



## **Conference Proceedings**

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**Preface:**

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## **KEYNOTE SPEAKER**



**Prof (Dr) Ashish Gadekar**

**Ph D, M Tech, MBA, BE (Mech), Professor and Dean, Faculty of Management,  
Amity Institute of Higher Education, Mindspace Building, Ebene, Mauritius**

**Topic: Preparedness to adopt Industry 4.0 vision**

Prof (Dr) Ashish Gadekar is senior professor, profoundly acclaimed with awards and recognitions for professional excellence locally and internationally through his high-value publications, projects and teaching assignments. He has to his credit many successfully delivered and executed Management Development Programs, Faculty Development Programs, Research Projects and training for commercial interests. He is a double post-graduate in Management and Engineering and a doctorate in Green Marketing. His area of expertise is Industry 4.0, Green Manufacturing and Marketing. Prof Ashish is a well-known consultant in Industry 4.0, Smart Manufacturing Green Business Practices. His classroom interests are Research, Statistics and Operations. He is one of the most sought after motivational speakers and trainers. He is also editor in chief of international reputed Journals. Currently, he is working as Dean and Professor in the Faculty of Management in, Mauritius. He is also the partnership manager for the University of Northampton and the University of London (UK).

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<https://www.amity.edu/un/faculty-resources.asp>

## PRESENTERS

<p><b>Poopak Dehshahri</b> ERCICBELLP1931051</p>	<p><b>The Place of Sports Boycott on International Human Rights Law System</b></p> <p><b>Poopak Dehshahri</b> Legal Expert in Ministry of Sport and Youth, I. R. Iran</p> <p><b>Abstract</b></p> <p>Sport has always been an efficient tool in international level to drive human right goals. To offer equal opportunity to human beings, regardless of their race, gender, nationality, ethnicity, skin color, religion, sexual tendencies and so on, manifests in organized sports and sports competitions. Sports events are optimal opportunity to promote peace and compromise culture, development and teaching human rights and make it possible to preserve right to health; it's also a way to assure the right to recreation. Throughout the history, we have witnessed boycotts on sports events by international organizations, governments and individuals which have been a reaction to human right violations, however, they have been a form of limitation of other rights. By the way, political approaches must not be ignored in sports. It is clear that sports events and people gathering from around the world is because of sports; that's where we witness human beings' solidarity crystallized and their contribution in cultural and social lives in heart of sports.</p> <p><b>Keywords: Olympic, Human Rights, Boycotts on Sorts, Sports Events</b></p>
<p><b>Fred Bidandi</b> ERCICBELLP1931052</p>	<p><b>Social cohesion as an external factor affecting families: An analysis of the White Paper on families (2013) in South Africa</b></p> <p><b>Fred Bidandi</b> School of Government, University of the Western Cape, Cape Town, South Africa</p> <p><b>Abstract</b></p> <p>Social cohesion is instructive to economic restructuring, social change and political action. At its core, it involves building shared values and communities of interpretation, reducing disparities in wealth and income, and generally enabling people to have a sense of belonging, inclusion, participation recognition and legitimacy. A family is on the other hand, known as a major social institution that offers a cornerstone to the functioning of any society. This paper evaluates the argument that South Africa's Policy on Families excludes the latter, affecting its role in the creation of social cohesion. First, it unpacks social cohesion and contextualises the family environment. This is done through an evaluation of the available literature on social cohesion on the family. Secondly, with the aid of Bronfenbrenner's ecological theory, the article examines the various environments with regard to social cohesion in the family. The third step involves an evaluation of the legislative provisions with regard to the family policy. A conclusion and recommendations follow.</p>
 <p><b>Hassan Bin Zubair</b> ERCICBELLP2002056</p>	<p><b>Analyzing Psychoanalytical Perspectives of Migration and Hyphenated Diasporic Identities in Monica Ali's Brick Lane</b></p> <p><b>Hassan Bin Zubair</b> PhD Scholar (English Literature), Department of English, National University of Modern Languages, Islamabad, Pakistan</p> <p><b>Abstract</b></p> <p>This research explores Monica Ali's novel, Brick Lane (2003) and cultural issues related to migrant diaspora living in London. Monica Ali has been criticized for her writing about a community she does not truly belong to understand. This research demonstrates and attempts to construct a postcolonial critique of migrant experience. The novel constructs a detailed exploration of the psychological responses of particular individuals to the traumas of migration and marginalization, alongside an investigation of the psychological roots of the current conflicts between different ethnic and religious groups. This research represents an interdisciplinary study, combining a detailed reading of Brick Lane with recent psychoanalytic analyses of personality development and the effects of geographical displacement and migration on the individual and collective psyche. Salman Akhtar's work on the psychological causes and consequences of</p>

	<p>migration is used to interpret Ali's depiction of the characters' complex and diverse responses to their situations. In uncovering the connections between the psychological and political issues raised in the novel, the paper offers an original contribution to the debate concerning Brick Lane's status in what has been termed the "New English literature." Keywords: Diaspora, Psychoanalysis, Migration, Identity, Displacement, Conflict</p>
<p>Ibrahim M. Khrais ERCICBELLP2002059</p>	<p style="text-align: center;"><b>The Foundations of the Application of the Islamic Economic System</b></p> <p style="text-align: center;">Professor Dr. Ibrahim M. Khrais Department of Economics, Zarka University, Jordan</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Most contemporary economic systems suffer from many practical problems, and have not succeeded in achieving the spiritual and moral satisfaction as well as the material of the peoples. The socialist and communist economic system has collapsed, and the capitalist economic system suffers from many problems and countless crises.</p> <p>On the other hand, the Arab and Islamic countries suffer in the field of application between the economic systems of the situation, and face many problems such as: underdevelopment, inflation, high food dependence, debt and interest-based, monetary imbalance and unemployment ... and all forms of financial and economic corruption and began to ask about the appropriate economic system that addresses These problems, they own the Islamic economic system but do not apply it either ignored or ignorance.</p> <p>The application of solutions imported from the East or the West has only resulted in more backward because they contradict the doctrine, ideals, morals and behaviors of Muslims, so must apply the concepts, foundations and system of Islamic economy and this is the purpose of this modest study that attempts to shed light on the overall rules of the system Islamic economics and how the contemporary application of the Islamic economy. The focus of this study is on the applied aspects of the Islamic economy in terms of components and construction and application procedures.</p>
<p>Junofy Anto Rozarina ERCICBELLP2002061</p>	<p style="text-align: center;"><b>Electoral Gift Giving: An Experimental Analysis</b></p> <p style="text-align: center;">Junofy Anto Rozarina Department of Political Science, University of Zurich, Zurich, Switzerland</p> <p style="text-align: center;"><b>Abstract</b></p> <p><b>1 Introduction</b> <b>1.1 Motivation</b></p> <p>The government, and thereby the political environment, plays a significant role in developing and shaping economies. Majority of the countries in the world follow some form of democracy or anocracy to choose the politicians who run the major offices and therefore election results influence major domestic and global-level decisions. The early occurrence of organised elections can be traced back to ancient times. In India, various kings of tribes in yesteryears were chosen through election by the members of the tribes or the nobles in the tribe. For example, the Kudavolai system was quite prevalent in the Chola empire in India around 920 BC. In this system, the village committee members had to write their preferred candidate's name on palm leaves and drop it in a pot which was later counted to find the winner. 2</p> <p>Candidates usually have economic and social gains from winning elections and so, they use various methods to convince voters of their suitability for the position (Barro 1973). Very interesting forms of campaigning have been used in the early Roman republic where political rallies were forbidden. The main campaigning activities therefore included canvassing in the forum, holding banquets, giving away free tickets to games, etc. They usually used funds from their own pockets or sought sponsorship from their wealthy friends (Vishnia 2012). Campaigning in modern times is not very different from the ancient times. Candidates, now, try to achieve a majority support by various methods including making promises and public statements, maintaining a good record, and through canvassing and clientelism. In this paper, the main interest is studying the effects of promises and clientelism on voters' behaviour.</p>
<p>Joan Egbe Onoja ERCICBELLP2002064</p>	<p style="text-align: center;"><b>Impact of Human Resource Development on Economic Growth in Nigeria</b></p> <p style="text-align: center;">Joan Egbe Onoja</p>

Economics Department, College of Education, Ekiadolor, Benin City, Edo State, Nigeria

**Abstract**

Human capital and endogenous growth theories suggest that there are substantial economic benefits of education and health both at the micro and the macro levels. This study examined the relationship between human resource development and economic growth Nigeria. It is argued that human resource development can have both direct and channeled effects on economic growth through education and health effects. Using data covering the period 1990 to 2016, a simultaneous equations framework was employed. The results from the empirical analysis show that both the direct (through outputs in education and health) and indirect (through expenditures in education and health) effects of human resource are significant on economic growth in Nigeria. Moreover, the results show that health outcomes have stronger impacts on economic growth in Nigeria. On the role of institutional quality, the study reveals that the effects are felt more in the educational sector in Nigeria. It is therefore recommended that investment in human resource should be in form of spending and institutional improvements in order to establish long term effects on growth in Nigeria.

**Impact of Public Expenditure on Educational Development in Nigeria**

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**ABSTRACT**

In this study, the impact of public expenditure on educational development in Nigeria was investigated. The argument is that spending patterns have strong effects on the outcome of such spending. Moreover, the study shows that expenditure on education could have different effects depending on the educational outcome being considered. In this direction, the study presented educational development in terms of educational access, educational quality and overall human capital development using different measures based on the World Bank and UNESCO estimates. The study used data covering the period 1980 to 2015, while both statistical and econometric techniques were used for the analysis. The study revealed that the long run impact of public expenditure on educational development is varied in line with the development factor being considered. Also, capital educational expenditure had a significant positive impact on all the access measures while recurrent expenditure had a weak positive impact. Finally, the results indicated that the quality of education in Nigeria was not clearly affected by educational expenditure in the long run, suggesting that factors other than spending explain the quality of education in Nigeria. It is therefore recommended that leakages in expenditure in the educational sector should be identified using more innovative public expenditure patterns which would involve both educational policy makers, planners and the overall budgetary process. The budgetary process in Nigeria also needs to be more stable and predictable in order to ensure that the long run dividends of public expenditure on education are effectively harnessed.

Kelly Tzoumis  
ERCICBELLP2002067

**Framing the Public Policy of National Parks in the US Congress: The Role of Committees and Witnesses**

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Gillian Claire Ostrowski

Public Policy Studies Urban Cluster, DePaul University, Chicago, IL USA

**Abstract**

In 1872, the concept of a national park was created in the United States with the establishment of Yellowstone National Park. The use of space for the recreation and enjoyment by the public was framed by the Congress through a series of events. Yellowstone National Park has experienced public policy controversies that reflect the contradiction which began at the creation of the park concept. This research examines all of the congressional hearings in the United States to explain how the concept is framed by committees and witnesses who testify as to the management and development of the park. This research explains how the parks are managed which is directly impacted by the tone of the congressional hearing and the witnesses who testify.



Rose Audu  
ERCICBELLP2002073

**The Effect of Technology on the Banking Sector in Borno State, Nigeria**

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**Abstract**

The research is an attempt to examine the effects of technology on banking operations in Nigeria in particular Keystone bank Biu branch. This was a research survey where questionnaire was administered to the respondents of both the bank officials and customers. An in-depth review of related literature was also made. The study shows that technology plays a vital role in enhancing bank workers skills, productivity, confidence and guarantees work efficiency in the banking sector. The research further shows that technology leads to a safe, efficient and effective financial transactions among bank customers and business people, thereby, leads to growth and development of a country's economy among other things. The study recommended sustenance and improvement of technology so as to attain higher efficiency.

**Keywords:** Technology, Banking, Biu, Operation, Transactions



Kaniksha Udernani  
ERCICBELLP2002074

**A Descriptive Analysis of Consumer Perception and Attitude about Sales of Personal Care Products in India**

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**Abstract**

The information technology revolution has changed the structure of many industries. Now the global markets are open and fairly providing opportunities to consumers. The organized retail businesses are also being expanded on global state. The consumer are more acquainted and informed about each and every detail happening in the markets. Now many portals are available which are providing real time comparative analysis of products and its price variants. The consumer, especially in urban areas are more inclined towards online platform. The application based mobile commerce has given wide opportunities to marketers to target the niche segment. This has also increased consumer retention rate in many multinational brands. The network based e-commerce is now providing end to end services to consumers. This paper aims to understand perception of Indian consumers about online and mobile platform in Indian personal care market. The outcomes of primary research are providing comprehensive, strategic and operational plan pertaining to supply chain, sales and marketing promotion and about consumer preferences to e-commerce startups in India.

**Keywords:** Indian Personal Care Market, E-Commerce, M-Commerce, Integrated Supply Chain Management



Rohej Khatiwada  
ERCICBELLP2002077

**Symbols and Everyday Nationalism In South Asia**

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**Abstract**

Right-wing political parties have become dominant in global as well as South Asian politics of late. The right-wing forces, who are at the forefront of the political realm, have flagged some significant symbols to project themselves as the most nationalist among the parties. At the same time, the insignia of nationalist ideology has been imposed by the existing powers, at times, using brute force of the state and the parties. For example, Bharatiya Janata Party (BJP) in India uses the cow as a symbol to propagate Hindu nationalism. Imposing such symbols at the behest of state and non-state coercive apparatuses have affected the everyday life of ordinary citizens. This changed interaction between power elite and ordinary people has reproduced the meaning of nationalism. As Michael Billing said, the imposition of symbols by power elite to the everyday life of ordinary people and ordinary people's responses to the imposition reproduce the idea of Nationalism (Billing, 1995). Everyday nationalism focuses, on the agency of ordinary people, as opposed to elites, as the co-constituents, participants and consumers of national symbols, rituals and identities (Knott, 2016). Nepal is an example, where people are resisting against the imposition of the



nationalist symbol to their everyday life, and this interaction between power elite and ordinary people is redefining the Nepali nationalism, rejecting the old concept-'one nation: one language, one culture'-propagated by the Panchayat. This paper discuss the use of nationalist symbol and everyday nationalism in South Asia, with special reference of Nepal, where we can see strong resistance also.

Nepal has witnessed three major movements of the recent past- people's movement of 1990, a decade long Maoist Insurgency and April Uprising of 2006. These movements demanded to redefine the idea of Nepali nationalism by replacing the long-standing Panchayat-Nationalism. The Panchayat-Nationalism was unable to carry the essence of diversity of the country, but it merely represented the deeply entrenched asymmetrical social structure existed in the country. The Panchayat, direct monarchial system (1960-1990), imposed the culture of elite community in the name of 'Nation Building'. To materialize and implement the idea of 'Nation Building', it declared the national symbols like cow as a national animal, Daura Surual and Dhaka cap as national dress etc. Symbolizing the nation with the cultural elements of power elite created an intense feeling of exclusion in other ethnic groups. Maoist Movement found this exclusive nationalism as a fertile ground to grow and become a formidable revolutionary force. April Uprising of 2006 demanded to end the exclusions, to address the diversity of the culture and ethnicity, and to ensure the inclusive representation of all ethnicity and cultures. The second people's movement, triggered following the King Gyanendra's takeover and the decade long insurgency, brought a huge twist in the nationalist story of Nepal; it accelerated the demand of redefining nationalism.

That push of the movement- now withered by several political churning that took place in the meantime, including two constituent assemblies- has become nearly defunct. This has emboldened the longstanding power elite to restore same old ideology of nationalism propagated by the Panchayat. Agents of power elite, the government and non-governmental actors, have been trying to impose the same symbols which have failed to unite the people. For example, one group of power elite started to celebrate 1st January as National Cap (Dhaka Topi) Day, claiming the Dhaka Topi as the symbol of national pride. In fact, the Topi represents the culture of power elite but which was interpreted as the national cap during the Panchayat. However, there are some dissenting voices of people against these elite impositions to everyday life of ordinary people. Social media, among a host of public spheres, has been a prominent forum to champion resistance against nationalist symbols. Newsfeeds of social media reflect the reluctance of people when the power elite try to impose the symbols. Analyzing some of these remarks this paper brings the alternative idea of nationality with the consciousness and acceptance of diversity of the country.

**Keywords:** Symbols, Everyday Nationalism, Nepal, Panchayat



**Dominic Atiga**  
ERCICBELLP2002078

**Assessment of the Impact of Electronic Fiscal Devices (EFDs) Adoption on Business Performance:  
A Case of Accra, Ghana**

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**Rebeca Nasolwa Mkumbo**  
School of Finance and Economics, Jiangu University, Jiangsu Province, China

**Abstract**

The study assessed the impact of EFDs adoption on business performance in Accra city council in Ghana. The sample size of the study was 225 and it used structured questionnaires to collect its data through an online survey platform. The data were collected between August and September, 2019. The study used both descriptive and econometric methodology to analyze its data to make inference. The study concludes that there are positive and statistically significant relationship between the educational level, business experience, product differentiation, adoption of EFDs, business owner's age, business size, parental influence and business performance in Ghana. However, the adoption of EFDs which is of much interest showed a strong positive relationship with business performance. In other words, it means that when a business adopts the use Thus, the adoption of Electronic Fiscal Device (EFD), will reduce petty financial leakages and create a comprehensive platform for taxation.

**Keywords:** Electronic Fiscal Devices (EFDs); Business Performance; Ghana; Accra City Council; Ordered Logit Regression

**Stephen Mago**

**The Research Problem Statement is the Problem**

ERCICBELLP2002080

Stephen Mago  
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**Abstract**

**Purpose** – The purpose of this paper is to demystify the belief by students that ‘the problem statement is the problem’ in proposal development. Postgraduate students in most disciplines are required to develop the problem statement or statement of the problem but many have faced challenges in developing clear problem statements. It is common with qualitative researchers. This has led to two questions; 1) What techniques can help postgraduate students and researchers to develop clear problem statement? 2) Can a guideline be developed to help postgraduate students and d researchers? 3) are research supervisors in a position to adequately guide the students to develop clear problem statements? This paper aims to answer the three related questions to simplify the development of the problem statement.

**Design/methodology/approach** – a narrative approach is adopted. The paper relied on literature sources that are published on problem statement to compile a simplified guide for postgraduate students and researchers. A problem statement template is suggested to help them to think through the problem statement.

**Findings** – results show that the problem statement can be developed by working on a set of questions that are called ‘problem statement questions’—in this paper.

**Research limitations/implications** – The paper is based on information from literature. Future research may extend the research to postgraduate students and researchers so as to establish their understanding of the problem statement.

**Originality/value** – This paper contributes an understanding of the problem statement among postgraduate students and researchers in qualitative research.

**Keywords:** Problem Statement, Postgraduate Research, Problem Statement Questions, Proposal Development

Leward Jeke  
ERCICBELLP2002081

Crime and Development: Perspective from South Africa Regional Evaluation

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Syden Mishi  
Stephen Mago

**Abstract**

**Background:** Crime is pertinacious to human nature and society, with variations in the extent and types. Even though education is argued to produce positive externality through reduction of crime among others, statistics has shown the increasing number of sophisticated crime that involve well-educated individuals. As economies seek to develop through elimination of inequalities, alleviating poverty and ensuring economic growth, crime often stand on the way scaring investors, fuelling migration, increasing transaction costs thereby creating economic development disparities. Limited empirical works exist, especially evaluating the economic effects of crime comparing regions within a country.

**Aim:** To evaluate the economic effects of crime, considering all different forms of crime, on economic development as measured by economic growth, investment inflow, property value among others between the years 1985-2017.

**Methods:** To determine the effects and impact of crime, multiple panel regression analysis techniques were employed. Fixed effects technique was used to cater for regional heterogeneity and pooled mean group estimator was used to isolate long run and short run effects.

**Results:** Overall, our study show that crime is detrimental to development; however, crime on property have the greatest effect on economic development compared to all other forms of crime such as contact crime, assault. Crime is however not significant in explaining disparities in economic development across province, the effects are significantly within. Effects are persistent across time horizons, short and long run.

**Conclusion:** Economic effects of crime have been established using regional data. Imperative to understand that safety and security is everyone’s responsibility in order to preserve property

	<p>values, reduce transaction costs, attract investment and economic opportunities for local economic development.</p>
<p><b>Charles Dwumfour Osei</b> ERCICBELLP2002082</p>	<p><b>Rural Poverty Alleviation strategies and social capital link: The Mediation Role of Women Entrepreneurship and Social Innovation</b></p> <p><b>Charles Dwumfour Osei</b> School of Management, Jiangsu University, Zhenjiang 212013, China PR</p> <p><b>Jincai Zhuang</b></p> <p><b>Abstract</b></p> <p>Alleviating extreme rural poverty has been a major policy challenge battling researchers and policymakers particularly in developing countries yet studies to address this problem remains inconclusive. The purpose of this paper was to examine the strategies through which dimensions of social capital and social innovation contribute to rural poverty alleviation. In this study, three hundred and thirty-three women entrepreneurs in the Agribusiness sector were randomly selected from fifteen communities in the Sekeyere South District in the Ashanti Region of Ghana. The Structural equation model was employed to estimate the strategies and the mediation effects of women entrepreneurship growth and social innovation between social capital and rural poverty alleviation using the Smart PLS software version 3.0. The findings reveal that rural women entrepreneurs harnessing social capital such as bonding ties, trust, establishing formal and informal networks contribute positively to rural poverty alleviation. Social innovation and relational social capital have a strong direct and indirect impact on entrepreneurship growth and poverty alleviation respectively. Hence the findings highlight the need to encourage more women to participate in the entrepreneurial activities by harnessing the social innovation and social capital opportunities to improve their performance and contribute to poverty alleviation in rural settings. The local governance and development practitioners should empower more women into entrepreneurial activities in the agribusiness sector in the rural areas to facilitate poverty alleviation in the rural areas.</p> <p><b>Keywords: Social Capital; Women Entrepreneurship; Poverty Alleviation; Rural Areas; Ghana</b></p>
<p><b>Dr. Ahmad Ali</b> ERCICBELLP2002083</p>	<p><b>Economic Considerations Coincide with the Rise of Divorce in the Society in Malakand, Khyber Pakhtunkhwa, Pakistan</b></p> <p><b>Ahmad Ali</b> Assistant Professor Department of Sociology Abdul Wali Khan University Mardan, Khyber-Pakhtunkhwa, Pakistan</p> <p><b>Mussawar Shah</b> Chairman, Department of Rural Sociology, The University of Agriculture Peshawar, Pakistan</p> <p><b>Sameer Ul Khaliq Jan</b> Lecturer in Social Work Shaheed Benazir Bhutto University Sheringal, Dir (U) Khyber-Pakhtunkhwa, Pakistan</p> <p><b>Hussain Ali</b> Lecturer, Department of Sociology Abdul Wali Khan University Mardan, Khyber-Pakhtunkhwa, Pakistan</p> <p><b>Syed Rashad Ali (Ph. D in Sociology)</b> Associate Professor, Department of Sociology, Abdul Wali Khan University Mardan</p> <p><b>Abstract</b></p> <p>The study entitled “Does Economic Considerations Coincide with the Rise of Divorce in the Society? in Malakand, Khyber Pakhtunkhwa, Pakistan” was carried out through selection a sample size of 210 divorced women residing in Darul Aman Swat (abode) representing the whole Malakand division women of such type. The data for the above study was collected through a comprehensive interview schedule. Interview schedule was based on conceptual frame work in which Economic aspect was independent, effects of divorce on female was as a dependent variable</p>

and type of marriage and literacy were the controlling variables. The collected data was analyzed for simple frequency to measure the attitude of those females, chi square for association measurement while spurious and non-spurious were checked through multi variate test. Poverty, extravagancy on part of female, non-payment of alimony on part of husband, Haq- Maher dispute, property ownership, undisclosed property and job nature were the various factors of divorce in the study area. Moreover, undisclosed property from husband was highly significant ( $P = 000$ ) with effects of divorce on females while controlling type of marriage and literacy arranged marriage had non-spurious ( $P = 000$ ) relation with economic aspect and effects of divorce on females. Awareness through religious clergies and other experts of the fields, clarity of Haq Maher and other resources like property ownership and job nature to each other were some of the recommendations in light of the study.

**Keywords: Divorce; Society; Earning; Property**



Sameer Ul Khaliq Jan  
ERCICBELLP2002084

**The Role of Family in the Methamphetamine (Ice) Addiction Recovery**

Sameer Ul Khaliq Jan

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**Abstract**

**Background:** Methamphetamine (ice) addiction is a difficult and complex social problem facing modern society.

**Aim:** The aim of the present study was to analyze the role of family in the ice addiction recovery.

**Place:** This study was conducted in district Peshawar, Khyber Pakhtunkhwa, Pakistan.

**Methods:** A cross-sectional study was conducted comprises of dependent variable (ice addiction recovery) and independent variable (role of family). For this purpose a total of 100 addicts' family members were interviewed by selecting through snow ball sampling technique. Furthermore, a Chi-square test was used for testing the association between the two variables.

**Results:** The result shows that there is highly significant relationship between ice addiction recovery and role of family i.e. children and parents communication gap, closeness of children and parents bond recover from ice use, punishment and rewards reduce the ice use, increasing family flexibility play a role in ice recovery, keeping away family members from the ice users peers lessening ice use and drug addicts parents leads their children to be drug/ice addicts.

**Conclusions:** This study concludes that the family play an important role in involvement in the ice recovery and preventing children from ice and other drugs. The study recommends that family should play a role the prevention of ice use and government may also play a role to aware the families about the toxicity of the ice drug.

**Keywords: Family Role; Ice Addiction; Recovery; Children**

Dr. Ioannis Pantzalis  
ERCICBELLP2002085

**The Entropy of Marketing Narrative Interpretation**

Dr. Ioannis Pantzalis

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**Abstract**

Stories are one of the major ways that humans make sense of life. If life is one things after another, stories is the way we connect them in a manner that provides a sense of coherence, a beginning, an end, and a causality in the way events are connected. Stories also provide the backbone of identity for individuals, organizations, businesses, brands, as well as countries. They provide a sense of not only how things happen, but why they happen and also what they mean. They explain but also provide a sense of purpose and a plan on how to proceed.

Storytelling has become a key ingredient in marketing and it is used for branding the companies themselves as well as their individual products. People today market themselves in the job market by establishing their personal brands and personal narratives are a key component.

The key challenge in using stories is that ultimately their meaning is not fixed. Like nature, there is an entropy process that changes the structure and the interpretation of every narrative over time. This article looks at this "social entropy" identifies and analyzes the factors that contribute to it and the way it changes based on the environment and the active impact of a network of competing as well as complementary narratives.

**Keywords: Marketing, Narrative, Storytelling, Interpretation, Decoding, Identity, Entropy**

Dr. Galo E. Alava

**International Economic and Cultural Impact of Global Medical Tourism**

ERCICBELLP2002086

**Dr. Galo E. Alava**  
Tapia College of Business, Saint Leo University, Saint Leo, FL, USA

**Dr. Lynn Wilson**

**Abstract**

The definition of “Global Medical Tourism”: The movement of patients across borders looking for medical care. The traditional model was generally done where patients traveled from less developed countries to major medical centers in highly developed countries looking for state of the art treatments or technologies that were not available in their native countries. This has changed, even reversed, in the last few years, and appears to be a growing trend. Patients are moving from developed countries searching for medical care at a lower price, avoid long waiting periods for elective procedures, or because treatment quality was not available for regulatory reasons, lack of medical coverage availability for certain issues, like genetic disorders.

Most of the travelers are considering elective procedures and some complex specialized surgeries. Usual procedures include: joint replacement, dental surgery, cosmetic surgery, cardiac surgery, transplant surgery, and even alternative treatments, convalescent care and burial services.

More than 50 countries have recognized global medical tourism as a national industry.

There are a good number of factors contributing to the attractiveness of international medical tourism: including but not limited to rising costs of health care, long waiting times for certain surgical procedures, easiness and affordability of international travel, and advances in technology and increasing standards of care in developing countries.

There are also some issues that travelers have to deal with when traveling abroad for medical care: examples would include but are not limited to accreditation of facilities and personnel, pricing, cultural differences, risks, legal liabilities, ethical issues, insurance coverage, and employer-sponsored health care abroad.

Our presentation will offer insights on an innovative and growing industry, and how it is evolving taking into consideration the economic effects.

**A Study of Language Learning Environments for International Students in Zhenjiang, China**

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**Zhao Xia**

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**Abstract**

The Linguistic environment is very important in second language acquisition. To a certain degree, a second language can be learned depending on the environmental setting of the learner. This research explored the language learning environment and the difficulties faced by foreign students in accessing opportunities to use the Chinese language outside the classroom.

The aim of the study was to examine international students' rapport between their daily activities and language learning and to identify the challenges faced to have access to opportunities in using the target language in China. The current report about the language acquisition of foreign students has been limited or focused on only students from some specific countries. This work was not biased in the choice of the participants.

This research was both quantitative and qualitative. It was carried out through the collection of data from various sources namely; questionnaires, diaries, semi-structured in-depth interviews, and class observation. Narrative inquiry was used as the method for analyzing data. The participants were thirty international students who were currently enrolled in two different majors at Chinese universities in Jiangsu province. The universities involved were mainly Jiangsu University of Science and Technology and Jiangsu University.

The results showed that, the environment did not necessarily provide as many opportunities to use Chinese language outside the classroom as we had expected. International students lodged together in a building specifically allocated to them and separated from Chinese students' dormitories. Thus, foreign students formed their own community without many interactions with Chinese



**Mangenda Tshiaba Sidney**  
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students in everyday life. Most students who lived for less than two years in China had less ability to speak the language, with the exception of those who put in the extra effort and those who had more than two academic years as they were usually required to have more in-class learning activities and were mandated to sit examinations in Chinese. Even if the students lived in the Chinese language settings, interaction with the native speakers was very limited. On a regular basis, international students usually associate among themselves in and outside the university and use English in their day-to-day activities. On the other hand, the personality of international students and Chinese students (e.g. Shyness, activeness) influenced the quality of interactions. In addition, the participants reported they regarded Chinese language, cultural identity, and social differentiation as their major challenges outside the classroom.

This study proposes three effective ways for international students to master the Chinese language in their learning environment.

First of all, international students are encouraged to watch Chinese television shows, movies and listen to music. By watching these shows, movies and listening to music, Chinese language learners are not only listening to the Chinese language (translating it into their own language) but also picking up colloquial phrases. This will give real-world knowledge of the Chinese language.

Secondly, reading Chinese novels and newspapers is another great way to learn Chinese. Write down the happenings of the day as well as any new words that have been learned in a diary and get a dictionary to facilitate translation.

Lastly, finding ways to access and integrate into Chinese communities outside classrooms is also an effective way to improve the Chinese language learning. Try as much as possible to be hemmed in with locals and communicate with them in Chinese.

**Keywords:** Language Learning Environments, International Students, Chinese Language



Oladotun Alaba  
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ERCICBELLP2002094

#### Management of Local Government Finance

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#### Abstract

This research is aimed at examining “The management of Local Government Finance with particular reference to Ife Central Local Government of Osun State, Nigeria”. My research work is divided into five chapters. In my research, I used both primary and secondary sources of data collection. In analyzing the data, the use of simple percentage method was adopted for easy understanding.

It was revealed that despite the statutory allocation from both federal and state government as well as internally generated revenue, the local government still experienced persistent inadequate finance. In view of this in my research, I recommend that the local government management should try to be more inward looking by focusing attention on the possibility of exploiting various abandoned means of raising fund. This will reduce heavy dependence on the federal and state grants.



Dipendra Sharma  
ERCICBELLP2002096

#### Effectiveness of Cooperative Banking in the Rural Areas of Nepal

Dipendra Sharma

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#### Abstract

The study addresses the effectiveness of cooperative banking in the rural areas of Nepal. The three remote districts named Darchula, Mugu and Sangkhuwashava were selected in order to analyze the effectiveness of cooperative banking in term of livelihood indicators and socio-economic of the local people. Contribution of cooperative banking on financial, human, social, natural and physical capitals were systematized analyzed. The study illustrated that 1/3rd of the resources had been mobilized for increasing the financial as well as human capital of the local people. Beginning of 1980s a new generation of community based savings and credit groups began to emerge in Nepal. The Cooperative Act was amended for the third time to give the Government more control. By this time the Savings and Credit movement had spread throughout the country and the need for an apex coordinating body was evident. Cooperative movement has started in Nepal in order to uplift the socio-economic as well as political changes after enacting new cooperative act and regulation in 2018 and 2019 respectively. According to the field survey, major types of co-operative societies

operating in the study areas were Saving and Credit, Multipurpose, Dairy, Agriculture, Fruits and Vegetables, Bee Keeping, Tea, Coffee, Consumers, Science and Technology, and Energy. Majority (56.67 percent) of cooperative were observed the financial cooperatives as cooperative banking. 60 percent of the cooperative had been invested in the agriculture and forestry sectors which would lead for sustainability on balancing both natural resources and financial matters. The study pointed out that Interest of the load has been increasing comparing to previous years (up to 18 percent). There are still not so effective mechanisms to enroll the people who are in under the poverty line. The packages on soft loans especially for poor and marginalized people, smart saving packages, investment in agriculture and forestry sectors utilizing unemployed manpower, and share to local people would lead cooperative as sustainable community development.  
**Keywords:** Effectiveness, Rural, Movement, Manpower and Development

Saheed Smith  
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ERCICBELLP2002097

**Business Model Plan**  
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**Abstract**  
The term business model has been used in practice for few years, but companies create, define and innovate their models subconsciously from the start of business. Our paper is aimed to clear the theory about business model, hence definition and all the components that form each business. In the second part, we create an analytical tool and analyze the real business models in Slovakia and define the characteristics of each part of business model, i.e., customers, distribution, value, resources, activities, cost and revenue. In the last part of our paper, we discuss the most used characteristics, extremes, discrepancies and the most important facts which were detected in our research.  
**Keywords:** business model, Canvas, customer relationship, distribution channels, customer segments, value propositions, key resources, key activities, partners, cost structure, revenue streams  
**JEL classification:** M10, M21



Deotirth Sahu  
ERCICBELLP2002103

**Importance of English Language in the Development of Personality and Building Career in India**  
Deotirth Sahu  
Director, Dev Spoken English, Bhilai, India

**Abstract**  
English is considered as a global language the Multi-lingua franca of the modern era, therefore its knowledge seems to be crucial. The face of modern India is changed drastically due to globalization it has brought to India different cultures. In today's world of competition no organizations want to remain local, their aim is to expand. It is also used for inter-state and intra-state communication. India possesses great ethnic and linguistic diversity and we can therefore find English acting as a bridge among them. With the advanced development in Information Technology, Science, Medical, Irrigation, Education, Mass communication, software and operating systems, a new utility for written and oral communication in the English language has emerged. People are judged by their fluency of English, it is the part of personality. But English is considered as a subject instead of a language. It is our concern, as teachers, to look for different ways to teach this language. "Learn with Fun" may help students to have command over English effectively which are based on role-play, drama, debates and group discussion.  
**CUE WORDS:** Lingua-Franca, Global Language, Learn with Fun



Kusham Shahi

**Is Gender-Based Inequality in Nepal? : A Case Study from Nepal's Far Western Region**  
Kusham Shahi  
Program Officer, Civic Forum for Sustainable Development, Dhulikhel, Kavrepalanchok, Nepal  
(<https://www.civicforum.org.np/>)

**Abstract**  
Women and girls in Nepal are disadvantaged by traditional practices like the dowry system, early marriage, son-preference, stigmatization of widows, seclusion of women (purdah), family violence,

ERCICBELLP2002104

polygamy, and the segregation of women and girls during menstruation (chhaupadi). Third-gender face a separate and specific set of gender inequality issues. In recent years, there have been changes to improve the situation faced by women and girls. In general, women do not participate in decision-making for their families or communities which is a man's responsibility. Nepalese men are expected to an income and support their families although how they do that and the view of manhood will often be linked to caste. Due to increasing economic pressure, many Nepali men have lost their traditional occupations and have been forced to migrate to the cities or abroad in order to maintain their "breadwinner" role. As a result many of them face severely exploitative conditions that sometimes amount to forced labour. Boys are more likely to be educated as they are seen as the future family breadwinner while daughters leave home to live with their in-laws. Almost half of the population gets married between the age of 14 to 19 years and dowry is a major driver of child marriage as well as a cause of violence against girls and women In other cases, women are simply kidnapped and smuggled across the Nepalese border into India. Yet, historically, gender inequality has been ingrained in Nepalese society. Chhaupadi, the practice of forcing a women in menstruation or having recently given birth to live apart from the family until the bleeding ends, is still practiced throughout the western and central regions of Nepal. Within the Nepalese family unit, women cannot live individually, which incapacitates victims of domestic abuse who might otherwise leave. Few women report abuse or trafficking to police. The future of the Nepalese women requires addressing the two main factors of her suffering: economic and gender-based inequality.

**Keywords:** Gender, Inequality, Migration, Women and Nepal



Mr. Yonas Abebaw  
ERCICBELLP2002107

#### Web Design for School Management System in Ethiopia

Mr. Yonas Abebaw

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#### Abstract

Web design is the process of creating websites. It encompasses several different aspects, including webpage layout, content production, and graphic design. Web design is technically a subset of the broader category of web development. Hence, this study inquires the school management system in Ethiopia from the perspective of web design. Under in Ethiopia school management system, most of its recording is conducted manually and in a backward manner. Thus, it has aimed to replace the traditional manual paper into a web based system by using web design.

This study was done by different data gathering tools; such as, interview which helps to get a required information in a greater detail on the existing system, document analysis, system development methodologies like object oriented analysis and design approach were selected to analyze. Development environment, programming and other tools were employed like CSS3, AJAX, JQUERY and PHP.

Finally, from study conducted and the final result, Developing web design for school management system will be important for better usage of time and resources, some of them Account management, Batch and Course management, Student Attendance management, Class Schedule management, Exam Schedule and Exam data Management and also it creates a room for communication of students' parent with school teachers it avoids or reduces errors and most importantly to provide timely information for anybody who wants it. It is therefore I suggest any esteemed academic institutions to developing web design use betterment of information communication safely.

**Keywords:** School Management System, Web design, Communication Safely



Joseph Adu-Gyamfi  
ERCICBELLP2002109

#### The Impact of Managerial Practices on the Performance of Small and Medium-Sized Enterprise's (SME's) in Ghana

Joseph Adu-Gyamfi

Finance and Economics, Jiangsu University, Zhenjiang, China

#### Abstract

The aim of this paper was to find out the impact of managerial practices on the performance of Small and Medium-sized Enterprise's (SME's) in Ghana. The growth and development of SME's are predominantly dependent on the efficient managerial practices of SME's and subsequently the need to examine its influence on the performance of SME's as well. Data were collected through



	<p>self-administered questionnaires from 200 registered SMEs operating within the three major cities in Ghana. The Cronbach's Alpha was used to check the reliability of the data which indicated high levels of consistencies. The empirical analysis was conducted using the multiple linear regression model. The results of the study indicated that there was a positive relationship between training practice and SME performance, performance appraisal, and SME performance and between incentive compensation and SME performance. This, therefore, implies that for the effective development of SME's in Ghana, the owners should pay more attention to employees' incentive motivation, capacity building of employees and the performance appraisal of employees</p>
<p>Nora Velma Gayod ERCICBELLP2002115</p>	<p><b>The Aging Mentors of Philippine Nurses: A Phenomenological Critic on the Experiences of Aging Nurses in the Academe and the Philippine Healthcare Industry</b></p> <p><b>Dr. Nora Velma M. Gayod</b> Dean-College of Nursing, Dr. Carlos S. Lanting College, 16 Tandang Sora Avenue, Sangandaan, Novaliches, Quezon City, Philippines</p> <p><b>Dr. Erwin L. Purcia</b> Dean-School of Graduate Studies, Dr. Carlos S. Lanting College, 16 Tandang Sora Avenue, Sangandaan, Novaliches, Quezon City, Philippines</p> <p><b>Abstract</b> This study looked into the effects of retirement on our aging nurses both in the academe and the Philippine healthcare industries. It also underscored the support received by Filipino nurses in terms of training, employment, compensation and benefits. Phenomenologically probed, the researcher drew upon the primary sources of information from the Key Research Informants (KRI's)—19 soon-to retire and retired nurses in both the medical and academic industries. Further, this uncovered the working conditions that our aging nurses are experiencing upon retirement specifically on physical, mental, psychological, social, financial facets and how they perceived their retirement vis-à-vis academic and healthcare landscapes. Results revealed both positive and negative experiences of retiring specifically on reduced work stress, received retirement packages, freed time for personal activities with family and enjoyed travelling places. The negative experiences however are mirrored from the positive ones. Retiring means losing their loved jobs, the things to do, and the chance to get by the trends of the dynamic society. Volunteering at the hospitals and colleges where they retired from takes care of keeping them involved in the nursing industry. And that, many of the retired government hospital nurses are left to depend on measly pension to survive. It is recommended therefore that examining and updating existing government policies to determine how best to serve the interests of our nurses and nursing teachers must be considered an urgent concern of the Philippine Nurses Association (PNA), the Association of Deans of Philippine Colleges of Nursing, Inc. (ADPCN, Inc.) and the government at large. <b>Keywords: Phenomenology, Aging Nurses, Retirement</b></p>
<p>Yoko Shirasu ERCICBELLP2002057</p>	<p><b>Mitate and Metaphor: A Japanese Custom of Communication</b></p> <p><b>Yoko Shirasu</b> English Education Centre, Yokohama College of Commerce, Kanagawa, Japan</p> <p><b>Abstract</b> Exclusive to Japanese art and culture, the mitate method has been commonly used for likening one thing to another. Metaphor, while also frequently used in art, literature, and daily life, differs from mitate in that it is common to both Western and Eastern cultures. Mitate and metaphor are quite close in meaning in that they both focus on similarity. Mitate, however, is unique in its ability to provide people with more of a sense of reality; in fact, it can offer a sense of virtual reality in a way that metaphor cannot. This study explores concrete examples of metaphor and mitate in Japanese culture, beginning with ancient times, and focuses on food, poetry, architecture, and chanoyu, the Japanese tea ceremony. This comparison of mitate and metaphor results in an analysis of the uniqueness of Japanese communicative custom and way of thinking. <b>Keywords: Japanese Art and Culture, Mitate, Metaphor</b></p>



Yuko Tomoto  
ERCICBELLP2002058

**A Study of influential factors on Japanese College Students on  
an Intensive Study Abroad Program**

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**Yoko SHIRASU**

**Department of Commerce, Yokohama College of Commerce, Yokohama, Japan**

**Abstract**

The purpose of this research was to investigate the effectiveness of our two-week-intensive English learning program at our affiliated school in US, University of Pittsburgh at Bradford. In 2019, one of the authors on this research led the group of students there and observed the transition on the students not only in the aspect of language ability but also in motivational aspect during and after the program.

All the students fully enjoyed both the program's All in English classes given by the American professor and other excursion activities on and off campus. Students were satisfied with their L2 self-esteem and have become more self-content, and their motivation to study English has been considerably strengthened through the program. However, some students show little improvement on their test scores.

Our research question is what the influential factors on their improvement of English are. There are students who have improved their post-program English test scores and those who have not improved. To find out what hindered their English acquisition and what helped them, both quantitative and qualitative researches were made. We conducted individual in-depth interviews as well as questionnaire after returning back to Japan. Also, students wrote feedback reports as post-program assignment, and they were analyzed by text-mining method. Students also took English proficiency tests before and after the program, and their scores were compared and analyzed.

We would like to make the best use of the research results to improve our program for the next year.

**Keywords: L2 Self, Motivation, Language Learning, Intensive Study Abroad Program**

Hiromi MARTIN  
ERCICBELLP2002062

**The Features of Japanese EFL Learners' Peer Feedback in Written Compositions**

**Hiromi MARTIN**

**Department of General Language Studies, Komazawa University, Tokyo, Japan**

**Yoko SHIRASU**

**Yokohama College of Commerce**

**Abstract**

This study examined both the positive and negative traits of peer feedback in 12 Japanese university EFL learners' essay writing compositions. Analyzing their peer feedback activity, this paper investigated how the peer feedback is related to the learners' noticing in their foreign language (EFL) acquisition. The data was collected from the following three stages: composition, peer feedback and revision. In the peer feedback, the participants provided corrections as a form of corrective feedback. The study reports how the learners revised their errors in two forms, error corrections and reformulation, and how they improved their essay writing after receiving comments based on the rubric assessment. On the other hand, the results indicated that common grammatical, lexical and discourse errors remained. The errors were influenced by Japanese-English interlanguage. These findings are discussed from the learners' psychological and linguistic views with EFL writing instructions.

**Keywords: Peer Feedback, Corrective Feedback, Noticing, Error Correction, Reformulation, Interlanguage, Writing**

Andrew Gold  
ERCICBELLP2002087

**Conceptualizing Servant Leadership: An Update**

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**Abstract**

The authors updated their servant leadership model, based on emerging research, with emphasis on cross-cultural applications, and integration with prevailing leadership and management theories. The servant leadership model consists of four dimensions: servant orientation, leadership/management competence, emotional intelligence, and cultural intelligence. It is at the intersection of these four dimensions that servant leadership operates. Measurement scales have been developed with a valuation study launched, using survey research methodology. The paper will outline the updated servant leadership model, profile the measurement scales, and report on the present status of the validation studies.

**Keywords: Servant Leadership, Emotional Intelligence, Cultural Intelligence**

Katamba David  
ERCICBELLP2002102

Teaching Human Rights in Schools Where do we Stand and Where do we Want to go

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**Abstract**

Poverty and violation of children's rights, poverty contributes to violation of children's rights in four areas, child, marriage, sexual and physical violence and inadequate care of children in Uganda.

In a way that children may be denied education or a right to food due to lack of money to access them, sexual harassment by bosses in order to get a job promotion due to the poverty and also early marriages forced by parents or guardians in order to get money or wealth.

This can affect the development of the future generation in a way that the present generation is responsible for the planning for the future.

Corruption also contributes to relation of people's rights both children and adults in the society. For example some children in schools are favored by their superiors over others such as giving some children (students) tasks such as debating positions always while leaving out the rest yet they would also need to debate and develop their skills. Also still in the courts of law, the rich are favored over the poor after bribing the judges to be considered innocent yet guilty, this violates the poor's rights since there is unfair judge.

Dictatorship is another way of violating people's human rights in a way that only one party leads (rules) over the years leaving out the rest who could also have ideas that are capable of developing the nation.

In conclusion poverty, corruption, dictatorship and ignorance are some of the reasons as to why human rights are violated. Therefore, we have to find physical and mental ways of solving violation of children's rights in Uganda and the globe for the better and successful living.

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