



**Global Research &
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CONFERENCE PROCEEDINGS

**11th International Conference on Social Science and Humanities
(ICSSH), 19-20 September 2016, London**

19-20 September 2016

Conference Venue

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**Global Research &
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Keynote Speaker



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Mysore University, Karnataka, India

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Global Research &
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Keynote Speaker



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11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016,
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Neo-Salafism and the New Islamic Extremism in the West

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ABSTRACT

In recent years, especially after establishment of a new caliphate in Iraq and Syria, some of the busiest cities in the Western countries have been attacked by Islamist extremists. Although some attacks were carried out without a direct order from a specified leader, but ISIS hailed the attackers as “martyrs” (those who suffer persecution and death because of their beliefs). In this short lecture, I discuss about the cause-effect relationship between the ideological belief structure of neo-Salafis and the new voluntary (spontaneous) terrors in the west. In the neo-Salafi Perspective, there are two basic ideas (religious duties) about how Muslims should interact with non-Muslims: jihad and hijra. I concentrate on the concept of hijra (migration) which is important element of the Salafist political Ideology. The Qur’an speaks of oppressed and weak people on earth and suggests that they could migrate from their oppressed positions to another land of God. After establishment of ISIS, many Muslim people from Western countries have joined ISIS under the name of hijra and jihad as religious commitments. But some of them prefer to do jihad in the Western countries without physical hijra.

Keywords: Islam, neo-salafism, West, jihad, migration, terrorism

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Gender-Related Issues in the Malaysian Construction Industry

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ABSTRACT

This paper will describe the issues faced by participating in majority and minority groups in the construction industry. Usually male are dominated occupations in the construction industry. However, women in construction are seen as the wrong gender to be around for a construction job requires manual dexterity but not only physical strength. This paper discusses about the participation of men and women in construction focuses on the Malaysian construction industry. Moreover, issues and barriers prevent women entering and maintaining the industry has also debated. At the same time, the discussion centers around why men also be an option to participate in the construction industry. A finding strength from this paper is that it is not necessary technical skills proves otherwise consist of their identity as women to meet the demands of the workplace and who have the ability to fit into the accepted behavior of the workplace. There are also concerns among working women have to balance

11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016, London

Imperial College London, South Kensington Campus | London SW7 2AZd

	<p>between career and family life success. Finally, the paper presents the proposal to create a better way for the participation and retention of women in this male-dominated zone. Among bring more female role model at the primary education level to aspire to a career in construction, equal opportunity clearer in the workplace and a stronger role of the social partners Keyword: Gender-related, construction industry</p>
<p>Sibel Canaz Sevgen GICICSSH1611053</p>	<p>Housing Choice by Foreign Real Persons in Turkey and Analysis of Factors Affecting this Choice</p> <p>Harun Tanrıvermiş Ankara University, Faculty of Applied Sciences, Department of Real Estate Development and Management</p> <p>Yeşim Aliefendioğlu Ankara University, Faculty of Applied Sciences, Department of Real Estate Development and Management</p> <p>Sibel Canaz Sevgen Ankara University, Faculty of Applied Sciences, Department of Real Estate Development and Management ssevgen@ankara.edu.tr</p> <p>ABSTRACT</p> <p>In this study, housing choice of foreign real persons in Turkey and factors affecting this choice were analyzed. To conduct this study, survey data were collected, analyzed and results were evaluated. There are so many parameters that effects choices of housing by foreigners. These parameters can be listed as housing type, gross area of housing, number of rooms and household size, housing maintenance and operating costs, value of the house, distance to town/city center and age, job or retirement status, income of foreigners etc. Comprehensive statistical analysis of reasons of housing and other real estate property choices by foreigners were performed, and relationship between real estate acquisition and aggregate factors were analyzed by the analytic hierarchy approach. According to the results, it is observed that there is a strong relation between usage patterns, socio-economic characteristics, purpose of real estate acquisition, and housing preferences. Moreover, it is find out that the majority of foreigners (67.7 %) reside in the apartment (independent sections on the floor) and (20.6 %) in detached houses or villas in Turkey, and about half of foreigners (53.1 %) have not any idea about the value and the market lease value of their house. In addition, according to the results it is seen that there is a direct relation between income and the size of house. It is obvious that the total monthly household income and the residential housing size have significant dependency ($P<0,05$). Likewise, if total monthly household income of foreigners is high, they have more than one residences in Turkey ($P<0,05$). Also, a strong correlation between second home's size, owner's age, education, income level and vehicles' ownership were observed ($P<0,01$). Furthermore, it is demonstrated that there is a link between coastal and inland house and distance to city of the acquired house in Turkey ($P<0,01$). Additionally, there is a strong relation between the number of room and place of the house acquired by foreigners and rental trend, also as it is expected room rental trend is rising with number of room ($P<0,01$). Finally, according to</p>

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Imperial College London, South Kensington Campus | London SW7 2AZd

	<p>the analysis of the data, it is seen that most of foreigners who are owners of a house has cars, and very few number of them have terrain vehicles, while they are not interested with having motorcycle and marine vessels in Turkey.</p> <p>Keywords: Real Estate, Housing, foreign investor.</p>
 <p>Mohamad Yusuf GICICSSH1611054</p>	<p>Evaluating Undergraduate Tourism Curriculum in Indonesian Universities: A Perspective from Stake holders</p> <p>Mohamad Yusuf Faculty of Cultural Sciences, Universitas Gadjah Mada, Indonesia myusuf@ugm.ac.id</p> <p>ABSTRACT</p> <p>This study aims to answer two research questions: (1) What would be the specific characters that should be considered to develop tourism studies in Indonesia? (2) What criteria that can be used to evaluate tourism studies in Indonesian universities? We analyse policy documents as well as experts' opinions from academia, professionals, and also policy makers related to tourism and tourism educations in Indonesia. This study found that there are four actors contributing to the development of tourism curriculum in Indonesian universities, namely: (1) Tourism academia who develop and implement curriculum in the class room; (2) Ministry of Research and Higher Education (DIKTI) who develops a general framework for curriculum development in Indonesian universities; (3) Non-government tourism association, i.e. Association of the Indonesian Tourism Tertiary Education Institutions (HILDIKTIPARI), and Indonesian Tourism Scholars Association (ICPI) who assist universities with opinions and guidance for the development of tourism curriculum; and (4) Tourism industries, for instance, but not limited to: Association of the Indonesian Tour & Travel Agencies (ASITA), Association of Indonesian Hotel and Restaurant (PHRI), etc. Two issues characterizing the curriculum development in Indonesia namely: the separation (and combination) between vocational and academic frameworks, and an aspiration to consider moving from inter (and-trans) disciplinary to mono-disciplinary. With regard to the criteria, this study found that the competence of both practical and academic ways of teaching underlines the teachers' competence. As a consequence, the students' competence of analysing and at the same time practising tourism are the goals of teaching tourism in Indonesia.</p> <p>Key words: Tourism curriculum development; separation between academic and vocational frameworks; Indonesian universities</p>
 <p>Imran Naseem GICICSSH1611055</p>	<p>War Destroys Business: A Reality Check</p> <p>Imran Naseem University of Liverpool Management School, United Kingdom drimran@ciit.net.pk</p> <p>Saeed Akbar University of Liverpool Management School, United Kingdom</p> <p>ABSTRACT</p> <p>Despite the all known devastation of wars, human history is plagued with this menace. Humans, factions, and nations go to war anticipating an outcome</p>

11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016, London

Imperial College London, South Kensington Campus | London SW7 2AZd

	<p>favourable to their interest. Military and political scholars have contributed a rich flow of words on political, ideological, religious, constitutional, and military consequences of war; business on the other hand has been less successful to draw much attention in retrospect. A call for thorough investigation into impacts of war on business and vice versa is, therefore, apparent. Whereas war is largely accepted as an influencing factor on state-making, its effects on economy (taxation and relative factors) still need further research (Kiser & Linton, 2001). We observe Columbian conflicts questioning the integral component of the early political economy of war suggesting that all non-state armed groups cannot be assumed identical in strategy (Sanín, 2008). Researchers are also questioning if the African states are going back to early European methods of state building after getting over the cold war and increased worldwide awareness of old economic motives for war (Reno, 2002).</p> <p>The narration presents a research thirst in terms of economic aspects of war. This study aimed to explore the literature in search of finding any systematic and holistic set of studies explaining war and business complexity from certain aspects, to which we found no comprehensive evidence. Our literature did not have geographical or time bound barriers in terms of event occurrence though we were conscious of selecting studies that were published recently and in quality journals. Since literature does not provide any mechanism to understand complex and dynamic relationship between war and business, the study in hand calls for devising a framework to understand these dynamics and invites attention of the scholars to invest time and energy in devising the framework for studying different aspects of the war and business relationship. Following sections explain flow of the study. We start with the methodology of the study followed by 'Business Profiting From War', 'Business Suffering due to War', 'War Having No Effects on Business', 'War Profiteers', 'Ethical Considerations', and 'Conclusion'. Each of the first four sections contains derivatives driven from the respective literature and conclusion besides summing up the literature also presents the proposed framework.</p>
 <p>Fardeen Gauhary GICICSSH1611057</p>	<p>Do Security Conditions Block the Progress of Infrastructure Projects in Afghanistan?</p> <p>Fardeen Gauhary Master of Arts in International Development International University of Japan f.gauhary@gmail.com</p> <p>ABSTRACT</p> <p>This paper seeks to explain why the progress of the infrastructure development in Afghanistan has been slow. It focuses on the country's security conditions and examines whether and to what extent they have slowed down the building of infrastructures. Using a survey of government officials and obtained data on projects in the National Solidarity Program (NSP) implemented under the Ministry of Rural Rehabilitation and Development (MRRD) it demonstrates that poor security conditions lead to failures or suspensions of the government projects.</p> <p>Keywords: Security Condition, Infrastructure Development, and Causes of Slow Progress of Infrastructure Development.</p>

11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016, London

Imperial College London, South Kensington Campus | London SW7 2AZd

<p>Morteza Oreizi GICICSSH1611058</p>	<p>Investigation Security Demanding Peace of Moderation Discourse in Regional Foreign Policy Hassan Rowhani</p> <p>Morteza Oreizi University of Tehran, Iran mortezaoreizi@gmail.com</p> <p>ABSTRACT</p> <p>Since the beginning of the Islamic revolution (1979) pursued both national and international goals.in the foreign policy of the Islamic Republic of Iran in security discourses has been controversial for giving priority each of these goals. With the beginning of Rowhani state shaped discourse more different based on moderation in security issues in her foreign policy. The researcher of this article investigate security goals in foreign policy with a different approach and will explain Moderate and realistic approach of foreign policy. For this order, in addition investigating security discourse will analyze security goals in the foreign policy of the Islamic Republic of Iran in general. In this study, toward the function state's Rowhani in pursuing security explain goals in foreign policy as a case study to presenting examples of moderation. Nodal points of this discourse are peace-oriented and pro-Islamism that will be shown out in case studies such as the nuclear program, Iraq and Syria crisis, Islamic awakening, the 50-day war, talks between Israel and Palestine and external relations with other regional countries. Keywords: foreign policy, Iran, security discourse, Islamic Revolution of Iran, Rowhani, west Asia</p>
<p>Babagana Boso GICICSSH1611059</p>	<p>Local Capacity Building and Partnership Development for Sustainable Water Resources Management in the Hadejia Jama'are Komadugu Yobe Basin - Lessons from the Activities of Hjkylb Trust Fund, Damaturu, Yobe State</p> <p>Babagana Boso Department of Geography, Yobe State University, Damaturu, Yobe State, Nigeria babaganazarma@yahoo.com</p> <p>ABSTRACT</p> <p>This paper examines the endemic and persistent water resources management problems facing the Hadejia Jama'are Komadugu Yobe Basin (HJKYB) and how the problems cripple livelihoods and sustainable water resources management in the basin. It goes on to outline the various efforts dedicated by all range of stakeholders to solving them. The paper further shows that, the creation of the HJKYB Trust Fund as "a child of necessity" is the most celebrated of all the efforts. Therefore it elaborates the achievements of the Trust Fund particularly its infrastructural interventions and the local capacity building activities as well as the economic importance of these activities to the inhabitants of the basin and the nation at large. In the end it brings out some factors that militate against the continued functioning of the HJKYB-TF and suggests measures for ameliorating them.</p>

11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016, London

Imperial College London, South Kensington Campus | London SW7 2AZd



**Gabriel Dwomoh, Joyce
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GICICSSH1611060

Assessing Financial Motivation and its Influence on Performance of Teachers in Government Senior High Schools in Ghana

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ABSTRACT

The study looked at financial motivation and its influence on performance of teachers in Government Senior High Schools in Ghana. The sample of the study consisted of 207 public senior high schools drawn from a population of 535. A total of 621 questionnaires were distributed to teachers working in various public senior high schools out of which 520 representing 83.74% were retrieved. The respondents that constituted the sample were drawn using convenience sampling. The researchers used Chi Square to assess the independence between financial motivation and performance of teachers which was measured using the pass rate of students at the West Africa Examination Council. From the Chi Square test statistic and analyzes of questionnaires retrieved from respondents, it was realized that there is association between financial motivation (Single Spine) and performance of teachers at public senior high schools. The study concluded by advising that for financial motivation to continue to serve as motivators in the long run, it is crucial to manage other variables that are associated with it.

Keywords: financial motivation, teachers, performance, Senior High Schools, Ghana



Dr. Yahaya Sani
GICICSSH1611061

An Assessment on Empowering Rural Women for Poverty Reduction and Financial Security. A Study from Jigawa State, Nigeria

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ABSTRACT

Poverty is severe in rural areas, where up to 80 per cent of the population live below the poverty line, and social services and infrastructures are limited. The country's poor rural women and men depend on agriculture for food and income. About 90 per cent of Nigeria's food is produced by small-scale farmers who cultivate small plots of land and depend on rainfall rather than irrigation systems. This research work will explore some vital information regarding poverty alleviation and rural women empowerment program in Jigawa State through assessing the impact of empowerment programme on rural women and their financial security as well as finding out the impact of empowering programme on poverty reduction and explore whether rural women in Jigawa state utilize the empowerment programme if any, in poverty reduction. Findings of this study can

11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016, London

Imperial College London, South Kensington Campus | London SW7 2AZd

	<p>be a source for public policy formulation and implementation as well as impact to body of knowledge. Key Words: Empowerment, Entrepreneurship, ,Poverty and Rural Women Science, Environment and Literature: A Search for Human Solution</p>
 <p>Dr. Sumita Ashri GICICSSH1611062</p>	<p>Dr. Sumita Ashri Head, Dept. of English, Govt. College, Julana (Jind), India ashri.sumita@gmail.com</p> <p>ABSTRACT Artificial sun for light, nuclear plants for power and atomic reactors for energy have been created and built to make life comfortable, cozy and commendable. Instead of visiting churches and temples we visit hospitals, and laboratories for solace, serenity and strength. But in this mad pursuit for physical comforts and material affluence, we have not only ignored but completely defiled our Planet Earth. The values of tolerance, co-operation, togetherness, mutual respect and love seem to have been lost beyond repair. There is a widespread realization that the earth is in an environmental crisis, brought on by the industrialization and chemical pollution of the 'biosphere' (thin layer of earth, water, and air essential to life), the depletion of forests and the natural resources, the relentless extinction of plant and animal species, and the explosion of human population beyond the capacity of the earth to sustain it. The planet Earth can be made more liveable only when we start acknowledging and treating earth as our Mother sustainer who through its very nature teaches us the values of giving and forgiving, in contrast to getting and forgetting, value of tolerance and forbearance, in contrast to intolerance and impatience, value of assimilation and regeneration in contrast to degeneration and degradation. In brief, there is hope—but still left in the Pandora's Box. Man will have to follow the values of sharing together and instead of rushing headlong into this misuse and abuse of Nature, so that human justice is restored to make Earth livable and lovable. John Ruskin has rightly said, "there is either co-existence or no-existence".</p>
<p>Milad Comcar GICICSSH1611065</p>	<p>To Reach Equality in Sexes... Suggestions for the Future of Feminism!</p> <p>Milad Comcar Department of English, Faculty of Literature, University of Mazandaran, Iran comcar.milad@gmail.com</p> <p>ABSTRACT "I myself have never been able to find out precisely what feminism is" remarked Rebeca West almost a hundred years ago and still today if one asked people what is feminism, one might not find a proper, unanimous answer. Feminism, as Rebeca West continued: "I only know that people call me a feminist whenever I express sentiments that differentiate me from a doormat or a prostitute..." started as an opposition movement to the belief that women are "objects" and brought a series of rights for women. Then feminism moved toward bringing women equality with men in all aspects of life. Nevertheless, no matter how simple this goal of reaching equality might seem to be in the paper, for a very long time women have been trying to reach it and knowing that many people still do not know the meaning of feminism shows it is far from being accomplished. The main goal of this article, therefore will be to shortly analyze four of the most important</p>

11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016, London

Imperial College London, South Kensington Campus | London SW7 2AZd

	<p>setbacks which has prevented women from reaching this equality and then give a few suggestions to overcome these problems. The problems this article will try to examine are: hegemony, geographical differences, variety of feminist groups, and education.</p>
<div style="text-align: center;">  <p>Dr. Wasan Sakulkijkarn GICICSSH1611066</p> </div>	<p style="text-align: center;">Policy on Sport for Persons with a Disability: The Nation's Competitiveness On the 2014 Winter Paralympic Games Medals</p> <p style="text-align: center;">Dr. Wasan Sakulkijkarn Department of Rehabilitation for Persons with Disabilities Ratchasuda College, Mahidol University, Thailand wasan.sak@mahidol.ac.th</p> <p style="text-align: center;">ABSTRACT</p> <p>This paper explores the relationship between nation's competitiveness and the results of 2014 Winter Paralympic games. The Researcher used economic power, population size, number of disabled athletics, and path analysis to find out the relationships of these variables. The data were analyzed by correlation coefficient, regression analysis, and path analysis. The Researcher chose every nation which has attended this game as a unit of analysis. The Researcher found the following outcomes. First, the direct effect of population size on medals is positive and small. Second, the indirect effect of population size through the number of disabled athletics on medals is also positive and small. Third, the direct effect of GDP on medals is strong and positive. Fourth, the indirect effect of GDP through the number of athletics on medals is positive and very strong. Fifth, the effect of the number of athletics on medals is positive and very strong. Considering this study goes one step further to analyze population, the number of participating athletes, and the winter Paralympic as variables. It is true that in the winter Paralympic, economic factors and population factors play a big role, but rather than concluding that it is one over the other, it is a combination of both that influence a country's performance. It is very advantageous to determine factors such as a country's international standing, system, national budget, participation in disability sports, level of policy and climate in the winter Paralympic games. Especially in the case of the winter Paralympic games, it is more imperative to consider sports policies and sports culture for disabled athletics. In this study, too, it is possible to see that a nation's economic power has an influence on the number of athletes that participate in the Paralympics and the number of medals it secures.</p> <p>Key words: Nation's Competitiveness, Paralympic Games Medals, Disabled Athletes.</p>
<p>Dr. Anochiwa Lasbrey GICICSSH1611066</p>	<p style="text-align: center;">Reviving the Nigerian Education for sustainable Economic Growth: Issues, Problems and Prospects</p> <p style="text-align: center;">Anochiwa Lasbrey, Federal University, Ndufu Alike-Ikwo, Nigeria lanochiwa@yahoo.com</p> <p style="text-align: center;">Uma, Kalu E, Federal University, Ndufu Alike-Ikwo, Nigeria kalu.uma@funai.edu.ng</p> <p style="text-align: center;">Aniagolu, Hyacinth N, Enugu College of Education Technical, Nigeria haniagolu@yahoo.com</p>

11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016, London

Imperial College London, South Kensington Campus | London SW7 2AZd

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ABSTRACT

Education has been identified as a critical agent in the development of a modern society because it plays a pivotal role in training and building human capacity for the nation. The quality and quantity of a nation's human capital is underpinned by the status and improvement of its education system. Empirically, a variety of studies considers that the greater the access of the poor to education, the more the society broadens the possibility of sustaining its economic growth. It is argued "as information grows exponentially, and its incorporation in the production process becomes increasing complex, the ability to absorb, assimilate, acquire, adopt, and adapt new knowledge is a function of the nature, quality and quantity of the education system". If the system is decaying and obsolete, its products will be half-baked and will lack the capacity to move the nation forward. Regrettably, for many decades after independence, the Nigerian government has played the 'Ostrich' while the educational system is on the verge of collapse. Poor funding, limited access to good education, obsolete curricula, brain drain, corruption, incessant University strikes, examination malpractice, and inept leadership has brought education to their knees. Nigeria is ranked low in the global human development index (HDI). Therefore, except the system is revived and revamped, it will be a mirage for the educational system and the country at large to catch up with the global competitiveness. This paper is therefore aimed at examining the issues pertaining to the growth of education and identifying the grey areas as we proffer solutions on the way out. Nigeria's budgetary allocation to education is about the lowest in Sub-Saharan Africa. This must change if she must make realistic impact in modern knowledge capital. Government must collaborate with private sector to increase funding. Reward for excellence in research and academics must be encouraged. They must improve on indigenous R&D. They must stem the tide of brain drain by creating enabling environment for education to thrive.

Key words: Education, Reviving, economic growth, problem, and prospects



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**A 21st Century Sustainable India:
Returning to the Traditional Models of Consumption and Production**

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ABSTRACT

As we advance towards the 21st century, countries all over the world have realized that ideas pertaining to sustainable consumption and production will be positioned at the core of their development framework and the facilitation of this development will only be possible when all the crucial sectors public, private and civil society shall come together and contribute towards the attainment of sustainable goals. As an emerging power and a witness to the decline of western models of sustainable consumption, India has to redefine its notions of sustainability which will entail generation of new models and new realms in the discourse of sustainable development. India requires strong drivers for

**11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016,
London**

Imperial College London, South Kensington Campus | London SW7 2AZd

	<p>sustainable development which will be characterized by new fangled innovations, encouraging social entrepreneurship, enhancing IT technologies, and most importantly generating information and public awareness widely among people to involve them in participatory and sustainable governance. However a strong urge arises to recrudescence to the tradition Indian models of sustainable consumption and production which continues to exist even in contemporary times within its social cultural and economic folds. The traditional Indian approach of sustainability bore the principles of holistic systems; it's Live Sustainable Case Practices operating in Indian cities showcases the pragmatics of European theoretic of product service system. Traditional ideas of sustainability were enshrined in the ideas of Mahatma Gandhi that led to the establishment of a strong village enterprise and the setting up of cottage industries, thereby generating an initial class of sustainable entrepreneurs. The 'charkha' and 'khaadi' were not merely by - products of this village economy, but emerged as strong symbols of self reliance and sustainability overtime. Over the years, with migration and urbanization the village – rural enterprises transformed into what we now know as the Informal Economy - the largest unorganized sector functioning in the country, consisting of unincorporated private enterprises owned by individuals or households engaged in the sale and production of goods and services. The Wallas or the Street Vendors are the most visible yet the "invisible" sustainable entrepreneurs operating in our cities. They are faced with many challenges and an urgent attention towards their advancement is very much required, especially in the areas of waste management, uplifting their existing working conditions, offering design solutions, enhancing entrepreneurial skills and providing education to them and to their families. India's response to sustainability lies not only in mere up scaling of production but such that this production and its consumptions should be accountable, and especially be meant for those at the bottom of the pyramid. We need to identify new domains and areas to venture out sustainable initiatives especially by coupling the traditional idea of trusteeship with modern day - corporate sustainable leadership. In this respect we need to re - examine the potential of looping in the formal sector of India which has a lot to offer to the informal sector as together with strong commitments, new innovative technologies and responsible business practices, it can aid in the generation of new age entrepreneurs in the country, leading towards a self reliant and a sustainable culture and society. It is in this regard that over time, new ideas and innovations are to be brought forth in supporting these sustainable entrepreneurs, channelizing their skills through the aid of experts and advisers belonging to the formal sectors – leading companies of the country.</p> <p>Keywords: - consumption, service, informal economy, system, vendors, sustainable, entrepreneurs</p>
<p>Ekwutosi Essien Offiong GICICSSH1611071</p>	<p>Environmental Degradation and Conservation in the Cross River Area. A Historical Appraisal of Colonial and Post Colonial Interventions</p> <p>Ekwutosi Essien Offiong Department of History and International Studies, University of Calabar, Calabar, Nigeria ekwutosioffiong@yahoo.com</p> <p>ABSTRACT</p>

11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016, London

Imperial College London, South Kensington Campus | London SW7 2AZd

	<p>Environmental degradation in Africa has been a recurring decimal due to lack of awareness, harmful traditional practices and other forms of neglect. The Cross river area of Nigeria has suffered all of these problems. Covering a land mass from the mangrove and fresh water swamp on the coast through the tropical rain forest to the grassland on its northern fringes, the region contains one of the largest surviving tropical rain forest South of the Sahara. These forests serve as habitat for rare species of several floral and fauna. Over the years, these forests have been persistently degraded by the inhabitants of the region through felling of trees in the mangroove swamp for firewood, cutting of trees in the rain forest for timber and firewood, bush burning for farming, poaching of animals and other industrial activities, all these activities constitute problems to the environment. There have been several awareness campaign by international organisations, national bodies and local group to conserve the environment and stem the tide of this degradation. These campaigns have to some extent controlled the spate of degradation but the problems already created are evident within the environment. This paper would examine environmental degradation in the region and the activities of national and international organisations to combat this menace and conserve the environment in the colonial and post colonial times.</p>
<p>Dr.Nipon Chuamuangphan GICICSSH1611072</p>	<p>The Patterns of Tourism Management in Hot Spring Sites in the Western Thailand</p> <p>Dr.Nipon Chuamuangphan Tourism Department, Nakhon Pathom Rajabhat University, Thailand niponphan@yahoo.com</p> <p>ABSTRACT</p> <p>This research aimed to study the patterns of tourism management in hot spring sites in the western Thailand. The study was conducted using qualitative approach, in collaboration with participation from local communities. The fieldwork combines varied sources of data gathering techniques including in-depth interviews, focus groups, surveys, and observations. The samples were stakeholders in relation to tourism development such as governmental organizations, entrepreneurs, local shop owners, community leaders and members, and individual persons relevant to management of three hot spring destinations in western Thailand. The collected data from interviews were analyzed, interpreted and reported using content analysis and descriptive explanation methods.</p> <p>The results showed that:</p> <ol style="list-style-type: none">1) There were, three sites grouped that were different from each other: 1) be managed by local community; 2) be managed by sub-district organization and 3) be managed by forestry department.2) All of the three representative hot spring sites, in fact, were outstanding in terms of their local identities and natural resource which were suitable for developing into tourism destinations. However, they did not deeply focused to be used for health tourism at the sites.3) In terms of tourism patterns, the three sites were considered as health tourism destinations which combined health tourism activities with other tourism resources and activities both in the area and nearby the destinations in order to encourage the local to use the hot springs for tourism activities.4) The patterns of tourism management in hot spring for health tourism

11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016, London

Imperial College London, South Kensington Campus | London SW7 2AZd

	<p>development in each study sites were different depending on the organizations that managed the area. For example, some sites were took care by the national park. Some of them were controlled by the Tambon Administration Organization (TAO). And some sites were locally managed by the community members. As a result, the levels of participation in each site were different. For the one managed by local community, participation level of local residents was higher than the other authorities, for instance.</p> <p>Moreover, a hot spring tourism master plan should be launch as a guideline for tourism planning and management of hot spring destinations throughout Thailand. This master plan would help all destinations to be better plan and set the appropriate directions of hot spring tourism development, which would benefit to the sustainability of the resources and the conservation of local identity and uniqueness.</p> <p>Key words: Tourism Pattern/ Tourism Management/ Hot Spring/ Western Thailand</p>
 <p>Dewi Isma Rikya Ihsan GICICSSH1611073</p>	<p>“JA9OAN SEBAYA” as an Agent of Change in Dealing with the Threat of Demographic Bonus in 2020</p> <p>Wira Setya Dharma Islamic University of Indonesia, Yogyakarta, Indonesia wirasetya1@yahoo.co.id</p> <p>Dewi Isma Rikya Ihsan Islamic University of Indonesia, Yogyakarta, Indonesia rikyadewi95@gmail.com</p> <p>ABSTRACT</p> <p>This paper presents solution to decrease the number of active smokers on adolescent in Indonesia by creating “Ja9oan Sebaya” as the agent of change. Indonesia will have a huge number of productive age population (15-64) of about 60% or 160-180 millions of population in 2020 called as a demographic bonus. It creates a window of opportunity for Indonesia to strengthen the national development especially in industrial sectors.</p> <p>The number of active smokers among adolescents in Indonesia increased year by year. Teenagers in the present are the candidate of productive age population in 2020-2030. According to research conducted by The Ministry of Health in 2013, the smoking behaviour of population aged 15 in Indonesia increases 2.1 % from 34.2 %. If the prevalence of smoking behaviour continue to rise, it will irrefutably affect the productivity of the young population.</p> <p>“Ja9oan Sebaya” attempts to deliver the solution to mitigate the smoking behaviour and manage the high population of active smokers by appointing adolescent as a peer counsellors for its peer group. The peer group will be given information about the danger of smoking and trained to be the peer counsellors to change stigma against smoking habit.</p> <p>Keywords : Demographic bonus, smoking behaviour, productivity, adolescent, peer counsellors</p>

11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016, London

Imperial College London, South Kensington Campus | London SW7 2AZd



Abarshi Dauda Daniel
GICICSSH1611074

An Assessment of Mothers Knowledge on Childhood Immunization in Bauchi Local Government, Bauchi State, Nigeria

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ABSTRACT

The increasing rates of child mortality resulting from inability of mothers to effectively accept the immunization of their children against childhood killer diseases, such as poliomyelitis, measles, diphtheria, pertussis, whooping cough, tuberculosis, among others, in Bauchi Local Government Area of Bauchi State necessitates this study, which was aimed at investigating the knowledge of mothers towards the immunization of their children against the childhood killer diseases. The study adopted the rational choice theory as the theoretical framework because it best explain how mothers respond to health seeking behaviors in relation to the immunization of children against childhood killer diseases in the study area. The study made use of questionnaires and in-depth interviews as techniques for data collection. The data generated were analyzed using descriptive statistics, percentages and chi-square. The total sample size was three hundred and twenty-two (322) and this included three hundred and twelve for questionnaire and ten for in-depth interviews. The study revealed Descriptive statistic of frequencies and percentages in tabulation format; Pearson's chi-square with critical value approach and cross-tabulations were the methods used to analyze the quantitative data gathered. The findings of the study revealed that the level of mothers' education relates to their knowledge on childhood immunization. The study also revealed that mothers have knowledge about some of the childhood killer diseases and immunization. The following recommendations were made: The government should ensure that childhood immunization is compulsory to children below the ages of five to eliminate infant mortality. Also the government should intensify more awareness campaign on the danger of these childhood killer diseases.



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"JA9OAN SEBAYA" as an Agent of Change in Dealing with the Threat of Demographic Bonus in 2020

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ABSTRACT

This paper presents solution to decrease the number of active smokers on adolescent in Indonesia by creating "Ja9oan Sebaya" as the agent of change. Indonesia will have a huge number of productive age population (15-64) of about 60% or 160-180 millions of population in 2020 called as a demographic bonus. It creates a window of opportunity for Indonesia to strengthen the national

11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016, London

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	<p>development especially in industrial sectors. The number of active smokers among adolescents in Indonesia increased year by year. Teenagers in the present are the candidate of productive age population in 2020-2030. According to research conducted by The Ministry of Health in 2013, the smoking behaviour of population aged 15 in Indonesia increases 2.1 % from 34.2 %. If the prevalence of smoking behaviour continue to rise, it will irrefutably affect the productivity of the young population. “Ja9oan Sebaya” attempts to deliver the solution to mitigate the smoking behaviour and manage the high population of active smokers by appointing adolescent as a peer counsellors for its peer group. The peer group will be given information about the danger of smoking and trained to be the peer counsellors to change stigma against smoking habit. Keywords : Demographic bonus, smoking behaviour, productivity, adolescent, peer counsellors</p>
<p>Ibrahim Gondah Male GICECG1611078</p>	<p style="text-align: center;">Marketing Mix and Brand Loyalty of Toothpaste Among Academic Staff of Higher Institutions in Bauchi State</p> <p style="text-align: center;">Ibrahim Gondah Male Department of Business Administration Faculty Social And Management Sciences, Bauchi State University, Nigeria gondahmale@yahoo.com</p> <p style="text-align: center;">ABSTRACT</p> <p>Marketing mix is a set of marketing tools a firm utilizes to pursue its marketing objectives in the target market. The major competitive advantage for retailers is to enhance and retain customer loyalty. This study examines the impact of marketing mix on brand loyalty of toothpaste among academic staff of higher institutions in Bauchi state. Survey design was adopted for this research. Therefore, a total number of two hundred and ninety seven questionnaires were given out to academic staff of higher institutions in Bauchi using stratified random sampling and data collected was analyzed using Statistical Package for Social Sciences (SPSS). The result of the study revealed that there was positive and significant relationship between product, price, promotion and place on the brand loyalty of toothpaste on academic staff of some selected higher institutions. The findings further revealed that physical evidence has negative relationship with brand loyalty. Therefore, the study provide relevant information to the producers of toothpaste and marketers on which marketing mix has the most significant influence towards brand loyalty and it also further make an impetus to the field of marketing. KEY Word: Product, Price. Place, Promotion, Physical Evidence</p>
	<p style="text-align: center;">Coping Strategies to Climate Change Adopted by People Living in Semi-Arid Regions in Zimbabwe: A Case of Chiredzi District</p> <p style="text-align: center;">Simbarashe Emmanuel Basvi Zimbabwe Theological Education by Extension, Zimbabwe zimteedirector@gmail.com</p> <p style="text-align: center;">ABSTRACT</p> <p>The Problem and its Setting: Rural livelihoods are subject to multiple shocks and stresses that can increase household vulnerability and affect food security</p>

11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016, London

Imperial College London, South Kensington Campus | London SW7 2AZd

<p>Simbarashe Emmanuel Basvi GICECG1611079</p>	<p>(Kabede and Nicholas, 2010). Erratic rainfall and cyclones are the pervasive stressors that individuals and communities in rural areas have to cope with. Climate trends provide an indication of how variable the rainfall has been over the past years and is therefore considered as information that could help to prepare for and adapt to climate variability (Department of Environmental Affairs, 2011). In Zimbabwe the repel effect of climate change is likely to become more variable and extreme in the future (Mason et al., 1996), considering the point that the majority of the rural population is heavily reliant on rain-fed agriculture (Downing, 1992; Scoones et al., 1996). At the same time, a context specific coping strategy has been adopted to reduce the severity of climate change. The focus of this study is to examine the coping strategies and the impact on household food security Climate change remains a major urgent challenge and a potentially irreversible threat to the achievement food security worldwide, its wholesale impact to humankind far stretches beyond any other catastrophe, hence the need for serious and honesty global attention.</p>
 <p>Maryam Sharafi Nejad GICICSSH1611080</p>	<p>An Investigation into the Effects of Strategic Planning on Malaysian EFL Learners' Writing Performance in terms of Accuracy, Fluency, and Complexity</p> <p>Maryam Sharafi Nejad Department of English, Educational Studies School, Pinang, Malaysia maryam_sharafinezhad@yahoo.com</p> <p>ABSTARCT</p> <p>This study aims to investigate the effects of pre-task planning time on second language (L2) learners' writing performance when performing structured vs. unstructured tasks. Participants were 50 students studying at Asian EFL Academy Language Institute in Pinang. They were randomly selected and divided into two equal groups: one group with pre-task planning time and the other group without pre-task planning time. Each group was asked to narrate two different types of stories, structured and unstructured, under the two different conditions (i.e., with and without pre-task planning time). Participants in the pre-task planning time group were required to plan their performance for 10 minutes and take notes before performing the main task of writing, whereas those in the group without pre-task planning time began to write immediately. Their writing performance was measured in terms of complexity, accuracy, and fluency (CAF). The two independent variables (i.e., pre-task planning time and task structure) affected the dependent variables. The computer software SPSS (version 20) was used to analyze data. The effect of the planning conditions was analyzed through an independent samples t-test. The paired samples t-test was then used to determine the impact of task structure on the participants' writing performance. Results showed that pre-task planning time significantly improved learners' writing performance in terms of fluency and complexity across the groups when learners performed the structured task, but no improvement in accuracy was found. In the meantime, pre-task planning time did not improve learners' writing performance in terms of complexity, fluency, and accuracy across the groups when participants performed the unstructured task. Task structure of the planned condition improved learners' writing performance in terms of accuracy and fluency, but did not improve complexity. The results also indicated no impact of task structure on complexity and fluency, whereas there was an</p>

11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016,
London

Imperial College London, South Kensington Campus | London SW7 2AZd

<p>George Zakei GICICSSH1611083</p>	<p>improvement in accuracy without planning. Criticism, Directing and Implantation of Animation Movies and Plastic Arts.</p> <p>George Zakei Syndicate of Plastic Arts, Egypt georgezakei@yahoo.com</p> <p>ABSTRACT This Study of Plastic arts are art forms which involve physical manipulation of a plastic medium by moulding or modeling such as sculpture , ceramics, Mosaics and murals. The term has also been applied more broadly to all the visual (non-literary, non-musical) arts. Animated Films are ones in which individual drawings, paintings, or illustrations are photographed frame by frame (stop-frame cinematography). Usually, each frame differs slightly from the one preceding it, giving the illusion of movement when frames are projected in rapid succession at 24 frames per second. DIRECTING is said to be a process in which the managers instruct, guide and oversee the performance of the workers to achieve predetermined goals. Directing is said to be the heart of management process. Planning, organizing, staffing have got no importance if direction function does not take place. Directing initiates action and it is from here actual work starts. Direction is said to be consisting of human factors. In simple words, it can be described as providing guidance to workers is doing work. In field of management, direction is said to be all those activities which are designed to encourage the subordinates to work effectively and efficiently. According to Human, “Directing consists of process or technique by which instruction can be issued and operations can be carried out as originally planned” Therefore, Directing is the function of guiding, inspiring, overseeing and instructing people towards accomplishment of organizational goals. Key Words: Animation Movies, Plastic Arts, Directing</p>
 <p>Rahmat Satria Harmi GICICSSH1611084</p>	<p>Homotextuality in the Rainbow Boys Trilogy by Alex Sánchez</p> <p>Rahmat Satria Harmi The Faculty of Arts, Universitas Padjadjaran, Bandung rahmat.harmi@gmail.com</p> <p>ABSTRACT The trilogy of Rainbow Boys which consists of Rainbow Boys (2001), Rainbow High (2003), and Rainbow Road (2005) by Alex Sánchez for young adult readers provides a theme of gay teen life in heteronormative discourse. It causes characters to experience conflicts about coming-out. The characterization of homosexuals as well as the narrative discourse in the works have a close relationship to the sexuality of a homosexual writer. Thus, it breeds the term “homotextuality.” This research aims at describing how the set of works provides a homotextuality aforementioned. To describe it, the homosexuality concept of Foucault (1972), Butler (1990), and Sedgwick (1990) as well as homoeroticism concept of Edwards (1994) is connected to the sexuality concept by Cixous (1976) and is related to homotextuality concept by Stockinger (1978). The elaboration on research about homotextuality by Nelson (1992) and Heathcote (1994) helps in achieving the detail description of narrative inversion and textual change seen in</p>

11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016,
London

Imperial College London, South Kensington Campus | London SW7 2AZd

	<p>homotextual writings. After the mechanism of homotextual writings is achieved, then it will be connected to its use, function, and influence on young adult literature using the concept of young adult literature of Craver (1988), Louie (1990), and Johnson and Lewis (1998). Keywords: Sánchez, homotextuality, homosexuality, male, coming-out, narrative inversion</p>
 <p>Akmal Maulana Luthfi RidloSanggusti GICICSSH1611085</p>	<p>Social Engagement as A Learning Design for Elementary Student in Social Studies</p> <p>Akmal Maulana Luthfi RidloSanggusti Psychology, Universitas Islam Indonesia, Indonesia sangustiakmal@gmail.com</p> <p>Afianita Fatwa English Education, Universitas Islam Indonesia, Indonesia afinitafatwa@gmail.com</p> <p>Santigita Sarasceni Psychology, Universitas Islam Indonesia, Indonesia santi.gitac@gmail.com</p> <p>ABSTRACT</p> <p>According to the (Ministry of Education No. 22, 2006: 60) Social studies is a science that examines the various disciplines and humanities as well as basic human activities are packed scientifically in order to provide insight and deep understanding to the learners, especially in the elementary and secondary levels. According to research data (Putranto, 2013) mentions that the problems arising in the classroom is that subjects in elementary school often make bored students when learning takes place is social studies. This caused the average grade social studies class IV SD Negeri 3 Keden is 5.60 while the KKM social studies was 6.75 in the fourth grade of SD Negeri 3 Keden especially, handle student textbooks still not sufficient that the ratio 1: 2 means one book for two students. Other things, caused among other subjects of Social Sciences lots of materials that need to be memorized, while the children of primary school age are many who are lazy when asked to memorize moreover subject matter related to history. Based on Piaget's theory (Santrock, 2011) looked at the development of intellectual or cognitive abilities of individuals going through four phases and each one has different characteristics and the ability to receive knowledge. Cognitive development of children of primary school age are in the concrete operational stage which reflects the approach related to the real world. Elementary age children can form concepts, see the relationships and solve problems, involving all the objects and situations they know. Social engagement is a design learning that integrates the ICT (Information communication technology) learning method with role play's method and cooperative script to enhance the activity of elementary school student in the study of social sciences. This article uses the method of literacy studies of scientific journals to determine the social engagement as a design learning in social studies for elementary student. The purpose of article is to give an idea about the development of method learning in social studies which appropriates to be applied to the elementary student. It will support a student interest, and being active participation for social studies in the class.</p>

**11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016,
London**

Imperial College London, South Kensington Campus | London SW7 2AZd

	Keywords: Social engagement, learning ICT, role play, cooperative script
Mashitah Hamidi GICICSSH1611086	<p>Indonesian female factory workers: The gendered labour migration policy in Malaysia</p> <p>Mashitah Hamidi University of Malaya, Malaysia mashitah_hamidi@um.edu.my</p> <p>ABSTRACT</p> <p>Recruitment of foreign workers by Malaysian employers is subject to the requirements set by the Malaysian government. Immigration policy is one of the platforms through which the government can encourage or discourage and shape labour migration. The shifts at both the policy/governmental and public levels have impacted not only on the labour migration pathways of the Indonesian female labour migrants in this study (that is, who can work and where), but also on the everyday experiences of women migrants in Malaysia, both at work and in public. This paper has provided a discussion of the terms and conditions of employment contracts, labour recruitment policy, the general public ambivalence about foreign workers in Malaysia, and as well more local Melaka-based perceptions of Indonesian factory workers. I conducted interviews with 19 migration stakeholders. This group consisted of the following: four staff or managers of human resources departments in four factories; three labour outsourcing agents or staff members; three government officials (two Malaysian and an Indonesian Labour Attaché); three representatives of civil society (an in-house union leader, an Indonesian expatriate involved in a welfare organisation for female Indonesian labour migrants, and a Malaysian trade union organiser); and six local people from a variety of social settings. I also integrated into this narrative analysis the research notes gathered from participant observations, newspaper and journal articles relating to women's participation in transnational labour migration, as well as photographs and videos that I took during the fieldwork. This paper depicts the gendered and negative associations promoted in the mainstream newspapers about migrant workers in Malaysia. In relation to female labour migrants, there was a dichotomised view of them either as victims or perpetrators of abuse. While the media reported very little about female factory workers specifically, the discussion demonstrated the intersection between widely circulated ideas on Indonesian women's sexual laxity and their opportunistic attitude to money, and Melaka-based informants' own views. In response to migrant-related issues, the government's current position on labour migration is ambiguous and there have been a number of restrictions imposed on recruitment, including an increase in recruitment costs and gender-related policy. Keywords: Indonesian women, factory workers, gendered policy, public perception.</p>

11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016, London

Imperial College London, South Kensington Campus | London SW7 2AZd



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Guest's Expectation and Alternative Problem Solution of Boutique Hotel to Standardize Enhancement

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ABSTRACT

This research aims to study the format, structure, and service standard of boutique hotel in Thailand. To study guest's expectation and problems towards service staffs, places, facilities, and service standard in four main departments which are Front Office, Food and Beverage, Housekeeping and other services department. And to compares personal factors with the rate of guest's expectation toward four main departments in the hotel. In this research, questionnaires and in-depth interview were used for data collection. There were two parts of modified questionnaires to measure guest's expectation and including service staffs, places, facilities and service standard. This study used sample random sampling as an approach for data collection. Four hundred questionnaires were distributed to hotel's guest and other guests in the sampling city area which are Chiang Mai, Samut Songkram and Ubon Ratchathani. 385 questionnaires were responded and returned. The response rate was 96.25 % and data were analyzed by SPSS. The study found that the rate of guest's expectation towards boutique hotel service categorized by four departments, Front Office, Food and Beverage, Housekeeping, and other services generally high. There are two main problems in service of boutique hotel have found. The hotel facilities such as satellite television was not stable and the delay of signal service. The problems in place found that the guest room and facilities are old, dirty, and the room size is tiny. Recommendations to enhance standardize internationally were the hotel should improve the quality of service areas and facilities immediately in order to build the guest satisfaction and meet their expectation. Furthermore, they would transfer their impression to the other guests and encourage their returning for the next time.

Keyword: Boutique Hotel, Guest, Expectation, Standardize Enhancement



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Knowledge Management: The Application Buddhism Concept to HRM

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ABSTRACT

Globalization and technology are vital factors enhancing firms' high competition. The organizations, those acquire accurate information certainly would consider gaining advantages over rivals. As Abell and Oxbrow (2001) mentioned that knowledge economy is being real for nations and firms. The states prosperously depend on the competencies, intellect of its people. In order to stay sustainable in global digital economy, firms and employees have to learn continuously (Wadors, 2016). So the development of humans' knowledge and skills is crucial for both

11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016, London

Imperial College London, South Kensington Campus | London SW7 2AZd

	<p>states and organization. This paper is to review strategic knowledge management, and the Buddhism concept in applying to human development. So that firm could prepare and arm its human capital ready for the knowledge based economy. Keyword: Human Resource Development, knowledge management, Buddhist Concept</p>
<p>Muhammad Wasim Akram GICICSSH1611091</p>	<p style="text-align: center;">Measuring Customer Relationship Management (CRM) in the Hospitality Industry of Some Selected Hotels in Lahore (Pakistan): The Role of Information and Communication Technologies (ICTs)</p> <p style="text-align: center;">Umer Shafique Superior University Lahore, Pakistan</p> <p style="text-align: center;">Muhammad Wasim Akram Universiti Teknologi Malaysia mr.wasim08@hotmail.com</p> <p style="text-align: center;">Prof. Khyzer Bin Dost Superior University Lahore, Pakistan</p> <p style="text-align: center;">Prof. Muhammad Ali Superior University Lahore, Pakistan</p> <p style="text-align: center;">ABSTRACT</p> <p>The Hospitality Industry, which usually and basically combines Hotel and Tourism Industries, is booming in Pakistan due to admirable and pleasant tourist sites as well as the proliferation of industrial businesses industry. The increased visitations by foreigners and investors have paved way for the enormous expansion and growth of the hospitality industry in Pakistan. Both private and public Hotels and Guest Houses in Pakistan provide services such as Front Office, Restaurant and Accommodation for customers/guests to the best of their ability. In order to enhance and improve the provision of these services, especially front office and accommodation, Hotels in Pakistan have to provide efficient and effective Customer Relationship Management (CRM) techniques through Information and Communication Technologies (ICTs) in order to satisfy and retain guests/customers. ICT has a major role to play in CRM of Hotels and Guest Houses in Pakistan, this research paper therefore focuses on measuring CRM of two (5) selected Hotels/Guest Houses in Lahore, Pakistan. The research methodologies involved literature review and administrations of questionnaires to a number of guests at the case study Hotels. Results of the 90 responses we received out of 100 questionnaires distributed representing 90%, showed that ICT and computing services in PC Hotel was rated higher by guest respondents as compared to others Hotel. The research, based on its findings, discusses how to improve guest satisfaction and retention in Hotels through ICTs, for the promotion of productivity and enhancement in the Hospitality Industry of Pakistan.</p> <p>Keywords: Customer, Hospitality Industry, ICTs, Satisfaction, Service</p>
<p>Emmanuel Oladipo Ojo GICICSSH1611092</p>	<p style="text-align: center;">Combating Systemic Corruption in Africa: Altitudinal, Attitudinal, Confrontational or Constitutional?</p> <p style="text-align: center;">Emmanuel Oladipo Ojo (PhD)</p>

11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016, London

Imperial College London, South Kensington Campus | London SW7 2AZd

	<p>Department of History & International Studies, Faculty of Arts, Ekiti State University, Ado-Ekiti, Ekiti State emmanuel-oladipo.ojo@eksu.edu.ng eoojo2011@yahoo.com</p> <p>ABSTRACT</p> <p>The fact and reality of systemic corruption in Africa is irrefutable. It is therefore not surprising that the subject has attracted quite a great deal of attention from the academia. Thus, to assert that corruption is the greatest impediment to the socio-political and economic development of Africa is a superfluous understatement and a mere reinstatement of the obvious. Across Africa, incredibly huge sums of money sufficient to conduct free, fair and credible elections, equip the military and the police for optimum performance, revolutionize agriculture, rejuvenate education, resuscitate infrastructures, reinvigorate the economy, revamp the industrial sector and achieve scientific and technological emancipation end up in private vaults and pockets. The consequences of this are impaired economy, immobile technology, fractured infrastructures, ill equipped armed forces, unmitigated poverty and unprecedented brigandage and banditry. This paper does not intend to contribute to the oversubscribed debate on the origins, theories and causes of corruption in Africa; rather, it addresses the question of the option(s) that could best combat systemic corruption in Africa. The paper argues that neither the altitudinal factor nor constitutional provisions could combat corruption in Africa and concludes that only attitudinal change or the confrontation option could liberate the continent from systemic corruption. The descriptive and analytical method of historical research was employed in the analysis of the data obtained for the study.</p>
 <p>Adina Sadiq GICICSSH1611093</p>	<p>The Role of Self-Employment and Entrepreneurship for Women in Pakistan: Determinants for Successful Women Entrepreneurship</p> <p>Adina Sadiq OXFAM, Pakistan adinasadiq24@gmail.com</p> <p>ABSTRACT</p> <p>This paper explores the socio-economic factors that affect growth of women entrepreneurship in Pakistan, and highlights the common factors that exist between successful women entrepreneurs as well as the obstacles faced by them. By interviewing ten women entrepreneurs running businesses in the service sector, this paper concludes that access to education and finance, along with policies and organizations targeted towards female entrepreneurship can help boost the business sector while empowering women in the society. The results also underscore the contrast between successful female entrepreneurs and a struggling female entrepreneur, hence verifying the factors necessary for running and managing profitable enterprises. In a country like Pakistan, the issue of gender inequality exists on a large scale and women rights are usually absent due to failure of implementation of existent laws. The paper highlights the important of entrepreneurship in Pakistan in women empowerment while adhering to the culture and traditions of the society.</p>

11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016, London

Imperial College London, South Kensington Campus | London SW7 2AZd

<p>Himja Trivedi GICICSSH1611094</p>	<p>The Predominance and Causes of Neurological Disorders from an Indian Perspective - An Empirical Study</p> <p>Himja Trivedi Pandit Deendyal Petroleum University, India himja.trivedi@yahoo.com</p> <p>ABSTRACT</p> <p>In today's hectic world scenario its almost natural to us that people are bound to multitask, the question therefore arises which of the sexes is better equipped to do the tasks more effectively. Borrowing out of the theories of multitasking researched throughout the world it seems natural to conclude that is it a major research area since it deals with various aspects of cognitive psychology ,like the thinking processing and decision make abilities. Several theories throughout the world claim that men and women possess different brains which function differently from each other, the aim of this research is to understand how this difference contributes to their multitasking abilities. The research would take place in a controlled experiment involving equal numbers of men and women given similar tasks and timed individually. The results would be analyzed on the basis of the time taken to complete the task as well as how efficiently they were dealt with. This research could help understand the differences between the two sexes in terms of their processing abilities which could contribute to the field of clinical psychology in stress management.</p>
 <p>Paschal Arsein Mugabe GICICSSH1611095</p>	<p>How to Effectively Achieve Gender Inequalities for Sustainable Development in the context of climate change in Tanzania.</p> <p>Paschal Arsein Mugabe Institute for Environment and Sanitation Studies, College of Basic and Applied Sciences, University of Ghana, Ghana paschalmugabe@hotmail.com</p> <p>ABSTRACT</p> <p>Poverty, inequality and the causes and consequences of climate change are intrinsically linked. And neither poverty, nor inequality, nor climate change, for that matter, fall from the sky. They exist because we, human beings, have chosen to live in this way. Climate change is injustice. Poverty is injustice. And resolving gender inequality is inseparable from the solution to both. If women had the same access to productive resources as men, they could increase yields on their farms by 20–30 per cent. This could raise total agricultural output in developing countries by 2.5 percent, which could in turn reduce the number of hungry people in the world by 12–17 percent (FAO, 2010). Socio-cultural constructions of gender roles can affect the vulnerability of women and men differentially, as well as their capacity to adapt to climate change. Much research has documented the greater vulnerability of women to livelihood shocks, including climate related hazards, reflecting their subordinate positions within largely patriarchal societies.</p> <p>A survey was conducted in seven villages in Western Bagamoyo using structured and non-structured households questionnaires, rural appraisal methods, focus group meetings, and key informant interviews. A total of 300 people (125 male and 175 female) were individually interviewed face to face (household survey), 28 focus group discussions (8-10 a group), 14 Participatory Rural Appraisal and 54</p>

11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016, London

Imperial College London, South Kensington Campus | London SW7 2AZd

	<p>key informants were interviewed subjected to statistical and qualitative analysis. It was revealed that agriculture as their main source of income contributes 69.7% of income to household's food security and women were involved for about 90% in the sector. The results reveal that differences in gender roles and impacts result in part from unequal access by men and women to assets, economic opportunities, services, crisis aid and decision making. For example, in Bagamoyo district women are less educated, less involved in the formal economy, less experienced in dealing with authorities, endowed with fewer and poorer quality productive resources, and faced with more restrictions on their mobility than men.</p>
<p>Waleed Alghanmi GICICSSH1611096</p>	<p>Investigating Leaders Motivation Towards ICT Implementation in Saudi Public Schools</p> <p>Waleed Alghanmi United Kingdom waleed.a.alghanmi@stu.mmu.ac.uk</p> <p>ABSTRACT</p> <p>The objective of this study is to investigate what factors determent the Saudi leaders' intrinsic motivation towards ICT-implementation. The core source of data was a survey-based data generation, a total of 480 leaders have completed a questionnaire that divided into two parts; demographic and the intrinsic motivation inventory (IMI) questionnaire. The descriptive analysis showed that only gender recorded differences in their intrinsic motivation. Inferential statistic showed that theses leaders are valued the implementation of ICT, which is the most indicator factor for their intrinsic motivation. In contrast, their lack of freedom of choice appears as the only factor that hinders their intrinsic motivation.</p>
<p>Kaveh Asiaei GICICSSH1611098</p>	<p>Green Intellectual Capital, Environmental Performance Measurement System and Competitive Advantage</p> <p>Kaveh Asiaei Department of Accounting, Islamic Azad University, Mashhad Branch, Mashhad, Iran kave.asia@gmail.com</p> <p>ABSTRACT</p> <p>This paper aims to explore whether, and in what way, managers perceive that the level and shape of intellectual capital (IC) within organizations affects environmental management accounting practices, in particular, environmental performance measurement system (EPMS). It also investigates whether such organizations are better able to achieve a sustainable competitive advantage. A synthesis of resource-based view and green management theory is applied to provide an integral framework in which the various elements of green IC, i.e. green human capital, green relational capital, and green structural capital could potentially foster firms' environmental and sustainability initiatives. This framework provides new insight in linking the green IC to a specific element of management accounting from a sustainability lens which has been overlooked in the previous studies. Investments in green human capital, green structural capital, and green relational capital are helpful to businesses for improving their performance and competitive advantages. Further, a synthesis of different</p>

11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016,
London

Imperial College London, South Kensington Campus | London SW7 2AZd

	<p>elements of green intellectual capital supports executives in detecting, capturing, and assessing the different kinds of knowledge resources which must be taken into consideration for maximizing organizational performance. Such sustainable conceptualization of IC would assist organizations to remedy the inefficiency in the utilization of IC and thereby providing a robust system in order to capture and measure IC taking the environmental consciousness into consideration. This framework could yield new insights to the existing literature regarding the environmental implications of green IC, especially in the context of a developing country, i.e. Iran.</p> <p>Keywords Green intellectual capital, environmental performance measurement system, competitive advantage, Tehran Stock Exchange (TSE)</p>
<p>Aesha Devendra Patel GICICSSH1611099</p>	<p style="text-align: center;">Hypochondria</p> <p style="text-align: center;">Aesha Devendra Patel Pandit Deendayal Petroleum University, India aesha.pbb14@sls.pdpu.ac.in</p> <p style="text-align: center;">ABSTRACT</p> <p>Hypochondriasis: is a disorder in which one has the unfounded belief that one is suffering from a serious illness. It is a tormenting psychological catch which has been torturing people since seventeenth century and has been demonstrated by the research done by Sarah Jones on (11th December 2015) hypochondria. The primary feature of hypochondriasis is excessive fear of having a serious disease and even after conducting several medical tests the reassurance to the patient is short lived. The factors that contribute to this mental illness are a family history of hypochondria, psychiatric disorder such as depression anxiety, or personality disorder, stressful experience with their own loved ones these factors have been recognized by the Mount Sinai hospital of New York City. This research aims to study how hypochondria affect college students. The sample size taken into consideration was a group of 200 participants out of which 100 were female and 100 were male. The research was conducted through a questionnaire filled by both male and female. They were required to fill a questionnaire that was divided into two parts. The first part was the collection of demographic data and the second part was designed by the research team based on the DSM IV to cover most aspects that dealt with understanding the characteristics of the people suffering from hypochondriasis. The data was collected with the consent of the participants. The findings of research were aimed at uncovering how hypochondriasis is a factor that contributes towards the vulnerability of an individual. This paper was also an attempt to explore the increasing effects and trends of hypochondria on the new generation.</p>
 <p style="text-align: center;">Syarif Hidayat N</p>	<p style="text-align: center;">The Advantages of Utilizing Polyglot e-Learning Community to Foster Foreigners' Language Oral Proficiency</p> <p style="text-align: center;">Syarif Hidayat N Radboud University Nijmegen, the Netherlands syarifnasir@yahoo.co.id</p> <p style="text-align: center;">ABSTRACT</p> <p>The demand of being able to speak one or more international language(s) in this world present day is increasingly higher for global communication (Syarfi et al.</p>

11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016, London

Imperial College London, South Kensington Campus | London SW7 2AZd

<p>GICICSSH1611101</p>	<p>2013). Therefore, being able to interact through other international languages is such indispensable. Ur (1996) & Bodnar et al. (2014) note that speaking proficiency is seemingly to be the most important skill among all the four known skills of speaking, writing, listening, and reading. It is because most of human daily interaction is conducted orally, such as chatting with friends, asking directions, discussing problems, and many more (Ur, 1996; Lynch & Anderson, 2012). However, Alharbi (2015) notes that speaking ability is one language skill which is considerably hard to master by foreign learners since it needs lot direct practices with native or other speakers speaking or learning the same target languages. Thus, learners definitely need learning tools which can facilitate them to speak more and more. This was to discuss about features of Polyglot E-learning community in correlation with few ideal criteria, according to some related studies, in regard with what learners need in a learning tool, in order to effectively enhance their speaking proficiency. This present study was conducted through a qualitative descriptive method by carefully analysing and discussing some related studies. The writer found that, with Polyglot E-learning community, it facilitates foreign learners more speaking opportunities with its face-to-face chat forum; it offers flexibility with diverse language choices, and accessibility via either computer or mobile phone for free; it encourages learners' motivation to support each other in direct speaking practices. In sum, these aforementioned points seem reasonable to govern a conclusion that Polyglot E-learning community is an effective learning tool to enhance oral skill of foreign language learners.</p> <p>Key Words: Polyglot, speaking, social entity, accessibility, flexibility, motivation.</p>
<p>Hui Yueh Hsieh GICICSSH1611102</p>	<p>Exhibition Environment and Visitor Behaviour: The Mediating Role of Emotions</p> <p style="text-align: center;">Hui Yueh Hsieh Department of Visual Communication, Ming Chi University of Technology, Taiwan huiyueh@gmail.com</p> <p style="text-align: center;">ABSTRACT</p> <p>This study constructed a model to show the effect of exhibition environment on visitors' emotions, and the resulting influence on behavioural intentions. Based on the Stimulus–Organism–Response model, this study examined the links between visitors' emotions (pleasure, arousal and dominance) and the factors of exhibition atmospherics. It also determine which emotion dimensions predict visitors' behaviour and future intention with respect to the environment. The questionnaire was divided into three parts: visitors' perception of exhibition environment, emotional states, and behavioural intentions. A total of 299 participants completed all assessments in the study. A structural equations modeling analysis revealed that ambience, exhibition layout and exhibits had significant influence on pleasure; facility aesthetics and exhibits showed significant influence on arousal; ambience and exhibits significantly influence dominance. In addition, pleasure and arousal had significant effects on behavioural intention, and pleasure was the most influential emotion.</p> <p>Key words: exhibition, atmospherics, emotion, visiting intention</p>
<p>Himja Trivedi GICICSSH1611103</p>	<p>The Predominance and Causes of Neurological disorders from an Indian Perspective - An Empirical Study</p>

11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016, London

Imperial College London, South Kensington Campus | London SW7 2AZd



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ABSTRACT

Neurological disorders affect people in all countries, irrespective of age, sex, education or income. According to the 2006 WHO Report on Neurological disorders it has been estimated that about 6.8 million people die every year as a result of neurological disorders. According to the statistics of Cerebral palsy Foundation, around 17 million people have a condition called cerebral palsy globally. Autism society's Research tells us that about 1% of the population in The United States of America and United Kingdom suffers from autism. This type of data is relatively under-researched in developing countries. The objective was to understand the types of disorders and their ratios, causes and onset of these disorders, in order to understand their range and preponderance in the Indian Scenario. The Research is aimed to statistically look at the spread of certain child related neurological disorders in India through Sub sections like age group, causes (Pre natal Or Post Natal) Onset, So on and so forth. This research was conducted in collaboration with Health and Care foundation in the department concerned with the care and development of children with neurological disorders. The methodology used to gather the data was through pre-existing reports and unstructured interviews with the family members of the patients along with a assessment from the doctors in consultation. The data hence collected was with the consent of the Supervising Head of the Foundation. The sample size taken into account was 100 patients ranging from ages 1 to almost 40. The assessment was done through a statistical comparison across the data. The final output of the research gave a outlook towards the current trends in child related neurological disorders in a developing country and gives an insight into the probable future implications of the above. The data can further be used in order to detect the problem areas for the rise in these disorders and make a meaningful attempt towards reducing them or creating better aids to help better the condition.



Noor Azlinna Azizan
GICICSSH1611104

Identification Analysis of Influencing Factors of Construction Business Success: A Case of the Malaysian Construction Industry

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ABSTRACT

Although the construction industry is one of the important components of the

**11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016,
London**

Imperial College London, South Kensington Campus | London SW7 2AZd

	<p>nation's economic development, nevertheless, a nation can only fully benefited from the construction activities if it has an efficient and effective construction industry. Against the traditional conceptions of success in the construction industry, this paper attempts to explore the factors that influence the success of the construction enterprise from the viewpoint of an entrepreneurship perspective. In this regard, the importance factors to the construction enterprise success were determined based on the entrepreneurship literature and experts' opinions, and categorized into four dimension and eighteen factors. Then, the Decision Making Trial and Evaluation Laboratory (DEMATEL) technique was applied to explore the causal relationships among the factors. The results revealed that three factors were of great importance to the success of the construction enterprise, namely 'Business and Management Competencies', 'Technical Competencies', and 'Technological Competencies'. It is advised that if the construction enterprises desire to obtain high potential in business success, they should focus on these factors by enhancing their practice in this areas.</p> <p>Keywords: Construction business, success factors, entrepreneurship, DEMATEL technique.</p>
 <p>Syaukani GICICSSH1611105</p>	<p>Cultural Influence on Inter-Religious Collaboration in District Percut Sei Tuan Deli Serdang North Sumatra</p> <p>Syaukani Ministry Of Religious Affairs, Indonesia sknhasbi@gmail.com</p> <p>ABSTRACT</p> <p>Deli Serdang is one of the district in North Sumatra. It is located in the suburban area of Medan city, the capital city of North Sumatra. In social reality, the people in Deli Serdang North Sumatra are considered as the religious community. There are six religions that are recognized by the government that can be found there. They are: Islam, Catholics, Protestant, Hindu, Buddha, and Confucious. Every one, as the adherents of each religion is expected to obey the commands of each religion and at the same time he/she is demanded to be tolerant of other religions-mutual respect and collaborate with each other.</p> <p>Religious plurality in this district is a reality that can not be denied. Contacts among communities of different faiths is increasing. In the heterogeneous area, it is almost no group of people who do not have contact with other groups of different religions. It is true to say that religious plurality, which includes the plurality of ethnic, culture, and the plurality of languages, is a kind of natural law.</p> <p>Heterogeneity of the population is not limited to an ethnic, but also religious and cultural diversity. Alteration in the population of homogeneous to heterogeneous in a region is allegedly has led to various problems. This may in fact have led to open conflict, as it had happened in Ambon, Poso, Sambas, Sampit several years ago. While in other areas that are not open conflict it does not mean that it is free of conflict at all, it is aslo possible that the potential conflicts in those areas can be exploded more violent than the areas that has been in conflicts.</p> <p>This study is focused on Cultural Influence of Religious Values on Collaboration Among the Religious in Deli Serdang. This is a mix method research-quantitative and qualitative research. The research is conducted firstly by using quantitative data and finally it is added up with qualitative research. The survey is used to</p>

11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016, London

Imperial College London, South Kensington Campus | London SW7 2AZd

collect the quantitative data while the qualitative research is carried out with the intention that the description of the quantitative data will be more meaningful and profound.

There are two independent variables in this study (X1 and X2) and one dependent variable (Y). The first independent variable (X1) in this study is the culture with three indicators: the culture, art and language, and organization. The second independent variable are the religious values. The dependent variable is the collaboration.

The population in this study is the people who live in Percut Sei Tuan District, especially those who live in Kampung Kolam and Bandar Klippa villages. These locations of study are chosen purposively with the consideration that in these locations the researcher found a unique local culture. Another aspect to be considered in determining the location of this study is the multicultural or heterogeneity of the residents.

In collecting the quantitative data, this study used questionnaires. Questionnaires are constructed by using Likert scale. While, qualitative data are collected through interviews and observation. Data from interviews are used to give deeper meaning to the data taken from questionnaires. Similarly, the data from the observation will be utilized for the purpose of convincing the researcher on cultural or religious events that had happened, developed and flourished in the community that the study take place.

The findings of this study are as follow:

The greatest diversity of cultural values is found in Desa Kolam. It means that the people in Desa Kolam have greater cultural diversity than that of the people in Bandar Klippa village. This study finds out that Desa Kolam is the village which has 7 tribes of respondent. They are: Javanese, Bataknese, Mandailingnese, Padangnese, Malaynese, Acehnese, and Banjarnese. While in Bandar Klippa village, there are 6 tribes who live there including Chinese. This means that the more tribes in a research location the more diverse cultural values of the local communities. These findings indicated that the cultural values that exist in the area, have been accepted by the whole tribes in Desa Kolam.

The findings on religious values shows that the religious values prevailing and grow in society of Percut Sei Tuan is in the category "Strong" and "Medium". The village that got "Strong" score in religious values is Desa Kolam; and the village that got "Medium" score in religious values is Bandar Klippa. After analyzing the data, it turns out that the diversity of religious values in the society is matching with the ethnic diversity which is found in the area.

The score of inter-religious collaboration can be grouped into two; 1) "Strong" for Desa Kolam, and 2) "Moderate" for Desa Bandar Klippa. It turns out that the moderate score in inter-religious collaboration in Bandar Klippa is caused by majority of the people in the district are Muslims. This makes it difficult to grasp and understand the opinion of the Islamic community. Judging from the score of standard deviation, it revealed that the diversity of the people is the same between the people in both villages, Desa Kolam and Bandar Klippa. The score is 0.66. Score diversity of collaboration between religious communities recognized by the characters is one way to reduce conflict in the community. Through the diversity of the community it can lead to inter-religious collaboration to be better.

This study concludes that there is a positive and significant relationship between cultural values that grow and develop in the society. Better collaboration among religious can occur if the cultural values are less applied. There is a positive and

**11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016,
London**

Imperial College London, South Kensington Campus | London SW7 2AZd

	<p>significant relationship between the values of "religious values" with "religious collaboration among the community. The more continued development of religious values in the community the better collaboration among the religions' believers, and vice versa. And theb there is a positive and significant relationship between the values of cultural and religious values together for interfaith collaboration. The dominant factor of cultural and religious values that affect inter-religious collaboration is that the people in Percut Sei Tuan are still paternalistic, characterized by the respect of public figure as a role model. This study recommends that it is necessary to keep an intercultural assimilation, by conducting a variety of local cultural activities, such as conducting exhibitions, sporting events, and performing arts, which include a variety of different religions. In developing collaboration among religions, the benchmark is the social field, therefore it is needed to increase people's understanding about the concept of worship, social and collaboration.</p>
<p style="text-align: center;">Utpal Roy GICICSSH1611106</p>	<p style="text-align: center;">Towards Patriarchy: A Changing Profile of Rajbanshi Women in India (1875-1975)</p> <p style="text-align: center;">Utpal Roy Department of History, Malda College, West Bengal, India utpalroy1976@gmail.com</p> <p style="text-align: center;">ABSTRACT</p> <p>There are series of discourses on the evolution of the patriarchal social structure of India. It is interesting that our ancient literatures highlight the gradual evolution of the 'patriarchy' which mainly started after the early Vedic period. At the same time, it is to be remembered that there are few exceptions, some tribal and semi-tribal societies in India continued 'matriarchal' and 'semi-matriarchal' social structure even up to the middle of the 19th century. The Rajbanshi is one of them, and the dominant castes of the North Bengal, Assam, Nepal and Rangpur District of Bangladesh. This scholarly attempt will try to reckon the evolution and transformation of 'semi-matriarchal' Rajbanshi society, and how the society was transformed into a complete patriarchal society within a century between the years 1875 to 1975.</p> <p>Key Words: Rajbanshi Women, Patriarchy, Matriarchal Society, Semi-Matriarchal Society, Sanskritisation, Commercialisation of Agriculture</p>
<p style="text-align: center;">Nannozi Janet GICICSSH1611107</p>	<p style="text-align: center;">The Resurgence of HIV Amongst young persons13--24 years in Wakiso District, Uganda</p> <p style="text-align: center;">A Pilot Intervention in 5 Parishes of Wakiso Sub County</p> <p style="text-align: center;">Nannozi Janet Samaritan Orphanage Association, Uganda mulondo1990@gmail.com</p> <p style="text-align: center;">ABSTRACT</p> <p>SAMARITAN ORPHANAGE ASSOCIATION is a legally registered and dully established community based organization operating voluntary work on a national level in Uganda.</p> <p>Through our projects, we conducted a pilot study among youths in one of the</p>

11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016, London

Imperial College London, South Kensington Campus | London SW7 2AZd

	<p>largest districts in the country depending on the services we offer to the beneficiaries namely: orphans, needy, street kids, school dropouts and other interested parties. The findings and solutions were describes as stated below.</p> <p>KEYWORDS: ABC (Abstinence Be faithful condom use) ANC, NNC, PNC (Antenatal care, Neonatal care, post natal care) CSW (Commercial sex workers) GBV (Gender based violence) SMC (Safe Male Circumcision) FP (Family Planning) SRH/R (Sexual Reproductive Health and Rights) STIs (Sexually Transmitted Infection) HIV/AIDS (Human immune virus/ Acquired immunodeficiency syndrome) ART (Anti retroviral Therapy) EMTCT (Elimination of Mother to child Transmission) NSP (National Strategic Plan) UNIADS (Uganda National Aids Indicator Survey) SOA (Kalambi Community Outreach Project) NGO (Non Government Organisation) PLWHAs (People Living with HIV/AIDS), MARPs (Most At-Risk-Persons) CD (Community Dialogue) ARVs (Anti Retro Viral therapy) MDGs (Millennium Development Goals) VHCT (Voluntary HIV Counseling and Testing) HCT (HIV Counseling and Testing)</p>
 <p>Bassey E. Effiom GICICSSH1611108</p>	<p style="text-align: center;">Gestalts' and Reading Comprehension Achievement of Senior Secondary School Students in Cross River, Nigeria</p> <p style="text-align: center;">Bassey E. Effiom Department of English, School of Languages, Cross River State College of Education Akamkpa, Cross River State, Nigeria basseyeffiom2015@outlook.com</p> <p style="text-align: center;">ABSTRACT</p> <p>By policy and practice in Nigeria, English language is the primary medium for communication in diplomacy, politics, commerce, officialdom, teaching, etc. The high premium placed on the knowledge of English for effective functioning in the society motivated this study meant to investigate the effect of Gestalt based methods on reading comprehension achievement of senior secondary school students. 68 respondents were drawn from two schools in Calabar Educational Zone of Cross River State. Achievement test was administered to the students using the pre-test and post-test experimental design, while Independent T-test Statistical Analysis was used to compute the obtained data. Findings and consequent recommendations support the use of Gestalt based approaches in reading comprehension.</p> <p>Keywords: Gestalt, method, learning, reading comprehension.</p>
<p>Goski Alabi GICICSSH1611109</p>	<p style="text-align: center;">Improving Customary Land Management Practices in the Western Region of Ghana</p>

11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016, London

Imperial College London, South Kensington Campus | London SW7 2AZd

	<p style="text-align: center;">Goski Alabi University of Professional Studies, Accra (UPSA), Ghana goski.alabi@gmail.com</p> <p style="text-align: center;">Joshua Alabi</p> <p style="text-align: center;">Ibrahim Mohammed</p> <p style="text-align: center;">ABSTRACT</p> <p>A significant percentage (80-90%) of Ghana's undeveloped land is managed under customary practices which are largely undocumented but derived from social norms and cultural rules. The emerging oil economy in the Western Region of Ghana and the attendant socio-economic complexities portend to influence or alter the customary land management practices in this region. In light of this, the current study examined the challenges facing customary land management practices in the Western Region of Ghana and explored opportunities for improvement. The study conducted focus group discussions with traditional authorities to gather primary data, and desk review of national policy documents and publications on customary land management to gain insights. The content analysis of the qualitative data that there are many challenges which can be grouped under land use planning, land organisation, land control and land leadership. As a strategy to overcome these challenges, the study recommends the development of an integrated framework that will involve all key stakeholders in the customary land management process.</p> <p>Keywords: Customary Land Management</p>
 <p>Orathai Piayura GICICSSH1611110</p>	<p style="text-align: center;">Sexual Underrepresentation in ASEAN Literature</p> <p style="text-align: center;">Orathai Piayura Faculty of Humanities and Social Sciences, Khon Kaen University, Khon Kaen, Thailand orapan@kku.ac.th</p> <p style="text-align: center;">ABSTRACT</p> <p>This article is a part of the qualitative research entitled Gender and Sexuality in ASEAN Literature. The purpose of the article is to illustrate the underrepresentation of sexuality in the literature from ASEAN countries. The scope of the study was the in SEA Write Awarded Literature. The selected literature was analyzed by gender and sexuality framework. The study found that the SEA Write Awarded literature was expected to represent the ideological society realistically. Therefore, the issue of sexuality was underrepresented in this category of literature because sexual issue was perceived as nonsense and insignificant.</p> <p>Keywords: Sexuality, ASEAN Literature, SEA Write Award</p>

11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016, London

Imperial College London, South Kensington Campus | London SW7 2AZd

Shashwat Mishra
GICICSSH1611112

**INTERNATIONAL BUSINESS AND
THE
BARRIERS RELATED TO THE
LANGUAGES AND CULTURES**

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ABSTRACT :

The following paper aims at the barriers related to the languages and cultures in INTERNATIONAL BUSINESS all over the world.

While in some areas of the world language might form a barrier , in other areas it is not since the same language is spoken or to the people are capable to speak thre required language. This is very important to any international business since the inability to communicate might lead to miscommunications which could evolve in high cost. Different languages form a barrier for enterprises and hence further leads to hiring of translator or staff members who can speak the foreign language. Cultural barriers might express themselves as a language barrier. While in some cultures people are direct in communication, in other cultures people are much more indirect in there communication. Hereby direct mean that people say what they mean, which indirectly implies that you have to read between the lines to understand the actual meaning. This literally means that in some culture “yes” could mean “no” . Understanding the local culture thereby provides to capacity to understand what actually is meant. Ofcourse , a lot more cultural barriers might be involved. Thus this leads to unsuccessful business.

KEYWORDS :

Language barriers, Cultural barriers , international business , different cultures , different languages.



**Nino Mainguy-
Bardzimashvili**
GICICSSH1611113

**Sexuality and Eroticism - Keys to Self-presentation in Women Autofiction
Writers**

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ABSTRACT

Images of women are without any doubt very interesting to study in any form of art and literature is no exception. In contemporary literary world women writers have become a strong voice of truth about subconscious and sexuality. Women writers explore these tabooed issues much deeper and in a more raw way that men writers do. When we talk about images of women, the ones given by women

**11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016,
London**

Imperial College London, South Kensington Campus | London SW7 2AZd

	<p>writers are definitely more realistic and when these images are self-portraits or autofictional portraits, they become even more interesting and intriguing. This presentation will examine how sexuality is used as a way of self-presentation in fiction. The research will be based on autofictional novels of three women writers from two different cultures (French and Japanese). The choice of the material ("Autofiction" by Hitomi Kanehara, "The Sexual Life of Catherine M." by Catherine Millet and "The Possession" by Annie Ernaux) is induced by the fact that main themes of these novels is sexual obsessions and open confessions on this subject. These writers chose a very daring way to show their sexual portraits and how sexuality is crucial in their personalities and lives. While Kanehara and Annie Ernaux reveal how the fear of losing the men they love and the jealousy towards other woman take over their lives, Millet tell us about her various sexual experiences in a tranquil, almost neutral way. It is their refined language and remarkable writing skills that place their works in the rank of high literature, especially, Millet's novel which could easily become pornography in less skilled writer's hands. Their writing does not try to find symbols or tropes for sexual organs, acts, fantasies or to describe lovemaking as something romantic. Direct, open narratives bring the readers to exploring and facing their own sexuality and eroticism.</p>
<p>Bosede Akanbi GICICSSH1611115</p>	<p>SMEs Operators Perspectives and E-commerce Adoption in Nigeria</p> <p>Akanbi, B.E. Department of Economics, Faculty of Social Sciences, Osun State University, Osogbo, Nigeria bosede.akanbi@uniosun.edu.ng</p> <p>Akintunde, T.S. Department of Economics, Faculty of Social Sciences, Osun State University, Osogbo, Nigeria</p> <p>ABSTRACT</p> <p>This paper employed the use of a quantitative research approach to analyse the behavior, experience, perspective of Small and Medium Scale Enterprises operators towards electronic commerce adoption in Nigeria. Existing studies on SMEs and e-commerce adoption in Nigeria concentrated on attitudes, problem and prospects of e-commerce adoption most especially from the perspectives of the customers/consumers. This paper is a clear departure from the existing studies in that it examines the perspectives of SMES Operators in relation to cost, profits, firms' level efficiency and market expansion in relation to their present location in Nigeria.</p> <p>Based on the quantitative approach imbibed in this study, questionnaire was used to capture data that examined the objectives of the paper. The questionnaire was distributed both manually and electronically to total sample of over 250 SMEs. Data collected were analyzed using descriptive analysis.</p> <p>The study showed that due to level of information and communication facilities coverage, the level of e-commerce adoption and usage is not evenly distributed amongst all Nigerian SMEs Operators, while some from a particular region benefit others do not. It was also discovered that the major factors limiting the adoption of e-commerce are uncertainty of security, under developed infrastructures, poor delivery logistics and poor courier systems, Infrastructure</p>

11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016, London

Imperial College London, South Kensington Campus | London SW7 2AZd

	<p>facilities, incompatibility of business with e-commerce as well as consumers and business partners that lack technological knowledge. The paper recommended improved infrastructural facilities and appropriate policies towards improving the level of e-commerce adoption in Nigeria.</p> <p>Keywords: SMEs, E-commerce Adoption, Operators perspectives, Nigeria.</p>
 <p>Kanchana Sukanthasirikul GICICSSH1611116</p>	<p>Linking Tourism Service Quality and Tourist Satisfaction: A Cultural Tourism Perspective</p> <p>Wanee Trongpanich Rajamangala University of Technology Isan, Thailand</p> <p>Kanchana Sukanthasirikul Suranaree University of Technology, Thailand kansukan@sut.ac.th</p> <p>ABSTRACT</p> <p>This research shows how linking tourism service quality can lead to tourist satisfaction in tourism perspective. Data are collected from 327 tourists in two cultural tourism of Thailand. The results show a strong positive relationship between tourism service quality (cultural attraction, accessibility of the destination, and facilities at the destination) and tourist satisfaction. The findings confirmed that tourism service quality plays an important role by increasing the level of tourist satisfaction in cultural tourism. Managerial implications and limitations are conferred.</p> <p>Keywords: Service Quality, Satisfaction, Cultural Tourism</p>
<p>Muhammad Aminu Kwasau GICICSSH1611117</p>	<p>Local Government and Democratic Consolidation in Nigeria's Fourth Republic</p> <p>Muhammad Aminu Kwasau Political Science Department, Faculty of Social and Management Sciences, Kaduna State University, Kaduna, Nigeria Makwasau32@gmail.com</p> <p>Aminu Abdullahi Shagali Speaker, Kaduna State House of Assembly, Kaduna, Nigeria aminushagali@yahoo.com</p> <p>ABSTRACT</p> <p>In the Nigerian context, the basic philosophy surrounding the existence of local government, among others, encompasses the need to foster the exist-ence of democratic self-government. This was aptly captured by the 1976 Guidelines for Local Government Reforms.</p> <p>Since 1976, successive Nigerian Constitutions have been amplifying the democratic imperatives of local government and this informed the series of reforms that have been carried out with a view to making local government a veritable tool for democracy. While democratic practices at the local level cannot be adequately discussed in isola-tion, the institution of local government in Nigeria is considered to be a failure manifesting, as it were, in the continuous search for a viable and result-oriented local government system. This study posits that while local government ought to be the spring-board for democratic practices at the State and Federal levels as dominant theoretical standpoints make</p>

11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016, London

Imperial College London, South Kensington Campus | London SW7 2AZd

	<p>us to believe, the politics of local-central relations has continued to weaken the capacity of local government. In discussing this, the rest of the study is divided into five sections. The first section gives preliminary notes on the theoretical linkage between local government and democracy while the second section is an overview of the development of local government in Nigeria. The third section focuses on local government and democracy in Nigeria within the context of local-central politics relations and the fourth segment briefly examines local government in Nigeria in the Fourth Republic. The conclusion then follows. Key Words: Local Government, Democratic Consolidation, Nigeria's Fourth Republic</p>
<p>Abdullahi, Aminu Shagali GICICSSH1611118</p>	<p style="text-align: center;">Electoral Violence and the Challenges of Sustainable Democracy in Nigeria</p> <p style="text-align: center;">Abdullahi, Aminu Shagali Speaker, Kaduna State House of Assembly, Kaduna, Nigeria aminushagali@yahoo.com</p> <p style="text-align: center;">ABSTRACT</p> <p>All forms of violence that emanates at any stage, from differences in views and opinions during the process of election could be regarded as electoral violence. Electoral Violence refers to the employment of force by political parties or their supporters to intimidate opponents as well as threats to a democratic regime. Electoral Violence disrupts the electoral process and creates dissents among stakeholders. This paper has been divided into five main sections. Following the ongoing introduction is the conceptual clarification. Part three examines the brief history of electoral violence in Nigeria. The fourth section has to do with the implications of electoral violence to sustainable democracy and good governance in Nigeria. The fifth segment of this paper being the concluding part dwells on conclusion and recommendations. Key Words: Electoral Violence, Good Governance, Sustainable Democracy</p>
<p>M. Isabel Garrido Gómez GICICSSH1611119</p>	<p style="text-align: center;">Legal Rules for the Intercultural Integration</p> <p style="text-align: center;">M. Isabel Garrido Gómez Titular Professor of Legal Philosophy, University of Alcalá (Spain) misabel.garrido@uah.es</p> <p style="text-align: center;">ABSTRACT</p> <p>Nowadays, the matter of legal pluralism is a subject of great relevance. We live in a world which moves towards an heterogeneous pluralism that must be harmonized as an expression of globalization and, more specifically of phenomena such as the creation of the European Union, Mercosur or the Free Trade Agreement. The migratory movements and the resurgence of nationalisms make the situation become more complex, with certain consequences in sovereignty's traditional concept, in Law's production sources and in the creation of new jurisdictional bodies. Thus, legal norms should recognise and approve both the variety and differentiation, assuming and appreciating them in a positive way, with the limit of respect to their inherent human dignity and inviolable rights. To sum up, the most correct thing is that the social integration of the difference is to be carried out by means of its recognition and acceptance as legal-political principle. The open society implies a constant opening to the change, allowing the comparison</p>

11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016, London

Imperial College London, South Kensington Campus | London SW7 2AZd

	<p>with other ways of acting or thinking, that can enrich and improve ours. The content depends on the state's principles, the institutional structures, the economic-social situation and the cultural tradition. For example, according to the political tradition of each area, we have: a) The social-democrat model; b) the corporate model; c) the South European or catholic model; and d) the British model. The regulated types are inscribed in the "liberal market", "progressive liberal" and "institutional welfare" models.</p> <p>Its limits include the principle of equality, the prohibition of arbitrariness and the right to assistance and/or sufficient benefits for needy situations, that ought to be progressively reevaluated to compensate for losses of purchasing power. The legal action adopted by the official authorities becomes an integration factor.</p>
 <p>Rashmi Condra GICICSSH1611120</p>	<p>Treating History in Hindi Cinema : A story of precision and distortion.</p> <p>Rashmi Condra Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur, Maharashtra, India rashmi.condra@gmail.com</p> <p>ABSTRACT</p> <p>Feature films reflect popular attitudes and so can indicate the value and concerns of the society for the entertainment of which it was created. The relation between films and history is both direct and indirect. The direct relation is being that with more than hundred years of its existence in India, films have become a historical source in itself. Whereas, in indirect ways, when films recreates historical period to bring out an issue with imaginary characters being planted.</p> <p>The following article will focus on representation of history in Hindi cinema. The article will consider selected films based on Indian history that became popular due to its extravagance, fine adaptation or impressive historical proximity. An analysis will be made on, if history is rightfully adapted in Hindi films and if filmmakers introduce fractions of imagination in a real historical narrative than whether they do justice to the actual happenings. Telling history thorough films is a sensitive as the audio-visual impact of this media has profound effect on its receiver who most of the times take the reel life into real.</p>
<p>Mohamad Yusuf GICICSSH1611121</p>	<p>Preliminary Evaluation on Undergraduate Tourism Curriculum in Indonesian Universities: A Perspective from Stake holders</p> <p>Mohamad Yusuf Faculty of Cultural Sciences, Universitas Gadjah Mada, Yogyakarta, Indonesia myusuf@ugm.ac.id</p> <p>Abstract</p> <p>This study aims to answer two research questions: (1) What would be the specific characters that should be considered to develop tourism studies in Indonesia? (2) What criteria that can be used to evaluate tourism studies in Indonesian universities? We analyse policy documents as well as experts' opinions from academia, professionals, and also policy makers related to tourism and tourism educations in Indonesia. This study found that there are four actors contributing to the development of tourism curriculum in Indonesian universities, namely: (1) Tourism academia who develop and implement curriculum in the class room; (2) Ministry of Research, Technology and Higher Education (DIKTI) who develops a general framework for curriculum development in Indonesian universities; (3)</p>

11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016,
London

Imperial College London, South Kensington Campus | London SW7 2AZd

	<p>Non-government tourism association, i.e. Indonesian Tourism Scholars Association who assist universities with opinions and guidance for the development of tourism curriculum; and (4) Tourism industries, for instance, but not limited to: Association of the Indonesian Tour & Travel Agencies, Association of Indonesian Hotel and Restaurant, etc. Two issues characterizing the curriculum development in Indonesia namely: the separation (and combination) between vocational and academic frameworks, and an aspiration to consider moving from inter (and-trans) disciplinary to mono-disciplinary. With regard to the criteria, this study found that the competence of both practical and academic ways of teaching underlines the teachers' competence. As a consequence, the students' competence of analysing and at the same time practising tourism are the goals of teaching tourism in Indonesia.</p> <p>Keywords: Tourism curriculum development; separation between academic and vocational frameworks; Indonesian universities</p>
 <p>Dr. Ghadah Al Murshidi GICICSSH1611122</p>	<p>Videotaped Story Workshop Method Stimulating UAEU Students' Reading and Innovation</p> <p>Dr. Ghadah Al Murshidi UAE University g_almurshidi@uaeu.ac.ae</p> <p>Ahmed Al Zaabi</p> <p>ABSTRACT</p> <p>The purpose of this study was to investigate the perceptions of UAE University students about the use of technology and the videotaped story workshop method in conducting their research in English courses and improving their reading in innovative way. This is an example of curriculum and instructional method that integrates the four skills (Speaking, listening, reading and writing) to conduct research. It enables the teacher to engage students of different majors. The method provides means of effective classroom management while actually raising the demand on the students to conduct their research. Students are engaged and enjoy this form of learning. The research method of the study is qualitative which is interviewing 30 students. Content analysis is used to interpret the data. Interview results show students' perceptions. This paper concludes with recommendations to facilitate the use of technology in facilitating reading and research in the field of teaching English language.</p>
 <p>Wannawee Boonkoom GICICSSH1611123</p>	<p>A Development of Learning Activities for Teachers in Non-Formal Education in Thailand</p> <p>Wannawee Boonkoom Faculty of Education, Silpakorn University, Thailand bwannawee@gmail.com</p> <p>ABSTRACT</p> <p>In Thailand, non formal education is one of the three educational systems of the country. They are formal education, information education, and non-formal education which includes life-long learning of people. Recently, non-formal education has become more and more important for the country since Thailand</p>

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Imperial College London, South Kensington Campus | London SW7 2AZd

	<p>has turned to aging society. In addition, some teenagers left schools and missed their opportunity to study. Thus, non-formal education seems to offer them another chance to learn and apply the knowledge to their life. This study aimed to: 1) explore the situation of learning activity management of sub-district non-formal education teachers in the western region of Thailand 2) create a model of learning activities to develop thinking skills for learners, and 3) find guidelines for the development of learning activities to promote thinking skills of learners of sub-district non-formal education teachers in the western region. Research and development (R & D) was used in this study. The samples of the study were composed of 1) 226 sub-district non-formal education teachers, 2) 12 administrators of district non-formal educational offices, 3) 58 learners, and 4) 45 key informants in focus group discussion. The key informants for focus group discussion were administers, teachers, academics, and stakeholders. The data were collected during October 2014 – June 2015.</p> <p>The findings showed the situation of the learning activity management of sub-district non-formal education teachers in the western region, and also the problems of learning activity management. The created model of learning activities to develop learners' thinking skills was the "Space of Learning Model". It was composed of eight elements: 1) sustainability of thinking (S), 2) participation in learning (P), 3) appropriate aim of oneself (A), 4) creative thinking (C), 5) efficiency economy application in daily life E), 6) opportunity providing to learners (O), 7) friendship gained during happy learning (F), and 8) learning activities consistent with learners' current learning (L). The findings also suggested guidelines for the development of learning activity model of sub-district non-formal education teachers in the western region included the development of the teachers, curricula, and evaluation methods, to be in consistent with learners' needs and differences.</p> <p>Keywords: Learning activities/ sub-district non-formal education teachers/ the western region</p>
<p>Abiodun M. Lawal GICICSSH1611124</p>	<p>Sexual Preoccupation and Hyper-Sexuality in High Schoolchildren: Roles of Gender, Class Level, Internet Addiction and Loneliness</p> <p>Abiodun M. Lawal Faculty of Human and Social Sciences, North West University, Mafikeng Campus, South Africa Department of Psychology, Federal University Oye-Ekiti, Nigeria abiodun.lawal@fuoye.edu.ng</p> <p>Erhabor S. Idemudia Faculty of Human and Social Sciences, North West University, Mafikeng Campus, South Africa</p> <p>ABSTRACT</p> <p>Sexual preoccupation or hyper-sexuality in high schoolchildren has been understudies in Nigeria. Perhaps, people do not see this as realistic or posse any threat to the development and growth of these teens. The study separately examined gender and class level differences in sexual compulsivity and determined the contributions of loneliness and internet addiction in explaining sexual compulsivity among high schoolchildren. A convenience sample of 311 male and female high schoolchildren of ages of 13 to 21 years (M =15.61, SD</p>

11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016, London

Imperial College London, South Kensington Campus | London SW7 2AZd

	<p>=1.63) completed a cross sectional survey that comprised of demographic information and measures of loneliness, internet addiction and sexual compulsivity. We conducted bivariate correlational and hierarchical regression statistics. Loneliness and internet addiction were positively and significantly correlated to sexual compulsivity. Both loneliness and Internet addiction were found to have significant contributions to level of sexual compulsion with internet addiction recorded higher scores. Male schoolchildren reported higher sexual compulsion than their female counterparts. Class level has no significant influence on sexual compulsivity but appears to increase as students proceed in classes. Our findings suggest comprehensive sexual education and preventive intervention with parental control or involvement for proper upbringing of children in our society. Keywords: Sexual compulsivity, internet addiction, loneliness, high schoolchildren, Nigeria</p>
<p style="text-align: center;">Sung Seek Moon GICICSSH1611056</p>	<p style="text-align: center;">Preventing Substance Abuse among Adolescents: Evaluation of an Integrated Model Combining Life Skills Training and Parent Training</p> <p style="text-align: center;">Sung Seek Moon College of Social Work, University of South Carolina, USA sungseek@mailbox.sc.edu</p> <p style="text-align: center;">ABSTRACT</p> <p>This study examines the effectiveness of an integrated model combining Life Skills Training (LST) for students and Love and Logic Training (LLT) for parents. 310 middle school students and 49 parents were participated in the study. A paired sample t-test and an independent sample t-test demonstrated the importance of parenting programs, showing that school children tended to report higher levels of resistance to alcohol when a parent training component was added to the child training component of the prevention program, compared to when only the child training component was included. Implications of these results for practice and training were discussed. Keywords: Life skills training, Love and Logic, substance abuse, prevention, adolescent</p>
<div style="text-align: center;">  Yip-Mei Loh GICICSSH1611063 </div>	<p style="text-align: center;">The Sōma and the Psychē in the Gospel of Matthew and in Plato's Timaeus</p> <p style="text-align: center;">Yip-Mei Loh Chung Yuan Christian University, Graduate School of Religion, Taiwan athena.loh@msa.hinet.net</p> <p style="text-align: center;">ABSTRACT</p> <p>Christianity and Plato together claim that the psychē is immortal, that we have life after death. However, Plato's theory of the psychē has been misinterpreted by some Christian scholars and theologians, who vigorously condemn Greek philosophy for distorting the Christian doctrine of the psychē, and who hold further that Plato's theory of the psychē is a dualism. This thesis will prove that Plato does not assert the sōma-psychē bipartite, and it will try to resolve the Christian debate between the sōma-psychē bipartite and sōma, psychē and pneuma tripartite. The importance of Plato's Timaeus in the ancient world - particularly in the</p>

11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016, London

Imperial College London, South Kensington Campus | London SW7 2AZd

	<p>Academy and Renaissance - is the same as that of the Bible in the modern one. This paper will focus on Plato's Timaeus with the help of his Phaedo and Gorgias to discuss his theory of the birth of the psychē and sōma, and the relationship between them. So the main purpose of this article is to inquire into the Gospel of Matthew, by means of which I would like to show the similarity and the discrimination between the thoughts of Christianity and of Plato. Furthermore, I would like to demonstrate that Plato is not a dualist as some Christian scholars have asserted.</p> <p>Key Words: sōma, psychē, pneuma, dismemberment, salvation.</p>
 <p>Busakorn Watthanabut GICICSSH1611064</p>	<p>Organization Management for Learning Organization in the Cognitive Constructivism Based</p> <p>Busakorn Watthanabut Political Science , Social science Faculty, Mahachulalongkornrajadyalaya University, Thailand aiey2516@yahoo.com</p> <p>Abstract</p> <p>According to the education and human resource development in the nation for learn penetratively in present situation under rapid change then the organization should be become aware of building the learning organization for set knowledge based society and economics for support human resource development match with the labor market needs.</p> <p>The purposes of this study were 1) to study elements and process for organization management for learning organization in the cognitive constructivism based Buddhism</p> <p>2) To study factors for building learning organization in the cognitive constructivism based Buddhism and 3) to purpose the method for organization management for learning organization in the cognitive constructivism based. The research design and methods applied the qualitative research method to study samples consisting of 1. Government section 2. Cooperate section where applied Buddhism for the internal management and 3. Community section which learning and activities interchange within group. The researcher collected qualitative data using in-depth interviews that be chosen by the specify sampling method.</p> <p>The research results were as follows: 1. The elements and process for organization management for learning organization in the cognitive constructivism based Buddhism should be used the Sila and merits principles that reproduced from Lord Buddha and set the targets and ideology for implement their jobs 2. The factors for building learning organization in the cognitive constructivism based Buddhism by set the work construction for support the knowledge collection in the future as systematics and explicit knowledge interchange between groups and 3. The model for building learning organization in the cognitive constructivism based was set the reports as a evidence for career path in every functions , continuous performance evaluation and learning by doing.</p> <p>Keywords: Organization management, learning organization, cognitive constructivism.</p>

11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016, London

Imperial College London, South Kensington Campus | London SW7 2AZd



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Organization Management for Learning Organization in the Cognitive Constructivism Based

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Abstract

According to the education and human resource development in the nation for learn penetratively in present situation under rapid change then the organization should be become aware of building the learning organization for set knowledge based society and economics for support human resource development match with the labor market needs.

The purposes of this study were 1) to study elements and process for organization management for learning organization in the cognitive constructivism based Buddhism

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Keywords: Organization management, learning organization, cognitive constructivism.

Kamal Lakshmi Naiker

Progress in V. S. Naipaul's selected Fiction

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ABSTRACT

Sir Vidiadhar Surujparasad Naipaul provided structure and words to the girmit ideology and the Indian diaspora its unique exposition and awareness. Naipaul's first writing material started with the Caribbean. Trinidadian subjects engage an advantaged position, essential in Naipaul's writings. In exploring this theme, I

11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016, London

Imperial College London, South Kensington Campus | London SW7 2AZd

	<p>focus on five fictional works, namely <i>The Mystic Masseur</i> (1957), <i>The Suffrage of Elvira</i> (1958), <i>Miguel Street</i> (1959), <i>A House for Mr. Biswas</i> (1961), and <i>The Mimic Men</i> (1967). The purpose is to analyse representations in Naipaul's writing by situating the respective images of indenture in a larger discursive context..</p> <p>The foremost apprehensions in post-colonial literatures, particularly in Naipaul's previous imaginary writings correspond to the three chief aspects of Trinidad as it emerges in Naipaul's works. Firstly, the existence of the Indo-Trinidadians is a replication of living in India, their native homeland. They also take on the Western means in their innovative colonial society; in the procedure erode significant aspects of their mores and distinctive Indian individuality. Secondly, they were focused to an individuality predicament amid two domicile areas. Thirdly, the dislocation faced by the indentured labourers and their successors. Naipaul in his writings highlights the un-accommodated man's recurring efforts to find a secure position in a dilapidated and unsystematic world, his great effort for individualism although facing deprivation, dislocation and unfair treatment. He mocks the sham of independence for former British colonies. Meaningful issues: family ceremonies in uniting people, the idea of progress being associated with a British education and the colonial stereotype of the East Indians are discussed by Naipaul.</p> <p>One could regard this study as an acknowledgment to an isle where indentured labourers were dispatched and it is one of the noteworthy areas on the map of the fictional world produced by V. S. Naipaul, a successor of the indentured immigrants.</p> <p>Key Words: Diaspora, Displacement, Identity, Indenture, Progress</p>
<p>Ven. Phrachonyanmune GICECG1611076</p>	<p>Application of the Principles of Morality in Buddhist Leadership Development</p> <p>Ven. Phrachonyanmune (Sompoch Dhammabhojo) Social Science Faculty, Mahachulalongkornrajavidyalaya University, Thailand aiey2516@yahoo.com</p> <p>ABSTRACT</p> <p>Concepts and applied methods from Buddhist doctrines in the development of the best Buddhist leaders must stick to the principle of "dhamma" when applying Buddhist principles which have importance to good leadership, principles such as the ten virtues of the king, the four principles of virtuous existence, meritocracy, the four strengths, and the Sappurisa-dhamma 7 (seven qualities of a good man). The doctrine of Sappurisa-dhamma 7 in particular is the most important moral principle which is completely qualified for the best leadership, possessing 7 constituents, which are know the principles, know the goals, know oneself, keep a sense of proportion, know time, know the community and know people. Complete leadership will principally have to have virtue, morality, moral standards and honesty in a thorough fashion with organizational development to create a learning organization with an emphasis on problem solving using a body of knowledge as a basis, making for educated personnel who are capable of systematic thinking, modelling concepts, team learning, as well as a shared vision in every part of the administration, thus enabling the organization to change its work in line with the current changes in this age of globalization.</p> <p>Keywords: Application of the principles of morality, development, Buddhist leader.</p>

11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016, London

Imperial College London, South Kensington Campus | London SW7 2AZd



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English for Engineering Students (EES): A study of the teaching-learning system(TLS) in the non native speakers (NNS) context.

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ABSTRACT

Proficiency in English is very important for students of Engineering and other professional courses because it is the medium of instruction in higher academics besides being the lingua Franca of all global transactions. It is a welcome development that people in the field of technical and professional education have now recognized the emerging scenario and are supporting the view that English is the dominant language of science and technology and an indispensable part in an engineer's professional training.

However through a study of secondary data and published literature on the subject of English language proficiency of engineering students in the non native speaker (NNS) context and first hand observation by the author it is observed that inspite of intervention programs, an overwhelming number of graduating engineers lack appropriate proficiency in English, which frustrates their attempt to acquire the required communication skills in order to be employed.

. A common problem for EFL teachers is dealing with a passive class, where students are unresponsive and avoid interaction with the teacher. This is especially true when a teacher seeks interaction in a teacher-class dialogue, such as asking questions to the class as a whole, expecting at least one student to respond. This can be a frustrating experience for both the teacher and student. Obviously, there will be times when no student can answer a teacher's question, but often students do not answer even if they understand the question, know the answer, and are able to produce the answer. Furthermore, students can often be very reluctant to give feedback or ask the teacher a question in front of the class. This paper is an attempt to explore this problem and sought to create a more interactive teacher-class interchange in a class of English learners who are not native speakers and to explore the significant factors and their impact on the communicative proficiency of engineering students

Key words: Proficiency, Communication Skills, Fluency, Employability Skills, feedback.



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Essence of and A Model for Reflective Practice in Development Communication

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ABSTRACT

A transformative approach to Integrated Development Communication framework is driving the development of and innovation in student learning with promises to significantly impact local communities. A case study concerning a themed – MBA Programme (Development Management) of a Multi-sector State Private University in India is used to illustrate how the three philosophies, namely, Self-learning, Action-learning and Technology-enabled learning can be

**11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016,
London**

Imperial College London, South Kensington Campus | London SW7 2AZd

	<p>dynamically combined for sustainable community development. Content and topic are effectively negotiated with communities, facilitating the creation of a supportive learning and development ambience, providing opportunities to apply new skills, and achieve intended change. These three philosophies of learning influence the program design and practice. Integrated Development Communication is introduced as an integrative construct that facilitates critical thinking, community interaction, problem solving and cross-domain learning. Meaningful learning is driven by the need to resolve a problem. Logical Framework Analysis (LFA) has been used through a participatory approach. The paper aims to present the vision, and evidences of responsible involvement in real problems to promote positive attitudes and behaviours. The paper also reflects on the essence, and impact of learning philosophies on integrated development communication model where Learning = Programmed Knowledge + Questioning Insight + Implementation.</p> <p>Key Words: Development, Communication, Learning, Integrated, Community</p>
 <p>Proyrungroj Raweewan GICICSSH1611088</p>	<p>Why do you work during holiday?: Understanding motives and benefits of volunteer vacation</p> <p>Proyrungroj Raweewan International College, Suan Sunandha Rajabhat University, Bangkok,, Thailand, raweewan.pr@ssru.ac.th</p> <p>ABSTRACT</p> <p>This study explores motives of foreign volunteer tourists and the benefits they had gained from volunteer vacation at two host organizations in Thailand: The Elephants World in Kanchanaburi province, and The Little Friendly Farm Project in Rajchaburi province. An interpretive paradigm utilizing qualitative data collection methods (semi-structure interviews and participant observation) was employed. The informants included 28 volunteer tourists from many countries. The findings of the study revealed that the volunteer tourists' motives and benefits are multidimensional. Six main themes of motivations have been identified: (a) a desire to be close and have interaction with animals, (b) to learn about/be immersed in local culture, (c) to gain new experiences, (d) to relax, (e) the appropriate characteristics of the host organization/volunteer tourism activity, and (f) the attractiveness of Thailand as the destination. The first four motivations represent the push factors, where as the last two are the pull factors. In terms of the volunteer tourism's on-site experiences, four main experiential dimensions were found: (a) personal development, (b) social, (c) culture, and (d) feeling.</p> <p>Keywords: volunteer vacation, volunteer tourists, motives, benefits,</p>

11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016, London

Imperial College London, South Kensington Campus | London SW7 2AZd



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A Review of Institutional Measures Against Domestic Violence in Nigeria

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ABSTRACT

Domestic violence is a growing phenomenon in the country. Every day women are subjected to violent physical abuse either by their partner or dominant authority figures. Different reasons abound to justify the wide range of this domestic terror. However, modern societies are not known to accommodate any justification for visiting violent on any of their members. In most cases women top the list of victims with consequences ranging from minor bodily harms to severe injuries and in some cases even death. Rampant as wife battering is, most women do not seek intervention at all beyond the customary mediation offered in the circumstance either by neighbours or close family members. As a result the recognition of wife battering as a crime of immense proportion has been largely incapacitated. However, with the rising number of Right Groups in the country, issues of domestic violence are now gaining the front seat with specific legislation in many states to profile abuse and offer strong legal deterrent against them. It is against this background that the paper attempts to review prevalence of domestic violence, level of institutional provision against the menace and the over the effectiveness of institutional measures in guaranteeing the safety of women both at home and in the country.

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Outlaw Justice, Traditional Chinese Swordsman Poetry Nurtured by Classical Chinese Philosophies, Confucianism, Taoism, Mohism and Chinese Legalism

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ABSTRACT

The ancient Chinese swordsmen were frequently described in traditional Chinese poetry as upholders of justice. Mastering martial arts, they travelled the land to eliminate bullies in the interest of the common people. However, Chinese Legalist philosophers in the 3rd century BC denounced the swordsmen as one of the five causes of social disorders: "the knights with their military prowess violate the prohibitions", because they might well pledge their loyalty to a master rivalling the legitimate sovereign, for which some of them even became assassins of kings, and because they tended to help the weak at the price of law violations. Their chivalry thus was belittled as "outlaw justice".

Readers' contradictory impressions of ancient swordsmen are due to that the swordsmen created by Chinese poets in their poems differ greatly from the swordsmen recorded in ancient Chinese history anthologies. In Records of the Grand Historian, Sima Qian, China's greatest historian in the 1st century BC and of all time, highlighted the virtues of knights-errant—historically-recorded swordsmen who usually served the nobility, but he also had to admit that their actions tended to be against justice. Knights-errant as a class were from then on gradually marginalized in Feudalist society, so much so that since the 2nd century historians had completely stopped recording their deeds in history anthologies.

11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016, London

Imperial College London, South Kensington Campus | London SW7 2AZd

	<p>Interestingly, 2nd century is the time when swordsmen started to become a popular theme of Chinese poetry. Could this be a mere coincidence? The answer is safely negative. Knights-errant were excluded from history because their deeds conflicted with the “justice” defined by the Feudalist legal system, while swordsmen at the critical time were embraced by poets because poets find expression of their ideal of “justice” in the heroic actions of swordsmen characters they created. This ideal of justice, or the swordsmen’s chivalry, takes roots in classical Chinese philosophies, not born from any single school of philosophical teaching, but jointly nurtured by Confucianism, Taoism and Mohism.</p> <p>Confucianism requires one to be loyal to friends and superiors, and their actions consistent with their words. It also teaches one to choose righteousness over life if one cannot keep the two together. Such virtues are even more important to the swordsmen than to common people. Confucianism encourages the swordsmen to serve the sovereign, thus achieving fame and fortune. However, when worldly success clashes with individual freedom, the swordsmen tend to choose the latter and return to their original position, because, besides Confucian teachings, they are also cultivated by Taoism, obeying only the law of Nature, and pursuing other than anything else individual freedom, which is also the fundamental justice one should strive for in a Feudalist society where humanity is fettered. Meanwhile, the swordsmen who are retired from worldly services still have some callings to fulfil, like ministering the needs of the oppressed and fighting in wars against invasion, reflecting Mohist principle of "Jian Ai ('impartial caring' or 'universal love')".</p>
<p>Hussaini Shehu GICICSSH1611127</p>	<p style="text-align: center;">Insurgency, Security and Nigerian National Development</p> <p style="text-align: center;">Hussaini Shehu Jigawa State Polytechnic, Dutse, Nigeria hussainishehu2375@yahoo.com</p> <p style="text-align: center;">ABSTRACT</p> <p>Insurgency in Nigeria is a serious concern not only to country but to all West African states but to the entire African continent. It has claimed thousands of lives and exacerbated an already-dire humanitarian emergency in the impoverished North Eastern state especially the Lake Chad basin region. Nigeria now has the one of the largest displaced populations in the world an estimated 2.2 million people most of them fleeing Boko Haram-related violence. The violent terrorist group Boko Haram has contributed to a major deterioration of security conditions in the northeast since 2010. Similarly, Niger Delta region, also suffered a major security set back caused by the militants Movement for the Emancipation of the Niger Delta (MEND and resent Niger Delta AVENGERS who seems to channel their local grievances related to oil production in the area have fueled simmering conflict and criminality for decades which posed a threat to national development. Some militants continue to be involved in various local and international criminal activities, such as maritime piracy and drug and weapons trafficking networks. These networks often overlap with oil theft networks, which contribute to maritime piracy off the coast of Nigeria and the wider Gulf of Guinea, now one of the most dangerous bodies of water in the world. These problems affect the social and economic development of the country which needs to urgently be tackled for the country to retain its number one position in Africa.</p>

11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016, London

Imperial College London, South Kensington Campus | London SW7 2AZd



	Key words: Insurgency, Security, Development, Terrorism, Boko Haram, Militants
 <p>Soundarya Lahari Vedula GICICSSH1611130</p>	<p>Human Rights Violations of Dalit Women in India</p> <p>Soundarya Lahari Vedula Student, National Law Institute University, Bhopal, India soundaryalahari.nliu@gmail.com</p> <p>ABSTRACT Dalit Women in India make up a significant portion of the Indian population. However they are victims of age old discrimination. This paper presents a brief background of the Indian caste system which is a hierarchical division placing the Dalits at the lowest rank. Dalits are forced to perform menial tasks and often face social ostracism. This paper discusses in brief the legal mechanism in place to prohibit untouchability. Furthermore this paper details on the specific human rights violations faced by Dalit Women in the social, economic and political spheres. The violations range from discrimination in public places, denial of education and health services, sexual exploitation and barriers to political representation. Finally this paper identifies certain lacunae in the existing law and broadens on the measures to be taken to improve the situation of Dalit Women.</p>
 <p>S Mahendra Brabu GICICSSH1611132</p>	<p>Pshyco Analysis of Taedophiles Afflicted with Oedipus Complex-A Case Study</p> <p>S Mahendra Brabu Bharathidasan University, Tamilnadu, India dr.mahendraprabu@gmail.com</p> <p>ABSTRACT Paedophililia, a subversive, socially- ostracized maladjusted behavior which has so far been dormant is now overtly experienced in the Indian society. At least ten victims of this libidinal extirpation are reported in the news every day. This social malaise owes its gaining preponderance to some subtle esoteric psycho-social factors. Oedipus is not an archetype of upright human instincts. It is a blemish on human civilization. The social elements such as family system, kinship patterns, socialization, value systems and ethical standards are to be strengthened. It is the onus of entire mankind to emancipate the generation from all obsessions and psychic aberrations. The current study is devoted to understand and expose how the variables like feel of non-consummation in conjugal life, ill –patterned childhood socialization, and poor harness of phallic stimulations and so on influence the easy susceptibility to such attractions. The data for the study were collected through unstructured interviews with the afflicted respondents referred to by behavioral counselors Keywords: Paedophililia, Oedipus complex, phallic stimulations, archetype, socialization, non-consummation</p>
<p>Ali Jaddoa GICICSSH1611133</p>	<p>The Small World Phenomenon</p> <p>Ali Jaddoa Liverpool John Moores University Byrom Street, Liverpool, UK a.h.jaddoa@2015.ljmu.ac.uk</p>

11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016, London

Imperial College London, South Kensington Campus | London SW7 2AZd

	<p style="text-align: center;">ABSTRACT</p> <p>Small-world research started about fifty years ago with an idea about a social phenomenon that we are all linked by short chains of acquaintances. Since then, a number of experiments were carried out and network models have been proposed to study the problem analytically. Therefore in this study we will illustrate cover the following sections:</p> <ol style="list-style-type: none">1) Historical context2) Experiments, results and analysis3) Properties and examples of small-world networks4) Applications5) Finding (shortest) paths between two points in a social network using local information6) Current research and future work <p>Keywords: Information and social networks, Small world phenomenon, Six Degrees of Separation.</p>
<p>Orathai Piayura GICICSSH1611128</p>	<p style="text-align: center;">Sexual Underrepresentation in ASEAN Literature</p> <p style="text-align: center;">Orathai Piayura Faculty of Humanities and Social Sciences, Khon Kaen University, Khon Kaen, Thailand orapan@kku.ac.th</p> <p style="text-align: center;">ABSTRACT</p> <p>This article is a part of the qualitative research entitled Gender and Sexuality in ASEAN Literature. The purpose of the article is to illustrate the underrepresentation of sexuality in the literature from ASEAN countries. The scope of the study was the in SEA Write Awarded Literature. The selected literature was analyzed by gender and sexuality framework. The study found that the SEA Write Awarded literature was expected to represent the ideological society realistically. Therefore, the issue of sexuality was underrepresented in this category of literature because sexual issue was perceived as nonsense and insignificant.</p> <p>Keywords: Sexuality, ASEAN Literature, SEA Write Award</p>
<p>Vishavjeet Chaudhary GICICSSH1611131</p>	<p style="text-align: center;">Literature, Language and Law: Lessons from Legacy</p> <p style="text-align: center;">Vishavjeet Chaudhary Jindal Global Law School, NCR of Delhi, India vchaudhary@jgu.edu.in</p> <p style="text-align: center;">ABSTRACT</p> <p>This paper discusses the importance of language and literature to the study of law. The underlying argument is that literature, law and law are all subjects of culture and should be appreciated thus. The first argument discusses how literature helps in the critique of the law. Texts spanning centuries and across continents- ranging from Shakespeare's Merchant of Venice to post-colonial texts like The God of Small things will be analysed to illustrate how literature has always provided for a popular medium to explore the shortcomings of the law. The discourse in literature gives a powerful voice to the discourse of the unheard and can help in negotiating patterns of movements like feminism and critical studies.</p>

**11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016,
London**

Imperial College London, South Kensington Campus | London SW7 2AZd

	<p>The second argument traces the history of Universities and education- from Bologna to Oxford and Cambridge and more modern Universities in the rest of the world. The argument is that the study of literature and languages was an inherent part of educating across a variety of disciplines. Of late, there has been an emphasis on specializing. I argue that this division of disciplines in water-tight compartments takes away from holistic learning and teaching.</p> <p>The third idea ties the preceding ideas together and discusses the notions of performance in law and literature.</p> <p>I suggest that as academics we need to reflect on our inheritance of learning and talk about how we teach and learn. The paper's purpose will be fulfilled if it creates a discussion.</p>
 <p>Wira Setya Dharma GICICSSH1611133</p>	<p style="text-align: center;">“JA9OAN SEBAYA” as an Agent of Change in Dealing with the Threat of Demographic Bonus in 2020</p> <p style="text-align: center;">Wira Setya Dharma Islamic University of Indonesia, Yogyakarta, Indonesia wirasetya1@yahoo.co.id</p> <p style="text-align: center;">Dewi Isma Rikya Ihsan Islamic University of Indonesia, Yogyakarta, Indonesia rikyadewi95@gmail.com</p> <p style="text-align: center;">ABSTRACT</p> <p>This paper presents solution to decrease the number of active smokers on adolescent in Indonesia by creating “Ja9oan Sebaya” as the agent of change. Indonesia will have a huge number of productive age population (15-64) of about 60% or 160-180 millions of population in 2020 called as a demographic bonus. It creates a window of opportunity for Indonesia to strengthen the national development especially in industrial sectors.</p> <p>The number of active smokers among adolescents in Indonesia increased year by year. Teenagers in the present are the candidate of productive age population in 2020-2030. According to research conducted by The Ministry of Health in 2013, the smoking behaviour of population aged 15 in Indonesia increases 2.1 % from 34.2 %. If the prevalence of smoking behaviour continue to rise, it will irrefutably affect the productivity of the young population.</p> <p>“Ja9oan Sebaya” attempts to deliver the solution to mitigate the smoking behaviour and manage the high population of active smokers by appointing adolescent as a peer counsellors for its peer group. The peer group will be given information about the danger of smoking and trained to be the peer counsellors to change stigma against smoking habit.</p> <p>Keywords : Demographic bonus, smoking behaviour, productivity, adolescent, peer counsellors</p>
<p>Hazmilah, H. GICICSSH1611134</p>	<p style="text-align: center;">Analyzing Employability Competency through Career Adapt Ability Scale (CAAS): Impact to prospective graduates</p> <p style="text-align: center;">Hazmilah, H. Innovative and Sustainable Technical Education (ISTE) Research Group, Universiti Teknikal Malaysia Melaka, 76100 Melaka Malaysia hazmilah@utem.edu.my</p>

11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016, London

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ABSTRACT

Although many employability competencies program are conducted by universities and supported by government employability related policies with the community involvement, all the initiatives have yet to fulfill expectation of employers. The objective of this study was to assess the current prospect of technical graduates gaining employment through the Quadruple Helix synergy to the prospective graduates. The degree to which prerequisite of foundation knowledge and skill obtainable through higher education institution, industrial training, the government policies and community initiatives might influence prospective graduates' employability competencies. This study utilized a quantitative approach through questionnaires. Stratified random sampling method, employability skills and the career adapt ability scale (CAAS) were used as research framework. Reliability and descriptive analysis were used to verify the factor structures that shaped the graduates employability competencies. The results indicated that respondents were in conformity on how higher education program, industry internship program, government policies and community enhancement program influenced their employability competency. Future study should focus on examining systematic changes in factors affecting employability competency for human capital sustainability.

Keywords: employability, competency, Career Adapt ability Scale (CAAS), prospective Graduates

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**11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016,
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Imperial College London, South Kensington Campus | London SW7 2AZd

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11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016, London

Imperial College London, South Kensington Campus | London SW7 2AZd



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11th International Conference on Social Science and Humanities (ICSSH), 19-20 September, 2016, London

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