Conference Proceedings


June 27-28

CONFERENCE VENUE

The National University of Singapore Society (NUSS) The Graduate Club, Suntec City Guild House, 3 Temasek Boulevard (Tower 5), #02-401/402 Suntec City Mall, Singapore

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Table of Content:

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Particulars</th>
<th>Page Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Preface</td>
<td>3</td>
</tr>
<tr>
<td>2.</td>
<td>Keynote Speaker</td>
<td>4-6</td>
</tr>
<tr>
<td>3.</td>
<td>List of Presenters</td>
<td>7-22</td>
</tr>
<tr>
<td>4.</td>
<td>List of Listeners</td>
<td>22</td>
</tr>
<tr>
<td>5.</td>
<td>Upcoming Conferences</td>
<td>22-25</td>
</tr>
</tbody>
</table>
Preface:
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Our mission is to make continuous efforts in transforming the lives of people around the world through education, application of research & innovative ideas.
KEYNOTE SPEAKER

Witold Matulewicz
Co-Founder / President, Natural Born Leaders, UK

He is a fully UK-qualified Teacher Trainer and Early Childhood Professional with over 20 years of experience. He is also a UK-certified Assessor-Evaluator in Early Years Professional Status, National Vocational Qualifications in Child Care Learning and Development, and National Vocational Qualifications in Playwork. He is even responsible for assessing the quality of Early Childhood Education and Care provisions in the UK. He is In charge of training other Early Years Professionals and Parents. He specialises in Intuitive Parenting, Positive Pedagogy, Child-Led and Self-Directed Learning and Play, Multi-Sensory Learning, Cross-Curricular Education, Multicultural Learning, Entrepreneurial Education and Multilingualism. He has worked hands-on with hundreds of children of all ages all over the world, taught at universities and colleges (Kingston University, The Tribal Education Group, The JGA Group), managed own schools and early years provision in the UK, designed curricula and teaching resources for many international educational institutions. He got approved by the European Commission to evaluate educational initiatives and projects funded by the EU. He also collaborated on various international educational projects with clients from the USA, Australia, Europe, Africa, the Middle East, China and South East Asia. He is a world schooling father (for over 12 years now) adopting the Child-Led and Natural Learning approaches to plan his son’s learning and development.

Profile Web links:
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www.naturalbornleaders.org
KEYNOTE SPEAKER

Magdalena Matulewicz
Co-Founder / President, Natural Born Leaders, UK

She is an experienced Teacher Trainer, Early Years Professional and Assessor-Evaluator in Early Years Education, and Child Care, Learning, Development and Play (UK-certified A1 National Vocational Qualifications Assessor in CCLD and Playwork, and the Early Years Professional Status Assessor) responsible for assessing the quality of Early Years and Early Childhood provisions in the UK and training Early Years Professionals. She specialises in Positive Pedagogy, Child-Led and Self-Directed Learning, Multi-Sensory Learning, Cross-Curricular Education, Multicultural Learning, Entrepreneurial Education and Multilingualism. She has worked hands-on with hundreds of children of all ages all over the world, taught at universities and colleges (Kingston University, Canterbury Christ Church University, The Tribal Education Group, The JGA Group), managed own schools and early years provision in the UK, designed curricula and teaching resources for renowned international educational institutions. With more than 20 years of hands-on experience, she has delivered high-quality teacher training sessions, recruited passionate teachers and childcare practitioners, organized numerous empowering workshops and hosted support groups for parents and worked with them to plan personalized learning journeys for their children. She is an author of numerous educational publications on early year’s education, parenting and mobile applications for children promoting early literacy and cultural heritage.
PLENARY SPEAKER

Chloudya Julia Siboro

Department of Marketing, Faculty of Business Law and Politics, University of Hull, Hull, United Kingdom

Chloudya Julia Siboro is a highly motivated international business aspirant from Bandung Institute of Technology in Indonesia. On 2018, Chloudya took a double degree program at the University of Hull in the marketing department. Currently, Chloudya is the student ambassador of University of Hull and a member of the external department on PPI (Perhimpunan Pelajar Indonesia) United Kingdom. A strong interest in international networking helps Chloudya learn new culture and perspectives to prepare herself to become an expert and experienced marketer in a global business environment. Outside of university, Chloudya enjoys travelling with friends and family, sports, and photography.
## Application of 'Grow' Methods
### Curriculum Management and Academic Exemption Program

Mohd Ismail Mohamood  
Smka Wataniah Machang, Jabatan Pendidikan Negeri Kelantan, Kementerian Pendidikan Malaysia

### Abstract

This study is aimed at improving the instructional leadership skills in applying the GROW method for holistic academic excellence. The progress and excellence of a school depends on the extent of the leadership effectiveness of a principal and leadership line led by a caliber and effective principal. Today's leadership includes instructional leadership models (Hallinger & Murphy 1985)

<table>
<thead>
<tr>
<th>DOMAIN</th>
<th>ELEMEN</th>
</tr>
</thead>
</table>
| A. Define School Objectives | 1. Describe School Purpose  
2. Deliver School Purpose |
| B. Manage Programs Instructional | 3. Supervision and Assessment of instructions  
4. Coordinate the Curriculum  
5. Monitor Student Progress |
| C. Creating Climate Positive Learning | 6. Protecting P & P Time  
7. Encourage Professional Development  
8. Maintaining Visibility  
9. Provide Reward to Teacher  
10. Enforcement of academic standards  
11. Providing Incentives to Students |

As a result of the questionnaire, students were still unclear how to learn and escape the culture of excellence to learn to get excellent results and scores in the special examination of SPM. The interviews also show that teachers and staff should be guided by principals to guide them to holistically excellence especially in enhancing academic excellence in order to be in the 'Key Performance Index (KPI)' School of Excellence Cluster (SKK) 2 (SKPMg2)

Applications to KSSM policies, modular learning, teacher approach in Learning and Facilitating (PdPc) differ from using PA21 teaching methods. Teachers as designers, guards, guides, drivers and assessors. Students as active learners. While principals act as leaders, counselors and driver

Starting from that researcher began to think of a way of approach and innovation to produce a holistic instructional leadership management form especially in the Management of the curriculum and excellence programs. Classroom management involving effective and attractive PdPc elements using the 21st century education method based on student engagement. In this case, the researcher has decided collectively on the findings of the study namely the GROW Method Application in the management of curriculum and academic excellence program. This helps to improve the achievement of the highest grade of students in the exam

Application of GROW Method and TOOLS OF GROW
- Curriculum Mapping
- Headcount
- Pdpc Efficient
- Post Mortem Quantum Merit
- Dynamics Subject (Denyut Nadi)
- Application and Monitoring of Pdpc
- Assessment / Soft Skill (Santai) / Remedial
- Items Analysis
- Jsu
Model Concept Grow  
( Goal Setting - Reality Checking – Obstacles – Way Forward )

In 2017 I was appointed Principal at SMKA Wataniah Machang Kelantan. Position (GPS SPM) SMKA Wataniah among the best SMKA Kelantan, the 10 best SMKA nationals. The GPS decreased past SKK standards from 2.6 (2015) to 3.36 (2016). While the average student's assets 4.0 (selected students who earn 3A to 5A in UPSR) the Senate, there is a GPS slump and an unreliable instructional leadership problem with no pension principal for almost 5 months.

After an environmental analysis and SWOT analysis I found that SMKA Wataniah has the highest potential for excellence in academic and personality especially to improve GPS in SPM and STPM. To realize this goal, I started step by doing action research on school GPS deterioration and past instructional leadership culture and style.

I started my research with the questionnaire of the needs and the effectiveness of the academic program, student affairs and co-curriculum as well as the instructional leadership style of the school.

On my observations, SMKA Wataniah students should not be at this level as they are elected and are in an excellent School of Excellence Cluster School (SKK). The ranks of teachers and staff need a robust management system and a motivational touch to create a brilliant work culture.

After conducting interviews and observation of curriculum and organizational management systems through discussion sessions and interviews with teachers, staff and students I found a breakthrough (in SKPMg2) a strong school management system and instructional leadership style needed to change the work culture pradigma, learn and effective 'landscape' leadership.

From that study, it has a resolution that the method Application of the GROW method can enhance the holistic instructional leadership skills in the Management of the curriculum and the Academic Graduates program.

<table>
<thead>
<tr>
<th>Adeyemi Adebayo</th>
<th>Corporate Governance of State-Owned Enterprises: A Comparative Analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>ERCICBELLP1910052</td>
<td>Adeyemi Adebayo</td>
</tr>
<tr>
<td>Accounting, College of Accounting Sciences, University of South Africa, Pretoria, South Africa</td>
<td></td>
</tr>
</tbody>
</table>

Abstract

This paper comparatively analyses corporate governance of SOEs in South Africa and Singapore in the context of the World Bank's Framework for Corporate Governance of SOEs. This framework ensured that the analysis holistically covered key aspects of corporate governance of SOEs in these states. In order to ground our understanding on the paths taken by SOEs in the states, the paper presents the evolution and reforms of SOEs in the states before analyzing key aspects of their corporate governance. The analysis shows that even though SOEs in South Africa and Singapore are comparable in a number of ways, there are notable differences. In this context, this paper finds that the main difference between corporate governance of SOEs in South Africa and Singapore is their organizing model. Further, the analysis, among other findings, shows that SOEs Boards in Singapore are better remunerated. Further finding reveals that, even though some Board members are politically connected, Singaporean SOEs Boards are better constituted based on skills and experience compared to SOEs Boards in South Africa. Overall, the analysis opens up new debates and as such concludes by providing avenues for further research.

Keywords: Corporate Governance, Comparative Corporate Governance, Corporate Governance Framework, Government Business Enterprises, Government Linked Companies, Organizing Models, Ownership Models, State-Owned Companies, State-Owned Enterprises

Nuruddeen Muhammad Koko

<table>
<thead>
<tr>
<th>Globalization and the Enervating of States’ Power: Implications for Nigeria’s National Security</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nuruddeen Muhammad Koko</td>
</tr>
<tr>
<td>Department of Political Science, University Sains Malaysia</td>
</tr>
</tbody>
</table>

Yahaya Tanko Baba PhD

| Department of Political Science, Usmanu Danfodiyo University, Sokoto |

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Abstract

The pressures of globalization have gradually redefined states’ power as sovereign entities. Thus, the growing interconnectedness of nongovernmental organizations, formal and informal groups, individuals etc. across the globe is constituting a great challenge to states’ power, consequently their inability to contend, and regulate affairs within their defined territories. In essence, globalization had greatly altered states’ sacrosanct feature that is sovereignty. The aim of this paper therefore, is to examine how the processes of globalization have erenated states’ power and its consequential effect on Nigeria’s National security. This is against the background of the enormous security challenges that bedeviled the country, especially in the last decade. Security challenges ranging from the terrorist onslaught by Boko Haram, armed banditry and kidnapping, militancy and agitations for the actualization of the Biafra constitute the crux of discussions the paper essayed.

Keywords: Globalization, Sovereignty, National Security

Daba Mekuria
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Abstract

This study assessed the relationship between technology usage and marital conflicts in Jimma town. The research identified the nature of technology usage among young married couples, determined technology usage and the appropriateness among marital couples, conveyed the common causes of marital conflicts and investigated the level of the extent of association between technology usage and marital conflict. In the study, both quantitative and qualitative research methods were used. The study employed simple random sampling to collect data from 198 couples. In order to collect data, self prepared questionnaire and standardized scales questionnaire and interview guide were employed as data collection instruments. Descriptive data analysis methods such as tables, frequency, percentage and correlation were used to analyze the gathered data with the help of IBM SPSS software version 20. The value obtained from Pearson product moment correlation coefficient shows facebook, mobile usage and television watch were having statistically significant positive relationship with marital conflicts, r=.788, r=.642, and r=.63 respectively. The study found that technology usage was appropriate in marital relationship but only when the couples used technology in appropriate ways. The study also revealed that time spent on those technologies, issues of trust between couples, money and the time when couples have to use these technologies were the common causes of marital conflicts as a result of technology usages. In line with the findings obtained it was recommended that different organization such as welfare offices, NGOs and religious organizations should have to assign trained family and marriage counselors and social workers.

Keywords: Facebook, Marital Relationship, Mobile, Television

Tisni Santika
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Abstract

In the global economy with uptight trade competition, design plays important role in creating competitive edge of a products. Designing “culture” into modern product currently becomes the design trend in global market. Indonesia Traditional Cultural Expression (TCEs) has been illustrated broad and far – reaching impact on design since ancient time. This paper examines the integration of traditional design within the development of creative economy. The experiment involved analyzing and identifying legal and socio cultural aspect from Traditional Cultural
Expressions (TCEs) that impact upon design in accordance with the Competitive Advantages of Nation theory by Economist Michael Porter, a Harvard University Professor. National Competitive Advantage (NCA) basically an evaluation of how competitively a nation participates in international markets. The result shows that Traditional Cultural Expressions (TCEs) has strong linkage and influence on product design, thus cultural product design model provides abundant valuable references in designing a successful, rooted yet high quality product. The intersection of design and culture becomes a key issue in creating good design with uniqueness, identity, character and high competitive advantage. In this era of creativity, designing local features into a product appears to be more and more important in the global market where products are losing their identity because of the similarity in their function and form, and in the context of creative economy. Thus a country should impose it advantages concerning the availability of resources, cultures, knowledge and creativity.

Keywords: Traditional Cultural Expressions (TCEs), Creative Economy, Competitive Advantages of Nation

Chantel Tejada
ERCICBELLP1910063

The X-Factor in the World of Crossdressing

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Abstract
Clothing, as usually regarded as a means of protection and necessity, has also served as a determinant of identity, expression, statement, and status. Transgenders have restrictions when it comes to expressing themselves through fashion. Transgenders face discrimination because of the way they choose to dress and express themselves which is not approved by the society. The aim of the study is to evaluate the negative evidences of crossdressing in the corporate world as well as how the non-crossdressers perceives it. For this study, Within the phenomenology design and the mixed qualitative approach, the researchers conducted an interview with a total of 13 employed crossdressers in the City of San Fernando, La union with the use of purposive sampling where they gathered and analyzed the experiences of male to female crossdressers with the use of purposive sampling. After the analysis and interpretation of the data gathered, the researchers have come up with the following conclusions; Crossdressers could be influenced by Ms. Gay, barbie, tito, friend, and other crossdresser but some crossdress because of personal decision. In a societal perception, more families are more open to the idea of crossdressing, although some religious people are still against it. Criticisms by the society are usually ignored by crossdressers. Some even choose to defend or speak for themselves. In this study, it greatly depends on the person themselves if they would allow the society to accept, influence and understand the way they dress. When in fact, the only choice they made was to be themselves.

Keywords: Clothing, Crossdress, Fashion, Transgenders, Gender Expression

Elli Ruslina
ERCICBELLP1910064

Cooperative and Collective Partnership Based on Kinship as the Basic Principle of Economic Democracy in Indonesia

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Abstract
The imperative of economic democracy mandated by the constitution through Article 33 of the 1945 Constitution, the reality is not a legal foundations to economic activities appreciation, but even shifts to a free-market economy (laissez-faire). This is confirmed in the constitution "permanent position" of Article 33 of the 1945 Constitution which relies on the notion of "mutualism and brotherhood" and Article II of the Transitional Rules of the 1945 Constitution which are temporary. Regulations that are still valid based on transitional provisions in temporary positions should be replaced by Article 33 of the 1945 Constitution, because this article is a manifestation of Indonesian Economic Nationalism, which is the determination of independence to
replace the colonial principle (individual principle) into the national principle. The retention of the individual principle is a legal reason and at the same time a legal source that is easily dictated by economic forces from outside based on individual principles. The aim of this paper is 1) to analyze how the understanding of cooperative principles (cooperation based on mutualism) is manifested as the legal basis on the thought of economic democracy, 2) To analyze how the implementation of Article 33 of the 1945 Constitution into Indonesian economic law tends to lead to free competition. The approach used is normative juridical and descriptive analysis type. The conclusions of economic democracy are contained in the Explanation of Article 33 of the 1945 Constitution; and cooperative principles based on mutualism are not legal fundamental for economic democracy.

Keywords: Cooperative, Cooperation, Kinship, Democracy, Economy.

Ana Mirambel
ERCICBELLP1910066

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

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Abstract
As the time passes and culture is passed on to different generations, the elements of tourism diverse. With the prevalence of technology in our country, its citizens will have a better grasp of what tourism actually is. This paper tackled and delved deeper on how beneficially technology can affect and be the bridge to connect the gap between tourism and culture. In the modern era, technology is ever-evolving, and it can be a great enhancement or tool for boosting tourism especially through digital tourism. Whilst its social costs, both globalization and modernization cannot be ignored; digital tourism can transform the imagery and identity of a locality. The scholars used the method of semi-structured interviewing and analyzed their accumulated data through thematization for this phenomenological study. The researchers have identified the elements of Digital Tourism mainly focused on programs, technology and media. Meanwhile, the researchers also determined the implications of Digital Tourism to the locals, the tourists and the government. The following influences of Digital Tourism are also scrutinized by the researchers on culture and the development of the city. As a conclusion, the scholars have found out that Digital Tourism is firmly applicable to the City of Baguio and is adhered by tourists, locals and the government.

Keywords: Tourism, Technology, Culture, Identity, Globalization

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Inah Higayon
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Abstract
Despite the passage of the Philippine Mental Health Act of 2017, the Philippines is still facing difficulties in addressing mental health awareness in school, communities, and at home. Different coping strategies for depression are being implemented by the government and being promoted by the schools and communities. Yet depression and appropriate coping strategies are usually only focused on through the point of view of the one diagnosed. The aim of this study is to understand coping viewed from the lens of the parents in the Philippines with children diagnosed with clinical depression. The study made use of a phenomenological design and data was gathered by

The National University of Singapore Society (NUSS) The Graduate Club, Suntec City Guild House, 3 Temasek Boulevard (Tower 5), #02- 401/402 Suntec City Mall, Singapore
conducting a semi-structured interview with five (5) parents in Manila, Philippines. Findings from the interviews gave rise to two themes regarding coping strategies: Subsistence, which includes communication, approach, time, spirituality, interest, and talent; and Safeness, which includes medication, consultation, therapy, and rules and regulations. The study concluded that different cases of depression have different roots, therefore have different coping strategies among various family settings and dynamics.

Keywords: Coping, Depression, Subsistence, Safeness, Mental Health Awareness

Mark Grabowski
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Abstract

E-Sports—the playing and watching—of competitive video games is growing fast worldwide: the global e-Sports market is about $2 billion and some tournaments award tens of millions of dollars in prizes. As e-Sports continues to grow, so too have the legal issues that loom over it. Exploitative contracts, rampant discrimination and cheating scandals are just a few of the many challenges that players, teams, leagues and sponsors must navigate. While some policies exist, many issues remain unclear or unregulated. The situation is further complicated by the global nature of e-Sports competitions and lack of a central governing body, which can create uncertainty over whose regulations apply. Because many players are young, they may lack the sophistication to deal with the myriad legal issues. This paper provides an overview of some of the biggest legal questions impacting e-Sports in Asia and elsewhere, and what the future may hold.

Keywords: Esports, Law, Video Games, Regulation

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Abstract

The present study was conducted to assess the internet addiction among students of graduates and post-graduates, consisted sample of 280 students (140 Graduation students and 140 Post-Graduation students studying in computer science), selected through random sampling technique from Hazara university Mansehra of Pakistan KPK and University of Azad Jammu and Kashmir Muzaffarabad Azad Kashmir. Data was collected with the help of Internet Addiction scale developed by Young (1998), from both universities. For statistical analysis Mean, SD, and Anova test were applied in this study. That result shows female student are more internet addict compare to male student. And there is no significant difference between Internet Addiction of Hazara University Mansehra and University of Azad Jammu and Kashmir Muzaffarabad Azad Kashmir students. There is no significant interaction effect between Internet Addiction of types of education and gender.

Keywords: Internet addiction, Graduation, Post-Graduation, Information Technology (IT), Mansehra, Azad Kashmir.

Valerie Erin Abundo
ERCICBELL1910073

Redefining the Business Tourism Image of Poro Point

Valerie Erin Abundo

The National University of Singapore Society (NUSS) The Graduate Club, Suntec City Guild House, 3 Temasek Boulevard (Tower 5), #02- 401/402 Suntec City Mall, Singapore
Abstract
Poro Point, also known historically as San Fernando Point, is a headland and peninsula located in the city of San Fernando, La Union, on the island of Luzon in the Philippines. It projects northwesterly about 3.2 kilometers into the South China Sea. This place holds a lot of stories that are still unfamiliar or unknown for the most of the people visiting because there is something that is keeping them from knowing its real and whole story. The researchers’ data gathering successfully redefined Poro and they have broaden the perspective of every people who visits the place and the new moved in residents that weren’t aware of its past and a beautiful future that is waiting for them. The researchers went to Poro Point and conducted an interview through questionnaires to locals, tourists, and LGU. They concluded that the environment in their area is well taken care of despite of it being a tourist spot. Residents and tourists are one with the local government’s advocacy of a clean and green environment for they believe that it’s their responsibility to take care of the place not just for the tourists who will come and visit the place but mostly for their children who will continue what is left to them. Beside, Poro showcases business establishments for business-minded people and the ocean view for those who are lovers of nature. Moreover, the hospitality of its people makes it the best place to visit and that’s why people loves to explore more places.

Keywords: Summer getaway, Tourism, Tourist spot, Redefining, Business

Md. Nafizur Rahman
ERCICBELLP1910074

An Evaluation of the Factors Influencing Customers’ Experience in Supermarkets of Bangladesh

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Zeba Samiha
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Abstract
The supermarket industry of Bangladesh came off the ground in the early 2000s. The industry has witnessed steady growth over this time-frame. Mostly run by three key players Shwapno, Agora and Meena Bazar, the industry has brought to a certain extent a major shift of consumer shopping preferences from mom-and-pop stores to the superstores. The rise of the middle class and its growing buying power drive the growth of Bangladesh's supermarket business. The sector is likely to witness further growth due to rapid urbanization and higher per capita income, according to market players. The market size of the country's supermarket is approximately Tk. 2,500 crore, and the growth has been nearly 15 percent per year over the past couple of years. Faced with many obstacles such as the imposition of VAT, scarcity of proper commercial space and a yet-to-be-robust value chain, the industry is making progress towards growth. The top players jumped on the bandwagon to create a superior "Supermarket Experience" for their valued customers. This study aims at investigating the factors that affect customers’ experience in supermarkets of Bangladesh. Secondary data were used to review the literature and primary data were used to conduct the analysis. A sample of 206 customers who regularly visits supermarkets were interviewed using a structured questionnaire. Both descriptive and inferential analysis were used to analyze the data. Multivariate analysis such as- Exploratory factor analysis was used to identify the factors that significantly influence customers’ experience in supermarkets. Multiple regression analysis was performed to identify the relationship between the factors and the overall customers’ experience in supermärkets of Bangladesh. The result shows that factors such as, price, availability of products, product assortment, store environment and responsiveness are the important factors that influence customers’ experience in supermarkets of Bangladesh. This study
suggests that the super chain owners should focus more on the pricing and availability of the products, assortment of products, improving store atmosphere and responsiveness of their employees to improve the customers’ experience in supermarkets of Bangladesh.

Keywords: Supermarket, Customers’ experience, Product availability, Product assortment, Store environment, Responsiveness.

Case Study of Omnichannel Marketing Application in PT Arwana Citramulia Tbk

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Abstract

Omnichannel marketing is a marketing method that integrates marketing channels to target specific target markets. This research is a case study of the use of omnichannel marketing for B2B activities at PT Arwana Citramulia Tbk, the largest company of many companies in the ceramics industry in Indonesia. PT Arwana Citramulia Tbk targets the middle to lower market segments throughout Indonesia. To be able to dissect how PT Arwana Citramulia Tbk manages its channel, this research will use qualitative methods by conducting unstructured interviews with various stakeholders in PT Arwana Citramulia Tbk. In addition, technology acceptance models are also used to measure revenue from the distribution chain line of PT Arwana Citramulia Tbk, which conducts B2B marketing activities towards the use of online channels to support the use of omnichannel marketing. The technology acceptance model will be used to analyze quantitatively, which is also equipped with results of unstructured interviews regarding the implementation and management of omnichannel marketing by PT Arwana Citramulia Tbk.


Measuring User Acceptance of Electronic Payment in Indonesia Gas Station Using Technology Acceptance Model (TAM)

Ainaya Irham Adiyatama
Management, Bandung Institute of Technology Business School, Bandung, Indonesia

Abstract

With the development of cashless technology in Indonesia, various types of electronic money use began to emerge. However, the use of a cashless payment using RFID (Radio Frequency Identification) and QR code payment system in Indonesia has not commonly implemented for payment at the gas station. Therefore, this study is conducted to determine the relationship between perceived ease of use and perceived usefulness with the behavioral intention of gasoline user to use for both RFID system and QR code system using partial TAM (Technology Acceptance Model) by Davis (1989). A quantitative research method was applied using an online questionnaire to collect data from 417 people living in Bandung, Indonesia, who had used the RFID system and filling up gasoline for their private vehicle. Specifically, with the implementation of path analysis statistical method, this study found that perceived ease of use and perceived usefulness positively correlate with behavioral intention to use. Finally, the findings of this study can help oil and gas industry to understand the acceptance of electronic payment implemented in gas stations.

Keywords: Technology Acceptance Model, Perceived Ease of Use, Perceived Usefulness, Behavioral Intention to Use.

An Investigation of Thai Students’ Attitudes in Relation to Pronunciation of English as a Second Language

Muslim Roka
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Abstract
This study attempted to investigate (i) whether the targets of Thai students of English when speaking English is either to achieve near-native English pronunciation (EP) or comprehensibility, (ii) their attitudes towards their own EP and towards learning EP, and (iii) the effect of social factors on their attitudes. The samples of this study were 58 Thai undergraduate students of English at a university in Narathiwat, Thailand, and four of whom were interviewed. The experiment employed direct techniques of language attitudes measurement. The results obtained reveal that the informants’ target was statistically significant to achieve near native EP. In addition, the informants’ attitudes towards their own EP appeared to be neutral, whereas their attitude towards learning EP was positive. Neither gender nor regional provenance was found to be significant variables in determining the language attitudes of the informants. However, the different rates of exposure to English of the informants had a significant effect only on the informants’ attitudes towards learning EP, but not towards their EP.

Keywords: Thai Students, English Pronunciation, Attitudes

Nuro Yaseng
An Investigation of Errors in English Writing of Second Year English Major Students, Faculty of Liberal Arts, Princess of Naradhiwas University

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Abstract
This research entitled ‘An Investigation of Errors in English Writing of Second Year English Major Students, Faculty of Liberal Arts, Princess of Naradhiwas University’ aimed to investigate grammatical errors in English essays of the second year English major students. The samples of the study were 60 English essay writing entitled ‘As a Student, How to Bring a Positive Change in Society?’, composed by the second-year English major students who took Persuasive Writing Course (11-034-206). The instrument utilized in this study was an error record form, which was
used to record grammatical errors. The results of this study showed that the most frequent errors were subject-verb agreement, 213 times (20.99%), followed by articles errors, 208 times (20.49%), and preposition errors, 119 times (11.72%) respectively. Furthermore, the study also revealed that the average error found in each essay was 5.45 times. When considering each essay, the most frequent average errors were subject-verb agreement, 3.55 times, followed by articles, 3.47 time, and prepositions, 1.98 times respectively.

Keywords: Error, English Writing, Princess of Naradhiwas University

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Mediation in Brazil: A Way for the Solution of Patient-Medical Conflicts

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The research aims to analyze the feasibility of judicial or extrajudicial mediation as alternative medicine judicialization in Brazil. The problem of excessive litigation in Brazil is a reality that compromises the management of the Judiciary. The lawsuits brought by patients against doctors, involving medical malpractice in the provision of health services, fit the reported procedural delay critic panorama. For this study, It was adopted a deductive and theoretical methodological, the analysis of legislation and documentation, as well as the bibliographic survey. The investigation results confirm the mediation as a useful strategy for solution for the self-composition of conflicts involving patients and doctors, in order to preserve access to justice and the social pacification. Concludes that the judicial or extrajudicial mediation constitutes an environment that enables dialogue and interaction of the parties involved and effectiveness of civil procedure post-modern. The learning flows in future work, with the aim of studying the papers of the patient, the doctor and the mediator by optical the theory psychoanalytic.

Keywords: Medical-Patient Conflict, Judicialization of Medicine, Brazil Mediation

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Parental Attachment, Teacher Attachment, and Attachment to God of Adolescents with Broken Families

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Various researches about the attachment of adolescents with broken families contradict each other. Despite the growing number of researches about this matter, using attachment theory to examine the attachment level of adolescents with broken families is rarely used. To delve in deeper about the attachment of such adolescents, a sequential mixed-method design was used for this study, to assess and explore the parental attachment, teacher attachment and God attachment of the participants. Using Pearson correlation, it was discovered that a significant relationship exists...
with the three variables. Participants have average attachment with their parents, teachers, and God. Results from the quantitative part of the study is explained by the variety of experiences and individual differences of the participants. Qualitative findings imply some support with the quantitative results. Using thematic analysis, it was discovered that participants have more cherished relationship with their teachers than their parents. The respondents also find more similarities and association between their teachers and God, than their biological mothers and fathers. The teachers’ proximity to students may be pointed as a reason why adolescents have closer relationship with their teachers. The integration of data from both methods conclude that other mediating factors may play a vital role in determining the attachment level of adolescents with broken families.

Keywords: Broken Families, Adolescents, Parental Attachment, Teacher Attachment, God Attachment

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<tr>
<th>Chloudya Julia E.P. Siboro</th>
<th>The Effect of Media Mix Elements on Brand Awareness and Loyalty in UK Topshop Market</th>
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<tr>
<td>ERCICBELLP1910072</td>
<td>Chloudya Julia E.P. Siboro</td>
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<td>Marketing, Hull University Business School, Hull, United Kingdom</td>
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<td><strong>Abstract</strong></td>
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<td>In light of mounting usage of media for brand communications, this study set out to investigate the effect of advertising frequency across media mix elements towards brand equity dimensions namely brand awareness and brand loyalty for Topshop brand in the UK market. Effective advertising is known to be able to enhance the attitude towards a brand, strengthen its image, and loyalty. Also, repetitive advertising schedules increase the probability of a brand being put in the customer's consideration set. A quantitative research method was applied using online questionnaires to collect data from 51 women living in the UK. A purposive sampling technique was used to simplify the sample selection process. The four media mix elements tested were a magazine, billboard, Instagram, and Facebook through a Spearman's Rank Order Correlation. This study found that only the advertising frequency on the billboard that has a negative relationship with brand awareness and brand loyalty while the other three media showed significant positive results. A general outcome can be drawn that most of the media mix elements used today to contribute towards brand awareness and brand loyalty that can increase brand equity and firm's performance. Furthermore, the findings of this study can help in the future for fashion retailers to determine the media suitable for promoting their brands and increase brand equity in this digital age.</td>
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<td><strong>Keywords:</strong> Media Mix Elements, Advertising Frequency, Brand Awareness, Brand Loyalty</td>
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<th>Noor Fatima</th>
<th>The Impact of Desires for Revenge on the Relationship between Organizational Justice and Counterproductive Work Behavior in Pakistan</th>
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<td>ERCICBELLP1910084</td>
<td>Noor Fatima</td>
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<td>Faculty of Economics and Management, University of Putra Malaysia, Malaysia</td>
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<td></td>
<td><strong>Abstract</strong></td>
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<td>The objective of this study is to identify the relationship between different types of organizational justice and counterproductive work behavior of the employees towards their organization (CWB-O) and towards their respective supervisors (CWB-S). A total of 169 employee’s responses from both private and public sector institutes in Pakistan are included in the study. Statistical analysis reveals that, among the four types of organizational justice, procedural injustice and distributive injustice contribute negatively towards counterproductive work behavior towards organization, whereas interpersonal and informational injustice leads to the counterproductive work behavior of the employees against respective supervisors. Hierarchical Regression Analysis results showed that procedural justice showed most unique variance in CWB-O, and interpersonal justice explained most unique variance in CWB-S. It is further found that revenge desires of the employees against their organization partially mediates the relationship between organizational justice and counterproductive work behavior against organization, on the other hand employees revenge desires against their supervisors partially mediates the relationship between organizational justice and counterproductive work behavior against their supervisors.</td>
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### The History and Evolution of American Torture and Secret Prisons (1898-2008)

**Ritica Ramesh**  
International History Department, Georgetown University School of Foreign Service in Qatar, Doha, Qatar

**Abstract**

“During my captivity in the camp, I was interrogated and tortured twice. Each time I was threatened that I would be sent to Guantanamo Bay prison. During this period, I heard from my fellow detainees that they were tortured by cigarette burns, injected with hallucinating chemicals and had their rectum inserted with various types of instruments, such as wooden sticks and pipes. They would return to the camp, bleeding profusely. Some had their bones broken.”  
-Ali Shallal al-Qaisi, Signed Affidavit to the War Crimes Commission, Malaysia, 2008

Ali Shallal al-Qaisi, an Iraqi professor, was one of the 7500 detainees imprisoned at the Abu Ghraib prison by US forces in Iraq between July and December of 2003. The prison, infamous for torture and abuse when it was run by Saddam Hussein’s regime, continued to live up to its reputation after the US military seized control of the facility during the Iraq War. American government personnel directly conducted and oversaw the administration of torture of several thousand detainees during the Global War on Terror. Such policies came to light most prominently when journalists exposed these practices to the American public in 2003 and 2004. Although the Abu Ghraib Prison scandal shocked millions of Americans and others around the world, the U.S. government’s use of torture as official policy in the conduct of its warfare has a much longer history dating back at least to the Philippine-American War of 1898. In the period between 1898 and 2008, the American government devoted massive amounts of time, energy, and resources to developing and studying torture techniques, including how to construct the ideal physical space in which interrogators should apply their torture. Research on prison structures aided the administration of torture in constructing physical environments that facilitated and ensured the maximum suffering of the victims. The secrecy that increasingly accompanied the creation of these prisons also helped the US government avoid any legal ramifications under international and domestic law. The relationship between the evolution of American practices of torture and the development of secret prisons and interrogation centers is the central focus of this thesis. This thesis argues that from the beginning of the Philippine-American War in 1898 up until the Global War on Terror beginning in 2001, the expansion and development of torture methods and secret prisons was a critical priority of the American military and intelligence apparatus. In order to trace this relationship, this thesis focuses on three major case studies: The American military in the Philippine-American War (1898-1902), the Phoenix Program in the Vietnam War (1965-1972), and the development of black sites during the Global War on Terror (2001-2008).

### The Relationship between Exchange Rate and Stock Prices in case of Thailand: Evidence from Wavelet Analysis

**Rerngrit Bunditsakulporn**  
Thammasat University, Thailand

**Abstract**

This study investigates the relationship between Exchange Rate and Stock market Prices in Thailand by using Wavelet analysis to examine the strength of relationship, direction of correlation, and lead-lag relationship. Most of previous researches ignore frequency domain. Thus, continuous wavelet power spectrum, cross wavelet, and wavelet coherence are more focused. These methods proposed by Torrence and Compo (1998) and Torrence and Webster (1999) are adopted, which allow us to deal with time and frequency domain analysis. Seventeen years daily data, Exchange Rate of Thailand (THB/USD) and Stock Price Index, collecting from Bank of Thailand (BOT) and The Stock Exchange of Thailand (SET), respectively, over period 1 January 2000 to 29 December 2017 have analyzed. The results can support the two important theoretical frameworks which concerning of causality between Exchange Rate and Stock market prices (Traditional approach and Portfolio-Balance approach) in sub-scale for both time and frequency domain. This study results find that there are volatility spots for both changes of Exchange Rate and Stock
Prices return cases over entire sample period which do not excess 64 days scale (frequency). High co-volatility occur especially in abnormal period (Global Financial crisis) which stock prices return is leading. In correlation results, the relationship occur for all scale (short, medium, and long) along whole period and clearly appear in the upper medium scale with changes in Exchange Rate as leader followed Traditional approach except in the crisis period. During crisis, highly correlation represent in the long scale with Stock prices return as leader followed Portfolio-balance approach. Based on finding results, Government may intervene in each market to control or adjust another market in different situation. In part of investors who require to invest may use these results as another basis to predict behavior of both markets.

Keywords: Continuous Wavelet, Exchange Rate, Stock Prices, Wavelet

Role of Total Quality Management (TQM) Practice for the effective Leadership in Business Organizations

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Abstract

Today, every investors are realizing that for any business organization now quality management practice is an integral part of their organization and focusing on better productivity, better quality and lower production cost, customer satisfaction and customer delight. The role of TQM practice is alarming, training, motivating and overhauling on regular basis to their leadership to assure quality management system their services and products of the business organizations to achieve a competitive advantage for their brand image and share in the market. TQM plays a very significant and important role for effective leadership. Objective and aim of this research paper is to explore the important and significant role of TQM practice for the effective leadership and thus it recommends that the effective leadership can only ensure for sustainable development of any business organizations. TQM practices generally concentrates on two important dimensions of effective leadership - the human elements and the operation elements. The most fundamental human elements of a leader’s effectiveness is the adapting and implementing changing of beliefs and attitudes of individuals in the business organization. Implementation of Total Quality Management practices require an dynamic, enthusiastic, well trained, positive behavior and devoting team headed by such leaders as defined by Bon Eaton, CEO Daimler Chrysler “Leader is someone who can take a group of people to a place they don’t think they can go”. TQM practices provide leadership belief of team for reorganization of operational managements in strengthening of a company's management to set and achieve challenging goals, take fast and decisive action when needed, outperform the competition, and inspire others to perform at all levels. In effective leadership team each and every member is involved for change management and feels emotionally his/her responsibilities and thus TQM practices have most important and significance contributory and self inspired contribution for the whole organization in understanding and adopting the role of leadership to make delegating responsibility more effectively. This article is based on serious and extensive literature review and draw argumentum and factual conclusion for the title of this study.

Keywords: Investors, Customer satisfaction, Customer Delight, TQM, Effective Leadership, Human, operation, Ban Eaton
The present pilot study examined the feasibility of measures used in a survey which sought to identify the associations between attachment relationships, psychological problems and negative automatic thoughts among late adolescents in Rawalpindi, Pakistan. A total of 98 participants (male=49, female=49) were recruited from government colleges in Rawalpindi. The measures used to assess the research variables were the Inventory of Parent-Peer Attachment, Depression, Anxiety, and Stress Scale, and the Automatic Thought Questionnaire. Results indicated that all of these measures had good reliabilities. Findings of the correlation analyses demonstrated that maternal, paternal and peer attachment relationships were negatively related to symptoms of depression and anxiety as well as to negative automatic thoughts. On the other hand, depressive and anxiety symptoms were positively associated with negative automatic thoughts. These findings suggest that future studies must investigate adolescents from two-parent households and exclude those with only one living parent. The results underscore the need for further investigations of the linkages between attachment relationships, negative automatic thoughts and psychological problems on larger samples.

Keywords: Attachment Relationships, Psychological Problems, Negative Automatic Thoughts

The Impact of Desires for Revenge on the Relationship between Organizational Justice and Counterproductive Work Behavior in Pakistan

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Abstract
The objective of this study is to identify the relationship between different types of organizational justice and Counterproductive work behavior of the employees towards their organization (CWB-O) and towards their respective supervisors (CWB-S). A total of 169 employee’s responses from both private and public sector institutes in Pakistan are included in the study. Statistical analysis reveals that, among the four types of organizational justice, procedural injustice and distributive injustice contribute negatively towards counterproductive work behavior towards organization, whereas interpersonal and informational injustice leads to the counterproductive work behavior of the employees against respective supervisors. Hierarchical Regression Analysis results showed that procedural justice showed most unique variance in CWB-O, and interpersonal justice explained most unique variance in CWB-S. It is further found that revenge desires of the employees against their organization partially mediates the relationship between organizational justice and counterproductive work behavior against organization, on the other hand employees revenge desires against their supervisors partially mediates the relationship between organizational justice and counterproductive work behavior against their supervisors.

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2nd Prague – International Conference on Social Science & Humanities (ICSSH), 15-16 October 2019
4th Bangkok – International Conference on Social Science & Humanities (ICSSH), 15-16 October 2019
2019 – XXII International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), Oct 16-17, Bangkok
4th Singapore – International Conference on Social Science & Humanities (ICSSH), 13-14 November 2019
5th Dubai – International Conference on Social Science & Humanities (ICSSH), 09-10 December 2019
2019 – XXIV International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), December 10-11, Dubai
Sydney – International Conference on Social Science & Humanities (ICSSH), 10-11 December 2019
2019 – XXV International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), December 11-12, Sydney
3rd Bali – International Conference on Social Science & Humanities (ICSSH), 19-20 December 2019
5th Bangkok – International Conference on Social Science & Humanities (ICSSH), 21-22 December 2019

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