



## **Conference Proceedings**

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### **CONFERENCE VENUE**

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**Table of Content:**

S. No.	Particulars	Page Numbers
1.	Preface	3
2.	Keynote Speaker	4
3.	List of Presenters	5-14
4.	List of Listeners	14-15
5.	Upcoming Conferences	15



**Preface:**

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## **KEYNOTE SPEAKER**



### **Ms. Anam Shahid**

**Faculty of Business, Cromwell UK International Education, British Campus, Al Rumailah, Ajman, UAE**

**Ms. Anam Shahid is a senior faculty member, Assistant Professor & Chairperson Student disciplinary committee at the Cromwell UK International Education Located in Ajman, UAE. She is a former marketing and HR professional holding an advance certification in teaching English as a foreign language. She is a Certified Assessor, Internal Verifier, and External Examiner. She has been a Keynote Speaker at the Eurasia Research Conferences in the past and has Trained Delegates in the Armed Services for Strategic Management and leadership. She has been an official participant at the Guinness World Record made in UAE. She believes that teaching is done best when a complex theory or a lesson is made easy for the learners so that they enjoy the lesson and engage themselves in it. She loves the field of education and encourages everyone into it. She has taught courses like Business Resources, Business Communication, Organisational behavior, human resources management, Innovation and Commercialization, Business Strategy and Research project, etc.**

## PRESENTERS

<p><b>Lawan Jafaru Tahir</b> <b>ERCICBELLP2001052</b></p>	<p style="text-align: center;"><b>Boko Haram Insecurity and Its Effects on The Economic Activities of Yobe State C.2012 –2017</b></p> <p style="text-align: center;"><b>Lawan Jafaru Tahir</b> <b>Department of History, Faculty of Arts and Education, Yobe state University, Damaturu, Nigeria</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>This research paper intends to examine the activities of Boko Haram insurgency with emphasis on how it affects the growth and development of economic activities in Yobe state of Nigeria. Boko Haram is a religious sect founded in Maiduguri and carried their first attack in 2009. Recent world report reveals that more than 20,000 people were killed and over two million displaced by the insurgency. Although the crisis has bedeviled almost 60% of the country, Yobe states was one of the most affected of this terrible terrorists act. The state has its commercial activities virtually relegated to the background where more two billion naira was said to been lost in the various attacks carried out by Boko Haram. This situation led to the closure of many important commercial centers especially the three major cattle markets in the state. These were Potiskum cattle market, which was said to be the biggest in West Africa, Garin Alkali cattle market in Bursari Local Government and Gaidam cattle market. Those markets were closed down for several months due to nefarious activities of the Boko Haram sect. Since then commercial activities were frustrated and several investment continue to suffer setback because of insecurity and absent of proper intervention. The overall effects of this economic catastrophe have been a tremendous joblessness which within the period created abject poverty as well as increased rate of crime within the region, hunger and starvation as well as general psychological trauma and fear of the unknown. Citing examples, this work will examine the major attacks on the cattle market in the state like the attack on Potiskum cattle market that took place on 4th March 2012, which claimed hundreds of lives and destroyed thousands of cattle. The development that followed was the intervention of federal government through the establishment of presidential committee on the North-East Initiative. In addition to that, not fewer than fifty International and National Non-Governmental Organizations including United Nations and European Union have operating in the state. Their focused is on assisting the Internally Displaced Persons (IDPs) with foods, medical, shelter and other Humanitarians assistance. State governments have also come into the situation several times to ease the hardship. However, what this research work aims at achieving is to fine the real solution which lies in the government pro-active measure to revamp the economy at the grassroots. This should be through people oriented policies which shall pave way to social and economic development of the region, by putting physical structure on ground to support businesses.</p> <p><b>Keywords: Boko Haram, Insecurity, Economy, Development, Markets</b></p>
<p><b>Mouna Abou Assali</b> <b>ERCICBELLP2001053</b></p>	<p style="text-align: center;"><b>Smiling In the EFL Classroom Matters</b></p> <p style="text-align: center;"><b>Mouna Abou Assali</b> <b>Mohammed V University, Abu Dhabi, UAE</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Teaching is the most challenging see-saw where teachers are in constant struggle to create or keep balance in their classroom environments or work under pressure to prove their teaching is effective and their performance is enhanced. In its negative sense, it is the career where floods of negative emotions may occur at the same time and in one or more classes. In the positive sense, however, it is that shining rainbow of various inspiring emotions teachers experience in their classrooms with their students. Those teachers' environments are shaped by the positive moments they create, guided by their passion, to motivate their students. Based on her interest and research on positive psychology, the researcher is keen to share her experience using the simplest technique of 'smiling' to create a conducive positive learning environment in her EFL classes.</p> <p><b>Keywords: Emotions, Oral Communication, Smiling</b></p>
<p><b>Abubakar Umar</b> <b>Jangebe</b> <b>ERCICBELLP2001056</b></p>	<p style="text-align: center;"><b>Importance of Stages in First Language Acquisition to the Learner</b></p> <p style="text-align: center;"><b>Abubakar Umar Jangebe</b></p>

	<p>Department of Liberal Studies, School of General Studies, Abdu Gusau Polytechnic, Talata Mafara Zamfara, State, Nigeria</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The paper aimed at disclosing the stages of language acquisition, the theories of language acquisition, the importance of timing in language acquisition and what determines the sequence and rate of acquisition. Therefore, the paper recommended that the teachers should accept children's attempt to communicate because trial and error are part of the first language learning process. The children should be given opportunities to practice native language skills. Finally, the paper concluded that since the acquisition of the first language skills start at home, parents, especially mothers, must speak the correct form of the language for children to be competent.</p>
<p>Ryan Eugenio ERCICBELLP2001052</p>	<p style="text-align: center;"><b>Antibiotic Resistance in Gonorrhoea</b></p> <p style="text-align: center;">Becca Walker Ryan Eugenio</p> <p style="text-align: center;">Department of Health Sciences, California State University, Fullerton, Fullerton, United States</p> <p style="text-align: center;">Ryan Kao</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Antibiotic resistance is a crisis that is spreading across the globe. <i>Neisseria gonorrhoeae</i> is the bacterium that causes the sexually transmitted disease gonorrhoea. While this bacterial infection was once easily cured with common antibiotics like penicillin or doxycycline, many new cases are appearing resistant to these drugs. <i>Neisseria gonorrhoeae</i> has shown to be resistant to at least one of these antibiotics in approximately 30% of 78 million cases as of 2010 [World Health Organization (2017)]. We hypothesized that increasing rates of antibiotic resistant bacteria, particularly <i>N. gonorrhoeae</i>, can be attributed to overuse and misuse of antibiotics and a lack of new drug developments. Antibiotics are being overprescribed worldwide because they are easily accessible, plentiful, and cheap. In addition to being overprescribed, they are oftentimes incorrectly prescribed. The biggest issue with antibiotic resistance is the inability to combat infections that were once easily treatable. There is a lack of new development of antibiotics. Many companies are simply unwilling to research new drugs because of the lack of profit involved. To test our hypothesis, we reviewed data from rapid susceptibility testing and studied antibiotic selection strategies. We concluded that there are currently only two antibiotics that are still proven to work on gonorrhoea. However, data supporting our hypothesis revealed growing resistance to <i>N. gonorrhoeae</i> due to the overuse and misuse of antibiotics. Antibiotic resistance is a serious threat to the public's health. Antibiotic resistant bacteria can cause illnesses, such as gonorrhoea, to become much more difficult to kill, leading to dangerous infections.</p> <p><b>Keywords:</b> Gonorrhoea, Bacterial Infection, Antibiotic Resistance</p>
<p>Kawu Adamu Sule ERCICBELLP2001062</p>	<p style="text-align: center;"><b>The Role of Hisbah Policing Organizations In Crime Prevention and Control In Northwest Geopolitical Zone, Nigeria</b></p> <p style="text-align: center;">Kawu Adamu Sule</p> <p style="text-align: center;">Department of Sociology, Faculty of Social Sciences, Bayero University, Kano, Nigeria</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The reintroduction of sharia legal system and the perceived institutional failure of the Nigeria Police to protect lives, property and respect of human rights were the two major events that paved way for the emergence of Hisbah policing organizations in Nigeria. As complementary policing groups, there is an ongoing debate on whether Hisbah contributes to crime prevention and control in the study area owing to rampant allegations in the literature on human rights breaches, insufficient training of the personnel on enforcement tradition, use of outdated methods of operation, challenge on legitimacy and jurisdictional conflicts with national police. It is against this background that this study examined the contributions of Hisbah to crime prevention and control in the Northwest of Nigeria. Other aspects studied include Hisbah's methods of operation, their successes and the challenges they faced in the course of discharging their duties. In addition, the study assessed the nature of the Hisbah-Police relationship and how such affects their activities in</p>

	<p>the study area. The social control and inter-group contact theories were used as theoretical framework. A sample of 1620 respondents was selected, from 4 northwestern states with statutory Hisbah (Jigawa, Kano, Kebbi and Zamfara states) using a multistage cluster sampling for the quantitative data, while purposive sampling method was used to select 21 respondents for the qualitative data. The study found out that irrespective of religion, state of residence and income group, the respondents for this study believed that Hisbah organizations in the region are among the key contributors to crime prevention and control. Their crime prevention and control activities were not only desirable, but successfully conducted using proactive method that emphasizes encouraging what is good and discouraging what is evil. The findings showed that in spite of huge challenges such as inadequate funding, logistic, poor remuneration, insufficient training of staff and so on, Hisbah remains a force to reckon with in the area of crime prevention and control in the region. The study, thus, recommends for strengthening the various Hisbah organizations in the region by providing them with proper funding, modern operation equipment, a reviewed training curriculum, and more training opportunities. In Zamfara State, the study recommends that Hisbah-Police relationship should be established for optimum performance. The study also recommends that further studies should be conducted to cover the entire 3 Northern geo-political zones (Northwest, Northeast and North Central) and that both state-owned and citizens operated Hisbah should be studied to facilitate comparative analysis.</p>
<p>Ekiran Joseph O. (Phd) ERCICBELLP2001064</p>	<p style="text-align: center;"><b>Wagner’s Hypothesis, A Myth or A Reality In Nigeria?</b></p> <p style="text-align: center;">Ekiran Joseph O. (Phd) Department of Economics, College of Education, Ikere Ekiti, Ekiti State, Nigeria</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This study tests the validity of Wagner’s hypothesis on public expenditure and output growth in Nigeria from 1970 – 2017 using annual time series data. Phillips Perron unit root test (PP), Johansen co integration test, Vector Error Correction Model (VECM) and pairwise Granger causality econometric analytical methods were employed. The stationary property of the research variables was confirmed and other tests in the study revealed a unidirectional causation from government expenditure to economic in Nigeria. It indicates that the hypothesis is not a reality but just a myth in the country. The finding of the study therefore invalidates the applicability of Wagner’s hypothesis in Nigeria within the study period. The study recommends the need for appropriate policies on effective utilization of public fund knowing that it has positive effect on the level of economic growth in the country.</p> <p><b>Keywords:</b> Wagner’s Hypothesis, Myth, Phillips Perron, Co-Integration, Causality</p>
<p>Ayele Tariku ERCICBELLP2001065</p>	<p style="text-align: center;"><b>Social Insecurity, Economic Distress and Afersata in Northwest Ethiopia, 1941-1974</b></p> <p style="text-align: center;">Ayele Tariku History, Bahir Dar University, Bahir Dar, Ethiopia</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Northwestern Ethiopia is region found in Ethiopia which comprised of various cultural groups including Amhara, Kimant, Tigrie, Kunama and Bete Israel. The main aim of this piece of writing was to examine the social insecurity, economic grief, and the downbeat and upbeat roles of afersata( traditional communal court) in solving the societal problem in from 1941 to 1974. Qualitative methodology was employed. Archival sources, which are available in North Gonder Administrative zone exhaustively utilized for this research work. Secondary sources also were consulted. The discussion of this article divided into two parts. In the first part, the causes of social insecurity and economic distress that deter the economic development in the region briefly outlined. In the second part of this piece of writing the roles of afersa examined. The finding shows that banditry that was caused by dissatisfaction in life, alcoholism and courage led the development of several insecurity problems. Besides, unfair taxes, various fees, bribery, mal administration, some local and government institutions were the sources for the development of several social insecurity and economic distress in the region under study. Some of individuals who had variety of administrative position such as chika-shum( village head), feresena( horsemen), the mikel wereda( vice district governors), woreda (district), awraja(province), teklay gizat(governorate general) were entrusted by the government to collect tax, to keep peace and order, settle dispute and solve all rounded problems of the society. However, they failed to give</p>

	<p>timely response for the peoples' questions and force the local people to pay different types of fees in addition to regular government tax and asrat( in lieu of tax). The imposition of various forms of fees and obligation on the populace severely affected the social wellbeing and attributed the poverty of the society in the period under discussion.</p>
<p>Mikaela Aishel J. Flores ERCICBELLP2001067</p>	<p style="text-align: center;"><b>Identifying the Problems faced by SMEs in the City of San Fernando, La Union</b></p> <p style="text-align: center;"><b>Jotham Camby C. Co</b> Student Researchers, Lorma Colleges Senior High School</p> <p style="text-align: center;"><b>Mikaela Aishel J. Flores</b> Student Researchers, Lorma Colleges Senior High School</p> <p style="text-align: center;"><b>Lyrice Mae A. Ordonez</b> Student Researchers, Lorma Colleges Senior High School</p> <p style="text-align: center;"><b>Hilmer M. Fernandez</b> Research adviser, Lorma Colleges Senior High School</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Small and medium enterprises (SMEs) have a significant role in prospering the Philippine economy. They help diminish penury by making occupations for the nation's developing labor force. They prompt financial improvement in agrestic and remote areas. An effervescent SME segment is thus an indication of a flourishing and developing economy. Notwithstanding policies that intent to give an empowering environment for SME advancement, the segment still faces different problems that keep it from achieving its full development and potential. This study calls upon in identifying the problems faced by SMEs in a specific area. Herewith, the researchers devise 3 overarching questions: what are the problems; the influential factors; and the adaptive measures in dealing with the problems faced by SMEs. The Phenomenological Research Design, the Narrative Research Design, and purposive sampling have been utilized such that open-ended questionnaires were also used in conducting the semi-structured interview method. With our study region, San Fernando City, La Union, 25 potential respondents, 15 small enterprises and 10 medium enterprise, were interviewed. The evidence from this study implies that the tourists consider the visiting frequency, choosing reasons, linkages and upkeep, expectations, and perceptions as influencing factors. The emerging problems from the business consists of lack of information, Market access, Lack of Technology and finance. Thus, the adaptive measures have been undertaken such as financial reinforcement, Entrepreneurship awareness and business advancement. With the researchers' realization, these factors are needed by SME owners as it is beneficial to them.</p> <p><b>Keywords: SME, SME owners, Small Enterprises, Medium Enterprises, Entrepreneurship</b></p>
<p>Yousef Alobaid ERCICBELLP2001073</p>	<p style="text-align: center;"><b>Case Study on Business Risk Management as Applied to Kuwait Oil Company: Identifying and Assessing the Major Enterprise Strategic Risks</b></p> <p style="text-align: center;"><b>Yousef Alobaid</b> Senior Risk Analyst, Enterprise Risk Management team, Kuwait Oil Company, Kuwait</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This paper identifies the risks of Kuwait Oil Company -KOC- adopting British Petroleum Best Practices Framework -BP. A Group of KOC and BP which are working hard to discovers the causal relationships among the risk factors, and constructs corresponding risk structure model with Interpretive Structural Modeling. Several factors are identified, requirements definition and change, lack of communication, political and legal environment differences, and exchange rate fluctuations. Finally, a risk management model for KOC has been constructed based on BP's best Practices</p>
<p>Danofan Triantoro ERCICBELLP2001074</p>	<p style="text-align: center;"><b>Corruption in Indonesia</b></p> <p style="text-align: center;"><b>Danofan Triantoro</b> Legal Faculty of Bhayangkara University 14 of Ahmad Yani street. Surabaya. East Java. Indonesia</p>



	<p style="text-align: center;"><b>Murry Darmoko</b> Legal Faculty of Bhayangkara University 14 of Ahmad Yani street. Surabaya. East Java. Indonesia</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This paper is narrow in scope and addresses how an emerging anti-corruption tool, the anti-corruption commission, can play an important role in changing cultural attitudes towards corruption and the rule of law. Citizen participation and engagement has been long-featured as a best practice for development; however, too much focus has been placed on directing this through civil society organisations. What this paper seeks to illustrate is that citizen engagement by government institutions can have a meaningful impact in changing perceptions towards the role of government and the meaning of the rule of law - especially in societies where the government has been long perceived as elitist and far from reach. Anti-corruption commissions are by no means a panacea; however, by directly engaging the public and creating a role for the citizen in the fight against corruption, anti-corruption commissions are able to include the once powerless directly into the process, and thereby help alleviate the culture of complacency that has plagued corrupt States.</p> <p><b>Keywords: Corruption, Anti-Corruption Commissions, Rule of Law, African Development</b></p>
<p><b>Usman Adamu Ibrahim</b> ERCICBELLP2001077</p>	<p style="text-align: center;"><b>The Contribution of Financial Institution to Economic Growth and Development In Nigeria: A Case Study of commercial Banks</b></p> <p style="text-align: center;"><b>Usman Adamu Ibrahim</b> Department of Banking and Finance, School of Business Studies, Federal Polytechnic, Bauchi, Nigeria</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This study aims at evaluating and analyzing the financial institutions and their contribution to the economic growth and development in Nigeria economy. The two variables were selected by the researcher to explain the contribution of financial institutions in the development of the economy. The analytical tools use was the simple linear regression involve the use of ordinary least square (OLS). The Data for the research cover the period from(2010-2019) was use. From the result of the regression, we found out that there is a significant relationship between the contribution of financial institution (loans) to private sectors and economic growth in Nigeria because about 75% variation in Gross Domestic Product(Y) was explained by the total banks loans to the private sectors (X)while about 25% of the variation was unexplained due to some internal and external factors mention in the body of research work. The researcher further recommended that the financial institution in the country should increasetheir participation in area of investment and development lending and also engage in the sponsorship ofcapital intensive projects in order to bridge the 25% unexplained gap and also a consistent monitoring of borrowers to ensure compliance and reduce the risk of non-payment to the barest minimum.</p> <p><b>Keyword: Contribution, Financial, Institutions, Economic, Growth, Commercial Banks</b></p>
 <p><b>Mehrnoosh Pirhayati</b> ERCICBELLP1930051</p>	<p style="text-align: center;"><b>Translation Quality Assessment: Proposing a Linguistic-Based Model for Translation Criticism with Considering Ideology and Power Relations</b></p> <p style="text-align: center;"><b>Mehrnoosh Pirhayati</b> M.A. in English Language Translation, Department of English Language, Science and Research Branch, Islamic Azad University, Tehran, Iran</p> <p style="text-align: center;"><b>Abstract</b></p> <p>In this study, the researcher tried to propose a model of Translation Criticism (TC) by regarding Translation Quality Assessment (TQA). The researcher, with changing the general view on re-writing, as an illegal act, defined a scale for the act of translation and determined the redline of translation with other products. This research attempts to show TC as a related phenomenon to TQA. This study shows that TQA with using the rules and factors of TC as depicted in both product-oriented analysis and process-oriented analysis determines the orientation or the level of the quality of translation. This study also depicts that TC, with regarding TQA's perspective, reveals the aim of the translation of original text and the root of ideological manipulation, and re-</p>

writing. On the other hand, this study stresses on the existence of a direct relationship between the linguistic materials and semiotic codes of a text or book. This study can be fruitful for translators, scholars, translation criticizers, and translation quality assessors, and also it is applicable in the area of pedagogy.  
Keywords: A Model of Translation Criticism, A Model of Translation Quality Assessment, Critical Discourse Analysis (CDA), Re-Writing, Translation Criticism (TC), Translation Quality Assessment (TQA)



Bandula Nambukara-Gamage  
ERCICBELLP2001058

**The Impact of Intellectual Capital on Company's Financial Performance: A Study on Insurance Industry of Australia**

**Bandula Nambukara-Gamage**  
James Cook University, Brisbane Campus, Australia

**Vanessa Ambat**  
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**Abstract**

The purpose of this paper is to scrutinise the role of intellectual capital (IC) and its relationship with the firm's financial performance. Most of the previous studies showed a positive relationship between IC and firm's performance. Also, prior studies revealed that assessing the value of IC elements has different measures. One common method is the Pulic model which was formulated by Ante Pulic in 2000. Moreover, certain variables were considered to assess the relationship. Independent variables are physical capital coefficient (VACA); human capital coefficient (VAHU); and structural capital coefficient (STVA) while the dependent variable is Return on Assets (ROA) as one of the measures of firm's profitability. Also, control variables such as firm size, leverage, and return on equity are considered. To analyse the relationship of the variables certain statistical techniques were employed such descriptive statistics and regression analysis (partial least squares method). To address the purpose of this paper, two questions were formed. The first question is about the relationship between the components of VAICTM coefficient (capital employed, human capital and structural capital) and the firm's profitability. Secondly, the relationship between the VAICTM coefficient and the firm's profitability. The report utilised secondary data from six Australian insurance companies listed in ASX for a five – year period starting from 2013-2017. This study revealed a positive relationship between the components of the VAICTM coefficient (capital employed, human capital and structural capital) and the firm's profitability. This means Australian insurance firms need to concentrate on all three elements of VAICTM to improve the firm's performance. Also, a positive relationship between the VAICTM coefficient and the firm's profitability was confirmed. This implies that proper management of IC aids to maximize the return to stockholders through an increase in the bottom line of business. The result of this study is important to the various groups such as stockholders, managers, policymakers, accountants and potential investors  
Keywords - Australia, Financial Performance, Insurance Industry, Intellectual Capital

Naila Bibi  
ERCICBELLP2001080

**Role of Servant Leadership in assessing Employee Behavior: Moderating Role of Psychological Contract and Organizational Justice**

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**Abstract**

**Purpose:** Employees are key resource of an organization, therefore leaders play significant role in shaping employee behavior, leading to achievement of organizational success. Hence the study is designed to find an association between role of servant leaders and employee behaviors and how psychological contract and organizational justice affect these associations.  
**Design:** The quantitative approach based study survey a sample of 168 employees from service organizations of Pakistan especially hospitals.  
**Findings:** A positive relationship between servant leadership and organizational Commitment, Organizational Citizenship Behavior, Employee Engagement, Psychological Contract was established. Mediating effect of psychological contract on servant leadership and organizational

commitment and Moderating effect of procedural and distributive justice on servant leadership, psychological contract and employee behavior was also found.  
**Research limitations:** The data was analyzed through regression analysis, though time tested but it is linear unidimensional and results cannot be generalized because of small sample size and only hospitals were targeted for study.  
**Practical implications:** The study discovered how servant leaders can mold employee behavior that is essential for organizational success especially in hospitals.  
**Originality:** The study provided in-depth empirical evidences about how servant leaders can shape employee behavior especially in a case of hospitals.  
**Keywords:** Servant Leadership, organizational Commitment, Organizational Citizenship Behavior, Employee Engagement, Psychological Contract, Organizational Justice



Zhussupova Roza  
Flurovna  
ERCICBELLP2001081

**Digital Storytelling To Enhance Cultural Diversity: Practices In Multilingual Kazakhstani Classroom**

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**Abstract**

The article reports on a small-scale study that examined the impact of enhancing cultural and linguistic diversity at the English language learning (L2) due implementing digital storytelling at the Eurasian National University, Astana, Kazakhstan, for second year students on speciality "Foreign Languages: two foreign languages" over 7 weeks. Digital Storytelling is a powerful way of telling/making stories using animation, website, audio-video, and graphics. Students created their own stories with images, scripts on both as cultural differences and similarities in English, Russian and Kazakh communication.

**Keywords:** Foreign Language Learning and Teaching, Digital Storytelling, Cultural Awareness, Linguistic and Cultural Diversity

Erdal Kilic  
ERCICBELLP2001084

**Current Air Transport Network in Turkey with Medium and Short Range Countries; the Impact of this Network on Turkish Foreign Policies and Trade, Lec. Erdal KILIC (Beykent University)**

Erdal Kilic  
Civil Aviation Management, Beykent University, Istanbul, Turkey

**Abstract**

Air transport, which is an important part of the transportation sector and industry, which has a considerable economic and social contribution to a country, has become a transport system that is becoming more and more important every day thanks to the economic and social changes experienced in the world and in Turkey. Increases in the world trade volume and rapid globalization movements have resulted in increases in the gross domestic product of the countries and the fact that the products and services that are subject to commercialization are delivered in greater quantities and in a faster manner and that in today's tough competition conditions, Systems, it has become an important trump card to gain competitive advantage in businesses and countries, in global markets, and it seems that countries are now taking their aviation policies as a basis for shaping their foreign policies in order to have competitive advantage. The air transport sector is one of the important instruments in the development of countries' commercial, economic and diplomatic relations with other countries. In this direction, the transportation policies carried out by our country and the commercial and diplomatic relations of neighboring and neighboring countries play an important role in increasing the level of social and economic prosperity of Turkey. The development of relations with the countries in our geographical region, particularly around 8 thousand miles, which we have in the context of regional and international commercial cooperation and diplomatic relations, will ensure that Turkish civil aviation and even Turkey will enter new markets and this will be an important part of our country's achievement of the 2023 targets. By applying the developed research model in this study; Turkey's trade, economic and cultural relations with the countries located on the axis of 8 thousand miles, the effects on the foreign trade and foreign policy of the country and the commercial and economic cooperations to be made with these countries, Proposals have been made on the transport sector, especially the air transport sector, in order to reach the stated economic targets. In the studies on the airway sector in Turkey, the sector is generally considered as administrative and financial and the economic and

	<p>historical development of the sector has been examined. From this point of view, the study is different because of the economic and political analysis of the literature on air transport  <b>Key Words: Airways Transporting, Foreign Trade, Diplomacy</b></p>
<p><b>Mirza Amin Haq</b>  <b>ERCICBELLP2001087</b></p>	<p><b>The effect of valence of e-WOM amongst online information sources on consumers purchase intentions</b></p> <p><b>Mirza Amin Haq</b>  <b>Affiliation: Business Administration, Iqra University, Karachi, Pakistan</b></p> <p><b>Abstract</b>          Seeking information about a product has always remained the most important element before buying a product. The drive behind this study is to look in details the mediums where consumers land up to seek information about a product on World Wide Web. The most common sources a consumer can look into are: electronic word-of mouth, expert opinion-based websites (neutral groups), and manufacturer’s website. The study will also look into how these sources influences consumer’s purchase intentions and their responsiveness to get influence by information provided by through these mediums. The positive and negative valences of comments when talking about social media marketing has provided unmatched mode for consumers to disclose their experiences and evaluations of the products, they consume hence fostering an effective word of mouth. This study is also focusing on studying the patterns that influence the positive and negative valence of comments in electronic word-of-mouth that will show the effect on consumer purchase intentions. For the purpose of this study questionnaires were filled online by 150 respondents. Their answers were then analyzed for this research using smart plus as a tool. The results have helped us analyze how online sources of information produced on variety of forums creates an impact on consumer’s purchases.</p>
<p><b>Adalmiro Pereira</b>  <b>ERCICBELLP2001082</b></p>	<p><b>Determinants of Dividend Policy in Portuguese Banking System</b></p> <p><b>Carlos Mota</b>          School of Accounting and Administration of Porto (ISCAP)   Polytechnic Institute of Porto (IPP), Portugal and CEOS.PP</p> <p><b>Cláudia Andrade</b>          School of Accounting and Administration of Porto (ISCAP)   Polytechnic Institute of Porto (IPP), Portugal</p> <p><b>Adalmiro Pereira</b>          School of Accounting and Administration of Porto (ISCAP)   Polytechnic Institute of Porto (IPP), Portugal and CEOS.PP.</p> <p><b>Ângela Vaz</b>          School of Accounting and Administration of Porto (ISCAP)   Polytechnic Institute of Porto (IPP), Portugal</p> <p><b>Abstract</b>          The purpose of this article is to identify the factors that influence the payment of dividends in banks operating in the Portuguese market. The study uses advanced financial data, in the period between 2005 and 2018. The model analyzed is tested using multiple regressions with data in the unbalanced panel.          The results show that the payment of dividends is mainly driven by the historical distribution and the positive influence of performance. In addition, the size of the bank is significant, although with a sign opposite to that expected. Another valuable result is associated with the changes that occurred before, during and after the financial crisis. The study supports the hypothesis of the influence of the crisis on dividend policy. Evidence is presented that in the post-crisis period, dividends were conditioned by the policy of retention of results imposed by the authorities. This study uses the linear model, where it is identified as explanatory variables of the distribution of dividends that are useful in the analysis base:</p> $DIV_{i,t} = \beta_0 + \beta_1ROA_{i,t} + \beta_2DIV_{i,t-1} + \beta_3ALAV_{i,t} + \beta_4MAT_{i,t} + \beta_5DIM_{i,t} + \beta_6CE_{i,t}$

	<p>+<math>\epsilon_i,t</math>Where:- represents dividends and is measured by a ratio calculated by the ratio between the dividends paid by entity i and the respective equity at time t.  <b>ROA – Return on Assets</b>  <b>DIV<sub>i,t-1</sub> – historical dividend</b>  <b>ALAV – leverage</b>  <b>MAT – maturity</b>  <b>DIM – size</b>  <b>CE – economic cash payments</b>          The study presents limitations that must be taken into account as can represent restrictions on the results obtained. The size of the sample and the explicit policy of retention of results, imposed by authorities on some entities, stand out during part of the period under investigation.          A suggestion for future work would be appropriate to test proxies that evaluate the impact of smoothing practices on dividend payment policies.  <b>Key Words: Dividends, Banking, Crisis, Portugal. Banking Operations</b></p>
<p><b>Adalmiro Pereira</b> <b>ERCICBELLP2001090</b></p>	<p><b>Tax Incentives to Investment Company</b></p> <p><b>José Campos Amorim</b> School of Accounting and Administration of Porto (ISCAP), Polytechnic Institute of Porto (IPP), Portugal and CEOS.PP</p> <p><b>Benjamim Sousa</b> School of Accounting and Administration of Porto (ISCAP), Polytechnic Institute of Porto (IPP), Portugal and CEOS.PP</p> <p><b>Adalmiro Pereira</b> School of Accounting and Administration of Porto (ISCAP), Polytechnic Institute of Porto (IPP), Portugal and CEOS.PP</p> <p><b>Ângela Vaz</b> School of Accounting and Administration of Porto (ISCAP), Polytechnic Institute of Porto (IPP), Portugal</p> <p><b>Abstract</b>          The allocation of tax incentives AIMS to stimulate the economy by reducing or exempting, directly or indirectly, taxes, thus allowing the reduction of the tax burden, but also attracting new investments in the key sectors of the economy. The recently approved Investment Tax Code creates new rules for obtaining tax benefits, which it is important to know here. The results show that companies benefiting from tax benefits obtain considerable tax savings and tax efficiency thus greater.  <b>Keywords : Investments, Tax Benefits, Collection Levies, Tax Corporate</b></p>
<p><b>Angela Vaz</b> <b>ERCICBELLP2001085</b></p>	<p><b>Internacionalization of Portuguese Economy – An Overview Between 2011-2019</b></p> <p><b>Eduardo Sá e Silva</b> School of Accounting and Administration of Porto (ISCAP), Polytechnic Institute of Porto (IPP), Portugal and CEOS.PP</p> <p><b>Adalmiro Pereira</b> School of Accounting and Administration of Porto (ISCAP), Polytechnic Institute of Porto (IPP), Portugal and CEOS.PP</p> <p><b>Ângela Vaz</b> School of Accounting and Administration of Porto (ISCAP), Polytechnic Institute of Porto (IPP), Portugal</p> <p>School of Accounting and Administration of Porto (ISCAP), Polytechnic Institute of Porto (IPP), Portugal and CEOS.PP</p> <p>School of Accounting and Administration of Porto (ISCAP), Polytechnic Institute of Porto (IPP), Portugal and CEOS.PP</p>

**Portugal**

**Abstract**

The main goal of this article is to present the main strategic options in terms of internationalization and then to present and comment on the evolution of foreign trade in Portugal in the period after 2011 (year marked by the sovereign debt crisis). We intend to demonstrate the recovery of the Portuguese economy.

Fernandes (2017), citing a study by Banco de Portugal, finds that over the past few years, there has been a progressive improvement in the allocation of resources used in the Portuguese economy, through an increasing orientation of productive factors towards the segments most exposed to international competition and for the most productive companies. Thus, it appears that an increasing number of medium and small companies have been exporting, which reveals a broader business competitiveness because internationalization and integration in global value chains imply greater technical, managerial, and innovation, productivity and collaboration.

However, the newspaper Expresso of 27 May 2017 still considers that “six markets and six products are enough to explain the strong growth that exports registered in the first three months of this year.”

In a simple way, we presented below the evolution of imports and exports in Portugal

Source: Pordata (2020)

As the main destination for exports of goods, the EU remains in the top (75.2% of the total in 2016), followed by Africa, North America, Asia and non-EU.

The study presents limitations that must be taken into account as can represent restrictions on the results obtained. We will analyze data about the past, and the past only indicates a possible path for the future.

A suggestion for future work would be study one industry area.

**Keywords: Internationalization; Globalization; Export; Import; International Trade**

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