



***EURASIA RESEARCH
CONFERENCE PROCEEDINGS***

**Amsterdam - International Conference on Social
Science & Humanities (ICSSH), 19-20 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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Victoria Dunaeva	Chairperson, Researcher, Clinical Psychologist in Activus Aspectus – Innovative Laboratory, Warsaw, Poland
Pavčina Látková	Associate Professor, Internship Coordinator, Recreation, Parks & Tourism Department, San Francisco State University, California
Agnieszka Itendo-Milewska	PhD. Agnieszka Itendo-Milewska psychologist, Private University of Pedagogy, Faculty of Psychology, Białystok, Poland
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Conference Schedule

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

Date: 26th 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 Cisko Psychology Department, SWPS University, Wrocław, Poland ERCICTEL2203083 Emilia Konsek Psychology Department, SWPS	Lost in Relations+

	University, Wrocław, Poland ERCICTEL2203083	
	Lunch Break and Group Photo : 1:00 PM-2:00 PM Session 4: Technical Talk 2 : 2:00 PM-4:30 PM	
6.	Gummadi Venkatesh Kumar Department of Studies in Psychology, University of Mysore, Manasagangotri, 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 Secrariat 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 ERICTEL2203077	Listener
15.	Abed Al Rahman Saadeddine Science, Lebanese International University, Tyre, Lebanon ERICTEL2203091	Listener
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	Listener

	Global Limited, Lagos, Nigeria ERCICSSH2203112	
24.	Ifedayo Adegbenro Shonde Deputy Director, Federal Inland Revenue Service, Lagos, Nigeria ERCICSSH2203128	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: 27th 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
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Session 2: Team Activity: 7:15-7:45 AM

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

29.	Saniya Abirin Integrated Laboratory School - High School, Western Mindanao State University, Zamboanga City, Philippines ERCICTEL2237056	Students' Attitude and Social Support Toward Home-Based Education
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	Patterns of Everyday Technology: Impact of Electricity, Bicycle,

	STI Translation and Facilitation Division, Punjab State Council for Science & Technology, Chandigarh, India ERICSSH2203095	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 Public Finance and Taxation Department, University of Mons, Mons, Belgium ERICSSH2203119	Federalism in Cameroon: Evolution and Prospects
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 Present
38.	Yassine Sarhan Commerce Department, Centre De Formation Professionnel 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



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

Topic: Global Citizenship Education: Creating a Generation of Youth Change makers

Reese Wong is a young changemaker and Founder of ISSIA HK (issiahk.org), a youth-led nonprofit that champions global citizenship education, empowering young changemakers through peer-to-peer and project-based learning. Since 2019, ISSIA has involved over 300+ students from 80+ schools in Hong Kong and beyond, launching 30+ projects surrounding SDG 4 and 17. Reese's work has been featured on the World Economic Forum, Nasdaq, SCMP, RTHK and more. Reese is currently a UNESCO HK Youth Ambassador and was a Youth Delegate at UNITE 2030 and YOUNGA 2021. As a speaker, he has spoken at 30+ engagements, including the World Humanitarian Forum and the Asia Pacific International Schools Conference. As a passionate advocate for youth empowerment and the Sustainable Development Goals, he aims to lead, innovate and catalyze long-term social impact. He currently works at Ashoka, the world's largest community of social entrepreneurs and is a Enlight China Fellow at the Watson Institute.

KEYNOTE SPEAKER



Dr. Maria Teresa Matriano

Assistant Professor, Middle East College, Al Rusayl, Knowledge Oasis,
Muscat, Oman

Topic – The Future of the SMEs (Small-Medium Enterprise) - Growing
Business Online

Dr. Maria Teresa Matriano is a Principal Investigator of Funded Research Projects, Author and Academician. She had been Training Institute Administrator for twenty years drafting academic policies while collaborating with members of higher education. She has expertise in teaching Entrepreneurship, Strategic Management, MBA dissertation writing, and UG Projects. She has acquired certification from Oman SME-MOHE as a Certified Entrepreneur Educator; and was the adviser of Middle East College's team to C.E.O, Florida, U.S.A. Global Pitch Competition where the team captured the first-place position last October 2021. She's also an Associate Editor of the Global Journal of Research Publication.

PRESENTERS

(Applicants & Participants)



Yu-Tzu Ko
ERCICSSH2237060

The Effect of Pay Satisfaction on Work Performance: The Moderating Effects of Workplace Friendship

Shu-Min Wang

The Department of Human Resource Management, National Changhua University of Education, Taiwan

Yu-Tzu Ko

The Department of Human Resource Management, National Changhua University of Education, Taiwan

Abstract

This study mainly explores the effect of pay satisfaction on work performance, the moderating effects of workplace friendship. The questionnaires were collected by purposive sampling, total of 100 valid questionnaires; and SPSS confirmatory factor analysis and SPSS regression analysis were used to verify the results. From the research results, we know that pay satisfaction does not significantly affect the relationship between work performances, but workplace friendship has a positive relationship with work performance, and workplace friendship has no interference effect between pay satisfaction and work performance. Finally, this study puts forward practical implications and suggestions based on the research results to improve employees' work performance through good workplace friendship.

Keywords: Pay Satisfaction, Work Performance, Workplace Friendship

Suneel Sadiq
ERCICSSH2237054

Impact of Interpretation, Breakdown on Children's Social Life

Suneel Sadiq

Social Services, Hope Worldwide-Pakistan, Jhelum, Pakistan

Abstract

We are combine excellence and mass methods to explore the children aged 9 to18 year olds in today's heavily mediated consumer culture, focusing on the opportunities and risks that the society represents for young people. The enthusiasm, with which this age group regards, they proclaim proudly, suggests a striking coincidence of interests between young people themselves and the rapidly growing industry that markets to them, developing dedicated services, albeit a coincidence that arouses considerable ambivalence among critical commentators. It is suggested that young people's involvement with entertainment and other consumer culture, including the ways in which this mediates /youth culture, can be usefully framed in terms of literacy, a framework currently of considerable policy relevance given the duty of the communications regulator, UN, to promote literacy. This paper draws on the qualitative findings obtained thus far to identify the varieties of literacy evidenced by young people, including their considerable fluency in using Consumer culture to create a seamless, 'always on', peer-oriented environment, their less-than critical awareness of some of the commercial imperatives and strategies that lie behind the provision of these, and the difficulties of identifying as yet 'unmet needs' for this Social Change in population.

Naing` Lin
ERCICSSH2237055

Media Research

Naing` Lin

Communication, MDIS Institute, Myanmar, Burma

Abstract

Scriptwriting should be kept well in advance of film-making. Scripts are artistic works of a peculiar character different to that of novels or dramas; form the ideological basis for films. Therefore, it is impossible to produce good films without giving priority to scriptwriting over film-making. Therefore,

	<p>it is difficult to make film and in film making we are facing so many problems because we are making as same as script. So, we memorize everything in script and using in film-making. Sometimes efficient script makes film so bad that people could not accept that. Bad script such as for example Ronan 47, London Boulevard, Red Riding Hood, A Million Ways to Die in The West and Dark phoenix. They try to get budget from the viewers and the audiences didn't like those films due to some problem. In some kind of problem, we discuss about film in research of media, we are form of industry to search problem to realize not to make it same problem when we create the film. Going back to the 90s period, those time we were learnt about film with low budget that can get million. Overall mass media provides persuasion media helps from public opinion, influence votes, change attitudes, moderates behaviour debunk myths and sell products. Persuasion is most effective when performed in a subtitle manner. Hence, these are the ways media is useful to an individual and society.</p>
<p>Akanksh Sharma ERCICSSH2237056</p>	<p style="text-align: center;">Analogical Reasoning and Priming</p> <p style="text-align: center;">Akanksh Sharma Department of Psychology, Christ University, India</p> <p style="text-align: center;">Abstract</p> <p>Numerous studies have investigated the cognitive processes involved in analogical reasoning. For instance, some researchers posit that analogical reasoning depends on the controlled comparison between the base and the target systems. However, a number of studies have found instances of spontaneous and automatic analogical reasoning, the mechanisms of which are unknown. This study aimed to understand the implicit and automatic mechanisms involved in the processing of analogies. Specifically, this study investigated the role of priming in facilitation of analogical reasoning. Either congruent primes (relations that were needed to solve a subsequent analogy) or incongruent primes (words not related to the subsequent analogy) were presented before an analogy task (of the form a : b:: c : d, where participants were required to categorize the words as either forming an analogy or not), and the reaction times and accuracy of the participants were noted. The primes were presented with a SOA of 100ms. The study found that the accuracy of analogical reasoning was indeed facilitated when congruent primes were presented. However, the reaction times remained more or less consistent in both conditions. These findings suggest that analogical reasoning is facilitated by priming, and that relational integration of the prime with the presented analogies facilitates analogical reasoning.</p> <p>Keywords: Priming, Analogical Reasoning, Relational Integration</p>
<p>Shu-Min Wang ERCICSSH2237059</p>	<p style="text-align: center;">The Effect of Pay Satisfaction on Work Performance: The Moderating Effects of Workplace Friendship</p> <p style="text-align: center;">Shu-Min Wang Human Resource Management, National Changhua University of Education, Changhua, Taiwan</p> <p style="text-align: center;">Abstract</p> <p>This study mainly explores the effect of pay satisfaction on work performance, the moderating effects of workplace friendship. The questionnaires were collected by purposive sampling, total of 100 valid questionnaires; and SPSS confirmatory factor analysis and SPSS regression analysis were used to verify the results. From the research results, we know that pay satisfaction does not significantly affect the relationship between work performances, but workplace friendship has a positive relationship with work performance, and workplace friendship has no interference effect between pay satisfaction and work performance. Finally, this study puts forward practical implications and suggestions based on the research results to improve employees' work performance through good workplace friendship.</p> <p>Keywords: Pay Satisfaction, Work Performance, Workplace Friendship</p>
<p>Dr. Bennabhaktula Lavanya ERCICSSH2237061</p>	<p style="text-align: center;">The Role and Status of Tribal Women in Society</p> <p style="text-align: center;">Dr. Bennabhaktula Lavanya Associate Professor, Department of History, University College of Arts and Social Sciences, Osmania</p>

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Abstract

Tribes are one of the diverse groups among the Indian population and Telangana has the distinction of having a large number of ethnic tribes. They remain disadvantaged mostly as they are considered as the lowest section of Indian society since ancient times. The tribes remain disadvantaged due to various factors like geographical and cultural isolation, lack of proper health facilities, inability to satisfy basic needs, lack of control over resources and assets, lack of education and skills, malnutrition, lack of shelter, poor access to water and sanitation, vulnerability to shocks, violence and crime, lack of access to proper infrastructure facilities and technologies and lack of political freedom. All these challenges can make their living a difficult task. Telangana state now represents a blend of modernity with Hyderabad being the hub of IT and other industries while interior districts have various tandas housing a large tribal population. While Adivasis are traditional forest-dwelling communities, Lambadas are a nomadic community and the major dominant tribal groups inhabiting the Telangana State. Women's questions have attracted the attention of social scientists who find plenty of areas still unexplored for researchers. The role and status of tribal women in society can best be understood within the cultural context by the operation of various historical, political and economic factors shaping the society within the frame-work of time. There are gradual changes in the status of tribal women as a result of modernization. Even though there is much advancement in the field of education, a large majority of tribal women remain tradition bound. The proposed Paper attempts to capture how the lives of the tribal women have been changing and what kind of roles they play within their exclusive tribal tandas as well as the so-called modern/urban societies to where they migrate in search of a livelihood.

Keywords: Lambadas, Tandas, Telangana, Tribes, Women

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Corporate Reputation and Job Pursuit Intention: The Mediation Effects of Organizational Attractiveness and Moderation Effects of Need for Cognition

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Abstract

The purpose of this study is to explore the correlation between corporate reputation, organizational attractiveness and job search intention; second, whether organizational attractiveness mediates the relationship between corporate reputation and job pursuit intention; and finally, to examine whether the relationship between corporate reputation and organizational attractiveness is affected by the moderating effect of high or low need for cognition. A total of 101 valid questionnaires, including 48 students and 53 workers. The hypotheses were tested by correlation and regression analysis. Our findings show that (1) the corporate reputation has a positive relationship between organizational attractiveness, (2) organizational attractiveness completely mediates the positive relationship between corporate reputation and job pursuit intention, (3) need for cognition does enhance the positive relationship between corporate reputation and organizational attractiveness, and the moderating effect is established.

Keywords: Corporate Reputation, Organizational Attractiveness, Job Pursuit Intention, Need for Cognition

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