Savusavu. A qualitative study was conducted in 2014 and 2016 and consisted of in-depth interviews with 51 stakeholders. This study explored the potential for sustainable tourism development as well as evaluated incentives to promote and support sustainable tourism.

This study determined that the issues facing Savusavu are related to waste and wastewater management and marine conservation. Barriers such as the lack of infrastructure, government support and lack of education were discussed by stakeholders as impeding sustainable development. This study recommends an increase in stakeholder education and participation in tourism related decisions in Savusavu. Implementing initiatives such as developing a sustainable tourism policy, eco-tax and appointing an environmental coordinator can be a means to increase sustainable development. Initiatives such as an ecotax can also provide funding for the needed infrastructure and programs for developing sustainable tourism on the island.

This study provides further insight into the issues surrounding sustainable tourism development in small island developing states. It provides context to the barriers that small islands face in terms of tourism development and potential solutions to address these issues.

Key words: Sustainable Tourism, Eco=Tax, Environmental Instruments, Islands

Meryem Yalçına
ERCICRSSH1901089

Interior Spatial Features as a Marketing Issue; Sample of Restaurants

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Abstract

Transferring a rich product of communal and cultural identity formation, the physical spaces is a inter temporal mediator. The meaning of the space is a separate thing from its function yet it is an important part of it which is contacting to the space individual primarily reaches the most concrete and pragmatic one. From concrete ranging to the abstract individual ascribe meaning to the object and objects turn into symbolic expressions. Thus, the architectural elements used in the interior set up express the targeted communication manner and shaped accordingly. Today the world is in an immense of transformation process. The transformation and development echo as differentiated expectations regarding interior space apprehensions. The new Interior Space understanding enhance its quality and the consumer which increases indulgence and inclination levels because varying material opportunities arising during economic development process enhanced visual richness, functionality and aesthetic harmony in the space. For this reason, as old as human existence, eating patterns and the need for the collective sharing of dining sources formulates venues in accordance with their requirements which provide communities a wide spectrum of data for understanding the factors of the spatial formation of dining spaces such as; climate, location, consumer resources, technology, economics, politics, religion, traditions, family structure, customs and contains information about customs. Exigency of evaluating a good deal of data to be considered in dining interior has come forward with the study. Since the study of food, eating, and culinary institutions became a burgeoning subfield of sociological and anthropological research in recent years. Restaurants designed, concretizing individual's imagination provides emotional diversity apart from the daily life and evokes excitement, pleasure and comfort which are beneficial issues used in the marketing and management. These places where people are in an effort to introduce themselves in a social environment as a premium the materialistic world serving as a junction regarding entertainment, style and fashion where fluxing social factors and contemporary issues are observed. In this context contemporary restaurant samples have been examined in Ankara through the information obtained mentioned above. These studied popular places showed that there is a competition and contest in terms of interior spatial features where visual distinctness is tried to be achieved calling on rich colours, texture and forms and spatial variety as a marketing issue. In such a way that; restaurants trying to attract the consumers with their Interior spatial atmosphere and

	<p>effect them with spectacular/remarkable design serving to the management of entity. Keywords: Interior Space, Marketing, Management, Restaurants.</p>
<p>Aminu Bakari Buba ERCICRSSH1901090</p>	<p>Global Land use Change and Sugarcane Production in Nigeria: Understanding the Ecological Consequences</p> <p>Aminu Bakari Buba Department of History and Diplomatic Studies, Federal University of Kashere P.M.B 0182, Gombe State Nigeria.</p> <p>Abstract</p> <p>The global large-scale land investments emerging since 2007 appears to intensify land use changes, a situation that has resulted in inequalities among the countries and rural peoples of the global South. One of the drivers of global land investment is biofuel production. In Nigeria, sugarcane has been entrenched as a major feedstock in biofuels production, which has been discussed severally and articulated in the Nigerian biofuels policy document. However, little attention has been paid to the patterns of sugarcane production and the historical state-society land tenure relations against the background of potential consequences of biofuel development on the environment, particularly, the ecosystem. Although the impacts of biofuels vary from one region to another and feedstock, and some rural communities in countries of the global South are poised to benefit, the analysis suggests that already-vulnerable people and communities will bear a disproportionate share of the costs of biofuel development, particularly for biofuels from crops already embedded in industrial production systems such as sugarcane. The emerging use of sugarcane for biofuel in Nigeria is reinforcing processes and structures that increase pressures on the ecology and further wrest control of land and water resources from rural farmers, indigenous peoples, and people with insecure land rights. Looking through a global political economy lens, this paper will analyze the consequences of proliferating sugarcane-based biofuel production in Nigeria, as biofuel look set to displace livelihoods and reinforce previous waves of hardship, particularly for marginalized rural farmers. Key Words: Biofuel, Displacement, Ecology, Ethanol, Feedstock, Land Use, Sugarcane.</p>
<p>Dr. Patralekha Mitra ERCICRSSH1901091</p>	<p>The Problem of causality: A comparative study between Sāṃkhya and Nyāya Philosophy</p> <p>Dr. Patralekha Mitra Associate Professor of Philosophy, South Calcutta Girls' College, University of Calcutta, India</p> <p>Abstract</p> <p>In the history of ancient Indian philosophy the controversy over the doctrine of causality is very old indeed. Although the nature of the controversy has varied from time to time, the fundamental problem has persisted. It is this: what is the relation between the cause and the effect? Does the cause contain the effect in its implicit form or is the effect a new thing altogether? What are the presuppositions of the genetic process? Does it imply simply a gradual unfoldment of what lies within, as eternally existing, or is it a creation? We know that various answers can be given to these questions according to the differences of our viewpoint. The Naiyāyika, with his common sense and realistic assumptions would naturally be inclined to favour the view which maintains an absolute difference between the cause and the effect. To him the cause and the effect are two distinct concepts, though bound together by a mysterious tie of relationship. The Naiyāyika would say that though the effect is distinct from its cause by virtue of its own apparent individuality, it still inheres in it during its existence, and that even when it does not exist, its non-existence, technically known as prāgabdhā and dhvaṃsa, is predicable of its cause alone. The Sāṃkhya philosophers, who is an advocate of satkāryavāda, rejects the Naiyāyika hypothesis and affirms that the effect is identical with the cause from which it comes forth. The so-called production and destruction do not really mean that the product comes into and passes away from existence. Every product being an aspect of the supreme Prakṛti in which it exists somehow involved and identified as an eternal moment, creation out of nothing and annihilation is an absurdity. Production, therefore, is differentiation and dissolution is re-integration. Thus these two systems suggest two different interpretations of reality.</p>
<p>Iman Osman</p>	<p>The Relationship Among Time Perspective, Hope, And The Motivated Strategies For Learning</p>

Mukhtar Ahmed
ERCICRSSH1901093

Iman Osman Mukhtar Ahmed
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Studies have clarified that positive future perspective is one of the main factors that help adolescent with adjustment and success in their studies and future even under detrimental environments (Campen, 2006; Sharp, 2006). According Zimbardo and Boyd (1999), time perspective and/ or goals oriented are important intervention factors in academic and career problems. Various studies conducted to examine the relations between time frames and adolescents' behavior, goal orientations, academic achievement, well-being, and risk-taken behavior. However, limited researches explore the relationship among time perspective, hope and the motivated strategies for learning. Hence, this study's main objectives were to investigate the correlation among time frames, hope, and the motivated strategies for learning employed by Malaysian students. Data were collected from the Center of Foundation Studies in International Islamic University Malaysia (CFSIUM). The study was conducted utilizing a survey method on a random sample of 234 Malaysian students aged 17 to 22 years old. Result show significant associations between future time perspective, hope and the utilized motivated strategies for learning respectively. Likewise, a considerable positive correlation between past positive time perspective and hope was found. On the contrary, both past negative and present-fatalistic time orientations were negatively related to hope and students' motivated strategies for learning. Additionally, past positive time perspective has strong positive correlation with hope but not with students' motivated strategies for learning. Finally, hope and the motivated strategies for learning are strongly correlated with each other. In sum, students with high future time orientation have high levels of hope and the motivated strategies for learning. The current study findings suggest taking into account the influence of time frames on student's thinking, motivation, academic persistence and hope may be beneficial for school counselors, educators, parents, and supervisors when they deal with students' academic and social problems.

Keywords: Time perspective, Hope, The Motivated Strategies for Learning

Sadek Smail
ERCICRSSH1901094

Physical Self-Description & Performance in Physical and sport Education

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Abstract

Introduction

The main issue of this study is to determine and elaborate the appropriate strategies that allow us master, control and adjust the performance skills of high school students. This is being done through the description, the explanation and the measuring of their physical self-description in its socio-economic context as an external factor in the relationship between Performance and Physical Self-Description.

Method

Participants: A group of 120 young male high school students between the ages of 13 to 17.

Procedure and Task: Participants were submitted individually to a series of soccer skills tests (Wanderhof test). They were also required to fill in a Physical Self-Description test and a socio-economic questionnaire.

Results

Main results indicate the existence of; (a) correlation between Physical Self-Description and performance; and (b) correlation between Physical Self-Description and socio-economic level; and (c) a multilateral correlation between the three variables.

Discussions and Conclusions

Findings prove the existence of a reciprocal effect between performance and Physical Self-Description and the significant role of socio-economic factors in determining the relationship between these two variables of high school students. Findings also suggest the necessity for teachers to give importance to the psychological factors, particularly Physical Self-Description, in their learning process and the need to raise self-esteem level of this category of students.

Keywords: Performance, Physical Self-Description, Physical And Sport Education, Self-Esteem

Prof. Teresa Costa
ERCICRSSH1901095

Sustainable Tourism and regional development: a study on the perception of residents in the Lisbon region

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Abstract

Tourism contributes significantly to the development of economies. However, tourism is frequently associated with an intrinsic probability of environmental destruction, resource depletion or conflicts of interest among various stakeholders involved in this activity. Several authors highlight the importance for management of conflict of interest between the various stakeholders and the importance of social capital in this matter. These authors consider the local population a determinant stakeholder and an influencer in terms of attitudes that can condition the development of tourism.

The multiplicity of tourism impacts at different levels have required to move the governance powers of the centre to the community. Thus, it becomes urgent to know and understand residents' perception of the impacts of tourism.

This study has as general objective to evaluate the perception of the resident population about the importance of tourism for the sustainable development of the municipalities in the Lisbon Region. The specific objectives are to understand the population's perception of the impacts of this activity, as well as to evaluate whether the factors, age, gender, level of education and residence in the region influence a more positive or negative perception of impacts development of the counties under study. It is proposed an exploratory research based on a quantitative and qualitative analysis. The preliminary results of this study seem to indicate a high optimism of the population regarding the impact of tourism on the development of the municipalities in the Lisbon Region.

Keywords: Tourism, Impacts, Governance, Resident Population

Mrs. Amina Babou
ERCICRSSH1901097

Responses To Violence Against Women In Algeria: What Happens Behind Police Station's Door?

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Abstract

Besides exploring the reasons behind violence against women in Algeria, this investigation intends to direct a limelight on unveiling the fact of impunity which leaves crimes such as 'honour killing' as accepted and tolerated. Impunity for violence against women in Algeria intensifies the fact that male violence is acceptable and inevitable. As activists, we try to stop violence against women by raising awareness of their human rights and encouraging them to speak out. Yet, we are more inclined to allow space in this research to find out answers to questions such as 'Who will assure that when the victim of violence files a police report will receive justice by penalizing the perpetrator?'

In addition to tackling violence against women, I intend to investigate to what extent does the Algerian government ensure that the penalties for domestic violence will be consistent and strict. An ethnographic approach was exerted to dissect issues of violence against Algerian women (23 females in the centre of women's rights protection in Algeria) via interviewing them and assembling their narratives. We exert crime victimization survey to display crimes that have not been reported to the

	<p>police and to explore attitudes towards gender violence and criminal justice in case of deeming abuse against them a crime. We also examine police intervention in intimate partner violence cases. We measure the impact of violence against women and the steps taken after victimization to seek for help.</p> <p>Unexpectedly, 17 victims of this inquiry report that they were unlikely to receive meaningful assistance by police staff when reporting an offence, particularly rape and domestic violence. The act of fighting for social justice is the fight for reducing the lack of knowledge among women about their rights and the fear of exacerbating the aggression by their abusers. This is per se to guide them how to cope with judicial procedures.</p>
<p>Tanzeela Sakhawat ERCICRSSH1901101</p>	<p style="text-align: center;">To Study Psychological Effects On Mental Health Of Older People Due To Disabilities</p> <p style="text-align: center;">Tanzeela Sakhawat Faculty of Social Sciences, PMAS Arid Agriculture University Rawalpindi Pakistan, Rawalpindi, Pakistan</p> <p style="text-align: center;">Abstract</p> <p>Aging is the process of growing older. It is basically time in a person's life when there is refusal from more work in fact it is autumn of one's life. The ages of respondent's vary and generally lie between 55 to 90 years. Disability is demonstrated as a huge gap between an individual's capabilities and ecological requirements. The researcher used descriptive method for this study. The study was conducted to study the psychological effects on mental wellbeing of aged and aging group. Collection of data was done by using snowball sampling method from Dhok Kala Khan and Iqbal Town; district Rawalpindi by drawing a sample of 52 respondents including both males and females. The research tools were questionnaire and in-depth interviews. The research findings recommended that 72% respondents were facing a lot of physical and psychological problems. They prefer to stay at their home with their children and grandchildren instead of friends and other people. They were also facing by visual impairment, hearing impairment, memory loss and joint inflammation. They had limited social life due to aging and disabilities. The collection of data was completed within two and half weeks. The nature of data was both qualitative and quantitative.</p>
<p>Sharina Khan ERCICRSSH1901102</p>	<p style="text-align: center;">Observe, Converse & Diverse in a Co-Creation Process</p> <p style="text-align: center;">Sharina Khan Faculty of Arts & Design, University of Canberra, Australia</p> <p style="text-align: center;">Abstract</p> <p>The well-informed consumers of today have caused a shift of power from the producer to the consumer which termed as "self-serve," or more commonly known as co-create. Manzini & Brown collectively shared that revolutionary solutions are generated from new users and interactions of different actors in a co-design process.</p> <p>As a result, that has shifted the role of the designer towards one who Serves instead. In this new role, he should take a step back to co-create with users and other stakeholders to serve their needs by empowering them to build potential solutions, opportunities and sustainable business models to create a more sustainable society. If sustainability is the most challenging wicked problems of the current era, then participation in design, to effect deep, transformative, socio-political change, seems essential. (Fuad-Luke, A 2009).</p> <p>Therefore, for a co-creation process to take place effectively, 3 key factors must be considered: Observe, Converse & Diverse.</p>
<p>Anotida Chikumbu ERCICRSSH1901104</p>	<p style="text-align: center;">From Combatants to Contractors: The Role Played by War Veterans in Development of Post-War Societies in Southern Rhodesia (Colonial Zimbabwe), c.1919-1939</p> <p style="text-align: center;">Anotida Chikumbu Assistant Lecturer, Department of Economic History, University of Zimbabwe, Zimbabwe</p> <p style="text-align: center;">Abstract</p> <p>This dissertation examines the role of Southern Rhodesia's First World War ex-servicemen in post-war social, political and economic affairs particularly during the interwar years and to analyse the driving factors and ramifications of their professed role. It aims to capture the developmental</p>

changes brought about by successive soldier reintegration in the areas where discharged ex-servicemen were re-settled. This challenges conventional interpretations on reintegration that often portray ex-servicemen one dimensionally, as either idle youths that represent a security risk or as helpless victims unable to move on with their lives in post-war societies. The study uses the 'bottom up and demand oriented approaches' from the disarmament, demobilization and reintegration (DDR) theory, to examine the processes and mechanisms, trajectories and paradoxes that imbued soldier reintegration and participation in civilian life. The thesis argues that Southern Rhodesian veterans were economically effective men and women, who efficiently utilised their training, knowledge and experience of the war to resist the threat of idleness, vulnerability and social exclusion that the immediate post-war environment posed.

Making use of archival documents and other secondary literature, this thesis argues that without much programmatic welfare support from the imperial or colonial state, ex-servicemen made their own efforts individually and collectively to transform their own conditions through alternative social, economic and political dimensions of reintegration that illuminated key areas of empowerment, and in the process, imparted progressive influences that brought about development on their societies. It sheds light on ex-servicemen as politicians, entrepreneurs, commercial farmers, missionaries, traders and transporters who sought to promote development among their societies. The study attributes the roles assumed by ex-servicemen in the post-war period to the positive incentives of military service in the imperial forces, mechanisms of community reception at demobilization and organizational membership. This study, embraces content analysis to link the study of ex-soldier reintegration to two broader disciplines; political economy and sociology, and in particular to the two disciplines' understandings of power and group belonging. It argues that a political economy approach is particularly useful for elaborating the context in which the reintegration process unfolded in the case of Southern Rhodesia.

Gelan Hesham Abdou
Ahmed Mahmoud
ERCICRSSH1901107

A Bird's Eye View On Instructional Leadership

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Abstract

The No Child Left behind Act (NCLB), signed by President George Bush in 2002, strived to reform the American education system. Such act sought to skyrocket American competitiveness by bridging the gaps between high and low achievers. Accordingly, schools were held accountable for students' performances, achievements, and proficiencies. In addition, the act employed the 'Adequate Yearly Progress' (AYP), a follow-up method, to ensure that schools are kept on track towards their goals. Moreover, schools, which were not achieving their goals, were subjected to severe sanctions. In order to avoid sanctions and provide quality education, school principals started to hire highly talented teachers. Besides hiring talented teachers, school principals exercised a wide range of instructional leadership practices to keep an eye on teachers' performance, praise their points of strength, detect points of weakness, and remedy them.

Keywords: Instructional Leadership, Supervisory Models, Principals' Challenges, and Instructional Leadership Research

Farhang Kadkhodaei
ERCICRSSH1901108

Study Of Tourism Capacities In Khorramabad City

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Abstract

In recent years, ecological and environmental considerations have led ecotourism to be considered as the most adapted type of tourism than other forms of tourism.

Lorestan province and Khorramabad city having four seasons land and historical history and special natural and geographical location, potential facilities, environmental features and natural attractions have high potential in the field of nature and historical-cultural tourism.

Therefore, paying attention to services and extending it to disadvantaged areas can be a factor for the development of these areas.

The research methodology of this research is a combination of descriptive, documentary and analytical methods, with some of the information provided by field studies due to lack of official information.

Considering the high tourist capacity of Khorramabad city, especially in Papi cities, these cities do not have a decent service to attract tourists. Therefore, cities that are prone to attract tourists require investment in services.

Keywords: Ecotourism, Tourism Services, Infrastructure, Khorramabad County

Financing In Artistic Cultural Industries

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Abstract

The purpose of this study was to determine the financial feasibility of artistic cultural sector. The present research method is applied in terms of purpose and in terms of collecting library-documentary information.

In fact, the researcher reviewed the financing methods in the visual arts sector by referring to authoritative sources including books, papers, newspapers and magazines, as well as art economics.

Regarding the culture and art economy, the necessity of the government's involvement in establishing and creating a suitable environment for the private sector in these sectors is obvious.

On the other hand, it should be noted that direct government intervention in this area should not restrict and replace space for the private sector.

Economists are attempting to introduce government-owned channels in the sectors of economics and culture and art, including the introduction of appropriate economic decisions in all three sectors.

The evaluation of existing policies in each sector is presented in terms of its practical capabilities in providing government goals and identifying the factors influencing the selection of policies in each sector.

In relation to the identity and consolidation of national concepts to prevent the flow of the information revolution, the methods of creating an active database in the field of culture and the creation of a comprehensive formal registration center in the field of cultural and artistic products and services were introduced.

Finally, the researcher chose the method of financing and collective capital and the bold investment method in the field of art and culture as the most possible methods in the field of culture and art, especially visual arts and painting.

Key Words: Financing, Cultural Arts, Visual Arts, Painting, Culture and Art Economics

**Massumeh
Rohanipoor
ERCICRSSH1901109**

Hidden Curriculum Planning In Iranian Schools

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Abstract

When development efforts began in Third World countries, education became more important as its socio-economic benefits, and the distribution of education across the country and how people benefit from it is one of the indicators of social progress. Counted. Curriculum planning involves predicting plans that use schools as a means to achieve their goals. Most of the content that the curriculum is taught to learners are planned and revealed, but there is also a curriculum in the curriculum that is unobvious and hidden and unplanned. The purpose of this research is to investigate the role of hidden curriculum in classroom curriculum of students. There are programs that are obvious in the educational system and curriculum but are hidden in the school and are not implemented in practice.

Keywords: Curriculum, Reveal, Hidden, Secret

**Ahmad Zaheer
ERCICRSSH1901112**

Marketing exchange model, a dynamic instrument for public policy improvement: a case of study from Anhui Province China.

Ahmad Zaheer

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Abstract

The direct benefits of public policy interventions at provinces are a clear manifestation of government's determination to improve the public welfare in China. Hefei city provides an outstanding evidence of this phenomenon. Being largest city and capital of Anhui province in China, it exhibits outcome the dynamic role of marketing exchange process in the form of policy interventions. As a case study, the work presented here has subjectively analyzed the city government activities with respect to marketing exchange and marketing strategies. In this context, several characteristics and diverse criteria were studied to depict a model that best reflects an instrument used for public policy modification. Our findings revealed a two pronged approach comprising of strong feedback mechanism referred to as internal process and government's receptive role to process the information which is regarded as external process. The second aspect i.e. marketing process dynamics whose key role is to evaluate and assess the outcomes of first approach and enable policy makers and decision makers to time address the public welfare issue through policy interventions. Based on our findings, it is assumed that continuity of this model will further enhance the effectiveness of public policies in bringing public welfare as top priority.

Key words: Public Policy, Public Management, Public Sector Marketing



Zara Imran
ERCICRSSH1901113

**Impact of Retailing Attributes On Impulse Buying Behavior of Consumers:
A Study on Hypermarket Retail Chains**

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Institute of Business Administration, University of the Punjab, Lahore, Pakistan

Zara Imran

National University of Modern Languages, Lahore, Pakistan

Abstract

Purpose –This study investigate the impact of retailing attributes on impulse buying behavior of consumers in hypermarket retail chains. The study is useful for marketers and businesses in providing insights about consumer impulse buying behavior which is key psychological trait to be studied in the domain of consumer psychology.

Design/Methodology/Approach–The study is quantitative carried out in cross sectional settings with sample of 300 buyers (age between 20-40 years) surveyed in hyper star shopping environment. Pricing, assortment, promotions, store environment, trend and perceived quality of the store are the predictors in investigating combined effect on impulse buying. Purposive sampling is used. Different tests applied including Descriptive analysis, Regression, T-test, ANOVA and Correlation.

Findings–The statistical analysis of the data reflects that there is no significant difference between impulse buying of males and females, however females were found more inclined towards impulse buying. Similarly inverse relationship is found out between age and two variables because of the reason that elder people are more rigid in their choices as compared to youngsters who like to try new things. Education level played vital role. The Durban Watson value of 1.5 indicates no auto correlation among the variables. The correlation value of sales personnel (0.76) and Instore advertising (0.80) whereas product convenience (0.76) effect is significant. The ANOVA results explains Goodness of fit with the significance value =0.000

Research limitations/implications–The data could be collected from other cities to make comparasion. Responses of 300 respondents have been used for analysis. By increasing the sample size more accurate relationship could have been found. Personality traits can play an important role in shaping impulsive buying behavior. Psychological characteristic of respondents can be considered.

Keywords: Sales Personnel, In-Store Advertising, Product Convenience, Sales Promotion and Impulse Buying.



Houman Nazemian
ERCICRSSH1901115

Dystopia in Contemporary Egyptian Novel

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Abstract

Unlike Utopia, dystopia represents a city full of poverty, frustration and misery in fiction; it is a new phenomenon motivated by human failures and various historical disasters, such as World Wars, the Cold War, the nuclear war, which have led famous writers, like Aldous Huxley and George Orwell, to depict devastation in their novels instead of portraying utopian contexts in the twentieth century. Dystopia has emerged recently in Arabic literature, especially after the events of the Arab Spring, and the complication of various social and political problems in some Arab countries. Ahmed Khalid Tawfik, a contemporary Egyptian writer, was one of the most prominent contemporary writers in horror genre and, generally, fiction. His Utopian novel, in contrast to his title, depicts a dystopia. The present study was conducted in order to examine, relying on social criticism, especially the views of Lucien Goldmann, the dichotomy of the image of self and other in contemporary Arabic novel and the worldview reflected in this novel.

One of the results of this research is that the author of the novel depicts two different worlds, in which he articulated the dichotomy between self and other; however, these self and other are both from one territory, but from two different social classes and two contradictory worldviews: 'self' is a rich man living in utopia and 'other' is a poor entity living out of utopia.

Key Words: Contemporary Egyptian Novel, Utopia, Dystopia, Ahmad Khalid Tawfik



Nadir Ali
ERCICRSSH1901116

Code-Mixing Of English In Urdu Electronic Media In Pakistan: A Case Study Of Country's Leading News Channel Geo Television

Nadir Ali

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Abstract

In a multilingual and bilingual society, the fact of code-mixing is done often. This aspect is also demonstrated in different written and verbal communications. This research will explore the scope to which code-mixing is observed in the programs & news bulletins of Pakistan's leading Urdu News Channel Geo Television. A qualitative approach will be applied to this case study. The programs and news bulletins of the channel Geo News for the month of February & March 2018 would be scrutinized and examined for this study. Those sentences and words which show code-mixing will be fixed appropriately with deliberations below them. Samples will definitely show the amazing outcomes along with their socio-political motives raging from choice of language to linguistic supremacy and influence. Code-mixing leads to language crossbreeding that in return creates issues of language protection and change. These entire circumstances have momentous socio-cultural and political repercussions in the framework of globalization and beginning of English as a universal language in the recent times which has posed a serious challenge to the endurance of local and domestic languages of many nations.

Keywords: Code-Mixing, Verbal Communication, Linguistic Hegemony, Globalization, Indigenous Languages



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ERCICRSSH1901122

The Effect of the Quran and Hadith on the Arabic Language

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Abstract

The Arabic Language is an ancient Language we can say that Arabic language is the Mother of all Languages, it is family member of samestic Language and it is especially northern semestic Language. there were three sons of Hazrat Nooh A. S (Saam, Haam and Yafis).

There are different periods of the Arabic literature as Jahili, Islamic, Umavi, Abbasid and Modern, in all periods famousity of Arabic Literature was more popular all over the world. There periods are divided into two parts (Prose & Poetry). The Prose and Poetry of the Jahili periods made great role

in Arabic Literature according to History of Arabic Literature written by Ustad Ahmed Hasan Zayaat “the Kabat Ullah is the central word and also world trade centre , the people are come from different countries for the purpose of import and export business. When the peoples were gathered here in Makkah Prose & Poetry were presented for the enjoyment to them the Quraysh were made as Judge the Poets were presented their Poetry and Prose means addressed to them are presented in front to them, which Poem had passed by Quraysh this poem had been successful poets. Some poems the Quraysh has not only passed but they wrote these Poems on the Wall of Kabat Ullah. These Poems had called المعلمات سبع. these poems are the great inheritance of Arabic Literature and it is the golden period of Arabic Literature.

The Khateeb of this Periods were also more famous as Qis Bin saaeda Al Iyadi. He was a famous khateeb of the Arab. A speech which was presented by him on the occasion of ukaaz in referring here as example of literature.

After these all factors and figures The Quran has challenged to them

صا دق ىن ك ن تم ان الله دون نم شهداءكم وادعوا من به سورة فاتوا ع بدنا على نزلنا ما ريب في ك ن تم ان و
ل ل الخلف رين اعدت والحجارة ال ناس هاوقود ال تي ال نار فات قوا ت فعلوا لن و ت فعلوا لم ان و .

The spread of the Arabic language occurred as a result of various nomadic tribes traveling out of the Arabic Peninsula. The inter-marriage between Arabs and native people groups further spread the language as well as give rise to further Arabic dialects. Rapid growth of the Arabic language happened as a result of the Islamic Conquests that took place in the 7th century C.E. Through these conquests, the Arabic language made its way into Northern Africa, the Iberian Peninsula (the Middle East) and east into modern day China.

The Arabic Language is a Unique Language. it is technically comprising of multiple verities but it is commonly specified as one Language. Arabic Language is as single Language spoken all over the world and it is six most spoken Language in the world. So we can say that Arabic Language is set of different Languages.

Over the centuries of its existence, the Arabic language has adopted words from other languages including Hebrew, Aramaic, Persian, Greek, English and French. It has also influenced other languages as well including Turkish, Bengali, Hindi, Indonesian and Tagalog.

The mysticality in the poetry the Quran has inspired through the rhythm of the verses as internal rhythm. The certain sounds are created through arrangements of the word, and the sense is created through rhythm of each verses by the arrangements of rhymes.

The Quran is written in Arabic language that is simple and understandable by people. The simplicity of the writing inspired later poets to write in a clearer and clear-cut style. The words of the Quran, are unchanged to this day understandable and frequently used in both formal and informal Arabic. The simplicity of the Arabic language makes memorizing and reciting the Quran a slightly easier task.

Sumiyah Arif
ERCICRSSH1901126

Illustration of partition and human Trauma in khushwant Singh's novel Train to Pakistan

Sumiyah Arif

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Abstract

The partition of British India in 1947 was one of the most cataclysmic events in world history, and the debate on it is endless .It was one of several partition that were carried out in Europe, Asia, Africa and Middle East since the eighteenth century .Like most of them it was attended by, and exacerbated violence between, different religious communities. The Partition of India, bringing in the creation of a sovereign‘ MUSLIM’ state in the subcontinent, signalled the triumph of Muslim Communalism or Pakistani nationalism. It resulted in more casualties than any other partition. The numbers killed, displaced and dispossessed in the partition of India is unknown .Anything between killed 200,000 and three million people may have lost their lives. Between 1946 and 1951, some nine million Hindu and Sikhs crossed over into India from Pakistan and about six million Muslims went to Pakistan from India. Khushwant Singh’s novel Train to Pakistan start from a small Indian village Mano Majra, which located on the Indo-Pakistan border; populated by Muslim Sikh and

only one person's family of Hindu. Train to PAKISTAN is a sensitive and realistic picturisation of trauma of partition that gave birth to political boundaries India and Pakistan. The central character of this novel Juggat Singh's is a Sikh who is in love with Norran, a Muslim girl. His sale intention is to soul his love interest and end up contribution to the rescue of Muslim. this paper is attempt to show a trauma of human as sadness, love, attachment, compassion over the agonies of Partition.
Keywords: Partition, Love, Compassion, Emotion, Religion.

Rasmuna Shafiee
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Framing Costumes and Makeup Specificity in Pandemic Film.

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Abstract

Costume and make-up is rarely being discussed as central to narrative. Although some researchers believe that both costume and make up serves the higher purpose of narrative. America Film Industry regards costume and makeup reflects the true image in presenting a character personality. A good performance is incomplete without appropriate costume and makeup that projects the intended message. The aim of this paper is to frame costume and make-up specificity in pandemic film by applying an architectural model of descriptive approach. This study will explore the meaning of costume and make-up pattern language and follow with the explanation for each attribute. The results suggesting that costume and make-up as applied to the architectural model of descriptive approach exhibited the features of pandemic film.

Keywords: Pandemic film, Costume, Make up specificity and architectural model.

Hesham Alkhalayleh
ERCICRSSH1901130

The Significance Of Understanding And Agreeing On The Definition Of School Bullying

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Abstract

School bullying can affect everyone, those who are bullied, those who bully, and those who witness bullying. Bullying is linked to many negative outcomes including impacts on mental health, substance use, and suicide.

This research paper will discuss the numerous definitions of school bullying. Also the issue of no agreed definition, and the importance of having an agreed definition of school bullying to enable school personnel, students and the community to comprehend the nature of school bullying.

This research paper will discuss the literature review of different selected definitions of school bullying from previous researches undertaken, for example, Ken Rigby, Peter K Smith, Dan Olweus, The movement against bullying, David Farrington and Xavier College. Moreover, will look at the Australian school definitions of bullying, and examine it. The paper will focus on distinguishing between the falling of school bullying incidents, from the falling of reporting incidents because the lack of understanding school bullying.

In addition, comparison of the definitions and discuss of which definition is more suited to school bullying.

In conclusions, agreed definition of school bullying will be rectify as a result of this paper, as well, agree on the definition of school bullying will create better understanding of the nature of school bullying, which will enhance the schools personnel abilities to comprehend and stop school bullying

Key words: Definition, Bullying, Agreed, Understanding



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Democracy, Nation Building and Nation Development in Nigeria

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Abstract

Nations are important part of modern society. Nations does not happen by historical accident, rather built by men and women with vision. Nation building is a product of conscious statecraft and a dynamic process in constant need of nurturing and re-invention and as well constantly facing up to new challenges. It is about building a political entity which correspond a given territory, based on some generally accepted rules, norms and principles, and a common citizenship. The real question in this study is why the task of nation building is being so difficult in Nigeria. This is attributed to the threat of challenges posed by environment, quality of leadership, and the fragility of political development and institutions among others. The methodology adopts for this study is content analysis and descriptive in nature and adopted elite theory to investigate the need to ensure a virile nation in Nigeria. To succeed in having a united Nigeria, a leadership that is committed to rule of law and has a demonstrable sense of fair play and democratic tolerance, integrity, commitment and vision at all levels of governance are requisite keys to the process of nation building and development.

Keywords: Democracy, Nation building and National Development

**Eugene Silas
Seminega
ERCICRSSH1901133**

**Situational Analysis Of Foster Care And The Deinstitutionalization Process Of Placement
Institutions In Rwanda**

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Abstract

The UN Convention on the Rights of the Child upholds that children must grow up in the care, protection and love of the family free from discrimination and exploitation. Among other requirements in the proper upbringing of children, a child is entitled to enjoyment of an environment where its rights to survival, protection from mental and physical harms and respect of cultural and social life are respected.

However, worldwide it has been pointed out that abandonment, poverty, social exclusion, natural disasters, civil strife and other complex emergencies are negatively affecting children's right to the care, love and protection of living a family environment. Save the Children International in their study about foster care and placement institutions' analysis reported that families often felt that placing their children into institutions' care was the only alternative to ensure they got an education and enough food and other primary needs for their upbringing. In addition, discrimination and cultural taboos found in some countries emerged as the leading factors that underlie the disproportionate number of girls, disabled children and children from minority ethnic groups have been relinquished or abandoned into care institutions (Save the Children, 2009).

It is estimated that nearly 8 million children around the world live in care institutions. In North America, 11,777 children under the age of five were living in institutional care in 2001. In Lebanon, 25,170 children were in residential care in the year 2000. In Africa, the studies conducted in Morocco showed that 65,000 children lived in residential care, 24,340 children lived in registered care institutions in Malawi, South Africa and Zambia and 3,080 children lived in the orphanages in Zimbabwe. In the Central and Eastern Europe, 819,000 children lived in residential institution in 2007 while 21 children lived in institutional care in Sri Lanka in 2007 (Save the Children, 2009).

For the case of Rwanda, placement care started as early as in 1979. During that period, 37 orphanages were catering for about 4 800 children. Abandoned babies born of unmarried mothers or orphans of both parents were the ones catered in those orphanages. Such children might have had relatives in the area but were either too poor or unwilling to take care of them. A big number of these placement care institutions were the property of faith based organizations.

With the tragic events of the 1994 genocide against Tutsi, a number of children that were left without families increased which compelled the country to rely on the orphanages for their survival. However, as the country reconstructed herself in all aspects of live, there has been a positive drive towards the deinstitutionalization of placement care placements in a bid to promote family centered care for orphaned or children without parental care.

It is against this background that the present paper presents the review of literature on foster care and deinstitutionalization process in Rwanda and also the researcher's data on the situation of children's placement and the deinstitutionalized process. It is hoped that this will contribute enormously on how the process of placements care shall well be streamlined and how kinship foster care can well be monitored and strengthened in order to ensure that children are socially and legally protected.



Kazeem Adebawale
Oladepo
ERCICRSSH1901134

The Impact Of Ethnicity On Democratic Process In Nigeria

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Abstract

The paper considered Ethnicity as a threat to the democratic process in Nigeria; it argued that Ethnicity and inter-ethnic relations has become one of the most politically sensitive national question. It identified Nigeria, being a multi-ethnic political system, where groups compete viciously for the control of scarce and valuable resources and its effect on socio-political instability and upsurge that is tantamount to the "war of each against all". Besides, it stressed that such explosive structural relation can lead to segmentation and what in common parlance is referred to as secession. The method adopted in gathering the necessary data for this study was through the secondary source of data collection. The existing materials were carefully, objectively and precisely examined in order to extract valuable information specifically important and related to the study.

Sangharsha Baliram
Sawale
ERCICRSSH1901137

Food safety and Management To Prevent Hunger and Malnutrition

Sangharsha Baliram Sawale

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Madhavee D. Karape

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Abstract

In the past decade and a half while India successfully embraced monetary reforms, a curious problem has troubled the country and displeased its policy makers: India's high enlargement has had little collision on food security and the nourishment levels of its population. Per capita accessibility as well as consumption of food grains has decreased; the cereal intake of the bottom 40 percent of the population continues to be much less than that of the top two deciles of the population, despite the latter group's better way in to fruits, vegetables ; the calorie consumption of the bottom half of the population has been constantly decreasing since 1982; unemployment among agricultural labor households has harshly increased, from 9.5 percent in 1993-95 to 15.3 percent in 2004-05 the percentage of underweight children has remain heavy between 1998 and 2006; and more than half of India's women and three-quarters of its children are colorless, with no decline in these estimates in the past eight years. In short, all indicator point to the hard fact that endemic hunger continues to afflict a large proportion of the Indian population. The International Food Policy Research Institute (IFPRI) shows India suffering from alarming hunger, ranking 66 out of the 88 developing countries studied. As part of the world community India has pledged to divide hunger by 2015, as stated in the Millennium Development objective but present trends show that this target is unlikely to be met.

Keywords : Food Management, Hunger & malnutrition, Poverty and Elimination

Dr.Pascale Hajal
ERCICRSSH1901063

Investigating Schoolteachers' Perceptions Of The Constructivist Theory- A Multiple Case Study In Lebanon

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Abstract

Purpose- The purpose of this study is to investigate the teachers' perception and application of the constructivist theory in schools.

Design/methodology/approach- This study followed a qualitative approach. Teaching strategies used in class was observed and schoolteachers and coordinators after each class observation were interviewed.

Findings- Main findings indicate that the schoolteachers lacked comprehensible perception of the real application and meaning of the constructivist theory. These results indicate negative perception of the constructivist theory.

Research limitations/implications- Four main limitations have influenced the efficacy of this study. The study was conducted only in three schools. Yet, it is not mentioning that the number of participants is not required in a qualitative approach. It is also worth mentioning that the three teachers were females. Finally, the researcher was the primary source of data collection and analysis. This might lead to the fact that some of the incidents might have been overlooked while others were overemphasized.

Practical implications- Schools' pedagogy should be enhanced and in order to overcome the gap of the findings of this study and enhance the schoolteachers' perception of several teaching methodologies which help them shift to student-centeredness, a concerted effort and coordination between MEHE and CERD, education makers in the education field, school administrators and schoolteachers, and students and their parents are highly beneficial and important. A new culture is suggested to be built in where capacity building programs such as seminars should be introduced to both educational sectors in Lebanon taking into consideration that not all schools in Lebanon are subject to follow up on such trainings and seminars.

Originality/value- The main value of this study is to encourage the schoolteachers to enhance their knowledge on the constructivist theory in order to engage, motivate and improve the quality of education.

Keywords Lebanon, Teaching methodology, Constructivist theory, teachers' perception
Paper type Research paper

Changes And Challenges Faced By Ready-Made Garment Business In The Digital Era

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Abstract

Ready-made garment industry is also playing a key role in fashion world as well as in countries economy. A tailor made business transform into industry how, when and what kind of strategies required which highlighted in this paper.

Change is the natural law, but personalization over globalization in marketing readymade garment business can open a new challenges.

This paper also made an attempt to highlight, how to convert upcoming challenges into opportunities in Ready-made garment business. Analytical research based upon primary data which collected from manufacturer, wholesalers, retailers, and customer in Pune city through various questionnaires.

Retail services are generally still produced and consumed at the same location (requiring a face-to-face interaction), despite increasing volumes of online sales.

How and what kind of Administrative and Marketing challenges force to change Ready-made garment business into an industry in online shopping era.

Keyword: Readymade garment business, Administrative, Marketing, Online shopping



Dr. Shrishti Gangalay
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An Application of the Team Process Capability Model to Team Resilience Factors

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Abstract

Team resilience has gained in importance as organizations increasingly operate in diverse and challenging environments. This paper will apply core concepts of team resilience to the team process capability model (presented at the 2018 International Joint Conference on Industrial Engineering and Operations Management Conference in Lisbon, Portugal) to provide a means to better understand and measure the factors influencing team resiliency. An overview of the team process capability model will be provided followed by core team resiliency concepts applicable to team process capability. A method to measure team resilience using the team process capability model will then be discussed with recommendations for future application of the team process capability model within the concept of team resiliency.

Keywords: Team Resilience, Team Performance, Team Process Capability, Team Management

Closing the Loop: The concept of Product Support Operations within the Deming Systems Model

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Abstract

The Deming Systems Model (DSM), introduced to Japanese industry leaders by William Deming in 1950, revolutionized the way organizations were understood by showing each function within a systems context. Yet, although the model is effective at illustrating relationships between the main concepts of manufacturing and service operations the model falls short of showing the relationship between the organization and the customer once the customer has purchased and used the product. This paper will introduce the concept of Product Support Operations (PSO) as part of the Deming Systems Model by expanding key interactions within the system which occur after the customer has purchased the product or service. A modified Deming Systems Model will be provided which will be used to explain the potential role of a Product Support Operations (PSO) function within the expanded model. The paper will conclude with the application of systems concepts to Product Support Operations within the context of traditional organizational concepts and opportunities for organizations to improve their performance as it relates to customer value.

Key Words: Product Support, After-Sales Support, Deming Systems Model

Work Life Balance in a Multinational Company and a Joint Venture in Bangladesh

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Abstract

This dissertation is based on Work Life Balance (WLB) in a Multinational corporation (MNC) and a Joint venture (JV) in Bangladesh. It focuses on the extent to which these companies have implemented WLB policies for their employees working at executive levels and the factors that inhibit and enhance these organizations' ability to implement WLB for their employees. The literature on WLB discourse has shown that WLB is still at its infancy in Bangladesh. Provision of WLB policies is relatively neglected in organizations in Bangladesh as compared to the other advanced countries. However, MNCs and JVs from developed economies are playing a crucial role in transferring the best practices to their operations in developing countries. Therefore, a MNC and a JV were selected to pursue this research topic. The MNC was chosen from retailing and the JV from telecommunication, as these sectors are intensely exposed to foreign business and currently, they make the most significant contribution towards the country's GDP.

This research adopted constructionism and interpretivism as its philosophical positions, it comprised of 2 mini case studies and the research methods used were desk research and semi-structured interviews. The data was analyzed by template analysis. The findings of the research showed that WLB provisions are unsatisfactory in the foreign companies in Bangladesh, although respondents' reports showed that they are better than the Bangladeshi local companies. These foreign companies claim that there is hardly any scope for introducing extensive WLB policies in the Bangladeshi operations. They are more likely to adopt the local practices than the practices of their parent companies. Due to widespread job insecurity, employees are concerned about maintaining their jobs



Rawnak Afroze
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	<p>and they do not believe in demanding WLB. The only factors, which may contribute favourably towards the employees' WLB are managerial support, good job autonomy and friendly working environment. Even with these factors, employees said that they do not experience good WLB in these companies.</p>
<p>Sarveshwar Inani ERCICRSSH1901083</p>	<p style="text-align: center;">Relative Efficiency of Futures Market in Precious Metals: Evidence from India</p> <p style="text-align: center;">Sarveshwar Inani Jindal Global Business School, OP Jindal Global University, Sonipat, India</p> <p style="text-align: center;">Abstract</p> <p>This study examines the relative efficiency of spot and futures markets for gold and silver commodities in Indian market. By employing three common factor methods, the study examines the daily closing prices spanning for the period from January 2010 to March 2018. Vector Error Correction Model is estimated after conventional stationarity and cointegration tests. Spot and futures prices of both the commodities are non-stationary and cointegrated. The results indicate that the futures market is relatively more efficient vis-à-vis spot market in the case of silver. However, in case of gold, we cannot designate the futures market a clean winner in terms of relative efficiency, as we get contradictory findings from different common factor methods. This study will help market participants to draw a conclusion about relative efficiency of spot and futures market in developing markets. This is one of the few studies which is using common factor models to analyze relative efficiency of derivative contracts of bullions in Indian market.</p> <p>Keywords: Component Share, Information Share, Johansen Cointegration, Market Efficiency, Modified Information Share, Price Discovery, Relative Efficiency, Vector Error Correction Model.</p>
 <p>Majd Jamal Rasmi Hammoudeh ERCICRSSH1901086</p>	<p style="text-align: center;">Corporate Entrepreneurship Responsibility (CER) Concept and Implementation: Case Study of Zain Jordan</p> <p style="text-align: center;">Majd Jamal Rasmi Hammoudeh Doctoral School of Sociology, Etsv Lornd University, Budapest, Hungary</p> <p style="text-align: center;">Abstract</p> <p>Generating new ideas, approaches, and models in social sciences- and all sciences- is essential for the world's sustainability and development. Corporate Entrepreneurship Responsibility (CER) is a newly introduced tool in the Middle East and North Africa (MENA) region towards building region-wide entrepreneurship ecosystems. In this research, we are aiming to study the CER in-depth through a qualitative case study of a telecommunication company in Jordan, Zain Jordan, which established a division solely dedicated to the support and development of promising entrepreneurs in the country. Interviews were conducted with professionals from the CER and Corporate Social Responsibility (CSR) departments at Zain Jordan, in addition to a random sample of the entrepreneurs who have been benefiting from CER division's services. Also, analysis of the company's report was part of the research paper's methodology.</p> <p>As a result, capital and investment, as thought by many to be the basic step of establishing and growing a business, were not considered as such. Three main factors for sustaining and growing a start-up business have been discussed: fully equipped workspace, mentorship programs, and a base of networks. Hence, the CER at Zain Jordan is currently focused on these in-kind services which were considered "invaluable" by interviewees rather than only capital and investment.</p> <p>Keywords: Entrepreneurship, CSR, CER, Sustainability, Start-Ups</p>
<p>Dr. Gunjan Mohan Sharma ERCICRSSH1901087</p>	<p style="text-align: center;">Understanding People Sentiment on 'Veganism': A Social Media Analytics Approach</p> <p style="text-align: center;">Dr. Gunjan Mohan Sharma Assistant Professor and Assistant Dean Jindal Global Business School, JGU Sonipat, India</p> <p style="text-align: center;">Abstract</p> <p>The Vegan society defines - "Veganism is a way of living which seeks to exclude, as far as is possible and practicable, all forms of exploitation of, and cruelty to, animals for food, clothing or any other purpose." The continued development of vegan and plant-based diet & lifestyle business stories that have occurred during the recent years, highlights that this movement is actually getting started in making its presence felt & seems to be an interesting opportunity for entrepreneurs & start-ups to capitalize on this growing popularity & demand particularly in Food industry. Social media has</p>

arguably a big role in the rise of the vegan lifestyle. Celebrities are certainly trend setter, influencer when it comes to lifestyle choices & celebrities like Ariana Grande, Miley Cyrus, Ellen DeGeneres as well as ace athletes such as Serena Williams, Louis Hamilton, Novak Djokovic who have incorporated veganism into their life has sent social media platforms taker considerable note for veganism. #vegan has over 61 million posts listed on Instagram and the number of Google searches mentioning 'veganism' worldwide has also spiked sharply upwards in recent years. Since 2008, the word "veganism" has gained multi-folds rise in terms of its popularity score. While it can be seen that there is a lot of buzz around the term on various social media platforms like Twitter, Instagram, Facebook etc., it is of paramount importance and relevant to understand the emotional stream underlying all such and many other conversations that happen on social media. These social media conversations hold tremendous insights for future marketers and budding entrepreneurs to leverage the opportunity. It is thus that this a study aims to identify whether Veganism is truly a sustainable business opportunity or is a short-term phenomenon – a fad. It makes an effort to understand the sentiment of people and their reasons of inclining/disinclination towards veganism. Also, the findings of the study help us understand if it is time for established multi-national food chains as well as budding start-ups to invest in it. The study concludes that Veganism is a rapidly growing phenomenon predominately in western countries & is gradually gaining popularity in emerging economies. The time is apt for start-ups & existing business in this area to capitalise on this growing movement.

Assia Bennouar
ERCICRSSH1901092

Rebuilding Egyptian Pyramids, A Patented Technique

Assia Bennouar

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Abstract

For almost 4500 years, the scientists of the world puzzled by the pyramids have tried to rebuild them, but no one could or even explained how the ancient Egyptians did!

This presentation -based on a patent from WIPO- will explain the technique that has been used by ancient Egyptians to build pyramids, it will answer to all the questions that remained unanswered, such as: How have they built stone pyramid so accurately which is still resisting to climate and to earthquakes? How have they drawn a perfect square on the ground perfectly oriented to true north without using neither compass, astrolabe nor measure tape? How have they lifted up gigantic blocks of stones to the top of the pyramids knowing that, either the wheel or pulley were not yet available!?! What was the purpose of the descending corridor?! How have they made the smooth coating of the facades? How have they built the bent pyramid? Or why the central vertical axis of the pyramid can't be straight and always deviates when we try to rebuild a pyramid even for 1meter square of basis?

All the answers to the previously asked questions and more, will be given in detail by diagrams, based on physics and geometry concepts and only using the same tools that were used in Ancient Egypt: hammers, spears, ropes and plumb wire!

Key words: Pyramids, Layer, Descending Corridor, Bent Pyramid, Accurate Building.



Mhadeno Y. Humtsoe
YRSICRSSH1901051

**Maternal Health Care Practices Of Lotha Naga
Tribal Women In India**

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Abstract

Tribal Women in India are more privileged in various ways as in comparison with the women of caste hierarchy. However, inflicted with geographic isolation, they are deprived of basic amenities like economy, culture, education, health, and sanitation. Also, the twin factors of distance to and cost of intensive maternal health care expenses has build up as barriers for the tribal women in accessing to the health care services. For this reason, the traditional health care practitioners are profoundly preferred and the traditional mid-wives have been the largest maternal health care providers to the tribal women. The Maternal Mortality Rate (MMR) in India has been accounted of 174 in 2015

	<p>(WHO, 2018). The MMR in the State of Nagaland, situated in the North-East Region of India, inhabited by Naga Tribes accounted of 160 (GOI-UNDP Report Nagaland, 2016). The State has also has been indicated as the lowest and poorest maternal health care among the Northeastern States of India with an institutional delivery of only 33 percent. The institutional delivery in Wokha District, Nagaland accounted of 34 percent, which portrays more of home delivery assisted by traditional mid-wives (NFHS-4, 2016). This relationship between the Lotha tribal women and traditional midwives is based on trust, respect and charity. The skills of assisting child births among the traditional mid-wives have been passed down orally, generation after generation by the elderly traditional mid – wives. The belief of the traditional mid-wives is that, their ability of assisting in child birth is a gift from God. Thus, the study has been undertaken with an objective to portray the maternal health care status of the Lotha tribal women; to describe the maternal health care practices among Lotha tribal women; and to determine the health care infrastructure in the study areas. In the Mixed Methods Research, the Sequential Explorative Research Design has been adopted, and the study will ponder on the maternal health care practices of Lotha Tribal women residing in Yanpha and Old Ralan Villages of Wokha Distrcet in the State of Nagaland, India. The study therefore, intends to contribute in achieving Sustainable Development Goals (SDGs) at the national and global level.</p> <p>Key words: Maternal Health Care, Traditional Mid-wives, Tribal Women</p>
<p>Adeniyi Adegoke ERCICRSSH1901138</p>	<p>The Effects of Illicit Financial Flows on Security and Democratic Governance in Africa</p> <p>Adeniyi Adegoke Department of Criminology and Security Studies, Faculty of Social Sciences, National Open University of Nigeria, Nigeria</p> <p>In an era of changing challenges facing the entire world today, Illicit financial flows constitute one of the major problems facing many African countries. The destabilizing effects of trans-regional illicit trafficking of drugs, humans, and other illicit trade and services are fuelling greater insecurity and instability in governance across Africa and other parts of the world. This study considers the effects of illicit financial flows on governance and security in Africa. It made use of rational choice theory of crime to explain the concept of illicit financial flows. It equally used the descriptive-analytical research method by use of secondary data, which include international conference papers, journals, books and Internet materials. The paper argues that illicit financial flows generated in developing countries have become major security, developmental and governance issues. The paper recommends, among many other things, that African countries need international cooperation, compliance, commitment and intervention to curb nature of illicit financial flows in Africa</p> <p>Keywords: Illicit Financial Flows, Security, Governance, Corruption, Trafficking of Drugs</p>
<p>Mesfin Wodajo ERCICRSSH1901141</p>	<p>The Socio-Cultural Functions of Kafa Proverbs</p> <p>Mesfin Wodajo Department of English Language and Literature, College of Social Science and Humanities, Mizan-Tepi University, Mizan-Aman, Ethiopia</p> <p>Abstract</p> <p>This study aims to identify the socio-cultural functions of Kafa proverbs along with the Kafa social and cultural elements reflected through proverbs. A method related to ethnographic approach was employed, using informal interview and short-term observation as data gathering instrument. Purposive sampling technique was used to select nine informants and to identify indigenous proverbs for analysis. The informants were selected from the three research areas of Kafa zone, Bonga, Decha and Saylem through recommendations of local people. In these areas, some actual occasions in which proverbs were quoted were observed. All the collected (130) proverbs were translated into English. Then the proverbs were classified and analyzed using the two steps of Dundes’ (1980) identification and interpretation. The classification was based on the proverbs socio-cultural function. After that, 65 indigenous proverbs were selected and analyzed using functional approach to folklore. The result of the study showed that the Kafa proverbs reflect the people’s socio-cultural view of the world. Kafa proverbs deal with various subject matters, and arise from historical, social and cultural environments and usually employed in everyday situations. They reflect, guide, maintain and promote the people’s accepted socio-cultural values. Finally, conclusion</p>

 <p>Gian Carlo Navarro ERCICRSSH1901142</p>	<p>was made integrating the results with literature review.</p> <p>Sino-Filipino Arts School: A Learning Environment in the Lens of Life Education and 21st Century Education</p> <p>Gian Carlo Navarro Performing Arts Department, Guang Mign College, Philippines</p> <p>Abstract</p> <p>In the hopes of producing a distinctive bunch of artists amongst the marginalized community in the Philippines, a Chinese performing arts school was founded by Buddhist monks in the year 2014. The graduates of this academe are expected to be ethical, compassionate, globally competitive, life-long learner and agents of societal transformation. The objectives of this study were to determine how Arts connect the gap between cultures and how Life Education and 21st century learning impacted students to create a holistic and humanistic education towards the betterment of self, others and the world. This research study utilized phenomenological inquiries in investigating “how people make sense of their experiences and how they transform meaningful experience into consciousness” (Kapitan, 2010, p. 136). The study population comprised Guang Ming College students coming from different parts of the Philippines having below one hundred fifty thousand pesos (150,000 Php) about \$2862.75 USD annual family income per year. In-depth interviews, key informant interviews and secondary data analysis were used to collect data on academic, behavioral, and psychosocial performance of the students. Results indicated that arts can open dialogue among diverse groups by creating safe spaces for engagement, thus allowing new relationships to take root. Arts help the students to understand and bridge cultural distinctions, hence, contribute to economic opportunity and community vitality. On the other hand, life-education and 21st century learning provides a learning environment that cultivates and nurtures goodness and excellence in thoughts, words, and deeds to establish a viable and sustainable learning organization</p>
 <p>Kritika Kulhari ERCICRSSH1901144</p>	<p>The Inattentional Blindness Paradigm: A Breaking Wave for Attentional Biases in Test Anxiety</p> <p>Kritika Kulhari Department of Psychology, Christ University, Bengaluru, India</p> <p>Abstract</p> <p>Test anxiety results from concerns about failure in examinations or evaluative situations. Attentional biases are known to pronounce the symptomatic expression of test anxiety. In recent times, the Inattentional Blindness (IB) paradigm has shown promise as an attention bias modification treatment (ABMT) for anxiety by overcoming practice and expectancy effects which preexisting paradigms fail to counter. The IB paradigm assesses the inability of an individual to attend to a stimulus that appears suddenly while indulging in a perceptual discrimination task. The present study incorporated an IB task with three critical items (book, face, and triangle) appearing randomly in the perceptual discrimination task. Attentional biases were assessed as detection and identification of the critical item. The sample (N = 50) consisted of Low Test Anxiety (LTA) and High Test Anxiety (HTA) groups based on the reactions to tests scale scores. Test threat manipulation was done with pre and posttest assessment of test anxiety using the State Test Anxiety Inventory. A mixed factorial design with gender, test anxiety, presence or absence of test threat, and critical items was conducted to assess their effects on attentional biases. Results showed only a significant main effect for test anxiety on detection with higher accuracy of detection of the critical item for the LTA group. The study presents promising results in the realm of ABMT for test anxiety. Keywords: Attentional Bias, Attentional Bias Modification Treatment, Inattentional Blindness, Test Anxiety</p>
<p>Lims Thomas ERCICRSSH1901147</p>	<p>Midlife Crisis Among Men in Kerala: Reflections and Retrospections</p> <p>Lims Thomas Department of Social Work, Bharathidasan University, Tiruchirapally, Tamil Nadu, India</p> <p>Abstract</p> <p>A midlife crisis is a transition of identity and self-confidence that can occur in middle-aged</p>

	<p>individuals, typically 45–64 years old. The phenomenon is described as a psychological crisis brought about by events that highlight a person's growing age, inevitable mortality, and possibly shortcomings of accomplishments in life. This may produce feelings of depression, remorse, and anxiety, or the desire to achieve youthfulness or make drastic changes to current lifestyle. The critical review indicates that, despite increasing attention to men in social work practice and research, men are still largely the ‘unheard gender’. Almost all the social work literature that deals with men discusses them as fathers, namely in terms of their function in the family. Very little of it looks at men in other roles or situations or concerns itself with men's experiences, feelings or needs. The review points to a vicious circle in which the neglect of men in research, practice and training reinforce one another. The specific objectives of the study are to measure the level of depression, life satisfaction, partner satisfaction and social support among the Middle aged Men in Kerala. Descriptive research design has adopted for the study with a longitudinal framework of 700 samples across Kerala. The researcher adopted multi stage random sampling for carrying out the study. The tool used for the study is a questionnaire and it is divided into two parts. First part is a self-prepared questionnaire used to collect socio demographic profile and the second part is of four standardized scales to assess the life satisfaction, social support, male depression and relationship satisfaction of the respondents. While concluding the research the researcher found that the men in Midlife is passing through the crisis period with respect to the selected variables in the study. The research hypothesis helps the researcher to come in to a conclusion that there is a significant correlation or significant relationship between the variables such as relationship with partner, male depression social support and life satisfaction.</p> <p>Keywords: Midlife Crisis, Men, Kerala</p>
<p>Rasmuna Shafiee ERCICRSSH1901143</p>	<p style="text-align: center;">Framing Costumes and Makeup Specificity in Pandemic Films</p> <p style="text-align: center;">Rasmuna Shafiee Faculty of Communication, Creative Industries, Multimedia University Malaysia, Cyberjaya, Kuala Lumpur</p> <p style="text-align: center;">Abstract</p> <p>Costume and make-up is rarely being discussed as central to narrative. Although some researchers believe that both costume and make up serves the higher purpose of narrative. America Film Industry regards costume and makeup reflects the true image in presenting a character personality. A good performance is incomplete without appropriate costume and makeup that projects the intended message. The aim of this paper is to frame costume and make-up specificity in pandemic film by applying an architectural model of descriptive approach. This study will explore the meaning of costume and make-up pattern language and follow with the explanation for each attribute. The results suggesting that costume and make-up as applied to the architectural model of descriptive approach exhibited the features of pandemic film.</p> <p>Keywords: Pandemic Film, Costume, Make up Specificity and Architectural Model</p>
<p>Wael Tambosi ERCICRSSH1901148</p>	<p style="text-align: center;">Religious Tourism: Hajj Pilgrimage</p> <p style="text-align: center;">Wael Tambosi Business School, University of Hull, Hull, United Kingdom</p> <p style="text-align: center;">Abstract</p> <p>The significance of religious tourism on individuals and societies is intensively discussed by several studies such as Blackwell (2007), Bandyopadhyay, Morais et al. (2008), Hayward and Kimmelmeier (2011). For Muslims, pilgrimage to Makah, is a religious duty, requiring all Muslims to undertake this journey at least once in their life-time (Haq and Jackson 2009). Pilgrimage is expected to solve the spiritual or material troubles with the aim of purification and salvation (Vukonić 1992). Several scholars show that religious tourism is related to the spiritual atmosphere that providing values to identities. Therefore, Hajj-goers may experience spiritual atmospheric consciousness which contribute to their cognitive and affected image related to a self-identity (Lloyd 2013). Although different connected factors to pilgrimage such as a phase of transformation, spiritual contemplation, sense of well-being and flourishing have been observed and discussed by virous studies such as Tsai (2012), Hyde and Harman (2011) and Roebben (2009), scholars have not fully explored the key determinants of pilgrimage. Yet existing conceptual explanations for pilgrimage</p>

drivers and motives' effects on pilgrims' experience remain disorganized and insufficient. Hence, this study aims to explore pilgrims' experience and its consequences. Based on qualitative results and literature review, a structured questionnaire was pre-tested to 80 pilgrimage-goers in Hull, UK. The responses for the pre-test was 40 cases with a response rate of 50%. The data analysis involves multivariate tests to assess direct and indirect links between the above theoretical constructs. The pre-test results informed the pilot test and the main survey to be conducted. The preliminary results using SPSS with exploratory factor analysis, reliability and correlation tests are encouraging for the main study. The reliability with Cronbach alpha values were $>.70$ and the inter-correlations were $>.30$. The results of this study advance our understanding of pilgrims' experience to provide implications for Ministry of Hajj, pilgrimage-goers and tourism scholars for future studies.

Keywords: Religious Tourism, Pilgrimage, Saudi Arabia, Pilgrimage-Goers

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Upcoming Conferences

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- 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
- 2nd Mauritius – International Conference on Social Science & Humanities (ICSSH), 20-21 July 2019
- 2019 – XIIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), July 20-21, Mauritius
- 3rd Bangkok – International Conference on Social Science & Humanities (ICSSH), 24-25 July 2019
- 2019 – XIIIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), July 25-26, Bangkok
- 2nd Barcelona – International Conference on Social Science & Humanities (ICSSH), 30-31 July 2019
- 2019 – XIVth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), July 31 – Aug 01, Barcelona
- Istanbul – International Conference on Social Science & Humanities (ICSSH), 06-07 August 2019

- 2019 – XVth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), August 07 – 08, Istanbul
- 2nd Rome – International Conference on Social Science & Humanities (ICSSH), 28-29 August 2019
- 2019 – XVIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), August 29 – 30, Rome
- 2nd London – International Conference on Social Science & Humanities (ICSSH), 10-11 September 2019
- 2019 – XVIIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), September 11 – 12, London
- 2nd Jakarta – International Conference on Social Science & Humanities (ICSSH), 18-19 September 2019
- 2019 – XVIIIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), September 18 – 19, Jakarta

