



## **Conference Proceedings**

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Law, Language & Psychology (ICBELLP), December 10-11, Dubai

10-11 December 2019

### **CONFERENCE VENUE**

Flora Grand Hotel, Near Al Rigga Metro Station, Deira, Dubai, United Arab  
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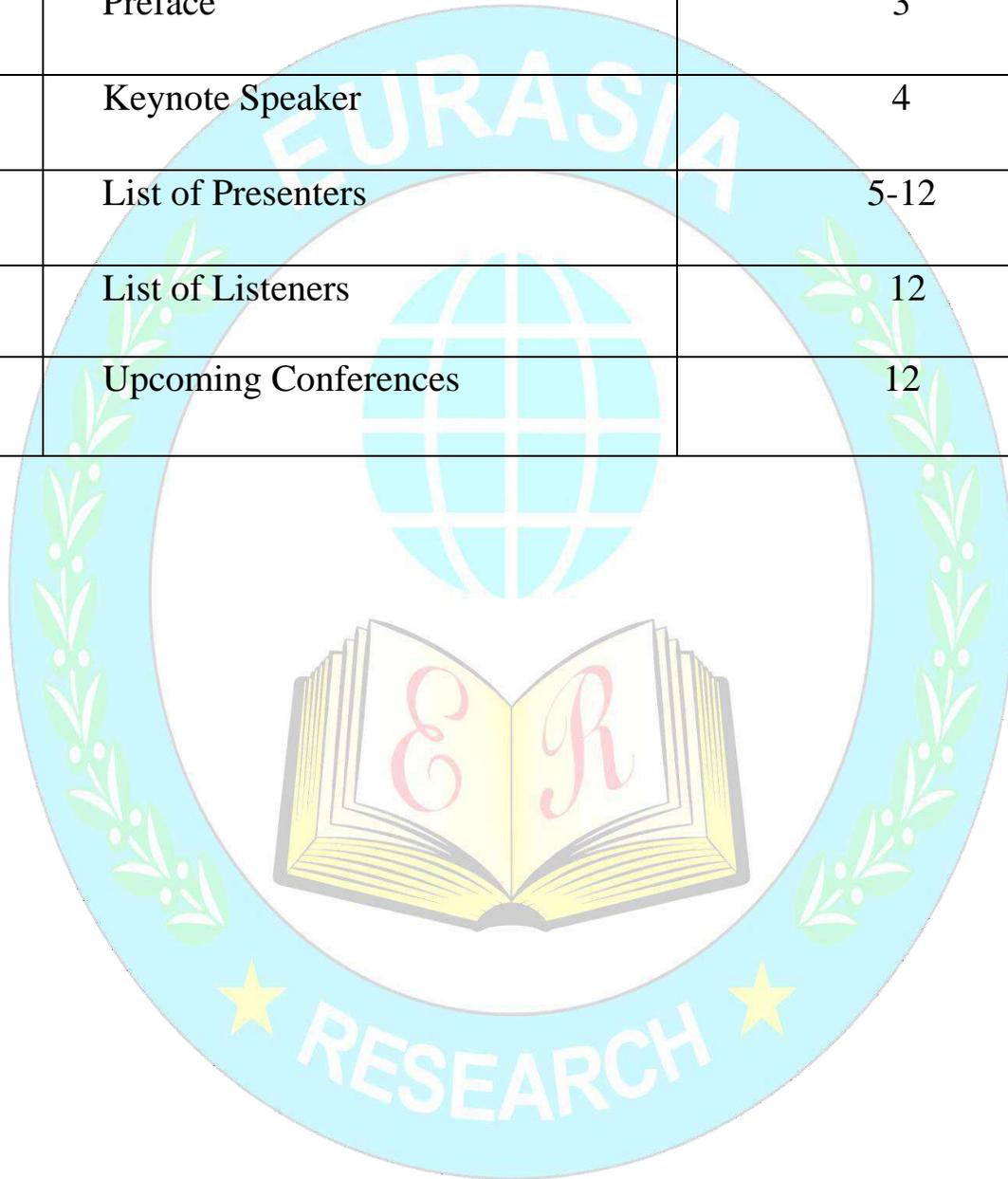
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**Preface:**

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## **KEYNOTE SPEAKER**



### **Agnieszka Ilendo-Milewska**

**Director of the Faculty of Psychology at the Private University of Pedagogy in Bialystok, in Poland**

**Topic: What is Necessary to Effectively Teach Self-Regulation to Students?**

**Defining the Self-Regulation in cultural context**

Ph.D. Agnieszka Ilendo-Milewska is a psychologist. She is a director of the Faculty of Psychology at the Private University of Pedagogy in Bialystok, in Poland. She is a head person and founder of the Private Primary School of Computer Science and Languages in Bialystok and also an expert at the Ministry of National Education. Her major research interests include the self-regulation, dysfunctional behavior and social relation. Her scientist's project is concentrate on 'Self-regulation among middle school students' and 'Emotions and relationships between groups'.

She has published widely in Polish and English. She has authored several books: 'School environment in the students' experiences, tendencies of changes' (2016) and 'Dysfunction among middle school students' (2009).

She awarded the medal of the Commission of National Education in Poland for exceptional services to the education and upbringing.

## **PRESENTERS**



**Abdulsalam Waheed  
Abdulfatah  
ERCICBELLP1925052**

### **Promoting Tourism Entrepreneurship for Job Creation and Economic Development In Nigeria**

**Abdulsalam Waheed Abdulfatah  
Federal Polytechnic Bauchi, Department of Leisure and Tourism, Nigeria**

#### **Abstract**

The research work focuses on tourism entrepreneurship as a window for promoting innovation and creativity for job creation in Nigeria. Emphasis is placed on the significance of tourism entrepreneurship, characteristics of the entrepreneur, technological development and environment to innovation as the key success factors of SMEs in Nigeria. The methodological framework for the research is deductive in scope with use of questionnaires in eliciting cogent and relevant information; the use of existing theories of entrepreneurship, tourism and innovation as the starting point for the study of individual phenomena. The findings revealed that tourism entrepreneurship is capable of promoting small scale businesses and as well serve as a veritable tool towards job creation and self-reliance in Nigeria. Workable recommendations were outlined in the area of policies that will support and encourage tourism entrepreneurship growth and development in Nigeria.

**Keywords: Creativity, Entrepreneurship, Innovation and Tourism**



**Igomu Paul Pius  
ERCICBELLP1925053**

### **An Analysis Of The Impact Of Motivational Tools On Academic Staff Performance In Educational Institutions” (A Case Study Of The Federal Polytechnic, Kaura Namoda, Zamfara State)**

**Igomu Paul Pius  
Department of Business Administration and Management, The Federal Polytechnic, Kaura  
Namoda, Zamfara State, Nigeria**

#### **Abstract**

This study, "an analysis of the impact of motivational tools on academic staff performance in educational institutions", a case study of the Federal Polytechnic, Kaura Namoda, Zamfara State, tends to examine if there are problems confronting staff motivation, the motivational tools that positively influence staff performance and to establish if there is any relationship between motivation and staff performance. The research design adopted for this study was descriptive in nature. Using a simple random sampling technique, a sample size of 46 staff was selected from a population of 464 academic staff. The research instrument used was structured questionnaires using Likert scale. A test for reliability of instruments was carried out using the Cronbach Alpha measurement for reliability, and it was discovered that the scale is internally consistent and highly reliable with a Cronbach Alpha of 0.847. Three hypotheses were formulated and tested at 0.05 level of significance; using the statistical tool of Chi-square through SPSS (Statistical Package for Social Sciences) computer software to run the analysis. The study reveals that there exist problems confronting motivation and staff performance. It also established that motivational tools such as good working environment, recognition, promotion, bonuses, training etc. positively influence staff performance. More so, (the study established that there exist a significant relationship between motivation and staff performance in the FPTKN. Based on the findings of this study, conclusion and appropriate recommendations were made for the Management of the FPTKN and other educational institutions to develop motivational programs to boost academic staff performance; hence curtailing problems confronting motivation and academic staff performance etc.

**Keywords: Motivational Tools, Staff Performance, Educational Institutions**

**Nasser ElGhuzawany  
ERCICBELLP1925055**

### **Measuring the Impact and Benefits of The Global Demographic Changes on The Tourism Industry " with Application On TURKEY"**

**Nasser ElGhuzawany  
University of Omar El Mokhtar-Libya, Alexandria, Egypt**

#### **Abstract**

**The success of a tourist country depends on the accurate evaluation of many factors and developments affecting the tourist demand process, and among these developments the tourist**

country must understand, are the continuous demographic changes which mean those differences and variations occurred on the demographic structure of the population, and this structure contains many different elements and categories called " the demographic phenomenon", those elements include many joined variables: education level, income level, social and cultural level " values and aspirations", age, sex, household composition ,nationality ,religious beliefs, health level, lifestyle, as well as many other important variables like fertility rates, migration, economic activity rates and work patterns. Those demographic changes would cause a tremendous impact on the variation of the tourist products, on the one hand, and its uniqueness, on the other hand, as well as its significant role on affecting the nature of the tourist demand on the coming decades, and with no doubt, as these demographic characteristics for many people are increasingly changing, this would affect the tourist demand itself and would activate the tourist market to a large extent. The development of some Islamic countries due to the above-mentioned changes give rise to the various business components within the tourism industry, and among those components emerge the halal tourism as the one of the most important sector in the tourism industry in the recent years, whether at the international level, or the level of intra-OIC tourism arrival. The Islamic tourism benefited widely and increasingly from those positive demographic changes which caused a significant and continuous boom in the movement of the tourism and travel, and this matter poses a great challenges to the big famous tourist countries " like TURKEY" as how to look to this matter seriously by measuring the impact of those demographic changes and develop new plans and policies to take advantages and make the most of them for the purpose of achieving more success and progress in the halal tourism industry in a given "Islamic" country.

**Challenges In Teaching Oral English In Secondary Schools In North-Eastern Nigeria**

**Asugu Yuba Garba**

**Department of English, College of Education, Waka Biu, Borno, Nigeria**

**Abstract**

The challenges that Nigeria face in recruiting and retaining qualified teachers cannot be overemphasized. The purpose of this study was to investing some of the challenges associated with teachers and teaching in English as well as identifying strategies that can be implemented to improve the working conditions of teachers as well as teaching in school in Nigeria. The study surveyed the problems of teaching Oral English in some selected secondary schools within Biu Local Government Area of Borno State. The sample size is 50 comprising of 8 secondary schools. A survey research design was adapted for the investigation. The research instruments. Include teaching staff questioners using the analysis of variance (ANOVA). The result of the finding reveals that there are problems in teaching Oral English in Biu secondary schools. Mother tongue interference, lack of experience and use of outdated textbook were major hacks to the teaching of Oral English. The schools or even the teachers should acquire up-to-date textbooks also, teacher be sent on in-service training and student are encouraged to communicate in English within and outside the classroom, so as to reduce the problems of mass failure in English Language Examination and other relevant examinations.

**Keyword: Oral, Language, English, Students, Biu**



**Asugu Yuba Garba**  
**ERCICBELLP1925058**

**Perceptions and Opinions of Parental and Educators Over The Use of Corporal Punishment In Schools. The Case of Tafara 1 High School**

**Innocent Mahiya**

**School of Applied Human Sciences College of Humanities Howard Campus, University of KwaZulu Natal, Durban, South Africa**

**Abstract**

Corporal punishment has been used as a disciplinary measure for ill behaviours. The use of corporal punishment is a preferred measure to discipline students by some parents and educators whilst some educationists and civic organisations dispute and advocate against its use. A lot of countries have passed laws and policies that restrict the use of corporal punishment, Zimbabwe included. This study examined the perceptions of parents in low income communities on the use of corporal punishment as a correction measure in schools. The introduction of policies and Government Gazette (2013) governing the use of corporal punishment has been met with some reservations among the parents, caregivers, education sector, civil society and the children



**Innocent Mahiya**  
**ERCICBELLP1925059**

	<p>themselves. There are some individuals who still believe in the use of corporal punishment. The study focused on the use of corporal punishment as a disciplinary tool in schools, with specific reference to Tafara 1 High. <b>Keywords: Corporal Punishment, Schools, Children, Zimbabwe</b></p>
<p>Magdalena Kowalska ERCICBELLP1925061 + Martyna Kowalska ERCICBELLP1925061</p>	<p><b>The Significance and Evaluation Of Selected Online Communication Tools - Comparative Analysis Of Young Consumers From Poland, Croatia And China</b></p> <p style="text-align: center;"><b>Magdalena Kowalska</b> Department of Marketing, University of Szczecin, Szczecin, Poland</p> <p style="text-align: center;"><b>Martyna Kostrzewska</b> Department of Marketing, University of Szczecin, Szczecin, Poland</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The digital marketing brings many new possibilities of communication with clients for enterprises, however, for success, it is important to correctly match the online tools to the target group. The main goal of the article is to identify the most important online communication tools among a group of young consumers in three culturally and technologically different countries - Poland, Croatia and China. The research was conducted using a paper survey questionnaire and CATI methods, on the research sample N=1767, in three countries: Poland (N=502), Croatia (N=523) and China (N=742). The study analyzed selected online tools that were classified into five groups regarding: 1.the value and convenience for the customer, 2. security and trust, 3. consumer service, 4. belonging and engage, 5. added value. Tools qualified for each of the groups have been tested in terms of weight and assessment of their importance for a group of young people. This allowed to indicate which of the online communication methods is the most important and thus most expected by this segment of clients, as well as which of the tools are not sufficiently used by enterprises in three countries studied. The findings highlight differences in the expectations of young people depending on the country, which indicates necessity conducting international research. The results presented in the article are a valuable source of knowledge for practical implications for companies operating in the segment of young consumers in order to select the best online communication tools with these clients in Poland, Croatia and China. <b>Keywords: Young Consumers, Digital Marketing, Online Marketing, Online Communication Tools, Online Relationship</b> <b>Acknowledgment: The project is financed within the framework of the program of the Minister of Science and Higher Education under the name "Regional Excellence Initiative" in the years 2019 – 2022; project number 001/RID/2018/19; the amount of financing PLN 10,684,000.00</b></p>

**Dr. Sunishtha Dhaka**  
**ERCICBELLP1925063**

**Co-Creation as an Engagement Tool for Relating Co-Creating Consumers in Service Marketing**

**Dr. Sunishtha Dhaka**  
**Assistant Professor, Faculty of management, School of Business and Commerce, Manipal**  
**University Jaipur**

**Abstract**

The customers' involvement in the process of value creation, his influences in this area, and his efforts at co creation of value, is sought to be grouped under an area christened as Customer Engagement. However there is lack of study in what kind of customers should be involved in co-creation in services context. This paper develops an understanding regarding the importance of co-creation in service context and to find out which type of co-creating consumers should be involved in co-creation with respect to marketing of services. Customer Involvement (Von Hippel); Co-Creation (Prahalad and Ramaswamy); Types of co-creating consumers (Fuller). Researcher conducted is an exploratory research by using secondary data. For primary consideration of research telephonic interviews were also conducted. The interviews were semi-structured interviews most of which consisted mostly of closed-ended questions. The main findings are that the according to (Fuller 2010) there were four types of co-creating consumers i.e. Intrinsically-interested Participant, Curiosity-driven participant, Reward- oriented participant and Need-driven participant. According to the survey, Intrinsically- interested participant and curiosity-driven participant consumers should be involved in co-creation for marketing in services. The originality value of this paper suggests, Managers and employees can use the consumer type matrix to know which consumers should be involved in co-creation for effective customer engagement. Future directions suggests empirical research need to be conducted to provide more insights.

**Keywords: Value Co-Creation, Customer Engagement, Customer Experiences, Relationship**

<p>Ismoil 22 ERCICBELLP1925065</p>	<p><b>Marketing</b></p> <p><b>Causes of Aggravation of The Ecological State of The Ferghana Valley Landscape and Ways to Optimize It</b></p> <p>Ismoil 22 Geography Department, Namangan State University, Namangan, Uzbekistan</p> <p><b>Abstract</b></p> <p>At present, the environmental situation is deteriorating due to anthropogenic factors in various parts of the country, including in the Ferghana Valley. In such a complex environmental situation, the most important challenge is to develop rational measures to improve the efficiency of landscapes.</p> <p>As a result of long and irregular use of the Ferghana Valley landscapes, their ecological situation has deteriorated, and quantitative and qualitative changes are taking place. Several natural and anthropogenic factors can be attributed to this. According to him, the ecological condition of landscapes is in a state of catastrophe due to the neglect of the anthropogenic processes occurring in landscapes, the failure to take timely measures to prevent them, and the most unfortunate to this day. These include the following landscape and environmental problems:</p> <ul style="list-style-type: none"> <li>□ Inadequate use of agro-landscapes formed on the developed lands, and inadequate allocation of agricultural crops to landscape types, taking into account natural and economic geographical factors;</li> <li>□ Increasing number of sources of atmospheric air pollution;</li> <li>□ Contamination of internal water by harmful and toxic compounds;</li> <li>□ Zah Poisoning agricultural products with chemicals such as nitrates, pesticides;</li> <li>□ Kuzat Poor irrigated fertile soil, salinization and salinization;</li> <li>□ Seliteb landscapes can be contaminated by industrial enterprises, household waste, and aggravated environmental conditions that have a negative impact on human health.</li> </ul>
<p>Ali Hussaini ERCICBELLP1925067</p>	<p><b>How Socially Responsible are Tobacco Companies In Pakistan? From Doctrine To Implementation: Critically Reviewing Corporate Social Responsibility Within The Tobacco Companies of Pakistan</b></p> <p>Ali Hussaini Grants &amp; Contract, The Aga Khan University, Karachi, Pakistan</p> <p><b>Abstract</b></p> <p>This study investigates the role of Corporate Social Responsibility (CSR) within the Tobacco Companies of Pakistan. Through Participatory Action Research (PAR) author explores the negative esteem of tobacco companies within the communities. Author argues that current interventions tend to cluster CSR ideologies and so fail to take account of its original meaning and importance.</p> <p>Smokers – young and adult, are not all “helpless victims”; they can in some cases exercise a degree of abandon. Author examine the multidimensionality of ignorance towards CSR and look at the causes of its existence, understanding that there is no single cause but a multitude of factors which must be analyzed. The suggested interventions should be transformative and must target social-behavioral indicators to identify root causes of ignorance.</p> <p>Using various methodologies, such as questionnaire, telephonic interviews and email correspondences, author has been able to explore the hidden vulnerabilities of Pakistani Tobacco Companies, which are otherwise unheard and go unnoticed.</p> <p>This study is therefore about reflecting the value community holds and obligations of Pakistani Tobacco Companies towards them. In doing so, this study adds to the growing literature on the issues of CSR in the Tobacco Industry of the developing world.</p>
<p>Dorothy Ebere Adimora ERCICBELLP1925068</p>	<p><b>Prevalence of Bullying, Suicidal Behavior and Depression among Nigerian University Students</b></p> <p>Dorothy Ebere Adimora Department of Educational Foundations, Educational Psychology, Faculty of Education, University of Nigeria, Nsukka</p> <p><b>Abstract</b></p>

	<p>His study investigated the relationship among bullying, suicidal behavior and depression among University students in Nigerian. Two research questions and two null hypotheses guided the study. The design is correlation survey and multistage sampling technique was employed to draw a sample of 420 students from a population of 8860 University students from South-East Nigeria. Structured questionnaire adapted by the researcher was used in data collection. Data collected were analyzed using regression analysis. The result revealed a significant relationship between suicidal behaviour and depression among Nigerian University students. It was recommended, among others, that parents should collaborate with school administrators to curb incidence of bullying with the likelihood of resulting in suicidal behaviour among Nigerian university students. Psychologists and Counselors should also provide ways of assisting students to suppress suicidal behavior and depression. Keywords: Bullying, Suicide, Suicidal Ideation, Depression</p>
 <p>Irsa Mehboob ERCICBELLP1925069</p>	<p><b>Social Media All Around: Role of Marketing Dimensions Influencing Consumer Brand Loyalty</b></p> <p><b>Irsa Mehboob</b> Institute of Business Administration, University of the Punjab, Lahore, Pakistan</p> <p><b>Zara Imran</b> National University of Modern Languages, Lahore, Pakistan</p> <p><b>Hafiz Fawad Ali</b> Institute of Business Administration, University of the Punjab, Lahore, Pakistan</p> <p><b>Abstract</b></p> <p>In the last decade the social media marketing has evolved the human behavior to the maximum change. The overall social media users growth rate is reaching the heights of almost 35 Million (16 %) of the total population of Pakistan. The social media and its marketing techniques are drastically moving towards a change resulting in a shift from conventional buying behavior to e-buying practices. With the advancement in information technology world targeting the social media platform, this study focuses to add more valid contribution in the academia and practical research world by empirically testing a model with variables like social media, community engagement and brand use impacting brand loyalty with brand trust as mediator. The study will provide deep insights to the marketers and strategists at the time of brand development along the social media practices being engaged nowadays. The research tested a comprehensive model of brand trust and brand loyalty during the social media strategy development on the consumer perceptions using 500 responses gathered via electronic survey from public sector platform. Structural equation modeling (SEM) is used to evaluate the research data. Hence, the study dimensions is checked through confirmatory factor analysis technique (Measurement Model).The results categorize a significant positive impact of social media and community development on the consumer brand loyalty. Particularly, the association between brand usage and brand loyalty is robust in the presence of mediating effect of brand trust and thus deepens the understanding of the consumer buying processes in shaping customers' behavioral loyalty. The findings of the study concluded that all the proposed hypothesis are significant and these social media tools will be helpful for both marketing firms and strategy developers in obtaining best marketing outcomes. Keywords: Social Media, Brand Trust, Brand Loyalty, Social Networking, Community Engagements, Brand Use</p>
<p>Mihaela Iacob ERCICBELLP1925066</p>	<p><b>Outer Space Incentives and Home Planet Institutions: Teleology, Thymology, Technology and Tractology in Cosmic Affairs</b></p> <p><b>Octavian-Dragomir jora</b> The Bucharest University of Economic Studies, Bucharest, Romania</p> <p><b>Mihaela Iacob</b> The Bucharest University of Economic Studies, Bucharest, Romania</p> <p><b>Vlad I. Roşca</b> The Bucharest University of Economic Studies, Bucharest, Romania</p>

	<p style="text-align: center;"><b>Alexandru Georgescu</b> The Romanian Association for Space Technology and Industry, Bucharest, Romania</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The conception of “economy” and “economics” implies the existence of a societal structure and of an inhabited space, devoted to the production, distribution and consumption of goods/services. Human beings, as “homines oeconomici” (and “zoa politica” too), concur to the unfolding of behavioral and geographical boundaries that, far from immutable, are, however, institutionalized. These (either spontaneously-emerging or thoroughly-designed) social structures and spatial infrastructures generate comfort zones in the otherwise conflicting universe of resource scarcity. In spite of inter-nationally/cross-jurisdictionally compatibilization, fueling or being fueled by the interplay of incentives, social institutions remain tributary to traditional territorial representation. This paper raises some questions that ignite once this terrestrial perspective is shifted towards the “economy and economics of the cosmic space”. Could a mere extrapolation of the mainstream earthly rationales and recipes be used in the governance of the outer space? Or should it be so? Starting from the “teleological” nature of human action (that is un-determinable mechanically, yet highly sensitive to institutional incentives) as well as surveying “thymological” features (historical/idiosyncratic background conditions), we’ll try to address two punctual conundrums: (1) is there a hiatus between the technological progress and the pace of outer space conquest?; (2) are the ongoing international treaties facilitators or deterrents in preparing it to be conquered? <b>Keywords:</b> Extraterrestrial Resources; Industrial Science; International Agreements; Ownership Rights; State Sovereignty</p>
<p><b>Yuyu Li</b> ERCICBELLP1925071</p>	<p style="text-align: center;"><b>Green Routing Problem of One Vehicle with Two UAVs</b></p> <p style="text-align: center;"><b>Yuyu Li</b> School of Economics and Management, Chongqing Normal University, Chongqing, China</p> <p style="text-align: center;"><b>Abstract</b></p> <p>A hybrid integer green vehicle routing model is developed to analyze the carbon emission and distribution cost of one vehicle equipped with two UAVs. And a genetic algorithm is proposed to solve the model effectively. Finally, a large number of experiments is made to illustrate the model and the algorithm. It is found that comparing with one vehicle with one UAV, one vehicle with two UAVs saves more cost and reduces more carbon emissions in package delivery. The results support the concept of using two UAVs for the last-mile delivery, which is both cost-efficient and eco-friendly.</p>
<p><b>Stephanie Fosso Mambe</b> ERCICBELLP1925073</p>	<p style="text-align: center;"><b>Does Gender Influence Entrepreneurship: Evidence from Cameroon Firms?</b></p> <p style="text-align: center;"><b>Stephanie Fosso Mambe</b> University of Yaounde 2, Department of Management</p> <p style="text-align: center;"><b>Yannick Djoumessi</b> University of Dschang, Department of Economics</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The interest in entrepreneurship and gender reflects the magnitude of these ever-growing concepts around the world. This study aims to examine the effect of gender on entrepreneurship. By considering two dimensions of entrepreneurship: innovation and job creation, out of a sample of 362 Cameroonian firms from the World Bank's Enterprise Survey. First, the probit model is used to analyze the effect of gender on innovation in terms of new product and process. Then, a robust regression is done to analyze the effect of gender on job creation. The results of the study show that the probability of introducing a product innovation in business depends positively and significantly on the manager's experience. And process innovation is positively and significantly related to the shares held by women, but negatively to women as the top manager. On the other hand, the experience of the top manager, the size of the company and the number of establishments have a positive and significant influence on job creation. These results make it possible to discuss the implications of women in the decision-making process in firms. <b>Keywords:</b> Entrepreneurship, Gender, Innovations, Job Creation</p>
<p><b>Shaik Shafeequr</b></p>	<p style="text-align: center;"><b>A Study on Factors Influencing the Customers towards Online and Conventional Buying</b></p>

Rahman  
ERCICBELLP1925075

(A Case Study of Hyderabad City)

Shaik Shafeequr Rahman  
Principal, Anwarul Uloom College of Business Management, Hyderabad, Telangana, India

Abstract

Online shopping is a gift of technology development and is defined as an electronic trade where buying and selling is progressed electronically. However, online or conventional buying has the similarities of trade but the only difference is that the online offers a virtual mechanism whereas the conventional gives a physical form of service. Online shopping is expected to create digital experience at forefront with a backing of technical knowledge. The convenience, variety, quality along with versatility in transactions have attracted and retained the customers when compared with its counter market i.e. conventional market. Indian being a cosmopolitan culture country has wholeheartedly welcomed the concept of online shopping with exceptional competition. The growth of online is not uniformly distributed throughout India but has a significantly grown over years. Hyderabad as a city of pearl has its share of story in the acceptance of online market. Considerable online sites have changed the structure of Hyderabad and proactive natured people have readily accepted the change with some pros and cons. The research is taken to study the influence of factors affecting online and conventional buying. The factors taken for the study are Location, Delivery Time, Reputation, Guarantees & Warrantees, Privacy of Information, Description of Goods, Customer Service, Security and Prices. The descriptive and analytical study was conducted on 600 respondents taken from Hyderabad city with an awareness of online buying. The statistical tool of t-test was used for the analysis. The study concludes that Location, Reputation of the firm, Description of goods and prices have favored online market and Delivery Time, Guarantees and Warrantees, Privacy of Information, Customer Service and Security were in favour of conventional buying. Each type of market has its own players and the one which has the capability to adapt to the changes will continue to be the leader of the market. From customer point of view it is seen that they want to have the best of both the markets. The present study can be further analysed to know the situational preference of customers and the dimensions of online and conventional buying.

Keywords: Conventional Buying, Online Market, Factors and Pricing

Sumedha Ganjoo  
ERCICBELLP1925076

Right to be Forgotten: Privacy and Cyberspace

Sumedha Ganjoo  
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“They say we die twice. Once when the breath leaves our body, and once when the last person we know says our name”- Al Pacino.

Abstract

The rule of privacy is encapsulated with the phrase “Right to be Left Alone”. Social media turned this concept on its head and revolutionized the “Right to share all with the world”. Every action may not have an opposite reaction and the boomerang effect to this is “free flow of personal information,” a picture, video or even a message once set out to the online universe, cannot be retracted. In many instances, these tit bits, came back to haunt through social media. These instances led to the inception of the “Right to be Forgotten” movement.

Social media proves to be a more vengeful reaper than any law enforcement could envisage, in such instances of indiscretion. Henceforth, European Union (“EU”) decided to codify this right, also mentioned in 2012 Report carried out in full in the final approved document- “General Data Protection Regulation” or “GDPR (Regulation (EU) 2016/679). Interestingly when India is grappling with deciding on whether privacy is a fundamental right, the EU goes one step further to declare in the recitals to the GDPR “The protection of natural persons in relation to the processing of personal data is a fundamental right”. As a natural progression therefrom, the GDPR reproduces the intent for the introduction of the “Right to be Forgotten”. Article 17 of GDPR sets out the detailed provisions for the same. The said provision gives the right to data subjects, not just to erasure of personal data concerning them but to expeditiously erasure “without undue delay”.

In India as well, the draft Personal Data Protection Bill, 2018, has a section on the Right to be Forgotten. But the proposed bill does not provide right to erasure. The bill has not yet been

discussed in parliament and therefore, therefore the paper would assess its viability and suggest relevant changes.

## **LISTENERS**

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