CONFERENCE PROCEEDINGS


14-15 November 2019

CONFERENCE VENUE

The National University of Singapore Society (NUSS), The Kent Ridge Guild House, 9 Kent Ridge Drive, Singapore

Email: convener@eurasiaresearch.info

https://eurasiaresearch.org

https://icbellp.org/
Table of Content:

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Particulars</th>
<th>Page Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Preface</td>
<td>3</td>
</tr>
<tr>
<td>2.</td>
<td>Keynote Speaker</td>
<td>4</td>
</tr>
<tr>
<td>3.</td>
<td>List of Presenters</td>
<td>5-18</td>
</tr>
<tr>
<td>4.</td>
<td>List of Listeners</td>
<td>18</td>
</tr>
<tr>
<td>5.</td>
<td>Upcoming Conferences</td>
<td>18</td>
</tr>
</tbody>
</table>
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 40 Participants from around 17 different countries have submitted their entries for review and presentation.

SSHRA has now grown to 3355 followers and 8400 members from 45 countries.

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

List of members: https://sshraweb.org/membership/list-of-members/

Membership Application form link: https://icbellp.org/membership?association=icbellp

Proceedings is a book of abstracts, all the abstracts are published in our conference proceedings a day prior to the conference.

You can get our conference proceedings at: https://sshraweb.org/conference/proceedings/

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

In this context we would like to share our social media web links:
https://www.facebook.com/eurasiaresearch/

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

Anna Gagat-Matuła

PhD, Doctor of Social Science in Pedagogy, Pedagogical University of Cracow, Faculty of Education, Institute of Special Needs Education, Poland

Topic: Personal resources and satisfaction of life of mothers of children with autism

Adjunct Professor, Speech therapist, Statistician, Oligopedagogue, Psychologist. A therapist in the scope of such concepts as applied behaviour analysis (behavioural psychology), sensory integration, biofeedback, Hallwick, Weronika Sherborne. She also works at the Specialty Care Clinic for Persons with Childhood Autism. An author of over 40 scientific works published in ranked journals and monographs, including the author of the monograph titled “Functioning of a Temporarily Single Parent Family System Due to Migration from the Perspective of Adolescents with Cerebral Palsy”, Oficyna Wydawnicza Impuls, Cracow, 2016. A keynote speaker and session chair at numerous scientific conferences in Poland and abroad, e.g. in Australia, Japan, USA, Italy, and Germany. Many times awarded with grants for talented scientists.
## PRESENTERS

<table>
<thead>
<tr>
<th>Presenter</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milano Carlitos Magsaysay</td>
<td>Diverse Attachment Between Humans and Robots</td>
</tr>
<tr>
<td>Althea Casilla</td>
<td>Lorma Colleges, Basic Education Department, San Juan, La Union, Philippines</td>
</tr>
<tr>
<td>Sophia Gamboa</td>
<td></td>
</tr>
<tr>
<td>Matthew Gois</td>
<td></td>
</tr>
<tr>
<td>Bryan Macalanda</td>
<td></td>
</tr>
<tr>
<td>Milano Magsaysay</td>
<td></td>
</tr>
<tr>
<td>Cristen Tolentino</td>
<td></td>
</tr>
</tbody>
</table>

### Abstract

Robotics throughout the years, it has become a foundation that continues to open doors to many opportunities that lead to a greater impact in our society. Therefore it is a must to understand the capabilities of both humans and robots creating a co-operative relationship between them that can strengthen the bond. The main goal of our study is to be able to spread awareness on how robots or automatons can give us an advantage in life, how it can assist us in the things we need to do, especially towards the minority: those who have special needs that can possibly be catered by robots. The theoretical framework is based on how a robot's behavior can be evaluated by comparing it to another entity which is also capable of social interaction, which, in this case, are PWDs. The process we used for Data Procedures are using Coding, Thematization and Triangulation. With the data gathered by the researchers, functions and applications of robotics among people with disability were analyzed. The Human Robot Interaction among the perspective of PWD’s such as its relationship and challenges of integration were also effective as it gives them a keen understanding that this could also benefit and help them whether, physically and mentally. We researchers conclude that the process of the interview conducted gave an opportunity to discover and understand the certain aspects concerning the PWD’s. With this, it serves as a foundation that continues to develop and open doors to many opportunities that lead to a greater impact in our society.

<table>
<thead>
<tr>
<th>Muhammad Junaid</th>
<th>Critical Factors Which Impact on Learner Satisfaction A Study of E-learning Institutes of Punjab, Pakistan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Muhammad Junaid</td>
<td>School of Education, Northeast Normal University, China</td>
</tr>
</tbody>
</table>

### Abstract

E-learning is increasing as the original perfect model of current day instruction in all over the world. E-learning has drawn enormous deliberation from educational societies, informative program design creators, and professional links because of the possible instructive and money saving gains. Such benefits reduced education fee, uniformity, suitable material, adjustable directness, and security. Slight is believed about why many people discontinue their E-learning later their preceding knowledge. Preceding study completed under unique conditions has offered a range of mechanisms manipulating workers’ agreement with E-learning. The main purpose of this learning was to study the acute factors which influence on learner fulfillment in E-learning institute of Punjab, Punjab, Pakistan. The reason of this study was to differentiate acute factors
ensuring an actual E-learning project and process from all-around perspective and current instructions for E-learning organization of Punjab, Pakistan. This study was directed up on thirteen independent variables under six measurements (students', teachers', course, technology, design, and environmental) dependent variable (Apparent E-learner approval). The target population was E-learning organizations of Punjab, Pakistan and closest sample method was used by researcher. An aggregate of 250 questionnaires were distributed among the learners of E-learning institutes of Punjab, Pakistan through electronic forms as well as simple forms. Total of 202 forms were returned with reaction rate of 80.8%. Statistical package for the Social Sciences (SPSS) was used to examine the facts. Cronbach’s Alpha was used to check the consistency of composed data and several regression analysis tests was applied on data.

<table>
<thead>
<tr>
<th>Patricia Nicole Joyce Cruz</th>
<th>To Bid or Not to Bid: The Consequences of Public Bidding in Acquiring Legal Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>ERCICBELLP1924056</td>
<td>Patricia Nicole Joyce G. Cruz</td>
</tr>
<tr>
<td></td>
<td>De La Salle University</td>
</tr>
<tr>
<td></td>
<td>Camille Andrea D. Escalante</td>
</tr>
<tr>
<td></td>
<td>De La Salle University</td>
</tr>
<tr>
<td></td>
<td>Riana Valerie L. So</td>
</tr>
<tr>
<td></td>
<td>De La Salle University</td>
</tr>
</tbody>
</table>

Abstract
In the recent years, the issue of the government contracting private legal services has been brought to light. While it is deemed necessary in certain cases, the manner of hiring such services continues to be debated. Hence, this study aims to answer whether hiring private legal services should be subject to public bidding under Government Procurement Reform Act (GPRA). It finds that, indeed, the process of public bidding is impractical for the procurement of legal services. The nature of public bidding fails to match the realities of legal services — specifically, the procedures on contract extension, selection of consultants, and time frame make it impractical for procuring legal services. Undoubtedly, a system that fosters accountability and transparency must still be present given that these hirings are paid using taxpayers’ money. But it must be ensured that these regulations do not hinder the effectivity of legal services. Hence, alternative methods of procurement are explored. Different scenarios of legal services procurement are also examined in this study. To delve deeper into the issue, the root cause behind what impels the Philippine Government to hire private lawyers is also analyzed.

Keywords: Public Bidding, Procurement, Legal Services, Government, Public Policy

<table>
<thead>
<tr>
<th>Abdulkadir Ibrahim</th>
<th>Community Participation in Rural Development in Nigeria: Problems and Prospect</th>
</tr>
</thead>
<tbody>
<tr>
<td>ERCICBELLP1924057</td>
<td>Abdulkadir Ibrahim</td>
</tr>
<tr>
<td></td>
<td>Department of Public Administration, Faculty of Arts and Social Sciences, Gombe State University, Nigeria</td>
</tr>
</tbody>
</table>

Abstract
This paper examines the nature of community participation in rural development at the grassroots in Nigeria which is essentially the role of rural dwellers in the up-liftment of their living conditions. Local government being the third tier of government is examined within the context of its constitutional roles and resources at its disposal to facilitate the much desired task of grassroots participation in rural development. The study employs the use of Content Analysis as a methodology and Participatory Theory is used as a theoretical framework of the study. The paper reveals that top bottom approach, political deprivation, lack of enlightenment and awareness campaign and lack of proper educational empowerment constitutes the major challenges of community participation in rural development. It was concluded that the goals of the participation in rural development are not incompatible with that of government development plans. The paper recommended that, the local government should improve in the enlightenment and awareness campaign which can serve as a way of motivating communities to participate in rural development.

Keywords: Community, Participation, Rural, development, Empowerment and Mobilisation.
### Online Dispute Resolution: Real Life Challenges

**Sarthak Babbar**  
University School of Law and Legal Studies, Guru Gobind Singh Indraprastha University,  
Dwarka, New Delhi, India

**Abstract**  
There’s no denying of the fact that the world of law has stumbled upon the issues of a typical litigation where parties sometimes end up paying more than the value of a civil suit and sometimes do not even live that long to see their suit concluding. The introduction of concept of Alternative Dispute Resolution has surely brought a drastic and positive change in the international law system by decreasing workload of courts. Whereas, to simplify and to make things a little more faster and cost efficient a new concept of Online Dispute Resolution has been originated and worked upon where the disputes are settled on-line with the help of computers, which can also be called as “cyber- mediation”. Where this all might sound like a great way out for two parties to resolve their dispute by sitting anywhere in the world, the real life model is quite different when applied. This paper will be emphasizing on the challenges that Online Dispute Resolution (ODR) has to face in its timeline. Starting with the range of dispute, which is quite limited to the lack of personal touch which gives rise to concern of safe network and confidentiality and lastly potential inaccessibility. The concept itself raises various questions which will be dealt in detail. This paper aims to take the reader from the light to the dark side of Online Dispute Resolution where it comes in as a handy tool for dispute resolution but simultaneously harm the principles of Alternative Dispute Resolution.  
**Keywords:** Alternative Dispute Resolution, Online Dispute Resolution, Cyber Mediation, Confidentiality, Impersonal, Inaccessible, Confidentiality

### Industrial Disputes and Nigeria Economic Development

**Kalu E. Uma**  
Economics and Development Studies, Alex Ekwueme Federal University, Abakaliki, Nigeria

**Abstract**  
The study focuses on the adverse effects of incidence of industrial disputes in Nigeria over the years. Partial and total strike retards economic activity making inputs of production idle. Descriptive statistics involving tables were used to show the situation in respect of some macroeconomic variables due to loss of hours/days of work. The study revealed that enormous loss has been experienced from regular industrial disputes due to stoppage of work which render factors of production idle at the period. The study also revealed that the Nigerian government has refused to learn from past experiences and her ugly behavior vis-à-vis agreements with unions have played great role to perpetuate colossal waste of scarce resources in poor economy. On this basis, the authors made the following recommendations amongst others: the government should by all means guard against and avoid any form of industrial disputes; uniform wage rate/salaries for people with same qualification should be strictly implemented for all tiers of the government by public and private employers; all agreements reached by the government with unions should be fulfilled.  
**Keywords:** Development, Disputes, Economic, Industrial, Losses

### Democratic Practices and Youth Political Participation in Khyber-Pakhtunkhwa, Pakistan

**Muhammad Saud**  
Department of Sociology, Faculty of Social and Political Science, University of Airlangga,  
Surabaya, Indonesia

**Rachmah Ida**  
Department of Communication, Faculty of Social and Political Science, Universitas Airlangga,  
Surabaya, Indonesia

**Abstract**  
The present study focused on youth political participation in the democratic practices in the
Province of Khyber Pakhtunkhwa, Pakistan. The study deployed the main theory of Jürgen Habermas ‘The public Sphere’, this theory indicated that people use to discuss their social and political matters among citizens that able to engage the young people. The study apply quantitative approach, to conduct the survey among the youth, the semi structure interview developed to collect data. Youth are the respondents of the study and are selected through simple random sampling technique. The universe of the study are limited to KPK provinces from Pakistan and a sample of total 200 respondents are selected for the research purpose. To analyses the data, SPSS was used to analyses and coding for the results. The conclusions of the study depicted that youth has substantial role in the political structure at local and national level, it is also an advantage for political parties to include youth as a leading subject in their party policy in Pakistan.

Keywords: Youth, Political Participation, Khyber Pakhtunkhwa, Democratic Practices, Pakistan

**Is Regional Integration a Catalyst for Socio-Economic Development? A Comparative Understanding of Integration Efforts Between SADC and ASEAN**

Victor H Mlambo
Department of Public Administration, Faculty of Commerce, Zululand University, Empangeni, South Africa

Abstract
Regional integration has been seen as an important tool for developing regions, especially in their quest to ensure socio-economic development. Using the SADC and ASEAN and as case studies, the paper aimed at understanding integration initiatives perused by these two regions and conclude as to whether regional integration can be seen as a catalyst for socio-economic development. To accomplish this, the study employed a qualitative research method; were a systematic review of the literature relating to regional integration within the context of the SADC and ASEAN was undertaken, subsequently, the study utilized thematic content analysis to deduce its findings with the hope of bringing meaning to the overall content of the paper. The study found that ASEAN has undertaken significant strides aimed at deepening regional integration which has contributed immensely to the development, market growth and expansion of the region, however from a SADC perspective, political disagreements, competing member state interests are some of the factors hindering the SADC from deepening regional integration despite it being a prerogative for the regional leaders. Eliminating trade barriers and commitment to the quick ratification of protocols is important for the SADC’s goal of deepening integration.

Keywords: Regional integration; Deepening; socio-economic development; commitment

**The Overview of Social Contacts and Its Comparison to the Present Era In The Light of Islam**

Muhammad Akram Hureri
Research Associate, Academic of Islamic Studies at university of Malaya, PhD Student at AIOU Islamabad, Multan, Pakistan

Abstract
Allah Kareem created the humanities on nature. Family is the nature and basic unit of an Islamic social system. By embedding in nature to live jointly, Allah almighty flourished and expanded on the earth. After the Divine teachings, to live collectively termed as Islamic society. Family is the foundation to erect a true Islamic society. Family system is basically a natural and sacred unit element of the society that strengthens the interaction and social relations after providing the basics for the incessancy and development of human life. Unfortunately, the whole society have to bear the torment of a broken home. The most Respected Muhammad PBUH beautified a very comprehensive ideology regarding mechanizing and needs of a safe family. Quran says for the Ummah of Muhammad PBUH “You are the the Group of people”. That is a first Quranic argument of social contacts to live here being connected each other. The relationship buds from an individual to parents, siblings and then spouses. After it comes a connection responsibilities of such contacts so that the society could be fortify and strengthen under the divine commandment. Quran says: “Allah Kareem created you from water and then made your relations in parents and in-laws.

The teachings of Muhammad PBUH not only established to refrain from personal liking / disliking to meet the demands of the family relations but under the laws and limits determined by Allah
Almighty along with Sunnah by doing some practical steps for the establishment social relations and values. The teachings of the Holy Prophet PBUH and the system based on these holy teachings provided such concrete and solid basics for justice, tolerance, certainty of human rights, uphold the promises and character building that humanity could be upright through which not only a safe family but the prosperity of Muslim Ummah is possible even, today. Indeed that the thought provoking to compare Islamic and non-Islamic ways of living. Our present family system is quite different than the one that is described by the Quran e Kareem even as Quran is valid till the Day of Judgment. The Quran (the key book of Islam) is an everlasting miracle. I will try to prove reality of Islamic way of living over all other family life style. It is crystal clear as compared to present era, Islam knows the solution of all challenges to become safe family because Islam is the complete code of life. After the profound study of the teaching of Quran and Sunnah, Islamic ideology regarding family, its contacts with family, sanctity of relationship, determine in the present era is be sought in this article. How Holy Prophet PBUH strengthened the social contacts through his holy Sunnah and unblemished characters? Which were the teachings and characteristics through which not only unrestrained Arabs and others were gathered/assembled under the banner of Islam but tuned into the best nation of its time to establish their social contacts for a safe family by observing a model for the rest of the world. It would also be tried to seek different aspects of Islamic concept regarding social contacts between society and family for the formation of safe family in the light of Islam.

Vipasha Singh
ERCICBELLP1924066
Do Laws translate to reality: Through the looking glass of people of color

Vipasha Singh
Department of Law, B.A. LL.B. (Hons.), National Law Institute University, Bhopal, India

Abstract
The Civil Rights movement of USA which lasted from 1954 to 1966, was the African-American uprising against continued subjugation and discrimination. It came as a response to the long-forgotten promises of upliftment and emancipation made to them, over the years. Although Slavery was abolished in 1865 by way of the 13th amendment, it did not translate into equality for the African American community as their status in society remained undetermined and powerful white extremist groups grappled to protect their interests by maintaining control. The methodology of the paper draws both from Primary and Secondary sources of law and is Doctrinal in nature. Landmark judgements, laws and Civil rights legislations pertaining to the treatment of the darker color have been referred to in order to aid a better understanding of the subject. Attention has also been paid to various treaties and conventions in relation to Civil rights and justice for people of color.

The research is primarily focused upon the aftermath of the movement, emphasizing that although on paper the Civil Rights movement was successful but upon close scrutiny, socio-economic-political equality and liberty for the African-Americans remained a distant dream even at the turn of the century where men and women of color continued to be discriminated against. The research is aimed at inculcating an understanding that racism or infliction of inequality cannot be done away with, with mere enactment of laws. Racism is embedded in the psyche of a large number of people. Inevitably, it is passed through generations and sees no actual end as the society as a whole has to abide with the law of the land for it to become a reality.

Keywords: Infliction of inequality, Racism, African Americans, Civil Rights movement, People of color

Mohammad Syawahudin
ERCICBELLP1924067
Melayu Social Siasat on the Rakit House Community Life in Palembang

Mohammad Syawahudin
Fakultas Adab Dan Humaniora Universitas, Islamic State University of Raden Fatah, Palembang, Sumatera, Indonesia

Abstract
This study raises two fundamental things that become empirical questions namely; what is the social process that occurs in Malay communities living in Palembang raft houses and why they are able to survive social change. Using the phenomenology approach and using social system theory...
and configuration configurations, then analyzed in a vestehen manner, finally this study can explain that the Malay people in Palembang Rakit House develop a social cultural system and traditional traditions of ancestors that are able to create social order among them. Customs and traditions are not just profane norms and values but grow as living morality regulates daily routines. Furthermore, the values and norms of order become social strategies that have implications for improving their ways of life and developing their economic resources.

**Keywords:** Social Relations, Social Tactics, Cultural Communication, Social Networks And Islam

---

**Paul Wabiga**  
*ERCICBELLP1924068*

**Foreign Acquisition and Firm Performance in Sub-Saharan Africa “Empirical evidence from Ghana”**

Paul Wabiga  
Department of Economics, Stellenbosch University, Capetown, South Africa

Neil Rankin  
Capetown, South Africa

**Abstract**

In this paper, we examine the effect of foreign acquisition of hitherto indigenously owned firms, on numerous firm performance outcomes. We use a twelve-year (1991-2002) panel data set of manufacturing firms in Ghana. Taking merit of the availability of feasible pre-acquisition covariates, we utilise both regression and matching methods with Difference-in-Differences techniques to handle possible endogeneity due to selection bias of the acquisition decision. Our findings confirm that indeed foreign investors tend to target (cherry-pick) high performing domestic firms. Consistently, our findings from both regression and matching methods reveal positive and significant effects of acquisition on wages and capital investments. We do not find statistically significant acquisition effects on performance outcomes like productivity, output, and capital intensity. Surprisingly, wages tend to increase without relative improvements in productivity.

**Keywords:** Foreign Acquisition; Firm Performance; Matching; Difference-In-Differences

---

**Agus Salim**  
*ERCICBELLP1924072*

**Revisiting The J-Curve Effect on Indonesia-China Bilateral Trade: A Nonlinear Ardl Approach**

Agus Salim, SE.  
School of Economics, Northeast Normal University, Changchun, China

Mochammad Ridwan G., SE., M.Si.  
Department of Economics, Universitas Gadjah Mada, Yogyakarta, Indonesia

**Abstract**

Devaluation or depreciation in a country is expected to improve the trade balance by stimulating exports and reducing imports. Due to the adjustment of lags, a devaluation or depreciation of a country’s currency which is adhered by the trade deficit, the trade balance will deteriorate and improve after realization of all adjustment lag, then the J-curve effect will be witnessed. The examination of the J-curve effect has been grown primarily for the case of aggregate trade level in some countries. Furthermore, most studies assume that the exchange rate affects the dynamics of aggregate trade balance symmetrically. To fill the gap of this empirical studies, this manuscript attempt to revisit the presence of J-curve and analyze the effect of Indonesia Rupiah vis-à-vis Chinese Yuan on bilateral trade balance between Indonesia and China whether symmetric or asymmetric. We employ autoregressive distributed lag (ARDL) and its partial sum concept of nonlinear manner to estimate quarterly data from 1999:I to 2017:2. The result shows evidence of the asymmetric effect of currency depreciation. Surprisingly, the nonlinear approach provides higher support than the linear approach to discover the presence of J-curve.

**Keywords:** Trade Balance, Bilateral, J-Curve, Asymmetric Effect, Nonlinear ARDL Approach
<table>
<thead>
<tr>
<th>Author</th>
<th>Title</th>
<th>Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pituwela Kankanamge Chamari Dinesha</td>
<td>Examine the Moderating Effect Of Social Cues on the Relationship Between Design Cues and Purchase Intention And Its Gender Differences In Fashion Retailing Context</td>
<td>Department of Marketing, Faculty of Management and Finance, University of Ruhuna, Matara, Sri Lanka</td>
</tr>
<tr>
<td>Mary Louise Miranda</td>
<td>An Evidenced-Based Study on the Role of Menstrual Cycle and Estradiol among Filipino Women with PTSD</td>
<td>College of Graduate Studies, University of Sto. Tomas, Manila, Philippines</td>
</tr>
<tr>
<td>Dr. Rosalito De Guzman</td>
<td></td>
<td>University of Sto. Tomas, Manila, Philippines</td>
</tr>
<tr>
<td>Thalma Lobel</td>
<td>The Influence of our Physical Sensations on our Behavior, Decisions and Judgments</td>
<td>School of Psychological Sciences, Tel Aviv University, Israel</td>
</tr>
</tbody>
</table>

Abstract
Fashion retailing industry has become as fast-moving industry in the present world. Thereby, it is an imperative ability of the fashion retailers’ to keep available the latest fashion to the shop floor, in order to face the massive competition successfully. Specially, unlike other products, fashion products are very complex and difficult to understand properly by its nature, and this has caused to make its market more competitive. To become a profitable business retailer in the fashion industry, a firm must always concern about the, availability of latest out look in their shop. Thus, the current study aims to investigate the relationship between the design cues in retail environment and consumer purchase intention in retail setting. Further, it is observed whether the influences of these intentions are changed based on social cues related to the context and it’s and there gender base alterations. The study will be contributed to the academia with filling the gap of knowledge in the intentions nexus with encountered atmospheric cues retail setting. For the study, a sample was conveniently selected consisting of 150 respondents. The survey was employed as the tool to collect primary data by using self-administered questionnaire. Design cues in retail setting examines through main three variables: window display, in-store form /mannequin display, floor merchandising, promotional signage. Through the findings, it was revealed that all three main variables show a significant positive relationship in consumers’ purchasing intentions. However, as further results social cues in retail setting significantly influences the relationship between main variables: design cues in retail setting and consumers purchase intention and only in-store form shows significant influence while some significant differences were indicated between male and female groups. The future research implications have discussed.

Keywords: Consumer Purchase Intention, Design Cues, Window Display, In-Store Form Display, & Floor Merchandising
### Abstract

What color should we wear for a date, why a soft chair can change the outcome of a negotiation, and why a warm cup of coffee can influence your judgment?

The talk focuses on how our physical sensations influence our behavior, decisions and judgments. This view is called embodied cognition, The talk brings studies that show how our cognitive processes are deeply rooted in the body’s interactions with the world. The talk brings new findings based on recent studies that show how amazingly and without our awareness, our behavior, judgments and decisions are influenced by seemingly irrelevant stimuli such as the temperature and texture of the things we touch, the colors we see and the scents around us. For example, one study found that those who sat on a soft chair were softer negotiators than those who sat on a hard chair. Another study showed that those who read a CV of a job candidate on a heavy clipboard decided that this candidate was more suitable for the job than those who read the exact same CV but on a lighter clipboard. These are only two examples of many studies that show how we are influenced by our physical sensations.

The findings have direct implications to almost every aspect of our personal and professional life. They have implications to business negotiations, to interactions with our children, parents, spouses and friends, to dating, job interviews, sports and education.

### Temitope Olawale Durotoye

**Tortoise Figure: Between Folklore, Materiality and Contemporary Culture**

Temitope Olawale Durotoye  
Department of Theatre Arts, Faculty of Arts, University of Abuja, Abuja, Nigeria

**Abstract**

The functions of folklore cannot be overemphasized in any culture, neither can it be underestimated. Not only has folklore always been in motion but a motion in itself; in expression and transmission. Folklore is consulted at the crossroads of various disciplines; its logic disrupting dismissive narratives of superstition and pre-modern sensibilities. Human culture is not exclusively of his making, non-humans have always played immeasurable roles. This longest-living vertebrate has continued to be a much-talked about phenomenon in many genres of land scale narratives to the mainstream popular culture and new media. Tortoise, with agential capacity, integrates and interacts between traditional and modern expressions. In this line of thought, we argue that every culture appropriates; we challenge traditional notion of history, territory, and identity, recognizing the complex process of transculturation that have characterized modernity. We examine tortoise different representations in a variety of cultures, albeit without losing being a rallying point. Humans live with cultural materials and imaginary resources in a unique ways to serve different purposes. In Yoruba literature and everyday communication practices, tortoise comes out in a more poetic form-artfully represented. We look into a dozen tortoise-centric Yoruba sayings, for example, “all figures ascribable equal the tortoise”. Beyond anthropomorphic projection, we consider a material figure, legendary African male giant tortoise, who is held in high esteem, aged 333, called Alagba in southwestern Nigeria. The cultural symbol who has become a brand, believed to be oldest living nonhuman, among others, straddles a fine line between fictional and factual narratives.

### Oluwasola Pius Dada

**Most Trafficked Route: Examining Illegal Migration on Mediterranean Sea**

Oluwasola Pius Dada  
Department Of Theater Arts, University Of Abuja, Nigeria

**Abstract**

Libya has been a transit country for men and women from sub-Saharan Africa and Asia trafficked to Europe. This paper explores the reasons behind the increase in migration and illegal migration routes, groups and camps across North Africa to Europe. It describes how they have changed during the years. It proposes an analytical framework for the main factors for these migrations, from local to international and regulatory context. It then describes sea-migrants’ nationalities and Socio-economic and demographic characteristics, from studies undertook in Tunisia, Egypt and Libya. While boat migration represents only a fraction of the migration, it raises humanitarian as well as ethical issues for European and North African countries, as a non-negligible amount of them end up in death tolls of shipwrecks. It provides current and fair estimate of the number of
victims who have died on the perilous trip since Arab Springs began early February 2011. Equally, the paper examines the issue of human rights suffered by the migrants. Existing statistics show that illegal trans-Mediterranean migration is growing exponentially in this region. Ongoing crises in Africa and the Sub-saharan Africa are likely to prompt even larger outflows of refugees in the near future. This should move North Africa countries to share closer public policy concerns with Europe.

**Climate Change Vulnerability Assessment: A Comparative Study of the Indian States based on Socio-Economic Factors**

Manisha NA  
School of Humanities and Social Sciences, Indian Institute of Technology, Mandi, Himachal Pradesh, India

**Abstract**

Climate change is a challenge faced by every country with environmental, socio-economic, political, infrastructural and other implications. Frequent occurrences of extreme weather conditions (e.g. floods, heatwaves, droughts, untimely monsoon etc.) have made regions more vulnerable to climate change. Developing countries, like India, are the worst sufferers of the increased vulnerabilities. Their limited access to resources and high poverty rates leads to lower adaptive capacity. The present study tries to identify and rank Indian states based on their vulnerability based on socio-economic factors that are crucial for climate change adaptation at the very first place. The index is based on the latest framework from the Fifth Assessment Report of the Intergovernmental Panel on Climate Change (IPCC) where vulnerability has been considered to a function of sensitivity and adaptive capacity. The socio-economic indicators used comprised to a function of sensitivity and adaptive capacity. The socio-economic indicators used comprised of population density, percentage of marginal farmers, livestock to human ratio, per capita income, number of primary health centers and percentage of women in overall workforce. The results revealed Kerala, Bihar and West Bengal are among the top three states most vulnerable to climate change while the states like Sikkim, Rajasthan and Arunachal Pradesh are the least vulnerable to climate change. The major drivers for vulnerability come out to be population density, per capita income, percentage of marginal farmers and livestock to human ratio.  

**Keywords:** Climate, Vulnerabilities, Indian States, Socio-Economic Factors

**Dynamics of Consumer Behaviour :-A Case Study of Indian Fashion Industry**

Sonali Shah  
Department of Fashion Designing, Lovely Professional University, Jalandhar, India

**Abstract**

The fashion industry has come a long way now with variety of brands being featured within the country and on a global stage as well. And so with the varieties comes along the change in trends and especially the positive change in attitude of consumers towards western brands. Basically the success of this industry is based on the way the people or the consumers I would say interpret the fashion apparel and make it a trend, so the more social acceptance a brand gets the more successful it is. Initially the history clearly makes us opine that the Indians preferred wearing hand stitched clothes but as time passed and as there was more awareness amongst people the trend changed, now a time has come when online shopping has brought a lot of convenience to the people and moreover it has played a major role in the development of fashion industry in India. But the shortcoming in this industry is that the trend that’s once set is followed for a very small span of time which moreover makes it very difficult for the designers to make profit. This paper shall focus on the past trends, current trends and emerging trends in the fashion industry and shall examine and put into perspective the behaviour of consumers, the pattern that one follows and also the amount of awareness created amongst the young population of today.

**Restating the State Feminism a Comparative Study of Institutional Mechanisms to Enhance Gender Equality in China and Vietnam**

Trang Hong Vu  
Peking University, Beijing, China
Abstract
As neighbouring countries with historical entanglements, China and Vietnam have multiple areas in common: incumbent Communist governments, deeply held Confucian traditions and socio-economic development patterns. The state presence in every aspect of the two societies has also shaped the gender relations in each country. It is also the Communist states who put in place multiple mechanisms to promote gender equality in their respective countries, particularly by elevating the status of women and enhancing their rights. The “state feminism” manifests itself at home and abroad, with the two governments promoting women’s constitutional and statutory rights, endorsing feminist movements as well as asserting advocacy for international commitments to gender equality. The study, by dint of mostly primary sources, seeks to shed light on the understudied comparison between state feminism in China and Vietnam. First, it sketches out gender relations prior to the ascent to the founding of the Communist state in 1945 (Vietnam) and 1949 (China). Second, the study investigates the state-directed feminist movements, notably elucidating how and why the state assumed leadership roles. Third, the motives behind the states’ commitment to gender equality demonstrated by their being signatories to international treaties and conventions on gender-related issues are also analysed. Each part concludes by evaluating whether rhetoric and reality of “state feminism” have been matter-of-factly conducive to gender equality. Finally, the study highlights the commonalities and differences between “state feminism” in Vietnam and China.

Anushka Miss
YRSICBELLP1924051

The Criminalization of Marital Rape in India :- A Distant Dream

Anushka Miss
Department of Legal Studies, University of Petroleum & Energy Studies, Dehradun, India

Abstract
As per Indian Penal Code, 1860 (Sec.375) “Rape” is an offence whereby a man has sexual intercourse with a woman without her consent or when the consent is obtained through fraud, deceitful means or when the woman is of unsound mind or intoxicated. On one side where this section protects the women by providing strong punishment which would act as a deterrence, on the other hand the same section explicitly removes “Marital Rape” from the ambit of it and does not define it as rape, making women nothing but helpless sufferers at the hands of their spouses. Rape is a clear violation of human rights and the relationship between the sufferer and the perpetrator cannot be used as a defence in cases of rape under any circumstance. The argument that the Honorable Court puts forth is that criminalizing marital rape would destabilize the institution of marriage, this shows the presence of innate social misogyny present in our society which has led to exploitation of women at different stages of life. The exception clause of Sec. 375 is very evidently giving an upper hand to the husband and constant consent to sexual intercourse to which the wife has no option but to submit. This article is an attempt to expose the shortcomings and fallacies in the criminal justice system of India with regard to marital rape.

Gary Huang
ERCICBELLP1924084

The Impact of Chinese Reign on Tibet

Gary Huang
NMH, Northfield Mount Hermon School, Gill, MA, U.S.A

Abstract
When thinking about Tibet, people often envision Mount Everest and “the paradise” secluded from the world. What most people do not know is the struggle of Tibetans under the Chinese Communist regime and the thousands of deaths it has caused. In history, Tibet has been both an independent nation and part of powerful Chinese and Mongolian dynasties. In 1950, Chinese troops took over and started a period of drastic change in Tibet. As a result, Tibet’s economy developed rapidly, but it was at the cost of losing its rich culture and traditions. To maintain its rule over Tibet, China should not just focus on economic development, but, more importantly, preserve Tibet’s culture and religion by adhering to the agreements made earlier.
Shortcomings of Online Sale of Medical Drugs in India: An Analysis

Aniket Sahu
Department of Legal Studies, University of Petroleum and Energy Studies, Dehradun, India

Abstract
India, is rapidly adopting online shopping as their main mode for shopping. Everyone likes to sit back at their homes and order things from the ease of their hands. India being a country with a population of over 7 billion has a lot of opportunities for budding entrepreneurs to establish their business online. Online sale of drugs is the topic that I'll be discussing in this paper. This study will mainly revolve around a few shortcomings and gray holes that are present in the online sale of drugs from the legal and regulatory standpoint and also how the advent of online medical sites have been financially obstructing the day to day running of physical medical stores. Another issue that will be dealt with in this paper will be the mode of pricing of online medical sites over the physical medical stores. There has been a significant price and taxation policy discrimination among these two and the physical stores have been the ones who have been suffering from heavy taxation, licensing and pricing policies. The online sites have been undoubtedly benefiting over the pricing policy and the government has by far not made any changes to its policies. While online shopping is a boon for both the seller and the buyer, I believe the sale of medicinal drugs is not the sector of market to be shifted online. A major gray space in the current policies is that the online medical sites cannot sell prescription drugs whereas the majority of consumers buy prescription drugs than general drugs. But if you have a replica of this process of verification of the prescription at a local pharmacy, you can buy prescriptions drugs online.

Keywords: Online Medical Sites, Taxation, Licensing, Pricing, Shortcomings

Time-honored thinking spaces - A comparative study of teahouses in Beijing, China and coffeehouses in Paris

Trang Vu
Yenching Academy, Peking University, Beijing, China

Abstract
Cafes in Europe as well as teahouses in Asia are not only places to drink. They offer a popular, and at some critical junctures, a prominent platform to think. For centuries, intellectuals and artists have gathered in cafes in different European cities to exchange ideas, inspirations and information that has driven the cultural agenda for Europe and also the world. In the same vein, social gatherings at teahouses in China have also triggered important intellectual inquiries, dialogues and reflections for social movements in China. Literature on cafes and teahouses have so far highlighted their recreational purposes. Their functions as a venue to initiate and circulate intellectual debates are a blind spot for investigation. By historical analysis of case studies of cafes in Paris and teahouses in Beijing, the study seeks to fill the lacuna by focusing on the question: Why and how did intellectual debates take place in teahouses in Beijing and cafes and Paris? What are the commonalities and differences between cafes and teahouses as thinking spaces in the two cities? The study sketches their evolutions and examines how they survived historical twists and turns to maintain the intellectual dynamics.

Corruptor Fight Back: Identifying the Corruption Eradication Commission’s Enemy in Eradicating Corruption in Indonesia

Labib Muttaqin
Faculty of Law, Universitas Muhammadiyah, Surakarta, Indonesia

Abstract
The Corruption Eradication Commission of the Republic of Indonesia (CEC) is a state institution established with the aim of improving the effectiveness of efforts to eradicate corruption. With a clear juridical foundation and real achievement, the CEC is considered successful in meeting public expectations in eradicating corruption in Indonesia. Even so, the CEC’s corruption eradication agenda experienced many obstacles from those who were against corruption eradication. The parties are always trying to weaken the CEC institution even there are also efforts
to dissolve the CEC. Various attempts to weaken the CEC are called corruptor fight back. But unfortunately, the incessant corruptors fight back are not matched by the CEC’s readiness in dealing with the fight back. Not yet identified the pattern of corruptor fight back is one indication of the weakness of the CEC in the face of the corruptor fight back. Therefore, there are three objectives of this study namely; First, learn the forms of the corruptor fight back. Second, read the workings of the corruptor fight back. Third, determine the ideal design and strategy to prevent and fight any corruptors fight back.

Keywords: CEC, Corruptors Fight Back, Strategy Facing Corruptors Fight Back

Hongfan Chen
ERCICBELLP1924062

The Challenged State Sovereignty: A Summary and Extended Discussion of Eli Lilly Canada Case

Hongfan Chen
LLM, The School of Law, University of Sydney, Australia

Abstract

Normally the intellectual property is defined as “asset” in FTAs that allows the investors to protect their rights and interests when disputes arise. In 2010 and 2011, the Canadian courts made decisions that invalidated two patents protection on Strattera and Zyprexa, respectively. To protect its interests, Eli Lilly and Company brought a patent right dispute to ICSID in the late of 2012. According to the claims of Eli, the decisions of the Canadian courts can be deemed as the violation of Article 1110 (Expropriation) and Article 1105 (Minimum Standard of Treatment) of North American Free Trade Agreement (NAFTA). Although the Tribunal dismissed the claims of Eli in March 2017 eventually, the actions of Eli de facto challenged state sovereignty and decreased the discretion of Canada to define and regulate its internal intellectual property system.

This short essay will be split into two parts. In Part I, a brief introduction of the Eli Lilly and Company v. Canada will be presented, which includes the factual background of this case, Eli’s main claims, and the Tribunal’s decision. In Part II, the author will evaluate the Tribunal’s decision in this case.

Keywords: Fair and Equitable Treatment; Expropriation; NAFTA

Mahe Naz
ERCICBELLP1924091

Relationship between Social Support and Rumination-Reflection among Adolescents with Orthopedic and Visual Disabilities

Mahe Naz
Department of Psychology, Aligarh Muslim University, Aligarh, India

Abstract

Of all groups with disability, the group which we know the least is disabled adolescents and young adults. Social support is identified as key element contributing to individuals’ health and well-being across life span. The aim of the present study is to find out the relationship between social support and rumination-reflection among adolescents with orthopedic and visual disabilities. A sample of 200 adolescents were taken (125 were orthopedically challenged and 75 were visually challenged), age range between 12 to 18 years. Social support was measured through Social Support Questionnaire developed by Nehra and Kulhara (1998) and rumination and reflection was measured through Rumination-Reflection Questionnaire developed by Trapnell and Campbell (1978). Correlation method was used to assess the relationship between social support and rumination-reflection among adolescents with orthopedic and visual disabilities. The results revealed negative correlation between social support and rumination among adolescents with orthopedic and visual disabilities. Moreover relationship between social support and reflection was found to be insignificant in both groups. The findings of the present study suggest that adolescents with orthopedic and visual disabilities benefits from social support. The findings of the present study have implications in terms of using suitable intervention for the rehabilitation of physically disabled people.

Keywords: Social Support, Rumination-Reflection, Disability
Proposed Additive Psychological Models for Addressing Rise of PUBG (PlayerUnknown’s Battlegrounds) Gaming among Young Indians

Ajay Agarwal
DIT University, Dehradun, India

Abstract
The objective of this study is to analyze various psychoanalytical models regarding substance abuse, Internet Addiction, gaming addictions and smoking for analysis of the increasing number of cases regarding deaths and severe violent events associated with the young Indians playing the PUBG (PlayerUnknown’s Battlegrounds). The effort is made to develop a psychological model which can assess the factors that eventually buildup in the player’s mind to play the game and eventually the episodes of rage, anger or violence.
A state-of-the-art text mining model is used to review the literature on addiction psychology. Various common factors are observed-stress, anxiety, lack of validation, etc. A case study review is conducted to draw out common associations and parameters found with the people who play PUBG and have been associated in some way or other to post-gaming violent activities, rage or suicidal thoughts. Arguments being whether the maximum players are school students, college students, or adults. Based on recent studies conducted on likelihood of psychological disorders in PUBG players, we find positive associations with the factors in our proposed psychological model and the factors linked with likely psychological disorders. Further, an analysis is done to understand the prevailing negative psychological impact of the game on teenagers and young adult in India. Future scope of the research lies in recognizing problem as an independent disorder different from IGD (Internet Gaming Disorder) and extending the model for the currently most trending genre of games- MOBA (Multiplayer Online Battle Arena). More research can be done to identify common features in user design/experience, plot and gameplay which makes such games addictive. Innovators are suggested to come up with ideas for monitoring the time spent by an individual on such games. Ideas can be brought up so as the monitoring doesn’t hamper the business models of the corporations. It is only then that homeostasis can be developed between mental health and enjoyment for the players.
Keywords: PUBG, Psychological Models, Internet Gaming Disorders, Addiction Behaviour

Employees Perception of Workplace Monitoring and Surveillance

Renu Jahagirdar
Research Student, MITWPU School of Management (PG) Pune, India
Swati Bankar
Assistant Professor, MITWPU School of Management (PG) Pune, India

Abstract
Employee monitoring has gained importance from different interest groups – Commercial organisations, employee interest groups, privacy advocates, professional ethicists and lawyers. It is a practice of organizational management. It is about surveying the employee’s activity through various surveillance methods. The objectives of employee monitoring can be performance tracking, avoiding legal liability, protection of trade secrets and also to focus security concerns if any. The policy of monitoring and surveillance is likely to have a negative effect on employee satisfaction and employee privacy though, it is essential to identify and prevent unacceptable behaviour of employees if any. Employee monitoring trend has evolved gradually as a result of technological innovation. The system now aims at enhancing employee productivity.
This research paper analyses the impact of employee monitoring practices in organisations. The study proposes organizational theories, privacy theories, and control theories so as to address the employee privacy issues. These multiple theories indicate multiple dimensions focusing on the proactive approach or a backup plan mediating between organisational policy and behaviour of employees. Result of the study indicates that Employee Commitment level dependents on employee’s perception about their privacy at workplace. This perception is influenced by management practices such as organisational policy and prevention of misuse.
Keywords: Privacy Advocates, Professional Ethicists Organisational Management, Monitoring,
LISTENERS

Bright Obuobi
Management Science Engineering, Nanjing University of Information Science and Technology, Nanjing, China
ERCICBELLP1924054

Dasukshisha Marshilong
Human Rights Law National Law University and Judicial Academy, Shillong, Meghalaya, India
ERCICBELLP1924060

Muhammad Nur Fiqri Adham
Department of Statistic, Faculty of Mathematics and Natural Science, IPB University, Bogor, Indonesia
ERCICBELLP1924063

Daniel Chidi Okpara
Chief Executive Director, Righteous Gate International Limited, Lagos, Nigeria
ERCICBELLP1924069

Edoh Emmanuel Chukwuemeka
Logistics Manager, Righteous Gate International Limited, Lagos, Nigeria
ERCICBELLP1924070

Newang Mog Sharma
Teza Mangla Bihara, Bodh Gaya, India
ERCICBELLP1924071

Vitus Chidi Ohanyelu
CEO, Ohanyelu Brothers Ltd, Nigeria
ERCICBELLP1924086

Abdul Ateeque
Engineering Department, GIFT University, Gujranwala, Pakistan
ERCICBELLP1924088

Segun Reinhard Isaac
Marketing, University of Lagos, Lagos, Nigeria
ERCICBELLP1924090

Upcoming Conferences

https://icbellp.org/icbellp