



Conference Proceedings

2019 – XIIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), July 20-21, Mauritius

July 20-21 2019

CONFERENCE VENUE

Gold Crest Hotel, Mauritius

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Table of Content:

S. No.	Particulars	Page Numbers
1.	Preface	3
2.	Keynote Speaker	4-5
3.	List of Presenters	6-10
4.	List of Listeners	10
5.	Upcoming Conferences	10-13



Preface:

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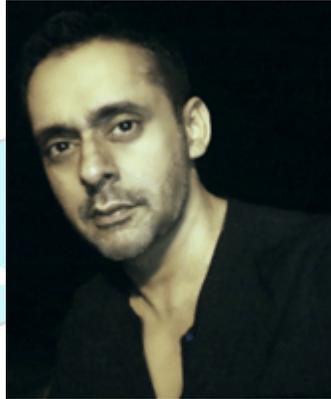
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Our mission is to make continuous efforts in transforming the lives of people around the world through education, application of research & innovative ideas.

KEYNOTE SPEAKER



Raj Babajee

Mauritius Institute of Education Lecturer on PGCE, Mauritius

Topic: Will educating children about the rule of law tackle sex discrimination and harassment?

Rajesh Babajee is a British Law lecturer and educator. Originally a civil servant for the Department for Education and Skills, he read Law and Politics at Keele University between 1991 to 1994. He worked for HM Treasury Solicitors' representing the Home Office and Foreign and Commonwealth Office. He then moved to private practice opening his own firm in 2008. Rajesh decided to change his career in 2012, focusing on education and training. He has taught on the LLB programme in Middlesex, UCLAN and Aberystwyth Universities. He holds a PGCertHE and currently undertaking his PhD in Legal Education. He is opening his own Business School in Madrid in 2019. Further, he enjoys Tai Chi and is currently screenwriting a play on Pakistani women claiming asylum in the UK.

KEYNOTE SPEAKER



**Mr Jayganesh
Dawosing Lecturer, Department of Bhojpuri, Folklore and Oral Traditions, Mahatma Gandhi Institute, Mauritius**

Topic: Towards a safeguarding concept of the Intangible Cultural Heritage in Mauritius

Mr Jayganesh Dawosing – Lecturer in Department of Bhojpuri, Folklore and Oral Traditions since the last 12 years. Since its foundation the Department has taken on two main tasks: First, the Department has collected from the very sources, continues to collect, and presently maintains a rich and perhaps the only archive of the country relating to life histories of old people, folk tales, folk songs, proverbs, riddles and other forms of folk sayings existing in Mauritius. This expanding archive which presently consists of almost a few hundred audio-tapes cassettes (which have been transferred to cd-format), photographs need a more scientific means of preservation, will no doubt serve as a reservoir of the lore of the Mauritian people and topics for various kinds of future studies in Mauritian folklore and Oral Traditions.

My first degree is BA Joint Humanities-Hindi and French and second degree is MRes-Master in Research Methodology from the University of Mauritius. Currently, enrolled as PhD 2nd year student at the Open University of Mauritius on Preservation of Mauritian Bhojpuri Intangible Cultural Heritage and Mass Media.

List of Presenters

<p>Muhammad Sajid ERCICBELLP1913051</p>	<p style="text-align: center;">Are Decision-Making Characteristics and Behavioural Biases related to Managerial Cognitive Ability?</p> <p style="text-align: center;">Muhammad Sajid School of Management, Royal Holloway, University of London, United Kingdom</p> <p style="text-align: center;">Matthew C. Li School of Management, Royal Holloway, University of London, United Kingdom</p> <p style="text-align: center;">Abstract</p> <p>The aim of this study is to test whether respondents' test scores on the Cognitive Reflection Test (CRT; Frederick, 2005) are linked to their risk and time preferences and a large number of well-known behavioural biases. This paper for the first time investigates a sample of 462 corporate decision makers (such as CEOs and CFOs) of 162 non-financial firms listed at the Pakistan Stock Exchange (PSE). The results show that managers with higher CRT scores are significantly more patient and are more willing to take risks in the domain of gains. Decision makers with higher cognitive abilities are less likely to exhibit the illusion of control, availability, conjunction fallacy, herding, conservatism, and base rate fallacy. However, managers' cognitive abilities have no influence on regret bias. High-CRT managers are less overconfident and make a more precise self-assessment. The findings reveal a significant evidence of anchoring among all decision makers, but cognitive ability (CA) significantly reduces the anchoring effect. The study also finds a significant effect of framing in the sample, but this effect is diminished by the high CRT group when the problem is framed in a positive way. One possible policy implication of this study for potential employers will be the selection of managers with a higher level of cognitive abilities because they can contribute more toward firm's growth and financial success by efficiently reducing the effects of psychological biases that play a fundamental role in the process of financial decision-making. Keywords: Risk and Time Preferences, Behavioural Biases, Cognitive Abilities, Decision Making, Individual Differences, Behavioural Finance JEL Classifications: C90, D81, D90, J24</p>
<p>Tajalli Fatima ERCICBELLP1913052</p>	<p style="text-align: center;">“Awareness of Malnutrition effects on Pregnancy”</p> <p style="text-align: center;">Salbia Abbass Tajalli Fatima Department of Business Administration, Government College Women University Sialkot, Sialkot, Pakistan</p> <p style="text-align: center;">Lubna Arshad Iqra Sabir Sehar Raza</p> <p style="text-align: center;">Abstract</p> <p>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 awariness about malnutrition 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. Keyword: Malnutrition, Mother, Pregnancy, Food, Deficiencies</p>
<p>J.Patel</p>	<p style="text-align: center;">Marketing Implication of Impulse Buying Behaviour in the Indian FMCG Sector</p>

<p>ERCICBELLP1913054</p>	<p style="text-align: center;">J.Patel Pandit Deendayal Petroleum University, Raisan, Gandhinagar-382010, Gujarat, India</p> <p style="text-align: center;">Abstract</p> <p>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 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.</p> <p>Keywords: Demand Driven Supply Chain Management (DDSM), Integrated Marketing Communication, Impulse Buying Behaviour</p>
<p>S.Kulkarni ERCICBELLP1913055</p>	<p style="text-align: center;">Consumer Perception about Green Marketing Practices in Indian Food and Beverages Industry</p> <p style="text-align: center;">S.Kulkarni Pandit Deendayal Petroleum University, Raisan, Gandhinagar-382010, India</p> <p style="text-align: center;">Abstract</p> <p>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.</p> <p>Keywords: green marketing, green supply chain management, integrated marketing communication</p>
<p>Joshua Abiezer Marayag ERCICBELLP1913058</p>	<p style="text-align: center;">Weaving the Culture of Digital Tourism in the Summer Capital of the Philippines</p> <p style="text-align: center;">Joshua Abiezer Marayag Junior High School, Lorma Colleges Basic Education Schools, Urbiztondo San Juan, La Union, Philippines</p> <p style="text-align: center;">Abstract</p> <p>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</p>

	<p>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</p>
<p>Raffy Florentino ERCICBELLP1913063</p>	<p>Weaving the Culture of Digital Tourism in the Context of the Summer Capital of the Philippines</p> <p>Joshua Abiezer Marayag Lorma Special Science High School, Lorma Basic Education Schools, Philippines</p> <p>Ma. Sophia Isabelle Gaspar Lorma Special Science High School, Lorma Basic Education Schools, Philippines</p> <p>Ana Sofia Loreen Mirambel Lorma Special Science High School, Lorma Basic Education Schools, Philippines</p> <p>Kaye Gabrielle Ariz Lorma Special Science High School, Lorma Basic Education Schools, Philippines</p> <p>Cloie September Lang-ay Lorma Special Science High School, Lorma Basic Education Schools, Philippines</p> <p>Mariano Rafael Florentino Lorma Special Science High School, Lorma Basic Education Schools, Philippines</p> <p>Abstract 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 JEL Classification: L 83, Z 10</p>
<p>Matthias Anayo Okorie ERCICBELLP1913067</p>	<p>Ethical Leadership, Employee Performance and Customer Satisfaction in the Restaurant Industry in Mauritius</p> <p>Matthias Anayo Okorie MBA Executive student, Greenwich University Mauritius</p> <p>Abstract Research Objectives: Ethical leadership is about demonstrating and promoting normatively appropriate conducts through personal actions, two-way communication, reinforcement, and decision making. This research examines the impact of Ethical Leadership on employee performance and customer satisfaction in fast food outlets in Mauritius and bridges the gap in existing literature on ethical leadership and its ultimate contribution on customer satisfaction. Methodology: The qualitative approach was adopted. Eight frontline managers were interviewed.</p>

They belong to popular restaurants with turnovers exceeding Rs.4 million per month. The researcher also engaged in ethnography for 9 months at a restaurant to observe the ethical and unethical leadership of frontline managers and assess the corresponding impacts on employee performance and customer satisfaction.

Findings: Customers tend to demonstrate reactive behaviour influenced by the service provider and the quality of the service they receive. Management of customer and employee interactions in service businesses and the manner in which customers evaluate individual service businesses therefore play an important role (Bitner, 1990). Customers tend to demonstrate reactive behaviour influenced by the service provider and the quality of the service they receive. Management of customer and employee interactions in service businesses and the manner in which customers evaluate individual service businesses therefore play an important role (Bitner, 1990). Customers tend to demonstrate reactive behaviour influenced by the service provider and the quality of the service they receive.

Management of customer and employee interactions in service businesses and the manner in which customers evaluate individual service businesses therefore play an important role (Bitner, 1990). Findings show that ethical leadership is strongly linked to employee high performance. Ethical leadership qualities like honesty, gratitude, humility, justice, compassion, listening skill, prudence, and trust were found to be more important in explaining increased cooperation from employees and higher quality of service provided to customers. Employee performance is therefore positively related to customer satisfaction and fast-food productivity.

Research Outcomes: This study highlights the need for frontline managers to strengthen the concept of ethical leadership among their employees especially those belonging to the Z generation. Customers would otherwise turn away from some of these international franchises in search of better food quality and service.

Future Scope: Ethical leadership is a must in the growing restaurant industry in Mauritius if the restaurants want to benefit from increasing turnovers. This study may inspire other researchers to carry out similar studies that assess the impacts of ethical leadership in other fields of business.

Keywords: Ethical Leadership, Employee Performance, Customer Satisfaction



Svetlana Maximova
ERCICBELLP1913057

Ethnic Migrations in Asian Borderlands of Russia: Security and Transit Regions



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Candidate of Medicine, Altai State University, Russia

Abstract

Each Asian country – the CIS member slightly increased own “donorship” into Russian population during the last decades. In 2017, the number of migrants to Russia was over 15.4 million, and 67.9% of migrants come from the Asian CIS countries. Bases for analysis of transit movements were open data of statistical bulletins by the Rosstat for the period of 2006 – 2017. In six regions of Russia with different ethnic structure we realized sociological research (2017) among migrants (n = 600, including transit), diaspora and indigenous communities (n = 3000). Basing on migrant’s interview a tendency to seek for the next step of migration in the Russian western borderlands (36%) revealed. There is a tendency of migration from the CIS countries to ethnic republics (62%). The popular roots testify about ethnic character of migration: from certain country to certain regions, and presence of agency networks basing on diaspora networks (24%), including criminal (3%). Migrants usually associate the Russia as a country of transit (including a shared land boundary with the EU, 64%), porous borders (45.4%), week entry control for foreigners and stay in Russia (35%), and ‘absence of real institutional tools for migration’ (74%), high level of corruption (82%), distribution of informal labor practices (22%), and network interactions between diaspora groups

(56%). In Russia there are almost unlimited opportunities of participation in the shadow economy (73%), and, therefore, a wide opportunities to earn for the next step of migration (37.6%).
Keywords: Migration, Ethnic Migrations, Asian Borderlands, Security, Inter-Ethnic Relations

LISTENERS

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<p>Edward Akwasi Oppong Accounts Department, Gerofix Rent a sign Ltd (Advertisement), Kumasi, Ghana ERCICBELLP1913056</p>
<p>Som Samuel Praxis Som Bonn, Institute for psychotherapy, Bonn, Germany ERCICBELLP1913059</p>
<p>Williams Brefo Gyimah Ghana Standards Authority, Kumasi, Ghana ERCICBELLP1913060</p>
<p>Tijana Srdic Department of International Law, Faculty of Law and Business Academy, University of Novi Sad, Subotica, Serbia ERCICBELLP1913061</p>
<p>Atif Iqbal NGO, Aman Welfare Health & Educational Society, Pakistan ERCICBELLP1913064</p>
<p>Lovishka Kalawon School of Social Sciences, Mauritius Institute of Education, Mauritius ERCICBELLP1913065</p>
<p>Scholastica Makoye Economic Law Department, Open University of Tanzania, Dar-es-salaam, Tanzania ERCICBELLP191366</p>
<p>Abayo Ayilaran Timothy Lanso Global Venture, Lanso Global Venture, Akure, Nigeria ERCICBELLP1913068</p>
<p>Isaac Kalu Okocha Social Science, University of Lagos, Nigeria ERCICBELLP1913069</p>

Upcoming Conferences

<https://eurasiaresearch.org/sshra>

- 3rd Bangkok – International Conference on Social Science & Humanities (ICSSH),
24-25 July 2019

- 2019 – XIIIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), July 25-26, Bangkok
- 2nd Barcelona – International Conference on Social Science & Humanities (ICSSH), 30-31 July 2019
- 2019 – XIVth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), July 31 – Aug 01, Barcelona
- Istanbul – International Conference on Social Science & Humanities (ICSSH), 06-07 August 2019
- 2019 – XVth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), August 07 – 08, Istanbul
- 2nd Rome – International Conference on Social Science & Humanities (ICSSH), 28-29 August 2019
- 2019 – XVIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), August 29 – 30, Rome
- 2nd London – International Conference on Social Science & Humanities (ICSSH), 10-11 September 2019
- 2019 – XVIIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), September 11 – 12, London
- 2nd Jakarta – International Conference on Social Science & Humanities (ICSSH), 18-19 September 2019
- 2019 – XVIIIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), September 18 – 19, Jakarta
- Hong Kong – International Conference on Social Science & Humanities (ICSSH), 24-25 September 2019
- 2019 – XIXth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), September 25 – 26, Hong Kong

- 4th Dubai – International Conference on Social Science & Humanities (ICSSH), 07-08 October 2019
- 2019 – XXth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), October 08-09, Dubai
- 2nd Prague – International Conference on Social Science & Humanities (ICSSH), 15-16 October 2019
- 2019 – XXIst International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), Oct 16-17, Prague
- 4th Bangkok – International Conference on Social Science & Humanities (ICSSH), 15-16 October 2019
- 2019 – XXII International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), Oct 16-17, Bangkok
- 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