



List of Applicants

3rd Malaysia – International Conference on Social Science & Humanities
(ICSSH), 27-28 December 2019

27-28 December 2019

CONFERENCE VENUE

The Regency Scholar's Hotel, Universiti Teknologi Malaysia (UTM), Kuala Lumpur, Malaysia

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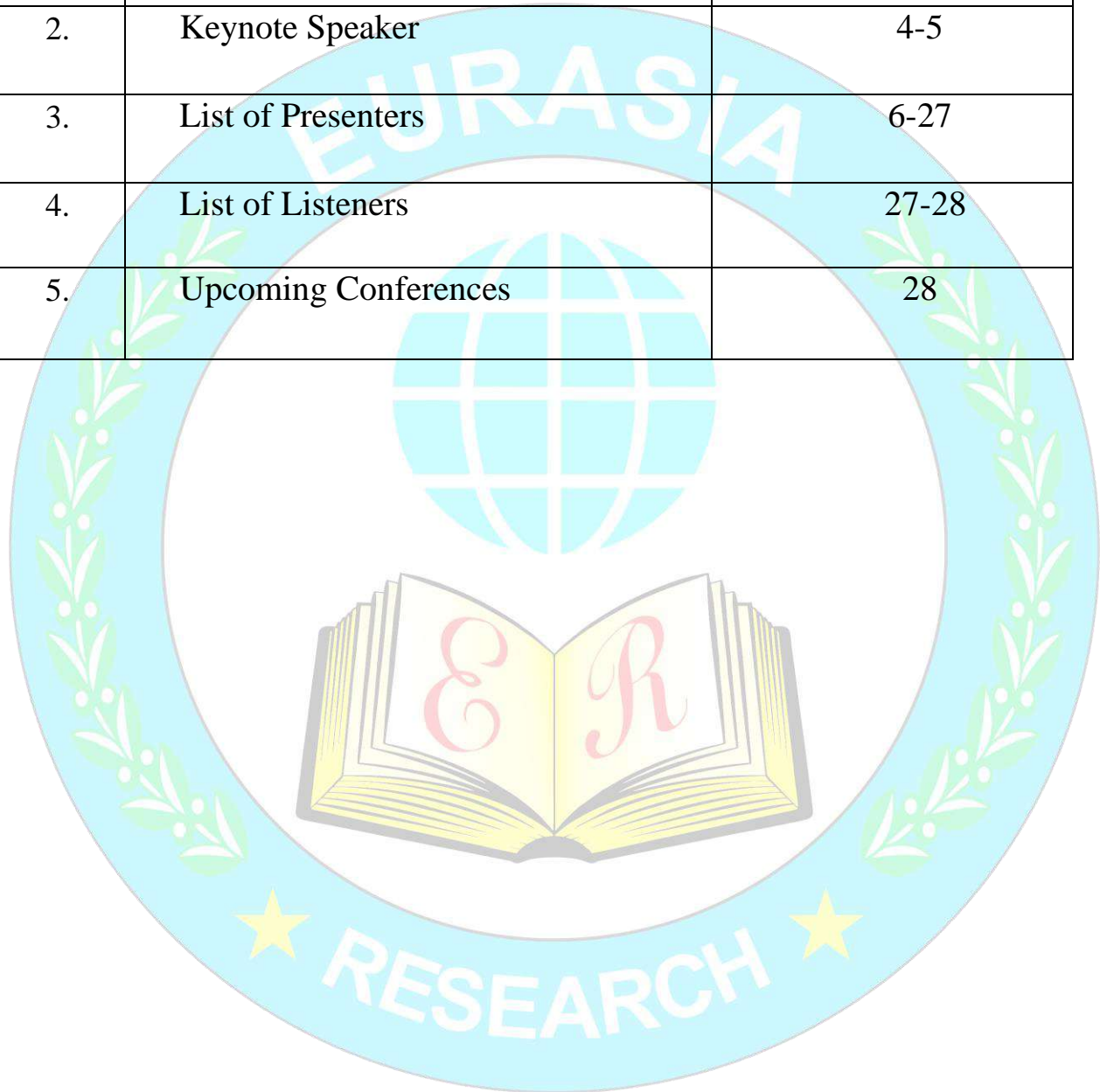
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Preface:

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KEYNOTE SPEAKER



Associate Professor Dr Noor Hanim Rahmat

**Deputy Dean Research, Publication, Linkages, Industry, Community and Alumni
Akademi Pengajian Bahasa (Academy of Language Studies),
Universiti Teknologi MARA, (UiTM) Malaysia**

Topic: Innovation in Education

Currently, she is the Deputy Dean for Research, Publication, Linkages, Industry, Community and Alumni at Academy of Language Studies, Universiti Teknologi MARA, (UiTM) Malaysia. She started her teaching career as a primary school teacher in several primary schools in Singapore. She has taught in UiTM for the past 25 years.

Her expertise includes language and education studies. Her research areas include language studies, educational psychology, and learning strategies. To date, she has about 38 conference and journal papers. She has already registered 43 research with her university. Obtained 10 copyright licences to some of her work. Published 6 chapters in a book and also 3 research-based books (solo writer). She also won some innovation awards in language innovation competitions.

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KEYNOTE SPEAKER



Jamie Siow Hui Sian

**Faculty of Economics and Management, University of Putra
Malaysia**

**Topic: Prices and intermediate trade in global value chain (GVCs)
analysis**

She is associated with Faculty of Economics and Management, University of Putra Malaysia. From 2011 to 2018 she worked with TAR university college and currently working with University of Reading Malaysia. Her major role and contribution to the current job is in human resource development. She was the best paper presenter of second Malaysia – International Conference on Social Science & Humanities (ICSSH). Her research interest includes econometrics, international trade, and macroeconomics.

PRESENTERS

<p>Dr. Florencio Nesperos Embalsado, Jr. ERCICSSH1929051</p>	<p style="text-align: center;">Institutional Practices and Project Implementation of the City Government of Davao</p> <p style="text-align: center;">Dr. Florencio Nesperos Embalsado, Jr. Political Science Department, Pamantasan Ng Lungsod Ng Muntinlupa, Muntinlupa City, Philippines</p> <p style="text-align: center;">Abstract</p> <p>Countries like Philippines recognize that social reform is necessary to reduce poverty and sustain economic, political, and democratic development. The policy-making and governance must be improved in the local government units to increase the effectiveness and efficiency of projects implementation.</p> <p>The study was conducted to determine the relationship between institutional practices and project implementation of the city government of Davao. The study used primary and secondary sources of data, the former used a questionnaires and interview; and the latter, records from City Planning Office Project Monitoring/Evaluation Division. Descriptive and inferential statistics such as frequency percentage and mean, and Pearson Product Moment Correlation or Pearson r were also used to determine significant of relationships between project implantation and socio-demographic characteristics, and on governance and financial management variables.</p> <p>Findings revealed the following: Institutional practices perceived to be highly practiced are those on governance in terms of political stability, with a mean of 3.56; and those on peace and order, 3.99; those practiced are those on politics with a mean of 3.10 as well as those on transparency and accountability with a mean of 3.21. On institutional practices on financial management, taxation with a mean of 3.89 is perceived to be highly practiced; as well as expenditures with a mean of 3.63, and trainings with a mean of . The test of relationship between project implementation and socio-demographic characteristics revealed that two (2) out of four (4) characteristics included in this study, are significantly correlated. Length of service is significant at 0.05 level of significance. Seminars and Trainings is significant at 0.01 level of significance.</p> <p>The test of relationship between institutional practices and project implementation showed that three (3) out of five (5) indicators of governance, are significantly correlated with project implementation. Political stability is significant at 0.05 level of significance; Peace and is significant at 0.01 level of significance; Accountability is significant at 0.05 level of significance.</p> <p>In terms of financial management practices, two (2) out of the three (3) indicators are significantly correlated with project implementation. Taxation is significant at 0.01 level of significance; Borrowings is significant at 0.05 level of significance. This implies that the more the local government exercises its power of taxation and the more it limits its borrowings, the greater are the chances of success in project implementation.</p> <p>In general, the city government of Davao implemented social, economic, and infrastructure projects with their capable project implementers. Hence, the good political stability of the city, the better peace and order condition and the greater accountability of implementers, the better is project implementation.</p> <p>Keywords: Good governance, Institutional Policies, Project Implementation, Sustainability, Active Participation</p>
<p>Kam-Weng BOEY ERCICSSH1929052</p>	<p style="text-align: center;">Sexual Health Status of Late Adolescents: A comparative Analysis with Young and Mid-adults</p> <p style="text-align: center;">Hoi-Nga NG Research Unit of Love, Marriage and Family, Caritas Institute of Higher Education, Hong Kong, China</p> <p style="text-align: center;">Kam-Weng BOEY Research Unit of Love, Marriage and Family, Caritas Institute of Higher Education, Hong Kong, China Deptment of Social Work & Social Administration, The University of Hong Kong, Hong Kong, China</p>

Abstract

This study assessed sexual health status of adolescents in terms of sexual self-concept (SSC) and compared it with that of young and mid-adults. **Methodology:** A total of 1000 respondents (735 late adolescents aged 18-24, 265 young and mid-adults aged 25-59) took part in the study. Sexual health status was measured by positive SSC (sexual esteem, sexual efficacy, sexual satisfaction), and negative SSC, (sexual anxiety, sexual fear, sexual depression), supplemented by situational SSC (sexual motivation, and sexual consciousness). A questionnaire comprising eight SSC subscales, items on socio-demographic characteristics, self-esteem, life satisfaction, sexual desires, and sexual frequency was designed for data collection via convenience sampling. **Findings:** Late adolescents were moderately low in positive SSC but relatively healthy in negative SSC. Male adolescents scored higher on positive SSC and sexual depression than did female adolescents. They also exhibited greater sexual desires and higher sexual frequency. Female adolescents reported greater sexual fear and lower sexual motivation and sexual consciousness, but they showed greater life satisfaction. No gender differences in positive and negative SSC were found among young and mid-adults, but male adults were higher in sexual desires and sexual frequency, and hence higher levels of sexual situational SSC. Young and mid-adult showed less sexual fear and scored higher in positive SSC than did late adolescents. **Research outcome:** Late adolescents were moderately low in positive SSC but were relatively healthy in terms of negative SSC. Gender differences in positive SSC were observed in late adolescents, but not among young and mid-adults. In general, late adolescents exhibited poorer SSC than did young and mid-adults. **Future scope:** The study of sexual health status may be expanded to cover older adults. Relationships of SSC with help-seeking behavior, resilience, attachment style in intimacy relationship are also worth pursuing.

Keywords: Adult; Late Adolescent; Psychological Well-Being; Sexual Health; Sexual Self-Concept

**Kam-Weng BOEY
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Need and Comfort about Learning Sexual Health Topics of Secondary School Students in Hong Kong

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Abstract

Objectives: This study presented a descriptive analysis of students' appraisal of sexual health topics of sexual health education in Hong Kong. **Methods:** A validated instrument named Appraisal of Sexual Health Education Topics (ASHT) was adopted to describe students' need and comfort about learning sexual health education topics. Their perceived knowledge of the topics was also looked into. **Data** of this study were based on the validation sample of ASHT, which consisted of 818 students (aged 12-19, male 70.6%). **Data** were collected via a questionnaire containing the measuring instrument and items on socio-demographic characteristics. **Findings:** Students showed adequate needs and comfort about learning the various sexual health topics. Older students felt greater need and comfort than did younger students. Male students expressed greater needs for learning specific topic of physical change at puberty, pornographic materials, masturbation, and nocturnal emission (wet dream) while female students had greater need for learning the topic on premarital sex. Male students were more comfortable with such topics as masturbation and pornographic materials, female students were more at ease with topic on self-image and self-understanding, homosexuality, love and infatuation, and menstruation. Male students were more knowledgeable in reproduction system, birth control and contraception, pornographic materials, coping with sexual impulse, masturbation, and wet dreams. Female students had better knowledge about dating and relationship, homosexuality, and menstruation. **Research outcome:** Gender differences in appraisal of sexual health topics were demonstrated, which should be taken into consideration in school-based sexual health education. **Future Scope:** To enhance generalization of

	<p>findings, a population-based sample may be recruited for future study. Replicated studies on students of tertiary institute or trainees of sex education are also worth pursuing. Keywords: Gender difference; secondary school students; sexual health topics</p>
<p>Kam-Weng BOEY ERCICSSH1929052</p>	<p>Validation of Appraisal of Sexual Health Education Topics among Secondary School Students</p> <p style="text-align: center;">NG Hoi Nga 1Research Unit on Love, Marriage and Family, Caritas Institute of Higher Education</p> <p style="text-align: center;">BOEY Kam Weng Research Unit on Love, Marriage and Family, Caritas Institute of Higher Education Department of Social Work and Social Administration, The University of Hong Kong</p> <p style="text-align: center;">TO Hing Kwan Alastair Department of Psychology, The Education University of Hong Kong</p> <p style="text-align: center;">Abstract</p> <p>Background/Objectives: Effectiveness of sexual health education depended largely on students' need and comfort in learning various sexual health topics. In this study, an instrument named Appraisal of Sexual Health Topics was developed to measure these elements of the students. Methodology: A list of 22 sexual health topics stipulated in the Hong Kong Guideline on Sex Education was compiled for students to rate their (i) need and (ii) comfort in learning the topics as well as (iii) perceived knowledge of the topics on a 5-point scale (1= not at all, 5 = very much). The topics encompassed five sexuality areas (viz., human development, behavioral health, interpersonal relationships, marriage and family, society and culture). A convenience sample of 818 students (70.6% males) from grade 1 to grade 6 from three secondary schools was recruited for the validation study. Findings: Reliability of ratings of need, comfort, and perceived knowledge was highly satisfactory (Cronbach $\alpha = .96, .97$ and $.96$ respectively). Validity was demonstrated by the inter-correlations of the three ratings ($r = .27$ to $.31, p < .01$). Construct validity was also showed by higher appraisal of senior students than that of junior students. Factorial validity was confirmed by the four factors (explained 61.6% of the total variance) extracted via principal component analysis. Factor I and II comprised respectively ratings of comfort and need.. Factor III and IV consisted of ratings of perceived knowledge. Result outcomes: The psychometric properties of the Appraisal of Sexual Health Education Topics were established. Data gathered via application of the instrument should facilitate the teaching of various sexual health topics in a targeted and efficient manner. Future Scope: Further cross-validation on trainees of sex education and other students (e.g., nursing and medical students) is worth pursuing. Keywords: Psychometric Properties; Rating Scales; Secondary School Students; Sexual Health Topics</p>
<p>Hoi-Nga NG ERCICSSH1929053</p>	<p style="text-align: center;">Long Term Effects of Childhood Sexual Abuse on Psychological and Sexual Well-being of Female Survivors</p> <p style="text-align: center;">Hoi-Nga NG 1Research Unit of Love, Marriage and Family, Caritas Institute of Higher Education</p> <p style="text-align: center;">Kam-Weng BOEY Research Unit of Love, Marriage and Family, Caritas Institute of Higher Education Deptment of Social Work & Social Administration, The University of Hong Kong</p> <p style="text-align: center;">Abstract</p> <p>Objective: This study examined the psychological and sexual well-being of female survivors who reported a history of childhood sexual abuse (CSA). Methodology: A cross-sectional survey was conducted to collect data via convenience sampling from diverse sources (tertiary education institutes, social service organization, online service, personal network, etc.). A questionnaire was designed for data collection. It consisted of measures of psychological well-being (global self-esteem and life satisfaction), sexual well-being (eight subscales of sexual self-concept), and items on demographic characteristics, sexual desires, and sexual activities. A total of 1025 respondents</p>

completed the questionnaire after informed consent was solicited. Participation was voluntary and anonymous. Of the 746 participants responded to the item of CSA, 76 reported a history of CSA and 56 (73.7%) of them were female survivors who were slightly older than females reported no history of CSA. ANOCVA (with age as covariate) was performed to compare data of CSA female survivors and of females who reported no history of CSA (N=388). Findings: Female survivors were poorer in global self-esteem and lower in life satisfaction compared with females without a history of CSA. They exhibited higher levels of sexual anxiety, sexual fear, and sexual depression. However, they showed greater sexual desires and more frequent sexual activities, which paralleled with their higher levels of sexual motivation and sexual consciousness. Research outcome: CSA exerted long term aversive effects on psychological and sexual well-being of female survivors, which may implicate pervasive and hazardous consequences to their quality of life. Future scope: Findings of the present study may be cross-validated on male survivors and married survivors of CSA. Aftereffect measures such as social avoidance, dyadic adjustment, and pattern of help-seeking behavior could be examined in future study.
Keywords: Childhood Sexual Abuse; Female Survivors; Life Satisfaction; Self-Esteem; Sexual Self-Concept



Ibrahim A.M. M. Omar
ERCICSSH1929054

Strategic analysis of the Government Agricultural Extension Work Organization, using (SWOT) analysis model (The study is applied in Sharkia Governorate)

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Abstract

This research aimed at analyzing the agricultural extension organization in Sharkia Governorate using SWOT analysis for internal and external environment, And the formulation of strategies to improve the level of performance of the Agricultural Extension Organization in Sharkia governorate using the TOWS matrix, And then arrange those strategic alternatives using the quantitative strategic planning matrix (QSPM), This study was conducted by the Agricultural Extension Organization in Sharkia Governorate and Associated organizations, The sample was taken from the agricultural extension specialists at the level of the Directorate of Agriculture, Heads of agricultural extension departments in agricultural administrations, And officials of agricultural extension centers, And a number of agricultural extension workers, And a number of faculty members and experts in the field of agricultural extension, number of owners of some private agricultural companies, The total sample is (194) respondents. Data for this research were collected during the period from December 2016 to December 2017, Using questionnaire, field visits, and workshops. The study followed the method of combining qualitative analysis with quantitative data to reach accurate results. The main results of the study were the following:

Total weighted weights of the total internal factors of the Agricultural Extension Organization in the province (2.883) This reflects the weak performance of extension work in the province because this figure is less than (3).

2- The total weighted weights of the total external factors of the Agricultural Extension Organization in the governorate are (3.146). This indicates that agricultural extension has an opportunity in external factors because its total weight is greater than (3). Agricultural extension in the governorate.


3- Alternative strategies were developed from the strengths and weaknesses in the external environment and the opportunities and threats in the external environment, where the number (20) strategies divided into four types of strategies. a. Strategy for Growth and Expansion (SO). (B) Strategy for Improvement and Development (WO); D - Deflation Strategy (WT). And then use the quantitative strategic planning matrix to rank those strategies according to their gravitational intensity and the strengths, weaknesses, opportunities and threats. Where they ranked as follows the first two strategies are:

1- WT5: Integration of some of the extension agency's departments with the university and intermediate agricultural education departments in one functional structure.

2- WT2: Integration of the functional structure of some administrative levels of agricultural extension, especially agricultural associations with fewer than 5 agricultural engineers

The last two strategies are:

1 - SO1: Media linkages between technological progress, higher educational level of agriculture and

	<p>increase in agricultural productivity. 2- ST3: Coordination and cooperation between government guidance and private sector agricultural companies in providing extension services. Keywords: Internal Environment-External Environment-Strengths-Weaknesses –Opportunities Threats-Strategicplanning-Strategicalternative-Quadratic Analysis - Quantitative Matrix</p>
 <p>Abubakar Aminu ERCICSSH1929055</p>	<p>Effect of Desertification on Soil Fertility in Desert Prone Areas of Sokoto State. (North Western Nigeria)</p> <p>Abubakar Aminu Sokoto State University, Sokoto, Nigeria</p> <p>Abstract</p> <p>Nigeria like its counterpart in Sudan Sahelian region of African is highly susceptible to drought and desertification which many atimes ruined agricultural land and render such land low productivity in both quantity and quality. In Nigeria, the northern part of the country particularly North West which is bordered with Sahara desert is most highly affected region, despite agricultural potentialities of this region and vast arable land, the region suffers setbacks economically with poor food security. This is the basis upon which this research would be conducted to ascertain the effect of desertification on soil fertility which is the major determinant of soil productivity in term of crop production in both quantity and quality with particular reference to Sokoto State (North Western Nigeria). In this research purposive sampling technique would be adopted in taking the soil sample. The soil parameters to be tested are; Nitrogen content, Organic Carbon content, Phosporus, Pottasium, Calcium, Magnesium and soil PH. The tested parameters would be analyze, discuss and compare with critical limit for interpreting soil analytical parameters by Chude et al 2005. Lastly conclusion would be drawn and possible recommendation provided for combating desertification and achieving higher yielding in term of agricultural productivity. Keywords:Desertification, Agriculture, Food Security, Soil, Nigeria</p>
<p>Usman Adamu Ibrahim ERCICSSH1929056</p>	<p>Business and Economic Development: Issues and Challenges Facing Smes In Nigeria.</p> <p>Usman Adamu Ibrahim Basic Studies Department, Federal Polytechnic, Bauchi, Nigeria</p> <p>Abstract</p> <p>This study investigates issues and challenges affecting business and economic development in Nigeria with particular focus on Small and Medium Scale Enterprises (SMEs). SME's generate growth and development for any economy. These enterprises are faced with diversity of problems in Nigeria due to numerous domestic and global economic problems, and policy inconsistencies which informed the need for the study. The main objective is to examine the issues and challenges facing SMEs in Nigeria which hinders growth and economic development of the country. This is necessary in view of sectors' contribution to national income, employment, prosperity and 'development which till today remain very low. As part of the adopted methodology, 60 questionnaires were distributed to selected SMEs owners in Bauchi metropolis's, out of which 50 were completed and returned which accounted for 83.3% response rate. The study which adopted purposive sampling technique was analyzed using simple percentages and Z-test to examine the issues and challenges facing SMEs in line with the objectives of the study. Findings from the analysis revealed that, "factors such as management skills, entrepreneurial or business orientation and leadership, as well as inconsistent policies, multiple taxation, poor infrastructure and economic woes are the main issues and challenges facing major SMEs in Nigeria thus, slowing down the economic development of the country. Some recommendations were made, among which is the need for improvement on SMEs managerial capabilities, as well as ensuring effective institutions! Coordination of the efforts of relevant agencies and institutions, formulation and implementation of favorable business policies, adequate infrastructure and streamlining of the multiple taxes stifling SME's development and subsequently dwindling economic fortunes. Keywords: Business, Entrepreneur, Economic Development Nigeria, Small, Medium Enterprises</p>
<p>Abubakar Mohammed sambo ERCICSSH1929057</p>	<p>Regional Migration In West Africa: Trends and Challenges Along Nigeria - Cameroon Borders</p> <p>Abubakar Mohammed Sambo</p>

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Abstract

The recent development and of course advancement in transportation and communication technology has brought about an increase in activities along the border-lines in order to augment the economic wellbeing of the people on particularly our international borders; it brings about the upsurge in both the immigration and migration issues along these lines. The nature and character of those drifters on our border is for different reasons. People with good, suspicious and questionable character moves in many directions along the Nigeria - Cameroon borders either under the guise of smuggling, tourism, visits to families and relatives. Increasing bilateral relations among these two countries, even though not under the same economic bloc within the west African sub-continent, Nigeria and Cameroon need to develop formal social and economic relations despite the language and 'ideological' barrier or differences, so as to formalise relationship among the two countries, and address the security issues that mostly occurs as a result of colossal immigration along the borders of this two west African states having a long pre-colonial historical relationship but with two different colonial and post-colonial political antecedents. This paper attempts to suggest ways of reducing the many illegalities; like the smuggling of small fire arms and ammunition along the borders of these countries. One major recommendation of this paper is for Nigeria and Cameroon to develop a unique form of bilateral relations so as to capture and address the local business and economic interactions along the communities found within the borders of these two countries.

Keywords: Migration, Nigeria, Cameroon, Borders, Human security

Audu, M. M., M. R
ERCICSSH1929059

Sub-Theme: Sustainable Development, Eco Tourism, Green Economy

Analysis of profitability and technical efficiency of apiaries as sustainable enterprise in Adamawa State, Nigeria

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Abstract

This study assessed apiculture enterprise to determine the technical efficiency and profitability in Adamawa State, Nigeria, with the aim of finding a sustainable livelihood farming business for the majority of the poor rural farming communities. A total of four agricultural zones out of six, and 108 apiarists were selected through purposive and simple random methods, respectively. Descriptive statistics, stochastic frontier production function and budgetary technique were used in the analyses of data. Findings revealed that all (100%) the respondents were males within the age range of 21-30 years (37.9%). While majority (87.0%) of the apiarists were married with household size of 1-5 persons (50.9%), most (50.9%) of them had secondary school education. A larger proportion (37.0%) had between 6 and 10 years of beekeeping experience with 41.6% earning monthly income of N11, 00-N20, 000 from other sources. Further, the findings revealed that the apiarists were technically efficient with a mean of 89.9%, while the inefficiency estimate was only 10.1%. In terms of profitability, beekeeping in the study area was found to have had a high gross margin of N16, 800.00 and net farm income of N15, 225.97 for every beehive in a cropping season, thereby making it a highly profitable agricultural enterprise for sustainability. The major constraints to beekeeping reported in the area included beehive crops theft, high propensity of bees'

stings, inadequacy of finance, rampant bush burning and deforestation, among others. It was concluded that beekeeping in the study area was found to be profitable and technically efficient. Improving beekeeping business in the area, among other things, would require its modernisation and involvement of female participants, provision of soft credit facilities and enactment of stringent forestry laws to check unwholesome forestry practices.
Keywords: Adamawa, Apiarists, Beekeeping, Efficiency, Nigeria



Yusuf Abdullahi
ERICSSH1929060

Underdevelopment and Dependency Theory; The Third World Perspective

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Abstract

Under development and dependency is a central features of the third world states. The twin concepts explain explicitly the sources of the contemporary African Predicament. Particularly, the economic condition through the expansion of another economy to which the former is subject. The social relations between the first and the third world lies in the inability of the third world to develop a dynamic process of political technological, economic and social pater, that will unleash its potential and bring it to the forefront of world socio-political and economic activities. This paper examines the issue of underdevelopment and dependency theory with particular thrust of focus to the third world economy, as fundamental in understanding the unequal relations between the centre and periphery states. The paper critically reviewed the existing gaps both conceptually, empirically and thematically and relied on secondary sources of data and examination of official documents as its methodology. The paper is structured into six interrelated compartments. The paper concludes that the promotion f domestic industry; import limitation; forbidding foreign investments; nationalization. And the dependent states should therefore pursue policies of self-reliance.

Bradford Oshotoye
ERICSSH1929061

Corruption In South-Western Nigeria: The Probable Solution

Bradford Oshotoye

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Abstract

This article analyzed corruption in Nigeria using south-west Nigeria as a case study. It states that corruption is alien to Nigeria and that a sizable number of African pre-colonial nations – states were founded on strong ethical values ensuring social justice and compliance. The article therefore argues that colonialism imported corruption to Nigeria and by extension south west Nigeria. It explains corruption from different perspectives and concluded that corruption is innate and deep seated in South-west Nigeria particularly in the public sector. The article then identified non – conformity religious tenets, values, culture, ethnicity, favoritisms, nepotism and weak legal systems among others as the causes of corruption in South west, Nigeria. Thus the article finds four factors as the costs of corruption in the country – political, economic, social and environmental. Finally, the article put forward some points as possible options and frame-work for curbing corruption in south-west, Nigeria.

Garba Ibrahim Tanko
(Ph.D)
ERICSSH1929062

Foreign Aid and Economic Development: A Comparative Analysis of Three Regions In The World

Garba Ibrahim Tanko (Ph.D)

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Adamu Usman Abubakar,

Department of Economics, Ahmadu Bello University, Zaria

Abstract

There are numerous studies in development economics debating the effectiveness of foreign aid in fostering economic development in the world, more specifically in areas such as poverty reduction, health, manufacturing capacity, and economic infrastructure in the developing countries. Yet this debate is based on empirical findings that are still subject to widespread skepticism in the literature.

	<p>The main purpose of this paper is to make a comparative analysis on the impact of foreign aid inflow on economic growth and development in three major regions in the world. To do this, the paper was based on descriptive statistics applied on data sourced from OECD data base and WDI. Although debate on how aid can be effective and contribute to development is still ongoing without any clear way forward, this paper however is a contribution to the ongoing debate and is intended to shade more light by drawing a comparative analysis of the three regions in the world; Sub-Saharan Africa (SSA), Asia and Latin America. we critically examine the inflow of official development assistance (ODA) against the backdrop that socio economic factors such as poverty and human development indicators have not been given adequate consideration in literature Keyword: Foreign Aid, Economic Development, Regions.</p>
<p>Ms. Najam-us-Sahar ERCICSSH1929063</p>	<p>Use of Gratitude Interventions for promoting Positive Emotions in Pakistani Adolescents</p> <p>Ms. Najam-us-Sahar Department of Educational Psychology & Counseling, Faculty of Education, University Malaya, Malaysia</p> <p>Prof. Dr. Diana Lea-Baranovich Department of Educational Psychology & Counseling, Faculty of Education, University Malaya, Malaysia</p> <p>Dr. Ida Hartina Ahmed Tharbe Department of Educational Psychology & Counseling, Faculty of Education, University Malaya, Malaysia</p> <p>Abstract Positive and negative emotions are key contributors to sustain health and well-being of an individual. A young person's ability to recognize, regulate, and express emotions appropriately and effectively plays a crucial role in determining his or her ability to achieve personal or academic goals, as well as to cope with environmental and social challenges. These emotions can be inculcated through positive psychology interventions like gratitude interventions. However cross cultural validation is required before application in different settings. A total of 60 adolescents randomly assigned in experimental group (31) and control group (29) with mean age of 16 years studying in different public schools of Rawalpindi, Pakistan served in this intervention based research. A modified version of three gratitude interventions (count your blessings, writing gratitude letters & LKM) was delivered for four weeks. Pre & post assessment were carried out with the help of Urdu version of GQ-6, GAC, PANAS-10 & mDES. The paired sample t-test analysis revealed a significant difference in pre & post assessment for experimental group ($t=3.07^{**}$, Cohen $d= .57$) for positive emotions. Furthermore the regression analysis showed that State Gratitude ($\beta=.34$, $p < 0.01$) and Trait Gratitude ($\beta=.337$, $p<0.01$) are significantly positive predictors of positive emotions; where state gratitude is causing 34% change and Trait Gratitude is causing 33% change in positive emotions</p>
<p>Isa Munkaila ERCICSSH1929065</p>	<p>The Challenges of Rural Development In Developing Countries: Nigerian Experience</p> <p>Isa Munkaila Department of Public Administration, Federal University , Wukari, Taraba State</p> <p>Abstract Rural development is a vital developmental effort in uplifting the living condition of the rural dwellers in the provision of both tangible and intangible social services as well as improving their occupational capacities or capabilities. But in the developing countries rural development programmes are seen as conduit pipe for siphoning public funds by the elites and the policy makers. The government of the developing countries initiates different types of rural development policies that can be marketed anywhere in the world, but the implementation processes are consummated by corruption, lack of political will and determination. At the end of the day all these rural development programmes are either haphazardly executed or totally abandon and the funds earmarked for their execution carted away by the policy makers. Therefore, rural dwellers in developing countries especially in Nigeria were neglected and are allowed wallowing under abject</p>

	<p>poverty, hunger, diseases and all forms of socio-political and economic deprivation. As a matter of fact since Nigeria's independence in 1960 there was little or no meaningful rural revolution despite series of programmes initiated by the past and the present government.</p>
<p>Nurdiana Gaus ERCICSSH1929066</p>	<p>Understanding the nature and practice of leadership in higher education: A phenomenological approach</p> <p>Nurdiana Gaus Department of social welfare studies, STIKS Tamalanrea Makassar, Makassar, Indonesia</p> <p>Abstract</p> <p>This paper aims to interpret the lived experience of Indonesian universities' leaders in order to offer a new way of understanding leadership and exercising leadership in higher education. Heidegger's Hermeneutic Phenomenological approach is used to capture the real experience of those leaders in demonstrating how they live and exercise a particular phenomenon of 'leadership' in Indonesian university contexts. Seven university leaders from two universities of private and public universities, in western region of Indonesia were interviewed. The results of this study describe that leaders define the nature of leadership within the domains of both positivist's and social constructivism's via the incorporation of individual characteristics and relational process. They exercise leadership based on the premise of 'exchange of rewards and punishment to meet triple objectives. Such an exchange is mediated with relational approach reflected in the terms such as recognition, soft touch, affection, and care. These results offer a new way of blended conventional knowledge (positivism and social-constructivism) in defining the nature of leadership in higher education and promote a new model of theory of what we call 'neo-transactional leadership'.</p> <p>Keywords: Leadership, Conventional Knowledge, Phenomenology, Neo-Transactional Leadership</p>
 <p>Adamu Usman ERCICSSH1929067</p>	<p>Analytical Effect of Insurgency on Cowpea (Vigna Spp) Production In Potiskum Local Government Area of Yobe State, Nigeria</p> <p>Adamu Usman Department of Agricultural Science Education, School of Vocational Education, Federal College of Education (Technical), P. M. B. 1013, Potiskum, Yobe State, Nigeria</p> <p>Abstract</p> <p>This study analyzed the effect of insurgency on cowpea production in Potiskum Local Government Area of Yobe State, Nigeria. 120 cowpea farmers were randomly interviewed using structured response questionnaires. Data were analyzed using descriptive and inferential statistics. The results showed that 35% of the respondents fell within the age bracket of 28-33 years; males constituted 55% and 42% had primary education. The findings further revealed that 77.50% perceived the effect of insurgency on their livelihood. Majority up to 70.80% of the respondents perceived increase in poverty and job losses respectively. Almost 52.5% of the respondents were affected by the conflicts, then children 21.7%, women 13.3% and adult men 8.3%. 32.50% of the respondents lost their houses, 29.20% lost their livestock, and 16.70% and 13.30% lost their crops and sustained body injuries respectively. Majority up to 67.50% of the respondents suggested that all the methods, 16.70% suggested military action, 6.70% negotiation, 5.0% and 4.20% of the respondents suggested state of emergency and amnesty respectively. Furthermore, the regression analysis revealed that 74% variation in output was accounted by the independent variables in the model. However, educational level, sex and income were significant at $p < 0.001$, while household size, farm size and distance from farm to homestead were significant at $p < 0.05$. Chi-square analysis revealed that the variables included in the model such as sex, educational level, age, income and distance from farmlands to homestead were significant at $p < 0.05$, with the exception of farm size, marital status and farming experience. The study concluded that insurgency exists in the study area and the effects include loss of lives, crops, and destruction of infrastructures, such as schools, telecommunication mast, mosques, churches, markets and houses. The study recommended that education and employment opportunities be provided to the youths in the study area.</p> <p>Keywords: Effect, Insurgency, Cowpea Production, Production</p>
<p>Hoi Nga NG ERCICSSH1929068</p>	<p>Need and Comfort about Learning Sexual Health Topics of Secondary School Students In Hong Kong</p>

	<p style="text-align: center;">NG Hoi Nga Research Unit on Love, Marriage and Family, Caritas Institute of Higher Education</p> <p style="text-align: center;">BOEY Kam Weng Research Unit on Love, Marriage and Family, Caritas Institute of Higher Education Department of Social Work and Social Administration, The University of Hong Kong</p> <p style="text-align: center;">TO Hing Kwan Alastair Department of Psychology, The Education University of Hong Kong</p> <p style="text-align: center;">Abstract</p> <p>Objectives: This study presented a descriptive analysis of students' appraisal of sexual health topics of sexual health education in Hong Kong. Methods: A validated instrument named Appraisal of Sexual Health Education Topics (ASHT) was adopted to describe students' need and comfort about learning sexual health education topics. Their perceived knowledge of the topics was also looked into. Data of this study were based on the validation sample of ASHT, which consisted of 818 students (aged 12-19, male 70.6%). Data were collected via a questionnaire containing the measuring instrument and items on socio-demographic characteristics. Findings: Students showed adequate needs and comfort about learning the various sexual health topics. Older students felt greater need and comfort than did younger students. Male students expressed greater needs for learning specific topic of physical change at puberty, pornographic materials, masturbation, and nocturnal emission (wet dream) while female students had greater need for learning the topic on premarital sex. Male students were more comfortable with such topics as masturbation and pornographic materials, female students were more at ease with topic on self-image and self-understanding, homosexuality, love and infatuation, and menstruation. Male students were more knowledgeable in reproduction system, birth control and contraception, pornographic materials, coping with sexual impulse, masturbation, and wet dreams. Female students had better knowledge about dating and relationship, homosexuality, and menstruation. Research outcome: Gender differences in appraisal of sexual health topics were demonstrated, which should be taken into consideration in school-based sexual health education. Future Scope: To enhance generalization of findings, a population-based sample may be recruited for future study. Replicated studies on students of tertiary institute or trainees of sex education are also worth pursuing.</p> <p>Keywords: Gender Difference; Secondary School Students; Sexual Health Topics, Sex Education</p>
<p>Abdulahman Adamu ERCICSSH1929070</p>	<p style="text-align: center;">The Transformation of the Discipline of Political Science from Traditionalism to Behaviouralism and the Current Status of Political Science</p> <p style="text-align: center;">Abdulahman Adamu Department of Political Science, Federal University, Gusau, Zamfara State-Nigeria</p> <p style="text-align: center;">Abstract</p> <p>The central focus of the discipline of Political Science is man and society due to the fact that both are in constant change. As a result of that, there is the need in the discipline for changes in the focus, techniques and even the methods to be followed in their analysis. It is against the foregoing background that this paper examines the transformation of the discipline of Political Science from Traditionalism to Behaviouralism with the view to ascertaining the current status of the discipline. This was made possible through the examination of the various waves of the methodological development in the discipline of political science. In doing this, prominent and contending approaches to the study of political science were given due attention. The paper concludes that Traditional and Behavioural approaches are two distinctive analytical frameworks and each claim to provide one with all the necessary tools in conducting political analysis. The only difference is that while the former is normative and prescriptive in nature, the later is empirical and descriptive.</p> <p>Keywords: Political Science, Traditionalism, Behavioralism, Transformation, Methodology</p>
<p>Assoc. Prof. Dr. Zührem YAMAN ERCICSSH1929071</p>	<p style="text-align: center;">Determination of Factors Affecting Negative Word-Of-Mouth-Marketing That Reflects on Buying Behaviour of Customers</p> <p style="text-align: center;">Assoc. Prof. Dr. Zührem YAMAN</p>

Selcuk University Faculty of Health Sciences

Abstract

In the ever-increasing competition environment, the importance of information has nowadays been understood, and the fast use of technology has been spread via Internet. And the customers are affected by word-of-mouth-marketing particularly, and many other sources in the fierce competition environment. Along with the fact that the Internet use of the word-of-mouth-marketing has become widespread, it has been observed that, any positive or negative information regarding the product or the service contribute to the purchasing stage of customer in electronic environments. The word-of-mouth-marketing is knowledge sharing that the customers practise basing on trust with other customers who use the product or the service they consider buying through using their social connections and inner circle. Because of the fact that the customers are prone to have urge to share their feel of dissatisfaction regarding product or service more than satisfaction, the negative word-of-mouth-marketing has become more important in terms of eliminating posts shared in order to punish the management. In this study, it has been aimed at determination of factors affecting negative word-of-mouth-marketing that reflect on buying behaviour of customers. For the purpose of collecting research data, Electronic Word-of-Mouth-Marketing Experience, Self-Confidence and Electronic Mail Communication Preference by Soyoung Boo and Jooho Kim (2013), and Technical Competence and Social Media, Family and Peer Effect, Negative Word-of-Mouth-Marketing scales prepared by Christina Zhang, Behzad Abound Omran, and Cihan Çobanoğlu (2015) have been used. In accordance with this purpose, data collected through face-to-face questionnaire method from 395 university students have been analysed via SPSS 25 program. According to the results of the research, while social media, family and peer influence, and person's own experience affect the negative word-of-mouth-marketing that reflects on buying behaviour of customers, it has been concluded that electronic mail communication does not have an influence on the negative word-of-mouth-marketing and buying behaviour of customers.

Keywords: Buying Behaviour, Social Media Use, Word-Of-Mouth-Marketing



Samaila Balarabe
ERCICSSH1929073

Predicting Satisfaction of Social Media Use on Smartphone among the Nigerian Youths

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Abstract

Increasing Social Media adoption and usage among the youth world over has attracted numerous studies among the communication researchers and scholars. Many studies established that youths' motives of using smart phone and social media include: education, socialization, political and relationships motives. The motivation of the current study therefore is to investigate the satisfaction obtained among the youth for using social media on smart phone. The major variables under investigation are: fashion, fun, affection, relaxation and mobility. The study which is purely quantitative administered questionnaire to 246 respondents employing a systematic random sampling technique. The study used Statistical Package for Social Sciences (SPSS Version 20) for the analysis of the collected data. Specifically, One Sample t-test and paired t-test were used to analyse the five constructs under study. The findings of the study established that youth obtained various satisfactions while using social media on their smart phone. However, fun satisfaction obtained by the youth is found to be the most outstanding satisfaction ($t = 75.460$, $p = .000$, $M = 4.15$, $SD = .864$) compared to the remaining variables. The study recommends further investigation on the implications of using social media and smart phones among the Nigerian Youths.

Keywords: Satisfaction, Social Media, Smartphone, Usage, Youths

Dahiru Musa Abdullahi
ERCICSSH1929074

Mother Tongue Interference: An Analysis of L1 Intrusion in the Learning and Acquisition of English Language in Nigeria

Dahiru Musa Abdullahi

Abubakar Tatari Ali Polytechnic, Bauchi, Nigeria

Abstract

	<p>Abstract-Interference is a natural phenomenon that is inherent, the speech habits of the learners of local Languages find their ways into the Second Language that the learners is learning. The intrusion manifest at various levels phonology, lexis, syntax, and semantics. This analysis attempts to x-ray the intrusion of some aspect of the L1 into the target language in all the components of language mentioned above, it also attempts to portray the implication of interference on National and International acceptability and intelligibility in the usage of English Language by the L2 speakers.</p> <p>Keywords - Mother Tongue, Learning, English Language, Nigeria</p>
<p>Abubakar Tukur Muhammad ERCICSSH1929075</p>	<p style="text-align: center;">Chinese and The Changing Pattern of Donkey Trade In Sokoto State</p> <p style="text-align: center;">Abubakar Tukur Muhammad History Department, Faculty of Arts and Social Sciences, Sokoto State University, Sokoto, Nigeria</p> <p style="text-align: center;">Abstract</p> <p>Donkey trade in the past was localised because of its fewer profit margins; but in recent years from the early 1990s to date, the nature and pattern of the trade changed from a local to a national and even international level. The reason for this development was due to the involvement of Chinese in the trade sector. Chinese involved in buying donkey skin in Nigeria and other African countries which they use to produce medicine (Ejiao which is a medicine produced from donkey hides known to cure many ailments). This further led to the hiking of donkey price and the enrollment of many people in the trade. The paper aimed to discuss Chinese involvement in donkey trade and the changing nature of the trade in Sokoto State.</p>
<p>Abubakar Tukur Muhammad ERCICSSH1929075</p>	<p style="text-align: center;">Roleof Horse In Transportation and Other Socio-Economic Activities In Sokoto</p> <p style="text-align: center;">Abubakar Tukur Muhammad Department of History, Sokoto State University, Sokoto.</p> <p style="text-align: center;">Abstract</p> <p>Horse is among the beast of burden and is one of the oldest means of transportation in Nigeria in particular and the world in general. Since time immemorial before the advent of modern means of transportatio. Horse were used for transporting of goods and people. It is important in warfare and formation of states and societies whereby many people used it as a helping and important animal in attacking and launching of raids against their enemies in different empires and areas. European people had also attested to its importance and used horse as their means of transportation during exploration tours and occupation of the country. In Sokoto, a horse is regarded as special animal which is reared/kept only by traditional rulers/people of royal family except very rare to be reared or held by ordinary people. Although, some few individuals who are rich enough could rear the animal. Poor people could not raise the animal in Sokoto particularly because raising it is both labour and capital -intensive. Thus, people consider horse as a unique animal and termed it as a symbol of prestige. Sokoto people do not eat horse meat as there is taboo on it. There are different opinions among Islamic scholars with regards to the consumption of the animal's meat. Certainly, role of a horse is not only known in warfare/transportation but it is also acknowledged in other socio-economic activities. People especially in other parts of the world engage the animal in conducting different economic activities like, packing, raising of water, tilling of land, etc. The paper will discuss role of horse in transportation sector from pre-colonial to colonial and post-colonial periods as well as its role in other socio-economic activities will be also highlighted by the paper.</p> <p>Keywords: Horse, Transportation, Economic, People and Important</p>
<p>Itsewah Steve James ERCICSSH19290076</p>	<p style="text-align: center;">Meanings and Meaninglessness as Relative Terms in the Understanding of Motifs, Movements and Action Patterns of Worship Dances</p> <p style="text-align: center;">Itsewah Steve James Department Of Theatre And Media Arts, Faculty of Arts, Federal University of Lafia</p> <p style="text-align: center;">Olokodana-James Oluwatoyin PhD Department of Creative Arts, University of Lagos</p>

Abstract

Dance, a non-verbal language, is an expression that is meant to be understood by all and sundry irrespective of the mode, type, form, categorization, pattern and the style that it is coated with. In Africa therefore, dance transcends the boundaries of the secularity to the efficacy of sacredness. This is because it is an essential tool for the purposes of worship of God, gods, spirits and between man to man in his bid to create balance in his cosmic worldview. Whereas most of these worship dances are often classified or tagged within the confines of: moral, immoral, vulgar, solemn, holy, sacred etc. This indirectly puts a condemnation on some worship dances as composed, termed inappropriate for worship purposes. Thus, it is pertinent to ask that ‘at what time or point does a dance become appropriate or inappropriate for the purpose of worship? Therefore, using the analytical method, this paper seek to compare and contrast some movements, dance motifs and action patterns as used in the compositions of both secular and some sacred dance situations that qualifies them as inappropriate or too erotic for worship purposes.

Keywords: Erotic, Motif, Movement, Worship, Relativism


Idris Salisu Kurah
ERCICSSH1929077

History of Infrastructural Development in Gusau Town, Zamfara State, Northwestern Nigeria

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Abstract

The development of infrastructure in the Nigerian society could be traced back to the colonial period. Infrastructure, a concept which signifies the aspects of technical structures that support a society has been one of the indispensable keys to physical and human development in both historical and developmental terms. They are therefore fundamental facilities, services and systems necessary for socio-economic development of a society which included railways, roads, health care facilities, electricity, water supply etc. The colonial government at the early period of its administration payed little attention in the provision and establishment of the infrastructure in Gusau, but the situation changed when it noticed that the area is highly blessed with abundant fertile land which played the role of production of the needed crops for the colonial government’s industries like cotton and groundnut as well as large deposit of gold. Therefore, infrastructures like railway, roads, health care facilities etc, were established to support both the production and evacuation of the resources. When Nigeria became independent in 1960, its aftermath and more particularly when Gusau became a Local government in 1976, as well as capital of Zamfara State that was created under the military regime of General Sani Abacha, it witnessed yet another giant development of establishment of more infrastructures in the town. This paper therefore, examines the aspect of infrastructure development in Gusau in both colonial and post-colonial periods. It will highlight the technical structures that constituted in the town and assess the extent at which the infrastructure represented a factor in the transforming the society of the town physically, socially and more importantly the economy of the people of the tow



Ludan Gbaye
ERCICSSH1929078

Colombia’s False Racial Democracy

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Abstract

Descendants of the African Diaspora in Latin America have been engaged in a centuries old struggle with their governments for recognition of their ethnic identity in societies that attempt to erase their existence. In many Latin American countries there is a long history of miscegenation and that tradition has contributed to the belief in a racial democracy, where governments claim that there is no racial discrimination against people of African descent in their respective nations. I traveled to Colombia in May of 2018 to learn more about these supposed “post-racial” societies, and what I found was that the idea of a racial democracy in Colombia is a complete illusion; Colombian society is rampant with racial tension and prejudice. Afro-Colombians, Colombian people of African descent, are treated like pariahs and are made to feel inferior in their own country. Eurocentrism and white supremacy are staples in Colombian social, political, and economic institutions and contribute to the grim state that many Afro-Colombian communities are in. To combat this flawed belief in a racial democracy Afro-Colombians, specifically the youth, are

	<p>challenging the government and the blatantly racist policies that are enacted, forcing Colombian society to recognize that racism still exists, and finally educating the wider Afro-Colombian community about the harms of anti-Blackness and colorism. I learned that Colombia is currently embroiled in its own Civil Rights Movements, and Afro-Colombians are rigorously and tirelessly fighting for their right to be free from white supremacy.</p> <p>Keywords: Race, Colombia, Afro-Latinidad, White Supremacy, Ethnicity</p>
<p>Dr. Bawa Dan Muhammad Anka ERCICSSH1929082</p>	<p>The Relationship between Man and Jinn: An Islamic perspective</p> <p>Dr. Bawa Dan Muhammad Anka Department of Islamic Studies, Zamfara State College of Education, Maru</p> <p>Abstract</p> <p>Allah the Most High is recognised by the Muslims as the Creator of the Universe and all that it contains. He is the Creator of the living and non-Living beings serving as signs of His ever existence which has no end. In the Glorious Qur'an, Mankind and Jinn are described by Allah as the heaviest creatures (Thaqalyn). This twwherefore, expresses their significance in the sight of Allah among His creatures. Perhaps, because the duo had been described by Allah as His creatures purposely created in order to serve Him despite that, all other creatures are submissive to Him willingly or unwillingly. Similarly, whenever the name of Jinn are mentioned, people became apprehensive of them considering them as mere harmful creatures; not knowing that they share many things in common with mankind. It is against this background that, this paper discusses the relationship between Jinn and mankind with a view to ascertaining the similarities and differences between them.</p> <p>Keywords: Relationship, Jinn, Man, Perspective</p>
 <p>Adamkolo Mohammed Ibrahim ERCICSSH1929085</p>	<p>Online Predator, Keyboard Warrior or Cyber Bully? Children's Exposure to Internet and the Growing Menace of Cyberbullying</p> <p>Adamkolo Mohammed Ibrahim Research scholar, Department of Mass Communication, University of Maiduguri, PMB 1069 Maiduguri, Borno State, Nigeria PhD research candidate, Department of Mass Communication, Bayero University, Kano, PMB 3011, Kano State, Nigeria</p> <p>Sarina Yusuf Cyber Generation Laboratory, Institute for Social Science Studies, Universiti Putra Malaysia (UPM), 43400 Serdang, Selangor, Malaysia</p> <p>Abstract</p> <p>Despite progresses made in the research on the array of dangers and threats that children are exposed to on the internet in Malaysia, this article seeks to provide further understanding on the incidence of the phenomenon by reporting the findings of a study performed in the Malaysian state of Selangor to determine the level and types of cyberbullying incidents prevalent among schoolchildren. A questionnaire was administered to 375 respondents selected using stratified random sampling from a population of 6,671 primary and secondary school pupils aged 9 to 16 years. Factor analysis was employed, and the key findings revealed that most children have been involved in cyberbullying; most of them were aware of online threats but did not know that it is a bad behaviour; and, most of them were rarely involved in a sex-related cyberbullying incident. A collective approach to guarantee the internet safety of children and balance their online prospects and risks is recommended to ensure children's online safety.</p> <p>Keywords: Children, Child Online Safety, Cyberbullying, Digital Communication, Internet, Keyboard Warrior, Online Predator</p>
<p>Nanda Rahmi ERCICSSH1929090</p>	<p>Dynamic Effects of Exchange Rate Shocks on Export and Import of Indonesia</p> <p>Nanda Rahmi Assistant Professor at the Department of Economics, Faculty of Economics and Business, Universitas Syiah Kuala, Banda Aceh, Indonesia</p>

	<p style="text-align: center;">Aliasuddin Associate Professor at the Department of Economics, Faculty of Economics and Business, Universitas Syiah Kuala, Banda Aceh, Indonesia</p> <p style="text-align: center;">Abstract</p> <p>The objectives of this study are to examine the dynamic effects of exchange rate shocks on export and import of Indonesia using Autoregressive Distributed Lag (ARDL) Model. Quarterly data from 1990.1 to 2018.3 with total sample of 115 quarters. The data are transformed into natural logarithm term and the estimated results shows that the models fulfill all of ARDL model and the models are appropriate model in this study. Furthermore, in the export model, the exchange rate and foreign income have significant effects on export both in short-run and in the long-run. Meanwhile, in the import function, the exchange rate shows anomaly result because this variable has positive and significant effect on import of Indonesia in the long-run, but has negative and significant effect in the short-run. However, the income variable has positive and significant effect on import of Indonesia in the short-run and long-run. Because the exchange rate is very crucial factor in the export and import of Indonesia, the authority in Indonesia should keep the exchange rate from high volatility especially in the short-run.</p> <p>Keywords: Export, Import, ARDL, Short-Run, Long-Run, Indonesia</p>
<p>Safrena Noreen Abd Malek ERCICSSH1929092</p>	<p style="text-align: center;">International Students Adaptation Experiences and Challenges in Private Universities in Malaysia</p> <p style="text-align: center;">Safrena Noreen Abd Malek Faculty of Communication, Arts and Media, International University of Malaya Wales (IUMW), Kuala Lumpur, Malaysia</p> <p style="text-align: center;">Abstract</p> <p>Malaysia is known as a country with its multiracial races with different kinds of background and religions. In 1996, the education systems in Malaysia open its door to foreign countries to setup branch campuses and private education system enters the education sector. Since then, it has drawn a huge number of international students to come over and choose Malaysia as their education hub. In recent report, Malaysian organizations have enrolled more than 170,000 international students from over 135 countries. The highest numbers of international students are from Bangladesh, Indonesia, and China. The UNESCO statistics has shown that Malaysia stands at 12th place as the most favourable country for the international students to further their studies. One of the reasons for the international students' chooses Malaysia is because, its education excellence, reasonable cost of living and affordable tuition fees. The research will focus on the first year and fulltime students, undergraduate, international student's adaptation experiences, issues and challenges in Malaysia. International students' travels abroad seeking academic knowledge for a certain period of time for study abroad programme would be the main research for the study. Researcher focus on one private institution, selected for this purpose is International University of Malaya-Wales (IUMW). Using qualitative methodology as the main focus for this research, researcher will interview the international students studying in ten (10) private institutions.</p>
<p>Banu Ersanli ERCICSSH1929093</p>	<p style="text-align: center;">A Dark Path from Literature to Cinema: About Gothic</p> <p style="text-align: center;">Banu Ersanli Faculty of Communication, Department of Communication Design, Baskent University, Ankara, Turkey</p> <p style="text-align: center;">Abstract</p> <p>In the first part of this study titled "A Dark Path from Literature to Cinema: About Gothic", the historical development and the literary process of the gothic notion are mentioned. In the second part the birth of the horror cinema and the process of incorporating the gothic, which is a literary genre, into the art of cinema are presented by explaining examples. Cinema, where narrative potential is very strong; establishes much stronger connection with the novel compared with other branches of art. Almost the whole story of a novel can be presented in a similar way with cinema. Although cinema is limited with a shorter narration, as its nature, visual narrative has pictorial possibilities. In this context, the aim of the study is to examine the process of the reflection of a literary genre into cinema and to show the effects and benefits of two different branches of art</p>

	<p>which have developed with the method of intertextuality. Keywords: Literature, Cinema, Gothic</p>
<p>Danny Susanto ERCICSSH1929097</p>	<p style="text-align: center;">Fight against Fake news: Spanish case</p> <p style="text-align: center;">Danny Susanto Universitas Indonesia</p> <p style="text-align: center;">Abstract</p> <p>The misleading news has, actually, always existed but the emergence of Internet and new technologies of communication and information has accelerated significantly their proliferation throughout the planet. The fake news is a term used to refer to the diffusion of false news which produces a dangerous circle of disinformation. Despite the fact that fake news is not really the Internet era novelty, with globalized, constant and vertiginous flow of information, the line that separates it from traditional news, based on verified facts, has become unclear. As a matter of fact, social networks has made it possible for the users to be producers as well as consumers of content at the same time. Since they are very vulnerable to manipulation, they have helped undermine confidence in conventional journalism. Therefore, a kind of vicious circuit is generated, and false news can be replicated thousands of times in a matter of seconds, instigating a shock wave of misinformation, uncertainty and even panic, in extreme cases. The misleading news has, actually, always existed but the emergence of Internet and new technologies of communication and information has accelerated significantly their proliferation throughout the planet. Today, people tend to prioritize online media rather than print media as their main source of information and it is therefore very important to present credible news, which can be justified. Beside news aspect, aspect of individuals as online news consumers is also important since they are also required to be able to clarify the truth of a news. Why does it have to be clarified? Since information is so quickly spread and read by many people, it can easily affect emotions, feelings, thoughts, even actions of individuals and groups.</p> <p>Dealing with fake news is one of the technological challenges of the 21st century. Social networks act as a dissemination channel for this expressly issued news. Therefore, the matter is very difficult to control.</p> <p>Among European countries, Spain is considered to be the most seriously affected by the fake news and is currently fighting against them. This study aims at investigating issues related to fake news diffused by media in Spain: the origin, the development, their impacts to the society as well as government efforts to reduce their diffusion using media theory of Baudrillard according to whom media has the power to create the so called simulacra. The finding is expected to give understanding of Fake news in Spain in order that other countries can learn from Spanish Experience.</p> <p>Keywords: Fake News, Spain, Simularca, Media</p>
 <p>Saud Bin Mohammad ERCICSSH19290098</p>	<p style="text-align: center;">Euthanasia – An Ethical Dilemma</p> <p style="text-align: center;">Saud Bin Mohammad Islamic Civilization and Society, Hamad Bin Khalifa University, Qatar</p> <p style="text-align: center;">Abstract</p> <p>Due to the current stupendous achievements in medical science and pharmaceutical industry, many people expected to have a better, healthy and prolonged life. Diseases that used to kill patients in early easily could be diagnosed easily and resist them even to some degree completely. Thus, it contributed greatly in the treatment of seriously sick people and prolonged their lives. However, these breakthroughs and development created some problems. Since the number of patients are increasing day by day, the prime goal of health care shifted from caring to cure. However, since a large number of people are aware of the recent breakthroughs in medical science and at the same time they are aware of their rights and control on their body, and they are more concerned about their life then any earlier time. Hence, the patients who are suffering from hard diseases or incurable pain often want to stop their life in various ways; such as euthanasia, either active or passive and physician assisted suicide. This research will focus on the passive euthanasia which could be termed in another way withholding or withdrawing life supports and systems to sustain the life. The researcher wants to make a case study of Mr. Abdul Latif who was the victim of a terrible car accident in Bangladesh in 2015 and severely injured, being admitted in the hospital for almost a</p>

year he had to spend the last savings of his life. It became very challenging for his family to continue his treatment and buy the costly medicines for him. Taking the financial inability of family into consideration, he requested to the hospital authority to be allowed to die through euthanasia. Neither the doctor allowed him for euthanasia, nor they support him with the free treatments and medicines. Hence, at this juncture, what would be the best solution for the patient and his family. The paper wants to study the case of Mr. Latif, a central character of the case, and tries to find out a solution.

Keywords: Eutenasia, Palliative Care, Medicine, Diseases, Life Support

Mohd Rizal Yaakop
ERCICSSH1929099

The Just War Theory

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Abstract

A Just War Theory is a moral doctrine about the use of force. It underlines certain basic principles of waging war, starting from the intention to wage war until the conduct of soldiers during war, known to be jus ad bellum (the resort to war), jus in bello (the actual conduct of war), and the most recent development jus post bellum (justice after war). As propagated, Just War Theory legitimized the use of force as long as all the requirements of its principles has been fulfilled; first is the principle of jus ad bellum lays the justifying requirements for why war is waged, namely just cause, legitimate authority, right intention, proportionality, probability of success and war as the last resort. Second is the principle of jus in bello, the justifying principle governing the conduct within war, namely proportionality, right intention as well as the issue of noncombatant immunity

Keyword: Just War Theory, Conflict



Dr. A. Senthil Kumar
ERCICSSH1929100

A Significant Study on Packet-Level Redundancy Elimination Techniques in Network Traffic

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Abstract

In the current scenario, Internet is very popular and has attained massive popularity. WAN links are used to carry identical contents. However, with the increasing use of HTTPS, eliminate packets redundant is more important task. Recently, many models proposed to eliminate packets redundant and improve network efficiency, but most of them is hard to eliminate packets redundant accurately and completely and are easy to introduce the delay. In past few years, numerous researchers proposed different solutions for detecting and eliminate packets redundant in WAN links. In this survey, recent approaches and techniques done for packets redundant are discussed. The review thoroughly presents the problems and merits of those existing approaches.

Keywords: WAN links, Redundancy Elimination, Network Traffic, Privacy Preserving, Network Efficiency



Gamar Khanim Javadli, Ph.D.

Man and The Natural Environment, From The Perspective of Islam

Gamar Khanim Javadli, Ph.D.

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Abstract

The biological revolution of the last decades has set a new serious problem for a person, addressed to his consciousness and conscience. The progress of science gives mankind great hopes, but also creates many social problems, including on issues of evolutionary theories and problems of environmental conservation. There are several specific aspects of the way that Islam regards ecological and environmental issues. All aspects and natural substances, such as water, air, land, flora, and fauna, or in other words, the ecosystem surrounding us, were created for the human being, for the benefit of our development and reproduction. The founding principles of this theory are laid out in The Holy Qur'an, while their practical applications are mirrored in the hadiths.

Keywords: Islamic Environmental Methods, Ecosystem, Ecological Aspects In Islam, Evolution Theory, Natural Substances Mentioned In The Qur'an, Preservation of The Ecological Balance

Mohammad Rabiul Kabir
ERCICSSH1929072

Social Innovation in Skills Development: A Case Study on BRAC Institute of Skills Development (BRAC-ISD) in Bangladesh

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Abstract

In the context of mass poverty in the most developing countries, the role of skills development is of utter importance for sustainable & high growth rate of an economy, reducing unemployment, raise incomes and improve standards of living. Bangladesh has an estimated 2019 population of 163.05 million, of the 30 million youth between the ages of 18 and 25, roughly 3 million go on to pursue higher education. For rest, life is a big question mark. Most Bangladeshi youth is facing serious unemployment problem due to lack of skills and technical knowledge in the current scenario. This young population has great vitality, many dreams and aspirations, and untold potentials. The Government of Bangladesh recognizes the importance of youth in the society and if decent employment opportunities are available, the country can be more productive collectively, as more contribute to overall economic activity. The skill developments programs thus are of great importance to social and economic development strategies of Bangladesh. BRAC (Building Resources Across Communities) – a non-government organization, therefore, took the opportunity by establishing a center of excellence (BRAC- ISD) dedicated to skill development locally and globally, working to enrich human capital of Bangladesh through updated technology based training, better work opportunities and social inclusion. This case study focuses in dealing with those opportunities through the usage of prototype skills development institute as a vehicle of social innovation for economic and social development. Thus, BRAC-ISD appears to bring opportunities for youth by empowering individuals through skill development and decent employment, thereby building a competent workforce to lead the nation forward. The impact of BRAC-ISD in skill development is examined to create positive socio-economic changes. However, this study highlights a brief analysis as to what extent BRAC-ISD contributes in the theoretical endeavor of social innovation in the skill development. Finally, this study concludes that a culture of innovation can be created by highlighting similar cases and to do further research on the compatibility of social innovation in skill development to gear up the status of developing countries like Bangladesh.

Keywords: Bangladesh, Social Innovation, Skills Development Program, BRAC-ISD

Dr. Chayachon Photip
ERCICSSH1929086

The Study into the Problems and Ways of Development of PINYIN-Consonant Pronunciation for Sophomores of Suratthani Rajabhat University

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Abstract

The reason why this research was done was the discovery of the problem related to the Subject of CHN0106 on the PINYIN-Constant pronunciation skill of the second-year students in the field of the Chinese Language, Suratthani Rajabhat University, with the objective to study into the problems and to find ways of developing the clear and correct pronunciation of PINYIN Constant. The researcher determined the samples who were 32 second-year students whose major is the Chinese Language. Tools used in the research were questionnaire and test for the constant pronunciation. According to the test, it was found that there were errors made by the samples as follows: 1) the affricate sound including q, z, c, ch, zh, 2) fricative sound including x, sh, r, 3) lateral sound including r. In this research, data were analyzed by using the Theory of S.P Corder to analyze the error. According to the research, it was found that the key factors that affected the samples' pronunciation of constant and vowel were 1) the influence from the mother-tongue language and the local language was the cause of unclarity and error, 2) failure to truly understand the rules on the pronunciation of phonetic alphabet of the Chinese Language, 3) the fact that in the Thai Language, there is not any sound that can be compared with that of the Chinese Language, thus causing error in the pronunciation of the students, 4) the difference between the structure of pronunciation of the Thai Language and the Chinese Language. Besides, the researcher presented several ways for the development of pronunciation as guideline to be applied in the Mandarin phonetic alphabet instruction classroom to be more efficient.

Keywords: Error Analysis, Mandarin Phonetic Alphabet Consonants, Ways for The Development

Aliasuddin
ERCICSSH1929087

Value of Used Coffee Beans for Green Fertilizer in Banda Aceh

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Abstract

This study is to value the used coffee beans as green fertilizer in Banda Aceh as part of community development services because Banda Aceh produces huge number of used coffee beans every day. The willingness to pay method is applied to determine the value of used coffee beans and total samples of 150 respondents are utilized in this analysis. The result shows that the respondents give high value for the used coffee bean as green fertilizer because they believe that green fertilizer will produce green product and environmental sustainability for next generations. It is recommended that the government and society should encourage the use of green products in their daily activities.

Keywords: Used Coffee Beans, Green Fertilizer, Sustainability, Future Generation



Molee A-porn
ERCICSSH1929096

**Geographic Information System of Land Use and Population in
Bandon Bay, Surat Thani , Thailand**

Charuphanthuset Thana

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Srithong Sasinadchakorn

Abstract

This research aims to examine land use and population in Bandon Bay, Suratthani, by applying the Geo-Informatics technology, and analysis of trends of land use and population change of Suratthani province. The results of this study found that during the years 2002-2007, the residential areas had the greatest increase of 3.28% and the aquaculture areas had the greatest reduction of 5.38%. During the years 2007-2011, mangrove areas had the greatest increase of 1.76% and we found that miscellaneous areas had the greatest reduction of 1.76%. Forecasting the trends on land use and population change of Suratthani province using Multiple Regression Analysis found that the factors were gross industrial sector (GPPID), agricultural sector (GPPAGT), fisheries sector (GPPFHR) and tourism sector (GPPTR) in Suratthani province which affected land use change at 91.10 percent and birth rate factor (BR), death rate (DR), in-migration rate (RI), out-migration rate (RO) and average monthly expenditure per household (ACH) could predict the population change in Suratthani province by up to 81 percent.

Keywords: Land Use Change, Satellite Image Overlay, Bandon Bay



Merrisa Octora
ERCICSSH1929101

Pahewan as The Local Knowledge of Dayaknese In Central Kalimantan

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Abstract

Central Kalimantan is widely known with the great potential of natural resources scattered from every regencies. The original belief of Dayaknese in Central Kalimantan was Kaharingan is well known with the term "Agama Helu" which have a great connection with human and nature. Most of area of Central Kalimantan still covered with the thick forest and cultivation areas of local people until the early of 1990. Nevertheless the development changed rapidly with the significant growth of economic and the existency of palm oil plantation, logging company and mining sector since 1993. Directly it will cause major effects toward the society and environment neither the positive impact nor the negative. However, the tradition and belief still embedded in the Dayaknese by implementing traditional rules and local knowledge toward the massive change. In this writing the writer will focus on the local knowledge of Pahewan. Pahewan according to the Dayaknese is believed as a forbidden area of forest which can not be entered by people in general with certain activities because this area is considered as a holy place with spirits inside (Gana). Here, the writer focuses on several Pahewan which are still remained in Central Kalimantan such as Pahewan Tabalien, and Pahewan Lunuk with different types of characteristic for each Pahewan which is considered as a highly value of conservation area.

The qualitative method is used in this research. The main data found from the field observation and interview from the local people. The wide area of each Pahewan is different, for example Pahewan Tabalien is around 500 Ha and the main vegetation is iron wood (Tabalien) and Pahewan Lunuk is around 300 Ha with various type of timbers. The concept of Pahewan Tabalien and Pahewan Lunuk have associated with the sustainable livelihood in the Dayaknese covered by myth and folklore and also supported by the symbol of Batang Garing, Dayaknese' old proverb "Ingat Peteh Tatu Hiang Petak Danum Akan Kalunen Harian Andau.

Keywords : Pahewan, Dayaknese, Highly Value of Conservation Area, Sustainable Livelihood

Fatima Zahra
ERCICSSH1929102

Identification of Pakistani Metaphoric Truck Designs: A Rhetorical Study

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Abstract

The focus of this paper is to present the identification of metaphoric truck designs in context of territorial significance of cultures. A qualitative article based on a comparative study that attempts to influence and adopt factors related to cultural territory. It further explored the various aspects of Pakistani culture, characteristics of cultural values, terms, associations, and influences of Indian subcontinent partition on truck art. Findings showed that the truck artists were simultaneously prioritizing culture as the first theme preference to be painted. They drew inspiration from materials found in specific areas or regions' unshakeable cultural icons. The rhetorical discourse of visuals associated with culture, relying for the construction of impactful metaphoric visual meanings on something other than phrases or writing.

Keywords: Culturally oriented designs, territorial impact, design adoption flexibility

Tarik Ziyad Celik
ERCICSSH1929104

The Relationship between Competition Strategies and Firm Performance with Industry 4.0: In the Example of Machine Made Carpets from Turkey

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Ahmet TAN

Abstract

With Industry 4.0, competition has become more important in manufacturer firms. As digitalization increases, companies need to update their strategies in order to reach higher levels in competition. There are many studies showing that the differentiation strategy, which is one of the competitive strategies, has a positive effect on the firm performance. It was understood that the companies that the study was applied adopted the differentiation strategy. Turkey produces 60 percent of world production of machine-made carpets. It is known that machine carpet cluster is observed intensely in the study area. To maintain its competitive advantage gained in the turkey's machinery manufacturing industry 4.0 carpet firms are required to provide the adaptation of developing technology. In the region where 135 companies operate, 102 firms were interviewed face to face and the results of the study were analyzed using structural equation modeling. According to the results of the study, there is a significant relationship between industry 4.0 and the differentiation strategy and the differentiation strategy has a significant and positive effect on the firm performances.

Keywords: Industry 4.0, Differentiation Strategy, Competition, Machine Made Carpets



Tong Wei Lee
ERCICSSH1929105

An Analysis on the Mobile Payment Industry in China and its Implications to Malaysia

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Abstract

Internet which is one of the most transformative and fast-growing technologies has become an integral part of our lives. Globally, the number of Internet users increased from only 413 million in 2000 to over 4.5 billion as of June 2019, with the Internet users from Asia Pacific made up the major market share. Owing to changing lifestyle and rapid growth in E-commerce, this trend is expected to continue over for subsequent many years especially in China. China's mobile payment transaction volume has reached 27.2 trillion USD in 2018, with a year-on-year growth rate of 58.4% due to its advantages of security, stability and convenience. Meanwhile, Malaysia which represents one the fastest growing mobile payment market in the world, has its mobile payment usage skyrocketed in the last five years reaching a staggering RM40 billion. Since 2005, the year when Central Bank of Malaysia liberalized its policy by permitting non-banking institution to provide mobile payment service, there were only RM1 billion spent via 365.6 million transactions. 13 years later, the transaction volume has increased to RM11 billion with 1.92 billion transactions made. The

	<p>mobile payment transactions are expected to surpass RM12 billion with two billion transactions by end of 2019. This implies that there is a huge development opportunity of mobile payment industry in Malaysia and the biggest mobile payment industry in the world, China can be a development model for further growth of this industry in Malaysia. By analyzing the current development of the mobile payment industry in China at the beginning of this paper, this paper also studies the influencing factors and challenges of mobile payment in China. Moreover, a comparison of the industry in both China and Malaysia has been drawn out. Lastly, the author also proposed the measures and suggestions for enhancement of mobile payment industry in Malaysia. Keywords: Mobile Payment, China, Malaysia</p>
<p>Jamie Siow Hui Sian KNICSSH192901</p>	<p>Prices and Intermediate Trade in Global Value Chain</p> <p>Siow Hui Sian University of Reading Malaysia, Johor, Malaysia</p> <p>Shivee Ranjane A/p Kaliappan Department of Economics, University Putra Malaysia, Selangor Malaysia</p> <p>Abstract This paper would like to study the dynamic bilateral trade relationship within selected East and Southeast Asian countries. The price mechanism was discussed in a more integrated trade environment brought by GVCs. Import price was re-estimated as a weighted average import price adjusted for share of value added, price of input and exchange rate between the sample countries. Heterogeneous result was found from the empirical estimations. Price factor might be positively, negatively or not related to the intermediate trade depending on the bilateral relationship between the sample countries. Moreover, a greater impact of price was found with closer bilateral intermediate trade relationship. Keywords: Intra-Regional Trade, Value Chain, Price, Globalization</p>

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