Conference Proceedings

15 – 16 November 2018

Conference Venue
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Email: convener@eurasiaresearch.info

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Preface:

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Our mission is to make continuous efforts in transforming the lives of people around the world through education, application of research & innovative ideas.
KEYNOTE SPEAKER

Seetha Sagaran

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

Seetha Sagaran is a Motivational Speaker, Personal Development Training Professional, and Lifestyle Consultant. After having lived in Dubai for more than 30 years, she admires the fact that today Dubai is an Inspiration for not just the Middle East but for the whole world. Winner of the Global Training & Leadership Development Award – 2017, she has a degree in Psychology, a Post Graduate Degree in English, a Post Graduate Diploma in Guidance & Counselling, and is a Certified Professional Behavioral Analyst (CPBA).

A certified Hypnotherapist specialized in the Gastric Mind Band Technique and Hypnotherapy Techniques with Children and a Metaphor Therapist, she also has a Diploma in Teaching Children with Special Needs, U.K. She is a member of The National Federation of NeuroLinguistic Programming (NFNLP), U.S.A, The Institute of Counselling, U.K. and a member of Toastmasters International, U.S.A. Her unique and creative training workshops and programs have an emphasis on the development of Communication & Leadership skills, principles of Psychology, Counselling, and Hypnotherapy. Seetha has promoted awareness of quality, in behavioral and environmental contexts, with respect to human resources skills, to train personnel from Corporate, Educational and Social Service organizations in U.A.E, India, and Seychelles.
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<th>Dr Pravin Baviskar ERCICBELLP1804052</th>
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<td><strong>Effect of Violent television serial on Physical, Verbal &amp; Hostility among Adolescents</strong></td>
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<tr>
<td>Dr Pravin Baviskar</td>
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<tr>
<td>Dept Of Psychology, Dr A.G.D. Bendale Womens College, Jalgaon, North Maharashtra University, India</td>
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<tr>
<td><strong>Abstract</strong></td>
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<td>Present research study investigated possible relationships between television serial and aggressive factor within a society. Research evidence from aggression related social learning theories claiming associations between television serial type and physical, verbal and hostility characterized by unequal cell sizes of data. Present research study predicted that compared to those with other television serials types and aggressive factors would be correlated with more aggressiveness. A main effect for gender on aggression and an interaction effect for gender and television serials on aggression were also predicted. Participants comprised a purposive sample of viewing television serial - 80 males and 80 females. Forty males and 40 females from each of the two types of television serials were included in the final analysis. An aggression questionnaire developed by Buss &amp; Perry Test Revised were administered. ANOVA results showed that the combined dependent variables were significantly affected by television serials &amp; gender. Its relationship between television serials and aggression is supported by this study. Methodology of research studies is implications of the findings considered.</td>
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<td><strong>Keywords</strong> – Aggression, television serials &amp; adolescents</td>
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<td><strong>Muted Melancholy of Women: An Insight into Nandini Sahua &quot;The Other Voice&quot;</strong></td>
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<td>Dr Janatha Kumari</td>
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<tr>
<td>Department of English and Research Centre, Sree Ayyappa College for Women, Nagercoil, Tamil Nadu, India</td>
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<td><strong>Abstract</strong></td>
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<td>Nandini Sahu, an Indian poet, creative writer, folklorist, critic and professor of English is one of the most acclaimed Indian poets in the modern times who explored life and society. She has proved her mettle by fathoming the deepest recesses of human psyche and recording the realities in her writings. Her poems are personal but the social and spiritual dimensions of creativity mingled in them make it meaningful and appealing. She is a humanist to the core and a rebel sometimes. Her expression is honest and has the courage of conviction. The author of four collections of poems, Sahu delves deep into the human consciousness and captures the cacophonies of the mind. The present paper is an attempt to explore the longing and loneliness a woman as pictured in The Other Voice. It further unfolds the reverberating inner turmoil of the each and every woman.</td>
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<td><strong>Key Words</strong>: Predicament, loneliness, suffering, woe(men), inner turmoil</td>
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<td><strong>Social and professional challenges faced by the Chinese in Pakistan after CPEC</strong></td>
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<td>Abdullah Saeed</td>
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<td>School of Management, FAST NUCES, Islamabad, Pakistan</td>
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<td><strong>Abstract</strong></td>
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<td>The purpose of this research is to study the social and professional challenges faced by the Chinese in Pakistan. For this study we conducted a qualitative research method which involves interviews. With a varied sample (N = 9 interviews) of Chinese employees from various organizations in Pakistan, the authors tested for challenges faced by Chinese in Pakistan, mainly, Food issues, language barrier, political instability, regional and internal security and lack of quality labor. Findings provided worthy provision for the proposed hypotheses. All the proposed variables proved to have a significant relationship with challenges faced by the Chinese residing in Pakistan. In our everyday life we hear about foreigners facing difficulties abroad.</td>
</tr>
<tr>
<td><strong>Key Words</strong>: Chinese, Pakistan, Challenges, Foreigners, Food issues, language barrier, political instability, regional and internal security and lack of quality labor.</td>
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### Determinants of Bitcoin Price System

**Noman Javed**  
Fast School of Management, National University of Computer and Emerging Sciences, Islamabad, Pakistan

**Abstract**

Bitcoin is a cryptocurrency considered as a digital asset and payment system which, unlike traditional currency, works in a peer-to-peer network and is mostly utilized as a digital financial instrument with a primary medium of exchange function [Dirk G. Baur (2017)]. The potential users of bitcoin have a very basic idea of how it operates; however, it is becoming increasingly complex with several factors affecting its price system and the volatility of the exchange market which may not be consumer induced. The ignorance of the consumers, investors and other future stakeholders on the operations and dynamics of the bitcoin market is given the massive transactions, speculative bubbles, and their impact on other currencies [Blau, B. M. (2017)].

The current research on the topic is lacking crucial transformation of the crypto industry in the recent years. In an effort to explore and analyze the effects of unconventional variables on BTC, this research mostly focuses on the interpretations of trends and inclination of the said cryptocurrency in its objective to take over the digital exchange market as to inform the audience to make a better understanding of bitcoin and its operations so that efficient use is encouraged.

### Impact of Celebrity Endorsement on Purchase Intention of Consumers

**Ayesha Yaqoob**  
Bachelors of Business Administration, NUCES-FAST, Islamabad, Pakistan

**Abstract**

Sample data collected is (N=200) from several university students situated in Islamabad. Researchers wanted to examine the impact of celebrity endorsement through Television advertisements on targeted sample of teenagers who have different income levels. Researchers also studied the impact of celebrity endorsement on adolescents having either positive or negative affectivity. Suggested hypothesis are greatly supported by upcoming results in which celebrity endorsement is associated with all variables. Results proved that celebrity endorsement has significant association with advertisement through Television, which states that Television advertisement containing celebrities has greater influence on purchase intention of targeted consumers. Conversely, the result for positive and negative affectivity was against our expectations.

**Key words:** Celebrity endorsement; Positive affectivity and negative affectivity; Television advertisement

### Impact of Packaging Design on Purchase Decision Making. With the Moderation of Gender

**Sannia Salman**  
FAST School of Management, FAST National University of Computer and Emerging Sciences, Islamabad, Pakistan

**Abstract**

This article the Impact of Packaging Design on Purchase Decision Making, with the Moderation of Gender analyzes whether the consumer’s decision to purchase is influenced by the design of the packaging. Which results in the article emphasizing on the quantitative aspects of sales related to a product, Lay’s. The packaging of Lays is designed in three different ways to check which type of packaging has the most impact on purchase decision making, the three types are: Attractive, Regular and Corporate Social Responsibility. Also, it is to be analyzed with the moderation of gender that which type of packaging is most preferred.

An experiment with 85 respondents reveals that purchase decision is highly influenced by the design of the packaging of Lay’s chips. Most preferred design was the attractive packaging. This shows us that all the companies should consider packaging as an important factor while developing a product. At the same time, with the moderation of gender it was seen that females preferred CSR...
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<td>Dr. Wende Olaosebikan Timothy Ojo ERCICBELLP1804060</td>
<td>Department of Languages and Linguistics, Osunnn State University, Osogbo, Nigeria</td>
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<tr>
<td>Abstract</td>
<td>Language has become so familiar a concept that everybody would think he has an answer to the question “what is language?” without necessarily passing through the rudiments of language acquisition believing that one’s ability to speak more than one language qualifies one as a linguist. By extension, planning and implementation of foreign language policies in an Anglophone linguistic community like Nigeria have been seriously endangered by such assumption thereby necessitating the question “who is a foreign language expert?” to which satisfactory explication has not been given. This article, therefore, sets to deconstruct the notion of assuming the status of a linguist upon one’s ability to speak or write in more than one language. It goes further to examine bilingualism/multilingualism as a pedagogic instrument needed by a foreign language expert in an Anglophone milieu like Nigeria. It also explicates the question of class-size as a major determinant of learners’ academic performance. The paper concludes that to ensure an effective foreign language teaching and learning, the teacher should at least be bilingual and ensure a standardised class-size.</td>
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<tr>
<td>Keywords: Verbal acrobatic, foreign language education, Anglophone linguistic community</td>
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<td>Catra Diningrat ERCICBELLP1804061</td>
<td>Department of Development Economics, Faculty of Economics, Parahyangan Catholic University, Bandung, Indonesia</td>
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<td>Abstract</td>
<td>Indonesia has declared its commitment to reduce 29% of its carbon emission by 2030 from its BAU scenario. Acknowledging the lack of incentives for economic agents to cut down their emission, a government intervention may be necessary. This research aims at comparing the possible environmental and economic impacts of two different carbon mitigation policies, namely carbon tax and carbon cap, with the use of coal in the metallurgy, cement, and textile industrial sub sectors being the policy target. By utilizing elasticity tests and complementary mathematical equations, the extent of how a carbon mitigation policy would affect economic performance differs depending on the use of coal in each respective sub sectors. The closer coal is to the final product of a certain sub sector, the more sensitive the sub sector is towards changes in its coal consumption. In the end, after designing two separate scenarios, carbon tax seemed able to fulfill the emission reduction target with the least damage towards the industry’s sub sector output. In contrast to the carbon tax scenario, the carbon cap scenario appeared to have reduced the sub sectoral’s output to a third of its initial output. This research can be developed by incorporating a trade aspect for the carbon cap scenario and implementing the concept of revenue neutrality for the carbon tax scenario.</td>
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<td>Keywords</td>
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<td>Ida Nurhayati ERCICBELLP1804064</td>
<td>Accounting Department, State Polytechnic of Jakarta, Depok, Indonesia</td>
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The National University of Singapore Society (NUSS), The Kent Ridge Guild House, 9 Kent Ridge Drive, Singapore
Abstract
This study used a qualitative approach using the model proposed by Graaf-Huberts i.e "Monster Grid". Then, using dimensional analysis of criminal behavior Clinard-Quinney, who tersiri of 5 (five) dimensions of criminal behavior. Violation of ethics in banking crime is one form of white collar crime, as stated by Sutherland, as traits he has put forward have been fulfilled by the perpetrators. First, the actors all do not feel guilty, because such work has long and repeatedly performed. Secondly, they are not detrimental to customer. Still a good relationship with the victim, in this case the customers. In this study, only until the reason why ethics is not used as guidelines in running the banker profession ?. This can occur, among others, as: 1. Weak internal control; 2. Monitoring should be integrated with non-formal factors, such as lifestyle factors, social, and cultural communities; 3. Not to be strictly adhered to with full awareness of the principles of the code of ethics profession, because only principle Bankers Code. In detail still be submitted to the respective banks to improvise the code, in accordance with the conditions of the bank. Kindness, may be in accordance with the conditions of the bank, but ugliness, because each can to improvise, making it less able to bind universally, the result was less as guidelines that can actually be used as a comprehensive reference, without any gaps to ignore. In the end it can be concluded the conclusion that despite formal regulations, SOPs in each section and level, but if it is not based on the ethics of each operations, the violations and crimes related to the issue of "trust" will always happen.

Keywords: Ethics, Professional, Bankers, Banking, Crime.

Usman Khan
ERCICBELLP1804069
Socio-Economic and Psychological Exploitation of Labour Migrants in Middle East. A Case Study of Peshawar Pakistan

Usman Khan
School of Sociology and Anthropology, Sun Yat-Sen University China, Guangzhou, China

Abstract
The paper entitled “Socioeconomic and psychological exploitation of Migrants in Middle East” focuses on mass migration which is not a new phenomenon in human history. The people migrated from one place to another due to many reasons, e.g., better life opportunities, prosperous, healthy lives with satisfying basic needs. The study focuses on issues and challenges faced by the emigrants in their destination countries, that’s how the labor class is exploited and used by the bourgeoisie class for their own profits and benefits. It is a qualitative anthropological study, data collected through anthropological research methods with major emphasis on In-depth interviews, case studies. The study was conducted in the two villages Zulam and Shagokas in District Dir Lower, Khyber Pakhtunkhwa. Apart from the above, the focus of this article is on the issues and exploitation of labour migrants, which they faced during the recruiting process and also the way they are exploited in the destination countries in the name of Kafala, (Supervision) Tanazol system.

Keywords: Migration, Exploitation, labour, Middle East, Kafala and Tanazol System.

Tianqing Yao
ERCICBELLP1804075
Impact of Legal Systems on Economics Growth Among Developed Countries

Tianqing Yao
Shanghai Ulink Education, Shanghai, China

Abstract
Many studies indicated that countries that implement Common Law as their political system will provide better protection of property rights, unbiased-ness, and legal rights for its people. Furthermore, it has been argued that greater-level of protection encourages businesses to invest more, thus encourage economic growth. In this research paper, an attempt to test the validity, and measure the financial impacts of those claims by studying the economic impacts, as well as analyze the spending habits of households in different countries. The main argument is to test Common Law countries versus Non-Common Law countries economic performance, and evaluate against...
their economic growth effect for year of study from 1990 to 2015. By conducting this research of study, it would greatly readers to understand how the political systems of different countries can impact the direction, and growth of its economies.

### AI Cars: How Expensive Should They Be?

James Hn  
Rising High School Senior, Boston Latin School, Boston, United States

**Abstract**

Artificial Intelligence enables self-driving cars, and with the development of technology, it is not surprising to see AI cars being a common means of transportation in the near future. How much more are people willing to pay for the cars to have the AI outfit? This study interviewed 70 high school students, who will be the first generation of AI car consumers, and found that in general most people are willing to pay about 20% more for the AI capability. Furthermore, the willingness to pay is much higher among boys than girls, and also higher among people with higher familiarity with AI.

**Key Words:** Willingness to pay, Artificial Intelligence, self-driving car

### Code-Mixing of English in Urdu Electronic Media: A Case Study of Pakistan's leading News Channel Geo Television

Nadir Ali Mugheri  
Department of English, University of Sindh, Jamshoro, Pakistan

**Abstract**

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

**Keywords:** Code-mixing, verbal communication, linguistic hegemony, globalization, indigenous languages

### Numbers and Letters: Problem-solving and Comprehension Skills

Ma. Carmela Mores  
Department of English, Rizal Technological University, Manila, Philippines

**Abstract**

Mathematics and Literature work in partner like how comprehension and problem-solving skills work together in providing an accurate answer. Through the help of Schoenfeld’s (2013) four categories, there are already existing studies that had proven the vivid connection of these two subject matters. Hence, this dissertation further determined the factors that acted as the contributors in the success of students’ problem-solving attempts. The researchers used descriptive method of research, which includes the instruments used in the study. In the end, this study puts forward recommendations, which are based on fact-finding with accurate interpretation of findings. For the accomplishment of this study, Senior High School students of Rizal Technological University, particularly Science, Technology, Engineering and Mathematics academic track of year
2017-2018 were chosen as respondents, as these classes are both having English and Mathematics related subjects.

According to the results, the students appeared to be aware of the use of their comprehension skills upon solving math problems. Based on the analysis, self-discipline and prior knowledge are the most factors that are believed to be great contributors in students’ problem solving attempts. This study suggests innovative strategies and competencies in teaching the two subject matters by making intervention programs and related activities happen.

Eugene Silas Seminega
ERCICBELLP1804085

Social Legal Protection of Orphans in Rwanda

Eugene Silas Seminega
College of Arts and Social Sciences, School of Law, University of Rwanda, Kigali, Rwanda

Abstract

The East African Community (“EAC”) is a regional economic bloc comprising the five (5) Partner States namely Burundi, Kenya, Rwanda, Tanzania and Uganda. The EAC established a Customs Union in 2005 which encompasses a five (5) year progressive programme to remove internal tariffs, application of a Common External Tariff and elimination of Non-Tariff barriers.

Helio Mau-Quei
ERCICBELLP1804087

How Does The Informal Sector Affect Food Security In Timor-Leste?

Helio Mau-Quei
Department of Economics, Waikato Management School, University of Waikato, Hamilton, New Zealand

Abstract

This study analyzes the impact of informal sector work on food security among workers in Timor-Leste. We use primary data, directly collected from the field between January and early May 2017, on 349 households with a total of 658 adult respondents. Food security was measured using food insecurity experience scale (FIES) which suggested by FAO. We applied a linear regression model to identify the factors associated with food security, with a specific focus on the effect of informal work status. The results showed that the coefficient of informal sector variable (β = -0.372) is negative and statistically significant at the 0.05 level (p=0.049). This indicates that informal sector workers have lower food security than workers not in the informal sector, after controlling for other relevant covariates. These results are not causal, so we cannot conclude that informal sector work itself is bad for workers’ food security. However, the results indicate that policy makers in Timor-Leste could improve food security by focusing their efforts on workers engaged in the informal sector.

Ian Nasser Berowa
ERCICBELLP1804089

Looking Into Stress and Job Satisfaction: The Case of the University Faculty Members in Southern Philippines

Ian Nasser Berowa
Political Studies Department, Mindanao State University, Main Campus, Marawi City, Philippines

Abstract

This research project centered on the university faculty members from Southern Philippines. The study found that among nine indicators of causes of stress that were considered, only health condition and sanitation within campus grounds are sources of stress among the respondents. However, as to level of satisfaction, the subjects are quite dissatisfied with the following factors: (1) the policy on faculty promotion, (2) the services offered by the University Infirmary, inclusive of how the University ensures the adequacy and effectivity of service of the Infirmary, (3) the enforcement of University measures of sanitation on campus grounds, which includes garbage disposal units and sanitation facilities, among others. Furthermore, the investigation looked into the bearing of stressors on level of satisfaction of the research subjects and found that only two stressors do not affect their level of satisfaction, and these are: the monitoring of classroom activity, and the control of the faculty of the content of one’s work. All the other stressors that were
considered were found to affect the level of satisfaction, and these include the following: physical working conditions, safety and security, faculty grants and study leave privileges, tenure, promotion, administration's leadership, adequacy of medical services offered by the University Infirmary, sanitation of comfort rooms, sanitation of academic buildings and facilities, the work load, remuneration for services rendered, and participatory decision-making.

Keywords: Stress, Stressors, Job Satisfaction

Grazielle Rigotti da Silva
ERCICBELLP1804091
Board and Climate Changes: Evidence of External Events in Corporate Donations

Grazielle Rigotti da Silva
Department of Finance, School of Business Administration, Fundacao Getulio Vargas, Sao Paulo, Brazil

ABSTRACT

In the last decade, the appeal for charitable donations from organizations around the world as charity has taken an increasing space in the media, and, consistently, it is alleged the intention of dealing with severe social problems, from hunger, climate changes, and its diverse consequences, preservation of fauna and flora, until other problems, such as massive involuntary migration. However, the literature regarding the propensity of taking on charitable behaviors is limited and inconclusive. In this respect, governance seems to play a relevant role, but equally lacking in research. This paper has, as central objective, to verify the existence of associations between attributes of governance and the disposition to the charitable behavior. Therefore, it proposes to conduct the analysis under two distinct prisms: I) governance of countries around the world, and the propensity of its population to assume more charitable behavior; II) corporate governance of listed companies and their propensity for charity. Panel regression models are used, with data from six different bases for the first trial, which considers a role of 93 countries in the period 2010-2016. The second assay employs panel regression models, using board characteristic data and using the Diff-in-Diff estimator, with data from 203 listed firms, in the period 2003-2017, to observe the trend of corporate donations, through events of great social and environmental impact. The main results show that the size of the board and the presence of outsiders have a positive influence on the company's propensity for charity. And the Diff-in-diff analysis pointed out that companies affected by Hurricane Sandy had higher donation rates after the disaster. It is expected that these findings, relevant in governmental and corporate aspects, can influence and assist in solving social problems around the world.

Keywords: Board, Charity, DID, Donations, Panel data

Francisca Omama Koranteng
ERCICBELLP1904092
The Impact of Microfinance on Poverty Alleviation: A Case Study of Sinapi Aba Savings and Loans Limited

Francisca Omama Koranteng
Faculty of Business Education, Department of Management Education, University of Education, Winneba, Kumasi Ashanti, Ghana

Abstract

Microfinance, banking to the poor, is a recent global phenomenon introduced by Nobel Prize Winner Dr. Mohammed Yunus of Bangladesh in the 1970’s. The poor are not usually allowed access to credit due to the inability of the poor to repay the loan. Therefore one of the mechanisms to get the poor engage in economic activities is through the microcredit. It is important to know the impact of microfinance and small loan on poverty alleviation. The main objective of the study was to know whether microfinance (SINAPI ABA SAVINGS AND LOANS LTD) has contributed to poverty alleviation. Microfinance gives the poor households, the ability to managed household emergencies, build assets and reduce vulnerability to crisis. A sample of 100 respondents of traders was selected from AtwimaNwabiagya District precisely Abuakwa considering the various types of trade in the area. The study focuses on the beneficiaries of SINAPI ABA SAVINGS AND LOANS LTD, enhancing the poverty alleviation through financial services, managerial skills and education.
which will eventually reduce poverty. In the analysis information from primary data that was obtained through questionnaires administered to beneficiaries and staff of SINAPI ABA SAVINGS AND LOANS LTD and was employed in the research work. The administration of questionnaires of collecting data covered a period of one and half months. The beneficiaries were selected at random from the records of SINAPI ABA SAVINGS AND LOANS LTD in the Abuakwa branch of the AtwimaNwabiagya District, whiles the officials were selected based on purposive sampling techniques. The responds of the questions from management and clients were coded. Computer data analysis software, the Statistical Package for Social Scientist (SPSS) was employed to analyse the data. Frequency tables and graphs were constructed where necessary. The data was qualitatively analysed in most cases. The study revealed that most of the clients who benefited from the registered loan have increased income.

Keywords: microfinance, loans, Sinapi Aba, poverty, financial services

Dr. Sudhansh Kumar Sharma
Social Responsibility of Business

Dr. Sudhansh Kumar Sharma
Associate Professor and Head, Faculty of Commerce and Management, J.S. Hindu (PG) College, Amroha (UP), India

Abstract
Should business accept social responsibility? If yes, then why and how much? If no, then why not? This is what my research paper will be discussing in detail. The main objective of a business is to make as much profit as possible. Undertaking social responsibility may hamper the main aim a little, but in today’s world it is very necessary. Business and social responsibility must go hand in hand in today’s times. Responsibilities of a business towards investors, employees, consumers, fellow-businessmen, the community and the Government are also discussed.

Keywords – Social responsibility, business, consumers, responsibilities.

Beena Sharma
Human Resource Management in Banks in India

Beena Sharma
Faculty of Commerce and Management, J.S.Hindu P.G.College, Amroha (U.P.) India

Abstract
“Manpower” of “Human Resource” may be thought of as “The total knowledge skills, creative abilities, talents and aptitudes of an organization work-force, as well as the values, attitudes and benefits of an individual involved ....... It is the sum total of inherent abilities, acquired knowledge and skill represented by the talents and aptitudes of the employed persons.” Of all the co-ordinates in the mechanics of management (i.e. the management of men, machine, money, materials and methods) the element of manpower or human resource occupies a seminal position. The Human Resource Management in Banks is based on the concept that every human being has some potential to do remarkable things. If the bank is to be effective then the task of an executive is to multiply performance capacity of the whole staff by putting available natural resources, what like strength, health aspiration. Human resource management is a process by which the employee will continuously help in planned way to;
(i) Acquire capabilities (knowledge, perspectives, attitude, values and skills) required to perform various tasks or functions associated with their present or future expected roles,
(ii) Develop capabilities and utilize their potential for their own or organization development process, and
(iii) Develop a culture in bank where superior-subordinated relationship, team-work and collaborations among different sub-units are strong and can contribute to the human health dynamism and pride of employee.

Keywords – Human Resource Management, Banks, Skill, Knowledge

Ehsan Sarkhosh
A Legal Study on the Term of Observance of Environmental Considerations in International Oil and Gas Contracts, Focusing on New Iranian Petroleum Contracts (IPC)
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Abstract  
The right to have a healthy environment is one of the fundamental rights of humanity and nowadays, the necessity to ensure the exercise of this right is felt more than ever. In this regard, exploration, development and operation contracts of oil and gas are important because of the extent of damages that these operations cause to the environment. In addition, a considerable part of the world's oil and gas reserves is located in developing countries, which most of them do not have the necessary legal regimes to apply international standards. In this article, we study the different environmental clauses contained in various oil and gas contract patterns, including the new generation of Iranian Petroleum Contracts. In this regard, when we study older contracts it is understood that the environment issue has not been considered appropriately and it is since the middle of the twentieth century that the terms and conditions about protecting the environment are gradually inserted in these contracts. However, most of these terms are often too general and sometimes vague, in addition in most cases there are no specific responsibilities for those who violate these provisions. The present study is conducted based on the analysis of content of international oil and gas contracts and related provisions. The purpose of this article is to study the strategies available in international contracts, to analyze the current situation of relevant provisions in Iran, and finally to provide appropriate and efficient solutions about environmental issues in light of the current status of oil and gas fields. According to the results of this paper, it is imperative that countries which have oil, including the Islamic Republic of Iran, in addition to drafting laws and regulations for monitoring and controlling oil operations, shall provide a comprehensive monitoring system for the implementation of environmental conditions.

Key words: Environmental terms and conditions, International standards, Oil and gas contracts, Iranian Petroleum Contracts, Analyzing environmental effects

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Abstract  
This paper investigates the nonlinear effects of population ageing on economic growth in consideration of different income groups of countries involving various capital flows. For identification of the threshold level of population ageing a country-level panel dataset is constructed, on a 5-year average basis covering 99 countries for the period from 1971 to 2015, and panel regression models allowing quadratic functional forms are employed. The overall estimation results show that both the share of the elderly and the old-age dependency ratio lead to rises in economic growth initially, but then cause economic growth to slow when the degrees of population ageing exceed certain threshold levels. The threshold for the share of the elderly ranges is estimated around 13% while that for the old-age dependency ratio around 19%. Further estimation shows that the nonlinear effects are more significant in high- and middle-income countries while the nonlinearity vanishes in low-income countries.

Key Words: Population Ageing, Economic Growth, Nonlinearity, Threshold, Capital Flows

Studying the Concept of Underground Resources Ownership in Iranian International Oil and Gas Contracts  
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Faculty of Law, Imam Sadiq University, Tehran  

Abstract  
Maybe the concept of ownership, along with the financial and economic issues of oil and gas...
contracts, is the most important factor in the contractual transformations and changes in the patterns of these contracts. Contemplating oil and gas contracts indicates that oil-rich countries have always tried to design and use those kind of patterns that limit the ownership of international oil companies. This effort represents the implementation of the principle of national sovereignty over natural resources and that is the main factor for transition from Concession Contracts to Sharing Contracts. Accordingly, this paper studies the status of international oil companies' ownership of Iran's oil and gas underground resources in order to clarify its nature and place in various contractual patterns. Since all the laws and regulations in Iranian legal regime are influenced by Islamic law, it is also necessary to study the concept of ownership of oil and gas resources in the Islamic law. It seems that international law, as well as domestic law, prefers the sovereignty and ownership of states over their natural resources to the rights of international oil companies. On the other hand, it seems that international companies are entitled to seek appropriate compensation in return.

Key Words: oil and gas law, ownership in oil and gas contracts, state sovereignty over natural resources, international law, Iranian oil and gas contracts

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### Article 111 Of The Constitution of Bangladesh: A Venture Towards A Sentencing Guideline

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**ABSTRACT**

Generally, the decision of the higher court is binding on its subordinate courts. As provided in Article 111 of the Constitution, “the law declared by the Appellate Division (AD) shall be binding on the High Court Division (HCD) and the law declared by either division of the Supreme Court shall be binding on all courts subordinate to it.” This means the judicial discipline requires the HCD to follow the decision of the AD and that it is necessary for the lower tiers of courts to accept the decision of the higher tiers as a binding precedent. Hence, Article 111 implies adhering to the doctrine of binding precedent, the judicial organ needs to maintain a legal certainty and jurisprudence constante. Contemplating the Death Reference (DR) Cases, the paper analyses Article 111 of the Constitution and delineates the said article as a strong reflection of the doctrine of binding precedent which can be a venture towards a sentencing guideline. Examining whether inconsistency in the decision of the HC benches, while using their discretion to make the choice between death and imprisonment for life under section 302 of PC, reflects its effect on the practice of subordinate courts, the paper explores, whether HCD can per incuriam its pervious decision. Additionally, it explores, whether HCD has provided any specific direction for sentencing. Arguing that inconsistency in the decision of the HC benches in deciding DR cases challenges the reasons provided by the Division under Section 367 (5) of the CrPC to commute the sentences to develop into a normatively serious doctrine, which ensures coherent and consistent adjudication, the paper advocates for a specific direction/guideline for sentencing by the higher courts creating a binding precedent under Article 111 of the Constitution.

Keywords: the doctrine of precedent, Death Reference (DR) Cases, per incuriam, legal certainty and jurisprudence constante

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### The Legacies of European colonization World Trading System, Ecological Exchange, and Mercantilism

Mingzhe Sun

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**Abstract**

Colonization of European nations from the 15th to the 20th centuries created a lasting impact on human history. What began as outward exploration and the quest to find a faster way to the east...
for wealth and goods eventually grew into larger patterns of economic and political control by 
European nations. The legacies of colonialism have formed important elements of modern societies 
and its lasting impacts include its influence on systems of world trade, an ecological exchange, and 
mercantilism.

| Sunil Gaikwad  
ERCICBELLP1804051 | Human Rights In Buddha's Philosophy |
|----------------------|-----------------------------------|
| Sunil Gaikwad  
All India Radio (India's Public Service Broadcaster), All India Radio Jalgaon, Jalgaon, India |
| Abstract  
Human rights are such rights which human beings should and must enjoy not only from the time he/she germinates in the womb of a mother. Human rights are an integral part of human beings without which the life of human being is meaningless. Like water, air, cloth, food and shelter human rights are also sine qua non for the well being and existence of human beings. But not only the history of India but the whole world is replete with discrimination of human being on different grounds like caste, creed, religion, rich and poor. The old system was bases on might is right principle which was in conflict with human rights. It is widely believed that the Magna Charta is the first charter of human rights thereafter charter of human rights declared by United Nations Organization (UNO) which came into existence in 1945 but the history history has it that the first movement for human rights was started by Gautam Buddha in the world.. Gautam Buddha who was borned according to the historical evidence around 445 BC enunciated the principle of equality, freedom of thoughts and respect for each human being. Which are the basic of human rights. this aspect has remained neglected and unresearched so far. There is need to focus on this hidden and unearthed legal facts. Facts |
| Key Words- Buddhas Philosophy, Human Rights, Panchsheel, Indian Constitution, International Covenants |

| Zhuldzu Rsaliyeva  
ERCICBELLP1804065 | The Study of Paremiological Units as an Object of Linguistics |
|----------------------|-----------------------------------|
| Zhuldzu Rsaliyeva  
Faculty of Philology and World Languages, Foreign Philology and Translational Studies' Department, Al-Farabi Kazakh National University, Almaty, Kazakhstan |
| Abstract  
The objective of the research is the study of the structure and semantics of the English proverbs of the thematic group "labour-idleness". The following tasks are set and solved in the dissertation:  
1. To assemble, process and systematize available material;  
2. To analyze the semantics and structure of the proverbs of the thematic group "labour-idleness" in English language;  
3. To compose a logical-semantic classification of the proverbs of the thematic group "labour-idleness";  
4. To compose a mini-dictionary of the thematic group "labour-idleness" in English, Russian and Kazakh languages. |

| Dr. Chhidami Lal Patel  
ERCICBELLP1804066 | Rights of the elderly persons in India (With special reference to National documents) |
|----------------------|-----------------------------------|
| Dr. Chhidami Lal Patel  
School of Studies in Law, Pt. Ravishankar Shukla University, Raipur, India |
| Abstract  
The population of the elderly persons has been increasing over the years. As per the UNESCO estimates, the number of the aged (60) is likely to 590 millions in 2005. The figure will double by 2025. By 2025, the world will have more elderly than young people and cross two billion mark by 2050. In India also, the population of elder persons has increased from nearly 2 crores in 1951 to 7.2 crores in 2001. In other words about 8% of the total population is above 60 years. It cannot be
disputed that ageing is a natural process, which leads to weakening of the body and the mind. The productivity and the working ability of a person also decrease with increase in age. It is the duty of State as well as other members of the family of a person to take care of him in his old age. However due to illiteracy and lack of awareness, in India older generations are not aware of their rights. There are various rights in different laws provided to the elderly peoples and senior citizens of India. They include Constitutional Law of India, Personal Law, Code of Criminal Procedure Act, 1973 and The Maintenance and Welfare of Parents and Senior Citizen Act, 2007 etc. The Government of India is also implementing various policies and schemes like NPOP, IPOP, NPHCE, EGNOAPS etc. to improve the quality and other needs of older persons. Despite all those constitutional and legal protection most of the older peoples in Indian society are indeed in a very helpless situation and at present the violation of the rights of the elderly peoples is on the rise. In view of the above, this paper seeks to discuss the rights and facilities available to the elderly. It also discuss the policies and initiatives taken by the government. An attempt shall also be made to give some suggestions in order to improve the situation.

Key Words: Elderly peoples, Senior citizens, Legal and Constitutional rights, Maintenance, Welfare

Hsuan-Yi Chou
ERCICBELLP1804067
Subtle but Critical: Effects of Pronoun Use and Visual Cue Variations in Campaign Advertising

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Abstract
Campaign advertisements are generally regarded as having a substantial influence on voters’ evaluations of and attitudes towards candidates, thereby influencing their voting decisions. Most campaign advertising studies have focused on the effects of obvious manipulations of advertising content, neglecting the impact of more subtle changes. There are many classic cases of election campaigns making subtle but impactful language choices such as Obama’s slogan “Yes, we can” and Trump’s “We will make America great again!” in the 2008 and 2016 U.S. presidential elections, respectively. These slogans could be rephrased by changing the pronouns in them to “Yes, Obama and you can” and “Trump and you will make America great again!” This paper explores the effect of pronoun choice in campaign advertising on voters’ responses. Based on metaphorical association studies related to verticality and spatial proximity, this study also examines the possible impact that subtle visual changes like background orientations and copy positioning have on voters. These could affect voters’ perceptions of the various aspects related to candidates, and therefore, moderate the effects of using specific pronouns in communication. The results of two experiments demonstrate the effects of minor variations in pronoun use and visual cues in advertisements on voters’ perceptions of electoral candidates and their attitudinal responses. This research makes theoretical contributions to the field of campaign advertising. The results provide candidates and campaign teams practical suggestions on the placement of advertising copy and choice of background orientation for improved advertisement effects. Candidates are advised to use the pronoun “we” more often to symbolize closeness in communication. However, the effects of pronoun choice on candidate credibility, candidate attitudes, and voting intentions depend on voters’ perceptions of the candidates’ power and possibilities of promise realization. These perceptions are influenced by visual cues in the advertisements.

Keywords: Campaign advertising, Minor language variations, Visual cues, Candidate perceptions, Attitudinal responses

Ayesha Yameen
ERCICBELLP1804071
Michael Ondaatje's Running in the Family

Ayesha Yameen
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Abstract
Running in the family is more than an autobiography of Ondaatje. Quite contrary to the purpose
of narrating his history, Ondaatje uses it as a means to locate and discover himself through his writing. The basic quest of Ondaatje’s novel is to search for his identity in the mirrors of his past. The quest for his history, is in fact a quest for himself and he mounts on this quest through the novel ‘Running in the Family’. “Ondaatje’s relationship to his past is in process-and the text itself is an exploration of that process (Joanne 45-6).” He tries to locate himself in the shadows of his father, his native land Ceylon, his family relationships and tries to piece together the random, frivolous life that he remembers of Ceylon. And it is heartening to realize in the first chapter that Ondaatje has absented himself from his own autobiography in lieu of his perception that his own identity can only be located if he anchors the identity of the peripheral characters.

Key Words: Identity, Past, Shadows, Relationships, Perception
Therefore the factors that influence employee empowerment are leader, employee, leader and employee relation, organizational tools, position and levels. The F&B manufacturers could use employee empowerment to produce innovative products and services, and to retain talented employees.

Keywords: Employee empowerment, decision making, innovation, food and beverage, Indonesia

James Han  
ERCICBELL1804088

**AI Cars: How Expensive Should They Be?**

James Han  
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**Abstract**

Artificial Intelligence enables self-driving cars, and with the development of technology, it is not surprising to see AI cars being a common means of transportation in the near future. How much more are people willing to pay for the cars to have the AI outfit? This study interviewed 70 high school students, who will be the first generation of AI car consumers, and found that in general most people are willing to pay about 20% more for the AI capability. Furthermore, the willingness to pay is much higher among boys than girls, and also higher among people with higher familiarity with AI.

Key Words: Willingness to pay, Artificial Intelligence, self-driving car

Rasa Balte-Balciuniene  
ERCICBELL1804096

**Development Of Leadership Qualities Through Methods Of Direct Experience Of Live Living**

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**Abstract**

This article examines the problem of formation of special mindset of the leader – a person, who is able to implement his life project and coordinate actions of other people bringing novelty to the context of his operation. Modern neuropsychology recognizes existence of two main neural networks of the brain: default mode neural network and direct experience neural network. In order to develop leader’s ability to create novelty, it is necessary to change reaction of the default mode neural network which blocks the potential.

Psychological research of participants of consciousness leadership training program was conducted before and after the program (44 leaders at all, period from 2013 to 2015). During this program such methods as cinematology, psicotea, authentication counseling allowed for participants’ direct experience of Live Living to occur, activating direct experience neural networks, instead of default mode neural networks.

Results of the study showed that changes in value orientations of participating leaders took place in the form of changes in their behavioral priorities. Importance of independence of action and stimulation grew while importance of conformity decreased. Responsibility and internality in the process of business decision-making significantly increased while influence of stereotypes decreased.

Keywords: Leader, consciousness, authenticity, innovation.
397 Cancer patients aged between 36 to 67 years. The Gratitude Scale, the Quality of Life for Adult Cancer Survivors and EORTC for cancer patients were administered on the participants. Results supported previous research that Being grateful positively correlated to Quality of life (r = .376, p<0.05). The Mean and SD scores on Gratitude (M= 32.49 & SD=3.48) and Quality of Life (M=252.74 & SD=34.46). Through multiple regression, females have contributed to 24% of the variance on gratitude which is significantly very high (t=6.69; P<0.001); further a high social support has contributed to 18.1% of the variance on gratitude which was significantly high (t=2.49; P<0.01). The implication of this study is that Gratitude can be utilized as a significant paradigm to improve the Quality of life and is a ray of hope particularly for those who are afflicted with the disease.

Keywords: Gratitude, Quality of Life, Cancer Patients

Raeem Farooq
YRSICBELLP1804051

Impact of Packaging Design on Purchase Decision Making. With the Moderation of Gender

Raeem Farooq
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Abstract

This article the Impact of Packaging Design on Purchase Decision Making, with the Moderation of Gender analyzes whether the consumers’ decision to make is influenced by the design of the packaging. This article emphasizes on the quantitative aspects of sales related to a product, Lays. An experiment with 85 respondents reveals that purchase decision is highly influenced by the packaging of the Lays chips. Most preferred design was the attractive packaging. This shows us that all the companies should consider packaging as an important factor while developing a product. At the same time, with the moderation of gender it was seen that females preferred CSR packaging more.

Our findings recommend with great importance to all the FMCGS to put their focus towards the good designs for packaging

Syahdhan Dwi Rahmatulloh
ERCICBELLP1804107

The Concept of Prophetic Law as Reinforcement of Legal Justice in Indonesia

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Abstract

Indonesia is a country with a very large population which ranks 4th (fourth) in the world after China, India and the United States. Moreover, based on The Spectator Index Indonesia has a wide majority Muslim population. But even so, Indonesia is a unitary country that is very tolerant and respectful of each other, eventhough there are differences in religion, ethnicity and culture. To regulate the diverse of Indonesian society, there is a national law, namely Indonesian law which has the purpose to regulate the life of the Indonesian community so that order is maintained and protects the human rights of every Indonesian. The aim is to enforce the law, which is a benefit for justice and certainty. However, because Indonesia has a diversity of various aspects, sometimes laws that have been made with various considerations and have been determined, are still deemed incompatible with the lives of some Indonesian society, especially those concerning culture. Through the author's research, the author wants to apply a concept of prophetic law that has objective and universal values like humanization, transcendence, and liberation, which can create order and justice in the midst of diversity owned by the unitary state of the Republic of Indonesia. By maintaining a unitary state, and not implementing Islamic law, it further enhances the upholding of justice, certainty, and the benefit of law in Indonesia.

Keywords: Indonesia, diversity, Prophetic Law.
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Abstract

Indonesia has been named as a country with the fourth largest population in the world, which reaching 267 million peoples. In fulfilling its economic activities, one of the Indonesian people's businesses is opening a small and medium-sized business. In 2018, there were a number of Indonesian SMEs, which reached 59.2 million SMEs. Every SMEs actor needs a capital boost to proclaim his business. Besides that, investors also want to invest their money to make a profit. Since this very potential market, make a strong reason for the establishment of BisaIn App as an application that connects between SMEs actors and investors with sharia principles. With sharia principles, every transaction that is carried out will guarantee transactions that are transparent, safe, legal, profitable and lawful. The government through the Financial Services Authority (FSA) will also guarantee from every transaction for all parties. This App platform will also increase funding alternatives for developing SMEs business as well as supporting the government to expedite the SMEs business community by utilizing the industry 4.0 era in the Non-Bank Financial Industry sector.

Keywords: BisaIn App, SMEs, Funding, Sharia

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Abstract

The purpose of the this study is to explain that in ethical violations by bankers there is already a banking crime. The used a qualitative approach using the model proposed by Graaf-Huberts ie "Monster Grid". Then, using dimensional analysis of criminal behavior Clinard-Quinney, who tersiri of 5 (five) dimensions of criminal behavior. Violation of ethics in banking crime is one form of white collar crime, as stated by Sutherland, as traits he has put forward have been fulfilled by the perpetrators. First, the actors all do not feel guilty, because such work has long and repeatedly performed. Secondly, they are not detrimental to customer. Still a good relationship with the victim, in this case the customers. This can occur, among others, as: 1. Weak internal control; 2. Monitoring should be integrated with non-formal factors, such as lifestyle factors, social, and cultural communities; 3. Not to be strictly adhered to with full awareness of the principles of the code of ethics profession, because only principle Bankers Code. In detail still be submitted to the respective banks to improvise the code, in accordance with the conditions of the bank. Kindness, may be in accordance with the conditions of the bank, but ugliness, because each can to improvise, making it less able to bind universally, the result was less as guidelines that can actually be used as a comprehensive reference, without any gaps to ignore. In the end it can be the conclusion that despite formal regulations, SOPs in each section and level, but if it is not based on the ethics of each operations, the violations and crimes related to the issue of "trust" will always happen.

Keywords: Ethics, Professional, Bankers, Banking Crime

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Upcoming Conferences

https://eurasiaresearch.org/sshra

- Jakarta – International Conference on Research in Social Science & Humanities (ICRSSH), 20-21 Nov 2018


The National University of Singapore Society (NUSS), The Kent Ridge Guild House, 9 Kent Ridge Drive, Singapore
Mauritius – International Conference on Research in Social Science & Humanities (ICRSSH), 14-15 Dec 2018


Bangkok – International Conference on Research in Social Science & Humanities (ICRSSH), 18-19 Dec 2018

2018 – VIIIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), Dec 20-21, Bangkok

2nd Dubai – International Conference on Research in Social Science & Humanities (ICRSSH), 23-24 Dec 2018


Bali – International Conference on Research in Social Science & Humanities (ICRSSH), 26-27 Dec 2018


2nd Bangkok – International Conference on Research in Social Science & Humanities (ICRSSH), 04-05 Feb 2019

2019 – IInd International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), Feb 06-07, Bangkok

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2019 International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), Feb 25-26, Dubai

2nd Singapore – International Conference on Research in Social Science & Humanities (ICRSSH), 12-13 March 2019

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


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