



# CONFERENCE PROCEEDINGS

London – International Conference on Research in  
Social Science & Humanities (ICRSSH), 08-09 April 2019

08-09 April 2019

# CONFERENCE VENUE

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**Preface:**

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## **KEYNOTE SPEAKER**



**Ana Saldanha**

**Translator (English and Spanish into Portuguese), Lecturer, Mentor (Member of the EMCC and Associate Board Member IMA), Lisbon, Portugal**

Ana Sofia Saldanha, professional translator, university lecturer in Universidade Autónoma de Lisboa (Portugal) and Mentor in the Portuguese Translators' Association (APTRAD). She has been interested in Mentoring since 2015 as it is a very good tool for future-to-be-translators to start a career in Translation. She is interested in the Mentoring theme and she has been delivering communications around the world regarding this theme.

## PLENARY SPEAKER



### **Constance Kirker**

**College of Art and Architecture, Department of Integrative Arts, Pennsylvania State University,  
Philadelphia, Pennsylvania, USA**

**Topic: Assigning Meaning, Memory and Value to Natural Objects through Interdisciplinary  
Exploration: Coconut as a Sacred Symbol, Status Symbol, Souvenir and Super Food**

Constance Kirker is a retired Assistant Professor in the Department of Integrative Arts at Penn State University Brandywine, with continuing research focus on international arts education and culinary history. She teaches art history, Western, as well as East Asian, South Asian and African from a comparative perspective. She has participated as a faculty member in the University of Virginia's "Semester -at-Sea", circumnavigating the globe with 700 university students three times. Regularly presenting research at international conferences, she has most recently presented papers in Cambodia, Portugal, Paris, London, Croatia, and Ghent. Co-authored with Dr. Mary Newman, *Edible Flower: A Global History*, has recently been published by Reaktion. They are currently completing a book on the history of the cherry to be published next year and working on a book on the history of coconut.



Dominic Abakedi  
ERCICRSSH1905052

**The Significance of African Many-valued Logic to the Problem of Binarism in Human Sexuality**

**Dominic Abakedi**  
Philosophy, University of Calabar, Calabar-Nigeria

**Abstract**

This paper titled “The Significance of African Many-valued Logic to the Problem of Binarism in Human Sexuality” examined the problem of binarism in human sexuality from the perspective of African indigenous many-valued logic. The paper exposed different perspectives in which binarism in human sexuality can be explicated and how the tendency and practice of treating same as conflicting dichotomies have generated tensions with social, political and moral dimensions. The method of critical exposition and comparative analysis that relied strictly on literature was adopted to argue that a thorough-going commitment to a two-valued logical tool of explanation is not only inadequate in explaining reality as dynamic and multifaceted phenomenon, but also grossly incomplete. The paper concluded that the indigenous African many-valued logical explanatory tool could be considered in addressing problems bordering on binary-structured dichotomies of human sexuality.

**Bhakti Deodhar**  
ERCICRSSH1905052

**Contemporary Right-Wing Political Movements in Europe: A Case of ‘Alternative fur Deutschland’ (AfD) in Germany**

**Bhakti Deodhar**  
PhD Student, Department of Humanities and Social Sciences, Indian Institute of Technology  
Bombay, Mumbai, India

**Abstract**

In recent years one has seen a remarkable rise of right-wing political movements in the world predominantly in the American and European continents. The rise and prominence of right-wing parties in many of Europe’s prosperous nations as well as not so prosperous nations such as Poland, Hungary, Ukraine has surprised and even alarmed many.

In my research I wish to analyze these movements from a perspective of political sociology with the example of the German political party ‘Alternative fur Deutschland’ (AfD). This relatively young party, founded in 2013, poses a stubborn challenge to the liberal democratic consensus and is actively pushing the boundaries of the political discourse towards the right. Yet, the internal life of the party has not been analysed much. The party is often labelled externally and the existing research on the party mostly concentrates on structural factors such as party’s voter base, electoral results and ideological foundations. I would like to take a much-nuanced approach and analyse the party’s activism on the ground from bottom. ethnographic study of the party members and activists at the ground level and carefully explore their reception as well as perception of the party. I argue, that such a nuanced approach will help us understand the possible internal differences and layers within the right-wing political movements. Such a differentiated analysis, I would like to believe, forms a necessary step towards assessing the possibilities of negotiation between divergent political positions, a task most of the countries in the world are facing today.

**Keywords:** right-wing parties, AfD, Germany, anti-immigration.

**Dr Dalal Alradaan**  
ERCICRSSH1905054

**Barriers Undermining the Implementation of Students’ Mental Health Promotion Process in Schools: Teachers’ Perceptions—A Call for Mental Health Education**

**Dr Dalal Alradaan**  
Co-Profession, College of Basic Education, Educational Psychology Department

**Abstract**

This study shed the lights on the investigating teachers’ perceptions about contextual barriers that could affect their understanding of the mental health issues; thus, hinder their role in promoting students’ mental health in the context of Kuwaiti secondary schools. The study also attempted to explore teachers’ perceptions regarding the changes required to put students’ mental health promotion process into practice in the Kuwaiti educational context. A mixed-methodological research approach includes two stages has been adopted: A systematic survey conducted on 500 Kuwaiti secondary school teachers, and semi-structured interviews conducted on 30 teachers were

	<p>chosen purposely. Findings from the study showed that teachers' perceptions were markedly affected within the socio-cultural and religious context in the State of Kuwait. A variety of personal, interpersonal, socio-cultural and structural-organisational barriers could undermine and impact in terms of moving towards the implementation of promoting pupils' mental health, were reported by teachers.</p> <p><b>Keywords:</b> Mental health barriers, Mental health, Mental health perceptions, Mental health socio-cultural context.</p>
<p><b>Azwindini Modau</b> <b>ERCICRSSH1905057</b></p>	<p><b>Development of Guidelines to Facilitate Reporting of Domestic Violence by Male Victims in Makhado Cluster Policing Area in Makhado Municipality</b></p> <p><b>Azwindini Modau</b> <b>Department of Psychology/ Faculty of Health Science, University of Venda, South Africa</b></p> <p><b>Abstract</b></p> <p>The high rate of domestic violence has become a serious social problem worldwide. The aim of this research study is to explore and describe the lived experiences of male victims of domestic violence at the hands of their female spouses in Makhado municipality, Vhembe District. When male are victims of domestic violence there seems to be a pattern where domestic violence go unreported or less reported because they believe that they will not be believed by the authorities. A qualitative, phenomenological design, will be used for this study, to gather an in-depth understanding of the experiences of male who are victims of domestic violence. Qualitative method is typically flexible because it will allow the interaction between the participants and the researcher. A sample will be drawn using a non-probability purposive sampling method. A total number of 15 male participants who are alleged to be victims of domestic violence will be sampled for data collection. Data will be collected using unstructured interviews, researcher will prepare a handful of main questions to begin interview with. When responses lack clarity, researcher will put out probes. An Interpretative Phenomenological Analysis method will be used to analyse the data using Tesch's eight steps of data analysis. Ethical principles to be considered in this study are informed consent, voluntary participation, privacy, autonomy and confidentiality and rights to withdraw from the study. Findings from the study will contribute to the development of guidelines that will facilitate the reporting of domestic violence by males who are victims of domestic violence in Makhado municipality, Vhembe District.</p> <p><b>Keywords:</b> Cases, Domestic Violence, Guidelines, Male Victims, Underreporting.</p>
<p><b>Ikwue Abah</b> <b>ERCICRSSH1905060</b></p>	<p><b>The Cultural Dynamics of Migration and Metamorphosis in Dilemma of Sugar Daddy and Passport to America</b></p> <p><b>Abah, Ikwue Ph.D.</b> <b>Department of English Language &amp; Literature, Alvan Ikoku Federal College of Education, PMB 1033, Owerri</b></p> <p><b>Eguvwebere, Adanma Anthonia Ph.D.</b> <b>Department of Arts, Delta State Polytechnic, Otefe-Oghara, Delta State, Nigeria</b></p> <p><b>Abstract</b></p> <p>Discourse on migration to start with, has dominated academic space in recent time, more especially in literary scholarship. Youth and young adults alike see it as a breeding bed for social, educational, cultural and economic metamorphosis even as these shades of emancipations through migration is riddled with nostalgias, uncertainties and risks on the side of migrants. Literary discourse however provides avenues for these issues to be critically and objectively investigated and addressed. It is on this note that this study adopts a critical analytical approach in investigating the role of migration in youth and young adults' metamorphosis as well as risks and nostalgic feelings that come with it, in Dilemma of Sugar Daddy and Passport to America. The study further adopts the theory of "Young Adults" which was developed jointly by a European network of youth researchers (EGRIS), concerned with both the quantitative and qualitative dimensions of changes in youth, transitions and life-courses. The study concludes that even though migration could be a means for young adults' emancipation, the mindless ones breed insecurity and socio-political and economic schisms both for the migrants and their host countries.</p>

<p>Evans Sakyi Boadu ERCICRSSH1905063</p>	<p><b>Keywords: Migration, Metamorphosis, Nostalgia, Literary Discourse, Youth and Young Adults.</b></p> <p><b>An Anatomy of Participatory Monitoring and Evaluation in Africa: Insights from Indigenous System</b></p> <p><b>Evans Sakyi Boadu</b> Ph.D. Candidate, School of Government, University of the Western Cape, Cape Town, South Africa</p> <p><b>Isioma Ile</b> Professor, School of Government, University of the Western Cape, Cape Town, South Africa</p> <p><b>Abstract</b></p> <p>There is historical evidence to suggest that inclusivity, reporting and citizens based monitoring and evaluation (M&amp;E) were some of the essential principles in most African societies prior to the advent of colonialism. It has been disputed that participatory development, democracy, monitoring and evaluation and good governance are not unfamiliar concepts in Africa and inference have been made to the indigenous political administration (chieftaincy) that existed prior to modern connotation given to these concepts. Africa's transition from the colonial imperialist administration back to self-government in the late 1950's brought immense political, social and economic alterations in the decentralised indigenous communities. The paradigm shifts in political control established the modern state which predominantly relied on policies such as divide and rule, thus emphasising the 'rulers' and disabling the 'ruled'. Thus, alienating people in the communities, and diminishing their power and ownership on matters that affect them directly.</p> <p>This paper argues that over time, the indigenous practices of community monitoring have effectively been disabled. In an effort to address the developmental challenges and to improve the socio-economic livelihoods of the people, it may be vital to reconsider what once was in these communities (empowerment and ownership in governance through participatory monitoring). Could it be that the fact that African countries have embraced varying development knowledge, learning, and experiences from the global West; premised on western notions of democracy, modern monitoring and evaluation may have flaunted her authentic pathways to economic growth and development? Utilizing an exploratory approach, the paper interrogated the past and present conceptualization of PM&amp;E by juxtaposing the African indigenous system of governance and mainstream administration. The paper further unravelled the nexus between the two dispensations while professing some of the unnamed principles, paradigm, model, methods, concepts, and approaches. The paper concludes that the tenets of the modern PM&amp;E differs from what has existed in Africa indigenous governance systems, in context, form and nature, thus, the need for synergy.</p> <p><b>Keywords: Evaluation, Monitoring, Participation, Indigenous, Governance</b></p>
<p>Mohammad Sadegh Amin din ERCICRSSH1905064</p>	<p><b>The Relation between Piety and Spirituality with Twelver Shi'i Lifestyle of Nutrition</b></p> <p><b>Mohammad Sadegh Amin Din</b> MA Graduated, International Institute for Islamic Studies, Qom, Iran</p> <p><b>Dr. Mohammadmehdi Bonyadi</b> General Practitioner, Shiraz University of Medical Sciences, Shiraz, Iran</p> <p><b>Dr. Maryam Ouhadian</b> General Practitioner, Shiraz University of Medical Sciences, Shiraz, Iran</p> <p><b>Abstract</b></p> <p>Twelver Shi'a Scholars believe that Islam is a religion which aims to provide a basis for perfection in every dimensions of man's life physically and spiritually, based on a vital axis, which is Taqwā (Piety). This doctrine is originated from the very Qur'anic teachings and the principles of the Prophetic tradition. Given that acting upon Islamic teachings in one dimension is interconnected with others, here, we will attempt to show this fact that how Islamic teachings about nutrition are interconnected with piety and spirituality and also perfection. There is a food system presented by the tradition, by which man can ascend the levels of piety and spirituality. This system includes both quality and quantity of eatable matters and covers both foods and drinks. Thus, according to this religious system, as nutrition affects physical health, the same extent or more, it affects spiritual</p>

	<p>health that causes reduction of piety. The food that is appropriate with spirituality has to have some traits that will be discussed. There are Qur'anic verses and narrations from Islamic infallible figures supporting this claim that we are trying to examine in this work. Keywords: Nutrition, Islamic Food System, The Qur'an, Narrations</p>
<p>Omar Alananzeh ERCICRSSH1905067</p>	<p><b>The Associations among Employee'S Communication Skills, Restaurant Image and Tourist Behaviour</b></p> <p>Omar Alananzeh Hotel Management Department/ Faculty of Tourism and Hotel Management, Yarmouk University, Jordan</p> <p><b>Abstract</b> This study quantifies the associations among employee's communication skills (language ability, body language, and personal appearance), restaurant image, and tourist behaviour. A survey instrument is used to examine the relationships in the proposed model by employing SEM (Structural Equation Modelling) technique. The collected primary data (n=153) are analysed to test the relationship between exogenous and endogenous construct expressed in the proposed structural model. The results revealed that language ability, body language, and personal appearance impacted restaurant image, which in turn affected tourist behaviour. However, the coefficient of determination (<math>R^2</math>) for the research endogenous variables for restaurant image, and tourist behaviour were 0.32, and 0.61 respectively. This study will contribute a better understanding towards employee's communication skills in Aqaba City resorts and restaurants. This study is considered the first in the region that links the tourist image of a restaurant with its employee's skills and its impact on tourists' behaviour. Keywords: Employee's communication skills, restaurant image, tourist behaviour, Jordan, Structural Equation Modelling.</p>
<p>Sada Hussain Shah Syed ERCICRSSH1905072</p>	<p><b>Impact Evaluation of Short-term Food Security Project on Women and Children in District Tharparkar, Sindh</b></p> <p>Sada Hussain Shah Ph.D. Scholar, Department of Sociology, University of Sindh, Jamshoro, Pakistan</p> <p>Prof. Dr. Aijaz Ali Wassan University of Sindh, Jamshoro, Pakistan</p> <p><b>Abstract</b> District Tharparkar is rain-fed desert area of Sindh Province of Pakistan. The district is ranked on 14th number in poverty but poverty is always fluctuating and subject to rain showers. Hence, it is rain-fed desert area so it is obvious that the district is socially and biologically poor. When there is no shower and people face shortage of food. This study is planned to produce evidence regarding situation of food security in district Tharparkar. This study is longitudinal impact evaluation which compares the difference in situation before project and at the mid of project. The short-term project was being implemented by an NGO on improving food security through enhancing food production and kitchen gardening. For the measurement of food security widely used scales were used which are globally trusted and used by United Nations (UN). Household Dietary Diversity (HDDS) and Individual Dietary Diversity (IDDS) Knowledge Attitude and Practice (KAP) tool was used to see community feeding practices. Sample for the study was taken from two union councils of district Tharparkar where government and nongovernment organizations (NGOs) are working on food security. The problem of food security in area has many causes, such as, low food production, availability and accessibility of food. Because it is desert area hence infrastructure is very poor which hinder food transportation from urban areas. NGOs are working on food production at local which is not sustainable solution because it always depend on rain water. Though this impact evaluation has collected evidences regarding positive contribution of short-term projects in improve food security but these initiatives are not sustainable in typical geography of region. Government, UN and NGO needs to collaborate for sustainable solutions. Such as, saline water agriculture, food transport and creation of jobs for local people to increase their affordability. Much</p>

	<p>focus should be paid on establishing equilibrium of food market. Food projects are better to be linked with economic security and other mega industrial/ development projects in area. Keywords: Food Security, Rain-fed area, Impact Evaluation, IDDS, HDDS.</p>
<p>Prof. Dr. Aijaz Ali Wassan ERCICRSSH1905073</p>	<p style="text-align: center;"><b>A Sociological Analysis of Natural Disasters and Response in Sindh</b></p> <p style="text-align: center;">Prof. Dr. Aijaz Ali Wassan University of Sindh, Jamshoro, Pakistan</p> <p style="text-align: center;">Sada Hussain Shah Department of Sociology, University of Sindh, Jamshoro, Pakistan</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Climate change is most important issue of 21st century, whole world is facing consequences of climate change. Countries those are poor and having low capacity are always vulnerable to nature disasters. Many initiatives are being taken to improve resistance power of communities affected by disasters. This study was aim to analyze the impact of funds deployed by an INGO to build capacity of community to face any future disasters. Impact evaluation was conducted using randomized control trial approach at different intervals of time during project, such as, during baseline and mid line. To understand community perspective of security and safety. Qualitative methods of data collection were used during this study. Data was analyzed using simple thematic method and word tree generated through Nvivo software.</p> <p>Study found that both of the districts are affected by the consequent disasters since the floods of 2010. Disaster threats to northern district (Kashmore) are River Indus and heavy rain fall on hills of Koh-i-Suleiman. Whereas, southern district (Badin) has threats from LBOD, heavy rain fall, heavy winds in monsoon and sea storms. Frequent disasters and heat waves are increasing water logging issue and decreasing availability of safe drinking water. Extreme weathers found affecting negatively the health of human, livestock and crops. Communities of case group were found more food secure, informed about coping mechanism in extreme weather. Control group communities were vulnerable in terms of physical assets and kills/ capacity to deal with upcoming disasters.</p> <p>To reduce the impact of disasters on nutrition of women and children it is important to implement integrated projects using multiple inputs. There is need to work on key causes of disasters such as; LBOD in district Badin. There is need to establish a platform to share learnings among NGOs and government departments regarding related DRR projects.</p> <p>Keywords: Natural Disasters, Impact Evaluation, Integrated Programing, Randomized Control Trail.</p>
<p>Akindiyo Oladiran ERCICRSSH1905074</p>	<p style="text-align: center;"><b>Party Merger and the 2015 Presidential Election in Nigeria</b></p> <p style="text-align: center;">Akindiyo Oladiran Department of Public Administration, Faculty of Business Studies, Rufus Giwa Polytechnic, Owo, Ondo State, Nigeria</p> <p style="text-align: center;"><b>Abstract</b></p> <p>That political plays a pivotal role in midwifing democracy is almost incontrovertible. Testimonies abound across climes corroborating the above either in the developed or developing polity, though with varying degrees. It needs little or no emphasis that the primary essence of political party is to capture political power and control the machinery of government. However, owing to near-impossibility of political party in opposition to win election alone as far as presidential election is concerned in Nigeria since the democratic experiment in the forth republic, merger of parties becomes practically the snag. This is to be in view of the fact that attempt at alliance/coalition has not produced the desired result. Having succeeded in breaking the jinx since 1999 by winning election, one is then tempted to assess the merger, particularly so, when another round of election is around the corner. The work gives a brief history of party merger in the fourth republic with particular reference to the one that culminated in winning the 2015 presidential election. It equally examines the correlate between merger and democratisation. The paper interrogates the hurdles the merger is facing and its implications for democratic consolidation. The work concludes that beyond the euphoria of winning election lies the fulfillment of electoral promises and assurances to the governed. It afterwards comes up with options to addressing some of the missing gaps. The work is</p>

	<p>anchored on secondary source of data. Keywords: Party Merger, Political Party, Presidentialism, Election, Democratic Consolidation.</p>
<p>Ogunbodede Nife ERCICRSSH1905075</p>	<p><b>The Challenges of Sustainable Infrastructural Delivery in Africa: Issues and Prospects</b></p> <p>Ogunbodede Nife Department of Public Administration, Rufus Giwa Polytechnic, Owo, Ondo State</p> <p><b>Abstract</b> The development of any society is largely depended on the available and functioning infrastructures. The crucial role of infrastructural facilities in socio economic development cannot be overemphasized. Every nation, region and continent need infrastructure for its growth, expansion, productivity and human development. Unfortunately, infrastructure delivery in Africa has remained poor, inadequate and stagnant. In view of this ugly trend, the paper examined the challenges of infrastructural development and its implication on socio-economic development in Africa. The paper employed secondary sources to gather its data. The paper observed that the existing infrastructures are grossly inadequate, non-functional and with low impact on the lives of the citizenry. The paper found that lack of maintenance was basically responsible for high level of infrastructural decadence in Africa. The study suggested regular and periodic maintenance, replacement and quality job as antidote to infrastructural challenges. Keywords: Africa, Development, Facility, Infrastructure, Sustainability.</p>
<p>Prof. Dr. Syed Feroz Shah ERCICRSSH1905076</p>	<p><b>Impact Evaluation of Nutrition Improving Humanitarian Project in Drought Effected Areas of Sindh</b></p> <p>Prof. Dr. Syed Feroz Shah Department of Basic Sciences, Mehran University of Engineering, and Technology Jamshoro</p> <p><b>Abstract</b> An international NGO conducted impact evaluation of its project being implemented through local partner in desert area of Sindh (district Tharparkar). The project aimed to promote nutrition of women and children in communities those have suffered with drought. Overall project theory was to improve nutrition by provision of food items, cash through for training, hygiene awareness and travel assistance in case of health issues. The context of project was, drought area with food insecurity, poverty and poor infrastructure. The impact evaluation was focused on how the project theory was effective to achieve target in such a hard context. It was a longitudinal evaluation conducted using social survey method. Causal relation of project outcomes was measured using difference in figures at different intervals of times. Such as, before project and after project. Data was collected from beneficiaries through household interviews, using interview schedule method. Total 306 beneficiaries were selected randomly as a sample for study, this number was calculated using raosoft.inc online sample size calculator. It was concluded that project has many positive effects on food security of targeted population. Food Consumption Score (FCS) was defined as an indicator for measurement of food security. After and post calculation of FCS data has shown considerable improvement in food security of communities. It is proved that in draught effected areas where there are multi causes for one social problem, it is better to develop integrated long-term projects.</p>
<p>Yashvi Shah ERCICRSSH1905080</p>	<p><b>Women's Football: An Endeavour to Tackle the Problems in the Contemporary Indian Society</b></p> <p>Yashvi Shah School of Liberal Studies, Pandit Deendayal Petroleum University, Ahmedabad, India</p> <p>Utkarsh Singh School of Liberal Studies, Pandit Deendayal Petroleum University, Gandhinagar, Gujarat</p> <p><b>Abstract</b> 30 million girls and women play football worldwide according to CIES football observatory. 91% of this population comes from the continents of Europe and North America. India being such a populous country with a consuming passion for football continues to have such an uninspiring</p>

participative legacy. Lack of public recognition and international exposure of the game, huge disparities in funds provided for men and women football (3.7% of the total funds through AIFF (All India Football Federation) was subjected to women football), absence of organized football leagues and continental club competitions are some of the many reasons that have hampered the growth of women football in India.

Success and development of any sport on an international basis depends on the government and the national association for that respective sport. The AIFF lacks an established system for women football. Disinterest and doing the minimum to comply with the regulations set by FIFA for women's football compiled with the patriarch society existing in India are the reasons for the shortcomings of Women football. This paper conducts a survey of women players and coaches on the problems in the system and proposes definitive measures which will tackle the problems, help in increasing the participation of girls and women and in providing an international platform for the players.

**Keywords-** Lack of Participation, International Exposure, Patriarch Society, Disparities in Funds



**Nadir Ali Mugheri**  
ERCICRSSH1905081

**An Analysis of Undergraduates' Anxiety in Speaking English Language At the Universities in Pakistan: A Case Study**

**Nadir Ali Mugheri**  
Officer & Research Scholar- University of Sindh, Jamshoro- Sindh

**Abstract**

Although the English language has spread across Pakistan to a great extent over the years due to plethora of reasons which mainly include the status of English as the official language of Pakistan; secondly it is a medium of instruction at all levels in the educational institutions and universities in the country. Be it medical, engineering, science, law or business studies, the medium of instruction applied during the teaching is simply English. Due to the hegemony of English, the trend of imparting education from primary to post doctrine studies has deepened its roots in entire Pakistan. Yet the speaking anxiety of undergraduate students studying in various universities in the country remains intact rather than diminishing. This study is aimed at exploring the height, level and degree of anxiety in speaking English amongst the undergraduates of various departments of the Universities in Pakistan. This research has been carried out with the help of a quantitative research design after bringing a survey methodology in use so as to collect data. Sample of the research consisted of 200 participants belonging to different departments of 12 leading universities of the country. The students for the purpose were chosen indiscriminately. English as foreign verbal communication lecture hall nervousness scale urbanized by Horwitz, Horwitz, and Cope (1986) has been utilized en route for gathering information for this research. Results of the research have underlined more than a few implications and insinuations in this regard. Moreover the remedy for removing the students' anxiety has also been suggested.

**Keywords:** English Speaking Anxiety, Medium of Instruction, Implications, Undergraduates, EFL Classroom



**Shalu Chopra**  
ERCICRSSH1905082

**Digital Journalism Procrastinated Envelope Journalism**

**Shalu Chopra**  
Journalism & Mass Communication., Amity University, Delhi, India

**Abstract**

Envelope journalism is the form of journalism. It is a pejorative and rhetorical term securing exclusive right to information with an ideal approach into expeditiously evolving communication channels in order to get material with offers of large sums of money. Digital journalism is perpetual form of journalism and a platform for people with free mindset for an all-encompassing approach In which the information is provided instant. It is disseminated through the digital media technologies with adept combination of text, audio, video in to express and widespread the information. The paper will focus on how digital media precedence the protection or promotion of the interest of consumers enhance with new aspect in digital media market. Digital consumerism is the evolution of consumer behavior in the digital era. Digital technology is transforming the consumerism growth & opportunities widely covered with tech trends and all that consumer needs and wants are been fulfilled as it offers the opportunities to innovative, adapt & serve fundamental needs and profits. The determination of the research is to study the impression of Digital journalism over envelope

journalism. With the ease of platform availability bribes to journalists is no more option for favorable media coverage. The research necessitates comparative analysis and qualitative Methodology for the conclusions by evincing the utilization of digital journalism over envelope journalism.

**Keyword:** Envelope Journalism, Digital Journalism, Digital Consumerism, Digital Media, Communication, impact factor, Consumers.



Hamida Narejo  
ERCICRSSH1905083

**Factor of Gender Discrimination in Higher Educational Institutions In Sindh, Pakistan. A Case Study of University Faculty Members**

**Hamida Narejo**

Department of Sociology, University of Sindh Jamshoro Pakistan, Jamshoro Pakistan

**Abstract**

Gender difference are often a worldwide development. This difference isn't solely important opportunities and resources, however additionally awards, and it's entirely territories and classes. Gender difference additionally happens within the field of education. a lady isn't illustrious and sensitive to gender-based discrimination to some extent in virtually each career development. Men represent an oversized proportion of colleges round the world. the aim of the study was to research matters of gender-based discrimination in higher academic establishments in Sindh, Pakistan.

Gender equality has been studied in ninety schoolchildren surveys from 5 business environments, significantly the upper mental process, the event of ability, the employment of resources, teaching and satisfaction. additionally, bound discriminant validity take a look at has been conducted. Sex solely affects a better mental process wherever ladies square measure sometimes excluded. The results showed that the variation within the physical property of gender equality was thanks to the extent of the mailbox of the respondent. Those that square measure at higher levels see fewer variations. The lower level, particularly the lecturers, see more. once an oversized range of ladies could be a lecturer level, this might appear to be the straightforward sex polarized views, like skilled development, training, and job satisfaction. the actual fact that once the extent analysis at the same time eliminates the importance of gender variation in regard to the comparatively little range of ladies, the international organization workplace doesn't see any similarities within the field of job development and education. These bitches will have a high level of job satisfaction in performance requiring stern tasks. this implies real quality in Pakistani coaching within the adoption of national equality policy.

**Keywords:** Attitudes; Gender Discrimination; Higher Education; decision Making, Job Satisfaction, Academic Affairs.

Parul Oberoi  
ERCICRSSH1905084

**Game Theory: A Brief Analysis in the Context of Indian Telecom Industry**

**Parul Oberoi**

Department of Economics, KCC Institute of Legal and Higher Education, Guru Gobind Singh Indraprastha University, Greater Noida, India

**Abstract**

Game theory is a framework for the interaction of Mathematical models, Social Science, logic and Computer Science that helps in making rational decisions. Given by mathematicians John Von Neumann, John Nash and economist Oskar Morgenstern, it is considered as a very important tool in various fields like Biology, Statistics, Mathematics and Economics. This theory when extended to economics can be used extensively for strategic decision making between individuals with rational thinking. This paper analyses the role of game theory in oligopoly market with a focus on Indian telecom industry. Oligopoly is a market structure in which a few dominant firms share the total market demand among themselves which are interdependent on each other. In an oligopolistic market, the concept of game theory has proven to be very effective because under this the decision of a firm does not only depend on its own actions but also on the actions taken by its rivals. Game theory provides a tool of analyzing different strategies which are available to the competitors so that they can choose an optimal strategy.

The main objective of this research paper is to find out the equilibrium position of the firms under telecom industry with the help of their pay off matrices. Secondary data has been collected for the relevant variables which are presented in the form of graphs. In addition, tabular representation has

	<p>been carried out for comparative analysis between the firms. The results of this paper can be used in optimizing the decision making of the firms in the oligopolistic market. Keywords: Game Theory, Indian Telecom Industry, Oligopoly, Pay-off Matrix.</p>
<p><b>Yukti Seth</b> <b>ERCICRSSH1905085</b></p>	<p style="text-align: center;"><b>Lifestyle Journalism: The News of Consumerism in India</b></p> <p style="text-align: center;"><b>Yukti Seth</b> Amity University, Amity University, India</p> <p style="text-align: center;"><b>Abstract</b></p> <p>In country like India the media is the fourth pillar of democracy and is considered a reliable medium of communication. The News value is definitely an important factor to disseminate to the readers. Where earlier Hard news was given more importance from past decade Soft news is getting more importance. It states such kind of journalism as Lifestyle Journalism which covers various branches of news like fashion news, food news, travel news and health news. This paper focuses on the role of lifestyle journalism in media consumerism in India and how it is gaining importance day by day. Now we have specialized reporters in such beats areas to cover the lifestyle news but still it lacks importance somewhere in comparison to Hard news. Lifestyle journalism is directly related to consumerism. This kind of journalism is based on User ad gratification theory of communication. With the emergence of Social Media it has spread more among the target audience. The objective of the paper is to focus on the role lifestyle journalism in Consumerism in India which is not defined yet. The qualitative research is adapted as methodology in the paper. The lifestyle Journalism is the undefined yet more followed in India. The major impact of the lifestyle journalism is on youth as they are the major consumers of it. Keyword- Lifestyle Journalism, Soft News, Emergence, Consumerism</p>
<p><b>Utkarsh Singh</b> <b>ERCICRSSH1905086</b></p>	<p style="text-align: center;"><b>Legal Sports Betting: A New Economy for India</b></p> <p style="text-align: center;"><b>Utkarsh Singh</b> School of Liberal Studies, Pandit Deendayal Petroleum University, Ahmedabad, India</p> <p style="text-align: center;"><b>Abstract</b></p> <p>With the continuous investment, sports has become a business industry and has intertwined into everyday life. Nobody can escape the influence of sport, either as a spectator or a participant – it's everywhere. This spurge in business aspect of sports has led to sports betting being in the forefront of a way for the public to have a share of the business that is sports. Sports betting is legal in many parts of the world, including Australia and Western Europe, with the largest legal market in the U.K. However, even when it's not legally permitted, the market has flourished, bringing in close to \$1.8 trillion dollars globally. Increased public viewing, new startups and jobs and implementation of new taxes are some of the advantages that come with legalizing sports betting. United States of America recently legalized sports betting and it has seen great returns. According to reports, Legalization will lead to creation of jobs (estimated between 125,000-152,000 jobs) for the American people. Researchers also estimate that legalized, regulated sports betting could actually bring in a total of \$6 billion in annual revenue for states by 2023. This returns have prompted many countries to legalize sports betting as it brings with it a lot of economic and social value. India has been debating over legalizing sports betting for a long time. Legalizing betting in sports in India could potentially create a formal betting industry unlocking significant economic value, which will benefit the sports ecosystem and development of various sports, while curbing the black economy practices. This paper discusses the implications of legalizing sports betting in India both economically and socially, it also discusses how the government can earn huge untapped resources which in turn will help in the development of the country. Keywords: Increased Public Viewing, New Taxes, Creating Jobs, Development of Sports, Social Value</p>
<p><b>Mokhtar Abdellah Maazouz</b> <b>ERCICRSSH1905093</b></p>	<p style="text-align: center;"><b>The Effect of Economic Variables on Banking Credits. An Empirical Study of Algerian Commercial Banks (1997-2017)</b></p> <p style="text-align: center;"><b>Mokhtar Abdellah Maazouz</b> Management, Jouf University, Jouf, Saudi Arabia</p>

	<p style="text-align: center;"><b>Abstract</b></p> <p>The study aimed to test the effect of deposits, real interest rate, population and economic reforms on the Banking credit from Algerian commercial banks represented by the size of credit facilities. The study used annual data for the period from 1997 to 2017. Where the Multi regression model was estimated using a method of Ordinary Least Squares OLS.</p> <p>Results of the analysis showed that there is a positive relationship with a statistically significant between the credit facilities and the deposits and the variable of economic reforms, while the real interest rate and population size have been linked by significant negative relationship.</p> <p><b>Keywords:</b> Credit, Credit Facilities, Deposits, Real Interest Rate, Population, Economic Reforms, Commercial Banks, OLS, Algeria.</p>
<p>Mohammad Alawamleh ERCICRSSH1905095</p>	<p style="text-align: center;"><b>Impact of Online Payment Services on Customers' Satisfaction: Evidence from Jordan</b></p> <p style="text-align: center;"><b>Mohammad Alawamleh</b> Business Administration Department, Faculty of Business and Finance, American University of Madaba, Amman, Jordan</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This study came to explore online payment Security and assurance, Ease of use, Reliability, Efficiency, and Interaction quality), on effect on customers' satisfaction in Jordan. The population of the present study is customers who use an application online payment in Jordan. A questionnaire has been designed and distributed randomly among customers who use an online payment, A total of 120 responses have been received, of which 111 are usable. The results suggest that there is an effect of characteristics online payment services represented by (security and assurance, ease of use, reliability, efficiency, interaction quality), collectively and individually on customers' satisfaction in Jordan.</p> <p><b>Keywords:</b> Online Payment Services, Customers' Satisfaction.</p>
 <p>Eric Ahimah ERCICRSSH1905096</p>	<p style="text-align: center;"><b>Bridging the Gap of Economic and Security Threats in Africa</b></p> <p style="text-align: center;"><b>Eric Ahimah</b> School of Management and Public Administration, Jiangsu University, Zhenjiang 212013, Jiangsu, P.R China</p> <p style="text-align: center;"><b>Xu Young Wang</b> School of Management and Public Administration, Jiangsu University, Zhenjiang 212013, Jiangsu, P.R China</p> <p style="text-align: center;"><b>Oppong Paul Kwabena</b> School of Agricultural Equipment Engineering, Jiangsu University, Zhenjiang 212013, Jiangsu, P.R China</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Africa, the Continent with rich natural mineral resources leave in shambles and disintegration due to poor leadership and ineffective management skills. There is a vast gap among the individual countries that form the AU in terms of Security, Economy and personal development as compared to the EU countries. This study points out the Economic and Security Gap that exist among Africa Countries and suggest positive responses in bridging this economic gap. The data used in this study was obtained from various social welfare departments of the selected countries in the course of the study.</p> <p>The results of the study shows that, political power, democracy, brain drain, colonial alliance and over reliance on foreign aid has brought about these gaps among the Africa countries. Economics in the past was based on a national, and to a large extent self-sufficient model, which naturally excluded the possibilities of significant external cooperation. Protection against external competition was considered to be one of the tools of state economic policy. Security now depends to a larger extent than ever before on internal rather than external factors. The lack of an external enemy can even be considered in specific conditions as one of its features, which on its own can be regarded as destabilizing. Many changes in the international community which affect the content of traditional national security concepts have occurred in recent years. A new, model delineation of contemporary</p>

	<p>economic and security gap bridging is proposed in this study. This study has again proposed that, a "co-operative" model of Africa's economy and security may represent the starting point for the formation of a new and more efficient adjusted national and global security structure in the modern Africa.</p> <p><b>Keywords:</b> Africa, Economy, Security-Stability, Model, Traditional-Security, International</p>
<p><b>Dr Salma Umer</b> ERCICRSSH1905097</p>	<p><b>Comparative Analysis of the Usage of Facebook by Formally Educated and Informally Educated Audience</b></p> <p><b>Dr Salma Umer</b> Assistant Professor and Coordinator of Department of Mass Communication, Government College University, Faisalabad, Pakistan</p> <p><b>Muhammad Ilyas</b> Mass Communication, Government College University Faisalabad, Faisalabad, Pakistan</p> <p><b>Abstract</b> Researcher got the opportunity to present this study that has been carried out to analyze the usage of Facebook by formally and informally educated working class in Faisalabad. The study concludes with the fact that formally educated user of Facebook pass more time on Facebook than informally educated ones. It finds out that formally educated people use Facebook as the producer of contents, whereas informally educated people use Facebook as the forwarding agents. The findings of this research also suggest that formally educated people are more self-disclosed on Facebook than informally educated users. This study incorporates Uses and Gratification approach for carry out current study and uses following theory as a theoretical framework. For the execution purposes, the researcher has used survey method, based on three pages questionnaire that is comprised as close-ended questions. The available sampling method was utilized for reaching to respondents. Here, the desired correspondents were the working class of different sector of civil society in Faisalabad, among which 200 respondents were approached and requested to fill in the questionnaire. The data collection corroborates the devised hypotheses. Frequency distribution of the data was calculated by using SPSS. The study reflects some interesting results and suggests formally educated users use Facebook for seeking information, whereas informally educated people use this social media platform just for recreational and entertainment purposes.</p>
 <p><b>Joel Martinez</b> ERCICRSSH1905098</p>	<p><b>Extent of Quarry Operation in the Municipality of Malungon: Basis for Policy Recommendation</b></p> <p><b>Joel Martinez</b> Local Government Unit of Malungon, Mindanao State University, General Santos City, Philippines</p> <p><b>Abstract</b> The environment supports the life of each and every living thing on earth. We rely on the environment for life. When it is protected we are assured of better health. Food, quality air and so much more. As the late professor Wangari Mathai said and I quote, "if we destroy the environment, the environment will destroy us." This is so true because it is the environment that sustains our life. The problems of environmental protection and of sustainable development of material resources represent, at present, a common preoccupation of all the states of the world, a global-wide objective. The concept of sustainable development has made society conscientious and, in the same time, recognize, the role and importance of environmental factors as well as of the functions and the services the environment provides (Bortelmus, 1986). The Philippine Government supports the protection of the environment as stated in R.A 7942 known as the mining act of 1995. Moreover, this Policy Issue Paper is being researched in the Municipal Environment and Natural Resources of Malungon, Sarangani Province to describe the current status of the quarry operation as a basis for policy recommendation.</p>
<p><b>Dr. Ahmed Alshabaan</b> ERCICRSSH1905100</p>	<p><b>Charitable Sector and Endowment Contribution to Sustainable Urban Development in the City of Buridah</b></p> <p><b>Dr. Ahmed Alshabaan</b> Geography Department , Qassim University, Buraydah, Saudi Arabia</p>

**Abstract**

Seeking non-governmental charities-charity sector participating in development. As a third source with state institutions and the private sector in advancing development movement in the state. The charitable sector represents a source of economic security and stability of Saudi society. This sector has recognized the importance of achieving sustainable development through the establishment of an endowment can continue to implement its projects in securing a stable life for an important segment of our society. As an active partner in the sustainable development Hence the importance of studying the contribution of this sector in seeking endowments provide a picture of the reality of its role in urban development in Buraydah in particular to assess this participation rate scales of urban development of the Kingdom among decision makers Selection of Buraida as a model for this activity as a result of the city's vitality and diversity of prominent balaclava deployed in the city. Since charitable institutions enjoyed, for example, became much emulated initiatives from associations outside of Qassim. The problem study in trying to assess the participation of these endowments in sustainable urban development in Buraydah. This study seeks to achieve a number of objectives, most notably access to classification and distribution of these charitable sectors, besides drawing a picture about the kinds of investments in these endowments and distribution. Its geographical location within the city, as an attempt to assess its role in participating in urban development, this study offers some proposals, supported by some of these experiences Philanthropic sectors. Her suggestion to take advantage of the opportunities offered by the Government or donor institutions in order to achieve self-sufficiency and expansion and diversification in investment in the future. In order to reach the objectives of the study that sought to achieve the historic approach has benefited from the review of the historical development of his endowment Buridah as descriptive analytical trod in dealing with data obtained from the charitable sectors. Some shapes and maps used as tools in showing results and distribution of these facilities in city.

Albaraa Babikir  
ERCICRSSH1905107

**The Impact of Different Social Class Mothers' Input on Children's Language Acquisition**

Albaraa Babikir

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**Abstract**

It is unquestionably that language is basically known as the dress of thoughts; through it everybody could express him/her self obviously and in an intact way. This expression is different from a person to another. Some people could express themselves obviously and engage in spontaneous communication, and others could not express themselves clearly. Language has different aspects and perspectives. Each language distinguished itself with rules. The issue of language acquisition is no longer represents fundamental variable to children schooling process. Definitely, children acquire language from an early time innately i.e. they have innate ability to acquire language. They need no learning for grammatical rules or sentence structure. They have the capability to accommodate themselves to any environment and learn any language faster than adults, and learn language with no effort. Children subject to many different factors when they acquire language, these factors have a far effect i.e. the superiority and success in future based on the modality of language acquisition in their childhood period before being adults. It is already known that the closest one to the child is his mother. Specifically between 6 months to 2 years, the child mimics his mother and starts to produce vowel sounds in the beginning, and then he uses babbling and signals to express himself and ask for something. In addition to that, the child starts to utter a word or two instead of a sentence and gradually he could speak simultaneously. The previous phases furnish the child and equip him to acquire language appropriately, this according to his mother as what is going to be discussed in the current thesis. Psychologists theorize that children's early social interaction have a big role in language skills development (Nelson, 1981). In addition to that, parents are first teachers to their children, and family becomes the first teaching place. Children are most influenced by their parents in particular mothers. Also Olson (1986) claimed that mothers give their children the most input. Children are able to acquire language from their mothers' verbal input. Children's language development is different from one child to another, this difference due to the social class mothers' verbal input. The social class has big influence in mothers and consequently it affects their children's language acquisition and development in the future at school or institute. Kagan and Talkin (1972) stated that middle class mothers engaged in meaningful verbal interactions. Low income mothers

talk less to their children. According to the previous evidences we would like to know if those factors affect children's language development hereafter. The present study tries to verify the connection between different social class mothers input and children's language acquisition. In addition to that, the study adopts quantitative and qualitative research to shed light on that connection as well as examining the difference among different social class mothers.



Ifeanyichukwu Abada  
ERCICRSSH1905109

**Machine Politics, Intra-Party Polyarchy and Democratic Recession in Nigeria**

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**Abstract**

The dismantling of autocratic and Aristotelian regimes and dynasties in Africa following the forces of colonialism and later, the independence of greater number of developmental states in post-colonial Africa has swiftly ushered in democracy. As a political entity, Nigeria having gotten her flag independence in 1960 has been influenced significantly by the exogenous forces of democracy and democratization process taking over the world polity as contained in the philosophy of liberalism. But, in as much as the wave of democracy seems to be appreciated, it has been truncated by the post colonial characteristics of African political demagogues, internal wrangling among elites in the political parties striving to select candidates for their personal aggrandizement at the expense of the mass members of the party. This is believed, affects the entrenchment of democratic values in Nigerian political system. However, arising from the premise of the study, it is the thrust of the paper to investigate how leaders of political parties in Nigeria have been implicated in the selection of candidates, political party decision making and their implications in withering the democratic modulation in the country. The study utilized qualitative method in generating its data, while content analysis was employed. The theoretical frame work of analysis is adequately anchored on the theory of elite as propounded by Vilfredo Pareto, Gaetano Mosca and Robert Mitchel. The findings of the study has significantly revealed that the inability of developmental states to appreciate the dividends of democracy is chiefly attributed to unholy democratic characters exhibited by big party stalwarts while selecting candidates to contest vacant political positions in the country. Therefore, arising from the findings, the paper recommends among others; that political parties should strive for democratic holiness. Hence, there is need to reposition the letters and spirit of its constitution in selection of candidates to fill vacant political positions.

**Keywords:** Elitism, Democracy, Godfather, Political Party, Vote buying.

Muhammad Lawal  
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ERCICRSSH1905111

**Forensic Accounting A Mediator To Audit Characteristics And Accounting Numbers Quality In Nigerian Deposit Money Banks**

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**Abstract**

**Background Issues**

The quality of reported accounting numbers is important for the efficient allocation of resources in capital markets. The accounting numbers as reported in the published annual report and account of a firm play a significant role to the investors, shareholders, creditors and other users of financial statements. However, managers of a firm who are responsible for the preparation and presentation of the financial statement should act diligently not to deter the image of the firm to the users of the financial statement by aggressive earnings management. In addition, the accounting earning as reported in the published financial reports of firms, is expected to be faithful, timely and reliable to the various stakeholders - shareholders, potential and prospective investors, suppliers, creditors, financial analysts and government agencies for them to be able to make prudent economic decision. Further, examination of the accounting scandals and bankruptcy of giants firms such as Enron, WorldCom, Xerox and Parmalat in the U.S. and most especially the corporate scandals in the Nigerian deposit money banks like Oceanic Bank, Intercontinental Bank and most recently the Skye

Bank which lead to revisiting series of policies by the regulators in order to restore share holders and investors confidence in the industry. The banks also experiences series of fraudulent financial practices on the part of their employees and other outsiders in defrauding or trying to defraud the bank. The issue of cyber crime which is the order of the day is not left out which the ordinary special audit investigation may not reveal. The need for the engagement of forensic accountant to help detect and or prevent the actual or intended fraud is of paramount importance in the Nigeria's deposit money banks. The auditors on the other hand are statutorily required to scrutinize the financial statements as prepared by the managers to ensure that it represent the true and fair view of the financial position of the reporting entity every year. Thus, the applicability of forensic accounting is expected to help the auditors in exercising their statutory duty of scrutinizing the financial statement of an entity which improves the quality of accounting numbers. Therefore, forensic accounting in this study will be used to mediate the relationship between audit characteristics and the quality of accounting numbers in Nigerian deposit money banks.



Shahida Naz  
ERCICRSSH1905112

**Smartphone Use for Learning English as a Second Language among University Students**

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Memona Rasheed

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National University of Modern Languages, Multan Campus, Pakistan

**Abstract**

Learning English via smartphones has become cutting edge area for researchers now in 21st century. This study aims at investigating students' perspective about the role of smartphones for learning English as a second language. This study is descriptive in nature. Data were collected through a questionnaire from 480 students of BS (Hons) and M.A English final year, studying in 6 universities of Pakistan. Data were analyzed through Statistical Package for Social Sciences (SPSS 22.0). Results of the study indicated that learning English via smartphone is very effective due to the learning applications (Apps) and internet connectivity available in smartphones. Students showed positive attitude towards using their smartphones for learning English. Findings of this study are significant for English language teachers, researchers and students. It offers an innovative way of teaching to the digital natives of today who are habitual of flipped and borderless learning. To take more advantage of using smartphone for effective learning a sound pedagogical infrastructure and training is needed. It was recommended that the use of Smartphone inside classroom as helpful learning tool should also be allowed in guided environment and Mobile learning should be incorporated into classes for English language learning. Further, experimental research can be done to analyze the effectiveness of smartphone for learning English.

**Keywords:** Mobile Assisted Language Learning (MALL), Digital learning, Learning Apps, English as a Second Language Learning, Boarder less Learning, Mobile Learning

**Human Rights Education in Albania**

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**Abstract**

Education aims to prepare citizens to participate actively in social, cultural, and economic processes of the society. A free society works as a relief party of social processes, such as a constructor and maintenance of peace through human rights and democracy well functioning. Among the main problems that our society faces today is intolerance, one of the main threats to human rights, democracy and peace.

Highlighting the negative consequences of intolerance in our society and especially in our schools, this article aims to explain the inherent tolerance among fundamental human rights, also how intolerance can be used as a tool to cause violence, and its negative effects on school environment. Finally, some recommendations will be given to whom can help in the education of tolerance, and to



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	<p>identify problems and opportunities of education for tolerance, aiming direction of human values education. <b>Keywords: Tolerance, Education, Human Rights.</b></p>
 <p><b>Esangbedo Vicars Omhenimen</b> ERCICRSSH1905119</p>	<p><b>Drugs Misuse among Young Adult; A Threat to Humanity by Esangbedo Vicars, Ambrose Alli University, Ekpoma Nigeria</b></p> <p><b>Esangbedo Vicars Omhenimen</b> Medicine and Surgery, Ambrose Alli University, Ekpoma, Nigeria</p> <p><b>Abstract</b></p> <p>Drugs are chemicals substances that can alter the normal body system as an accumulation of cell-tissue-organ damage. Different drugs can have different form of effects and effects of drugs include health consequences that are long-lasting and permanent. They can even continue after a person has stopped taking the substance. In female, it can affect their unborn children in some cases.</p> <p>There are different routes of drugs administration drugs which include; ainjection, smoking, inhalation and ingestion. The effects of the drug on the body can depend on how the drug is delivered. For example, the injection of drugs directly into the bloodstream has an immediate impact, while ingestion qqhas a delayed effect. But all misused drugs affect the brain. They cause large amounts of dopamine, a neurotransmitter that helps regulate our emotions, motivation and feelings of pleasure, to flood the brain and produce a “high.” Eventually, drugs can change how the brain works and interfere with a person’s ability to make choices, leading to intense cravings and compulsive drug use. Over time, this behavior can turn into a substance dependency, or drug addiction.</p> <p>Today, more than 7 million people suffer from an illicit drug disorder, and one in four deaths results from illicit drug use. In fact, more deaths, illnesses and disabilities are associated with drug abuse than any other preventable health condition. People suffering from drug and alcohol addiction also have a higher risk of unintentional injuries, accidents and domestic violence incidents.</p>
 <p><b>Hazal Bozyer</b> ERCICRSSH1905128</p>	<p><b>Three Generations Three Lives: Narrative Of The Daily Life In The Late Ottoman Empire-Early Turkish Republic</b></p> <p><b>Hazal Bozyer</b> Department of Turkish Language and Literature, Faculty of Letters, Istanbul 29 Mayıs University, Istanbul, Turkey</p> <p><b>Abstract</b></p> <p>This article examines the changes of daily life practice in narrative Three Generations Three Lives (Üç Nesil Üç Hayat) which is written by Late Ottoman Empire-Early Turkish Republic writer Refik Halid Karay.</p> <p>Social events which are experienced in the Sultan Abdülaziz, II. Abdülhamid and Republican Era, deeply affect everything (government, fashion, school and business life, cuisine culture, lifestyle habits, domesticity etc.)</p> <p>Radical changes in daily life which are affected by social events are examined in the article. Refik Halid Karay (1888-1965) who is a realist writer in Turkish Literature, interpret the change from three different generations.</p> <p>This article aims to debate a relationship between the practice of daily life in Turkish society and social events.</p>
<p><b>Sanchai Kiatsongchai</b> ERCICRSSH1905131</p>	<p><b>Value Creation Capability of Spa business in Thailand</b></p> <p><b>Sanchai Kiatsongchai, Ph.D.</b> Faculty of Management Science, Loei Rajabhat University, Mueang, Thailand</p> <p><b>ABSTRACT</b></p> <p>This research aimed at 1) studying the marketing leadership of spa business in Thailand, 2) studying the marketing experience of spa business in Thailand, 3) studying the resource readiness of spa business in Thailand, 4) studying the value creation capability of spa business in Thailand, and 5) exploring the causal relationship affecting the value creation capability of spa business in Thailand. This quantitative research collected the data by a questionnaire with 329 spa entrepreneurs as a</p>

	<p>sample size by Taro Yamane sampling size calculation from 1,836 spa businesses. A multiple stage sampling technique was adopted and 454 questionnaires were returned. The data were analyzed by frequency, percentage, mean, standard deviation, a multiple correlation analysis, and a multiple regression analysis.</p> <p>The results revealed that most respondents were female, 30-40 years old, single, undergraduate level, above 15 years of working experience, above 50,000 Baht income, and owners or managers. The spa business characteristics were mostly health spa, 11-15 years of operational duration, below 1,000,000 Baht registered capital, below 500,000 Baht annual revenue, below 10 hired staff, and no award winning. The marketing leadership, the marketing experience, and the resource readiness were practiced by spa businesses at high level. The hypothesis test exhibited that marketing experience had no positive effect because spa businesses require service quality and therapists' ability which need to be improved continuously; thus, a new knowledge is vital to create a value creation capability of the business.</p> <p><b>Keywords:</b> Value creation capability, Spa business, Marketing leadership, Marketing experience, Resource readiness</p>
<p>Ziteng Wang ERCICRSSH1905140</p>	<p><b>Linguistic Imperialism and its Influence in Hong Kong and Mainland China</b></p> <p>Ziteng Wang Worcester Academy, 81 Providence Street, Worcester, MA, 01604, USA</p> <p><b>Abstract</b></p> <p>Starting from the mid-19th century, linguistic imperialism has had an influence Hong Kong from different perspectives. Many factors caused the spread of the English language in Hong Kong which used to be the Crown Colony of the British Empire. Political and economic motivations had great impact on the linguistic expansion of English. The language in government and administration was changed from Chinese into English in order to expand a coterie of bureaucrats. Gradually the education system started to have English-language schools for the purpose of training more local English speakers for the bureaucracy. The political as well as economic benefits led to spread of the English language. After 1997, Hong Kong was no longer a British colony. However, linguistic imperialism still influence this area as well as the mainland of China and the English language still has a high status in the education system.</p> <p><b>Keywords:</b> Linguistic Imperialism, Hong Kong, British Colonialism, Education</p>
<p>Lolu Agbede ERCICRSSH1905143</p>	<p><b>Analysing Visual Culture in selected Pentecostal Church adverts in Nigeria: A Case Study</b></p> <p>Agbede, G.T. Doctoral Candidate, Department of Media, Language and communication, Durban University of Technology, South Africa</p> <p>Makombe, R. Mheta, G.</p> <p><b>Abstract</b></p> <p>The paper adopts a multimodal framework to analyse visual elements in Pentecostal church advertisements in Nigeria by analysing how linguistics and visual elements influence meaning in selected advertisements. The study focuses on billboards, posters and newspaper advertisements in Nigeria. The study is predicated on the assumption that the advent of modern technologies has brought about a visual turn wherein communication has become predominantly visual as opposed to textual-oriented. As such, communication and/or advertising media now resort to embedding meaning in visuals rather than just text. The importance of this in advertising is that most adverts blend language, visual images and other communicative elements and it is in this regard that the study wants to understand a multimodal analysis of Pentecostal church adverts. Using Roland Barthes' (1972) method of textual analysis, the linguistic and visual elements of the selected data were analysed in relation to the cultural context of church advertising. The study intends to employ a qualitative case-study approach to examine the language (written and visual) of church advertisements in Nigeria. The study found that the idea of prophet-centrism, population of congregation, biblical reference among others are popular amongst Nigerian churches' advertisements.</p>



Mingyu (Tina) Deng  
ERCICRSSH1905147

### Burqa Bans: Freedom of Expression vs. National Security

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#### Abstract

After France became the first European country to ban the public use of face-veils in 2011, other countries, including Austria, Belgium, and the Netherlands, followed suit, restricting clothing that completely obscures the face. In August of 2018, after Denmark adopted similar measures, a series of rallies against the controversial ban erupted in Copenhagen. Those who took to the streets advocated for freedom of religion and of expression, both of which, they argued, were curtailed by the offending law. According to the protestors, the ban aimed at Islamic female clothing, such as the burqa and niqab, violated citizens' freedom of expression. Opposing this liberal position, those who support the ban in Denmark argued that it was necessary to protect national security. Secondly, they contended that obscuring the face entirely was an obstacle to communication. The contest between these two points of view reveals an ongoing tension between public safety and personal freedom, two principle rights that the state must defend.

Although there are legitimate concerns that can be raised by those who wish to protect individual and religious liberty, I contend that countries should be allowed to ban face-covering veils. Two arguments support this position. The first derives from the theory of Utilitarianism and the second Social Contract theory. Framing this question in terms of a conflict between the right to free speech and national security, we can see that the greater good is served by the ban. Because governments must always act in a way that protects the largest number, the ban against face-covering veils falls in line with the mandate of the state.

To narrow the issue down, the paper will assume that the policies against face-covering veils are made solely based on national security concerns and that they are not motivated by any element of discrimination against certain religious groups. Although it is impossible to prove that every politician who supports the ban is free from ulterior motives, including religious intolerance, it is equally impossible to prove, on the whole, that they are inspired by such animus. For this reason, we shall set aside the question of discrimination and treat the ban according to its stated purpose. I will also set aside the previously-mentioned argument regarding communication, as it is merely an imposition of an outsider's view. Despite claims that are sometimes made to the contrary, there is hardly any reason to suppose that veil actually obstruct communication. Every person retains the right to determine whether he or she wishes to communicate face-to-face. Thus, the question comes down to a crux: the government plan to support public safety targets religious paraphernalia. Should the government violate parts of its citizens' freedom of expression in order to ensure national security for all citizens? As I argue, yes.



Tanya Desai  
ERCICRSSH1905150

### A Study of the YouTube Promotional Content of Amazon India and Flipkart to Understand their Agenda to create a User-Focused Brand

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#### Abstract

Digital media has grown to become a lot more than just a medium as it has evolved into one of the most powerful platforms evoking changes in behaviour of businesses and individuals. According to figures from Telecom Regulatory Authority of India (TRAI), the internet subscriber count in India has been estimated to grow at a rate of 70 percent by 2020, which indicates a rapidly growing consumer base. With an internet population this large, and only growing by the minute, the digital advertisement spends of companies is currently at a whopping Rs. 8,202 crore and is estimated to grow at a CAGR of 32 per cent. With this current trend, e-commerce has become one of the fastest growing businesses in India and the industry that leads in digital ad spends is the e-commerce industry at 30%. The top two e-commerce players in India are Amazon India and Flipkart. This paper aims to analyse the use and effectiveness of the audio visual medium on the digital platform by the companies at the forefront of e-commerce and their impact on viewers. The researcher intends to conduct the research by conducting intensive interviews as the research methodology.

<p>Mikaela Aishel Flores ERCICRSSH1905153</p>	<p><b>Keywords – E Commerce, Digital Marketing, Video Marketing, Amazon India, Flipkart</b></p> <p><b>The 3r's of Tourism: Reviews, Rankings and Recommendations</b></p> <p><b>Mikaela Aishel Flores</b> Basic Education Schools Department, Lorma Colleges, La Union, Philippines</p> <p><b>Melle Lorraine Soydon</b> Basic Education Schools Department, Lorma Colleges, La Union, Philippines</p> <p><b>Bianca Adrienne Carilla</b></p> <p><b>Abstract</b></p> <p>As tourism spawned huge opportunities and impact in today's world, the growth of new marketing of tourism emerges to the economy, intertwined with the new tourist destinations as an outcome of developed society. In relation to this, the 3r's of tourism, reviews, rankings and recommendations, plays a crucial role in boosting one's beliefs and perception on their next destination. Moreover, in the vast country of Philippines can be seen and heard the 3r's just around the corner. Herewith, this study explores more in Vigan, Ilocos Sur which has an endearing and worth knowing historical significance making use of semi-structured guided interview method. This locale was chosen as a point of analysis owing to fact that it is not only the location natural site but is culturally and historically significant to Filipino community. The evidence from this study implies that the tourists consider the visiting frequency, choosing reasons, linkages and upkeep, expectations, and perceptions as influencing factors. The emerging problems from the business consists lack of man power, inconvenience, and the unmet expectations from the tourists. Thus, the adaptive measures have been undertaken such as man power reinforcement, tourism awareness and tourism advancement. In conclusion, these factors are needed to tourist and owners as it beneficial to them and this paper sheds new light into identifying the influencing factors, analyzing the generating problems, and determining the adaptive measures being undertaken by tourism destinations as well as the tourists.</p> <p><b>Keyword: Authenticity; CMC (Computer Mediated Communication); Commercialization; Commodification; ICT (Information and communications technology); Expectation; Perception; TripAdvisor</b></p>
<p>Abhishree Khanna ERCICRSSH1905154</p>	<p><b>The Psychological Impact of Colour Usage in Bollywood Upon Audience: Studying Sanjay Leela Bhansali's Works</b></p> <p><b>Abhishree Khanna</b> Student of Psychology (B. A. Hons.,) Pandit Deendayal Petroleum University, PDPU Road, Gandhinagar, India</p> <p><b>Abstract</b></p> <p>Colour is found to be one of the most important visual experiences to human beings. When people associate colours to objects and spaces, colour symbolism comes into play, resulting in an emotional impact. A space where the two aspects - colour and emotion - come together is cinema. Movies contain emotional backdrop created by the storyline, the characters, and more; combining that with the aesthetic frames presented to the viewers can result in an overall enhancement of the emotional scaffolding created. In Bollywood, the largest sector of Indian cinema, Filmi music – soundtracks produced especially for the motion picture industry - accounts for 72 percent of the music net revenues generated. The Bollywood musical videos are a colorful feast in themselves, which are used generously by directors. One among such is Sanjay Leela Bhansali; a Bollywood director, producer, screenwriter and music director who is known for his huge set designs, cinematography and overall artistic perspective. This study identifies audience's emotional experience caused due to use of colours in specific songs of Sanjay Leela Bhansali movies. The understanding will take place via analysis of the questionnaire created to gauge emotional reception of the audience upon viewing the musical videos. Due to the powerful nature of colours, it can be predicted that they will play an essential role in emotional enhancement and general entertainment of the music videos. Should this study successfully portray the effective colours usage then directors, cinematographers, production designers, film theorists, film students among other can gain further applicable colour</p>

understanding. Thus allowing a more conscious and informed use of colours to better the audience connect with the movies' emotions, ultimately enhancing a visual experience for the viewers.  
Keywords: Colours, Emotion, Bollywood, Filmi, Sanjay Leela Bhansali



Rotimi Odudele  
ERCICRSSH1905156

**Building a Strong Nation Through Effective Christian Participation in Nigerian Politics: A Sociological Exegesis of Proverbs 29:2**

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**Abstract**

Nigeria as the giant of Africa, we are not yet a great nation in terms of general good in governance and knowledge economy, except in all manners of corruptions and irrational killings emanating from religious bigotry and political mediocrity. From the biblical point of view, Christians as light and salt of the world and people vested with the good news of salvation or liberation of the poor and captive, it is imperative that Christians should be involved in partisan politics and aspire to political leadership. The study employed inter-disciplinary method in the gathering of information. The work discovered that Christians have succeeded in many other areas of endeavours in this country and beyond, but not in the political terrain because they were discouraged from involving in partisan politics. So, there is the need to build a great nation through effective Christians' participation. In order to build a great nation, the Church that is the custodian of God's righteousness should rise up and participate. It is only at that point it can be said that we are moving forward. It is recommended that Christians must desist from considering partisan politics as a dirty game played by deprived minds and unfit for committed Christians. Hence, this paper focuses on how Christians can contribute their quota to bring about political stability and development in contemporary Nigeria.

Keywords: Building a strong nation, Effective Christian participation, Nigerian politics, Exegesis, Proverbs 29: 2.

Mantu Kumar Satyam  
ERCICRSSH1905159

**In INDIA Some Twenty New Remarkable Concepts/Research for Deprive Groups, Castes, Religions, Races Economic, Business Development to Explain Political and Self Pure Business Economics**

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**Abstract**

The political economy understand have essential highly important thing for deprive castes, groups, religions, races like cashless economy, agriculture development, by opposition and N.GO tough protest and assemble about 75% issue to solve in some 2-3 years till now we only 15%- 20% that's use castes races issue how solve, huge black money recover by unpractical jail system remove to more raid, unnecessary infrastructure(like road,), middle and small industry promotion with restriction large industry, reservation (job, loan) why legally valid, why general castes have to the not do more business expands e.t.c, all the problems to deprive castes, races, groups to development stop. Political economy is very important aspects, if its not solve by political fights not deprive castes possible develop.

Also sale the products have two main concepts watch it on shop, industry self castes races customer same amounts other castes races same amounts customer use or not use. Also flexible market total same number saturated number shops apply or not apply to purchase as customer awareness .

Keywords- Political ,economy, understand ,pure , two ,aspects ,tough , unpractical ,why



Jiahao Jiang  
ERCICRSSH1905160

**Effect of Mother-Father Relationship on Child's Mental Health and the Mediation Effect of Parent-Child Relationship**

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**Abstract**

**Background:** The importance of family environment on children's growth has been widely recognized. One critical part of children's growth is mental health. In this study, we evaluated the effect of mother-father relationship on child's mental health, and explored if the effect was mediated through parent-child relationship.

**Methods:** Data from China Education Panel Survey targeting Chinese junior high school students were used. Logistic regression analysis was used to examine the association between mother-father relationship and child's mental health. Mediation analysis was used to test if parent-child relationship was a mediator.

**Results:** We found that parent relationship positively affects child's mental health, with one-point higher mother-father relationship score associated with 0.66 times less likelihood of child having depression. 26% of the effect of was explained by parent-child relationship.

**Conclusion:** Mother-father relationship is positively related to child mental health. This association is partly mediated through effect of parent-child relationship.

**Future scope:** Future studies may explore other mechanisms of how mother-father relationship affects children's mental health.

**Keywords:** Mother-Father Relationship; Mental Health; Mediation Effect; Parent-Child Relationship

Dr Mohamed Saleh  
Rhouili  
ERCICRSSH1905162

**The Need for Activating Governance to Confront the Evolution of Bitcoin**

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Dr Mokhtar Abdellah MAAZOUZ  
Jouf University, Saudi Arabia

**Abstract**

The excesses and risks associated with the development of Bitcoins have led to the destabilization of political actors and central banks, posing a real threat to some economies, to use it just in the form of speculative investment and the emergence of bubbles in financial markets. In order to resist for this phenomenon, it is necessary to coordinate the various actors and secure their expectations, move towards better governance while opening up the systems of economic and social regulation and by undermining the role and use of Bitcoins for specific sectors and making their development limited by the confidence that will be granted with the reorganization of all the methods of financing default As well as possible tendencies to favor a barter or adopt it as a reliable alternative.

**Keywords:** Bitcoins, Governance, Regulation, Financial System.

Alshymaa Alharbi  
ERCICRSSH1905163

**Translation of Entertaining features in Harry Potter Series into Arabic**

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**Abstract**

This study investigates the translation of the well-known children's fantasy fiction series about Harry Potter, written by the English writer J.K. Rowling, into Arabic. It focuses on three books from the series, namely the second, Harry Potter and the Chamber of Secrets, the fifth, Harry Potter and the Order of the Phoenix and the seventh Harry Potter and the Deathly Hallows. The main aim of this study is to investigate how entertaining features presented were translated into Arabic. This issue is addressed by looking at specific linguistic aspects, which are idioms and neologisms. In addition, these two aspects have been chosen because they are thought to be challenging to child readers in terms of comprehension. In the light of this, the sub-aims of this work are to determine the translation strategies used to deal with idioms and neologisms to examine the use of

domestication or foreignisation. The model of analysis applied in this study includes a proposed typology of both idioms and neologisms. It is also based on Baker's (1992), Newmark's (1988), and Epstein's (2012) frameworks of translation strategies used with these two aspects. The study shows that paraphrase was the main strategy used to render idioms. In addition, the study shows that the translators tended to use domestication as the main approach with some cases of foreignisation in the translation of idioms. By comparison, neologisms were mainly transliterated, which resulted in foreignising this element. There are discrepancies between the translation of the second, and fifth and seventh book in the series regarding the extent to which the story was presented completely. The outcome of this study suggests that the foreignised features have led to Arab readers being able to enjoy the entertaining features of Harry Potter world, even though the meaning of original expressions is not always accessible. However, domesticated elements resulted in removing entertaining elements and offering neutral expressions.

**Keywords:** Children's Literature, Translation into Arabic, Harry Potter in Translation, Entertaining Features



**Nyarigoti Naom**  
ERCICRSSH1905165

**Lived Experiences and Achievement of Women with Higher Degrees in Kenya**

**Nyarigoti Naom**

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**Abstract**

A significant variation exists in the status of women across regions due to uneven socio-economic development and the cultural, religious and social formations on women's lives. Women's position, more especially in Africa, against that of the men's is one of general relegation, dictated by the forces of patriarchy. Women who go for the higher academic degrees do choose a hard path, in order to achieve fulfilling professional and personal lives. However their ability to realize them play out differently in terms of their experiences of meaningful work, professional accomplishments, opportunities for career growth, and compatibility of work and personal life. With specific reference to Kenya, this study explored perceptions, expectations and experiences of women with higher education qualifications (PhD) within the structures of the family, socio-economic, political, and cultural structures of the society. The study used mixed method approach utilizing both quantitative survey and qualitative research methods. Findings show that contrary to the expectations of most women, the challenges experienced during their doctoral studies do not end at their graduation. Though often not displayed openly because such learned people with high status and intellect always try to display confidence, the basis of the women's issue is still linked to gender stereotypes and old paradigms. Women academics struggle to navigate their careers in the male dominated culture. This is compounded by heavy domestic roles that have seen some women live in abusive relationships, as others have ended in divorce and separation.

**Druta Bhatt**  
ERCICRSSH1905166

**A Demographic analysis of the Rightist Vote: Brexit, Trump, Duterte, Modi**

**Druta Bhatt**

**Department of Social Sciences, Pandit Deendayal Petroleum University, Gandhinagar, India**

**Abstract**

The global rise of the right wing is apparent in terms of not only its wide spread presence but also its significant role as determinant of global politics. A very important characteristic of this contemporary trend is its populist, bottom – up nature. Thus, it becomes important to understand the civilian forces that guide this upsurge. After introducing the global trend and highlighting certain key features of the same, the research primarily analyses the fundamental drivers or the basic reasons that make particular sections of the demography sympathetic to the Right with reference to events that are mentioned further. These different undercurrents have been captured by formal democratic processes, the results of which have shaken the world. As representatives of the trend I have taken the following examples from different parts of the globe for a demographic analysis:

1. Brexit in United Kingdom
2. Election of Donald Trump in United States of America
3. Election of Narendra Modi in India

	<p><b>4. Election of Rodrigo Duterte in Philippines</b> Through determinants like age, economic status, race and educational qualification among others, the paper will elaborate upon what part of the population voted in favour of the Right in the aforementioned events and why. Any trend as a phenomenon can only sustain itself when backed by common fortunes, miseries and solutions; the upsurge of the Right being no exception. So, after treating the examples as independent occurrences while focusing on the polity, the Rightist nature of the event and the demographic analysis, a comparative study will follow that would not only identify the commonalities of all the four incidents but also try to compare and contrast between the eastern and western manifestation of this global trend.</p>
 <p><b>Joshua Marayag</b> ERCICRSSH1905169</p>	<p><b>Digital Tourism in the Context of the Summer Capital of the Philippines: Elements and Implications</b></p> <p><b>Joshua Abiezer Y. Marayag</b> Lorma Special Science High School, Lorma Basic Education Schools Urbiztondo, San Juan, Philippines</p> <p><b>Ma. Sophia Isabelle O. Gaspar</b> Lorma Special Science High School, Lorma Basic Education Schools Urbiztondo, San Juan, Philippines</p> <p><b>Abstract</b> As the time passes and culture is passed on to different generations, the elements of tourism diverse. With the prevalence of technology in our country, its citizens will have a better grasp of what tourism actually is. This paper tackled and delved deeper on how beneficially technology can affect and be the bridge to connect the gap between tourism and culture. In the modern era, technology is ever-evolving, and it can be a great enhancement or tool for boosting tourism especially through digital tourism. Whilst its social costs, both globalization and modernization cannot be ignored; digital tourism can transform the imagery and identity of a locality. The scholars used the method of semi-structured interviewing and analyzed their accumulated data through thematization for this phenomenological study. The researchers have identified the elements of Digital Tourism mainly focused on programs, technology and media. Meanwhile, the researchers also determined the implications of Digital Tourism to the locals, the tourists and the government. The following influences of Digital Tourism are also scrutinized by the researchers on culture and the development of the city. As a conclusion, the scholars have found out that Digital Tourism is firmly applicable to the City of Baguio and is adhered by tourists, locals and the government. <b>Keywords:</b> Tourism, Technology, Culture, Identity, Globalization <b>JEL Classification:</b> L 83, Z 10</p>
<p><b>Smail Sadek</b> ERCICRSSH1905171</p>	<p><b>The Relationship between Performance &amp; Physical Self-Description in Physical &amp; Sport Activities</b></p> <p><b>Sadek Smail</b> ISTAPS, Djilali Bounaama University, Khemis-Miliana, Algeria</p> <p><b>Chafia Mohammed Belkebir</b> Abither El Ghifari high school, Khemis Miliana, Algeria</p> <p><b>Introduction</b> 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.</p> <p><b>Method</b> <b>Participants:</b> A group of 120 young male high school students between the ages of 13 to 17. <b>Procedure and Task:</b> 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.</p> <p><b>Results</b></p>

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 Activities, Self-Esteem**

**Fatma Celik  
Tanriverdi  
ERCICRSSH1905175**

**The Effect of Life Satisfaction on Career Planning among University Students**

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**Research Assistant Fatma Celik Tanriverdi  
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**Abstract**

The most important period in terms of directing the career planning of individuals is the university years. Since the university has a great role in the identity building process of young people, it has been found in previous studies that individuals with sufficient life satisfaction in these years will be more successful in planning, taking responsibility, family and environment relations. There is no in-depth study of how life satisfaction interacts between career planning and various variables. In this context, the aim of this study is to examine the effects of university students' life satisfaction on career planning. In this research, semi-structured interview technique was applied from qualitative research methods. The sample of the study consists of 20 university students (10 female and 10 male) who are studying in Sociology, Mathematics and Literature departments of Duzce University in the 2018-2019 academic year. Thus, information about life satisfaction of university students was analyzed in terms of gender. According to the results of the research, it was revealed that the relationship between life satisfaction and future career planning of university students in terms of parameters such as gender, family, social environment, the role of participation of labor force.

**Keywords: Family; Happiness; Leisure Management; Quality of Life; Well-Being**



**Md Mostafizur  
Rahman  
ERCICRSSH1905177**

**Contradiction or Cohesion? Dynamics of the Social Integration Process of Migratory Industrial Workers in the Local Communities of Southwest Coastal Bangladesh**

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Assistant Professor, Development Studies Discipline, Khulna University, Bangladesh**

**Mahmud Uz Zaman  
Assistant Professor, Urban & Rural Planning Discipline, Khulna University, Bangladesh**

**Abstract**

After independence in 1971, Bangladesh has experienced a steep rise in industrialisation, especially on the peri-urban areas of major urban cores namely Dhaka, Chittagong, Khulna, and Rajshahi. People have started to migrate as industrial workers from the neighbouring regions of Khulna, which is the fourth largest urban area of Bangladesh, hoping to get relatively high paid jobs and gradually settle down adjacent to their working place. This paper explores the new kinds of social relationship and the transformation of institutions such as families caused by the huge influx of migratory industrial workers in the local communities. Based on availability and accessibility of information of the industrial workers, 5 seafood and shrimp processing industries were selected from Baghmara village and Char Rupsha village of Rupsha Upazila, Khulna. 14 face-to-face in-depth interviews were conducted to explore the aspects of social integration process namely contradictory aspects, transformative aspects, and adaptive aspects of migratory industrial workers.

Thematic analysis of the interviews have further recognised that three dimensions such as social, economic, and political play equally decisive role in shaping the new kinds of social connectivity as well as attitudes towards the industrial workers. This paper also shows that due to the lack of institutional approach of social integration by the industries as well as the local government organisations, social integration process remains an informal arrangement between the industrial workers and the local people that sometimes threatens the social integration process of the migratory industrial workers.

**Keywords:** Industrial Workers; Informal Arrangement; Seafood and Shrimp Processing Industries; Social Cohesion; and Social Change



Antwiwaa Nana  
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ERCICRSSH1905178

**The Futuristic Economy: Ai, Human Resource Extinction and Wealth Creation**

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**Abstract**

The future, they say; belongs to people who believe in the beauty of their dreams. The imagination of this beauty may only be an aspirational mirage if the future speeds faster than our thought. If you have ever used a navigation system app, a music streaming service or social platforms such as Facebook, WhatsApp and Wechat, you have been artificially intelligence. The evolution of Information Technology and Computer Engineering has travelled faster in the past few decades than we may have thought. Our daily life activities has been occupied with exploration of AI yet we have not recognized the opportunities surrounding such evolutions. In as much as human strategic, creative and rational thinking will outperform machines, it is as well an established fact that Machines can perform certain task easier, faster and efficient than human. The internet today has created the largest database in the world. McKinsey Global Institute suggests that by 2030, intelligent agents and robots could eliminate as much as 30 percent of the world's human labor. According to the report, automation will displace between 400 and 800 million jobs by 2030, requiring as many as 375 million people to switch job categories entirely. Practically, AI is taking over in every industry; banking, accounting, medical diagnosis, automobile, education and all aspects of engineering. The question is, how relevant will your educational certificate be in the next 10, 20 and 30years? For the medical students, AI are performing diagnosis and handling medications. Are we thinking of other alternatives to outperform AIs to create wealth in the next generation. It is no doubt that Artificial Intelligence (AI) will transform our world. Our generation must therefore be more conscious in making future decisions by considering the future of AI in our LIFE.

**Keywords:** Accounting, Artificial Intelligence, Human Resource, Extinction, Wealth Creation



Constance Kirker  
ERCICRSSH1905051

**From the Viewpoint of the Other: Valuing Coconut as a Sacred Symbol, Status Symbol, Souvenir and Super Food**

Constance Kirker

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**Abstract**

Viewed from the perspective of the "First World", coconut is an exotic and even exploitable import, while in predominantly "Third World" or "Developing" countries it is a staple, sustaining life itself. This interdisciplinary exploration draws from theories in economics, sociology, history, geography, and philosophy, each field of study providing various frameworks for determining how meaning,

memory and value are assigned and evolve, using the example of the coconut. A sacred and essential element of Hindu worship, the breaking of a coconut representing the breaking of ego, a prerequisite for the attainment of wisdom. Evidence suggests that Arab traders carried coconut shells overland to Europe as early as the first century where they were treated as rare valuable objects, decorated in precious metals, the possessions of popes and bishops, yet coconut souvenirs today are often considered inexpensive kitsch. The coconut palm has become an iconic image of Western notions of paradise, the smell and taste of coconut evoking scenes of serene beaches and blue skies. While coconut has long been integral to the human diet in the regions where it grows, in a world where people are ever searching for an elixir of longevity, coconut has increased value today as its reputation as a super food gains attention. As in the “Diamond and Water Paradox”, the coconut can house, cloth and nourish, and its value and meaning continue to evolve, through multiple lenses.  
Keywords: “The Other”, Interdisciplinary, Sacred, Value, Memory

Pascuala Migone  
ERCICRSSH1905059

**Intangible Cultural Heritage Policy and Community Participation: A Qualitative Comparison between Italy, Colombia and the Netherlands**

Pascuala Migone

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**Abstract**

During the last decades, the notion of Cultural Heritage has expanded beyond its focus on material dimensions to include intangible elements: practices, expressions and knowledge that are dynamic and constantly re-signified. Especially since the adoption of the 2003 UNESCO Convention for the Safeguarding of Intangible Cultural Heritage (ICH), a participative management -that fosters a central role to its practitioners- has acquired increasing relevance. Considering ICH is a relatively new concept in the field, systematic comparative studies on the implementation of the Convention and the development of ICH policies are scarce. In this context, Italy, the Netherlands and Colombia represent very different cases: while they are all very rich in ICH manifestations, their regulatory systems and approaches to ICH and community participation have their particularities. Aimed at contributing to a constructive academic discussion and the design of more inclusive and well-targeted public policies, the present study seeks to answer the following question: How is the safeguarding of ICH approached at the policy-level in Colombia, Italy and the Netherlands, from a participatory perspective?

The study was developed through a qualitative approach, including the review of each State’s ICH policy documents (with a focus on inventorying tools and references to participatory processes) and six in depth semi-structured interviews with ICH (one with a current or recently former government official, and one with an expert from the NGO sector for each country). Interviews were analyzed through manual open-ended coding.

Regarding the findings, community participation in the field emerged as a unanimously central aspect that has been positively promoted by the Convention. Concretely, more similarities were found between the Colombian and Dutch cases, where governments have focused on raising awareness on the social value of ICH and, especially, in strengthening capacities and supporting communities in the active safeguarding of their ICH. While there is still work to do, processes are more aligned with working not only with the communities, but from them, by developing inventories in a decentralized way that takes into account their specificities. In Italy, in turn, the Convention translated into important social changes –increasing the valorization of ICH and community empowerment- but didn’t lead to necessary institutional modifications: processes continue to be very centralized and technical, hindering an active engagement of the practitioners.

Concrete suggestions refer to the importance of permanently questioning and re-focusing the role of the State and promoting the development of ‘Wiki’ inventories and the role of mediation in fostering more participative processes. To the best of the author’s knowledge, there is no current case of completely ‘bottom-up’ procedure in the ICH safeguarding field. However, important advances have been made in promoting more participatory processes. Communities and ICH expressions are dynamic, and participatory policies aimed at projecting ICH into the future must recognize and integrate this in innovative ways. Further research should contrast these perspectives with other relevant stakeholders, especially ICH practitioners, but also NGO representatives at a more local

	<p>scale; in order to have a broader and deeper perspective. Keywords: Intangible Cultural Heritage, Participation, Policy</p>
<p><b>Dr. Hanan Bishara</b> ERCICRSSH1905108</p>	<p><b>Lesbianism: Is it a Punishment or an Escape? The Saudi Arabian Novelist Seba Al-Herz in her Novel "The Others" as a Sample</b></p> <p><b>Dr. Hanan Bishara</b> Department of Arabic Language and Literature, The Academic Arab College for Education, Haifa, Israel</p> <p><b>Abstract</b> World Literature has witnessed the appearance of lots of physical novels that focus on the experiences of the 'body' and deal with sexual themes. In their historical context, these novels represent a protest against the social moral values and search for alternative ones. Among these novels are Lady Chatterley's Lover, Anna Karenina, and Madame Bovary. In Arabic Literature, the Egyptian writer Ihsan Abd al-Qudous put down the foundation for this type of fiction. Literature has developed, breaking the barrier of taboos and adopting different forms fiction. Novelists in the Arab world often derive their thoughts from society and highlight its problems, using the novel as a vehicle. The novel has entered the unseen aspects of society through penetration of its envelopes, reaching the nucleus of its structure as a revealer, critic, reformer and a diagnostic tool. One of the controversial issues, whose red lines literature has crossed, is the issue of Sex, which exists in every human being, between males and females, and exists as an abnormal relationship between females, and between males. The Arabic novel has entered the taboos of Sex and dealt with them from within as an adventure that is still in its beginning stages despite the numerous significant contributions. Recently, the Saudi Arabian women writers broke the barriers of taboos and dealt with the problems that they confront as women in the Kingdom by employing the themes of Sex, Body, and other Taboo issues, which led to their accusation of being cheap and trying to draw attention to themselves by exploiting these daring subjects and gain a large number of readers. Actually, the Saudi Arabian novelists exposed new phenomena about the conservative Saudi Arabian society and broke the stereotypical image of the Saudi conservative woman.</p>
<p><b>Sanjana Shah</b> ERCICRSSH1905124</p>	<p><b>The Effect of Gender Inequality in Marriage on Raising Children in India</b></p> <p><b>Sanjana Shah</b> Department of Psychology, Pandit Deendayal Petroleum University, Ahmedabad, India</p> <p><b>Nirja Mistry</b> Pandit Deendayal Petroleum University, Ahmedabad, India</p> <p><b>Abstract</b> Marriage is the fundamental building block of all human civilization. Like it has been known India is a patriarchal society, The male dominates the family as well as the major decisions that are taken on a regular basis. After the birth of a child; females are made to believe that their dreams to study further or earn independently are taken away forever whereas it does not work the same way for a man. Marriage exists to bring a man and a woman together as husband and wife to be father and mother to any children their union produces, keeping in consideration that a child needs both equally. There is no such thing as "parenting." There is mothering, and there is fathering, and children do best with both if they are in equal proportion. Understanding that a child needs both mothering and fathering when in a society like India there is less fathering and excess of mothering that does not work well for the child or between the parents. Unfortunately, this leads to a decline not only the parent-child relationship but also the husband-wife equation. This is mainly where gender inequality plays a major role. This research focuses on the aspect of gender inequality in marriage and its impact on raising of children in Indian society. This inequality plays a major role in day to day lives of every married man and woman. The tool marriage adjustment inventory by Kumar and Rohatgi developed in the year 1976 is used for this particular research. Random stratified sampling has been used to collect the data from the population of Ahmedabad city of Gujarat, India. The findings of the study will be analyzed using the statistical instruments through</p>

	<p>excel upon collection of the final data. Keywords: Mothering, Fathering, Inequality, Gender, Parenting, Marriage</p>
<p>Nirja Mistry ERCICRSSH1905125</p>	<p><b>Quality of Life: A Study on Religious Perspectives of Different Communities</b></p> <p>Nirja Mistry Department of Psychology, Pandit Deendayal Petroleum University, Ahmedabad, India</p> <p><b>Abstract</b> Different religions have different beliefs, practices, rules and regulations. In Indian context, religion even defines a person's characteristics and shapes his personality, sometimes leading to false notion of placing one's religion above others, or religious prejudice. India is a diverse country and has people residing all over the following many religions, the major ones being Hinduism and Islam. Even with the vast difference in the percentage of people practising these religions, there has always been a rift between the people following them, given the history of India's independence. With time, bias and prejudice have decreased to some extent but still many cases of violence and discrimination arise in society due to the conflict between Hindus and Muslims. This research study focuses on analyzing the quality of life of people following these two religions based on their prejudice towards each other. Religious prejudice affects the everyday life of people to some extent as social interaction is one of the defining features of civilization. Two scales have been used for this research, Prejudice Scale by Dr R.L.Bharadwaj and Dr Harish Sharma (2006) and Quality of life Scale by B.L.Dubey and Padma Dwivedi (2009). The random sampling method was used to collect data from the population of Ahmedabad city of Gujarat, India. The findings of the study will be analyzed using the statistical tools through Excel upon collecting the final data. Keywords: Religious prejudice, Quality of life, Hindu, Muslim</p>
<p>Mahdieh Rostami ERCICRSSH1905149</p>	<p><b>Linking Empowerment and High-Performance Working Systems to Organizational Performance: Mediating Role of Organizational Commitment</b></p> <p>Mahdieh Rostami Faculty of Marketing, Islamic Azad University, Kashan Branch, Iran</p> <p>Alireza Ghahtarani Faculty of Industrial and systems Engineering, Tarbiat Modares University, Tehran, Iran</p> <p><b>Abstract</b> This research investigates the relationship between high-performance work system, empowerment, and teamwork to organizational performance. Researchers consider this relationship separately. However, there is a research gap to consider all those variables in a model. Moreover, this paper uses organizational commitment as a mediating variable. This paper, for the first time, considers organizational commitment as a mediating variable. Moreover, it delineated the relationship between high-performance work systems, empowerment, and teamwork effort, which was a black box in human resource management. It, also, provides theoretical and empirical grounds for managerial prescriptions for improving organizational performance. Structural equation modeling was used for analyzing the data. Data are collected from the Tehran Communication Company. The sample size is 317. Additionally, SPSS and PLS software were used to analyze the results. The results of this research show that high-performance work systems and employee empowerment and the development of teamwork skills in employees can create a commitment to employees because the implementation of these three factors in terms of technical skills, motivation, and in the work environment can create a decent space for employees. Finally, based on the results of this research, the organizational commitment enhances the performance of the organization. Keywords: Employee Empowerment, High-Performance Work Systems, Organizational Commitment, Organizational Performance, Teamwork.</p>



Norlyziah Binti Ali Hussein  
ERCICRSSH1905151

The Application of Iziigrid in Facilitating Students' Mastery of the Geographic Grid Among in Malaysian Secondary Education

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Abstract

The goal of this study was to examine the effectiveness of an innovative teaching material known as "IziiGrid" in enabling students to master geographic grid which was one of the most important topics. There were two purposes are state the reference of the six grids in identifying a particular location using geographic grid and Improve students' understanding on how to use geographic grid more efficiently. The study was conducted on an intact class of 20 students at a secondary school in Kota Kinabalu, Sabah, Malaysia. The target group for this research was a group of students aged 15 and 16-year-old who studied geography at SANZAC secondary school in Kota Kinabalu. There were 20 students who were involved in this study and their academic performance was categorized as average and novice and these students required support and assistance from the teachers in order to improve their academic performance. The teaching material "IziiGrid" was designed from two rulers embedded with patterns that allowed students to locate geographic grid on a map or globe precisely. The students were taught on how to use this material and their performance was evaluated through pre-test and post-test. The results showed that all 20 students improved their performance by achieving the highest grade in the post-test when initially 19 of them failed the test prior to the intervention. The findings implied that 'IziiGrid' is effective in facilitating students' mastery of geographic grid and deepen their understanding of its importance. Thus, this innovation can be used widely to teach this topic. "IziiGrid" is an effective material in enhancing students' understanding of the practical concept of geographic grid in finding locations. That enabled students to experience hands-on learning than mere conceptual techniques they had to use without the assistance of any tangible material.

Keywords: Iziigrid, Geographic Grid, Geography, Improved

Yukitada Shimamura  
ERCICRSSH1905152

A Study on the Japanese Sencha Tea Room in early modern Japan: Focusing on Ray San'yō's "Sanshisuimeisho"

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Abstract

Kyoto is often called the place of "Sanshisuimei (山紫水明: Purple mountains and shining water)." This word, which represents the beautiful scenery of Kyoto at twilight, was created by Ray San'yō (頼山陽, 1781-1832). He was a literati in the late Edo period and became famous as the author of Nihon Gaishi (『日本外史』: The unofficial historical book on Japan)." In his later years, San'yō lived beside the Kamo River, which flows on the east side of Kyoto city, and built a "Sanshisuimei-sho (山紫水明処)" in his garden.

Until now "Sanshisuimei-sho" was considered as a type of study. However, in my presentation, I will regard it as one of the earliest sencha-tea rooms because San'yō was a sencha-tea master. He welcomed his literati colleagues to this room and served sencha tea in there. I will indicate its significance as a sencha-tea room by reading his poems and letters. In addition, I will demonstrate its impact on the generations that followed San'yō.

Keywords: Japanese Sencha Culture, Sencha-Tea Room, Ray San'yō, Literati

Haozhe(Kevin) Zhang  
ERCICRSSH1905155

Differences in the Impact of Financial Crisis on Employment by Education Level

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Abstract

Background: The financial crisis of year 2007-2008 has been considered as the worst financial crisis since the Great Depression of the 1930s. One major consequence from it was decreased employment. This study aimed to evaluate if the impact of the 2007-2008 financial crisis on employment differed

	<p>by education level in the United States.  <b>Methods:</b> Data from the National Health and Nutrition Examination Survey (NHANES) was used. Employment rates before-crisis and after-crisis in each stratum of education were compared by calculating absolute and relative changes, as well as Logistic regression analysis.  <b>Results:</b> The national employment rate was 57% in year 2005-2006 and decreased to 52% in year 2009-2010 after the financial crisis. Both descriptive analysis and Logistic regression analysis indicated that employment rate changes were small and not statistically significant among people with high school education or less, while among people with college or higher education, the changes were larger and statistically significant.  <b>Conclusion:</b> It can be concluded that the negative impact of financial crisis on employment was greater among more-educated people.  <b>Future Scope:</b> Future research can study how to reduce effect of financial crisis on population to the largest extent.  <b>Keywords:</b> Financial Crisis of 2007-2008; Employment; Education</p>
<p>Chao Gu ERCICRSSH1905170</p>	<p><b>An Exploration on List of Dimensions and Relation Schema of Mobile Interactive Video Advertising</b></p> <p style="text-align: center;"><b>Chao Gu</b> Department of Media Design, Tatung University, Taipei, Taiwan</p> <p style="text-align: center;"><b>Shuyuan Lin</b> Department of Media Design, Tatung University, Taipei, Taiwan</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Interactive video ads combine interactive elements based on traditional video ads, making it possible to present the content for advertising purposes in various ways. As technology evolves, such advertising medium is increasingly used as a common means of communication in business activities. Interactive video ads have multiple media vehicles. The present study focuses on mobile interactive video ads. Efforts were made to investigate the important dimensions of mobile interactive video ads and their relation schema. Such methods as literature review, expert interviews and focus group meetings of experts were used for investigation. The qualitative data was obtained and then analyzed in accordance with the grounded theory. At last, a list of important dimensions of mobile interactive video ads was proposed, and their relationship was outlined. On the one hand, the findings lay a foundation for other researches in the future by mining and enumerating the important dimensions of mobile interactive video ads. On the other hand, the proposed relation schema can provide a theoretical reference for designers in actual design and production of mobile interactive video ads. In the future, the quality of the proposed theoretical framework can be further verified and improved through quantitative research.</p> <p><b>Keywords:</b> Mobile Phone, Interactive Video Advertising, Interactive, Advertising</p>
<p>Dr Hallouch Nadjouia ERCICRSSH1905176</p>	<p style="text-align: center;"><b>Bridging the Barriers in British Culture</b></p> <p style="text-align: center;"><b>Dr Hallouch Nadjouia</b> University of Sidi-Bel-Abbes, Sidi Bel Abbs, Algeria</p> <p style="text-align: center;"><b>Abstract</b></p> <p>There is a general observation among officials that the conflict between cultures has been dramatically increasing. This can be related to a whole set of reasons including: cultural unawareness, prejudice, the ignorance of differences in values, norms and beliefs and the media. It is not the scope of this paper to examine all of them.</p> <p>The module of British culture is included in the curriculum at the departments of English in the Algerian universities from the first year. Many students think that in the course of British culture, the teacher is the only performer whose duty is to give them information about the target culture. Teaching British culture does not require from the teacher transmitting only information but developing positive attitudes, skills and awareness of values of this culture. The questions which are raised here are: are we as teachers of British culture preparing our students for a successful intercultural communication? Are we creating the conditions for our students to develop their cultural awareness? This research paper was carried out through a questionnaire applied to second year students in British culture in particular to assess their cultural awareness. It focusses on the</p>

	<p>role of the teacher in helping students bridging the barriers and enabling them to interact successfully with people from other cultures. Keywords: Culture, Prejudice, Values, Cultural Awareness, Communicative Competence</p>
<p>Dr. Maria Angelina ERCICRSSH1905099</p>	<p style="text-align: center;"><b>The Historical Development of Dyadic Attunement in Psychotherapy</b></p> <p style="text-align: center;">Dr. Maria Angelina Department of Counselling Services, Kwantlen Polytechnic University, Vancouver, BC, Canada</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Our contemporary understanding of dyadic attunement in psychotherapy has resulted from the confluence of three areas of inquiry: infant development research, theories of psychotherapy, and affective neuroscience. In particular, our current understanding of attunement has been the result of significant historical changes in paradigms in these three areas. These shifts in paradigms were: (a) infant development theory moved from viewing the infant as a blank slate to focusing on intersubjectivity as constituting the psychical world of the infant (e.g., Trevarthen, 1979; Tronick, Als, &amp; Adamson, 1979; Tronick &amp; Cohn, 1989; Stern, 1985); (b) the phenomena of psychotherapeutic change were transposed from the intrapsychic experience of the individual to the relational context of the therapist/client dyad (Mitchell &amp; Black, 1995); and (c) research in affective neuroscience prompted a movement away from cognitive models of psychotherapy to affective models (Fosha, Siegel, &amp; Soloman, 2009). This presentation first elucidates the relevant infant development research that has investigated the notion of intersubjectivity between infant and caregiver and that provided the backdrop for Stern's (1985) widely adopted theory of affect attunement. While clinicians such as Bowlby (1973, 1980) and Winnicott (1965) long asserted that the role of the therapist is similar to the role of a caring and responsive caregiver, more recently, the attachment and affective regulatory relationship between infant/caregiver has been applied with augmented clarity to explicate similar attachment processes within the adult therapist/client dyad (e.g., Fosha, 2000; Lipton &amp; Fosha, 2011; Schore, 1994; Siegal, 1999). Subsequently, I delineate the origins of dyadic attunement within various lineages of psychotherapy: object relations theory, attachment theory, human experiential psychotherapy, and the therapeutic alliance. Finally, I discuss the influence of affective neuroscience on the notion of dyadic attunement and its application in contemporary attachment and emotion focused psychotherapies (e.g., Elliot et al., 2009; Fosha, 2000; Johnson, 2009).</p>
<p>Enbei Zhang ERCICRSSH1905182</p>	<p style="text-align: center;"><b>Parental Involvement in Childrens Education: Component Structure and Relationship with Childrens Academic Performance</b></p> <p style="text-align: center;">Enbei Zhang The Hill School, Pottstown, Pennsylvania</p> <p style="text-align: center;"><b>Abstract</b></p> <p><b>Background:</b> Parental involvement in children's education has become an increasingly significant issue in modern society. Previous studies have suggested that parental involvements are positively related with children's academic performance.</p> <p><b>Methods:</b> This study examined major components of parental involvement in education and their association with children's academic performance by analyzing data from NHES (National Household Education Surveys) in 2016. Principal components analysis and structural equation modeling were used to explore confirm the component structure. Logistic regression modeling was conducted to evaluate relationship between parental involvement and children's academic performance.</p> <p><b>Results:</b> Parental involvement in children's education consists of five dimensions: Involvement in school events, Involvement in homework, Involvement in individual/academic activities, Involvement in group/outdoor activities, and Involvement in formal education. Based on the logistic regression model, majority of parental involvement variables are positively associated with children's good academic performance.</p> <p><b>Conclusion:</b> Parental involvement in children's education includes five dimensions and is largely positively related to children's academic achievements.</p> <p><b>Future scope:</b> future research may study how to increase parental involvement in children's education so that children's academic performance will be improved.</p>

<p><b>Yiyang Yan</b> ERCICRSSH1905183</p>	<p style="text-align: center;"><b>Online Survey: Uncovering the Factors that Cause Depression</b></p> <p style="text-align: center;">Yiyang Yan Viewpoint School, Calabasas, California, USA</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Contemporary society is complex as people compete for limited resources. When this happens, stress can build up in our bodies, causing depression, which is one of the most dangerous and most powerful diseases in the world. The following study assesses the relationship between depression and its possible factors. An online survey was conducted in September 2018 and reached over 250 people of all ages in both the United States and China. On the questionnaire, participants were asked general information regarding themselves as well as a set of questions developed by the Goldberg Depression Inventory to assess the possibility of developing depression. Multiple analysis techniques were performed such as t-tests and chi-square tests with the individuals' responses, and a logistic regression model was consequently built. Results strongly suggest that the increased use of the internet can cause depressive symptoms. Other aspects such as age, gender, and physical activity also enhance specific groups likelihood of experiencing depression. As more evidence and studies emerge, providing the public with specific ways to recognize this disorder, individuals should be more aware of their emotions, especially when they identify themselves in a susceptible group. <b>Keywords:</b> Depression, Internet, Big Data, Logistic Regression, Chi-Square Test, T-Test, ANOVA Test</p>
<p><b>Adebukola O. Dagunduro</b> ERCICRSSH1905184</p>	<p style="text-align: center;"><b>Persistent Inequality in the Academia: Perceived Effects of Gender on Employability</b></p> <p style="text-align: center;">Adebukola O. Dagunduro Sociology Department, Faculty of the Social the Social Sciences, University of Ibadan, Ibadan, Nigeria</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Despite significant increase in educational attainment of women, a survey of selected public universities in Nigeria revealed that there is gender imbalance in the constitution of the faculty members, a reflection of the formal sector employment with the weight tilting disproportionately against women. This paper therefore aims to review the issues regarding gender and employment in Nigerian public universities and to clarify the roles of policy makers in ensuring equal opportunity for all regardless of gender. Guided by radical feminist approach, the paper examines the factors that have brought about the wide disparity in employment ratio and the effects on women's employability and career advancement in the Academia. Using qualitative approach, Data was obtained through structured In-depth interviews of women in academia and through secondary sources like journals, books, newspapers and internet sources. The paper argues that employment systems are not favorable to women in Nigerian public universities despite their academic attainments. The paper finds that false perceptions of women, gender segregation in the employment processes and the social and systemic practices in Nigerian Academic Sector serve as obstacles to employability of women in Academia. The paper concludes that women are untapped resources grossly underrepresented in decision making processes in the Nigerian academic community and in the society at large. The paper recommends a review of all discriminatory practices against female job seekers in the academia and full implementation of gender policies in order to ensure a sustainable development in the Nigerian educational sector. <b>Keywords:</b> Academia, Career advancement, Employability</p>
<p><b>Yizhe Chen</b> ERCICRSSH1905185</p>	<p style="text-align: center;"><b>Can use of internet help to relieve depression?</b></p> <p style="text-align: center;">Yizhe Chen Hangzhou Foreign Languages School, China Hangzhou Foreign Languages School, Hangzhou, China</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Depression is a very serious problem in our modern society. It can influence people negatively in many areas. Although many scientists are trying to find efficient ways to deal with depression, there is still no final conclusions yet. Using data from China Health and Retirement Longitudinal Study</p>

	<p>(CHARLS), this study shows that in China, internet use among the older people (aged 45 and above) helps to relieve their depression symptoms. Combining this finding with the steadily growing cellphone use, this suggests that developing specially APPs for the older people to smart phones can help combat depression in China. Other ways to reach rural population via the internet can also be powerful tools to help with depression.</p> <p><b>Keywords:</b> Internet Use, Depression, Older People, Health, Welfare, Well-Being</p>
<p><b>Goldame Yapit</b> <b>ERCICRSSH1905186</b></p>	<p><b>The Interplay between arts and waste management, A Phenomenological Study</b></p> <p><b>Goldame Yapit</b> <b>Lorma Colleges Basic Education Schools, Urbiztondo San Juan La Union, Philippines</b></p> <p><b>Abstract</b></p> <p>Many economically developing countries produced more waste for as a country develops, the level of consumption also increases which causes the diminution of proper waste control because of the continuous production of wastes. Waste management liabilities stated that waste management practices, knowledge and awareness differs by sex, class, and age of the students. In general, the cooperation of communities and government is really important to minimize the effects of poor waste management of our community which encouraged the government implementing rules which creates creating necessary institutional mechanisms and incentives, declaring certain acts prohibited and providing penalties and appropriating funds. Our main research problem is; What are the challenges in the implementation of proper waste management. This research is a phenomenological research. Our participants are the artists of the Ililikha Artist village. Baguio experienced waste management problems because some people did not cooperate with the laws because of use of technology and their level of participation. People can contribute in creating a sustainable environment by creating advocacies that can help minimize waste or by understanding the concept of upcycling. The artists of the said village recycled waste to create something more beautiful that could lessen wastes. Our research could serve as a basis for the future researches so that they would not have much trouble in understanding waste management. It could also give the future researchers a head start on what to do and serve as a convenient guide. It could give them a clearer comprehension of Waste Management.</p> <p><b>Keywords:</b> Waste, Education, Liability, Upcycling, Utilization</p>
<p><b>Ivan Leonardo Garzon Hernandez</b> <b>ERCICRSSH1905187</b></p>	<p><b>The power of history: The cult of historical leaders in contemporary history. The cases of Turkey and Colombia</b></p> <p><b>Ivan Leonardo Garzon Hernandez</b> <b>Postgraduate Institute, Ankara Haci Bayram Veli Universities, Ankara, Turkey</b></p> <p><b>Abstract</b></p> <p>History has power. It can give legitimacy to an argument, raise the most dissimilar flags and mobilize millions of people. History is not only taught in schools, nor is it treated as any signature, in each country there seems to be a sacralization of its own history, a cult to it (which of course varies depending on the country), and as a result monuments are built , huge celebrations are held and images of battles or leaders are praised, etc.</p> <p>In this article I want to determine how these cults are established and I shall do so starting with their most visible characters, in this case the founders of each of the republics studied, namely, Mustafa Kemal Atatürk in Turkey and Simon Bolívar in Colombia. The research was conducted in historical perspective, that is, I shall determine at what point in history the cults are established, who promotes them, why they do it and of course how these cults change over time, all this to finally make a comparison of both cases. It is worth clarifying that it is not a biographical comparison or the political ideas of both leaders, in simpler words; it is a comparative history of how societies exalt and celebrate the founders of their republics.</p> <p>Although I am aware of the times and the geographies to investigate are obviously different, I believe that research can shed light on how we relate to history as societies, this should help us to become aware of the public and political character of history, of how much history overflows the walls of the academy.</p> <p><b>Keywords:</b> Cult of History, Historic Leaders, Simon Bolivar, Ataturk, Public Use of History</p>

<p><b>Frederick Appiah Afriyie</b> ERCICRSSH1905189</p>	<p><b>Anatomy of the Sinful Siamese Twins of Africa: A Comparative Inquisition of Boko Haram and Al-Shabab</b></p> <p><b>Frederick Appiah Afriyie</b> Faculty of Law, Zhongnan University of Economics and Law, Wuhan, China</p> <p><b>Abstract</b></p> <p>It is an open knowledge and apparently a truism that the activities of terrorist movements like the Boko haram and the Al-Shabab in recent times have dealt a hefty blow to not only the collective stability of the African continent, but also, its multi-pronged socio-economic fortunes. The ensuing debacles and the varying inundating levels of ignominy and infamy wreaked on the Africa has spontaneously elicited reactions from both state and non-state actors over the years. Though steady progress has been made in this regard, the swinging and vacillating strategies of the sect to adopting unconventional stratagems to carrying out domestic and transnational attacks leaves much to be desired. Relying on secondary data - literatures, this study undertakes a comparative analysis of the Boko haram and Al-Shabab. Through a review of existing documents, it argues in line with policy ramifications that, in as much as policy homogeneity may be essential, and perhaps an available sine qua non option to be relied on in the quest for the fight against these anti-social incendiary sects. In conclusion, the research equally entreats a neck turn consideration of experimenting individual country specific policy options as a way to fight terrorism- all within a much stronger broader international community framework. Until this is considered, terrorism may remain an albatross around the neck of Africa, and the international community whiles the fight becomes a façade hovering around like an apparition.</p> <p><b>Keywords:</b> Anatomy, Sub-Saharan Africa, Boko Haram, Al-Shabab, Comparative inquisition</p>
<p><b>Zheng Huang</b> ERCICRSSH1905190</p>	<p><b>Developer's Attitude toward the Future of Artificial Intelligence</b></p> <p><b>Zheng Huang</b> Hangzhou Foreign Language School, Hangzhou, Zhejiang, China</p> <p><b>Abstract</b></p> <p><b>Aim:</b> This study aims to build a predictive model for developers' attitude toward the future of artificial intelligence (AI) using artificial neural network and compare its performance to logistic regression model.</p> <p><b>Methods:</b> A public database was used in this study. All the participants who were eligible were randomly assigned into 2 groups: training sample and testing sample. Two models were built using training sample: artificial neural network and logistic regression. We used these two models to predict the risk of fear to discuss mental health issue with employers in the testing sample. Receiver operating characteristic (ROC) were calculated and compared for these two models for their discrimination capability for these two models.</p> <p><b>Results:</b> A total of 49800 (79.4%) developers out of 62699 was more excited about the future of AI than worried about the danger of the AI.</p> <p>According to the logistic regression, the significant predictors of developers' attitude toward the future of AI were if the developer coded as a hobby, if the developer on open source projects, years of coding, and years of coding as profession, and job satisfaction. According to this neural network, the most important predictors were students, years of coding as a profession, USA, coding as hobby and years of coding.</p> <p>For the training sample, the ROC was 0.55 for the Logistic regression and 0.56 for the artificial neural network. In the testing sample, the ROC was 0.54 for the Logistic regression and 0.53 for the artificial neural network.</p> <p><b>Conclusions:</b> This study identified the potential predictors for developers' attitude toward the future of AI, for example, years of coding.</p>
<p><b>Haozhe(Kevin) Zhang</b> YRICRSSH1905051</p>	<p><b>Differences in the impact of financial crisis on employment by education level</b></p> <p><b>Haozhe (Kevin) Zhang</b> The Shipley School, Pennsylvania, USA</p> <p><b>Abstract</b></p>

**Background:** The financial crisis of year 2007–2008 has been considered as the worst financial crisis since the Great Depression of the 1930s. One major consequence from it was decreased employment. This study aimed to evaluate if the impact of the 2007-2008 financial crisis on employment differed by education level in the United States. **Methods:** Data from the National Health and Nutrition Examination Survey (NHANES) was used. Employment rates before-crisis and after-crisis in each stratum of education were compared by calculating absolute and relative changes, as well as Logistic regression analysis. **Results:** The national employment rate was 57% in year 2005-2006 and decreased to 52% in year 2009-2010 after the financial crisis. Both descriptive analysis and Logistic regression analysis indicated that employment rate changes were small and not statistically significant among people with high school education or less, while among people with college or higher education, the changes were larger and statistically significant. **Conclusion:** It can be concluded that the negative impact of financial crisis on employment was greater among more-educated people.

**Keywords:** Financial Crisis of 2007-2008, Employment, Education

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## Upcoming Conferences

<https://eurasiaresearch.org/sshra>

- 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
- Hong Kong – International Conference on Social Science & Humanities (ICSSH), 24-25 September 2019
- 2019 – XIXth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), September 25 – 26, Hong Kong
- 4th Dubai – International Conference on Social Science & Humanities (ICSSH), 07-08 October 2019

- 2019 – XXth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), October 08-09, Dubai
- 2nd Prague – International Conference on Social Science & Humanities (ICSSH), 15-16 October 2019
- 2019 – XXIst International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), Oct 16-17, Prague
- 4th Bangkok – International Conference on Social Science & Humanities (ICSSH), 15-16 October 2019
- 2019 – XXII International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), Oct 16-17, Bangkok

