



***EURASIA RESEARCH  
CONFERENCE PROCEEDINGS***

**London - International Conference on Business,  
Economics, Law, Language & Psychology (ICBELLP)  
27-28 April 2022**

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Social Science and Humanities Research Association (SSHRA) is an international community of researchers, practitioners, students and educationists for the development and spread of ideas in the field of social sciences and humanities.

SSHRA is promoted by Eurasia Research. SSHRA aims to bring together worldwide researchers and professionals, encourage intellectual development and to create opportunities for networking and collaboration. These objectives are achieved through academic networking, meetings, conferences, workshops, projects, research publications, academic awards and scholarships.

The driving force behind this association is its diverse members and advisory board, who provide inspiration, ideas, efforts and drive collaborations. Scholars, Researchers, Professionals are invited to become a member of SSHRA and join this ever-growing network, working for benefit of society and research with the spirit of sharing and mutual growth.

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**Conference Schedule**

**Venue: The Tomlinson Centre, Queensbridge Road, London, UK**

**Date: 26<sup>th</sup> April 2022**

**Registrations: 8:30-9:00 AM**

**Opening of the conference: 9:00-9:30 AM**

**Session 1: Keynote Talk: 9:30-11:00 AM**

1.	Lynne M. Celli PhD, Dean of Graduate and Professional Studies, Lasell University, Newton, MA, US	The Mindful Leader: Focus on The Social-Emotional Development of All
2.	Dr Vincent La Placa Associate Professor of Public Health and Policy at the University of Greenwich and Senior Fellow of the Higher Education Academy, Park Row, London	Research and Social Theory
3.	Victoria Dunaeva The Co-founder and head of Activus Aspectus. Innovative Laboratory, Warsaw, Poland	Emotional awareness: overcoming the effects of childhood trauma (online)

**Session 2: Team Activity and Coffee: 11:30-12:30 PM**

**Session 3: Technical Talk 1: 12:30 PM-1:00 PM**

4.	Jakub Mróz Psychology Department, SWPS University, Warszawa, Poland ERCICTEL2203082  Julia Pawelec SWPS University, Psychology Department, SWPS University, Warszawa, Poland ERCICTEL2203082	TO B(ully)E OR NOT TO B(ully)E
5.	Artur Cisło Psychology Department, SWPS University, Wrocław, Poland ERCICTEL2203083  Emilia Konsek Psychology Department, SWPS University, Wrocław, Poland ERCICTEL2203083	Lost in Relations+

	<b>Lunch Break and Group Photo : 1:00 PM-2:00 PM</b> <b>Session 4: Technical Talk 2 : 2:00 PM-4:30 PM</b>	
6.	Gummadi Venkatesh Kumar Department of Studies in Psychology, University of Mysore, Manasagangothri, Mysore, India ERCICTEL2203135	CBT Intervention on Enhancing Self –Efficacy and Academic Performance in School Children
7.	Smail Zaroui University of law, University Hassan, 2 Casablanca, Morocco ERCICTEL2203055	Listener
8.	Ayman Jelouaja Student, Higher Institute of Applied Technology Safi, Morocco ERCICTEL2203056	Listener
9.	Hamza Laaraj Master Student, Faculty of Science University Hassan 2 Casablanca, Morocco ERCICTEL2203057	Listener
10.	Mohamed Kounkour Student Consulting, Casablanca International Office, Morocco ERCICTEL2203059	Listener
11.	Youness Faiz Secratarial student relations, Education bridge office, Morocco ERCICTEL2203061	Listener
12.	Youssef Moustarji Department of counselling, Casablanca international office, Morocco ERCICTEL2203062	Listener
13.	Mustapha Ait Zouaine Student Consulting Department, Education Bridge Office, Morocco ERCICTEL2203063	Listener
14.	Zickfred Arthur Department of Languages, Nkroful Agriculture Senior High School, Nkroful Nzema, Ghana ERCICTEL2203077	Listener
15.	Abed Al Rahman Saadeddine Science, Lebanese International	Listener

	University, Tyre, Lebanon ERICTEL2203091	
16.	Deepak Agrawal Education, Koshi Education Foundation Pvt Ltd , Dharan, Nepal ERICTEL2203130	Listener
17.	Sanjeep Bantawa Education, Sion School, Dharan, Nepal ERICTEL2203098	Listener
18.	Mohammed Al Rezan Law School, University of Malaya, Kuala Lumpur, Malaysia ERICSSH2203054	Challenges and Complexities of Terms and conditions in the Digital Ecosystem: Use of Icons as an Alternatives
19.	Kanyakit Keerati-Angkoon Faculty of Business Administration for Society, Srinakharinwirot University, Thailand ERICSSH2203055	Entrepreneur Characteristics and Management Competency towards Agricultural Cooperative Organizational Success in Thailand
20.	Leah Gaines Interdisciplinary Studies, University of Central Florida, Orlando, United States ERICSSH2203075	"Turns Black Skin White": Status, Black Women, and Early 1900s American Beauty Advertisements
21.	Seth Amofah School of Governance, Law and Society, Tallinn University, Tallinn, Estonia ERICSSH2203086	Learning in Development Cooperation
22.	Nina Helander Faculty of Management and Business, Tampere University, Tampere, Finland ERICSSH2203123	The Role of Emotions in Value Creation in Digital Service Transformation
23.	Wilfred Nunayon Whesu Management, Property 4AL Global Limited, Lagos, Nigeria ERICSSH2203112	Listener
24.	Ifedayo Adegbenro Shonde Deputy Director, Federal Inland Revenue Service, Lagos, Nigeria ERICSSH2203128	Listener

**Valediction Session: 4:30 PM- 5:00 PM**

**Note:**

The presentations for all the unregistered participants who have not confirmed their arrival yet and will be registering on spot at the conference venue will be presented after the scheduled presentations in Technical Talk 2.

All the participants are requested to wear masks and carry sanitizers with them.

For your information, following are the important details to be noted:

Venue: The Tomlinson Centre, Queensbridge Road, London, UK

Room: Bloom 2

Co-ordinator Name- Dr. Davis Lazarus

Google Maps: <https://goo.gl/maps/KHR1VTgN8iubvUeP7>

### Conference Schedule

**Platform: Zoom**

**Date: 27<sup>th</sup> April 2022**

**Opening of the conference: 6:30-6:45 AM**

**Session 1: Keynote Talk: 6:45-7:15 AM**

25.	Vitor Tomé Expert on Digital Citizenship Education, Council of Europe, Lisbon	Tackling disinformation through Digital Citizenship Education
26.	Dr Vincent La Placa Associate Professor of Public Health and Policy at the University of Greenwich and Senior Fellow of the Higher Education Academy, Park Row, London	Research and Social Theory
27.	Victoria Dunaeva The Co-founder and head of Activus Aspectus. Innovative Laboratory, Warsaw, Poland	Emotional awareness: overcoming the effects of childhood trauma
28.	Reese Wong Founder of ISSIA HK, Community Coordinator at AmCham HK, Content Manager at Ashoka, Public Speaker (WHF London & AISC 2021), UNESCO HK Youth Ambassador, Hong Kong.	Global Citizenship Education: Creating a Generation of Youth Change makers

**Session 2: Team Activity: 7:15-7:45 AM**

**Session 3: Technical Talk: 7:45-9:00 AM**

29.	Saniya Abirin Integrated Laboratory School -	Students' Attitude and Social Support Toward Home-Based Education
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	High School, Western Mindanao State University, Zamboanga City, Philippines ERCICTEL2237056	
30.	Noof Alsahli College of Art and Design, Princess Nourah Bint Abdul Rahman University, Riyadh, Kingdom of Saudi Arabia ERCICTEL2237059	Employing Aesthetic Values for some Saudi Arabian Landmarks in Fabric Design
31.	Yu-Tzu Ko Human Resource Management, National Changhua University of Education, Changhua, Taiwan ERICSSH2237060  Shu-Min Wang Human Resource Management, National Changhua University of Education, Changhua, Taiwan ERICSSH2237060	The Effect of Pay Satisfaction on Work Performance: The Moderating Effects of Workplace Friendship
32.	Sakunthala Yatigammana Ekanayake Department of Education, University of Peradeniya, Peradeniya, Sri Lanka ERCICTEL2203051	Barriers to Integrate ICT in Mathematics Teaching in Junior Secondary Classroom
33.	Victoria Tamban College of Teacher Education, Laguna State Polytechnic University, Los Banos, Philippines ERCICTEL2203131	Learners' Attitudes, Values and Social Behavior: An Input to Values Formation Program
34.	Mandakini Thakur STI Translation and Facilitation Division, Punjab State Council for Science & Technology, Chandigarh, India ERICSSH2203095	Patterns of Everyday Technology: Impact of Electricity, Bicycle, Sewing Machine and Typewriter in Colonial Punjab
35.	Alexia Ferguson Undergraduate Student of the Ronald E. McNair Post-Baccalaureate Achievement Program, Siena Heights University, Adrian, United States ERICSSH2203102	The Black Lives Matter Movement and Human Rights Efforts
36.	Achille Tsana	Federalism in Cameroon: Evolution and Prospects

	Public Finance and Taxation Department, University of Mons, Mons, Belgium ERICSSH2203119	
37.	Ya Wang School of Public Administration, Sichuan University, Chengdu,China ERICSSH2203134	Calculation and Analysis of the Internal Rate of Return of Pension Individual Account in Chinese Government and Institutions
38.	Yassine Sarhan Commerce Department, Centre De Formation Professional Casablanca, Morocco ERICTEL2203054	Listener
39.	Deepak Agrawal Education, Koshi Education Foundation Pvt Ltd , Dharan, Nepal ERICTEL2203130	Listener

**Note:**

1. You may download the ZOOM following the below link: <https://zoom.us/download>
2. We request to rename your account with your name. This will help us to record your presence.
3. You may ask your questions related to the presentation in the chat section.
4. All the certificates & receipts will be sent to the participant's within a week on their mail IDs.
5. Please calculate your local time accordingly by entering your city on this link:  
<https://savvytime.com/converter/gmt/apr-27-2022/6-30am>
6. You can attend the live session Facebook at the same time following the below-given link: <https://www.facebook.com/eurasiaresearch>

We're looking forward to an excellent meeting with great researchers from different countries around the world and sharing new ideas on 27 April 2022.



**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.

SSHRA has now grown to 17000 followers and 10000 members from 80 countries.

Membership in our scholarly association SSHRA is chargeable.

List of members: <https://sshraweb.org/membership/list-of-members/>

Membership Application form link: <http://sshraevents.org/membership?association=sshra>

Proceedings is a book of abstracts, all the abstracts are published in our conference proceedings a day prior to the conference.

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.

In this context we would like to share our social media web links:

<https://www.facebook.com/eurasiaresearch/>

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**



### **Victoria Dunaeva**

The Co-founder and head of Activus Aspectus Innovative Laboratory,  
Warsaw, Poland

Topic: "Emotional Awareness: Overcoming the Effects of Childhood  
Trauma"

Victoria is a Sociologist, clinical psychologist, communication and emotional skills trainer, conference speaker. She is the author of research papers in the field of sociology of education, the psychology of health, personal development in international scientific publications (Inter-Disciplinary Press, Oxford, United Kingdom; "Civilization of health", Independent School of Philosophy and Social Studies, Poland). She is the member of the Editorial Board of the international magazine "Psychophysiological Research: Theory and Practice". She is the lecturer and author of workshops in regular sessions "Knowledge, Development, Health" (Cracow, Poland).

## **KEYNOTE SPEAKER**



### **Dr Vincent La Placa**

Associate Professor of Public Health and Policy at the University of Greenwich and Senior Fellow of the Higher Education Academy, Park Row, London

**Topic: Research and Social Theory**

Dr Vincent La Placa is Associate Professor of Public Health and Policy at the University of Greenwich and Senior Fellow of the Higher Education Academy (HEA) and teaches on various modules concerning social theory and research methodologies. He was a Senior Research Consultant at the Department of Health (now DHSC) where he managed the qualitative strand of the Healthy Foundations Life-stage Segmentation, one of the largest pieces of qualitative research conducted by Government. He has currently been working on a series of academic peer reviewed journal articles around public health and wellbeing and has also co-edited a book, "Wellbeing: Policy and Practice" with Anneyce Knight, formerly Associate Dean for Global Engagement at Bournemouth University, and Dr Allan McNaught, formerly Associate Professor, at Hamdan Bin Mohammed e-University in Dubai, published in 2014. He is also currently co editing and writing a book (to be published by Routledge), entitled, "Social Science Perspectives on Global Public Health". Dr La Placa was recently appointed an Honorary Fellow of Eurasia Research's Teaching, Education and Research Association (TERA).

## PRESENTERS

(Applicants & Participants)

Nina Helander  
ERCICSSH2203123

### The Role of Emotions in Value Creation in Digital Service Transformation

Nina Helander  
Department of Information and Knowledge Management, Tampere University, Tampere, Finland

Leena Mäkelä  
School of Art, Music and Media, Tampere University of Applied Sciences, Tampere, Finland

Mika Boedeker  
School of Business and Services, Tampere University of Applied Sciences, Tampere, Finland

#### Abstract

Digital transformation is not only changing the way value is created in service encounters, it is also offering new ways to gather and analyses data of customer behavior and perceptions. This paper studies perceived customer value through a case study. The special focus is on studying the role of emotions in value creation in a data-centric, digitally transforming media context. This kind of approach will support the digital service development of organizations, which bravely seek for new kinds of innovativeness from the digitalization and are ready to look also the softer side of value even in the middle of digital technologies. This research is carried out as an empirical case study in media industry. The case is digital service development in a daily newspaper in Finland that looks for better customer engagement in their digital services. The case builds understanding on value creation through following research questions: a) what the key customer value determinants are enhancing customer experience in digital service context, and b) what the role of emotions in the customer perceived value is. Through the qualitative case study, this study contributes to value creation research stream by providing rich, empirical analysis of the role of emotions in digital value creation.

**Keywords:** Value Creation, Customer Experience, Emotions, Data, Digital Services, Media Industry, Qualitative Case Study



Sohel Rana  
ERCICSSH2203124

### Education Underprivileged Street Children of Bangladesh

Sohel Rana  
Voluntary Organization, Chayatal Bangladesh, Dhaka, Bangladesh

#### Abstract

I am just introducing about Bangladesh; Bangladesh is a densely populated country with populations about 190 million half of the population of Bangladesh are under the age of 18 who are considered as children and more than 25 million of them are under the age of 5 about 77% of children live in the rural areas and 23 live in the urban areas. One third of these children continue to live below the international poverty line. The violation of child rights is a common matter in to live below the international poverty line. The violation of child right is a common matter in Bangladesh. The children have basis right to education, balance diet, health and nutrition, protection, participation recreation, safe water, sanitation and hygiene. Most of the children of Bangladesh are deprived from this basic right. Our origination Chayatal Bangladesh has taken steps for schooling all the children and to decrease child labors and other child abuses. And we attempt has been made here to discuss the aspects of child right to create a child friendly environment in become adults through learning and life experiences. The social structures of Bangladesh have failed to give all the children a natural opportunity for growth. The age for admission to employment under different existing laws varies from 14 to 18 years under the new labor law, enacted in 2006. About 31% of the children of Bangladesh are involved in child labors and they are deprived form education and other child right. Sometimes the children are involving crimes of carrying arms, drugs and other illegal materials.

<p><b>Jia Yin Lin</b> <b>ERCICBELLP2203141</b></p>	<p><b>The Study of Instagram Followings and Followers on Likes, Commenting, and Sharing Intentions</b></p> <p>Jia Yin Lin Business Administration Department, National Changhua University of Education, Changhua, Taiwan</p> <p>Su-Hui Kuo Department of Business Administration, National Changhua University of Education, Changhua City, Changhua, Taiwan</p> <p><b>Abstract</b></p> <p>The development of social media, along with the emergence of internet celebrities, has completely changed the way people interact, communicate and participate. Internet celebrities have brought consumers more and different interactive experiences with their ordinary, approachable and authentic personalities. Enterprises have also begun to convey information about the brand by internet celebrities. Among the many internet celebrities, how companies should choose has become an important consideration. Therefore, this study explored the influences of followings and followers on likes, commenting, and sharing intentions on Instagram by using design of experimental method. The results showed that there is insignificant interaction between followings and followers on likes, commenting, and sharing intentions. The main effects of followings and followers are significant. The more followers or less followings were led to higher likes, commenting, and sharing intentions. The results provide the practice implications for companies to select internet celebrities to endorse their products.</p> <p><b>Keywords:</b> Following, Followers, Likes, Commenting, Sharing</p>
<p><b>Ephraim Ibekwe</b> <b>ERICSSH2203053</b></p>	<p><b>Questioning Science and the Auto-existence of the Soul</b></p> <p>Ephraim Ibekwe Department of Philosophy, Imo State University Owerri, Owerri, Nigeria</p> <p><b>Abstract</b></p> <p>Ab initio, the human soul is versely seen and treated as an abstraction that is religiously bounded on one hand while proving inconsistent with science on the other hand. This article advocates for a scientific case for the soul, even while it appears to be a herculean venture. Giving a scientific case for the soul hence provides first hand a foundation for discussions of the unique value of each individual. The problematic of ascertaining the existence of the soul is as a result of sophisticated advancements in contemporary physical science which has caused the questioning of everything that exists including man and his constitution. Hence, the existence of souls is implausible and any belief in such things is irrational. This belief is majorly championed by the logical positivists and materialists who are of the view that what is rational is the physical and nothing more thereby giving credence to the body while relegating absolutely the possibility of the existence of the soul. This article questions science's question on the existence of the soul. It draws our attention to existing cosmic realities and accounts for the soul, thus, insisting that the soul is an indispensable reality that does not even depend on the makings of the physical world or the sciences but is in itself not just a metaphysical reality but also a scientific reality.</p> <p><b>Keywords:</b> Science, Soul, Soma, Asoma, Personality and Psyche</p>
<p><b>Wongsakorn</b> <b>Choteviboonthanawong</b> <b>ERICSSH2203057</b></p>	<p><b>Operational Issues and the Competitiveness Model of the Thai Community Enterprises</b></p> <p>Wongsakorn Choteviboonthanawong Communication Arts Program In Marketing Communication, The University Of The Thai Chamber Of Commerce , Thailand</p>

	<p style="text-align: center;"><b>Abstract</b></p> <p>This study investigates the operational issues and the potential of community enterprises in Thailand. It was found that most community enterprises struggle with multidimensional management issues. There are still issues within the community in group management and membership, marketing management, production management, and accounting issues. Strengthening leadership, systematic group management, developing skills and enhancing members' knowledge on marketing and technology use, establishing product standards, and concrete community enterprise development plans are the main guidelines and models required to develop community enterprises' potential. A model for community enterprises experiencing operational issues must be developed and adapted using these guidelines to increase competitiveness and survive in the face of changing global dynamics. The findings shed light on the approach and model of development used by successful community enterprises.</p>
<p><b>Esra Calis</b> <b>ERCICSSH2203058</b></p>	<p style="text-align: center;"><b>Religiosity and Space: A Comparative Analysis of Living Room Decoration Patterns of Religious Families in Istanbul Across Two Generations</b></p> <p style="text-align: center;">Esra Calis Department of Cultural Studies, Istanbul Medeniyet University, Istanbul</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This Article Explores Living Room Decorations Among Religious Families Across Generations. The Primary Objective Of This Study Is To Investigate Whether There Are Differences In The Living Room Decorations Across Generations In Terms Of Distinctions Such As Traditional Versus Modern, Old Versus New, Inflexible Versus Open To Change. These Differences Are Discussed With Respect To Concepts Such As Religiosity, Cultural Memory As Well As Fashion, Modernity, And Gender. In This Direction, A Theoretical Framework Has Been Created By Using Symbolic And Interpretive Anthropology And Sociological Perspectives On Spatial Production. In The Study, In Which Participatory Observation / In-Depth Interview Technique Was Used, The Focus Was On The "Salon" The Living Room, Which Is The Exhibition Area And Mostly Used By Family Members. One Of The Most Notable Findings Of This Study Is That The Younger Generation Seems To Have More Flexible Patterns Than The Older Generation. It Has Been Observed That The Relationship Of The Older Generation With The Furniture Is A Spiritual Bond Based On Memories, And The Younger Generation Attaches Importance To The Functional Use Of Objects. Despite The Influence Of Fashion And Modernity, It Has Been Observed That Both Generations Watch Over Religious Sensitivities And The Manifestation Of Religiosity With Cultural Symbols Is Most Evident In The Practice Of Hanging Paintings.</p> <p><b>Keywords:</b> Religiosity, Intergenerational Culture, Spatial Culture, Cultural Symbol</p>
<p><b>Yossanan Kaeokomonman</b> <b>ERCICSSH2203063</b></p>	<p style="text-align: center;"><b>Online Marketing Communication of the Elderly Care Business in Thailand</b></p> <p style="text-align: center;">Yossanan Kaeokomonman Marketing Communication, School of Communication Arts University of The Thai Chamber of Commerce, Bangkok, Thailand</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This Study Aimed To Examine The Online Marketing Communication Of 45 Private Elderly Care Facilities That The Ministry Of Public Health Licensed To Conduct Elderly Or Dependency Care Business And Adhere To The Department Of Business Development's Service Quality Requirements. Coding Forms Were Used To Collect The Data Concerning Motivation And The Marketing Communication Approach Used In The Online Channels. Statistics Used To Analyze The Data Comprised Of Frequency Distribution, Percentages. The Findings Revealed That The Majority Of Aged Care Facilities (86.67%) Used Facebook As Their Primary Marketing Tool, Followed By Websites (40.00%) And YouTube (35.56%). The Type Of Content Often Posted On Facebook Was Information To Promote Health Knowledge/Behavior (32.64%), Followed By Information On Quality Services, Awards, And Internal Affairs (21.97%) And Notification Of Significant Events (20.08%) And The Service Information Content</p>

	<p>(18.20%). The Most Common Communication Styles Were Photographs Depicting Events Within The Service Facility (18.20%), Text And Graphic Presentations (14.64%), And Video Presentations Of Service Facility Operations (11.72%). The Findings Illustrate How An Elderly Home Uses Digital Media For Advertising Itself.</p> <p><b>Keywords:</b> Online Marketing Communication Elderly Care Business.</p>
<p><b>Nutthapon Jitprapai</b> ERCICSSH2203064</p>	<p style="text-align: center;"><b>The Impact of Marketing Communication on Brand Equity: A Systematic Review</b></p> <p style="text-align: center;">Nutthapon Jitprapai Communication Arts Program in Marketing Communication, The University of Thai Chamber of Commerce, Thailand</p> <p style="text-align: center;"><b>Abstract</b></p> <p>In Terms Of Promoting Brands And Increasing Their Brand Equity, Marketing Communication Has Had An Impact On All Sorts Of Companies And Marketing. The Objective Of This Study Is To Find, Evaluate, Summarize, And Synthesize Findings From Previous Studies That Looked At The Impact Of Marketing Communication On Brand Equity, As Well As To Categorize The Studies According To Brand Equity Components, Platforms, Social Media Dimensions, And Industry Type. According To The PRISMA Declaration, The Study Selection Process Is Defined. A Full-Text Search Of A Dissertation On Proquest Databases Was Conducted Using A Combination Of All Conceivable Keywords And Phrases. Clear, Detailed, And Predefined Eligibility Criteria Were Used To Find Research Relevant To The Topic. The Majority Of Research Has Indicated An Influence Of Marketing Communication On Brand Awareness, Brand Associations, Perceived Quality, And Brand Loyalty, With A Paper Publication Meeting Inclusion Criteria. Furthermore, This Analysis Found That The Online Platform Was The Most Popular Among Studies, That Numerous Industries Were Evaluated, And That The Majority Of Studies Reported The Five Dimensions Of Social Media. To Summarize, Marketing Communication Influenced CBBE Variables; Brand Awareness, Perceived Quality, Brand Association, And Brand Loyalty In Positively Way.</p> <p><b>Keywords:</b> Marketing Communication, Brand Equity, A Systematic review</p>
<p><b>Vardaan Shekhawat</b> ERCICSSH220365</p>	<p style="text-align: center;"><b>The True Nature of the Public Policy Challenges in West Africa: Flailing or Fragile States or Neithe</b></p> <p style="text-align: center;">Vardaan Shekhawat Design Thinking and Policy, African Development University, India</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The Edifice Governing African Public Policy Draws Its Linkages From Deeply Rooted Socio-Cultural Relationships. These Relationships Therefore Become An Essential Stand-Point To Analyze, Understand And Break-Down Ubiquitous Social And Policy Problems In African States. The Background Of The Study Derives Academic Inspiration From Contemporary Policy Challenges In Developing States Including Problems Of Hygiene, Weak Institutions, and Corruption Amongst Others. While It Is Easier And Best To Approach Policy Dynamics State-Wise, Our Study Reveals Some Ubiquitous Policy Dynamics That Have Been Observed Throughout The Region Under Study. Through The Theoretical Arguments Presented In The Paper An Attempt Is Made To Understand The True Nature Of West African States And If They Are Flailing States, Fragile States Or Neither. This Categorization Is Imperative For Initiating Future Academic, Development And Welfare Work In These States.</p> <p><b>Keywords:</b> Public Policy, West Africa, African Studies, Fragile States, Flailing States, Economy, International Relations, State Theory.</p>
<p><b>Saman Dizayi</b> ERCICSSH2203068</p>	<p style="text-align: center;"><b>Immigration and Identity Question in Contemporary Novel</b></p> <p style="text-align: center;">Saman Dizayi Department of Translation Techniques, Erbil Polytechnic University, Erbil, Iraq</p>

	<p style="text-align: center;"><b>Abstract</b></p> <p>The Cardinal Objective Of This Research Is To Examine Identity Issues Among Immigrants As Depicted In Contemporary Novel. It Utilizes The Most Recent Literary Masterpieces Like "Exit West" By Mohsin Hamid, "Refuge" By Dina Nayeri, And "Americana" By Chimamanda Ngozi Adichie. The Analysis Is In Conjunction With The Contentions Of Edward Said And Homi Bhabha, Preeminent Theorists Who Argued That Immigrant And Refugee Identity Issues In Their Theoretic Publications And Applied Them To Literature And Politics. Specific Objectives Of This Paper Are To Delve Into The Nature Of Identity Crisis As Portrayed In Literature, To Understand How Multiculturalism Triggers Identity Crises, And To Understand The Perspectives Of Individuals On Identity Crises And Their Coping Mechanisms. The Methodology Conducted In This Research Will Analyze How Dina Nayeri, Chimamanda Ngozi Adichie, And Mohsin Hamid Portray Identity Crises In The Contemporary World And Explore Their Parallelism To The Real World. The Process Will Constitute Analyzing The Characters' Cultural Backgrounds And Contrast Them To The Dominant Cultures Of Host Countries. It Will Also Analyze The Errors In Cognitive Processing Of The Cultures As The Authors Articulate Them To Understand The Core Causes Of Cognitive Dissonance. Understanding How The Conflict Affects Individual Behavior And Comparing It To Reality Will Be Part Of The Research.</p> <p><b>Keywords:</b> Immigration, World Literature, Contemporary Novel, Identity Question</p>
<p><b>Ronnaphop Nopsuwan</b> ERCICSSH2203069</p>	<p style="text-align: center;"><b>The Influence of Gastronomic Culture in Thailand's Three Southern Border Provinces.</b></p> <p style="text-align: center;">Ronnaphop Nopsuwan The Communication Art Faculty, University of the Thai Chamber of Commerce, Bangkok, Thailand</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Food Culture Has A Great Impact In Langkasuka. The Influence Of Diverse Gastronomic Cultures Has Resulted In Three Southern Border Provinces Of Thailand That Seem To Be Noteworthy In Food Characteristics, Flavors, and Presentations, Eating Methods, And Cooking. The Point Of The Study Is To Research Into The Origins Of Langkasuka Food From Numerous Ethnic Groups In The Past Who Have Been Connected With The Langkasuka Kingdom. 50 Papers Published Between 2016 And 2020 That Were Searched With The Term "Langkasuka Food" Were Considered From A Review Of The Literature And Synthesis Of International Research Based On Qualitative Research Principles. The Langkasuka Gastronomic Culture Was Determined To Have Originated From A Wide Variety Of Ethnicities And Cultures, Including Javanese, Malay, Chinese, Arab, Persian, And Portuguese, And Has Been Carried Down To The Present Day. Langkasuka Cuisines Is Separated Into Appetizers, Main Dishes, Desserts, And Beverages, With The Most Similarities To Javanese Culture, Next Came Influences From India And China. Arabic, Malay, And Portuguese Total 44 Menus.</p> <p><b>Keywords:</b> Langkasuka Food, Food Culture, Cultural Food Identity, Gastronomic Culture</p>
<p><b>Sidanuch Kittisareekul</b> ERCICSSH2203070</p>	<p style="text-align: center;"><b>How to be Graceful Aging : A Literature Review</b></p> <p style="text-align: center;">Sidanuch Kittisareekul School of Communication Arts, University of the Thai Chamber of Commerce, Thailand</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The Purpose Of This Research, Titled "Elements To Glorious Aging: A Literature Review," Is To Promote Dignified Maturation. By Conducting A Systematic Search Of An Electronic Database, The Researcher Did A Qualitative Analysis Of The Data. Quality Of Life Research From 2015 To 2020, 40 Individuals, 20 Quantitative Investigations. 11 Qualitative Studies And Nine Mixed-Methods Studies Were Conducted Using A Literature Review As A Research Technique. The Data Collection Shows That There Are Four Components To Elegant Aging: Components Economy (Income, Social Welfare, And Public Health) 2. The Makeup Of The Body (Health, Exercise And Eating Beneficial Food) 3. Psychological Subsystems (Awareness Of Self-Worth) 4. Social Components (Relationships With Others) Relationships With</p>



	<p>Members Of One's Family) In The Future, Questions May Be Created Using This Data.</p> <p><b>Keywords:</b> Graceful Aging, Review of Literature.</p>
<p><b>Linus Okereke</b> ERCICSSH2203072</p>	<p style="text-align: center;"><b>Sustainable Development and Social Welfare</b></p> <p style="text-align: center;">Linus Okereke CEO, Oasis Global Help Foundation, Lagos, Nigeria</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Sustainable development is a normative concept which involves trade-offs among social, ecological and economic objectives, and is required to sustain the integrity of the overall system. This is usefully formalized in terms of a social welfare function which is based on an aggregate of individual preferences and, as a prerequisite of intergenerational equity and overall system integrity, on a set of sustainability constraints. A 'sustainability-based social value function' is proposed to integrate these issues, and to go beyond traditional conceptions of sustainability that are either based on a value principle of maintaining some aggregate of capital ('weak sustainability'), or stationary-state criteria of maintaining social, ecological and economic assets constant over time ('strong sustainability'). Along with individual preferences and macroeconomic objectives, the proposed welfare function integrates principles of basic human needs ('critical economic capital'), integrity of the ecosystem ('critical ecological capital') and the socio-cultural system ('critical social capital'). This implies restrictions of the social opportunity space within which sustainable development can proceed and the new value function is defined.</p>
 <p><b>Kamara Kusupa</b> ERCICSSH2203076</p>	<p><b>Harmonization of Interest Between the Rich (Developed) Countries US/Europe and Poor (Developing) Countries of Africa</b></p> <p style="text-align: center;">Kamara Kusupa Tanzania Research Unit, Dar ES Salaam, Tanzania</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The Failure of Policies In Developing Countries Ends With Affecting Directly The Lives Of The People And Cause Suffering To The Mass, In Some Countries Wrong Results Has Caused Hatress And Enmity Between The Rulers And The Ruled. Why Is It Necessary To Harmonize Interest Between Different People At All Levels Beginning With National Level Up To International Level? Because Problems Which Are Caused By The Failure Of Policies From These Powerful Organs The World Bank And The Imf which Are Being Imposed To Developing Countries May Instigate The Poor To Rebel.</p>
<p><b>Bussababun Chaisiri</b> ERCICSSH2203087</p>	<p style="text-align: center;"><b>A Systematic Review of the Research on Self-Defense against Rabies Knowledge, Attitudes, and Practices</b></p> <p style="text-align: center;">Bussababun Chaisiri School of Communication Arts, University of the Thai Chamber of Commerce, Thailand</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Rabies Is A Highly Infectious Illness That May Be Transmitted Between People And Animals. It Is A Long-Standing Public Health Issue That Requires Immediate Collaboration From All Sectors. The World Health Organization Is Attempting To Eliminate. The Illness Due To A Lack Of Treatment. Each Patient With This Condition Is Doomed To Death. Nevertheless, This May Be Avoided. By Bringing Dogs In For Rabies Vaccinations. This Review Of The Literature Was Conducted In A Methodical Manner. It Is A Computer-Based Search. The Aims Are To Synthesize Self-Defense Knowledge, Comprehension, And Conduct In Order To Produce An Effective Medium. The Evaluation Includes Ten Quantitative Studies, Three Qualitative Studies, And Mixed Studies. There Are Seventeen Tales In All, For A Total Of Thirty. The Findings Indicate That People Have Incorrect Assumptions And Attitudes. Lack Of Awareness And Engagement In Rabies Prevention Contributes To The Inefficiency Of Rabies Prevention And Control Activities. Further Study And Development Of Health Media Should Be Encouraged In Order To Make</p>

	<p>Information, Attitudes, And Self-Defense Actions More Appealing And Accessible To A Broader Range Of Target Populations.</p> <p><b>Keywords:</b> Knowledge, Behavior, Attitude, Rabies, Literature Review.</p>
<p><b>Parinya Nilrattanakul</b> <b>ERCICSSH2203074</b></p>	<p align="center"><b>Digital Marketing Communication: The Direction of Successful Business</b></p> <p align="center">Parinya Nilrattanakul Doctor of Communication Arts Program in Marketing Communication, The University of the Thai Chamber of Commerce, Bangkok, Thailand</p> <p align="center"><b>Abstract</b></p> <p>The Digital World And The Internet Gave A Strong Impact On The World Of Marketing. The Traditional Marketing System (Offline) Has Switched To Digital (Online) So The Development Of Information Technology Is Necessary For The Community To Support A Variety Of Business Activities Both Large And Small. One Of Them Is Using Digital Marketing In The Marketing System Of A Business Unit To Increase Sales Volume And The Number Of Consumers That Affect Competitiveness In Global Competition Because Technology Will Facilitate Human Work In Meeting Their Needs Related To The Development Of Business Units. Digital Marketing Was Driven By The Need To Compete In The More Competitive Market That Forces Entrepreneurs To Adjust Themselves To Consumers, Who Defined The Current Market. Entrepreneurs Must Understand And Accept The Processes Of Digital Marketing More To Develop A Business That Influences Customer Accessibility And Reduction Of Business Costs And Contribute To Planning To Increase The Business Competition More Effectively. The Objective Of Integrated Marketing Communications Is Brand Equity. This Is Achieved By Integrating A Variety Of Communication Equipment Efficiently And In Full To Access The Target Group Specifically With The Type Of Communications Suiting Their Interests At An Appropriate Time And Through An Appropriate Channel Example Using Online Media, It Can Be A Website, Social Networking, E-Mail, Blog, And Even Applications. Furthermore, Marketing Changes Lead To The Redesigning Of Marketing Communications. Formerly, Marketing Communications Were Aimed At A Large Number Of Target Groups. Therefore, Organizations Should Focus On Digital Marketing Communications Development To Communicate And To Educate About Products Or Services, Opinions Feedback Channels Including To Create Marketing Activities Of Organizations That Can Be Consistent With Consumer Needs.</p> <p><b>Keyword:</b> Digital Marketing, Marketing Communication</p>
<p><b>Suwalak Kongsamut</b> <b>ERCICSSH2203088</b></p>	<p align="center"><b>The Process of Creating Personal Brand Thai Business Men</b></p> <p align="center">Suwalak Kongsamut Marketing Communication, University of Thai Chamber of Commerce, Thailand</p> <p align="center"><b>Abstract</b></p> <p>The process of creating personal brand Thai business men Suwalak Kongamato (Arts of marketing, university of thai chamber of commerce) This research is mixed-method research examining the process of personal brand building for Thai businessmen from the various business industries. The researcher conducted data collection through an in-depth interview. Data analysis was carried out concerning ethics in human research, which was verified by the board of trustees. The results found that the process of personal brand building consisted of 4 main procedures: (1) Discovery, which means the searching for the potentials and outstanding personalities such as tone, character, experience, personality trait, and skills; (2) Creation, that is undertaken by the assistant or personal secretary through the identification of major potentials and turn them to a real identity. This includes setting target groups, building credibility, creating physical evidence through the illustration of successful business professionals; (3) Communication, which is conducted through persuasion, impression, and trustworthiness to the target audience. This emerged to loyalty by building a connection with the target audience and engagement, such as the storytelling of daily life and social activities via own communication channels and public relations; and (5) Standard maintenance, this is</p>

performed by themselves, their assistants, or personal secretaries, who are responsible the personal brand creation. It consists of maintaining positive traits and satisfying results with a consistent basis after the personal brand is evident and strong.

**Keywords:** building a personal brand, personal brand, businessmen.

**Adekunle Saheed  
Ajisebiyawo  
ERCICSSH2203103**

**Social Media Influence and The “Endsars Protests” of 2020 in Nigeria**

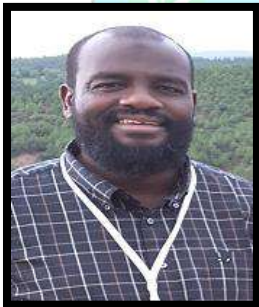
Adekunle Saheed Ajisebiyawo

Political Science & Public Administration, Igbinedion University, Okada, Nigeria

**Abstract**

This Paper Examines The “#Endsars” Protest Movement And The Role Played By Use Of Social Media Sites Such As Facebook And Twitter For Coordination And Mass. The #Endsars Protest Is Led Purely By Youths, Fueled By Social Media, And Organized Without A Formal Leadership Structure. In The Previous Years Of The Political History Of Nigeria, The Ongoing Protests Are The Sort Of Environment That Would Have Inspired A Military Coup. The #5for5 Demands Of The #Endsars Protest Resulted In An Immediate Concession From The Government, However, The Implementation Of Their Demands Remains To Be Seen. The Style Of The #Endsars Protest May Inspire Copycat Youth-Led, Social Media-Fueled, And Leaderless Protests Across West Africa, Ushering In A New Type Of Protests In The Region. The Paper Concluded That With The Increasing Use And Spread Of The Internet In The Country The Platform Of Social Media Will Increasingly Be Used To Put Pressure On Government To Address More Public Issues.

**Keyword:** Protest, Endsars, Social Media, Nigeria, Activism, Youth, Information



**Aminu Fagge  
Muhammad  
ERCICSSH2203116**

**Public Debt Management in Nigeria: Pre and Post Debt Exit Crisis**

Aminu Fagge Muhammad

Department of Economics and Development Studies, Federal University Dutse, Jigawa State, Nigeria

**Abstract**

In An Emerging Economy Like Nigeria, Public Debt Remains A Significant Means Of Financing Development Plans. However, Following The Debt Crisis In Nigeria Which Lasted For About Twenty-Five Years And The Subsequent Exit From The Paris Club In 2005-2006, Efficiency And Effectiveness Of Public Debt Management, Has Remained Major Concern Among Policy Makers. The Study Evaluated The Role Institutions In The Management Of Public Debt In Nigeria Before And After The Exit From The Paris Club In 2006. This Study Was Situated Within Institutional Frameworks. The Debt Management Office Act Of 2003 And The Fiscal Responsibility Act 2007 Provided The Context For The Institutional Analyses. The Two Acts Of Parliaments Provided A Rule-Based Management Of The Public Debt. The Study Found Out That, The Transition From The Discretionary To A Rule-Based Fiscal System/Operation Has Not Taken Place After The Country’s Exit From The Paris Club. This Is Because The Rules, As Contained In The Fiscal Responsibility Act Of 2007, Were Not Strictly Adhered To. Thus, Public Debt Management During The Post-Debt Relief Period Remained Discretionary. The Constraints To Institutional Change May Be Linked To The Conflicting Interests Between The Debt Management Office (DMO) And Fiscal Responsibility Commission (FRC). The Asymmetrical Relationship With The Federal Ministry Of Finance (FMF) As Superior To The Chief Executives Of The DMO And Fiscal Responsibility Commission Limits Their Abilities To Efficiently Discharge Their Mandates. As A Result, Public Debt Stock And Public Debt Service Has Grown Significantly After The Exit From The Paris Club. This Has, Therefore, Sown The Seed Of Future Public Debt Crisis In Nigeria. Based On The Findings From The Study Government Should Strictly Comply With The Provisions Of Section 42 Of The 1999 Constitution Of The Federal Republic Of Nigeria On Borrowing As Is Contained In The Guidelines Of DMO Act And FRA.

**Keyword:** Public Debt Management, Debt Crisis, Pre Crisis, Post Crisis, Nigeria

Zakaryya Abdelhady  
ERICSSH2203121

**Institutions Introducing Islam to Communities in the State of Qatar Challenges and Prospects**

Zakaryya Abdelhady  
College of Sharia , Qatar University, Doha, Qatar

**Abstract**

The Current Situation Indicates That The State Of Qatar Has Long Given Special Attention To The Development Of Institutions Introducing Islam, And Presenting Its Message, Thought And Doctrine At Both Local And Global Levels. This Early Interest Comes In Response To Multiple And Unprecedented Islam phobic Attitudes That Are Increasing Day By Day And Directed Towards Both Muslims And Islam. Such Attitudes Do Not Stop At Distorting Islam By Claiming That It Is Outdated And In Contradiction To Contemporary Life Or Showing Muslims As Terrorists, Extremists, Or Bloodthirsty. It Is Not An Exaggeration To Say That Such Feelings And Attitudes Are Nourished By Western Media, And Find Support And Justification From Politicians, Elites And Organizations That Favor The Nation Islamic Hostility, And The Events In New Zealand And What Preceded And Followed It Are Only Natural Reflections Of This Hostile Stance. In This Context, The Role Of Introducing Islam Comes In Confronting Islamophobia And Spreading The Concepts Of Civilized Islam, Which Establishes The Consolidation Of The Values Of Dialogue As An Alternative To Conflict And Understanding As An Alternative To Antagonism. These Efforts Coincided With The Nature Of Qatari Society And Its Openness And Interacting With Others, As Well As The Role Of Centers In Introducing Islam And Its Message Through Different Languages By Highlighting The Tolerant Features Of Islam For People In Our Present Age.

**Keywords:** Institutions introducing Islam -State of Qatar- challenges- prospects- islamophobia

Mohammed Al Rezan  
ERICSSH2203054

**Challenges and Complexities of Terms and conditions in the Digital Ecosystem: Use of Icons as an Alternatives**

Mohammed Al Rezan  
Law School, University of Malaya, Kuala Lumpur, Malaysia

**Abstract**

Ordinary Subscribers Face Difficulties in Understanding Legal Language, Jargons, Legislation and Contract Terms Included In The Privacy Policies Or Terms Of Services Used In The Digital Services, Especially In Mobile Applications. In Particular, Software Developers Are Expected To Include Simpler Language To Comply With The Legal Provisions, And The Users Demand Clearer Language In The Privacy Policies Or Terms Of Services Of The Apps To Provide Informed Consent. This Paper Reviews Two Projects That Aim To Simplify Legal Languages, One For Developers And One For Users. The Primary Aim Of These Projects Is To Encourage The Use Of Clearer Legal Language And To Provide Reforms And Proposals To Improve Current Practices. It Has Been Revealed That Each Of These Efforts To Simplify Legal Language Are Applied To Specific Categories And Narrow Fields, And Do Not Replace The Original Legal Documents.

**Keywords:** Legal Language, Mobile Apps, Developers, Users, Icons, Guideline



Kanyakit Keerati-

**Entrepreneur Characteristics and Management Competency towards Agricultural Cooperative Organizational Success in Thailand**

Kanyakit Keerati-Angkoon  
Faculty of Business Administration for Society, Srinakharinwirot University, Thailand

**Abstract**

The purpose of this study was to verify the effects of antecedent factors which are entrepreneur characteristics and management competency toward the consequence factors which are operation success of agricultural co-operative in thailand. As a research tool, questionnaires were mailed to the sample groups and the complete 357 of them were returned. The multiple regression analysis was

<p><b>Angkoon</b> <b>ERICSSH2203055</b></p>	<p>used for analyzing data. The results of the study showed as following: 1) diversity entrepreneur characteristics in term of leadership, interpersonal relations, taking risk, goals-setting; 2) diversity management competency in term of good operation systems, accounting and financing systems, technology management affected the agricultural co-operative organizational success. Therefore, enterprises should set systems work in organization especially accounting and financing systems, adopt information technology for managing an organization. In addition, manager should improve entrepreneur's skill on leadership, interpersonal relations, and taking risk for achievement and increasing competitive advantage.</p> <p><b>Keywords:</b> Entrepreneurs Characteristics, Management, Competency, Agricultural Co-Operative.</p>
 <p><b>Leah Gaines</b> <b>ERICSSH2203075</b></p>	<p><b>Turns Black Skin White": Status, Black Women, and Early 1900s American Beauty Advertisements</b></p> <p>Leah Gaines Interdisciplinary Studies, University of Central Florida, Orlando, United States</p> <p><b>Abstract</b></p> <p>Black women in America have been at the crux of many intersections of oppressions and expectations. Often, this is manifested through beauty standards that privilege Eurocentric features. American society often uses such standards to determine whether black women are deserving of respect, equal treatment, and human decency. This public conversation on what is, or is not, appropriate for black women's social value connects to a long historical discourse centering black women and beauty. considering early 1900s American beauty advertisements, this presentation serves to explore some of the ways that beauty has been advertised to black women under the guise of equality, social mobility, and respectability. Some of the questions that this presentation will answer include: 1. during the early 1900s, what were some of the beauty products and practices advertised to black women? 2. How do the advertisements promote social, political, and/or economic equality, justice, and/or citizenship? 3. What do these beauty advertisements, articles, and discussions tell us about societal expectations and perceptions of black women and beauty? To collect data for this research, i used the college online databases for access to proquest black historical newspapers. Searching the newspaper for beauty advertisements, i looked for articles published during the early to mid-1900s that would provide insight on societal standards and perspectives of beauty. Ultimately, the findings share that a specific beauty was a way to first class citizenship, a new ethnic identity, and cleanliness. This understanding of what beauty was for black women was heavily influenced by white supremacy, the social construction of race, and racism. considering historical practices of determining beauty and access to opportunity, this research calls for the challenging of current and future societal definitions of beauty, the politics of respectability, and the way that race is either privileged or deemed unworthy in society.</p> <p><b>Keywords:</b> Black Women and Beauty, Politics of Respectability, Beauty Standards, First Class Citizenship, Critical Race Theory.</p>
 <p><b>Mandakini Thakur</b> <b>ERICSSH2203095</b></p>	<p><b>Patterns of Everyday Technology: Impact of Electricity, Bicycle, Sewing Machine and Typewriter in Colonial Punjab</b></p> <p>Mandakini Thakur STI Translation and Facilitation Division, Punjab State Council for Science &amp; Technology, Chandigarh, India</p> <p><b>Abstract</b></p> <p>Colonial Punjab in the late nineteenth and the first half of the twentieth century was characterized by considerable socio-economic change. Much of this was due to the introduction and adoption of new everyday life technologies. Both in urban and rural areas, the life of the average person were impacted by the arrival of a number of novel and modern goods from all over the world. The objective of this research article is to discuss the impact of novel technology of electricity and associated items like the</p>

electric fan and bulb and everyday machines of bicycle, sewing-machine and typewriter on the colonial Punjabi society. The article is a part of my Ph.D. Thesis on 'technology and the colonial Punjab: impact on society'. The methodology used is analytical, comparative and multi-disciplinary. The study reveals that within a short span of time, electricity and everyday machines successfully perforated all sections and made life easier and comfortable for the general public. The bicycle and sewing machine and typewriter empowered people in general and women in particular, making them move freely and also helping them to earn livelihood. The Indian reform organizations started advocating sewing machine for Indian women's upliftment. The successful assimilation of everyday western technologies was perhaps one of the best positive outcomes of colonialism which gives credibility to the fact that technology when used for welfare is always progressive.

**Keywords:** Everyday Technologies, Colonial Punjab, Electricity, Bicycle, Sewing Machine, Typewriter



**Alexia Ferguson**  
ERCICSSH2203102

**The Black Lives Matter Movement and Human Rights Efforts**

Alexia Ferguson

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**Abstract**

This research examines the unique aspects of the black lives matter movement to consider if the model, including the structure, goals, and political actions, has the potential to inform other human rights efforts. Critical race theory is utilized to understand the significance of the movement. Secondary data from the black lives matter movement is analyzed to identify connections to prominent human rights theories, such as universalism, cultural relativism, and communitarianism. This project uses archival data and secondary sources to consider the effectiveness of the black lives matter movement along with other human rights models. This study found that components of the black lives matter movement, including its decentralized structure, goals of equality for people of color, and its ability to work with individuals and political actors, can be replicated in numerous cities and countries across other civil rights movements. This is partly due to the leadership of the movement being community-based, informed by modern technology, globally recognized, and political. Activists and academics can use the information to understand the challenges and benefits of using the black lives matter movement as a model. Addressing human rights issues is a complex and daunting task. It is essential that activists and academics recognize how communities and political actors can create change to inform human rights campaigns.

**Keywords:** Social Justice, The Black Lives Matter Movement, Human Rights, Universalism, Cultural Relativism, Communitarianism, Critical Race Theory.

**Achille Tsana**  
ERCICSSH2203119

**Federalism in Cameroon: Evolution and Prospects**

Achille Tsana

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**Abstract**

Since the independence and the 1972 referendum, Cameroon has experienced major jurisdictional transformation. Passing from an Unitarian federal system to a decentralized governance, it adopted a structure in which several decentralizations are implemented. Yet, essential principles such as fiscal autonomy and local government budget independence, as well as enforcement of budget discipline over budget misuse, are imperfectly adopted. Moreover, Cameroon society and diversity provides an argument for a federalism that accounts for this specific environment. We therefore provide evidence, using both empirical and theoretical public finance literature, that fiscal federalism and decentralization could overcome growing concern over local development. If autonomy and responsibility are key drivers in the process, first generation theory says little about jurisdictions interdependency and falls short on the essential question of local specificity. Therefore, we reckon

	<p>such pitfalls and mobilize second generation theory to demonstrate the relevance of fiscal accountability, local preferences, and both local and federal structures capable to enforce discipline and sufficient public good provision at both levels. However, we also provide evidence that if both theories are worth considering, the Cameroonian case misses local decentralizing on several aspects: low level of fiscal autonomy, dysfunctional checks over local and federal budgets and transfers, territorial discrimination of equalization. If Cameroon is willing to adopt a federal structure, it might then account for its population diversity, geographical and linguistic constraints, and develop check and balance mechanisms resilient enough to pave the way for local development and effective public good provision.</p>
 <p><b>Afeez Ademiju</b> ERCICBELLP2203051</p>	<p><b>Economic Effects of the Covid-19 Pandemic on Entrepreneurship and Small Businesses</b></p> <p>Afeez Ademiju Account Department, Obafemi Awolowo University, Teaching Hospital, Ile Ife, Nigeria</p> <p><b>Abstract</b></p> <p>The existential threat to small business, based on their crucial role in the economy, is behind the plethora of scholarly studies in 2020, the first year of the covid- 19 pandemic. Examining the 15 contributions of the special issue on the “economic effects of the covid- 19 pandemic on entrepreneurship and small businesses,” the paper comprises four parts: a systematic review of the literature on the effect on entrepreneurship and small businesses; a discussion of literature strands based on this special issue; and some ideas for post- pandemic economic research. Responding to covid- 19 involves not just shielding small business jobs, supporting entrepreneurship, and raising government debt but also creating productive entrepreneurship and resilient location-specific entrepreneurial ecosystems. The covid- 19 pandemic is an unprecedented challenge for small business that also brings new market opportunities. The papers in this special issue of small business economics journal aim to shed light on the economic effects of the covid- 19 pandemic by looking at the macro – and microeconomic effects on entrepreneurship and small businesses as well as the role of financial support policies and well-being in both developed and developing countries. Future research should focus on the role of digitization and financial mechanisms supporting small business during crises.</p>
<p><b>Sumaira Kayani</b> ERCICBELLP2203057</p>	<p><b>Social Support Affecting Adolescents’ Physical Activity through Mediation of Self-Efficacy and Motivation</b></p> <p>Sumaira Kayani Department of Psychology, Zhejiang Normal University, Jinhua, China</p> <p><b>Abstract</b></p> <p>In Pakistan, most of the adolescents in schools are inactive, associated with lack of motivation, and parental influence for physical activity. Social support, motivation and exercise self-efficacy could influence adolescents’ participation in physical behaviors. This study evaluates adolescents’ perceptions of social support, exercise self-efficacy, and motivation, then explores the impact of parents, teachers and peers/friends on physical activity through motivation and self-efficacy. A random sampling approach in cross-sectional design was used to recruit 629 school adolescents. Information on demographics factors, social support, motivation, and self-efficacy was explored through questionnaires. Results show that physical activity was positively predicted by social support, self-efficacy, and motivation. Further, social support and physical activity were significantly mediated by self-efficacy and motivation. However, the mediation effect is partial as the direct effect remained significant after the mediation analyses. Social support, self-efficacy, and motivation are essential to promote physical activity among adolescents in pakistan. The study suggests developing effective intervention at cognitive and interpersonal factors to increase school based physical activity.</p> <p><b>Keywords:</b> Social Support, Physical Activity, Self-Efficacy, Motivation, Adolescents</p>



**Richard Opoku**  
ERICBELLP2203070

### The Impact of Covid-19 on Ghana Business and its Sustainability

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#### Abstract

Businesses have been exposed to various challenges during the global pandemic, and their response to this disruption has affected their resilience as well as their chances to overcome this crisis. Small and medium-sized enterprises (SMES) are changing their business models in order to adapt to this changing environment. Service-based industries have been hit particularly hard. This research investigates how SMEs operating in service industries have been coping with the disruptions caused by the covid-19 pandemic. This research aims to gain insights into which transformation drivers they have focused on and which technologies they have selected as a means to respond to the disruption. These insights regarding SMEs are then explored according to their influence on the redefinition of sustainable business models in SMEs. The review data was analyzed via a customized research framework that contains three dimensions and 30 sub-concepts. The results show the distribution of drivers and technologies across service sectors. They are organized into a business model canvas and could be considered useful for academia and practitioners. The highly unpredictable environment allows for only a few feasible strategic approaches regarding an SME's decision on to follow incumbents, to become a challenger, or to reinvent themselves based on their own transformation drivers and readiness to apply digital technologies. The global health crisis that started in 2020 impacted businesses of all sizes and in all industries. Although some industries have shown a certain level of resilience or even found a new operating niche, most small and medium-sized entrepreneurs in the services industry found themselves in "new normal" operating environments. The negative impacts of the pandemic have been reported in all spheres of life, and have had economic, political, social, and psychological consequences. However, the strongest impact has been on human health and the perception of human health. In order to slow down the pandemic, several countries have suspended business activities, and have adopted social distancing in order to reduce human-to-human transmission of covid-19. This has led to lockdowns, reductions in consumption, the closure of communities, and the elimination of businesses. Numerous economic experts see this pandemic as a metaphorical "black swan" event, "that is, a surprising, unpredictable event of great significance and severe consequences that dramatically changes the political and economic environment" that may cause business failures technology professionals refer to this as a global disruption, which can be seen as an opportunity or as a challenge to transform business models or implement new technology as a support for business processes. Regardless of their size, numerous companies, large, medium, and small, are, "succumbing to the effects of the coronavirus". The year 2020 has been projected to "set a record for so-called mega bankruptcies" of many companies moreover, as mentioned, "things have changed, and the future is uncertain"



**Satya Prakash Mehra**  
ERICBELLP2203076

### Customary and Indigenous Laws in Conservation. Understanding Biodiversity through Eco-Cultural Aspects

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#### Abstract

The modern world is facing many challenges, most of which need immediate attention. Alike issues of the conservation and the climate change, the challenges such as poverty, unemployment, and women empowerment are at the priority of every nation. All such challenges are covered in agenda 2030 which includes 17 sdgs with 169 targets. Every sdg is linked in one or the other way with other sdgs. The success of the targets of the sdgs depends on the approach undertaken by the global community to overcome the modern world challenges. The global community is divided on the economic status. The conditions of the poor communities are critical, especially in the developing and underdeveloped nations. Most of these nations belong to asian, african, and south american continents. The nations



from these continents owe rich natural heritage and cultural diversity. The eco-cultural cultural ethos embedded in their indigenous customs and traditions of these nations have the global relevance in the age of information of the modern world. The solutions of the environmental challenges exist in the cultural roots of the nation. The present investigation is an attempt of the authors to highlight the concept of eco-cultural ethos from one of the developing nations of the world, i.e. india. India is one of such nations which inhabit diverse eco-culture.undoubtedly, conservation involves social dimensions connected to the local ecological setup. The concept of 'aranya sanskriti' (forest culture) and the 'prakriti purush' (nature and man) deeply embedded in the rituals and conventions of the indians depict its eco-centric approach. Indian customs describes the symbiotic relationship between human and nature through its customary activities and rituals. Based on the traditional conservation practices, the community manages its natural heritage. There are the diversity of customs and traditions which result in vividness in the conservation practices. Thus, the socio-ecological systems could be used for site-specific conservation programs and the policies. This investigation outlined the principle of the use of traditional knowledge and the customary actions of different geographic areas. Especially the talk discussed the issues pertinent to the three pillars with the main focus on the eco-cultural practices linking the biodiversity and livelihood. The conservation approaches, international networks and the indian perspectives were discussed. The case studies of the efforts undertaken for the world bank project based on the eco-ethos of the target nation were discussed with the aim of the sustainability of all the pillars. The primary aim of such investigation is to document the conservation practices inherited in the culture of different communities and to discuss the modern relevance of such actions. Further, using the eco-cultural ethos, the authors tried to inculcate the need of the site-specific models of enviropreneurship from the scientific and social research as carried out by the author and his team in different parts of rajasthan (india) such as abu hills (sirohi), kumbhalgarh (udaipur/ rajsamand), chak ramnagar (bharatpur) and ravine area (dholpur) in the first decade (the 2000s) and executed in the second decade (the 2010s) of 21st century (2005 to 2018). The globally applicable site-specific models represented the cultural and traditional linkages of community with the components of nature. These linkages were used for livelihood generation of the local people especially who has the traditional talent and skills without formal education. The execution of such approach led to the ownership and the importance of every individual and the respective community to the global community.

It was observed that modern conservation actions overlook indigenous eco-centric customs and traditional values, rendering the followers to break the natural bonding and the inter-relationship of the residing population of the humans with their natural set up. Thus, it is the time to pay due respect to the customary and indigenous traditions to revive the symbiotic bond of "man and nature" and include them in the national policy of the respective country

**Warning! Proportionality is Pushing Parties' Agreement away in International Investment Arbitration. Comments on the Case Occidental V Ecuador and Current Challenges**

Johannes San Miguel Giralt

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**Abstract**

In november 2015 the iccid case occidental v ecuador came to an end with one of the highest figures to pay in investment arbitration, setting a new binding precedent: the termination of a contract by public authorities is disproportionate and a breach to the fair and equitable treatment even if it is a contractual right covered by a previous party' agreement. This allegation has been held in disregard of several facts: the lack of accuracy, certainty and objective criteria for a full proportionality scrutiny; the lack of distinction between acts de iure gestionis according to the terms mutually agreed upon by both parties in contract and acts de iure imperii. Additionally, arbitrators did not take into consideration that proportionality was initially meant to protect fundamental rights, the hardship to measure and balance undefined legal categories, the non-fundamental nature of the investor's rights and the most important: proportionality blocks roleplaying and market efficiency, promoting moral hazard. These shortcomings were present yesterday and are more relevant in the current post-



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pandemic, peace-threatened world context.

Dr. Navneet Singh  
ERCICBELLP2203099

### Indic Script Machine Transliteration Model from a Persian-Arabic

Dr. Navneet Singh  
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#### Abstract

The Indian Subcontinent Is One Of The Unique Parts Of The World Where Languages Are Written In Different Scripts. It Is In Punjabi, For Example, Written In Gurmukhi Script (A Left-To-Right Script Based On Devanagari) In Indian East Punjab And In Pakistan's West Punjab, It Is Written In Shahmukhi (A Right To Left Script Based On Perso-Arabic). This Is Also The Case With Other Languages Like Urdu And Hindi (Although They Have Different Names, They Are The Same Language But Are Written In Forms That Are Not Understood). Similarly Sindhi And Kashmiri Languages Are Written In Both Persian-Arabic And Devanagari Scripts. Thus Transformation Between Persian-Arabic And Indic Scripts Is In Dire Need Of Developmental Transliteration Tools. In This Paper, We Present A Machine Translation System From Indo-Arabic To Indic Script, Which Can Convert Text Written In Indo-Arabic Script To Indic Script Sharing The Same Language With High Accuracy. This Tool Can Replace The Language With The Word And Letter Market To P-Transfer Hybrid System Cafe Polyclinic Writing. The System Responds To The Need To Pass A Script And A Script Category Into The Main Code, Algorithm And Screen System And Create A Cafe Language For The Database, Mapping A Single Script. The System Has Been Extensively Tested In Punjabi, Urdu And Sindhi Languages And Has Been Enhanced With Other Regional And Regional Companies Like Konkani. The Indian Subcontinent Is One Of The Unique Parts Of The World Where Languages Are Written In Different Scripts. Punjabi, For Example, Is Spoken By Millions Of People, But In The Indian East Punjab (20 Million) In The Gurmukhi Script (A Left-To-Right Script Based On Devanagari) And In The Pakistani West Punjab (80 Million). It Is Written In Shahmukhi (Right-To-Left Script Based On Persian-Arabic). While In The Dialect, Punjabi Spoken In The Eastern And Western Parts Is Understood In Written Form, It Is Not So. This Is Also The Case With Other Languages Like Urdu And Hindi (Although They Have Different Names, They Are The Same Language, But Like Punjabi, They Are Written In Forms Beyond Mutual Understanding). Hindi Is Written From Left To Right In Devanagari Script, Urdu Is Written From Right To Left In Arabic Script Of Persian Script. In This Paper, We Present Sangam, A Persian-Arabic To Indic Script Machine Transliteration System That Can Combine High-Precision Text In An Indic Script Written In Persian-Arabic Script With The Same Language. The System Has Been Successfully Tested On Punjabi (Shahmukhi-Gurmukhi), Urdu (Urdu-Devanagari) And Sindhi (Sindhi Parso Arabic - Sindhi Devanagari) Languages And Can Be Easily Extended To Other Languages Like Kashmiri And Konkani. One Should Note That The Transliteration Model Presented In This Paper Can Neither Be Categorized As Forward Nor As Backward Since It Is Concerned With Script Conversion In Same Language, So The Usual Techniques For Forward Or Backward Transliteration Cannot Be Applied Here And We Have To Develop A Special Methodology To Handle The Transliteration Issues Related To Conversion Between Scripts Of Same Language.

**Keywords:** Language, Linguistics, Literature And Culture, Ethnography, Punjabi, Gurmukhi



Vikas Zakde

### Social and Emotional Competence - Learning Problems Among School Children

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#### Abstract

Social And Emotional Learning Is The Process By Which Children And Adult Learn To Understand And Control Emotions, Preserve Helpful Relationships, And Make Dependable Preference. Personality Of Successful Social And Emotional Learning Programs Performance Strategies And State And District Policy That Support Social And Emotional Learning Programming Teacher And Classroom Strategy That Give To Social And Emotion To Learning And Outcomes Of Social And Emotional Learning Among

<p><b>ERCICBELLP2203107</b></p>	<p>Different Student Populations And Settings. Social And Emotional Learning Programs Vary Significantly In Their Hypothetical Base, Design, Supports, And Activities. Adopting Classroom Social And Emotional Learning Programs And Practices Is The First Step In Creation Student Social And Emotional Competence A Priority. Using An Evidence-Based Social And Emotional Learning Program Offers Much Compensation, Including A Organized Theoretical Framework, Supportive Materials And Prepared Activities, And Direction For Implementation, Assessment, And Evaluation An Awareness Of The Effective Components Of Social Emotional Learning And Is Important When Selecting An Learning Social And Emotional Program For A School Or Society.</p> <p><b>Keywords:</b> Emotional Competence, Social Competence, Education, Learning.</p>
<p><b>Jia Yin Lin</b> <b>ERCICBELLP2203141</b></p>	<p><b>The Study of Instagram Followings and Followers on Likes, Commenting and Sharing Intentions</b></p> <p>Jia Yin Lin Business Administration Department, National Changhua University of Education, Changhua, Taiwan</p> <p><b>Abstract</b></p> <p>The Development Of Social Media, Along With The Emergence Of Internet Celebrities, Has Completely Changed The Way People Interact, Communicate And Participate. Internet Celebrities Have Brought Consumers More And Different Interactive Experiences With Their Ordinary, Approachable And Authentic Personalities. Enterprises Have Also Begun To Convey Information About The Brand By Internet Celebrities. Among The Many Internet Celebrities, How Companies Should Choose Has Become An Important Consideration. Therefore, This Study Explored The Influences Of Followings And Followers On Likes, Commenting, And Sharing Intentions On Instagram By Using Design Of Experimental Method. The Results Showed That There Is Insignificant Interaction Between Followings And Followers On Likes, Commenting, And Sharing Intentions. The Main Effects Of Followings And Followers Are Significant. The More Followers Or Less Followings Were Led To Higher Likes, Commenting, And Sharing Intentions. The Results Provide the Practice Implications For Companies To Select Internet Celebrities To Endorse Their Products.</p> <p><b>Keywords:</b> Following, Followers, Likes, Commenting, Sharing</p>
<p><b>Reem Alqahtani</b> <b>ERCICBELLP2203052</b></p>	<p><b>The Impact of Renewable Electricity Generation on Employment at the State Level</b></p> <p>Reem Alqahtani Economic, Taif University, Taif, Saudi Arabia</p> <p><b>Abstract</b></p> <p>This Essay Examines The Impact Of Energy Production From RES On Employment In The Electricity Sector For A Panel Of 50 States Over The Period Of 1990 To 2017. While Significant Attention In The Literature Has Been Given To The Impact Of Energy Consumption From RES And Non-Renewable Energy Sources (NRES), This Research Will Investigate The Impact Of Energy Production On State Level Economies To Avoid The Electricity Loss Because Of Transmission And Distribution. The Choice Of The Time Period For The Empirical Work Is Significant Because There Has Been An Actual And Recognizable Application Of Green Energy Sources In The Electricity Sector (Menz And Vachon 2006, 1786). Important To Note Here Is That There Is No Data For The Years Before 1990 For Electricity Generation Data For RES, Which Limits The Scope Of This Work To A Certain Degree. The Reason For Using The State Level Data Is That Each State In The U.S. Has Its Own Economy, Resources, Policies, Population, Business Climate, And Characteristics. Thus, It Could Be More Accurate To Look At Each State Independently Rather Than Dealing With Aggregate Numbers For The Whole Country. If The Results Of This Study Show An Improved Economy For These States As A Result Of Devoting More Resources To Generating Energy From RES, The Results May Inspire Leaders In The States To Support Policies That Encourage Increasing Renewable Energy Use. A Distinction Between Whether A State Is An Oil-Producing State Or A Non-Oil-Producing State Is Considered When Examining The Impact Of Production Of The RES On Employment. This Essay Looks At The Impact Of REN On The Employed As</p>

	<p>Percent Of Civilian Non-Institutional Population (N) Measured As Total Employed Individuals Divided By The Civilian Non-Institutional Population. By Using Fixed Effect Estimations With State-Fixed Effects And Time-Fixed Effects To Estimate The Impact Of REN On N, This Essay Finds That REN Has A Statistically Significant And Positive Impact On Employment Of Each State. The Positive Impact Of REN On Employment Includes Both States That Produce Oil And States That Do Not Produce Oil. These Findings Indicate The Importance Of Increase In The Use Of RES In The Electricity Sector Because It Creates New Jobs, Which Improves The Employment In Each State.</p>
 <p><b>Caleb Opoku Mensah</b> ERCICBELLP2203053</p>	<p><b>Big Data Characteristics and Innovation Performance in Small and Medium-sized Enterprises (SMEs) During COVID-1 Pandemic: The role of the Big Data Team</b></p> <p>Caleb Opoku Mensah School of Finance, Jiangsu University, Zhenjiang, China</p> <p><b>Abstract</b></p> <p>It Is Well-Documented in Literature That One Major Challenge Facing Small and Medium-Sized Enterprises (SMEs) Is Resource Constraints. This Affects SMEs' Potential for Innovation, As Innovation Is Resource Intensive. The Woes of SMEs Have Worsened with The Advent of Covid-19 Pandemic, Which Has Had A Great Toll On Even Large Firms. To Survive the Competition, It Is Expedient That SMEs Find More Creative and Innovative Ways To Operate. The Study Examines the Association Between The Big Data Characteristic And Innovation Performance In Selected Manufacturing Firms In Ghana As Well As The Mediating Role Of The Big Data Team In This Relationship During This Covid-19 Pandemic. This Provides A New Perspective To The Ongoing Debate On The Big Data Innovation Nexus Globally. Using Data From 43 Accidentally Selected Manufacturing Firms From Greater Accra In A Structural Equation Model, The Study Confirms That Big Data Characteristics Positively Influence Innovation Performance In Manufacturing Firms. Various Validity And Reliability Tests Were Run Before Testing The Significance Of The Various Hypotheses Of The Study. However, Velocity And Volume Are Negatively Associated With Innovation Performance In These Firms During Global Crisis Such As Covid-19. Finally, The Sophistication And Skill Levels Of The Big Data Team Positively Mediate The Relationship Between Big Data Characteristics And Innovation Performance. Therefore, Management Should Prioritize The Employment Of A Highly Skilled Big Data Team To Benefit From All The Characteristics Of Big Data. Further, Firms Should Consider the Long-Run Benefits of Big Data Analytics Over the Initial Cost of Investment.</p> <p><b>Keywords:</b> Big Data, Big Team, Innovation, Performance, Covid-19; SMEs, Ghana</p>
<p><b>Yuyu Zheng</b> ERICSSH2203132</p>	<p><b>Unconventional Revisionist Power: The Rise of an Assertive China in Discourse</b></p> <p>Yuyu Zheng School of International Relations, University of St Andrews, Fife, United Kingdom</p> <p><b>Abstract</b></p> <p>As china became more powerful internationally, scholars started to evaluate whether it was a revisionist or a status quo power. The present study discusses the idea of revisionist and status quo power, linking it to the concept of narrative, and analyses china's intentions at the four levels of the state narrative: understanding of self; perceptions of self-image; recognition of norms in interaction; and the projection of national values to others. By using recent official discourse in china, this study argues that china is constructing a Chinese story to its population of the ccp's legitimacy while at the same time convincing the other states of its non-revisionist and peaceful intention as it grows in influence. In its dissatisfaction and willingness to act according to the official discourse, china has shown itself to be a revisionist power masquerading as a status quo power.</p> <p><b>Keywords:</b> China, Revisionist Power, Narrative.</p>

## **LISTENERS**

(Applicants & Participants)

<p><b>Darlington Irikevwe Itoje</b> Management, Benken Motors Nigeria Enterprises, Edo, Nigeria ERCICBELLP2203121</p>
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<p><b>Gauravdeep Singh Gill</b> Business Economist- Collecting and Analyzing Financial, Political, and Socioeconomic Data, Bajaj Capital Limited, New Delhi, India ERCICBELLP2203131</p>
<p><b>Narinder Singh</b> Business Economist- Collecting and Analyzing Financial, Political, and Socioeconomic Data, Hero Housing Finance Limited, New Delhi, India ERCICBELLP2203132</p>
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