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
Email: convener@eurasiaresearch.info
https://eurasiaresearch.org
https://sshraweb.org
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Preface:

Social Science And Humanities Research Association (SSHRA) is a global group of scholars, academicians and professionals from the field of Humanities and Social Sciences for encouraging intellectual development and providing opportunities for networking and collaboration. This association achieves its objective through academic networking, meetings, conferences, workshops, projects, research publications, academic awards and scholarships. The association is driven by the guidance of the advisory board members. Scholars, Academicians, Professionals are encouraged to freely join SSHRA and become a part of this association, working for benefit of academia and society through research and innovation.

For this conference around 100 Participants from around 17 different countries have submitted their entries for review and presentation.

SSHRA has now grown to 3173 followers and 3539 members from 45 countries.

Membership in our scholarly association SSHRA is completely free of cost.

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We hope to have an everlasting and long term friendly relation with you in the future.

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You will be able to freely communicate your queries with us, collaborate and interact with our previous participants, share and browse the conference pictures on the above link.

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.
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

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<th>Muhammad Sajid</th>
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<td>ERCICBELLP1913051</td>
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<td>Are Decision-Making Characteristics and Behavioural Biases related to Managerial Cognitive Ability?</td>
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<tr>
<td>Muhammad Sajid</td>
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<tr>
<td>School of Management, Royal Holloway, University of London, United Kingdom</td>
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<td>Matthew C. Li</td>
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**Abstract**
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

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<th>Tajalli Fatima</th>
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<tr>
<td>ERCICBELLP1913052</td>
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<td>“Awareness of Malnutrition effects on Pregnancy”</td>
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<td>Salbia Abbass</td>
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<td>Tajalli Fatima</td>
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<tr>
<td>Department of Business Administration, Government College Women University Sialkot, Sialkot, Pakistan</td>
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<td>Lubna Arshad</td>
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**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 awareness 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.

**Keywords:** Malnutrition, Mother, Pregnancy, Food, Deficiencies

**J.Patel**

Marketing Implication of Impulse Buying Behaviour in the Indian FMCG Sector

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

Gold Crest Hotel, Mauritius
**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

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**J.Patel**  
Pandit Deendayal Petroleum University, Raisan, Gandhinagar-382010, Gujarat, India

**S.Kulkarni**  
Pandit Deendayal Petroleum University, Raisan, Gandhinagar-382010, India

**Joshua Abiezer Marayag**  
Junior High School, Lorma Colleges Basic Education Schools, Urbiztondo San Juan, La Union, Philippines

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**S.Kulkarni**  
Consumer Perception about Green Marketing Practices in Indian Food and Beverages Industry

**Joshua Abiezer Marayag**  
Weaving the Culture of Digital Tourism in the Summer Capital of the Philippines

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**S.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

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**Joshua Abiezer Marayag**

**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

Raffy Florentino
ERCICBELLP1913063

Weaving the Culture of Digital Tourism in the Context of the Summer Capital of the Philippines

Joshua Abiezer Marayag
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Mariano Rafael Florentino
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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

Matthias Anayo Okorie
ERCICBELLP1913067

Ethical Leadership, Employee Performance and Customer Satisfaction in the Restaurant Industry in Mauritius

Matthias Anayo Okorie
MBA Executive student, Greenwich University Mauritius

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.
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.

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). 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

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

Svetlana Maximova  
Doctor of Sociology, Altai State University, Russia  
Oksana Noyanzina  
Candidate of Sociology, Altai State University, Russia  
Daria Omelchenko  
Candidate of Sociology, Altai State University, Russia  
Maksim Maksimov  
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

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Isaac Kalu Okocha
Social Science, University of Lagos, Nigeria
ERCICBELLP1913069

Upcoming Conferences

https://eurasiaresearch.org/sshra

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


2nd London – International Conference on Social Science & Humanities (ICSSH), 10-11 September 2019


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
- 4th Bangkok – International Conference on Social Science & Humanities (ICSSH), 15-16 October 2019
- 4th Singapore – International Conference on Social Science & Humanities (ICSSH), 13-14 November 2019
- 5th Dubai – International Conference on Social Science & Humanities (ICSSH), 09-10 December 2019
- 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
5th Bangkok – International Conference on Social Science & Humanities (ICSSH), 21-22 December 2019
3rd Malaysia – International Conference on Social Science & Humanities (ICSSH), 27-28 December 2019
6th Dubai – International Conference on Social Science & Humanities (ICSSH), 17-18 February 2020
Melbourne – International Conference on Social Science & Humanities (ICSSH), 03-04 March 2020
2020 – IIInd International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), March 04-05, Melbourne