CONFERENCE PROCEEDINGS

2019 – XIVth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), July 31 – Aug 01, Barcelona

July 31 – Aug 01

CONFERENCE VENUE

Universitat Pompeu Fabra, Campus de la Ciutadella, Barcelona, Spain

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Preface:

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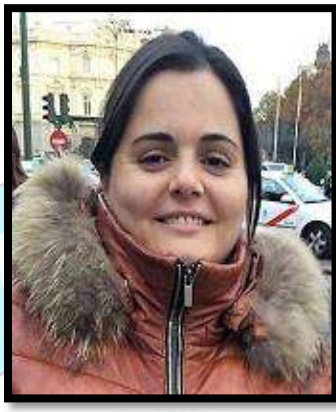
KEYNOTE SPEAKER



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.

PRESENTERS

Tajalli Fatima **ERCICBELLP1915053**	**"Awareness of Malnutrition effects on Pregnancy"** **Tajalli Fatima** **Department of Business Administration, Government College Women University Sialkot, Sialkot, Pakistan** **Salbia Abbass** **Lubna Arshad** **Iqra Sabir** **Sehar Raza** **Abstract** **Background: Malnutrition is the deficiencies of important nutrients in our body. Malnutrition have bad effects on pregnancy. It have adverse effects on mother and as well as on child health. Due to it a female feels down and her body functions also not works properly.** **Aim: The main purpose of this research to check the awareness of malnutritional effects in pregnant females.** **Methodology: Data was collected from 282 females. Results were obtained by open analysis.** **Results: Results shown a clear discrepancy between lack of awareness and malnutrition effects on pregnancy. Educated females have more awarness about malnutrion and its effects on their health as compared to uneducated females. Educated females are more conscious about own health and they take care during pregnancy as compared to uneducated females.** **Keywords: Malnutrition, Mother, Pregnancy, Food, Deficiencies**
Gandham Hari Shankar Prasad **ERCICBELLP1915058**	**A Study on the Customers' Attitude toward Visual Merchandising at a Selected Women's Apparel Retailer** **Gandham Hari Shankar Prasad** **Professor, National Institute of Fashion Technology, Hyderabad Hyderabad, India** **Abstract** **There has been a retail revolution in India since 2000. There is a tremendous growth in organized retailing, especially in modern formats. Significant growth of fashion and apparel retailers and department stores keeping apparel category has brought visual merchandising to lime light. The way stores showcase and promote fashion and apparel merchandise is very important and crucial in its selling process. Visual merchandising involves the art and science of display of products, store design and atmospherics, lighting, signage and window display. In the promotion of fashion and apparel products visual merchandising plays a significant role. So much so that visual merchandising is known as 'Silent selling' or 'Silent Salesperson'. The current study focuses on the customers' attitude toward visual merchandising. The study is based on survey among customers of a selected women's wear store a popular mall in Hyderabad city of India. The study is based on primary data collected using a questionnaire, which is validated and reliability tested. The data is analyzed using SPSS software. The statistical technique used is factor analysis. The findings of the study are interesting and significant implications for retailers are arrived at.** **Keywords: Attitude, Customers, Visual Merchandising, Retail, and Women's wear**
Dr. Binaya Bhusan Jena **ERCICBELLP1915059**	**Creating Sustainable and Effective Business Models: The Case of 'SoleRebels'** **Dr. Binaya Bhusan Jena** **Associate Professor, & Joint Director, National Institute of Fashion Technology, Ministry of Textiles, Govt. of India,Odisha, India** **Abstract**

	With rising concern for the environment, new debates are revolving around sustainable business practices. The new generations of entrepreneurs are going beyond the fundamental concept of sustainable initiatives by associating them with circular economy, by integrating, social, national, human and ethical values with environmental concerns. 'SoleRebels' is one such business model and a brand that has created an inimitable identity by Bethlehem Tilahun Alemu of Ethiopia. The name soleRebels is a metaphor used to represent motivation behind the business model that draws from the history of the Ethiopian army, who fought wearing 'selate' & 'barabasso' shoes. SoleRebels has created dignified employment opportunities for the marginalized community of Ethiopia and pays wages 3 to 4 times higher than the industry standards. Started in 2004 with a small seed money of US$ 5000/- in a small shed of Zenabework, a historic village in the outskirts of Addis Ababa, today employs more 600 people. A successful world-class venture with flagship stores in many countries, it has grown quickly to become one of the largest footwear companies in Africa. The company uses sustainable raw materials that are sourced locally and uses a production method that lowers the company's carbon footprint. At the same time it incorporates the artisanal heritage and aesthetics, thereby preserving and promoting Ethiopian culture, craft and tradition and craftsmanship. This paper describes the uniqueness, sustenance, growth and competitiveness of this unique business model as a case. This paper also attempts to assess the key elements of 'soleRebels' as a business model that can act as a guide to enterprise development in poor countries. The researcher has used both secondary and primary sources of literature for collection of data using qualitative methods. The findings of the research suggest, that there are enough opportunities to create globally competitive business enterprises even from the poorest of the poor countries by using local resources. Keywords: SoleRebels, Sustainable, Business Model, Fashion, Fairtrade
Maryam Mohammadi ERCICBELLP1915060	Governance in Electricity Regulatory Frameworks: A Comparative Assessment Maryam Mohammadi Niroo Research Institute, Tehran, Iran Abstract The electricity industry is in constant transition. From the former wave of market deregulation and liberalization to the current transformation into a decarbonized industry, regulatory bodies have been at the core of the efforts for organizing the energy markets and devising policies for achieving the targeted energy goals for the next few decades. The capability of electricity sector regulators in dealing with the challenges of transition largely depends on the underlying regulatory governance mechanisms and this study aims to assess this crucial aspect of electricity sector regulators. Using a regulatory framework index, the governance mechanism of 20 regulatory bodies across the world is evaluated against the determined criteria. These criteria include the legal scope the regulatory body, separation of operational activities from regulatory activities and four distinct characteristics including autonomy and independence, accountability, clarity of role and objectives, and transparency and participation. The results can help governments and agencies in selection of regulatory frameworks for benchmarking. Keywords: Electricity Regulation, Regulatory Framework, Governance, Energy Market Liberalization
K. Makhija ERCICBELLP1915061	Consumer Perception about Social Media Marketing in Indian restaurant industry K. Makhija School of Liberal Studies, Pandit Deendayal Petroleum University, Gandhinagar, India Kinjal Makhija Abstract Global markets are significantly transformed after the introduction of internet. Today the world is more connected, and goods are moving freely across the border. The internet and telecommunication upgradation have given visibility to supply chain. The Indian restaurant industries also observed transformation in last 1 decade. This industry is now more customer centric. The service providers are now closely monitoring reviews and feedback of existing and potential customers. In service sectors, the consumers are more vocal and expressive. On social

	media this has given new sets of opportunity and challenges to the industry. Specially, restaurant chains now are taking social media reviews critically. This paper tries to measure the perception of Indian consumer about the role of social media in Indian restaurant industries. It also attempts to identify marketing and supply chain strategies for betterment of business. Findings highlight strategies pertaining to social media marketing and supply chain integration for Indian restaurants. **Keywords: Social Media Marketing, Integrated Supply Chain Management**
S.Kulkarni **ERCICBELLP1915062**	**Consumer Perception About Green Marketing Practices in Indian Food and Beverages Industry** **S.Kulkarni** **Pandit Deendayal Petroleum University, Raisan,Gandhinagar-382010,India** **Saumya Kulkarni** **Abstract** **In last 3 decades, Indian Economy has considerably expanded. Now, Markets are flooded with many national and international brands in almost all sectors. Information technology revolution is one of the key reasons behind globalisation .In almost all industries the bargaining power is with the consumers. Today, the consumers are more informed, more connected and have multiple access to information almost on real time basis .During last decade many innovative practices were implemented by multinational companies to catch the attention of Indian consumers and also to generate business from Indian markets, Green marketing is one of them. Active media promotion by the government and by not for profit organisation is also one of the reason behind increasing awareness about green products and marketing. Consumers specifically in urban areas are more inclined towards green product and green marketing. Now, the green marketing techniques are used in multiple FMCG and consumer durables industry .This paper mainly focuses on food and beverages industry of Indian FMCG sector. It attempts to understand and measure consumer perception about green marketing practices executed by different multinational companies and Indian companies to penetrate various markets. The findings highlight strategies related to integrated marketing communication, strategic brand management and green supply chain management.** **Keywords: Green Marketing, Green Supply Chain Management, Integrated Marketing Communication**
J.Patel **ERCICBELLP1915063**	**Marketing Implication of Impulse Buying Behaviour in the Indian FMCG Sector** **J.Patel** **Pandit Deendayal Petroleum University, Raisan, Gandhinagar-382010, Gujarat, India** **Jill Patel** **Abstract** **After the financial reforms of 1991, Indian economy has observed a paradigm shift. Entry of global players in the market, rising recognition of modern retail, deployment of new and state of the art of technologies and rising competition in the regional markets have lead to dynamic changes in business dynamics. The E-commerce and M-commerce revolution have changed the market structure of many industries .Now markets are more open and transparent. The knowledge of consumers about different product categories and brands has also substantially expanded. Now brands are a vital asset for the organisation, specifically in the FMCG sector, brands are now playing a decisive role. This paper aims to understand the consumer buying behaviour in the FMCG sector. It also attempts to understand the role of impulse buying in their decision making process. The findings highlight the strategies pertaining to the brand placement in the retail stores and integrated marketing communication.** **Keywords: Demand Driven Supply Chain Management (DDSM), Integrated Marketing Communication, Impulse Buying Behaviour.**

Hakan Pabuçcu
ERCICBELLP1915064

An Empirical Study to Forecast of Bitcoin Price Movement with Machine Learning

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Abstract

Financial time series forecasting is very difficult due to its' nonlinear dynamic structure and contains uncertainty and chaotic movements. Stock price data is very important to represent the financial time series. In addition to this, cryptocurrencies, such as bitcoin, have recently gained a significant attention that based on the block chain system. Bitcoin is a currency that has a special requirement and structural specifications, introduced the financial market in 2008. Bitcoin prices has more chaotic movement compare with stock price index data. The fact that the stock market index are affected by the political changes, the general outlook of the economy, the investors' expectations and investment preferences, and the movements of other indexes, have made the index estimates quite difficult but attractive. It is possible to say that it is valid for bitcoin price index besides stock market too. There has been a significant number of studies to analyze and forecast the stock market index movement, but a limited number of studies for bitcoin price movement. From this point of view, this paper addresses the problem of forecasting the bitcoin price index movement by comparing four type machine-learning algorithm, including support vector machines, neural network, naïve Bayes and random forest. Bitcoin price daily dataset was used in this study covering the period 2008-2019 for forecasting purposes. It is determined the input and output variables for forecasting models in the first stage of the study. Nine technical parameters were calculated as inputs by using the closing, low and high price of bitcoin. It is applied selected machine learning algorithms to forecast the index movement in the second stage of the study. The empirical results show that the random forest algorithm outperforms other forecasting algorithms on overall performance.

Keywords: Financial Time Series, Bitcoin Price, Machine Learning

Nudrat Fatima
ERCICBELLP1915068

Dividend Price Ratio and Stock Return: An Evidence from Emerging Economies

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Abstract

This study examines the impact of size and dividend premium on average stock return in Pakistan, Indian and Chinese equity market for the period of June 2002 to June 2014 by using Fama and French (1992, 1993) methodology. This study amplifies the relationship among recognized variables in combined from by employing a huge sample for all non-financial sectors listed at Pakistan Stock Exchange, Bombay Stock Exchange and Shanghai Stock Exchange on the basis of market capitalization. An analysis regression result of the study illustrates that there is no significance difference in Pakistan, Indian, and Chinese market with reference to asset pricing.

This study focus on the impact of dividend premium in explaining equity returns in Pakistan, Indian, and China equity markets to investigate the asset pricing mechanism in these three emerging by using the data of equity prices for the period of June 2002 to 2014. In this study all non-financial sector had chosen that includes the listed companies (Pakistan, India, China) and after collecting data made seven portfolios all these three countries. Portfolios sorted on the base of market capitalization and after that the market capitalization sorted portfolios are further sorted on the basis of dividend premium for the period of 2002 to 2014.

This study finds that size premium can predict returns of small firms rather than big firms while market premium found to be positively significant with stock returns in Pakistan, India and China.

	The explanatory power of dividend asset pricing model is higher than CAPM for all three equity markets. So, this dividend based asset pricing model can facilitate investor in efficient portfolio diversification for getting enhanced returns. In this study comparison of the result with CAPM with the help of table comparative statement. The finding of this study reveals that in Pakistani, India China equity markets dividend based three factor model significant explains portfolio returns. **Keywords: Size & Dividend Premium, Stock Return, Emerging Markets, CAPM And Fama & French Three Factor Model**
Ajayi Paul Olusegun **ERCICBELLP1915074**	**Modern Technology and its Adverse Effect on Establish Sales Objectives of on Average Sales Organization** **Ajayi Paul Olusegun** **Department of Marketing, Faculty of Business and Communication, The Polytechnic, Ibadan, Ibadan Oyo State** **Abstract** **Many organization that engages in sales activities either goods or service had their determined objectives on what to sell, how to sell, recruitment method, training and compensation etc. all these were done years back and they blossom with profit.** **The invention of modern technology had its adverse effect, modern phone call, Sms, Twitter, website, Google, facebook to mention but few. It has both the positive and negative end intime of profitability increase in sales staff turnover but downsizing and old way of doing things makes matter worse.** **Appropriating these problems is the major concern in how to harness the old way of doing things to the new way watch modern technology methods to be adopted and probably solution will suffix with the intention of concluding on recommendation solution to this problem bolstering sales making profit and looking relevant in their modern computer and Digital Age.** **Keywords: Technology, Profitability, Sales, Objectives Turnover Effect**
Alexandra Mira Alonso **ERCICBELLP1915075**	**Pío Baroja's El Árbol de la Ciencia: Pessimism and Deceitful Knowledge in a Post-War City** **Alexandra Mira Alonso** **Graduate School, Hood College, United States of America** **Abstract** **My research analyzes the background story of a Spanish work of fiction written by Pío Baroja, who is an author that belongs to one of the most famous cultural groups of writers called Generación del 98. The city I focus on is Madrid, where the majority of the events of the novel happen, as the capital of the country, not only socially but also economically and politically. However, in this case, Madrid is set in a nineteenth-century post-war crisis, just after having lost its colonial settings in Cuba, Puerto Rico and the Philippines, which directly affected the stability and development of science, culture and growing political progress. El Árbol de la Ciencia (The Tree of Knowledge) presents an intellectual character and his frustrations towards bourgeois city people and their mediocre approach to science, philosophy and politics, which are key elements, according to the author, to reassemble society and its identity before a historic event indirectly changed people's lifestyles. Even though Madrid, its neighborhoods and presented characters (mostly middle-class students and workers) are to be constructed in a fictional environment, I want to bear in mind that Baroja and his ideas were thought to be depicted in a real and cultural state of mind spreading through the country.** **Was there a lack of knowledge in 1890's Madrid? Was this the reason for or the aftermath of the post-war crisis? Was intellectuality the answer to any of the problems? My goal is to understand whether Baroja was trying to portray shallowness, apathy, and illiteracy as new characteristics of Spanish society or to criticize the fact that bourgeois people were reconstructing cities out of them. Moreover, I hope to find, in addition to these matters, a character evolution: Is Baroja's main character, Andrés, capable of understanding the meaning of life by living in Madrid? I expect to find a clear conclusion on how Andrés defines Madrid and vice versa, and which remedy is there for him to cure his emptiness in a city that cannot fulfill him.** **Keywords: Knowledge, Pessimism, Philosophy, Literature, Science, Nationalism**

Olatunji Oluwatoyin Olukunle ERCICBELLP1915076	**Stability Analysis of Disease Free-Equilibrium (Dfe) of Zika** **Olatunji Oluwatoyin Olukunle** **Department of Mathematics and Statistics, The Polytechnic, Ibadan, Ibadan, Oyo State, Nigeria** **Abstract** **The Zika virus is primarily a mosquito-borne disease. It was first discovered in a rhesus monkey in the Zika forest of Uganda in 1947, and it was isolated from humans in Nigeria in 1952. Zika virus disease is transmitted to human through the bite of an infected female Aedes aegyti mosquito. However, sexual transmission has also been documented about this disease. In this paper a nonlinear mathematical model for Zika virus is formulated and analyzed. The model is formulated by considering two populations human and mosquito (vector). In the proposed model human population has been divided into three independent variables non-carrier humans(Nh), carrier humans(Ch) and treated humans(Th) and vector into two variables non-carrier vectors(Nv) and carrier vectors(Cv). In conclusion, numerical simulation is performed to illustrate the analytical findings.** **Keywords: Zika virus, Transmission, Stability Analysis, Carrier**
Olatunji Dorcas Toluwalope ERCICBELLP1915077	**A Radical Feminist Reading of Stella Oyedepo's Rebellion of Bumpy Chested** **Olatunji Dorcas Toluwalope** **Department of General Studies, The Polytechnic, Ibadan, Ibadan, Oyo State, Nigeria.** **Olatunji Oluwatoyin Olukunle** **Department of Statistic, The Polytechnic, Ibadan, Ibadan, Oyo State, Nigeria.** **Abstract** **Feminist ideologies have permeated literary creativity and criticism across the globe. In this direction, literary writers have been adopting different styles in their feminist narratives reflecting and refracting conditions of women in patriarchal society. In the handling of feminist ideologies in literature, literary writers have been localising the tenets of feminism to reveal various experiences of women in male-dominated society. Stella Oyedepo, a Nigerian playwright and author of Rebellion of Bumpy Chested has engaged feminist ideology in critical discourse in the text of her play. The tenets of radical feminism are adopted to content-analyse the play with a view of evaluate the consistence of the women's action with the concepts of womanhood, wifehood and matrimony in African context. The actions of women, as shown in the plot of the play, are antithetical to the societal expectations of the gender specification of women. The actions of women are culturally abnormal because African conception womanhood has been violated in the agitations of women for better life and unbridled freedom. Radical feminism in African context, therefore, is counter-productive because it breeds acrimony and disorderliness in society because Africans believe in the ideology that men and women should complement one another for societal harmony.** **Keywords: Gender Stereotype, Stella Oyedepo's Rebellion of Bumpy Chested, Gender Stratification, Feminist Movement, Literature and Gender**
Shahriar Kibriya ERCICBELLP1915081	**ICT-Enabled Farmer-to-Farmer Extension for Agricultural Export Markets in the Democratic Republic of Congo** **Shahriar Kibriya** **Center on Conflict and Development,Texas A&M, United States** **Graham Savio** **Emily Baker** **Abstract** **Farmers in the eastern Democratic Republic of Congo face significant challenges accessing and engaging opportunities in agricultural export markets. Often these markets are lacking, due to a combination of missing infrastructure, limited production capacity, regional insecurity and ineffective national agricultural policy. The ability of a few active exporters to serve the region is**

	further limited by difficulties in establishing effective partnerships with agricultural grower groups. This is due in part to insular, family- and village-based social networks which limit interaction and collaboration with other growers and with outsiders, and in part to historically nonexistent extension services which have only recently been developed by private actors.
Cloie September Lang-ay ERCICBELLP1915088	**Weaving the Culture of Digital Tourism in the Summer Capital of the Philippines** **Cloie September Lang-ay** **Junior High School, Lorma Colleges Basic Education Schools, Urbiztondo San Juan La Union, Philippines** **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.** **Keywords: Tourism, Technology, Culture, Identity, Globalization**
Yam-Wing Siu ERCICBELLP1915092	**Practical Value at Risk and Expected Shortfall Estimation for Securities Market** **Yam-Wing Siu** **Department of Economics and Finance, The Hang Seng University of Hong Kong, Hong Kong** **Abstract** **Formally, Value at risk (VaR) measures the worst expected loss over a given horizon under normal market conditions at a given confidence level (Jorion, 2002). However, there are several weaknesses of VaR. Therefore, under Basel's latest revised market risk framework, it can be seen that Basel has shifted banks' capital regulatory requirements from value-at-risk to an expected shortfall approach. The choice of the holding period, 1 month or 1 day, and confidence level are relatively subjective and they may depend on regulatory requirement. Very often, daily data are used to compute VaR and ES and scale up to required time horizon with square root of time adjustment. This gives rise to two important questions when we perform VaR and ES estimations.** **The first question is whether non-overlapping and overlapping of data windows should be used for determining VaR and ES. The second question is on the time horizon. That is whether the values of VaR and ES (ie. "loss") should be interpreted as within i days or exactly on ith day.** **We shall conduct numerical simulations of financial time series that matches the descriptive statistics of underlying distribution of Standard and Poor's 500 Index (SPX). After that, we will tackle the above two questions that have significance in practical application.** **Preliminary results show that, in determining the proportionality of the values of VaR and ES versus the holding period, using overlapping windows is just as fine as (if not better than) using non-overlapping windows. Indeed, overlapping windows provide more samples and, hence, more efficient. It is because the way we determine values of VaR in this study is simply locating -percentile in the cumulative loss distribution for exactly on ith day or maximum cumulative loss distribution for within i days respectively. There is no regression estimate of volatility.** **Keywords: Basel, Expected Shortfall, Value at Risk**
Brandon William Soltwisch ERCICBELLP1915093	**The Impact of National Culture on Decision Making Styles: An Empirical Investigation** **Brandon William Soltwisch** **Associate Professor of Management, University of Northern Colorado, Greeley, CO. U.S.A.**

Abstract

Herbert Simon introduced the term satisficing to describe when decision makers sought good enough options due to lacking the cognitive capacity to analyze all of the options (Simon, 1972). At the time, bounded rationality was proposed as a cognitive constraint hindering decision makers from finding the best option. Research has recently built on Simon's earlier work to show that individuals differ in their preference toward finding the optimal solution (see Schwartz et al. 2004; Nenkov et al. 2008; Diab et al. 2008; Lai, 2010 for review). Utilizing these recent discoveries on individual preferences toward maximizing and satisficing, this paper employs the Maximization Inventory (Schwartz et al. 2002) to measure differences in decision-making styles (maximizing vs. satisficing) among 279 students in the USA, Czech Republic, Spain, Italy, and Vietnam. The results suggest that students in the USA were significantly more likely to utilize a maximizing decision making style. On the other hand, students in the Czech Republic were the least likely to utilize a maximizing decision-making style. We attribute these findings to differences in educational opportunities and job mobility in each economy. This paper provides a first look into the previously unexplored relationship between decision-making styles and national cultures.

Keywords: Decision Making Style, National Culture, Maximizing, Satisficing

Kome Donard
ERCICBELLP1915103

Genocide, Discrimination And Marginalization Of Anglophone Cameroon: A Critical Analyze Under The Ahidjo And Biya Regime. What Challenge For Africa Under Gross Violation Of Minorities?

Kome Donard
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Abtract

The Anglophone crisis has been a long-standing crisis that trace its origins from the colonial era, ranging from the German, British and French rule. During the Berlin West Africa conference of 1884, Cameroon gain international recognition as a German territory. This was confirmed by the signing of the Germano-Douala treaty of July 12th, 1884. The outcome of the first world war, drifted the German occupation of Cameroon, and through a joint British and French forces embarked on the defeat of the Germans in Cameroon in 1914. Through this defeat, the League of Nation (LON) handed Cameroon under the British and French jurisdiction. But during, the second world war, Germany attempted to recover Cameroon from Britain and France, but failed, in the battle, which in turn was further strengthened by the United Nation Organization (UNO), which recognize the full status of Britain and France over Cameroon as a trust territory.

The reunification of Cameroon, was cumulated on the 1 of October 1961 when southern Cameroon gain independence, at the same time reunification with the Republic of Cameroon. The two states accepted to adopt a federal system, which gave autonomy in West and East Cameroon. Under Ahidjo regime, the federal state was change to a unitary state, in 1972 through a referendum which was highly criticized by the anglophone minority as a way of suppression of the English system, which laid foundation to the Anglophone problem. The unitary state encourage infiltration into the anglophone part by the central government that created threat both in the judicial, and educational system.

Among the issues that characterized the anglophone marginalization under the Ahidjo and Biya regime, could be trace from: judicial, political, socio-economic, and cultural stand. Despite revendication by the anglophone community, Ahidjo and Biya use tactics to destabilize these community, among them: divide and rule, and the media. The actors spear heading the fight for the liberation of anglophone are found both at home and abroad. The anglophone crisis has cause widespread loss, ranging from human to material loss perpetuated by both the government forces and the Separatist according to NGO'S like: Human Right watch, International crisis Group and Amnesty International.

They have been call to end the crisis by the international community like the U N, foreign countries like Great Britain, U S, France , Germany, Norway, Italy, calling on the government to dialogue with the separatist and the federalist. A possible solution has been the call for referendum or to grant independence to anglophone Cameroon as a sovereign state, since 80 percent of the population are in support of independent country, under the name Ambazonia.

Jennifer Chishamiso

An exploration of the effect of employee wellness programmes on job satisfaction among female

Nzonzo
ERCICBELLP1915106

educators.

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Abstract

The effective implementation of employee wellness programmes is important in mitigating the negative impact of poor psychological and physical health on employees. It is against this construct that this research explored on the effect of employee wellness programmes on job satisfaction among female educators in the West Rand in South Africa. Drawing on the foundations of narrative enquiry and interpretivisim, the research investigated the relationship between wellness programs and job satisfaction among a group of female educators. The results of this qualitative inquiry indicated that the adoption of wellness programmes is inextricably linked to job satisfaction. In addition, despite efforts made by the schools to implement wellness programmes, hurdles are still being faced in terms of commitment and motivation to participate in the wellness programmes. Thus, aligning the wellness needs of female educators, marketing, resources, customisation of wellness programmes and inclusive organisational practices play an essential role in enhancing the job satisfaction of female educators.

Keywords: Wellness, Employee Wellbeing, Job Satisfaction, Educators, Females, Education

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Kah Liang Gan
ERCICBELLP1915107

Culture Diversity and Gender Difference in Perception of Group Dynamic

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The advancement of transportation and telecommunication systems have created a better opportunity for individual to interact with a more diverse range of individual. Despite evidences showing that outgroup contact helps improve intergroup relations, there are also concern with regards to interaction anxiety and the need for positive distinctiveness that may threaten the social benefits of such interaction. This study aims to investigate the change in group dynamic while working with groups from different levels of diversity. Thirty Malaysian (mean=22.33, SD=3.35), from 3 ethnic groups participated in this study. Participants were randomly assigned to work in either high or low diversity group. Two tasks of decision making were given to the participants, and their group membership was shuffle for each of the tasks. For low diversity groups, all members were from the same gender and same ethnic groups, whereas members of high diversity group comprised of 3 different ethnic groups, with equal number of members from both genders. Upon the completion of each task, participants were asked to rate group dynamic on various domains (I.e., group cohesion and equal contribution). The data across both tasks was collapsed for analysis as there were no significant difference in the rating between two tasks. Result showed member from the high diversity group were being perceived as contributing much equally $F(1, 56) = 5.10$, $p=.028$ than those from the low diversity group. Male, in general were more positive about the cohesiveness $F(1, 56) = 11.96$, $p=.001$; and equality $F(1, 56) = 5.50$, $p=.023$ within group members. No significant gender difference for the rating of group cohesiveness, and no significant interaction between gender and diversity.

Mohammad Abdul Salam
ERCICBELLP1915108

Impact of Social Safety Net Programs on Poverty Alleviation a Developing Country Perspective

Mohammad Abdul Salam
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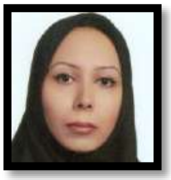
Abstract

Safety net programs have been enlisted as key instruments for reducing poverty in many developing countries. Like other countries, the safety net programs are designed in Bangladesh to provide support for the vulnerable sections of society. Despite having a large number of safety net programs, the rate of poverty reduction is not satisfactory. The current study is examines the impacts of safety nets on poverty of developing countries like Bangladesh, India, Pakistan and Sri

	Lanka. The time series data of safety nets expenditure, the headcount ratio and the rate of poverty are examined in this study. The analysis suggests a negative relationship between the expenditure on safety nets and the rates of poverty. In particular, the rate of reduction was higher for absolute poverty than the relative poverty. Keywords: Social Safety Nets, Developing Countries, and Poverty
Loay Badran ERCICBELLP1915109	The Relationship between Language and Economy Arabic Language as a Model Loay Badran Arabic Department, Zayed University, Dubai, UAE Abstract The expansion of the economic activity of a nation made it possible for nations to develop their languages in new environments that their people had not been entrusted with. Lenin said: "Language is the basic tool for humanitarian action, the unity of language and its unlimited development is one of the most important conditions for dealing between humans". Free and large-scale of trade led by modern capitalism has enforced new regulations for the game of languages' domination in today's modern world. Language to some linguistics is a pure value and an abstract concept, but when we think about the structure of language and how people practice it and change it through ages, we at that stage face a much more complex process. This paper researches the relationship between language and society in terms of economic perspective and how society and language influence each other when it comes to economy. The paper investigates the relationship between social behavior and speech and how social contexts are changing language to serve economic needs and goals. The paper is a representation of a parallel influence of language and economy giving significant importance to different case studies within the Arab World, the US and Nigeria. This paper also investigates whether economic development affects language or not and the transition of the role of learning languages from the cultural and research framework to the economic framework. lastly The relationship between language and economic is embodied in the interactions of trade liberalization, market opening, communication systems and globalization, which have produced market mechanisms. Human language in various levels and stages has been reduced to an economic functional dimension that deals with language in procedural terms, according to procedural rationalization. Keywords: Economy, Arabic, English, Languages, Linguistics, Social, Technology, Internet
Narges Malih ERCICBELLP1915110	Effect of General Medical Degree Curricular Change on Mental Health of Medical Students: A Concurrent Controlled Educational Trial Narges Malih Social Determinants of Health Research Center, Shahid Beheshti University of Medical Sciences, Tehran, Iran Mohammad Reza Sohrabi Social Determinants of Health Research Center and Department of Community Medicine, School of Medicine, Shahid Beheshti University of Medical Sciences, Tehran, Iran Hamid Reza Karimi Department of Community Medicine, School of Medicine, Shahid Beheshti University of Medical Sciences, Tehran, Iran Zahra Hajihashemi Department of Rheumatology, Imam Hossein Hospital, School of Medicine, Shahid Beheshti University of Medical Sciences, Tehran, Iran Abstract Research Objectives: General medical degree (GMD) curriculum usually causes significant psychological distress for medical students, especially in transition periods between preclinical, clerkship, and internship periods. This study was conducted to assess the effect of curricular change in GMD program on mental health of medical students in internship period.

	Methodology: This study evaluated mental health of 2 concurrent groups of medical students under reformed and nonreformed GMD curriculum. In this study, 120 out of 180 interns in the non-reform GMD program and 60 interns in the reformed GMD program were selected and their mental health status evaluated using Symptom Checklist-90-Revised (SCL-90-R) questionnaire. The cut-off point of 0.7 was used for Global Severity Index (GSI) score. SPSS software, version 14 (SPSS Inc, Chicago, Il, USA) was used for analysis. Chi-square, Fisher's exact test, t student, Mann–Whitney U, one-way ANOVA, and Kruskal-Wallis tests were used when appropriate. Logistic regression was used to estimate odds ratios for various determinants of students' mental health. **Findings: About half of the participants in the 2 groups were male (P = 0.63), and the mean age of the students in the reformed and non-reformed programs was 24.8 (1.97) and 24.7(1.80), respectively (P = 0.9). About 20% of participants in the non-reformed and less than 2% of those in the reformed program had GSI score of more than 0.7.** **Medical students in the reformed program had lower scores in total GSI and 9 its dimensions (P<0.001). The results obtained from the logistic regression analysis indicated that reformed curriculum and good economic status were significant independent variables contributing to decreased psychological distress (OR = 0.016 and 0.11, respectively).** **Research outcome: The results revealed that curricular changes which were based on World Federation of Medical Education recommendation could be associated with improvement in mental health status of medical students.** **Future outcome: Curricular changes could be associated with improvement in mental health status of medical students. This result recommends the same targeted curricular changes in medical schools to train healthier doctors for the community.** **Keywords: Curriculum, Education, Health Status, Logistic Models, Medical, Mental Disorders**
Mohamad Alnajem **ERCICBELLP1915111**	**Introducing a Measurement Framework to Assess Lean Readiness Level within Emergency Departments** **Mohamad Alnajem** **Assistant Professor of Operations Management, College of Business Administration, Gulf University for Science & Technology (GUST), Kuwait** **Abstract** **The purpose of this paper is to identify the key quality practices deemed essential for lean system (LS) implementation within emergency departments (EDs) and to develop a measurement framework to assess the lean readiness within EDs. This study is exploratory in nature; thus, the data obtained is secondary. First, the relevant literature was reviewed; the authors focused on the most recent literature (from 2013 to 2018). The review covers aspects such as lean assessment frameworks, lean critical success factors, lean readiness levels, and articles dealing with LSs within hospitals in general, and more precisely, in EDs. After analysing the literature, the main constructs were identified and the conceptual framework developed. As a second phase, in order to increase trustworthiness regarding the findings of the main constructs, and thereby enhance the robustness of the assessment framework, an expert panel was approached to validate the authors' findings and assumptions and to ensure that the constructs represented the main factors to enable the authors to measure the lean readiness levels within EDs. A total of 65 experts in lean healthcare were contacted through their hospitals and via LinkedIn; the experts worked in hospitals in countries such as Canada, Egypt, Germany, India, Poland, Spain, the UK, and the USA. A total of 28 experts agreed to validate the conceptual model; however, only 17 returned the forms to the authors on time. Based on a literature review, several factors have been identified as essential factors for lean implementation within EDs. Those factors were then validated based on the experts' opinions. The main factors were grouped into six main constructs: top management and leadership, human resources, patient relations, supplier relations, processes, and continuous improvement. The measurement framework has been developed to enable EDs to assess their lean readiness before attempting a lean system. This framework should help in mitigating the lean failures initiatives within EDs as it can be used to determine the factors that will enable/hinder the implementation of LSs within their EDs. The constructs of the framework have been validated by experts in lean healthcare practitioners and educators but have not yet been tested, which prevents the author from declaring it fit for EDs. Future research could be focused on the validation of the**

	proposed framework presented in this study by using the framework to measure lean readiness within non-lean EDs. The proposed framework is the first lean readiness measurement framework that concentrates on EDs and one of the few lean readiness assessment frameworks in the healthcare literature. Keywords: Lean System, Readiness Level, Lean Assessment
 Bahareh Afshar ERCICBELLP1915123	**Audit Impact and Tax Factors on Tax Compliance** Bahareh Afshar Saman Pendar Auditing Institute, Iranian Association of Certified Public Accountants IACPA,Tehran, Iran Abstract The purpose of the present study is to assess the impact of tax auditing and tax factors on tax compliance. Also it aims to investigate applied research and to analyze analytical methods. The required data and statistics were collected through a questionnaire and survey method. The statistical population of this research is directors and experts of tax affairs in northern Tehran using Cochran formula for estimating sample size. Sampling method is simple random method. The distributed questionnaire was tested for validity and reliability. The results of Cronbach's alpha for the questionnaires were more than 0.7, indicating the reliability and validity of the questionnaires. In this research, for the variables, the normal test was performed, which according to the results was calculated using the Kolmogorov-Smirnov method, all data were normal. Based on analyzes carried out by the LISREL software as well as the results obtained from the fitting indices of the structural equation model, the fitness of the model is excellent and there is a significant relationship between the variables of the research with 99%, and in the end based on the findings Research suggestions are presented. Keywords: Audit Impact, Tax Culture, Tax Trust, Taxpayers, Tax Compliance
 Mohammed Alkhatib ERCICBELLP1915125	**Grammatical Issues in Saudi EFL writings: A Minimalist Approach** Mohammed Alkhatib English Department, Prince Megren University, Medina, Saudi Arabia Abstract This empirical study is an analysis of EFL writing by third year university students. There are three aims of the current work; (1) to find out the kinds of grammatical errors Saudi students make in their writings; (2) to explicate ungrammaticality of the students' errors employing the Minimalist Program; (3) to evaluate the contributing factors that cause grammatical errors. Data was derived from compositions written by a stratified random sample of twenty junior students majoring in English department at Faculty of Arts and Humanities in King Abdul Aziz University, Jeddah, Saudi Arabia. Actually, these compositions are an assignment given by their lecturer as a kind of critical writing about the play Trifles by Glaspell. The study is qualitative in nature as it primarily focuses on analyzing the types of grammatical errors no matter how frequent they occur. Findings revealed that most of the grammatical errors are in sentence structure, prepositions, subject-verb agreement and wrong use of words. The results demonstrated that Saudi juniors do not completely fulfill the requirement for lexical information of an English sentence in the sense they still do not fully understand how many arguments a verb must have, what features a verb may have in terms of transitivity, intransitivity or even what kind of phrase that a verb subcategorizes for. With regard to factors causing ungrammaticality, intra-language errors were the majority of the grammatical errors in the writings whereas mother-tongue interference has no great influence on the students' writing. Saudi EFL students seem to over-generalize English rules to other positions in sentence structure. Also, they are not aware, sometimes, of the exceptions or restrictions of a rule which results in ill-formed structure. Findings of the study and its pedagogical implications are discussed in detail in chapter five.
Ahmad Ali ERCICBELLP1915126	**Problems Faced by Business** Ahmad Ali Department of Business, Alsafi Washing Powder Company, Mardan, Pakistan

Abstract

We never like to rely on one source to fuel our analyses of the problems facing business today, research and thinking to create this list of the top problems for businesses to solve.

1. Uncertainty: All human beings, but it seems business leaders in particular, find great discomfort in uncertainty. Uncertainty in the global economy, uncertainty in the credit markets, uncertainty in how new regulations will affect business, uncertainty about what competitors are doing, and uncertainty about how new technology will affect the business—these are just the start of a never-ending list. The bottom line is that uncertainty leads to a short-term focus. Companies are shying away from long-term planning in favor of short-term results.

2. Globalization: Understanding foreign cultures is essential to everything from the ability to penetrate new markets with existing products and services, to designing new products and services for new customers, to recognizing emergent, disruptive competitors that only months earlier weren't even known. The problem to be solved is to better understand international markets and cultures through better information gathering and analysis of what it all means.Similarly, the incredible degree of government intervention in nearly all major economies of the world is leading to much greater uncertainty in the global marketplace, making international operations ever harder to manage.

3. Innovation: Interestingly, we haven't found that many companies are looking to create more innovative cultures. Anyway, though that changes some as companies get smaller. It seems big companies are struggling with innovation and a better innovation process is at the top of the agenda for most CEOs, but the idea of a more innovative culture appears too frightening to many. The problem to be solved is how to become more innovative while still maintaining a sense of control over the organization.

4. Government Policy & Regulation: A changing regulatory environment is always of concern in certain industries, but uncertain energy, environmental and financial policy is complicating the decision making for nearly all companies today. Whether a demand from customers or shareholders to become more "green," the threat of increased costs due to new carbon taxes, constant talk of changes to corporate tax rates, The problems to be solved are to understand the meaning of regulation and government policy in your industry, its implications for your business, and to develop the skills necessary to deal with it.

5. Technology: The pace of technological improvement is running at an exponentially increasing rate. While this has been true for several decades, the pace today makes capital investment in technology as much an asset as a handicap because a competitor may wait for the next-generation technology, The problem to be solved is to develop a long-term technology strategy while remaining flexible enough to take advantage of unforeseen technology developments.

6. Diversity: A particular subset of human capital planning is found so often in our research that it is worth its own mention. Diversity brings many challenges, as it makes it far more likely that people do not agree, and the lack of agreement makes running a business very difficult. At the same time, the lack of diversity within many large company leadership teams leads to a narrow view of an ever-changing and diverse world statisticians) really means in your company.

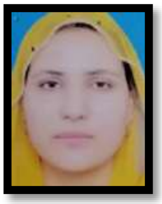
7. Complexity: There's no doubt that life and business have gotten more complex, even as certain tasks and activities have become easier due to information technology. We know from our knowledge of the patterns of evolution that, in reality, systems tend to become more complex as they evolve, then become simplified again. The problem is how to develop better systems-thinking capability so you can design your business models, processes, products and services in a way that minimizes unnecessary complexity.

8. Information Overload: It is said that the only true constant is change, and in today's world nothing is changing more, or growing faster, than information. The problem to be solved is to deal with this mountain of information with both technology and human know-how, then to convert this information into valuable knowledge.

9. Supply Chains: Because of uncertainty in demand and the need to stay lean, companies are carrying smaller inventories than ever. At the same time, uncertainty in supply, driven by wildly changing commodity prices. The problem to be solved is to develop a supply-chain strategy that not only ensures the lowest costs, but also minimizes the risk of crippling supply-chain disruptions.

10. Strategic Thinking & Problem Solving: While the first nine biggest problems faced by business are a direct result of research. The lack of sophisticated approaches to information acquisition, analysis and the development of unique insight leaves many companies at a disadvantage; they

lack a long-term strategic imperative and instead jump from one strategy to the next on a year-to-year basis. Everyday problem-solving competency among today's business leaders. This is why corporate managers tend to jump from one fire to another, depending on which one their executives are trying to put out, and in many cases the fast-changing business environment is what ignites these fires in the first place.We believe, to navigate the future, companies must resolve that strategic thinking and problem solving are the keys to successful business, then develop a robust capability at all levels.



Sarwat Abbas
ERCICBELLP1915135

To Empower Women through Education

Sarwat Abbas
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Abstract

Statement of the Problem: The main purpose of this study is to examine the role and status of educated women in community development. In our community majority of women are illiterate. Education is necessary for them. This research will throw light on role of educated women in community development. It will provides information about the importance of the role of women in community development. Conditions of women with respect to their education, health and employment need to be studied thoroughly. The outlook of educated healthy and economically independent women to world life is mostly different as compared to illiterate.

Mukharif Shah
ERCICBELLP1915138

Factors Affecting Mutual Fund Investors Behaviour

Mukharif Shah
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Abstract

Investments in the capital market are of numerous types, namely, stock, commercial papers, mutual fund, bond, certificates, contracts and warrants. The mutual funds are a type of financial institutions that helps in pooling the resources from investors and then diversify this investment in bonds, stock and other types of securities of the capital market. It can also be said that one of the biggest type of financial intermediaries is mutual funds all around the corporate world. The Mutual fund is a type of investment through which investors pool savings so as to optimize benefits with absolute returns. An investment of this type, is very beneficial for institutions and individuals as well (Rakesh, & Srinivas 2013). Investment in the securities and market instruments is done through the mutual funds. They are basically designed for the small investors who can participate through a small amount of money, but the return is high when a professional manager is involved. The role of the fund manager is to invest the money provided by the investors in multiple types of securities available. Fund management is responsible for making the decisions related to investment. The diversified portfolios of the fund managers help in selecting a security type through which maximum returns can be made possible with a minimum type of risks. Another method of obtaining profit from the mutual funds is through the appreciation in the original price (Ramesh & Geetha, 2012). Subscribers are given with the subscription of fund entitling them as a pro– rata profit, which is the actual earning from the fund. Other names of such type of documents are units, certificates, shares or any other specific names. There is an inherent advantage of mutual funds as the risk is reduced and the return is always favorable. It can also be called as a cost effective investment and also is a process of investment. From the point of view of investment, the performance of mutual fund has an important aspect (Anderson & Anderson 2005). Considering capital market, it can be said that it plays a very important role in the economic development of the country because investment is promoted. The key instrument in the capital market is mutual funds. The history of strong impact on financial market is long. The development of mutual funds since at the time it first started was comparatively slow and its positive impacts were seen after long. These were introduced in Switzerland in the 18th century and then these were used in the USA as well in the 19th century. In Pakistan, the trend of mutual funds started off in 1962 when the National Investment Trust (NIT) was established. The open end equity funds were launched first by NIT Limited. In 1966, a series of closed-ended mutual funds were launched by the Investment Corporation of Pakistan (ICP). Many mutual funds companies came into being in early nineties 1994-95. The privatization of ICP started by the government of Pakistan in 2002.

	Two lots were split in twenty five close ended funds of ICP. In 1990s, the financial sector became liberalized and allowance was given to them to enter the market. 2000s, however, brought a groundbreaking change. Pakistan's mutual funds industry spurred up for the domestic as well as international investors interest in the start of the century. In the current time, non –banking finance institutions (NBFIs) are the most dominant type of mutual funds. (Khalil, Hassan & Qamar 2003). A research was conducted on the Mutual fund industry, in which it was mentioned that in 2006, the Mutual fund industry size was US $ 2.38 Billion. There are variety of mutual funds which are offered by Pakistan mutual funds industry so as to attract investors (MUFAP, 2006). 385.5 billion rupees is the total assets size of this industry in the year 2008. These figures provide an evidence that this industry is growing rapidly and it is not possible without the confidence and trust of the investors. Growth in this industry has further motivated researchers to research out and identify benefits to the investors as well as general public. The researches on the investor behavior in Pakistan are very rare. This is the reason that there is a need to conduct research specifically in the KPK region of Pakistan. This study will use Multinomial logistic regression to analyses the investor behavior which is being affected by the different funds attributes. More over the study also uses the combination of different techniques which are being applied in descriptive studies and correlational studies like charts, bars and pies.
Ku-Chu Tsao **ERCICBELLP1915141**	**Can Online Store Improve Bricks-and-Mortar's Innovation?** **Ku-Chu Tsao** **Department of Economics, National Dong Hwa University, Hualien, Taiwan** **Abstract** We develop a liner market to show the BB competition (the incumbent and entrant both are a brick-and-mortar retailer) and the BO competition (the incumbent is a brick-and-mortar retailer but the entrant is an online retailer). Discussing the difference innovation between these competitions, and does the entrant has the incentive to choose BO competition when the innovation is endogenous. Several results are obtained. First, the incumbent invests less (more) innovation under BO competition if consumers have a lower (higher) hassle cost. Second, the endogenous innovation encourages (discourage) the entrant to choice the BO competition if consumers have a lower (higher) hassle cost. Third, the entrant does not choose the multichannel. Fourth, consumers prefer the entrant to choose BO competition. Keywords: Online Vs. Physical Store, Process Innovation, Linear Market, Consumer Surplus.
Yan-Shu Lin **ERCICBELLP1915144**	**Optimal Licensing Choices in the Presence of Environment Tax** **Yan-Shu Lin** **Department of Economics, National Dong-Hwa University, Hua-Lien, Taiwan** **Abstract** In a duopoly model, there is one domestic firm and one foreign firm with advanced environmental and process technology. The foreign licensor chooses the optimal technology licensing strategies when the domestic government imposes an environmental tax on the domestic firm. We compare three types of licensing strategies, process technology, environmental technology and package licensing, and show that the preference on licensing strategy depends on the level of environmental damage. Specifically, process technology licensing only is preferred when the marginal environmental damage is small, while package licensing is preferred when the environmental damage is large. This result is of interest as it goes against the conventional wisdom that package technology transfers can be more beneficial to the licensor. Moreover, in terms of domestic welfare, no licensing may be social desirable. Keywords: Environmental Policy, Technology Licensing, Social Welfare
Zhiwin Wu **ERCICBELLP1915149**	**Multi-Period Advertising Effect and R&D** **Zhiwin Wu** **Department of International Business, Lunghwa University of Science and Technology, Taoyuan County, Taiwan** **Abstract**

This paper applying a two-period model to explore the effect of firm's advertising activity and R&D. Is advertising a substitute or complement for product R&D? The article provides an understanding. Most of time, consumer's purchase behavior can be easily affected by these two activities of firm. However, their efficacy could be different. Product R&D enhances the quality of products ultimately, and increases the consumer's utility persistently. Contrarily, advertising raises the utility in consumer's mind, and the influence is diminishing to time. In the social planner's view, restraining firm's advertising input is beneficial to the social welfare.
Keywords: Advertising, Product R&D, Social Welfare

Kamara Kusupa
ERCICBELLP1915151

African Law as Compared to European Law

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Abstract

Since African states were put under colonial Administration after the Berlin conference which started in November 1884 and ended in April 1885, everything which touched African lives was changed. The African social system changed, economic system changed and also the Instutions for execution of justice in their lives was changed.

Africans were force to live under foreign systems they were forced to apply foreign laws to run their day to day lives, the Judicial systems which was being used to execute justice in their lives was a crisis of its own kind. However after Independance still Afican states continued to apply foreign systems to run their new nations, this was the second major crisis in the African life.

Judicial is one of the most controversial systems to the present African in all free African countries, the system has failed to execute justice in its real sense. In many African countries social justice is not guaranteed, there are so many discontents in their Legal system which they use to determine the merit of plaintifs brought to their courts. Prisons in many African countries has turned into disasters they requires mojor reforms, there was no changes since the colonial left in early sixties. Infact the European Law which is still being used by Africans differ by far when compared to African Law, European law only punish the offender and does not give chance for the offender to repent neither reconcile with the society. The African law first reconcile the offender with the society that is why in many African tribes before the coming of colonial rule there were no Prisons. This doesn't mean Africans were living without laws neither law breakers in their lives, but law breakers were dealt different compared to the present system.

Nikol Polakova
ERCICBELLP1915152

Corporate Tax Competition

Nikol Polakova
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Abstract

This work provides the first meta-analysis investigating the effect of corporate tax competition among states, with special focus on the effect of the corporate tax rate change in competing country on the corporate tax rate in the home country. It examines more than 500 estimates from 20 published studies and working papers. Results of the meta-analysis show an evidence of substantial publication selectivity: researchers tend to discard negative and insignificant estimates, which overvalues the estimated effect size. Conducted precision effect test failed to find the evidence for the existence of a genuine effect of corporate tax competition. Empirical analysis shows that differences in the measurement of statutory and effective tax rate matter, thus the analysis was conducted on two separate sub-samples.
Keywords: Corporate Tax, Meta-Analysis, Tax Competition

Petr Polak
ERCICBELLP1915153

Airbnb Taxation

Petr Polak
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Nikol Polakova

	Veronika Lukova **Abstract** **Airbnb is an internet platform that provides mediation of accommodation operating according to the principles of a shared economy. Because it is a new type of business, it is an environment with very limited regulation, but it has a big influence on the housing market. Especially in Prague, which currently lacks flats for long-term lease. This thesis is to be the very first to provide a unique view of the Prague market and then it discusses possible ways of regulation in the form of taxation of professional hosts. At the same time, the thesis analyzes determinants of the price of accommodation using the hedonic model. These results are then used to estimate the host revenue. According to the results, the regulation and form of taxation should be supplemented by a maximum short-term rental period of 135 days per year, so that the owners of the property are motivated to rent it out primarily for long-term.** **Keywords: Airbnb, Taxation, Prague Market**
Ven. Bishokirti Barua ERCICBELLP1915154	**“' Navayana Buddhism: Emancipation, Enlightenment and Harmonious ‘Social’ Self”** **Ven. Bishokirti Barua** **Vaishali Buddha Vihar,The Buddhist Society Of India, Mandali Road Shahdara, New Delhi, India** **It is in 1956 that Dr. Ambedkar with his followers turned to Buddhism. These Buddhist are called as Neo-Buddhist and this new form of Buddhism is called as Navayana Buddhism by Eleanor Zelliot. The Buddhist comprises about 0.7 per cent of the Indian population and the neo-Buddhist population comprise of 87 per cent of the total Buddhist population of India as per Census of India, 2011. The Navayana Buddhism is a movement of Dalits in India that has reinvented the Buddhism and has formed linkages with the Buddhists worldwide. The Navayana Buddhism is movement of ex-untouchables i.e. Dalits to regain the lost humanity in Hinduism. Besides exclusion of the Dalits in temples and sites of Hindu worship, they were denied claims to religiosity by quasi-religious sanctions. It is after Dr. Ambedkar’s conversion movement the ex-untouchables emancipated themselves not only from the physical slavery but also mental slavery. A movement of internal change took place amongst the Dalits. It is by following Buddhism the Dalits got medium for becoming self-enlightened. For Buddhist the ananpanasatibhavana (meditation) is a vehicle to attain nirvana. The meditation is not only limited to the spiritual well- being of a person but it calls for an attainment of the maitribhavana i.e. compassion to fellow beings, species and ecology. The Buddhist doctrine calls for purification of mind through self-introspection and how the individual should treat the ‘other’. This concept of religiosity goes beyond the ‘individualised belief’ or individual’s purification of mind to a larger idea of society in which peace and harmony is established with other beings, species and nature. It envisages the important tenet of non-hurt, non-harm, non-discrimination and non-violence to the ‘other’. The paper would dwell on the issues highlighted and the transcendence from enlightenment to harmonious ‘social’ self through the Buddhist movement.** **Keywords: Navayana, Buddhism, Meditation, Society, Maitribhavana**
Ying Yu ERCICBELLP1915157	**The Influence of International Entrepreneurship on Born Global Firm Performance: Perspectives from China** **Ying Yu** **School of Public Administration, Zhongnan University of Economics and Law, Wuhan, P.R.C** **School of International Trade and Economics, University of International Business and Economics, Beijing, P.R.C** **Xiaoling Hu** **School of Business and Technology, University of Gloucestershire, Oxtalls Campus, Oxstalls Lane, Longlevens, Gloucester, GL2 9HW, UK** **Yong Wang** **University of Wolverhampton Business School, Faculty of Social Sciences, University of Wolverhampton, Wulfruna Street, Wolverhampton, WV1 1LY, UK**

Philippa Ward
School of Business and Technology, University of Gloucestershire, Oxtalls Campus, Oxstalls Lane, Longlevens, Gloucester, GL2 9HW, UK

Abstract

This study investigates the role that entrepreneurship plays in the performance of born global firms in China by using unique data samples collected from Small & Medium Enterprises (SMEs) in Hubei province. Hubei province is situated in the central region of China, which is very different from the coastal areas of China where entrepreneurs seems to be more phenomena that are prominent. In this investigation, three key dimensions of entrepreneurship are identified from international business and entrepreneurship literature. These are market orientation, international entrepreneurial capability and international knowledge. The results from the Structural Modelling Equation analysis of 345 questionnaires indicate both the international knowledge and international entrepreneurial capability are significantly related to born global firms' performances. In contrast, market orientation which includes two sub-dimensions: adaptation capability and absorption capability was found to be less important to firms 'performances. Therefore, it may be argued that born global firm in inland China may be still limited by resources including those resources generated from the external knowledge to adapt to the internal and external pressures.

Keywords: Internationalisation, Small & Medium Sized Enterprise, Born Global Firms, Market Orientation, International Entrepreneurial Capability, Dynamic Capabilities

Dr. Katalin Lipták
ERCICBELLP1915052

Analysis of the Factors of Social Innovation and Competitiveness in Hungary

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Department of Labor Market and Employment Policy,University of Miskolc, Miskolc, Hungary

Abstract

To interpret social innovation, it is possible to attribute the specialty of employment to the peripheral regions. Yet, the latest development of new products, services and new methodologies, driven by social values, initiated and implemented by social players, which interprets new social interactions as a backward process of social development, places social innovation as the main point of employment. The aim of the study to introduce the differences between the technical innovation in the classical sense and the social innovation, as well as analysis of the widening effect of social innovations on employment and their role in rural development. Some of the social innovations are some of the most exemplary cases that have an employment-enhancing effect in both rural and urban areas. Competitiveness is a particular importance not only in terms of world economic but also regional economic and local economic development. In this paper, I examined the values of the Regional Competitiveness Index (RCI) in Hungary and the best-known social innovations in these regions. The second aim of the research is to explore and compare the relationship between competitiveness and social innovations at regional level in Hungary. As a result of my research it can be stated that the social innovations presented will contribute to improving the quality of life of people living in rural areas and people with disabilities in urban areas through employment.

Keywords: Social Innovation, Competitiveness, Employment

Djula Borozan
ERCICBELLP1915057

Energy Prices and Residential Energy Consumption in the European Union

Djula Borozan
Faculty of Economics in Osijek, Josip Juraj Strossmayer University of Osijek, Osijek, Croatia

Abstract

Understanding how residential energy use differs across European countries with respect to energy prices is important for an energy pricing policy design at the European Union (EU) level.

This paper uses quantile regression to analyze the effect of energy prices on final energy consumption in the residential sector for different levels of energy use in the EU in 2016. Although previous studies detected a negative statistically significant effect of energy prices, little is known about how the effect of energy prices differs across EU countries. The results confirmed that energy prices have a statistically significant and negative effect on the residential energy use

	conditional distribution. However, the magnitude of this effect depends on whether country's residential energy use is in the upper or lower quantile. In general, the mean price elasticity is estimated to be -0.32, but the effect of energy prices is more pronounced in less energy-consuming EU countries. Nevertheless, relatively low price elasticity across EU countries demands the development of an alternative pricing policy mix. Keywords: Energy Prices, Final Energy Consumption, Households, Quantile Regression
Hiroyuki Ono ERCICBELLP1915097	Comparing Public Opinions Regarding the Old-Age Livelihood among the Four East Asian Countries Hiroyuki Ono Economics, Toyo University,Tokyo, Japan Bernd Hayo The Philips University of Marburg Abstract This study compares four East Asian countries, Japan, Korea, Taiwan, and China, in the formation of public opinions regarding the old-age livelihood, using micro-data from their national surveys in 2006 under the East Asia Social Survey (EASS) initiative. To do so, we estimate ordered logit models, taking the objective variable to be the answer to the question: whether it is the responsibility of the government or families/individuals to provide a decent old-age livelihood. Estimation results show that, among various socio-economic explanatory variables, only age shows a significant effect for all countries, but that the direction of influence is the opposite for Japan and the other three countries. Marital status, being employed full time, having a good health, desirability for three generations living together, the number of children, education (graduate-level), and residing in rural areas also exert a significant effect but for at most two countries. Interpretations for these results are offered in view of the history and institutional details of the four countries' public pension systems. Keywords: Old-Age Livelihood, Social Survey, East Asia, Ordered Logit Models
Rose Ogbechie ERCICBELLP1915112	Beyond Legislations: Ethical Issues in Domestic Work in Nigeria Rose Ogbechie Lagos Business School, Pan-Atlantic University, Lagos, Nigeria, rogechie@lbs.edu.ng Kabiru Oyetunde Lagos Business School, Pan-Atlantic University, Lagos, Nigeria, koyetunde@lbs.edu.ng Abstract A number of studies have substantiated the growing rate of women participation in the labour market leading to commoditization of household work, increased domestic work and workers. Recent studies show that domestic work, which cut across age and gender, can have adverse and exploitative consequences for workers particularly in an unregulated environment. Due to these concerns, international organizations have enacted legislations for a regulated legal environment for domestic work for member nations to domesticate. Nigeria, as a member nation and signatory to the conventions and recommendations has failed to enact legislations that will regulate the domestic work contractual terms. This article reviews the experiences of domestic workers in Nigeria with respect to the abuses and exploitations they suffer in the hands of their employers. The ethical implications of the employers' attitude towards domestic workers are considered. Germane ethical issues such as long hours of work, work load, lack of voice, abuses and ill-treatment, health and safety, maternity protection, are explored from the reported experiences of the workers and policy recommendations are made on the urgent need for the state to enact stringent legislations to stop unethical practices in the domestic work industry. Keywords: Domestic work, Ethical issues, Domestic workers, Regulation, Legislations, Privacy, Abuses
Sirojiddin Abrorov ERCICBELLP1915163	The Trend of Islamic Securities Sukuk Issuance Development Sirojiddin Abrorov

	PhD student, Research Center "Scientific bases and issues of economic development of Uzbekistan" under the Tashkent State University of Economics **Abstract** **Historical documents show that Imam Malik had recorded the first account of sukuk in his famous treatise al Muwatta. It is started that in the 7th century CE, the Umayyad government would pay soldiers and public servants both in cash and in kind. The payment in kind was in the form of sukuk al Badai, which has been translated as "commodity coupons". These sukuk were either redeemed on the maturity date against a fixed amount of food commodity, or sold to others for cash before maturity date.** **For modern sukuk emission, there were several attempts in Jordan in 1978 and in Pakistan in 1980. However, due to the lack of the market infrastructure and transparency, these attempts had failed. The first sukuk which was considered successful was issued in Malaysia at 125 million Malaysian rupos-32.9 million USA dollars. After that sukuk was not emitted until 2001. The trends of sukuks commenced to develop significantly in XXI century and the growth tendency was observed in last 17 years. In 2001 annual $1, 2 billion sukuk was issued and it reached $116, 7 billion by the end of 2017. (Chart 1).** **The sukuk issuance revealed various increase in different years. The sukuk emission resumed in 2001 and the growth was remained stable until 2017. The highest relative annual increase was noticed in 2003 with 425, 5%. By the 2008, less than 51, 5% of sukuk emission were recorded and the largest relative decrease was observed in this period.** **From the quantitative point of view, the largest growth was observed in 2012. Moreover, in the same year the largest total of 137, 6 billion of sukuk was issued and this amount was $44, 4 billion more than in 2011. In the next 2013 year there was a slight decrease (0, 97%) which was marked by a significant decline in 2014 and 2015, with an increase of 21, 3% and 36, 8% respectively.** **Although the levels of growth are various, the presence of annual emission can indicate the existence of sukuk demand. By the end of 2017, about $1 trillion sukuk was issued in the world.** **The majority part of the sukuk was produced for local investors and located in that country by the end of 2017, the 77, 6% of sukuks which were issued, considered as a domestic issues (Chart 2). During 2017, remaining the increase of tendency in recent years, $79, 1 billion of domestic sukuks were reserved. Throughout the last period the highest number of local sukuk emission was noticed in 2012 and it constituted a total of 117, 3 billion US dollars.**

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ISSN 2454-5899

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Upcoming Conferences

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- 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
- 4th Singapore – International Conference on Social Science & Humanities (ICSSH), 13-14 November 2019
- 2019 – XXIII International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), November 14-15, Singapore
- 5th Dubai – International Conference on Social Science & Humanities (ICSSH), 09-10 December 2019

- 2019 – XXIV International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), December 10-11, Dubai
- Sydney – International Conference on Social Science & Humanities (ICSSH), 10-11 December 2019
- 2019 – XXV International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), December 11-12, Sydney
- 3rd Bali – International Conference on Social Science & Humanities (ICSSH), 19-20 December 2019
- 2019 – XXVI International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), December 20-21, Bali
- 5th Bangkok – International Conference on Social Science & Humanities (ICSSH), 21-22 December 2019
- 2019 – XXVII International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), December 22-23, Bangkok
- 3rd Malaysia – International Conference on Social Science & Humanities (ICSSH), 27-28 December 2019
- 2019 – XXVIII International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), December 28-29, Kuala Lumpur
- 6th Dubai – International Conference on Social Science & Humanities (ICSSH), 17-18 February 2020
- 2020 – International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), February 18-19, Dubai
- Melbourne – International Conference on Social Science & Humanities (ICSSH), 03-04 March 2020
- 2020 – IInd International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), March 04-05, Melbourne

- 5th Singapore – International Conference on Social Science & Humanities (ICSSH), 25-26 March 2020
- 2020 – IIIrd International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), March 26-27, Singapore
- Tokyo – International Conference on Social Science & Humanities (ICSSH), 01-02 April 2020
- 2020 – IVth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), April 01-02, Tokyo
- 3rd London – International Conference on Social Science & Humanities (ICSSH), 14-15 April 2020
- 2020 – Vth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), April 15-16, London
- Berlin – International Conference on Social Science & Humanities (ICSSH), 12-13 May 2020
- 2020 – VIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), May 13-14, Berlin