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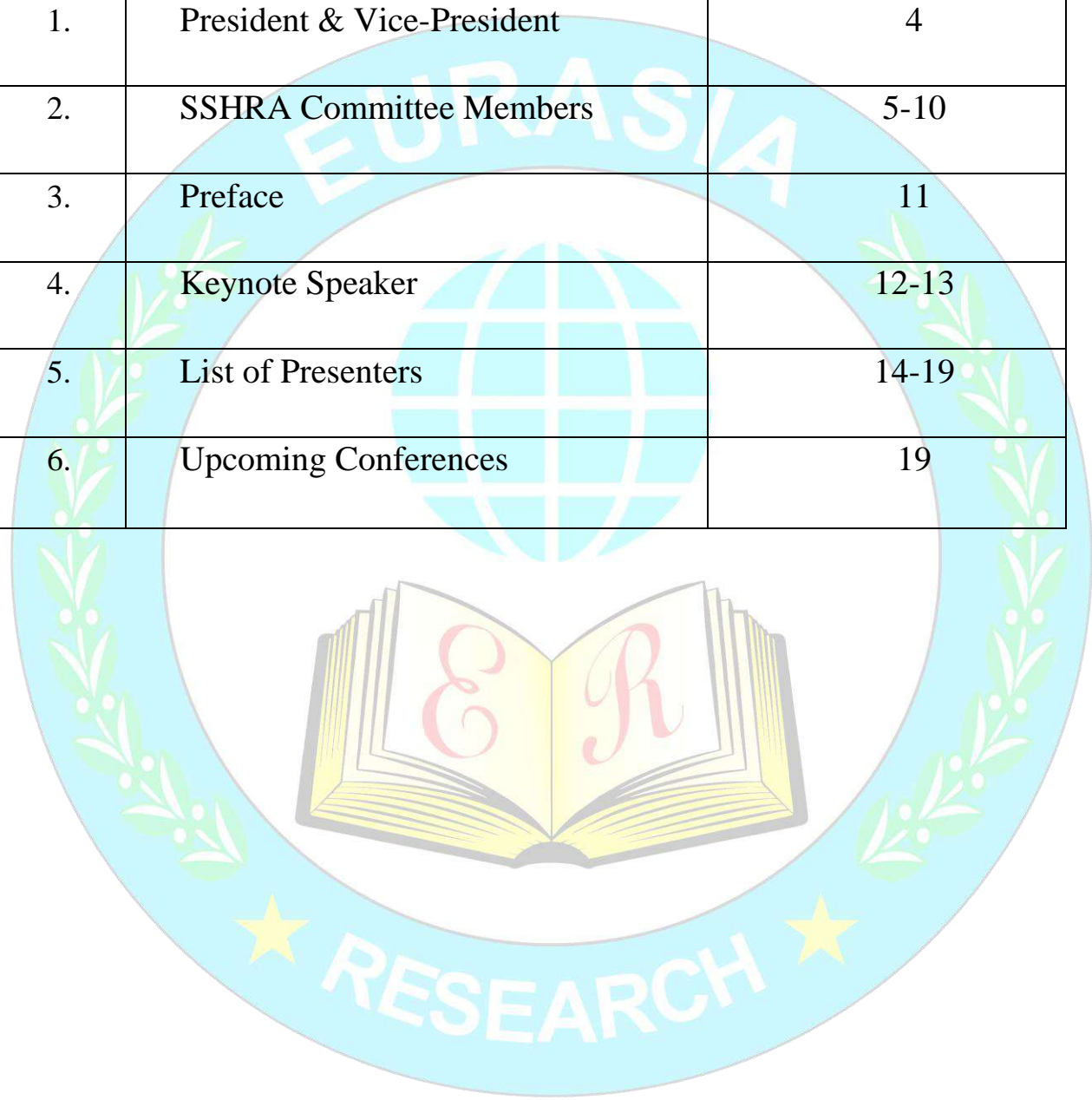
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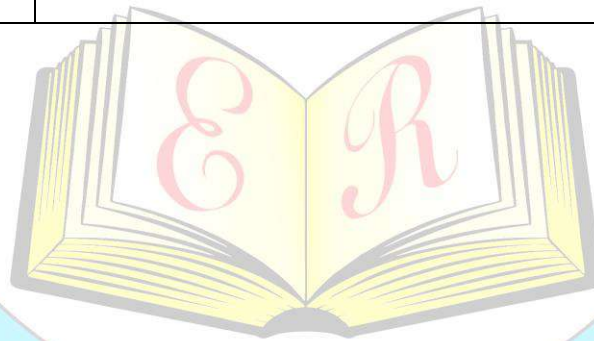
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Preface:

Social Science and Humanities Research Association (SSHRA) is a global group of scholars, academicians and professionals from the field of Humanities and Social Sciences for encouraging intellectual development and providing opportunities for networking and collaboration. This association achieves its objective through academic networking, meetings, conferences, workshops, projects, research publications, academic awards and scholarships. The association is driven by the guidance of the advisory board members. Scholars, Academicians, Professionals are encouraged to freely join SSHRA and become a part of this association, working for benefit of academia and society through research and innovation.

For this conference around 40 Participants from around 9 different countries have submitted their entries for review and presentation.

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You can get our conference proceedings at: <https://sshraweb.org/conference/proceedings/>

We hope to have an everlasting and long term friendly relation with you in the future.

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You will be able to freely communicate your queries with us, collaborate and interact with our previous participants, share and browse the conference pictures on the above link.

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



Cut Maya Aprita Sari, S.Sos., M.Soc. Sc

Lecturer, Political Science Department, Faculty of Social and Political Science, Universitas Syiah Kuala-Banda Aceh-Indonesia

Topic: Why Ethnic Rebels? The Veil of Ignorance and the Ethnic Revival in South East Asia

Cut Maya Aprita Sari, S.Sos., M.Soc. Sc has served as a lecturer and researcher at the Political Science Department of Universitas Syiah Kuala Banda Aceh since 2013. She received her Master in political science majoring in ethnicity and Acehnese conflict. She was admitted as an awardee of the Aceh Government Scholarship 2019. Currently, she is a PhD student at the Institute of Ethnic Studies, Universiti Kebangsaan Malaysia. Her research interests are Political Theory and Philosophy, Conflict and Peace Studies, Ethnicity, Identity and Nationalism. She proved her ability to carry out independent studies on particular issues in society and later published them in the local media such as newspapers, magazines, and numerous academic journals. Those are interesting pieces of her genuine works on ethnicity, conflict, and identity.

KEYNOTE SPEAKER



Seetha Sagarán

Personal Development Trainer, Lifestyle Consultant, Motivational Speaker, Mentor, UAE

Topic: The Role of Metamorphosis in Life

Seetha Sagarán is a Personal Development Trainer, Lifestyle Consultant and Motivational Speaker with a background in English, Psychology, Counselling (including Crisis & Trauma Counselling, (U.K), Hypnotherapy, Metaphor Therapy and Teaching Children with Special Needs (U.K). She is also a Licensed Practitioner of Neuro-linguistic Programming (N.L.P) from The Society of Neuro-Linguistic Programming (U.S.A). A member of Toastmasters International (U.S.A) for the last 16 years, she is also a Distinguished Toastmaster (D.T.M.). Seetha is a co-author of the motivational book "Your Dose of Motivation". Published in 2020, in the book, she has shared some of the lessons from her life and attempted to simplify the concept of self-motivation. She is also a co-author of the recently published motivational book "Women Who Inspire". This book brings together 27 personal stories from 27 authors worldwide, who share with the readers some of the most valuable life learnings that have helped them in their life. A recipient of Global Training & Development Leadership Award - 2017, Exceptional Women of Excellence Award – 2020 and Iconic Women Creating a Better World for All Award – 2020, the key focus of her training/motivational workshops, programs and keynote sessions are on individual development through interactive learning and mutual empowerment. Seetha's training programs and motivational sessions also emphasize the attainment of inner peace, well-being, and participants' confidence. She has conducted Corporate, Educational, and Social Service & Welfare Training Workshops/Motivational Sessions in U.A.E, India, Seychelles, Canada and the U.K. She has also attended conferences in the U.A.E, India, Sri Lanka, Singapore and Italy as a Keynote/Motivational Speaker. Seetha has also presented virtual keynote and motivational sessions in conferences conducted in the Netherlands and Australia. The key focus of her unique training/motivational workshops, programs and keynote sessions are on individual development through interactive learning and mutual empowerment.

PRESENTERS

Roberto Adriani
ERCICSSH2201054

Corporate Reputation in the Era of Fake News. Threats, Trends, and Techniques to Protect Brands

Roberto Adriani

Heritage House - PROI Worldwide and University of Milan, Italy University of Milan, Milan, Italy

Abstract

The paper aims to investigate the issue of fake news as a threat to corporate reputation and how companies can protect it. The analysis also takes into account the phenomenon of deep-fake, which is particularly sophisticated AI fake news based. This is not limited to textual reports, phrases or fake articles, but embraces totally false though credible videos. This type of fake news is particularly insidious, as it leverages on the more or less unconscious assumption that what is seen, for the mere fact of being seen, is much more credible and "true" than what is written. The paper then delves into the threat that fake news poses to corporate reputation, offering some examples. The literature indicates that not only can individually companies or brands be victims of fake news, but also - and perhaps more frequently - entire industries. The pharmaceutical industry illustrates this as it was already the subject of conspiracy theories, which then exploded during the Covid-19 pandemic. The literature seems to suggest two basic points. The first one is that fake news, including deep-fakes, is a serious threat to corporate reputation and to entire industrial sectors, as it is capable of inflicting considerable damage, including financial. However, companies are making constant progress in developing and refining techniques to monitor and combat fake news. From this point of view, it is also noted that if technology can help on the one hand to create misinformation, on the other hand it is a valid support in the fight against fake news. It can also be seen that single companies are usually more capable of reacting than industrial sectors, like that of pharmaceuticals which has been attacked by fake news and conspiracy theories for a long time.

Keywords: Corporate Reputation, Fake News, Deep-Fake, Crisis Communication



Ms. Saima Pervez
ERCICSSH2201059

Role of Digital Media in Health Communication: With Special Reference to the Other Sex

Ms. Saima Pervez

Research Scholar, Amity School of Communication, Amity University, Noida, India

Abstract

Construction of the meaning of gender and health in the minds of people through various technologies crafting and defining these terms is on the rise. One of the most all-pervading technologies is digital media. The penetration of digital media in various strata's of the society particularly women globally is a sudden onset in post-covid scenario. Digital media has been outpouring in different domains of communication. Transforming and impacting lives of different individuals in different dimensions. Digital media is progressively being used in public health and health promotion because of its capacity to remove geographic and physical access barriers. This paper aims to assess the effects of interactive social media interventions on health outcomes, behaviour change and health equity in the lives of women. Digital media helps to control social issue, produce, promote, and implant representations of imperative terms such as health and gender. This paper tries to identify the role and impact of digital media in the discourse of health promotion particularly in the world of the other sex in post-covid scenario. Paper illuminates the impact of digital media in health communication in the lives of women globally, particularly by digital media like Facebook, You Tube videos and Twitter. This paper is a secondary review paper and takes into consideration all aspects of the usage of digital medium for communication in the domain of health of women globally in the post covid set-up.

Keywords: Digital Media, Gender, Health Communication, Health

COVID-19 Pandemic: Virtual Education for Southeast Asian Students in Turkey

Mozharul Islam

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Mozharul Islam
ERCICSSH2201060

Abstract

COVID-19 pandemic has dismantled the normalcy in the world. No single country has been spared. The confounded world at the beginning resorted to several measures to prevent the spread, and social and physical distancing was being known to be the most effective ones. These measures affected the learning process of millions of domestic and international students. Sizeable Southeast Asian (SEA) students are enrolled in different universities in Turkey. In compliance with the national, international, and WHO directives, universities switched their teaching and learning mode from physical to virtual presence. A relatively new mode of teaching/learning for many, this has tangibly affected the quality of teaching in terms of keeping the students and teachers motivated and making sure that the students can complete their degrees on the stipulated time. This research hence attempts to delve into the experiences and challenges (distance education, learning experiences, social life etc.) the SEA students studying in Turkish universities go through. This research is based on interviews with the Southeast Asian students selected through snowball sampling technique. The main finding of the research is that SEA students felt lonely and anxious during the pandemic time which had negative implications on their academic performance in virtual distance education. Therefore, due to their international student status, they could not properly deal with distance education and perceive it as ineffective and unproductive and nothing but a waste of time. Nevertheless, they consider distance education as a motivation to return to their everyday life. This research has implications for the policy makers of the universities and stakeholders and for both receiving and sending countries.

Keywords: COVID-19, Social Distancing, Distance Education, Southeast Asian Students, University, Turkey

The Phenomenon of Social Boycott at Schools

Sara Zamir

Affiliation: Management in Education, Achva Academic College, Israel

Abstract

The social boycott includes mainly emotional violence that can deteriorate to verbal and physical violence, occurring inside and outside schools. The aim of the study was to examine the phenomenon of class boycott in the elementary school, using a qualitative methodology. For this end, a qualitative methodology was used. The study population included 20 primary school teachers of different ages. Teachers' responses show that victims of the class boycott are generally different in appearances or behaviors. They tend to hide the boycott since they feel ashamed and terrified. It was found that the motives of the boycott organizer were insecurity and a desire for control. Teachers believe that the main tool for dealing with the class boycott is communication: class conversations as well personal talks.

Keywords: Social Boycott, Rejection, "Otherness", Communication

Open The Heaven's Door Against Still Behaviorism and Structuralism in Learning

Eri Kondo

Local Government, Nagoya-City, Japan

Abstract

It's often argued that we have the order of language acquisitions in which we acquire questions including embedded questions and negations. However, hopefully I completely disagree with this opinion and I will defend my stand with valid arguments in this presentation. If so, we have to refute an old theory logically. To begin with, a negative transfer of L1 has been completely shone a glaring light on usages of second language under the onslaught of asking questions. Japanese might not acquire the functions of indefiniteness and definiteness correctly as the same thing as the Russians (Odlin, 1989). Furthermore, a positive transfer of L2 has been highlighted in the instruction to give opinions that learners can understand quite easily, which provides an

	<p>illuminating discussion of how languages are acquired in the light of that opinion method. Basically, a transfer is psychologically defined as a training habit that a first task effects on a second task (Kimball & Holyosak, 2000). This presentation deals with the insight to rethink the curriculum that follows grammatical structures in the shadow of the drills that would make a habit in brains. In conclusion, research studies in a second language acquisition still remains in the dark about the extent of which teaching methods absolutely perpetuate convincing language acquisitions</p>
<p>Yidi Zhang ERCICSSH2234057</p>	<p>Expectation Factors of Social Media Influencing Chinese's Fanclub in Eastern China Region with Thai Superstar to Visit Thailand</p> <p>Yidi Zhang Chakrabongse Bhuvanarth International Institute for Interdisciplinary Studies, Rajamangala University of Technology Tawan-Ok, Bangkok, Thailand</p> <p>Chonlavit Sutunyarak Chakrabongse Bhuvanarth International Institute for Interdisciplinary Studies, Rajamangala University of Technology Tawan-Ok, Bangkok, Thailand</p> <p>Abstract With widespread in Thai dramas on Chinese social media, Thai drama fans in eastern China's growing and set up a number Fanclub, the Thai star in the Chinese fans harvest high likability. In order to analysis and understand the satisfaction of Thai superstar fans in East China and the specific characteristics of their motivation intention, decision intention, activity intention and consumption intention to travel to Thailand. This study adopted the fan economic theory proposed by Zhang Qiang (2010), set the sample as fans who like Thai superstars in East China, and used a questionnaire to survey 432 people. The results of the study show that 99.54% of respondents in East China have a favorite Thai superstar and there are 395 female fans, indicating that female fans are more satisfied with Thai superstars, and the high satisfaction of fans with Thai superstars has a greater impact on their tourism consumption in Thailand. Through the analysis of this research, it can become a guide to help Thailand increase tourism revenue and help Thailand develop new products for Chinese movie fans. Keywords: Thai Superstar, Chinese's Fanclub, Fan Economics</p>
<p>Xiaoyu Jia ERCICSSH2234058</p>	<p>Promoting Cultural Tourism: Laoshan Taoism District in Tsingtao City, China</p> <p>Xiaoyu Jia Faculty of Management, Rajamangala University of Technology Tawan, Bangkok, Thailand</p> <p>Abstract Tourism itself is a cultural industry, but also one of the important means of cultural communication. The motivation of all tourists to travel is to temporarily leave the familiar environment where they are located, to find a new experience in a less familiar or very unfamiliar environment to enrich their experience. However, tourism projects and purposes determine its cultural content, so in addition to conventional tourism projects, there are many tourism activities carried out to meet specific purposes, such as: history exploration tourism, calligraphy learning tourism, go exchange tourism, celebrity trail search tourism, Ethnic custom tourism can be said to have many types and profound cultures. Such tourism activities are called cultural tourism. Its characteristic is that it has a clear purpose of seeking knowledge, through tourism to study a certain profession with a purpose, and research discovers the understanding of the status quo, development and application value of this profession, so that people who participate in this kind of tourism activities can participate in this special in order to better display their talents, improve skills and make a difference</p>
	<p>Quality Initiatives (QIs) Institutionalization in Malaysia: Comparative Study between Japanese and Malaysian Manufacturing Companies</p> <p>Aslina Siman Graduate School of International Social Sciences, Yokohama National University, Japan</p> <p>Abstract Customers nowadays are expecting quality products and services. This worldwide expectation have</p>



Aslina Siman
ERCICSSH2234059

become a norm and minimum requirements for manufacturing companies to fulfill. Thus, manufacturing companies in decades search for many ways to improve the quality of the products and services. Quality initiatives (QIs) that focus on continuous processes and product improvement turn out to be one of the solutions hence considered as one of the important practices to boost manufacturing performance and competitive edge. Thus, QIs implementation become a prerequisite for manufacturing companies to meet the global demands. This research focuses on QIs dissemination and institutionalization at Japanese and Malaysian manufacturing companies in Malaysia from the lens of institutional theory. In accordance to the research objectives and research questions, qualitative study utilizing case study approach was found deem appropriate. 14 case studies were conducted in manufacturing companies in Malaysia to explore and reveal the degree of QIs institutionalization, hence elaborate on how the QIs are disseminated. All the companies are ISO 9001 certified operating in three main sectors (plastic, machinery and equipment, and chemical), three different sizes (large, medium and small companies). The case study results were coded and analyzed with Atlas.ti version 8.4.25 software. Companies' degree of institutionalization were assessed based on five bases; model, culture, education, regulative and technical-rational. Japanese manufacturing companies revealed higher degree of QIs institutionalization compared to Malaysian manufacturing companies especially in regulative and education factors. As for dissemination of quality initiatives in Malaysia, it was found that eight actors (four primary actors and four secondary actors) deliver significant influences to manufacturing industry in Malaysia. Similarities existed between Japanese and Malaysian manufacturing companies whereby top management, internal trainers and customer play significant role. However, Japanese manufacturing gained further benefit due to the strong support from the headquarters.

Keywords: Quality Initiative, Institutional Theory

Muhammad Farhan
ERCICBELLP2234052

The Influence of Cross Border Acquisitions, Mergers and Joint Ventures on Market Valuation of Southeast Asian Multinational Enterprises: The Case of Malaysia and Indonesia

Muhammad Farhan
Faculty of Economics and Business, University of Groningen, Groningen, Netherlands

Abstract

Multinational corporations from Indonesia and Malaysia have been rapidly expanding their operations across borders in the last two decades. To date, there has been little research about how the announcement of cross-border acquisitions, mergers and joint ventures influence the market valuation of MNEs in this region. Using cross-border acquisition data from 2001 - 2021, this study contributes by analyzing how the announcements of cross-border acquisitions, mergers, and joint ventures influence the stock price of Indonesian and Malaysian multinational enterprises and whether the value of the deals and the presence of free trade agreements between the target and acquirer countries had the moderating effect on it. The sample consisted of 57 confirmed and completed acquisitions, mergers, and joint ventures performed into foreign countries within a 20-year time frame. Results have revealed that these announcements had a positive impact on stock price although the deal value and the presence of trade agreements did not. The insights of this study can help Managers and financial analysts when it comes to knowing to what extent CBA announcements could affect a company's stock price change. They also are beneficial for Investors in the decision making of picking short-term stocks which could potentially yield profits. Future research with more variables could be conducted in the future when there are more completed deals of cross-border acquisitions, mergers, and joint ventures from Indonesian and Malaysian companies.

Keywords: Emerging Market Multinationals, Cross-Border Expansion, Mergers and Acquisitions, Joint Ventures, Stock Price, Market Capitalization

The possibility of ratification of the United Nations Convention on Contracts for International Sale of Goods (CISG) in countries influenced by Shari'a Law

Nasya Larasati Santosa
Faculty of Economics and Business, University of Groningen, Groningen, Netherlands

Abstract

The role of the (CISG) is to ensure certainty in commercial exchanges between different legal

 <p>Nasya Larasati Santosa ERCICBELLP2234053</p>	<p>systems by providing a uniform sales law. Several studies about the CISG question the Convention's compatibility with other legal systems as many countries have still not ratified. This study aims to assess the compatibility of the CISG in a legal system influenced by Shari'a law and their potential to ratify the CISG. In light of investigating the possibility of countries influenced by Shari'a law in ratifying the Convention, it is necessary to understand why the CISG is still not globally applied and the Convention's compatibility with Shari'a law. This paper examines previous studies regarding the criticism around CISG's provisions and identified those that conflict with the Shari'a law principles. Using previous studies, the Qur'an, and websites that are relevant to the study, the finding shows that the CISG is not compatible with Shari'a law. The Convention contains conflicting provisions with the Shari'a principles, i.e., the prohibitions of riba, gharar, and maysir. The study concludes that the possibility of an Islamic state ratifying the CISG depends on the Shari'a law's level of influence in its legal systems. The higher the influence, the lower the possibility for an Islamic state to ratify the CISG.</p> <p>Keywords: CISG, Shari'a Law, Riba, Gharar, Maysir</p>
<p>Sherryl Givani ERCICBELLP2234054</p>	<p>Spotify: The Effect of Trial Experience on User's Purchase Intention of Premium Service</p> <p>Sherryl Givani Faculty of Economics and Business, University of Groningen, Groningen, Netherlands</p> <p>Abstract</p> <p>The freemium or 'free' and 'premium' business model has been used since the 1980s, and it is now especially popular among SaaS (Software as a Services) companies and other internet-based companies, including MaaS (Music as a Service) business as an example of Spotify. The free side of this business model has a similar concept to product trial that allows their users to have a firsthand experience as to what the product or service has to offer for free. However, businesses will gain their income from the purchase of the premium offers. Hence, it is crucial for these businesses to be able to convert their free users, nonpaying, into a premium user, paying customers. This study aims to look into the effect of the trial experience into the users' purchase intention. The proposed model in this study is empirically evaluated using survey data collected from 105 Spotify users with a prior experience of using the free service of Spotify, responding about their perception preceding the experience. This study shows that users' trial experience when using the free service has an effect on the purchase intention. This effect is positively enhanced with their satisfaction of the experience along with some indicators of personalisation (customised features available for premium version) as well as price value on the premium version.</p> <p>Keywords: Free; Free Users; Freemium Business Model; Music Streaming Services; Personalisation</p>
<p>Rifqi Imanullah ERCICBELLP2234056</p>	<p>The Role of Social Approval in Determining the Information Disclosure of Social Media Users</p> <p>Rifqi Imanullah Faculty of Economics and Business, University of Groningen, Groningen, The Netherlands</p> <p>Abstract</p> <p>It is well established in various literature that although people claim to be concerned about their privacy, their actions say otherwise. This study aims to determine whether social approval is a significant factor in determining the frequency of information disclosure online. Specifically, the context that is investigated is the information revelation of social media users. This study applies lessons gathered from evolutionary and contemporary psychology in order to provide a thorough understanding of the propensity to online information disclosure. To test the hypothesis that social approval positively affects information disclosure, an online survey was distributed across the Indonesian and Dutch population. The findings suggest that social approval has a positive effect on the frequency of information disclosure among social networking service users. Furthermore, gender and age are also found to be significant predictors of information disclosure as females and older respondents tend to disclose more information online. Conversely, self-esteem and individualism are found to have an insignificant effect in determining information disclosure frequency</p>



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The Effect of Self-Construal on Willingness to Pay for Expedited Delivery Services Mediated by Self-Regulation and Impatience: Evidence in The Netherlands and Indonesia

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Abstract

The self-construal theory has been found as one of the underlying components in a shopper's decisionmaking. Beyond that, abundant empirical studies also disclosed that self-regulation and impatience are linked to an individual's willingness to pay. Based on the shared connection among the variables mentioned earlier, this paper aims to investigate a serial perspective from self-construal to consumer willingness to pay through self-regulation and impatience. We conjecture that people with independent, rather than interdependent, self-construals would exhibit relatively lower self-regulation, leading to higher impatience and greater willingness to pay. Specifically, it is proxied by the willingness to pay for expedited delivery services as the rate of online consumption has been developing in the last decades. From 186 total respondents, the study unfolds the evidence underpinning our propositions. In the research process, we embrace divergent operationalization of self-construal through the country and self-construal scale, the measure of self-regulation through Short Self-Regulation Questionnaire (SSRQ), patience and impatience questionnaire, and consumer's willingness to pay for expedited delivery.

Keywords: Self-Construal, Self-Regulation, Impatience, Willingness to Pay



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The Influence of Culture Towards the Purchase Intention of Beauty-Enhancing Products to Achieve Natural Beauty: Evidence from Indonesia & The Netherlands

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Abstract

As the beauty industry quickly recovered from its declining growth in 2020 and embraced a new trend of "natural beauty", it is crucial for marketers to understand what factors cause the increased consumption of beauty products and which markets consume the most beauty products. Though many believe that women's pursuit of beauty is universal, Asian markets have exhibited more spending for beauty-enhancing products than Western markets. This is because Asians tend to be interdependent towards the expectations of society and have a higher need to conform to social norms. As such, this paper empirically studies the effect of culture through an individual's self-construal, and the mediating effect of conformity to norms on the purchase intention of beauty products. From the results of 200 participants of an online Qualtrics survey, this study concludes that Indonesian women, to represent Asian markets, have a higher purchasing intention for beauty products that enhance natural beauty more so than Dutch women, to represent Western consumers.

Keywords: International Marketing, Self-Construal, Culture, Beauty, Natural Beauty, Cosmetics, Purchase Intention, Consumer Behavior, Netherlands, Indonesia

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