



**Global Research &  
Development Services**

**CONFERENCE PROCEEDINGS**

**15th International Conference on Social Science & Humanities (ICSSH),  
20-21 June 2017, Kuala Lumpur**

20-21 June 2017

Conference Venue

University of Malaya, Rumah Kelab PAUM Clubhouse (Persatuan Alumni  
Universiti Malaya), Kuala Lumpur, Malaysia

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University of Malaya, Rumah Kelab PAUM Clubhouse (Persatuan Alumni Universiti Malaya), Kuala Lumpur,  
Malaysia



**KEYNOTE SPEAKER**



**Dr. V. Rajasekaran**

**Assistant Professor of English & Assistant Director –Students Welfare VIT  
University Chennai Campus Tamilnadu, India**

**PLENARY SPEAKER**



**Victoria Time**

**Department of Sociology & Criminal Justice, Old Dominion University,  
United States**


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Malaysia

<p><b>Chigbo Njideka Blessing</b> GICICBMLS1704052</p>	<p style="text-align: center;"><b>The Impact Of Monetary Policy On Economic Growth In Nigeria</b></p> <p style="text-align: center;"><b>Chigbo Njideka Blessing</b> Chukwuemeka Odumegwu Ojukwu University</p> <p style="text-align: center;"><b>ABSTRACT</b></p> <p>The Study attempts to investigate the impact of monetary policy options of government on economic growth in Nigeria. The variables for the study were tested for stationary using Augmented Dickey Fuller Test and also for long-run co-integration using Model estimation was done using ordinary Least Square (OLS) method. The variables for the study include: gross domestic product (used to measure economic growth), inflation rate, broad money (M2), liquidity ratio (LR). The study discovered that there is positive relationship between monetary policy measure and economic growth. It was also discovered that monetary policy instruments have no impact on the rate of inflation in Nigeria. In conclusion, the paper recommended that government through CBN should use monetary policy measures to manipulate the economic activities in such a way that they will engender economic growth.</p>
 <p><b>Murjanatu S. Barau</b> GICICBMLS1704053</p>	<p style="text-align: center;"><b>Comparative Study Of The Performance Differences Between Hnd And Bsc Certificate Holders In Hospitality Industry</b></p> <p style="text-align: center;"><b>Murjanatu S. Barau</b> Department of Food Science Catering and Hotel Management, Hassan Usman Katsina Polytechnic, P.M.B. 2052, Katsina, Katsina State, Nigeria</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The paper focused on comparing the performance differences of HND and BSc certificate holders in hospitality industry. Different literatures related to the subject were reviewed from which many highlighted on the dichotomy that exist between these certificate holders at various levels which makes many HND certificate holders regard their certificates as useless and become less productive, as such causes less output in the side of their organisations. Structured questionnaire was used in retrieving data from 90 respondents sampled using purposive and systematic sampling methods. The personal data collected was analysed using simple frequency and percentages while five points likert scale of measurement was used in testing the hypothesis. It was strongly agreed that staff are employed in the organisations based on merit and HND certificate holders are more productive as well as guests are satisfied with the way they are received. Across the attitudinal statement, the alternative hypothesis is rejected that Bsc certificate holders are more productive and are occupying higher positions in the organisations (<math>P&gt;0.05</math>). It was recommended that the dichotomy that exists between these two different certificate holders should be bridged.</p> <p><b>Keywords: HND, BSc, Certificate, Performance, Hospitality.</b></p>
<p><b>JessieI. Quierrez</b> GICICBMLS1704056</p>	<p style="text-align: center;"><b>Middle Management Communications... Its Influence on Line Employee Engagement</b></p> <p style="text-align: center;"><b>JessieI. Quierrez</b> College of Business Administration, Polytechnic University of the Philippines, Philippines</p>

	<p><b>Rosalie A. Corpus</b> College of Business Administration, Polytechnic University of the Philippines, Philippines</p> <p><b>Ann-Lyn C. Ortiz</b> College of Business Administration, Polytechnic University of the Philippines, Philippines</p> <p><b>Adam V. Ramilo</b> College of Business Administration, Polytechnic University of the Philippines, Philippines</p> <p><b>Joan D. Rural</b> College of Business Administration, Polytechnic University of the Philippines, Philippines</p> <p><b>Abstract</b></p> <p>The main objective of this study was to examine the communication practices of middle managers and how it influence lineemployees. The study is limited to the 161 respondents and the Main Campus of the Polytechnic University of the Philippines (PUP).Three main dimensions of communication were examined: Adaptability, Empathy and Interaction Management. The paper adopted the survey method, using questionnaires to collect data from 141 line employees and 20 middle managers to arrive at the conclusions and recommendations of the study. As a result, findings showed that 94.74% of middle managers are adaptable and flexible; exhibit empathy 100% of the time; and adopt an interaction management mindset 100% of the time. Line employees exhibited Adaptability 50%, Empathy 44% and Interaction Management 58% of the time. As the study is focused on the Adaptability, Empathy and Interaction Management dimensions of communication practices of middle managers and how these impact the engagement of line employees, the consequences of a gap existing between these two groups may lead to either group listening to rumors or second hand information as their main information resource rather than the immediate supervisor. The paper recommends additional trainings for line employees so that they will be able to adapt the competencies of Adaptability, Empathy and Interaction Management in their communication practices. Likewise, more mentoring and coaching meetings between bosses and direct reports be implemented so that 43% line employees and 44% middle managers will not resort to rumors as their main information resource.</p> <p><b>Keywords:</b> Interaction, Line Employees, Middle Managers, Communication Practices, Engagement</p>
<p><b>Ronnie A. Idian</b> GICICBMLS1704057</p>	<p><b>Business Ethics: Impact to Employee Behavior and Productivity</b></p> <p><b>Jessie I. Quierrez (Lead Researcher)</b> College of business Administration, Polytechnic University of the Philippines, Philippines</p> <p><b>Ronnie A. Idian (Co-Researcher)</b> College of business Administration, Polytechnic University of the Philippines, Philippines</p>

	<p style="text-align: center;"><b>ABSTRACT</b></p> <p>Ethics as the basic foundation plays an integral part in the management of an organization bringing a long-term success and stability both for the employees and the organization as well. The study dealt on understanding the impact of business ethics among employee behavior and productivity in the organization. It also tried to find the perceptions of the respondents on the importance of ethics in business. This study was guided by the theories of Hobbes, Rawls and Locke and Immanuel Kant. Descriptive method was used using a researcher-made survey questionnaire to gather data among 254 employees of the different companies located in Metro Manila from August 2016 up to December 2016 where following results were realized.</p> <p>Employees perceived that Ethics is Highly Important on the company that they will work for and this is one of their foremost considerations whether to continuously work or separate from their company. The unethical and illegal behavior affects them much on their values which may affect the employees' productivity and behavior as well as the company in recruiting or retaining employees. It will also impact on the employees' job as it may distract them on their work, spend non-sense talks to the point that it may even reach the management who needs to resolve it. Findings also showed that there is no significant difference on the respondents' perceptions on the importance and impact of Business ethics to employee behavior and productivity.</p> <p>This study is hoped to bring ideas in formulating programs which will promote ethics in every organization, leading people, managers and ordinary employees, to the right path of modest and ethical living while enjoying the fruits that Ethics bring to their personal and professional life and for the goodness of the organization where they belong.</p> <p><b>Keywords:</b> Ethics in business, Impact, Employee behavior, productivity, Unethical/Illegal issues</p>
<p><b>Angelito R. Calingo</b>  <b>GICICBMLS1704058</b></p>	<p style="text-align: center;"><b>The Managerial Skills of Visual Merchandising Managers of Retail Establishments in the National Capital Region</b></p> <p style="text-align: center;"><b>Angelito R. Calingo (Researcher)</b>  <b>Graduate School, Polytechnic University of the Philippines, Philippines</b></p> <p style="text-align: center;"><b>Antonio N. Alcantara (Adviser)</b>  <b>Graduate School, Polytechnic University of the Philippines, Philippines</b></p> <p style="text-align: center;"><b>ABSTRACT</b></p> <p>The main objective of the study was to determine the managerial skills of visual merchandising managers in the national Capital Region. The study specifically aimed to address the following concerns: (1) the profile of the respondent-visual merchandising manager and the respondent-retail organization/company; (2) the visual merchandising managerial skills in technical, human, and conceptual aspects; (3) the significant difference in the managerial skills of the visual merchandising managers when grouped by profile; and (4) the assessment by respondents of the visual merchandising of the stores. The descriptive method of research was the methodology utilized. A total of one hundred sixty (160) respondent from one hundred 32 (132) member-companies of the Philippine Retailers Association were obtained for data gathering of the study. Results showed a significant difference in the truthful assessment of the managerial skills when profiled by years of experience in visual merchandising in terms of human skill. The visual merchandising managers look at the future of store design in</p>

	<p>Metro Manila as “Very Good”. The following are recommended: the issue on floor plans and display area sizes should be properly addressed to maximize its foot-traffic potential; the promotion of the principle of Completed Staff Work (CSW) to recognize and solve visual merchandising problems must be adhered to; and the institutionalization and conduct of the Annual Visual Merchandising Awards event activity should be started and done on an continuing basis. <b>Keywords:</b> atmospherics, foot-traffic, sensory retailing, visual merchandising</p>
<div style="text-align: center;">   <b>Mohd Faiq Bin Abdul Fattah</b>  <b>GICICBMLS1704059</b> </div>	<p style="text-align: center;"><b>Marketing Success Factors Influencing New Student Admission into Private College: The Moderating Role of Intensity of Competition</b></p> <p style="text-align: center;"><b>Mohd Faiq Bin Abdul Fattah</b>  <b>Institute of Postgraduate Study, University Kuala Lumpur, Kuala Lumpur</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Private college boost because of high demand among the student in the market for tertiary education. Despite, private college facing the problem of to influence student to study into their private college. Private college is less popular, graduate not marketable, offering low quality, limited offers, using misleading statement in influencing student admission. In the higher education industry, competitor is stealing profit and market share from each other. Private college has fewer resources loose student to more reputable institution. This study objectives are, firstly to identify marketing success factor influencing student admission, secondly to examine the significance relationship between marketing success factors and student admission, thirdly to examines the moderating relationship between intensity of competition with marketing factor and student admission and fourthly recommending suitable marketing strategy for private college. The study area is in Malaysia, over 200 private colleges located in in Central, Eastern, Southern, Northern and East of Malaysia. The research design is the conclusive research design by using quantitative research methodology as the framework to address the question, objective and hypothesis. The methods use is email survey questionnaire. The data are analyzed by Descriptive Analysis, Independent Chi-Square Test (X<sup>2</sup>), Multiple Regression Analysis and Factor Analysis. The expected finding of this research is the marketing variables which are Price (PRI), Place (PLA), Product (PRO), Promotion (PROM), People (PEO), Process (PROC), and Physical Evidence (PE), are the factors and have significant relationship influencing student admission into private college. The moderator variables of intensity of competition weaken the relationship between the marketing variables and student admission indicating how competition impacts the private college marketing. Lastly, there are various competitive marketing strategy for private college in influencing student admission such as pricing, product modification, promotion etc.</p>
<p><b>Dr S Segarajasingham</b>  <b>GICICBMLS1704060</b></p>	<p style="text-align: center;"><b>Beauty Pageant of Companies: A Comparative Study of Public Issue of Shares focusing Sri Lankan Law</b></p> <p style="text-align: center;"><b>Dr S Segarajasingham (Shanthakumari Segarajasingham)</b>  <b>Faculty of Law, University of Colombo, Sri Lanka</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p><b>Research Objectives:</b> Public issue of shares, popularly known as IPO (Initial Public Offer), is a method adopted by public quoted companies to raise capital. It is regulated in most of the countries although the standard of regulation differs.</p>

	<p>Such regulation is due to many reasons, including the involvement of money of the general public and the intangible nature of the financial product that is under issue. Authors describe IPO as beauty pageant since the companies expose themselves by disclosure in order to be selected for the purpose of investment by the public. In this regard the comparative jurisdictions selected for this study (United Kingdom, Malaysia and Singapore) have moved fast by taking away the provisions pertaining to disclosure documents/prospectuses from their companies legislation and have included same in the securities legislation, while Sri Lanka has not done so. The reality, very often, is that the public who subscribe for public issue of shares is not profited because the share prices decline from the purchase price. This is due to shortcomings in the law. The scrutiny mechanism of the regulator/s (the Securities Commission or the Registrar of Companies) is unsatisfactory and there is no method adopted to monitor the utilization of funds received by the companies. The main objective of this study is therefore to analyse the law relating to IPO in Sri Lanka on a comparative analysis in order to identify loop holes.</p> <p><b>Methodology:</b> It is mainly a library based research relying on secondary information. Actual information reported by the media including internet also is used.</p> <p><b>Findings:</b> The provisions relating to prospectus in Sri Lanka are archaic and the only provision in the securities legislation is too below the standard when compared to foreign jurisdictions. As a result, the protection of investors is at stake.</p> <p><b>Future Scope:</b> Suggesting reforms to the existing legal framework and thereby better investor protection is envisaged.</p> <p><b>Keywords:</b> IPO or (Public Issue of Shares), Disclosure</p>
 <p>Nanis Setyorini GICICBMLS1704061</p>	<p><b>Business Communication Skills of Indonesian Accountants: Cultural and Symbolic Capital</b></p> <p>Nanis Setyorini STIESIA Surabaya, Indonesia</p> <p><b>Abstract</b></p> <p>This qualitative study investigates Indonesian accountants' subjective and objective perspectives on their business communication skills in their workplaces. Semi-structured interviews were conducted with sixteen new-entry accountants and six accounting managers within three Indonesian accounting firms. The data analysis was framed through Bourdieu's concepts of cultural capital and symbolic capital (1986; 2001). These allowed for an understanding of the relationships between English language proficiency and business communication skills due to global accounting markets. In particular, the accountants in managerial level constructed business communication skills as cultural capital, i.e. the abilities to write accounting reports, to articulate the numerical elements in accounting reports to relevant users, and to provide logical argumentations while presenting and explaining financial reports that all were developed more in the offices than in the universities. This study, moreover, identified that new-entri accountants constructed the symbolic tasks of business communication skills, e.g. the skills for job recruitment, professional mobilisation, and status advancement. Therefore, this study argued that it is essential for university policy makers and educators to build accounting students' awareness on the various types and levels of business communication skills that are required in both local and global networking's.</p>


<p><b>Gregorio A. Reyes</b> <b>GICICBMLS1704062</b></p>	<p style="text-align: center;"><b>Correlate of TRICOISM in Education Among Local Universities and Colleges (LUCs) in the National Capital Region</b></p> <p style="text-align: center;"><b>Gregorio A. Reyes</b> <b>Graduate School, Polytechnic University of the Philippines, Philippines</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>The major purpose of this study is to determine the relationship among the dimensions of TRICOISM, transformational leadership style of school administrators, school effectiveness, empowerment practices, and job satisfaction. Descriptive correlational design was utilized using adapted questionnaires. The population of the study is composed of 155 faculty members from the seven (7) LUCs in the NCR specifically the Cities of Caloocan, Malabon, Makati, Quezon City, Marikina, Taguig, and Pasay.</p> <p>Findings showed that the school effectiveness has a predominant envisioning the development planning as to developing an educated work force by way of encouraging the faculty to pursue a higher degree of learning to strengthen faculty profile. The transformational leadership style of school administrators pronounced the school vision, and accomplishing work together as a team is the prevailing idea in pronouncing vision. Faculty self-evaluation as well as stimulate faculty thinking including benchmarking a high professional expectations are also encouraged by the administrators. In terms of empowerment practices, faculty agreed that making a difference, the feeling professionalism and respect and seeing their work with students as one opportunity to grow. Likewise, job satisfaction was perceived agreeable by the respondents. Lastly, findings showed that there is a significant moderate to strong positive relationship among dimensions of TRICOISM, school effectiveness, transformational leadership style of school administrators, empowerment practices, and job satisfaction.</p> <p>As a result, a continuous revisiting and emphasis of school philosophy in the context of TRICOISM specifically on co-sharing should be done by school administrators and intensive implementation of school programs under school effectiveness should be carried out. Findings may also be used as guide for the Association of Local Universities and Colleges in benchmarking leadership practices and style mostly adaptable in the academe.</p> <p><b>Keywords:</b> Tricoism, leadership style, empowerment practices, job satisfaction, school effectiveness</p>
<p><b>Prof. Cindy Fetalvero-Soliman</b> <b>GICICBMLS1704063</b></p>	<p style="text-align: center;"><b>Competencies of An Ideal Business Graduate As Perceived By Selected Managers of Fortune 500 US Corporations</b></p> <p style="text-align: center;"><b>Prof. Cindy Fetalvero-Soliman (Presenter)</b> <b>College of Business Administration, Polytechnic University of the Philippines, Philippines</b></p> <p style="text-align: center;"><b>Prof. Alfred Soliman</b> <b>College of Business Administration, Polytechnic University of the Philippines, Philippines</b></p> <p style="text-align: center;"><b>Prof. Jocelyn L. Guevarra</b> <b>College of Business Administration, Polytechnic University of the Philippines, Philippines</b></p> <p style="text-align: center;"><b>Dr. Jose C. Baesa</b></p>

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	<p>College of Business Administration, Polytechnic University of the Philippines, Philippines</p> <p><b>Abstract</b></p> <p>Managers from top 500 US corporations were asked of competencies an ideal business graduate should possess in terms of knowledge, skills, abilities, values and traits vis-à-vis the program offerings of the College of Business Administration (CBA) of the Polytechnic University of the Philippines (PUP), in particular the Bachelor of Science in Business in Business Administration major in (1) Human Resource Development Management (BSBA_HRDM), (2) Marketing Management (BSBA-MM), and (3) Bachelor of Science in Office Administration (BSOA).</p> <p>This study proved that there are specific competencies expected from an ideal business graduate depending on his/her field of specialization. In order to meet the College's aspirations, the PUP-CBA through the departments of Human Resource Development Management, Marketing Management and Office Administration should incorporate in their respective curricula courses that focus on specific applications' software and /or packages prior to taking up practicum or on-the-job training (OJT) tour-of duty, and integrate in the teaching methodologies activities that would lead to students' English proficiency.</p> <p>It is therefore recommended that the College should come up with standard references and intensify the awareness activities that would encourage students to take Service Management Program through conducting orientation on BPO - Business Process Outsourcing industry in the country. With the emergence of the business process outsourcing (BPO) industry, the manager-respondents likewise felt that a business graduate should more or less need to have a working knowledge about the BPO industry. The College's linkages with training stations should be strengthened through consistent conduct of appreciation dialogue with the immediate superiors to determine the level of performance of the student-on-the-job trainees as well as the needs of the industry. Inclusion in the teaching methodology (depending on the subject matter) activities that would allow students to gain practical knowledge on processing local and national business requirements as well as those simulations that would develop students' practical applications of the knowledge acquired must also be considered.</p> <p><b>Keywords:</b> Competencies, skills, knowledge, abilities, values, traits, ideal business graduate</p>
 <p><b>Mohammed Inuwa</b> GICICBMLS1704065</p>	<p><b>Job attitude and employee performance: An empirical study of non- academic staff of Bauchi State University Gadau Nigeria</b></p> <p><b>Mohammed Inuwa</b> Department of Business Administration, Faculty of Social and Management Sciences, Bauchi, State University Gadau, Nigeria</p> <p><b>Abstract</b></p> <p>Getting the best out of an employee has always been a major challenge an employer faced in today's competitive environment. These might be however, connected to the fact that an employee is most dynamic and unpredictable aspect of business resources. It therefore becomes important for organisation to realise the importance of an employee and also the device strategic means through which an employee can be influenced in order to develop positive job attitudes that can lead to higher performance. Hence, the study aims to examine the relationship between job attitude and employee performance by using the non-academic staff</p>

	<p>of Bauchi State University Gadau as unit of analysis. An aggregate of two hundred and seventy questionnaires were distributed non- academic staff of BASUG based on systematic random sampling and data collected was analysed using Statistical Package for Social Sciences (SPSS). The outcome of the analysis express that there is positive and significant relationship between job attitude and employee performance. Also, the study is limited due to the fact that it adopts only two variable and concentrate in one institution only. Furthermore, the study will serve as a policy guide to the management of the Nigerian Universities in areas relating to employee performance improvement through job attitude and it will also further make an impetus the field of organisational behaviour and human resource management.</p> <p><b>Keywords: job attitude, employee performance, organisational efficiency</b></p>
<p><b>Atef Aqeel Al- Bawab</b> GICICBMLS1704066</p>	<p style="text-align: center;"><b>A Conceptual Paper On The Balanced Scorecard As A Performance Management Tool For Jordanian Private Universities</b></p> <p style="text-align: center;"><b>Atef Aqeel Al- Bawab</b> Associate professor, Irbid National University, Irbid, Jordan</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The aim of this paper is to contribute to the theory of public management by presenting empirical evidence of using the Balanced Scorecard for Jordanian private universities. This paper focuses on one such framework: the balanced scorecard. Of the tools designed to improve corporate performance, while giving senior managers information from four different perspectives (the financial perspective, customers (students) perspective, the business process perspective and learning and growth perspective). This paper goes to analyze those four perspectives that play role to improve the corporate performance. This paper reviews literature on the Balanced Scorecard. On the other hand, the current study line with the prewise literature results of the study, several recommendations were developed; the main one is that it is necessary to adopt the proposed Balanced Scorecard model by the managers of Jordanian private universities in order to tie together the strategic plans, performance evaluation techniques and goals of the company.</p> <p><b>Keywords: Balanced Scorecard (BSC) and Jordan</b></p>
<p><b>Lee-Anne Johennesse</b> GICICBMLS1704067</p>	<p style="text-align: center;"><b>Board of director attributes and R&amp;D strategic decision making</b></p> <p style="text-align: center;"><b>Lee-Anne Johennesse</b> Department Business and Management, Southern Taiwan University of Science and Technology, No. 1, Nan-Tai Street, Yung Kang Dist., Tainan City 710, Taiwan</p> <p style="text-align: center;"><b>Te-Kuang Chou</b> Department Business and Management, Southern Taiwan University of Science and Technology, No. 1, Nan-Tai Street, Yung Kang Dist., Tainan City 710, Taiwan</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This literature review integrates agency-resource perspectives relating to Board of Director characteristics, and their consequent influence on firm R&amp;D strategic decision making. These qualities comprise director human and relational capital, ownership structures and CEO traits. This review seeks to contribute to the existing corporate governance literature by outlining the key summations of board precursors of strategic R&amp;D decisions, including R&amp;D spending, corporate</p>

	<p>entrepreneurialism and firm innovation. The focus of extant governance literature lies within board influence on performance. This review, contains aspects of governance, such as board attributes, beyond monitoring and control to the responsibility of strategic decision makers within the realm of R&amp;D, which too is gaining traction in academic research, and engendering significant implications for firm competitive strategy.</p> <p><b>Keywords:</b> corporate governance; agency resource perspectives; board of directors; board attributes; strategic decision making; R&amp;D; research and development.</p>
 <p><b>Y. Aaron Abhilash</b> GICICBMLS1704068</p>	<p style="text-align: center;"><b>Front Desk executives in e-commerce – challenges</b></p> <p style="text-align: center;"><b>Y. Aaron Abhilash</b> HR executive, Global Six Sigma Consultancy</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The dynamics of e-commerce gives paramount importance on customer relationship, since companies consider the strong customer relationship will definitely drive the profits. In this process the companies have made drastic changes in both internal and external policies of e-commerce in tune with the principle of customer centric.</p> <p>The front desk executives play a significant role in e-commerce. Though the executives are not the policy makers but in reality they have to face and satisfy the desires of heterogeneous group. When the customers' expectation becomes negative it will have tremendous impact on front desk executives. The executives are pressurized by the employer to achieve the highest level of customer satisfaction. As a result the front desk executives encounter the factual realities and unable to satisfy both employer and customers.</p> <p>The present paper focuses on stress factor, challenges faced by the front desk executives in e-commerce companies and solutions to the problems.</p> <p><b>Key words:</b> front desk executives, e-commerce, customer satisfaction, customer relationship, stress.</p>
 <p><b>Ratugamage Asha Nimali Fernando</b> GICICBMLS1704069</p>	<p><b>David B. Wong's identification of the Concept of Pluralistic Moral Relativism: its Application to current multicultural society</b></p> <p style="text-align: center;"><b>Ratugamage Asha Nimali Fernando</b> Department of Pali and Buddhist Studies, The Faculty of Humanities and Social Sciences, University of Sri Jayewardenepura, Nugegoda, Gangodawila, Sri Lanka</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The American philosopher David B. Wong has made significant contributions to meta-ethics. His academic research covers many areas of different traditions of ethics but moral relativism is the center of all. Wong's 'Moral Relativity' (1984) is a pioneer work on moral relativism, and his book 'Natural Moralities: A Defense of Pluralistic Relativism' (2006) articulates and defends an ethical theory that is pluralistic, relativistic and naturalistic in nature. Wong's pluralistic relativism is a sophisticated and attractive alternative to extremist views on relativism. At the same time he believes that moral relativism is the only way to avoid conflicts in our current multicultural society.</p> <p>Wong is working in Chinese philosophy too; the most important in his philosophical thought is the mixing of ancient eastern ethics with modern western topics. Wong connects science and philosophy as well eastern ideologies of</p>

	<p>morality with the western debate about modern moral. Wong further proposes that there can be a plurality of true moralities; different moralities exist in different traditions and cultures, but all of them address accepts of the same problem: how we are to live well together. To prove this he examines a wide array of positions and texts within the western canon as well as in Chinese philosophy, history and literature, to make a case for the importance of pluralism in moral life, and to establish the virtues of acceptance and accommodation. Wong's point is that there is no single value or principle or ordering of values and principles that offers a uniquely true path for human life but variations according to different contexts that realize within them a common core of human values. We should thus be modest about our own morality, learn from other's approaches, and accommodate different practices in our pluralistic society.</p> <p>The main objective in this paper is to investigate how Wong forms his theory of adequate moral systems and morality as a social creation in his first publication and how he develops his theory in the later work. Section one I will look closer at how Wong characterizes the debate on subjectivity and objectivity in morality by introducing six claims as a strategy to explain moral experience. Then I will move to critically evaluate Wong's analysis of morality along with his two conceptions of morality and relativity within it. In Second section I will discuss how Wong systematically develops the thesis of pluralistic relativism in his recent publication. The final part of this paper considers his pluralistic relativism and its application to multicultural society.</p>
<p>Majid Lotfi Ghahroud GICICBMLS1704072</p>	<p><b>Prioritization of Finance Strategies: A case study in Iran Tourism Infrastructure Projects</b></p> <p><b>Mahdi Parseh</b> Human Resource Department, Finance Faculty, Kish International Campus, University Of Tehran, Tehran, Iran</p> <p><b>Majid Lotfi Ghahroud</b> Human Resource Department, Finance Faculty, Kish International Campus, University Of Tehran, Tehran, Iran</p> <p><b>Abstract</b></p> <p>The research aims to prioritize finance strategies for tourism industry infrastructures by breaking the finance scheme into finance instruments and approaches.</p> <p>Defining infrastructure projects in Iran, preference of project finance approach is duly measured on the basis of five indicators comprising debt repayment capability, financial leverage power, ownership and management conflict level, extent of debtor's intervention and public and private partnership (PPP) in comparison with that of Corporate Finance. Preference of BOT financing tool among different private sectors under Government Supervision namely we call it Government Supported Private-Private Partnership (GSPPP), is compared by other eight classified finance tools on the basis of four other indicators including accessibility, cost, risk and legislation priorities by ranking each tool from projects sponsor's point of view through predesigned tables.</p> <p>Analyses shows that loans as a finance tool through projects finance approach for Iran tourism infrastructure will be the best priority by project sponsors opinion.</p> <p><b>Keywords: Finance Strategies, Finance instruments, Finance Approaches, Tourism Infrastructure Projects</b></p>



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**Factors Determining Effectiveness In Malaysian Small & Medium Enterprises By Implementing Globalization Strategy**

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**Abstract**

This research paper aims at identifying the current issues of Malaysian Small & Medium Enterprises (SMEs) to globalize to enter into new market, identifying companies' internal and external barriers, identifying gaps of effective global strategy etc. The significance of the study will add the current knowledge about business situation of effective globalization strategy to progress Malaysian SMEs. Earlier there is a study that has been placed that organizes Malaysia SMEs challenges across discipline for a better perspective to unleash SMEs potentials. In particular, it looks at the contribution of the SMEs to create employment opportunities and provide stimulus to economic growth, backward and forward linkages, expanding entrepreneurial bases and developing human capital. The importance of SMEs in Malaysia can be traced back to the early 1970s with the implementation of the New Economic Policy (NEP) in 1971 which aimed to improve people's welfare and restructure ethnic economic imbalances. The commitment of Malaysian Governments to develop SMEs was further strengthened by the implementation of the Malaysia Industrial Master Plan, particularly the Industrial Master Plan 2 or IMP2 from 2000 to 2005 which was followed by the IMP3 spanning 2006 to 2020. Among other policies, this plan coincides with the country's vision to be a developed nation by 2020 (MITI, 2005). In this research paper there shall be significant study on identifying the barriers to globalize and extend borders for Small & Medium Enterprises (SMEs).

**Keywords: Globalization, Malaysian SME, Economic Growth**

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GICICBMLS1704074

**Statistical Study on the Production of Electricity in Algeria: The Case Society of Production of Electricity JIJEL**

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**Abstract**

The electrical energy takes center stage in our life from its uses. Since independence, Algeria has continued to be concerned about the state of its overall energy system and electrical energy in particular; the electrical energy is seen as a key element in the process of implementation of the economic and social policy of the country. In Algeria, SONELGAZ (institutional context) makes every effort in order to bring in every household light, modern symbol of life and civilization. To meet the changing demand, the National additional planned production capacity

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over the period 2014-2024 is 28,582 MW (all networks) with 19,682 MW and 8,900 MW are determined in project idea. Through our case study that has focused on the company SPE Jijel , we tried to develop forecasting practice at the company level, and as electricity production depends on several variables (instability), the need for anticipate becoming a necessity for thermal power Jijel. However, the unavailability of variables leads us to use the approach of time series. The study of time series or chronological series corresponds to the statistical analysis of observations regularly spaced in time. Unlike traditional econometrics, the purpose of the time series analysis is not to link variables together, but to focus on the dynamics of a variable. Among its main objectives: the forecasts of those values over time. For that we have applied to the monthly series from the production of electricity at thermal power Jijel to the periods 2011 - 2014 (a total of 48 observations), using two extrapolative methods. The first is the Box-Jenkins methodology and the Second is the smoothing method of Holt-Winters.

Indeed, our empirical study has shown that extrapolative forecasting methods such as Box-Jenkins methodology and the smoothing method of Holt-Winters generate very similar results of achievements (by comparison, the Box-Jenkins methodology is more appropriate to our series production). So the company needs to review these policies to forecast further integrate extrapolative methods in forecasting practices.

**Keywords:** Electricity production, SONELGAZ, Forecasting, Time series, The Box-Jenkins methodology, the smoothing method of Holt-Winters.



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#### **Plodding into the Eccentric World of Captives**

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#### **Abstract**

The philosophy of prison was to rehabilitate and reform prisoners; however, with the rapid deterioration of Pakistan's economy and the increase in corruption, prison has been reduced to nothing but filthy dungeons. Corruption within the administrative sector of prisons, unhealthy living conditions, gross discriminations between A, B and C categories prison is an unfortunate state. In this paper, authors would plod into the prison life of Pakistan and contrast it with super-max detention facilities in the west. Authors will also compare various sociological perspectives upon which prisons of the West have been designed.

	<p>Whether we can borrow one of the perspectives to launch a better prison based on equality and humanistic stance. Key Elements: Prison philosophy; rapid deterioration; corruption; Pakistan prison system; sociological perspectives; equality and humanistic deportment.</p>
<p><b>Radita Dwiseptiani Adiningrum</b> GICICBMLS1704079</p>	<p style="text-align: center;"><b>The Analysis of Effect of Social Media Engagement to Purchase Intention</b> (Study :Facebook Fan Page of Isotonic Drink in Indonesia)</p> <p style="text-align: center;"><b>Radita Dwiseptiani Adiningrum</b> Marketing Science</p> <p style="text-align: center;"><b>ABSTRACT</b></p> <p>The evolution of social media nowadays has widened the horizon of communication; this also has an effect to marketing communication. Social media build the relationship with specific community and promote the active engagement with consumers as well as give the new challenges to the brand manager to develop their brand. Facebook is chosen as social media under study because it has the biggest number and quality of personal information of its users which can be accessed and identified. Healthy life style is increasing especially in young adult, the life style is shifted from fast food and soft drink consumption into healthy food and mineral water as well as isotonic drink. This study aims to analyze the effect of brand page commitment, brand awareness, word-of-mouth and annoyance to purchase intention of isotonic drink (Mizone, Pocari Sweat, HydroCoco) in Indonesia. The subject of this study is fan page member of those three brands mentioned earlier where the e-questionnaire is used as the research instrument and has been analyzed by <i>Structural Equation Model</i> with <i>Path Analysis</i>. The result shows that brand page commitment, brand awareness, word-of-mouth affect positively to purchase intention, while annoyance affect negatively to purchase intention. Among the three variables that affect positively, WOM has the greatest influence to purchase intention. This study is expected to be able to contribute in marketing communication literature especially consumer interaction with selected brand in social media, as well as a reference to the digital marketing manager to increase the fan page engagement in social media. Key Word: Path Analysis, Brand Page Commitment, Brand Awareness, Word-of-Mouth, Annoyance, Purchase Intention, Social Media, Isotonic Drink.</p>
<p><b>Ishita Agarwal</b> GICICBMLS1704080</p>	<p style="text-align: center;"><b>Experiencing Dilli Haat-A paper on consumer culture</b></p> <p style="text-align: center;"><b>Ishita Agarwal</b> MBA(Marketing),O.P. Jindal Global University, New Delhi, India</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This paper advocates a framework for analysing and understanding consumer centred behaviour in Dilli Haat based on the concept of ‘culture’, ‘identity’ and ‘social behaviour’. Research is shifting from an emphasis on traditional Asian culture towards a focus on consumer culture and how this consumer culture manifests itself in different kinds of Asian markets (Lett, 2015). Our work is positioned at the nexus of localised markets. Consumer communities are growing more heterogeneous—in ethnicity, values and lifestyle. In response, the markets are shifting from standardisation to localisation by customising their offerings to local markets, rolling out different types of product lines, and following alternative approaches to pricing, marketing, staffing, and customer service (Viswanath &amp; Rigby, 2006). This paper introduces two distinctive sets of Dilli</p>

<p style="text-align: center;"><b>Lain-Tze Tee</b> GICICBMLS1704081</p>	<p style="text-align: center;"><b>Haat experiencers: The Social &amp; Indigenous Buzzers and the Critics.</b> The roles of size and seasonality on momentum and contrarian profits</p> <p style="text-align: center;"><b>Lain-Tze Tee</b> School of Management, Faculty of Economics and Management, Universiti Kebangsaan Malaysia (The National University of Malaysia)</p> <p style="text-align: center;"><b>Si-Roei Kew</b> School of Management, Faculty of Economics and Management, Universiti Kebangsaan Malaysia (The National University of Malaysia)</p> <p style="text-align: center;"><b>ABSTRACT</b></p> <p>This study investigates the profitability of momentum and contrarian strategies in the Malaysian equity market for the sample period from 1990 to 2016. Similar methodologies to Jegadeesh (1990), Jegadeesh and Titman (1993) and De Bondt and Thaler (1985) are employed to calculate the momentum and contrarian profits in this research. The results show that the momentum strategy does not generate significant returns. Instead, contrarian profits are found in Malaysia. Further, the study examines whether the profitability of contrarian strategies are dependent on firm size. We find that contrarian profits are negatively related to firm size. Precisely, greater contrarian profits are evident among small and medium firms. In addition, we test if there are seasonal patterns in contrarian profits. There is evidence that contrarian returns are higher in February than in other months. The results offer insights to market participants in assessing the performance of momentum and contrarian strategies in the emerging market. Keywords: Momentum; contrarian; firm size; seasonality; Malaysian stock market</p>
<p style="text-align: center;"><b>Si-Roei Kew</b> GICICBMLS1704082</p>	<p style="text-align: center;"><b>Informational efficiency in the Malaysian stock market</b></p> <p style="text-align: center;"><b>Si-Roei Kew</b> School of Management, Faculty of Economics and Management, Universiti Kebangsaan Malaysia (The National University of Malaysia)</p> <p style="text-align: center;"><b>Lain-Tze Tee</b> School of Management, Faculty of Economics and Management, Universiti Kebangsaan Malaysia (The National University of Malaysia)</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This study examines the informational efficiency in the Malaysian stock market over the sample period from 1990 to 2016. This study adopts a methodology similar to Hou and Moskowitz (2005) to measure the stock price delay. Inconsistent with the efficient market hypothesis, the findings reveal that stock prices adjust to local market and global market information with delay. We also examine whether the stock price delay changes over time. The findings show the time variation in stock price delay to both local and global market information. Further, this study investigates the relationship between price delay, firm size and trading frequency. The price delay is tested for various size-sorted portfolios and trading frequencies. The findings demonstrate that price delay is inversely related to the firm size as well as the trading frequency. Compared with small and illiquid stocks, large and frequent trading stocks are more rapidly in incorporating market-wide information into stock prices.</p>



<p>Loganathan Krishnan GICICBMLS1704085</p>	<p><b>Keywords: Informational efficiency; price delay; Malaysian stock market</b> <b>A Re-Examination Of The Definition, Meaning And The Term Auditors</b></p> <p style="text-align: center;"><b>Loganathan Krishnan</b> <b>Monash University Malaysia</b> <b>Bandar Sunway, Malaysia</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>This paper will trace and elucidate the development of this area of law concerning the definition, meaning and the term auditors. This is important as auditors were first termed by the courts, in the historic English decision of <i>Re Kingston Cotton Mill Co (No 2)</i> [1896] 2 Ch 673, where Lopes LJ stated that "...auditors are watchdogs but not bloodhound...". This term has significantly contributed to the question of what should the role, duties and obligations of auditors be. The effect of this decision and its influence on the development of the law in jurisdictions such as the United Kingdom, New Zealand, Singapore and Malaysia will be analysed in this paper. One of the overriding arguments raised in this paper is that the current legal framework which governs the definition, meaning and the term auditors must be reassessed in the wake of scandals which involved auditors, both in the domestic and international forefront. This is due to the fact that the current definition, meaning and the term auditors are unclear to auditors themselves and stakeholders. This paper will examine the legal position in the United Kingdom, New Zealand and Singapore by highlighting the common applicable principles in those jurisdictions. This is with a view of suggesting changes for adoption by Malaysia. Furthermore, audit standards and guidelines will be explored to determine whether they adequately provide a definition, meaning and term for auditors. Interviews are conducted with auditors, academics, regulators and professional bodies to obtain a holistic view on the adequacy of the definition, meaning and term for auditors. It is found that there are loopholes found in the current laws. This can be observed through the views given by the respondents who were interviewed. Thus, reforms and amendments must be made to the current laws which govern the definition, meaning and term for auditors.</p>
 <p>Mr. Joshua Allan Netto Jr. GICICBMLS1704076</p>	<p style="text-align: center;"><b>Significance Of Project Management Skills And Balancing Of Managerial Conflicts Between Project Stakeholders</b></p> <p style="text-align: center;"><b>Mr. Joshua Allan Netto Jr.</b> <b>PhD Aspirant, Limkokwing University of Creative Technology, Malaysia</b></p> <p style="text-align: center;"><b>Assoc. Prof. Dr. Valliappan Raju</b> <b>Assoc. Prof. Dr. Valliappan Raju, Post Graduate Centre,</b> <b>Limkokwing University of Creative Technology, Malaysia</b></p> <p style="text-align: center;"><b>ABSTRACT</b></p> <p>As the business environment in the Building and Construction industry is competitive, the constant importance for efficiency and productivity are in demand which becomes increasingly significant for project management teams to develop the right skills and competencies to handle projects well in order to balance the differing-needs of their key stakeholders. The critical part is the subject of project stakeholder satisfaction that Weaver (2007, p. 20-21) mentions as the objective of project management, which links all the competencies of the</p>

	<p>project manager, the human management factor, and the importance of leading the project with the drive to achieve completion “as efficiently as possible, to the satisfaction of the project’s stakeholders. As a result, achieving key project stakeholder satisfaction appears mysterious due to the subjectivity of the defining success because project success is “perceived differently by different stakeholders” (Shokri-Ghasabeh &amp; Kavousi-Chabok, 2009). The client on one hand, being the paymaster for the project measures success in terms of the delivery of value. The consultants, on the other hand, have a deep interest in their reputation as designers protect the interests and needs of their clients as their hired agent. The contractors, in contrast, often choose to participate in a project based on the client’s financial capabilities, and have interest to call the designs and the completeness of contract documents into question, since variations present opportunities to make additional profit, or to incur losses on the part of the contractor should these not be put forward. In view of this the leadership, management capabilities and communication skills of the project manager and the project management team is critical, which includes interpersonal skills through negotiations, expectations management, influencing problem solving and decision-making skills in order to delicately balance the needs and expectations of these stakeholders, complete the project, and gain acceptance of the deliverable to the stakeholder’s satisfaction at the close out of the project. This research paper studies and describes about the relationship between Constructor, Client and Consultant in Project Management perspective.</p> <p><b>Keywords:</b> Project Management, Construction, Communication, Consultant, Stakeholder, Property, Management, Leadership</p>
<p><b>Alia Latifah Hanum</b> GICICBMLS1704077</p>	<p><b>The Effect Of Service Quality, Customer Satisfaction, Trust, Switching Cost, And Price Perception On Customer Loyalty In Pay Tv Services</b></p> <p><b>Alia Latifah Hanum</b> Marketing Sciences, Faculty of Economic and Business, Universitas Indonesia Pondok Cina, Beji, Depok City, West Java 16424 Indonesia</p> <p><b>Ignatius Heruwasto</b> Marketing Sciences, Faculty of Economic and Business, Universitas Indonesia Pondok Cina, Beji, Depok City, West Java 16424 Indonesia</p> <p><b>ABSTRACT</b></p> <p>The big market potentiality of pay-TV in Indonesia along with the emergence of many new service providers has made the market very competitive nowadays. This condition turns customer loyalty into one of the most crucial factor for the success of the business itself. This study purposed to examine the effect of service quality, customer satisfaction, trust, switching cost, and price perception on customer loyalty in pay-TV services in Indonesia. The samples of this study were the customers of pay-TV in around Jakarta area. An e-questionare was developed to targeting those customers, later on the data was analyzed using Structural Equation Model (SEM) and Confirmatory factor analysis (CFA). The result shows that all the variables was significantly affect customer loyalty of pay-TV services. These results contribute to the literature on customer loyalty in Indonesia, especially in terms of studies on the effects of trust, switching cost, and price perception. For business aspect, these results shows that customer loyalty was not only determined by the service quality, as has always been emphasized. In fact, trust, switching cost, and price perception has also turn out to be the factors to be considered in developing business strategies to increase the customer loyalty</p>

	<p>in pay-TV services. <b>Keywords:</b> Customer Loyalty, Switching Cost, Trust, Price Perception, pay-TV</p>
<p><b>Luky Kurniawan</b> GICICBMLS1704083</p>	<p style="text-align: center;"><b>The Effect of Authentic Leadership on Dynamic Capabilities and Innovation Performance: An Empirical Study on Telecommunication Provider in Indonesia</b></p> <p style="text-align: center;"><b>Luky Kurniawan</b> Department of Management Science, Faculty of Economy and Business, University of Indonesia, Depok, Indonesia</p> <p style="text-align: center;"><b>Avanti Fontana</b></p> <p style="text-align: center;"><b>ABSTRACT</b></p> <p>The financial crisis that followed have led to a loss of confidence in corporate leaders and cynicism regarding their role. Authentic leadership is a leadership with focus on development to self and others. This capability development will start from leader itself and create trust between leader and follower that influence organization performance. In dynamic environment, an enterprise's ability to manage competitor threats and to reconfigure itself is dependent on its investment activity, which is in turn dependent on its ability to sense an opportunity.</p> <p>The research objective is to lay the groundwork for understanding the leadership factor that leads to innovation performance through dynamic capabilities and how leadership factor influences dynamic capabilities' development. The study hypothesizes that authentic leadership is a strategic leadership which are required capabilities to sensing, seizing, and managing threat. The methodology is an empirical study of a sample of 87 middle managers from two telecommunication companies in Indonesia to assess perceived leadership, capabilities, and innovation performance in their organizations. This research applied SEM analysis.</p> <p>The results suggest that authentic leadership are positively impact innovation performance through their effects on dynamic capabilities (sensing, seizing, and reconfiguration). This research approaches using cross-sectional data and highlights the need to develop middle managers who are able combining authentic leadership behaviors and capability to sense, seizing, and reconfigure resources to generate greater innovation performance. Future researcher may find interesting to expand this study to utilize operational capabilities in the same industry or different industry.</p> <p><b>Keywords:</b> Authentic leadership, dynamic capabilities, and innovation performance.</p>
<p><b>Allan Rizka Syafaat</b> GICICBMLS1704084</p>	<p style="text-align: center;"><b>The Effect of Ambidextrous Leadership on Ambidextrous Employee as an effort to create Corporate Entrepreneurship</b></p> <p style="text-align: center;"><b>Allan Rizka Syafaat</b> Department of Management Science, Faculty of Business and Economics, University of Indonesia, Jakarta, Indonesia</p> <p style="text-align: center;"><b>ABSTRACT</b></p> <p>A dynamic business environment that characterized by rapid market change requires company or organization to respond quickly and effectively to the situation as the company's life depends on its ability to exploit current business to ensure survival at the moment and to explore business opportunities to ensure its</p>

	<p>viability in the future. The capability of companies to balance between exploration and exploitation is often called ambidexterity, ambidexterity is believed to have power that can improve the companies' ability in having the nature of entrepreneurship that is innovativeness, risk taking, self renewal, proactiveness and so forth. The ambidexterity of the company depends on the active element inside it, this research proves that in the telecommunication and creative industries where the business environment in those industries are very dynamic, the role of the active elements of the organization that is members and leaders of organization are significant in creating the entrepreneurship ability of the company especially the innovativeness, their function as an active elements are exploration activities such as finding new things and exploitation activities such as focusing on routine activities correctly, and in accordance with the results of this study, the ability of members to explore and exploit is influenced by the behavior of its superiors, that kind of behaviours can increase the variance of subordinates' activities or so-called opening type or reduce the variance of their subordinate activities or so-called closing type.</p> <p><b>Keywords:</b> Ambidextrous Leadership, Ambidextrous Employee, Corporate Entrepreneurship</p>
 <p><b>Mohammad R. M. ElShobake</b> YRSICSSH1704051</p>	<p style="text-align: center;"><b>“International Responsibility of the Israeli Aggression on the Gaza Strip in 2014”</b></p> <p style="text-align: center;"><b>Mohammad R. M. ElShobake</b> PhD Student Faculty Ahmad Ibrahim of Law, International Islamic University Malaysia</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Since around 70 years Palestine under Israeli occupation, which violates the Palestinian people's rights and his freedoms by all methods and tools? However, these violations inconsistent with the rules of international law in all its sources and branches, especially international humanitarian law and it consider itself above the law.</p> <p>One of the most important forms of violations Israeli occupation of rights of the Palestinian people occupied and his freedoms on the one hand, and the rules of international law, on the other hand, the aggression of Israeli occupation of the Gaza Strip in 2014, which began by the Israeli occupation since the dawn of 8 July 2014 using all weapons and military equipment to bomb Gaza, and continued it until 28 August 2014. As a result, the aggression of the Israeli occupation killed hundreds of members of the Palestinian community, most of them civilians and destroyed thousands of civilian installations.</p> <p>The damages which were caused by the Israeli occupation in the Gaza Strip included all aspects life, all services and industrial facilities, which confirmed that this aggression is not merely a military operation, but it is collective punishment for all of forms of life in Gaza strip.</p> <p>So the researcher found it is important to search this issue in order to reach for results and recommendations, which contribute to explain the crimes of Israeli occupation during the aggression in the Gaza Strip in 2014 and international responsibility (criminal and civil) of the commission of these international criminal offences.</p> <p><b>Keywords:</b> Aggression, Israeli, Crimes, International Law, International Responsibility, Gaza Strip.</p>
<p><b>Pontjo Bambang Mahargiono</b></p>	<p style="text-align: center;"><b>Analysis of supply and demand at traditional market by Geographical Information System in Surabaya</b></p>

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<p>GICICBMLS1704064</p>	<p style="text-align: center;"><b>Pontjo Bambang Mahargiono</b> School of Economic Indonesia (STIESIA) Surabaya</p> <p style="text-align: center;"><b>Hening Widi Oetomo</b> School of Economic Indonesia (STIESIA) Surabaya</p> <p style="text-align: center;"><b>Krido Eko Cahyono</b> School of Economic Indonesia (STIESIA) Surabaya</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This research is aimed to answer the research question i.e. How do the supply and demand of traditional market at Soponyono and Paing market in Rungkut subdistrict Surabaya. Soponyono market is traditional market which is located in Kalirungkut subdistrict while Paing market is located in Rungkut kidul subdistrict. The supply factor which is considered in this research is the amount of market, the amount of mini market, the amount of restaurant and the amount of mini market within radius of 1000 meters. The demand factors in this research is considered by the amount of offices, the amount of schools, the amount of financial institution and the amount of worship place within radius of 1000 meters. The calculation of demand value and supply has been conducted by using Index model which consist of 3 steps. First step is standardization of the absolute value of the amount object in 1000 meters radius, second step is determine the each of the value of supply or demand indicators, third step is value of standarization. The result shows that the demand value at Soponyono market or even at Paing market is good and higher than the supply value, there fore it is possible to build new market within radius of 1000 meters from the market location.</p> <p><b>Keywords:</b> Soponyono market, Paing market, Supply value, Demand value.</p>
<p style="text-align: center;"><b>Reza Saberi</b> GICICSSH1707051</p>	<p style="text-align: center;"><b>Social Interactions in Multi-ethnic Society; an empirical study in Iran</b></p> <p style="text-align: center;"><b>Reza Saberi</b> Department of Communication Sciences, Faculty of Public Relations, University of Allameh Tabataba'i, Iran</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The present essay deals with ethnic relations with a special focus on Turkmen in Golestan province, in the northern part of Iran. The purpose is to explain patterns of intra and inter-ethnic group relations of Turkmen. The major ethnic groups of Golestan province include: Persian, Turkmen, Turk, Zaboli and Baluch. The second part of the article is devoted to analyze and find out whether the existing relations are a function of secular and non-ethnic variables or individuals characteristics (such as age, gender, marital status, place of residency (city), job, education, income, duration of living in city etc.) or of ethnic consciousness, ethnic structure and structural disparities. Multi-ethnicity nature and structural arrangement of ethnic groups in Golestan society suggest that ethnicity is one of the significant principles of social organization. This is demonstrates that ethnic disparities among ethnic groups is an important factor to understand interactions of people in plural societies.</p> <p><b>Keywords:</b> ethnicity, ethnic relations, ethnic stratification, ethnic group, Turkmen, Iran</p>

<p><b>Sami Abdullah Al-Nuaimi</b> GICICSSH1707052</p>	<p style="text-align: center;"><b>‘Utilitarian Discourse and Power in Orwell’s Animal Farm’</b></p> <p style="text-align: center;"><b>Sami Abdullah Al-Nuaimi</b> Al-Buraimi University College, Oman</p> <p style="text-align: center;"><b>Al-Buraimi University College</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>George Orwell shows a minute care for the use of words in spoken and written English in the realm of politics. His works reflect the great interest in the selection of words for particular use, purpose and influence. This study aims to investigate the relationship between discourse and power in Orwell’s Animal Farm (1945) to achieve utilitarianism. It examines how the existence and formulation of discourse are conditioned intentionally. The researcher of this study adopts Michel Foucault’s theory to select discourse(s) which might achieve utilitarian purpose. All selected discourses have been analyzed throughout modifying the five characteristics of Utilitarianism which are consequential, welfarism, individualism, aggregation, and maximization. These characteristics are modified into four stages of discourse. Each stage represents a certain feature of utilitarianism. This study finds out how discourses in the world of politics are used to practice a mental manipulation to influence people. In addition, how the power within the political discourse impacts efficiently on people lives, attitudes, and manners in a way ‘to justify the unjustified’.</p>
<p><b>Dr Sanusi Ahmad</b> GICICSSH1707053</p>	<p style="text-align: center;"><b>Public Service Reforms and Sustainable National Development in Nigeria By</b></p> <p style="text-align: center;"><b>Dr Bayero Bukkuyum Kasim</b> Department of Public Administration, Faculty of Management and Social Sciences, Federal University Gusau</p> <p style="text-align: center;"><b>Dr Sanusi Ahmad</b> Department of Public Administration, Faculty of Management and Social Sciences, Federal University Gusau</p> <p style="text-align: center;"><b>ABSTRACT</b></p> <p>In most developing countries issues of mismanagement, redtapism, corruption and improper placement of right kind person on a right kind job at right time became a quagmire in delivering the much needed services to the teeming population. These warranted Nigerian government to set up committees that will reform the public service for effective service delivery. This study investigated how instilling good governance practices leverages on public service reform. Qualitative data was collected from previous reports of the committees set up by the government. The study found that most of the recommendations provided by the committees were either partially implemented or discarded. This study recommended for providing an effective institutional framework in governance as well as full implementation of previous public service reform reports in line with global best practices.</p> <p><b>Keywords: Public Service, Reforms, Governance and Sustainable Development</b></p>
<p><b>Dr Bayero Bukkuyum Kasim</b> GICICSSH1707054</p>	<p style="text-align: center;"><b>Performance management: a tool for enhancing efficiency in public service delivery in Nigeria</b></p> <p style="text-align: center;"><b>Dr Sanusi Ahmad</b></p>

	<p>Department of Public Administration, Faculty of Management and Social Sciences, Federal University Gusau</p> <p>Dr Bayero Bukkuyum Kasim Department of Public Administration, Faculty of Management and Social Sciences, Federal University Gusau</p> <p><b>Abstract</b></p> <p>Growing concerns with efficiency of public services rendered by governmental organizations inform the development of mechanisms that evaluates as well as enhance the performance of these organizations. This paper intends to examine the concept of performance management as a process aimed at monitoring, measuring and adjusting aspects of performance of public sector organizations, and in the broader Nigerian context to focus on how performance management would foster control which involved verifying whether everything occurs in conformity with the plan adopted, instructions issued, and the principle established. To address the issues raised by this paper, an appropriate review of related literature on general concept of performance management and related explanatory terms was conducted. To thoroughly evaluate this phenomenon a content analysis of secondary data on performance management techniques and performance management in governmental context in Nigeria was carried out. The paper concluded that entrenching performance management principles and practices will guarantee attainment of organizational goals by equipping managers with skills to appraise and review organizational and individual performance. The paper recommends that performance management techniques need to be institutionalized and perfected in Nigerian public sector to ensure that officials have the capacity to derive goals from the mission statement and use target setting, accountability, performance standards and measures to enhance both organizational and employee performance.</p> <p><b>Key words:</b> Performance Management, Public Service Delivery, Nigeria.</p>
 <p>Zhun Gu GICICSSH1707055</p>	<p>Nostalgia in Urban Cinema -A comparative analysis of Zhang Yang's Shower (1999) and Jia Zhangke's 24 City (2008)</p> <p>Zhun Gu Ph.D. University of Nottingham</p> <p><b>Abstract</b></p> <p>Since the late 1990s, the acceleration of modernization in many cities in China has resulted in the demolition of the old architectures. In this context, cinematic works depicting modern urban life have grown, shot by many Chinese urban generation filmmakers (Sixth Generation filmmakers) such as Zhang Yang and Jia Zhangke. Most of these filmmakers come from privileged backgrounds in cities and studied in the elite departments of directing or cinematography. Their films not only pay attention to developments and changes in the urban demolition and reconstruction of post-socialist China but more importantly, they witness the marginalized subcultures and self-marginalizing countercultures. 'Urban cinema' in this chapter is depicted likely to adopt documentary aesthetics to record and construct the presentation of post-socialist modernity through nonprofessional actors. In this sense, the development of urban cinema can be set against the backdrop of the development of China's market economy and the mass consumer culture. Discussing the relationship between the socialist collective way of life and anxiety of post-socialist modernity, urban cinema often explores individual</p>

	<p>affective experiences in the process of social transformation. Drawing on interdisciplinary studies in film studies and urban culture, I situate urban cinema within a nexus of local and global economic, historical, and ideological contexts. Analysing two films from the trope of demolition, documentary aesthetics, and restorative/reflective nostalgia, this chapter argues that some Sixth Generation filmmakers adopt the theme of nostalgia in urban cinema since the 1990s onwards to represent city images and reconstruct their identities. Therefore, nostalgia is not only represented as the role of filmmaking in the Sixth Generation filmmakers' works; it also constructs the film language, identity, and politic of the filmmakers.</p> <p><b>Keywords:</b> nostalgia, demolition, documentary aesthetics, the 6th generation filmmakers</p> <p><b>Theme:</b> cultural memory studies</p>
 <p><b>Hj. Ahmad Nazzan bin Abdullah</b> GICICSSH1707057</p>	<p style="text-align: center;"><b>Human Security as a bulwark against Terrorism? A Malaysian Perspective</b></p> <p style="text-align: center;"><b>Hj. Ahmad Nazzan bin Abdullah</b> PhD Candidate School of Social Science, Universiti Sains Malaysia, Pulau Pinang, Malaysia</p> <p style="text-align: center;"><b>Nur Mohammad Majumdar</b> PhD Candidate, School of Social Science, Universiti Sains Malaysia, Penang, Malaysia</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Malaysia's encounter with terrorism was during the Communist Emergency period of 1948 to 1960. In order to counter terrorism, several measures were undertaken, where the approach was the employment of soft and hard policies. These policies were improved, modified and new methods incorporated with emphasis on human security. As such this study intends to investigate the role of the principles of human security and its ability to help prevent terrorism, taking into consideration the Malaysian perspective. As such the objective is to find out if the implementation of the basic principles of human security can help other nations to prevent terrorism, as undertaken by Malaysia. The methodology used here is mainly using secondary data, in particular library search.</p> <p><b>Keywords:</b> Human security, terrorism, policies, Malaysia</p>
 <p><b>Iva Slivar</b> GICICSSH1704059</p>	<p style="text-align: center;"><b>Humor and co-creation as levers of valorization of tourism attractions – a case study from Vodnjan, Croatia</b></p> <p style="text-align: center;"><b>Iva Slivar</b> University of J. Dobrile, Faculty of Economics and Tourism Dr. M. Mirković, Pula, Croatia</p> <p style="text-align: center;"><b>Ana Periša</b> Maistra d.d., Rovinj, Croatia</p> <p style="text-align: center;"><b>Andelina Horvat</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Tourists are highly selective, they are looking for the unforgettable experiences and they want to familiarize with the tradition and the culture of the local residents, which represents a great challenge for the tourism products and service</p>



	<p>providers because they constantly have to create new and interesting activities, because tourists are no longer interested in sightseeing of the cultural and the historical heritage, but they also want to be a part of it. The purpose of this case study is to affect the perceptions of visitor of Vodnjan (Croatia) by enriching thier cultural experience. The goal is to propose a model of collaboration of tourists in the creation of such experiences. The appeal to humor, as a still underresearched topic in function of tourism, as well as the principles of co-creation, rearly used in tourism, were combined to help revalorize Vodnjan's tourism attractions and the destination itself.</p> <p><b>Keywords:</b> co-creation, humor, tourism attractions, valorisation of tourism attractions, intepretation of tourism attractions</p>
 <p><b>Shohel Md. Nafi</b> GICICSSH1704061</p>	<p style="text-align: center;"><b>Sustainable Tourism in Saint Martin’s Island: Current Issues and Guidelines for Development</b></p> <p style="text-align: center;"><b>Shohel Md. Nafi</b> Lecturer, Daffodil Institute of Information Technology, Dhaka, Bangladesh</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Saint Martin’s Island is located in the northeast of the Bay of Bengal, about 9 km south of the Cox’s Bazar-Teknaf. In recent years, it becomes a very popular tourist destination in Bangladesh. During the tourist season (from November to April), an average of 3500 people visit this island daily, which is beyond the holding capacity of this small marine island. From the last few years St. Martin’s Island, the only coral-bearing island in Bangladesh, has been facing an ecological disaster due to excessive tourism. This island is under threat from unlimited and eco-unfriendly tourism activities. The fragile eco-system of St. Martin’s Island cannot sustain such mass tourism; the island is suitable only for sustainable and responsible tourism. Due to the mass tourism, sewage and waste disposal in the island are placing a heavy burden on the island. The main objective of this study is to prepare a sustainable tourism plan for the most beautiful Saint Martin’s Island. This study also identified some issues that need to address immediately and then propose an action plan to solve these issues.</p> <p><b>Keywords:</b> Sustainable Tourism; Saint Martin’s Island; Carrying Capacity; Environment; Tourist</p>
 <p><b>Beaven Andrew A. Atienza</b> GICICSSH1704062</p>	<p style="text-align: center;"><b>“A Minute to Clean It”: Compliance to Hand washing Practice among Healthcare Workers in Iligan City</b></p> <p style="text-align: center;"><b>Jannette S. Barrato</b> Mindanao State University – Iligan Institute of Technology College of Nursing, Andres Bonifacio Avenue, Tibanga, Iligan City, 9200 Philippines</p> <p style="text-align: center;"><b>Gerlie A. Gabilan</b> Mindanao State University – Iligan Institute of Technology College of Nursing, Andres Bonifacio Avenue, Tibanga, Iligan City, 9200 Philippines</p> <p style="text-align: center;"><b>Stephen M. Gacal</b> Mindanao State University – Iligan Institute of Technology College of Nursing, Andres Bonifacio Avenue, Tibanga, Iligan City, 9200 Philippines</p> <p style="text-align: center;"><b>Maizl May O. Marin</b> Mindanao State University – Iligan Institute of Technology College of Nursing,</p>

	<p>Andres Bonifacio Avenue, Tibanga, Iligan City, 9200 Philippines</p> <p>Beaven Andrew A. Atienza Mindanao State University – Iligan Institute of Technology College of Nursing, Andres Bonifacio Avenue, Tibanga, Iligan City, 9200 Philippines</p> <p><b>ABSTRACT</b></p> <p><b>Background:</b> Healthcare-associated infections are the most common adverse event in health care resulting in a significant burden on patients, their families, and health care systems. Hand hygiene is the leading measure for preventing the spread of pathogens and reducing health care associated infections, but health care providers' adherence to recommended practices remains suboptimal in most settings, and improvement is difficult to sustain.</p> <p><b>Objective:</b> With that existing problem, this study attempts to explore the degree of compliance among nurses and nursing attendants in the strict implementation of hand washing practices</p> <p><b>Methodology:</b> Quantitative-quasi-experimental design was used to measure their degree of compliance of hand hygiene using a questionnaire in accordance to World Health Organization's "My Five Moments of Hand Hygiene". Convenient random sampling were used in choosing 50 respondents who are nurses and nursing attendants in selected wards of a hospital in Iligan City. Weighted Mean and Spearman-Rank Correlation was used as statistical tool. The data obtained was inputted for analysis using the IBM-SPSS version 20 software. We used a scale divided into 5 parameters (usually, frequently, occasionally, rarely, never) to measure healthcare worker's adherence to my five moments of hand hygiene.</p> <p><b>Result:</b> This study showed that the third moment of hand hygiene (AFTER BODY FLUID EXPOSURE RISK) was the most "usually" practiced moment of hand washing. This is followed by the fourth moment (AFTER TOUCHING THE PATIENT). The second (BEFORE CLEAN/ ASEPTIC PROCEDURE) and fifth moment (AFTER TOUCHING PATIENT SURROUNDING) was tied on the third place. Only the first moment (BEFORE TOUCHING A PATIENT) falls into the "frequently" parameter. The study implies that the respondents were usually compliant to hand washing practices as indicated in World Health Organization's "My Five Moments of Hand Hygiene". Strict monitoring and implementation of hand washing protocol must be constantly observed.</p> <p><b>Keywords:</b> Hand hygiene, Hand washing, Five moments of hand hygiene</p>
 <p>Mohammed Sani Abdullahi GICICSSH1704063</p>	<p>Perceived Effect Of Training And Development On Employee's Productivity Among Academic Staff Of Kano State Polytechnic</p> <p>Mohammed Sani Abdullahi School of Management Studies, Department of Business Administration and Management, Kano State Polytechnic</p> <p><b>Abstract</b></p> <p>Training and development of employee's play a crucial role in organisations in this era of competition due to the fact that organisations need to survive, excel, diversify and develop. This can be achieved by investing on employee's training and development. Human capital differentiates between successful organisation and unsuccessful organisation, and organisation that invest in training and development for human resource achieves both short run and long run advantages. Thus, for organization to realize effective return from their investment there is need for organisation to manage training and development</p>

programme with high degree of importance for the employee's productivity to be actualized. This study is aimed to investigate the perceived effect of training and development on employee's productivity among academic staff of Kano State Polytechnic. This study is quantitative in nature, causal research design was used, and five hundred and ninety five (595) academic staffs serve as the population of the study. Sample size of two hundred and thirty (230) respondents was randomly selected from the study area. Questionnaire with close - ended approach and with Likert Scale option were used as the method of data collection while the entire two hundred (200) respondents responded to the questionnaires, while Statistical Package for Social Science (SPSS) software were used to analysed the respondents profile. Structural Equation Modeling (SEM) was used to test the hypothesis under study through Analysis of Moment Structure (AMOS) software. This study hypothesised that there is a positive and significant effect of training and development on employee's productivity. The result of the study revealed that training and development have positive and significant effect on employee's productivity. This paper ends by offering useful suggestions to the management involved in the operations of the institution. Therefore, the contribution of this study is that it provokes insight amongst owners, managers, policy makers and scholars on how organisation training and development practices could be enhanced in order to improve organisational effectiveness and retain human capital. This study recommends that management should not relent in their quest to train their staffs to develop new ideas that will keep improving and retaining the employees productivity, and the Tertiary Education Trust Fund (TETFUND) should improve on its training policy in its entire ramification because in recent times academics are being face with new innovations and technological development in order to meet the changing trends and development or circumstances.

**Keywords:** Training, Human Resources, Development, Employee's and Productivity.



**Gabriella Buttarazzi**  
GICICSSH1704064

**Studying The Self in Society: International Communications as a Self-Reflexive Discipline**

**Gabriella Buttarazzi**

**University of Nottingham Ningbo China, School of Education**


**Abstract**

**International Communications (IC) is a broad discipline, bearing great similarity to sociology and media related disciplines. Much of the material delivered the IC programme at the University of Nottingham Ningbo China (UNNC) positions the individual's relationship with society and culture at the heart of academic inquiry. Without undergoing a process of critical first-person inquiry, university students may only engage superficially with the material presented.**

**In order to better understand the concepts and theories which frame the academic discourses in IC, self-reflexive pedagogical approaches to encouraging students to engage with the material are by now, considered highly conducive to learning. These self-reflexive pedagogical approaches, although challenging for teachers to adopt due to their personal nature, can be adopted with caution in a number of ways through lectures, seminars and different forms of assessment. Self-reflexive pedagogical approaches include writing reflectively, maintaining learning logs, selecting and justifying topics for written assignments to their teachers that demonstrates their personal interest, examining real-world examples and case studies for exemplification and clarification, integrating**

	<p>mindfulness tasks for understanding challenging, deep-rooted issues in some of the contentious and sensitive topics covered, such as taste cultures, gender, sexualities, race, censorship, and freedom of speech.  <b>Keywords:</b> Higher Education Pedagogy (HEP), Higher Education, Education Research, The Self, Society, Culture, Self-reflexivity, Self-reflexive Pedagogical Approaches, International Communications, University Disciplines, Social Science Research, Teaching and Learning.</p>
<p><b>Awaisu Adamu Salihi</b> GICICSSH1704065</p>	<p style="text-align: center;"><b>Board Characteristics And Dividend Policies Among Nigerian Public Listed Companies Before And After Nigerian Code Of Corporate Governance Revision</b></p> <p style="text-align: center;"><b>Awaisu Adamu Salihi</b> Department of Accountancy, School of Management Studies, Kano State Polytechnic, Nigeria</p> <p style="text-align: center;"><b>Mohammed Haliru Beri</b> Department of Accountancy, School of Management Studies, Kano State Polytechnic, Nigeria</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Dividend is a rewards for providing finances to a firm, failure to its payment may lead to decrease in the shares value of such firm, therefore, earnings distribution to shareholders inform of dividend serves as an effective mechanism that minimize agency problems between managers and shareholders. This study is aimed at examining the relationships between board characteristics and dividend payout among the Nigerian consumer goods listed companies. A sample of 11 Nigerian listed companies for the periods of ten (10) years (before and after CCG revision) was used, selected from the Nigerian Stock Exchange. The paper examine the relationships between board size, non-executive directors, proportion of women directors on board and proportion of family members on board and dividend payout ratio among the Nigerian listed companies in the consumer goods sector of the Nigerian stock exchange. Data was solely collected from the secondary source; using annual reports and accounts of the sampled firms, also data collected was analyzed using Statistical Package or Social Science (SPSS) version 21. The study found board characteristics are significantly related to dividend payout ratio. Therefore, the study further suggests that revision of corporate code of governance have increase the payment of dividend and reduce the retention of earnings in the consumer sector of the Nigerian stock exchange. Therefore, the recommends that other sectors of the Nigerian stock exchange or the whole sector should explored.  <b>Keywords:</b> Dividend, Family Members, Non-Executive Director, Women Director</p>
<p><b>Piyarat Wongchummali</b> GICICSSH1704068</p>	<p style="text-align: center;"><b>Waste management systems and mechanisms of Thailand and Overseas.</b></p> <p style="text-align: center;"><b>Piyarat Wongchummali</b> Department of Social Development, Faculty of Social Science, Naresuan University, Phitsanulok, Thailand Assistant Professor Dr. Rudklaw Pampasit</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This article purposed to review the systems and mechanisms of waste management in Thailand and overseas for leading to a solution of waste management in a proper way conforming to a current situation of wastes in areas.</p>

	<p>This was a documentary study using an academic document and basic information from the involving departments about waste management. The finding found that the waste management of overseas following the framework of Zero Waste for reducing the amount of wastes into least then disposing by proper technology with 3Rs (Reduce Reuse and Recycle) and Polluter Pays Principle : PPP which is a mechanism for protecting the waste systematical since the production, uses, and consumption. These made the overseas solve the waste problem efficiently.</p> <p>The finding suggested that 1) the policy planning should cover the involved activities with the waste management 2) law or tax enforcement should be in action 3) promoting to do research and developing the technology for seriously solving the waste problem in country should be proceeded and 4) there should be promoting the Local Administration Organizations for cooperation with enterprise in order to manage the wastes following the environmental standard in roles, pattern, and directions for efficiency.</p> <p><b>Keywords:</b> system and mechanism of waste management, Zero Waste</p>
 <p>11-04-2016</p> <p><b>Tawhida Akhter</b> GICICSSH1704069</p>	<p><b>Understanding Female Characters and Their Psychology through Their Relationships in the Novels of Doris Lessing's The Golden Notebook and Anita Nair's Ladies Coupe</b></p> <p><b>Tawhida Akhter</b> Research Scholar, Department of English, Lovely Professional University, Punjab</p> <p><b>Dr Ajoy Batta</b> Associate Professor, Department of English, Lovely Professional University, Punjab</p> <p><b>Dr Sanjay Pandey</b> Assistant Professor, Department of English, Lovely Professional University, Punjab</p> <p><b>Abstract</b></p> <p>Doris Lessing and Anita Nair, both are the eminent women writers, writing in English. They hold revolutionary ideas about marriage and man- woman relationship. Relationship plays a vital role in human encounter. It is the music of life. Without it no physical or mental aspect can be given a name. It moves around the world to keep the lives enriched with feelings. Doris Lessing in her worldly praised novel The Golden Notebook has presented the man-woman relationship in a better way to depict that how one gender oppresses the other. She has shown the image of these marginalised women in the image of its protagonist Anna Wulf. Since from the beginning of her life she has been the victim both within and outside the family. Anita Nair has presented in her novel Ladies Coupe, modern Indian women's search for revival of relationships that are central to women. Anita Nair reveals that her concern is with the exploration of human psyche. It is widely acknowledged that family constitutes the dominant milieu and constructs the primary identity of women. It defines and prescribes the social roles that women will play in familial terms: daughter, wife, and mother. Woman throughout the world in this 21st century is yet to seek identity as a human being with equal status in the family in which she is born and in the family to which she is married. Both the novels primary focus on psychological exploration of inner self of its female characters. Lessing and Nair permeate deep into the inner psyche of the depressed women by virtue of their feminine sensibility and</p>

	<p>psychological insight and bring out their issues, which are mainly because of the psychological and emotional inequalities in a male dominated society. Since the beginning of this world Women have been quite suppressed and oppressed both outside and inside of her family and this transfer is expressed by the quest for self-identity. This quest for identity leads to self discovery which pervades in the selected novels of Doris Lessing and Anita Nair. Their concept of a free woman transcends the limits of economic or social freedom, but relates to her mental and emotional attitude and wellbeing.</p> <p><b>Keywords: Oppression, Psychological exploration, Inner psyche, Psychological and Emotional Inequalities, Subjugation.</b></p>
 <p><b>Kammales Photikanit</b> GICICSSH1704070</p>	<p><b>Thai State, Health Discourses and Subalternity among Migrant Workers</b></p> <p><b>Kammales Photikanit</b> Ph.D. Student, Social Development Program, Department of Sociology and Anthropology, Faculty of Social Sciences, Naresuan University</p> <p><b>Patcharin Sirasoonthorn</b> Assoc. Prof. Dr., Department of Sociology and Anthropology, Faculty of Social Sciences, Naresuan University</p> <p><b>Boonyasarit Aneksuk</b> Asst. Prof. Dr., Department of History, Faculty of Social Sciences, Naresuan University</p> <p><b>Watcharabon Buddharaksa</b> Asst. Prof. Dr., Department of Political Sciences, Faculty of Social Sciences, Naresuan University</p> <p><b>Abstract</b></p> <p>This article aims to analyze the subaltern condition among migrant workers in Thailand under Thailand government's health policy during 2001 – 2016. The major objective of this research work is to critique and reveal the complication of socio – politics and Thai state's health policies which affected migrant worker's subalternity. The authors applied documentary research by adopting Gramscian approach which did not only focus on research methodology in scientific method such as statistical analysis or mathematical statistics but the criticism approach was crucial. By using this approach, the critique of power and knowledge establishment in form of the order of things by using the critical policy perspectives had also been highlighted for analyzing the formation of Thai state's health policy and its effects to subalternity among migrant workers in Thailand. The researchers found out that subalternity among migrant workers in Thailand was not a new scenario. Rather, it had been continually reproduced through various Thai state ideological apparatuses and Thai state's health policy. On one hand, two major initiative thoughts of policy formation were reproduced to take and maintain Thai state's hegemony and share benefits among their alliances. On the other hand, the subalternity also stigmatized those migrant workers, who were subconsciously considered as "the otherness". The social exclusion had been highlighted as well as the condition of out of sight, out of mind which had also remained in Thai state's heedfulness.</p> <p><b>Keywords: Thai State, Health Discourses, Subalternity, Migrant Workers</b></p>



**Ahmad Isa Waziri**  
GICICSSH1704073

**The Impact Of Insecurity On Governance A Case Study Of Nigerian Fourth Republic**

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**Abstract**

This research work is an examination of “the impact of insecurity on governance a case study of Nigerian Fourth Republic. The study was guided by research questions, hypotheses and objectives, the primary objective of the study is to explore the implication that insurgence and militancy bring about in retaliating efficient performance of the Nigerian fourth republic. The study employed primary and secondary source of data, whereas the primary data was gathered through questionnaire administered where the result of the questionnaire has been presented and analyze in order to test the research hypothesis. From the research findings, it discovered that Failure of the ruling elites to provide purposeful and responsible political leadership has affected the delivery of public goods and services and undermined popular trust in democracy and democratic institutions. Secondly, the failure of democratic governance to improve the wellbeing of most Nigerians is one of the contributing factors to the emergence of numerous threats to national security in the fourth republic. The study finally recommended that there is need for Nigerian leaders to improve the wellbeing of most Nigerians hence lack of social amenities is one of the contributing factors to the emergence of numerous threats to national security in the fourth republic.

**Key words: Impact, Insecurity, Good governance**

**Attahiru Saminu**  
GICICSSH1704074

**A Framework for Effective Information System Security Management in Healthcare Organizations**

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**Abstract**

Information security countermeasures play an important aspect in Healthcare systems. The Electronic Health Record (EHR) and patient’s data is considered as very sensitive information about Healthcare environment. Sensitive records of patients in healthcare have to be given many considerations, managed to secure and prevent unauthorized access. The high-level quality of EHR can be achieved when patient’s records are saved and secured. Availability and accessibility are two important issues of information security systems, where applicable records need to be available and accessible to personnel within the healthcare environment as well as outside the organization. In addition, it is mandatory to secure the patient’s information about unauthorized access and safeguard appropriate level in healthcare regarding information security countermeasures. This paper explored the current countermeasures of information security of Electronic Health Records (EHR). In addition, how employees shared their knowledge about the existence of information security countermeasures in order to protect EMR from possible security threats in the healthcare organization. A conceptual framework was proposed for effective information system security countermeasures. This framework guides the study of information security countermeasures in healthcare organization in relation to knowledge sharing

	<p>among employees. Index Terms— information system security, countermeasures, healthcare organizations, knowledge sharing.</p>
<p style="text-align: center;"><b>Usman Haruna Rawayau GICICSSH1704075</b></p>	<p style="text-align: center;"><b>The Effect Of Negative Perception Of Librarianship On The Job Performance Of Graduates` In Umaru Musa Yar`adua University Library In Katsina State, Nigeria</b></p> <p style="text-align: center;"><b>Usman Haruna Rawayau</b> Department of Library and Information Science, College of Science and technology, Hassan Usman Katsina Polytechnic.P.M.B 2052, Katsina State, Nigeria</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This study focuses on the effect of negative perception of Librarianships on the job performance of graduates` in Umaru Musa Yar`adua University Katsina State, Nigeria. The purpose of this study was to find out why librarianship graduates posed negative perception towards library profession in Musa Yar`adua University Katsina, Nigeria. Three specific objectives were used to guide the study. Objective one was to identify the causes of negative perception of librarianship, secondly to determine the effects of negative perception on graduates performance of librarianship and thirdly to explore possible ways of overcoming negative perception of librarianship in Musa Yar`adua University Katsina, Katsina State. After reviewing related literature, the research uses descriptive survey research design to gather information from a total population of 55 professionals` librarians in the selected institution. Purposive sampling was adopted which enable the researcher to select appropriate respondents/participants for the study. Within the sampling frame, random sampling was used to select a sample of 60 respondents. Five points Likert type scale questionnaire was personally distributed to the participants and collected within two (2) weeks. Before administered to the respondents the instrument was pre-tested using test and retest method and chronbach alpha coefficient. A mixed method (triangulation) was used to corroborate quantitative and open ended responses. The results of the projects were presented in frequency, percentages and mean score. The study concluded that lack of motivation, awareness, guidance and counseling of the career in library as the causes of negative perception of the librarianship. It was iterated that lack of positive perception results in poor job performances of graduates. However, good motivation, communication, vocational guidance and counseling would provide solution to negative perception of librarianship. The research recommends that proper management of motivation and vocational guidance and counseling should be encouraged in library profession to improve job performance in library career. <b>KEY WORDS:</b> Librarianship, Negative perceptions, Job performance, University Libraries.</p>
 <p style="text-align: center;"><b>Mohd Faiq bin Abdul Fattah</b></p>	<p style="text-align: center;"><b>Marketing success factors influencing new student admission into private college: the moderating role of intensity of competition</b></p> <p style="text-align: center;"><b>Mohd Faiq bin Abdul Fattah</b> Institute of Postgraduate Study, University Kuala Lumpur, Kuala Lumpur, Malaysia</p>

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University of Malaya, Rumah Kelab PAUM Clubhouse (Persatuan Alumni Universiti Malaya), Kuala Lumpur, Malaysia



<p>GICICSSH1704076</p>	<p style="text-align: center;"><b>Abstract</b></p> <p>Private college boost because of high demand among the student in the market for tertiary education. Despite, private college facing the problem of to influence student to study into their private college. Private college is less popular, graduate not marketable, offering low quality, limited offers, using misleading statement in influencing student admission. In the higher education industry, competitor is stealing profit and market share from each other. Private college has fewer resources loose student to more reputable institution. This study objectives are, firstly to identify marketing success factor influencing student admission, secondly to examine the significance relationship between marketing success factors and student admission, thirdly to examines the moderating relationship between intensity of competition with marketing factor and student admission and fourthly recommending suitable marketing strategy for private college. The study area is in Malaysia, over 200 private colleges located in in Central, Eastern, Southern, Northern and East of Malaysia. The research design is the conclusive research design by using quantitative research methodology as the framework to address the question, objective and hypothesis. The methods use is email survey questionnaire. The data are analyzed by Descriptive Analysis, Independent Chi-Square Test (X<sup>2</sup>), Multiple Regression Analysis and Factor Analysis. The expected finding of this research is the marketing variables which are Price (PRI), Place (PLA), Product (PRO), Promotion (PROM), People (PEO), Process (PROC), and Physical Evidence (PE), are the factors and have significant relationship influencing student admission into private college. The moderator variables of intensity of competition weaken the relationship between the marketing variables and student admission indicating how competition impacts the private college marketing. Lastly, there are various competitive marketing strategy for private college in influencing student admission such as pricing, product modification, promotion etc.</p>
<p>S. Malarvizhi GICICSSH1704078</p>	<p style="text-align: center;"><b>Matrimony: A Slender Constraint in Anita Desai's Women</b></p> <p style="text-align: center;">S. Malarvizhi PhD Research Scholar, Department of English and Foreign Language, Alagappa University, Karaikudi, Tamil Nadu, India</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Marriage can be defined as a legal and socially certified union between two people which is legalized by the culture and traditions that recommend the rights to the partners. Marriage signifies the equal partnership and intimate union between a male and female. Matrimony is considered to be most sacred bond in India. Girls with lot of dreams start their new life in a new family after wedding but they are left with none. In the novels of Anita Desai, most of the protagonists find themselves trapped in marriage. Her novels depict Indian society and about the miserable plights of women suffering under their insensitive and inconsiderable husbands. She tries to probe into the depths of women's psyche and show it to the society. This paper will focus on the man-woman relationship in Desai's <i>Cry the Peacock</i>. Her chief concern is human relationship and she explores the disturbed psyche of the modern Indian women. Desai has shown how difficult it is for women, to realize their wants, dreams and necessities in life in Indian society. Only a few women achieve their dream and goal, while others fail or compromise with situation in life. This is certainly the prevailing situation among the women in India because they only carry the wounds of their annihilated dreams. <b>Keywords:</b> Women's psyche, human relationships, suppression, oppression.</p>

<p><b>R. Mangalaeswari</b> GICICSSH1704079</p>	<p><b>Culture, a Cocoon around the Indian Women</b></p> <p><b>R. Mangalaeswari</b> Department of English and Foreign Languages, Alagappa University, Karaikudi, Tamil Nadu, India</p> <p><b>Abstract</b> Mrs. Sen from India settled in America was babysitting an American boy Eliot, an 11yr old boy. Though Mrs. Sen lives in America, she is a typical Indian woman who still follows the traditional values of her country. This story has been written in the perspective of the little boy Eliot. Two baby sitters have been changed before Eliot coming to Mrs. Sen. She does not know how to drive, so she asked Eliot to come to her home. Mrs. Sen wears sari and apply red dot on her forehead. She plaits her hair neatly so that there won't be any loose hairs like Eliot's mother. She wears toe rings and Mangal Sutra which is the sign of her marital status. These are the symbolic portrayals of Indian tradition and its culture. Though Mrs.Sen is away from her home land, she strictly follows her customs without fail. On the other hand, she longs for her homeland and her kindred in India. Often she would shares it with Eliot who finds it difficult to understand. Sometimes she laments on her fate to be away from her kith and in. Jhumpa Lahiri the author of this short story portrays the agony of the characters in her works. Most of her characters are first generation emigrants, who suffer of alienation and rootlessness in the host country. Here, Mrs.Sen is incarnated as a reluctant Indian woman who weaves a cocoon around her from the outside world. <b>Key words: Culture, Rootlessness, Identity Crisis</b></p>
<p><b>S. Deepa Priyadharsini</b> GICICSSH1704080</p>	<p><b>Shahrzad Stoops to Conquer Shahryar</b></p> <p><b>S. Deepa Priyadharsini</b> Ph.D Research Scholar, Department of English and Foreign Languages, Alagappa University, Karaikudi, 630003</p> <p><b>Abstract</b> Githa Hariharan's novels are the realistic portrayals of social reality but When Dreams Travel, the retelling of The Thousand and One Nights, an interweave of Indian and Arabian myth differs from her other novels. Her projection of Shahrzad in this novel is an act of liberation. She by using the powerful character Shahrzad brings to light, the clever techniques used by her to save her life and also the lives of Shahabad virgins from the ancient sword of Shahryar, the king maker. Shahrzad with the help of her story telling technique becomes the savior of the city and redeemer of Sultan Shahryar. She in order to escape from the embrace of darkness, stoops before Shahryar and conquers him by her creativity. Thus, this paper offers a solution in the form of Shahrzad, to the modern women who in the clutches of men suffer but in order not to find a solution become victims.</p>
<p><b>M. Indumathi</b> GICICSSH1704081</p>	<p><b>Superstition Enraptures Faith and Innocence</b></p> <p><b>M. Indumathi</b> Department of English and Foreign Languages, Alagappa University, Karaikudi.</p> <p><b>Abstract</b> The present paper objects the innocent character of Sarojini, who is deeply</p>

	<p>involved with the belief on Swami. Her faith on him is unquestionable. She firmly believes that his sacred touch on her head would make the tumour disappear in her womb. Instead of taking medical treatment, she offers her faithful worship more and more towards the Tulasi plant which grows in her courtyard. Her faith and innocence take part in facing her husband Dandekar's anxiety. Gradually she resumes ignoring her daily routine and her children. Not to endure this, Dandekar plots against Swami with the assistance of his boss Chari. Swami is forced to leave the town. But when she comes to know Swami's departure, Sarojini never suspects her husband. It reveals her innocence. Thus Kamala Markandaya brings out how the Indian people fall under the superstitious belief and how it enraptures their mental strength and safeguards them from the danger of anxiety. At the same time she wants people from the East should be active and far away from this sort of superstitious and to be closed with science.</p>
<p><b>Dr. Farouq Almeqdadi</b> GICICSSH1704083</p>	<p style="text-align: center;"><b>Pre- service Teachers' Perceptions towards Virtual Learning using TeachLive</b></p> <p style="text-align: center;"><b>Dr. Farouq Almeqdadi</b> ECAE, Abu Dhabi, UAE</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Using virtual environments and multimedia methods are now part of several educational preparation programs such as surgical medical programs, flight simulators, and military combat training situations. On the other hand, it is believed by researchers these technologies became a part of the educator preparation programs and meeting the needs of the new academic settings (Dieker et al., 2012). TeachLive is one of these virtual education simulation technologies, originally designed for teacher education simulation with student avatars.</p> <p>The TeachLive™ is a mixed-reality teaching environment supporting teacher practice in classroom management, pedagogy and content. It was developed at the University of Central Florida, USA and it is currently being implemented across more than 40 campuses in the United States and growing to include multiple school districts and international partners. Each partner utilizes the TeachLive™ in a unique manner depending on the needs of their students, teachers, professors, and community stakeholders.</p> <p>In addition, Teach Live is also implemented and used at Emirates College for Advanced Education (ECAE) in Abu Dhabi, UAE. ECAE is a teacher education college that graduates teachers who will teach Math, Science &amp; English in English Language. All students at ECAE should practice all teaching activities before their graduation through the Practicum Program, which is field experiences at schools. Because TeachLive™ Lab provides pre-service and in-service teachers the opportunity to learn new skills and to craft their practice without placing "real" students at risk during the learning process,</p> <p>ECAE implemented TeachLive with some of the pre- service teachers (who are the sample of this study) to practice classroom management activities and some pedagogical strategies before they go to schools without the risk of being in real situations. The researcher trained them on using this technology. Then each one of the students in the sample practiced two sessions, each session took 10 minutes, using TeachLive. The researcher analyzed the perceptions of those students about TeachLive and its benefits to the teacher. The results revealed that all students in the sample welcomed this simulation technology and they expressed their positive perceptions towards using TeachLive not only in classroom management, but also in pedagogical and content aspects.</p>



Kabiru Danladi Garba  
GICICSSH1704084

**Awareness And Perception Of Academicians On The Use Of Turnitin Software In Detecting Plagiarism In Bayero University Kano, Nigeria**

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**Abstract**

The effect of plagiarism has brought a lot of misconception and academic dishonesty among the academic populace. The effect is directly related to the millions of available electronic resources on the internet. Plagiarism is an endemic problem that caused a damning havoc to the educational sector. Plagiarism affects not only the individual academic staff but the integrity of the University as a whole and also the quality of its output. Turnitin is web-based software that is use for plagiarism detection and is meant to aid and promote originality of any research publication. The software act as a powerful deterring tool of stopping plagiarism. Despite the important attached to this software, many academicians in Bayero University Kano have partial general knowledge about the software and the extend of the use to detect plagiarism. The researcher investigated the level of awareness and perception of turnitin software in detecting plagiarism misdemeanors in Bayero University Kano. To win the fight against plagiarism, the University Management shall buy the full license of the software and endeavor to force all academicians to submit their academic papers via it.

**Keywords: Awareness, Perception, Academicians, Turnitin, Plagiarism**



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GICICSSH1704085

**Records And Archival Legislation In Nigeria: A Review Of The Provisions National Archives Act Of 2004**

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**ABSTRACT**

The paper attempts to provide historical survey of the development of archival legislation in Nigeria, its also provides a systematic review of the provisions of National Archives Act of 2004 as a records and archival management legislation in Nigeria. In Nigeria there exist records and archival management legislations ranging from records and archival ordinance of 1957, the National Archives Decree of 1992 up to the present democratically amended National Archives Act of 2004. Records and archival legislation exist primarily to serve as a bench mark and model of action among custodian of public and private records including archival institutions. The National Archive Act of 2004 provides details guide line for effective and efficient management of public and private records including presidential records. The paper therefore analyses and highlights the major provisions, strengths and weaknesses of the Nigerian records and archival legislation as records and archival management framework. It also makes some recommendations on how records and archives legislation can be fully implemented in managing public and private records at both federal and state owned institutions.

**Field of Research: Act, Archives, Legislation, Records, Review**



**Rudklaw Pampasit**  
GICICSSH1704086

**Socioeconomic Condition and Land Use Transformation of  
Farmers in Maize Farming: The Case Study of Nan Province, Thailand**

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**Abstract**

This paper presents about socioeconomic condition and land use transformation of farmers in maize farming at Nan. Located in the northern region of Thailand, Nan is a province with limited arable areas. Since more than 87 percent of its landscape covers with mountainous forest and slope, the areas suitable for growing plants is barely 12 percent. The past 10 years thus have witnessed the increase of maize farming by forest encroachment. In contrast to the positive growth in quantity and price of maize, the poverty of Nan people however is getting worse. This is clearly evident in the rank of the poor across the Thai nation, while in 2004 Nan ranked number 39 but in 2011 its poor population ratio rose to number 21 of the country. Thus the key issues needed to be addressed by the government include the farmers' socioeconomic condition, the constraint of land use in the slope areas, and the introduction of alternative plants for sustainable income and career.

The researcher formulates the conceptual model that tries to infer about socioeconomic condition and land use transformation from field survey that includes 703 samples of farmers by questionnaires. This study found that the most influential factors affecting the decision to shift from growing maize to alternative plants were the market and the middleman, and the cost for growing alternative plants. However, the least influential factor was the knowledge in cultivating the alternative plants. In sum, the change in maize growing behavior was a result of price, income, and market factors.

**Keywords:** socioeconomic, maize

**Chontida Utessanan**  
GICICSSH1704087

**Linkage and integration work of Community Welfare Network with Government  
Agencies in Uttaradit Province, Thailand**


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**Montri Kunphoomarl**  
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**Abstract**

The article aims to overview the work of Uttaradit Community Welfare Fund Network in Thailand (Ut-CWFN). The study was qualitative Research. The objectives of the study were 1) to the process of implementation of (Ut-CWFN) and 2) to pattern of linkage and integration of (Ut-CWFN) by in – depth interviews and participant with 10 keys leader in (Ut-CWFN). The results of the study were as follows : 1) Process driven network of (Ut-CWFN) caused by participation of member, community, private and government. 2) Pattern of linkage and integration of (Ut-CWFN) with associate (Uttaradit Rajabhat

	<p>University, government sector, local government and network (local area network , alternative agriculture network, land management and disaster networks, youth volunteer network, green tourism communities and enterprise network, and learning network . The factors listed above to represented the region in driving Community Welfare Fund national policy in Thailand.  <b>Keyword: Linkage and integration Community Welfare Fund Network Uttaradit Community Welfare Fund Network</b></p>
<p><b>Farung Mee-Udon</b>  <b>GICICSSH1704088</b></p>	<p style="text-align: center;"><b>Cross-cultural Marriage: Experience of rural women in Northeast Thailand</b></p> <p style="text-align: center;"><b>Farung Mee-Udon, PhD</b>  <b>Faculty of Social Sciences, Naresuan University, Phitsanulok, Thailand 65000</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>This paper discusses the reasons why so many Thai women in rural areas marry foreign men. The article presents some interesting results of a wider research project about protecting and helping Thai oversea working women conducted in 2012. Although marriage with foreign men will enable Thai women to have a better life, in many cases problems occurred. To explore their experience, mixed methodology research was applied. Qualitative research results obtained from interviewing three related groups: representatives of relevant government agencies in Thailand, those of government sectors abroad, and community leaders of six villages where women were travelling overseas to work or to marry foreigners. Quantitative data of the sampling group surveyed from 300 Thai women who live in two provinces of Northeast Thailand and are preparing to travel abroad, both for working and for marriage. Results indicated the main factor that leads to the women’s decision on marriage to western men is the gender roles of men and women in Thai culture. Most women married foreigners for family security. This is because these women had bad experiences of domestic violence and divorce with Thai men. In the past, marrying with foreign men was subject to social criticism. However, nowadays it is likely to be a good trend to marry with foreign men because it contributes to a greater economic stability among these women. However, in many cases their foreigner husbands did not understand Thai culture and subsequently led to family conflicts, domestic violence or finally divorce.  <b>Keywords: Cross-cultural Marriage, Gender roles.</b></p>
<p><b>Saira Akram</b>  <b>GICICSSH1704090</b></p>	<p style="text-align: center;"><b>Effect Of Cooperative Learning On Students Achievement In English Reading Comprehension At Secondary Level</b></p> <p style="text-align: center;"><b>Saira Akram</b>  <b>M.Phil Linguistics, Institute Of Southern Punjab, (ISP), Multan, Pakistan</b></p> <p style="text-align: center;"><b>Kamran Ashraf</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>One of the major problems of Pakistani school going students in learning English language is their lack of ability to comprehend the language. Unfortunately, a large of students fails to pass the high stake tests as they these students are not provided with sufficient background of comprehension strategies of learning English language. The purpose of this study was to fill this gap and teach students different reading strategies which are highly effective in increasing students’ comprehension of the language and which have successfully been implemented in</p>

	<p>various countries whose first language is not English. In this experimental study, two groups of 9th graders in a public high school in Punjab, each comprised 30, were randomly selected for the experiment. A pretest-posttest control group design was used for this study. Two teachers having same qualification (in English language) were randomly assigned to each group. Three unseen comprehension passages were given to both groups as pretest in which both groups performed in a similar way. Six learning strategies (predicting, skimming, scanning, guessing the meaning of the word from context, making inference, and self-monitoring) of Oxford's (1990) learning strategies and Anderson's (1991) reading strategies were used to increase student comprehension. The experimental group was taught these strategies through cooperative learning method (STAD) while control group was taught by traditional method. After three month experiment posttest was conducted in which five unseen passages were given to students and they were required to answer the questions given in the end of each passage. The study found that experimental group significantly performed better than control group. (258 words)</p> <p><b>Keywords:</b> comprehension strategies, cooperative learning, skimming, scanning, guessing</p>
 <p><b>Khemika Varitwuttikul</b> GICICSSH1704091</p>	<p style="text-align: center;"><b>History of Water Resources Development and Water Resources Management in Thailand</b></p> <p style="text-align: center;"><b>Khemika Varitwuttikul</b> Social Development Faculty of Social Sciences Department of Sociology and Anthropology, Naresuan University, Thailand</p> <p style="text-align: center;"><b>Supasit Tana</b> Supattra Wannasubchae Rudklaw Pampasit</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This article is the study on "the evolutionary development of water resources in Thailand." It drew mainly on document research and data analysis using content-based analysis and data interpretation gathered from research document, along with descriptive analysis. The findings of this study revealed that the evolutionary development of water resources and water resources management in Thailand can be divided into five periods of time, which were: 1) Pre-historical Period, 2) Dvarawati Influence Period, 3) Khmer Influence Period, 4) Thon Buri Period, and 5) Rattanakosin Period until now. Based on this research study, the researchers suggest that this article can be used to compare the social geography of the basin that influences water resources management policies in Thailand through the description with the related theory in order to clearly understand the context of the community and be able to access and develop water resources management according to geosocial base sustainably.</p> <p><b>Keywords:</b> Water Resources Management</p>
<p><b>Arom Chankun</b> GICICSSH1704092</p>	<p style="text-align: center;"><b>The power practice of modern state : A case study of the community organization council, Thailand</b></p> <p style="text-align: center;"><b>Arom Chankun</b> Ph.D. students, majoring in Social Development, Department of Sociology and Anthropology, Faculty of Social Sciences, Naresuan University, Phitsanulok, Thailand</p>

	<p style="text-align: center;"><b>Supasit Tana</b> Professors, Department of Sociology and Anthropology, Faculty of Social Sciences, Naresuan University, Phitsanulok, Thailand</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Community is an important social foundation to develop a country. It affects history, lifestyles, cultures, society, economy, and politics. So the government supports people in a community to have participation to improve the country as a building process. From the result, the community will be able to manage itself sustainably. This means that life management of the state mostly comes from development activities emphasizing on a community.</p> <p>Community is as an important social foundation to improve a country. So locality becomes a part of the process under the idea of ideological state apparatuses. Thus, federation of community organizations is a device which connects every community organization to work together, and it reflects in the fact that the community is getting stronger and that public life management is better. The most obvious thing that shows that community organization is important is the movement of conscience and the public following of rules, orders, and patterns controlled by community organization which effects individual control and lives in the community. The focus of the management is a strong community which is forced and controlled by the state concerned with the guarding of the stability and strength to the community using its own discipline and community life.</p> <p>The objective of this article is to study the ideological state apparatuses from federation of community organizations by researching documented studies and collecting information from books, articles, journals, and every document related to the subject. The data analysis of ideological state apparatuses and is based on Louis Althusser's thinking framework.</p> <p>From the study we can conclude that many areas show the potential of the community organizations which are improved strongly. So, federation of community organizations is the ideological state apparatuses which integrate community activities. As there is no control from the state, the procedure of developing conscience in community residents works allowing residents control over their own lives.</p> <p><b>Keyword: community council, ideological of state</b></p>
<p><b>Rotsukhon Pradit</b> GICICSSH1704093</p>	<p style="text-align: center;"><b>Structural Government Problems and Thai Tourism Management</b></p> <p style="text-align: center;"><b>Rotsukhon Pradit</b> Department of Sociology and Anthropology, Naresuan University, Thailand</p> <p style="text-align: center;"><b>Assoc. Prof. Dr. Supattra Wannasubchae</b> Department of Department of Political Science and Public Administrative, Naresuan University, Thailand</p> <p style="text-align: center;"><b>Dr. Siripen Dabphet</b> Department of Department of Tourism, Naresuan University, Thailand</p> <p style="text-align: center;"><b>Asst. Prof. Dr. Rudklaw pampasit</b> Department of Sociology and Anthropology, Naresuan University, Thailand</p> <p style="text-align: center;"><b>Abstract</b></p> <p><b>This Article is documentary research to learn about structural government and</b></p>



	<p>Thai tourism management problems with objectives which are 1) Studying about organizational structure of government management about Thai tourism. 2) Study the structural problems in Thai tourism management. The findings of the research are 1) the first period (1959 – 1998), a problem about centralization of tourism authorities of Thailand was; government agencies lacked of tourism industry understanding, so many projects were overlooked and integrated. Also, tourism industry management was not balance with society, economic, and environment because they were missing coordination of good related departments and participation from people in a community. 2) the second period (1999 – 2001), a structure problem was decentralizing directly to local governments because the locality had not enough expenditures, crews, and knowledge of decentralization. 3) the third period (2002 – 2016, the problem of establishment of ministry of tourism and sports and instituting of special area development authority for sustainable tourism (Public Organization) was; overlapping of missions and requiring participation and roles of tourism management in bottom-up level from authorities between government agencies and all sectors responded to tourism.</p> <p><b>Keywords :</b> Government agency, Structure problem, Tourism management</p>
 <p>Maryam Mustafa Al-kubati GICICSSH1704094</p>	<p><b>Re-evaluating Womenomics: a case study of the approaches to women's empowerment by Heads of States in Japan and Tunisia</b></p> <p>Maryam Mustafa Al-kubati University of Tsukuba, Japan</p> <p><b>Abstract</b></p> <p>This study focuses on the attention-grabbing aspects of two countries; Japan as a highly developed country with an advanced democracy and Tunisia, a recently transitioned democracy with an emerging economy. Both countries fall under two of the three lowest regions with relatively low women representation in politics particularly within the national parliament (Inter-Parliamentary Union [IPU], 2016). Nonetheless, Japan lags considerably behind in female political participation within the OECD countries and around the world, while; Tunisia a developing and emerging economy, remains a front runner female political empowerment not only in its region but across the world. Considering that both Tunisia and Japan's heads of states have recognized the underutilized potential of women, and implemented top-down policies to women empowerment, this study examines the impact that heads of states' strategies have had on the number of women elected to the national parliament during respective terms in office. Prime Minister Shinzo Abe's key revitalization's strategies for the economy is a policy focusing on "women" also known as 'Womenomics' with the aim and increasing their representations in all fields by 2020. Japan made the greatest gains in 2014, electing 9.5 percent women to its House of Representatives, up 1.6 percent from 7.9 percent in 2012. This study shows how state-sponsored feminism has worked in women's political empowerment in Tunisia while Japan, a culturally conservative country similar to Tunisia has yet to succeed in politically empowering women even though a top-down approach to state-sponsored feminism has been implemented.</p> <p><b>Keywords:</b> Heads of States, Japan, Tunisia, National parliament, Female political participation, Gender policies.</p>



Ahmed Usman Egye  
GICICSSH1704095

**Contributory Pension Scheme And Pensioners Welfare In Nigeria**

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**Abstract**

Many countries today are faced with the problem of pension administration and management. In Nigeria, the administration of pension and gratuities to pensioners has for several years been a nagging problem, especially in the civil service. The payment of pensions and gratuities to retired civil servants has been very erratic and irregular. Thus, pension liabilities have grown so much that government has not been able to meet them. This unfortunate situation has subjected many pensioners of the civil service into untold hardship, abject poverty and squalor. Many pensioners have resorted to begging for survival, while some have died waiting for the payment of their pensions and gratuities. In 2004, the Federal government of Nigeria introduced a contributory pension scheme as a reform measure to address the problems associated with pension administration. This paper seeks to examine the impacts of the new pension scheme on pensioners' welfare in Nigeria. The data for the study was generated through secondary method. Our major findings in this study revealed that the contributory pension scheme has a significant impact on pensioners' welfare. Based on the above, it is recommended that government should ensure the sustainability of the scheme by enlightening workers on the benefits of the scheme and the regulatory agencies should impose sanctions on employers that violate the provisions of the Pension Reform Act.

**Key words:** Pension Reform, Contributory Pension Scheme, Gratuities, Pension

Joe Takeda  
GICICSSH1704096

**Participatory Action Research as the Approach for Empowerment of Self-Help Group: Facilitating Social and Economic Reintegration of Women Migrant Workers**


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**Rosalie C. Otero-Yamanaka**

**Abstract**

**Introduction:** Economic globalization has widened a disparity in economic power in the world. Poverty and unemployment in developing counties, coupled with a demand for inexpensive labor in developed countries has created more migrant workers than ever before. According to United Nations (2013), the number of international migrants worldwide reached 232 million in 2013, up from 175 million in 2000 and 154 million in 1990. Women make up almost half of migrants. The Philippines is one of those countries with an economy heavily dependent on remittances of migrant workers, especially women migrant workers. The Commission of Filipinos Overseas (CFO, 2015) reports that the estimated number of Filipinos outside the country reached 10,238,614 people as of December, 2013,

	<p>which means that about 10 percent of the total population work or reside abroad. While migrant workers contribute to the economies of their host countries as well as their countries of origin by sending the remittances to their home, migrants, especially women migrants, are vulnerable to exploitation and human trafficking (ACHIEVE, 2011; Lund, 2013), and their migration often has negative impacts on their families, such as family separation and neglected child (Grande &amp; Kerr, 1998; Tornea, 2003). Even upon their return and reintegration to the Philippines, women migrants face a wide range of difficulties. Return and reintegration of women migrant workers is not a process of simply going back home particularly when return is not fully voluntarily and harmonious such as in human trafficking and exploitative labor situations. This return and reintegration process constitutes psychosocial and economic consequences that the returning women migrant workers would face. Although many studies (c.f., Alcid, 2006; Batis Center for Women, 1995; Beltran &amp; De Dios, 1992; Beltran &amp; Rodriguez, 1996; Constable, 1997; Enrique, 2003; Francisco, 2014; Guevarra, 2006; Grande &amp; Kerr, 1998; Weekley, 2004) in the past have revealed problems and coping strategies of Filipina migrant workers during their migration, the number of studies focusing on reintegration is limited. This study, thus, focuses on social and economic reintegration of Filipina migrant workers after return to the Philippines.</p> <p>Batis Center for Women (Batis) plays a challenging role in facilitating the reintegration of distressed women migrant workers. Batis is committed on providing direct services to help the returnees recover from their negative migration experience and rebuild their lives back home to their families and communities. These direct services include psychosocial interventions, capacity-building activities and economic interventions so as to facilitate the psychosocial and economic empowerment of the returnees. Batis provides a lifeline of support to transform the lives of returned distressed women migrant workers from being victims of exploitative migration to empowered individuals.</p> <p>This study focuses on Batis AWARE (Association of Women in Action for Rights and Empowerment), a self-support organization of former clients that Batis Center for Women formed. The objectives of this study are to examine how participatory action research (PAR) facilitates social and economic reintegration of women migrant workers and how its process contributes to empowerment of this self-help organization.</p>
<p style="text-align: center;">Bryan W. Rich GICICSSH1704097</p>	<p style="text-align: center;"><b>Structure, Hierarchy and Kin. An Ethnography of the Old Market in Puerto Princesa, Palawan, Philippines</b></p> <p style="text-align: center;">Bryan W. Rich Palawan Studies Center, Research Fellow, Philippines</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This paper explores the kinship ties and social stratification between vendors, customers and employees at the Old Market in Puerto Princesa. Kinship ties create structural and functional boundaries for familial and social interaction. Stratification typically found in Philippine society is also displayed among my informants. My findings show that the regular customer, gendered roles and sexuality, and age and economic stratification have social and economic consequences.</p> <p><b>Keywords:</b> economic anthropology; kinship; market; hierarchy; gender</p>

 <p><b>Umar Faruq Muhammad</b> GICICSSH1704098</p>	<p><b>Preservation of the gidan-gaado for sustainable development</b></p> <p><b>Umar Faruq Muhammad</b> Department of Architecture, Faculty of Built Environment, University Teknologi Malaysia, Johor Bahru, Malaysia</p> <p><b>Abstract</b> Culture has remained one of the most remarkable aspects of human existence. It has proven its indispensability by surviving the battering and bantering from both intangible and tangible concepts such as ‘globalization’ and ‘International Style.’ The built environment is one significant arena within which this drama continuously unfolds. The Gidan-gaado is one of the actors taking the center-stage in contemporary urban areas, especially those of West Africa. It is within this expansive scenario that this study embarks upon the evaluation of perceptions of occupants of the Gidan-gaado, to highlight the reasons it remains formidably resilient. The study is approached from a transactional perspective, in which the ‘home’ and its environs are viewed as a quantity that defines, and is defined, by socio-cultural dispositions and psychological conditions. Interviews and survey are used in the traditional urban core of Keffi, one of the historic towns in Nigeria. Conclusions were drawn on the dire need to preserve and sustain the traditional urban Gidan-gaado. <b>Keywords:</b> Gidan-gaado, Sustainability development, Urban, Residential, Traditional</p>
<p><b>Dalhatu Musa Yusha’u</b> GICICSSH1704099</p>	<p><b>Political Violence In North Central Nigeria: A Retrospective Analysis</b></p> <p><b>Dalhatu Musa Yusha’u (phd)</b> Nasarawa state polytechnic Lafia, Nasarawa state, Nigeria</p> <p><b>Aliyu muhammad</b> Nasarawa state polytechnic Lafia, Nasarawa state, Nigeria</p> <p><b>Abstract</b> The problem of political violence in Nigeria has its root from colonial era and coupled with the military incursion into politics in 1966 has continued unabated resulting in loss of precious lives and property. This paper attempts to survey and X-ray political violence in Nigeria using retrospective analysis and advances potent ways to ameliorate the menace in the Nigeria’s body polity. The paper is explorative and theoretical in nature. Meanwhile, the findings clearly reveal an alarming lost in lives and properties with Plateau State being the highest victim. It also observes that there will not be any meaningful political and socio-economic progress in the country amidst political violence. Thus, it recommends the urgent review of our legislations to ensure free and fair election and that violators be properly and promptly punished. Again, public offices must be made unattractive to reduce the ‘do or die’ context syndrome.</p>
<p><b>Sufi Amin</b> GICICSSH1704100</p>	<p><b>Integrating Peace Education in Pre-Service Teachers Training Programs In Pakistan</b></p> <p><b>Sufi Amin</b> PhD Scholar, International Islamic University Islamabad, Pakistan</p> <p><b>Prof. Dr. N. B. Jumani</b></p>

	<p style="text-align: center;"><b>Dean Faculty of Social Sciences, International Islamic University Islamabad, Pakistan</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Peace Education is one of the emerging development of the 21th century in teachers training programs in all over the world. Most of the countries integrates peace education in their teachers training programs. The key purpose of peace education in teacher training is to develop the skills, attitudes and knowledge of prospective teachers. The key purpose of the current study was to examine the integration of peace education in pre-service teachers training programs in Pakistan. The key objectives of the current research were: (1) to examine the perception of teacher’s educators regarding peace education in teachers training programs in Pakistan. (2) To examine the perception of prospective teacher’s regarding peace education in teachers training programs in Pakistan. (3) To suggest ways of integrating peace education in pre-service teachers training programs in Pakistan. It was a quantitative research as well as the nature of the study was survey type. The population of the current study was five universities of Islamabad, Pakistan. 55 teacher educators and 255 prospective teachers were randomly selected for current study. Questionnaires were used as a research tools. The data were analyzed by the help of SPSS (Version, 20). A modern Statistical method e.g percentage, frequency and Mean Score was used for data analysis and interpretation. Result was obtained in the form of tables.</p> <p><b>Key Words: Integrating, Peace Education, Pre-Service Teachers Training Programs, Skills</b></p>
<p style="text-align: center;"><b>Nazar Muhammad Jumani</b> <b>GICICSSH1704101</b></p>	<p style="text-align: center;"><b>The Effectiveness of Mass Media on Academic Achievement of Students at University level in Pakistan</b></p> <p style="text-align: center;"><b>Nazar Muhammad Jumani</b> <b>PhD Scholar, Department of Media &amp; Communication Studies, International Islamic University Islamabad, Pakistan</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Mass media play very important role in the construction, reconstruction of ideas, views as well as reframing the numerous understandings of each and every person in their whole life. The key purpose of the prevailing research was to explore the effectiveness of mass media on academic achievement of students in Pakistan and their analysis. The main objectives of the current investigation were: (1) to know the views of students regarding the effectiveness of Mass Media on academic achievement at university level student in Pakistan. (2) To find out the view of students on the extension of impact of Mass Media on academic achievement at university level student in Pakistan. The nature of the current study was quantitative as well as descriptive. The population of the present study comprised of five universities in Islamabad, Pakistan. The sample size of 320 students was randomly selected from all five universities in Islamabad, Pakistan. Questionnaire was used a study tool. These were properly validated from expert. Five points Likert scale was used in questionnaire. Data were analyzed by the help of SPSS (Version, 20). Percentage, Frequency, Mean Score and Chi-Square was used for data analysis and interpretation. All the data were tabulated in the form of table.</p> <p><b>Keywords: Effectiveness, Mass Media, Academic Achievement, Analysis</b></p>
<p style="text-align: center;"><b>Mehboob Ali Deharaj</b> <b>GICICSSH1704103</b></p>	<p style="text-align: center;"><b>Education As Social Science: An Impact On Human Being</b></p>

	<p style="text-align: center;"><b>Mehboob Ali Deharaj</b> Assistant Professor, School of Education, SBBU, SBA, Sindh, Pakistan</p> <p style="text-align: center;"><b>Muhammad Qasim Haider</b> Ex-Director, Educational Technology, AIOU, Islamabad, Pakistan</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Education used in the world for the change of behavior of human being has been remained the vital tool for bringing an awareness and development in any society. Great societies like, Egypt, Athens, Arabs, and Europe dominated through the education. It was education that created awareness in people for their rights. It is education that brought human being from the caves to bungalows and from wars to peace, from poverty to richness. Objectives of the study are: a) to find out the relationship between education and social change b) to ascertain how the education impact on problems of human being. For this study we have taken the 100 teachers, 100 students, 100 common people and interview from 10 educationists is taken. For this researcher(s) have divided one question into three questionnaires. So these are nine questionnaires and likert scale was used.</p>
<p><b>Catherine Gaile C. Bansag</b> GICICSSH1704105</p>	<p style="text-align: center;"><b>The Correlation between Sexual Satisfaction and Length of Relationship among Elderly Lesbians</b></p> <p style="text-align: center;"><b>Catherine Gaile C. Bansag</b> De La Salle University – Dasmariñas</p> <p style="text-align: center;"><b>Lyka Angelique Q. Maluya</b> De La Salle University – Dasmariñas</p> <p style="text-align: center;"><b>Aidellyn C. Parejas</b> De La Salle University – Dasmariñas</p> <p style="text-align: center;"><b>Abstract</b></p> <p>It is often assumed that sexual satisfaction “dries up with age.” In particular, Stein (2016) proposed that seniors lose interest in sex or are expected to be asexual with age. Interestingly, however, a Swedish research in 2015 stated to the contrary that sexual satisfaction of old age people increases over time. In views of this conflicting evidence, this research on sexual satisfaction conducted but with a very unique sample, i.e. elderly lesbians. Using a correlational design involving 51 elderly lesbians sought first, to describe the length of relationship of elderly lesbians, to characterize the level of sexual satisfaction of elderly lesbians and to determine possible relationship between these two variables. Results show that there is no significant relationship between Sexual Satisfaction and Length of Relationship among Elderly Lesbians. Keywords-sexual satisfaction, length of relationship, elderly lesbians, sexual response cycle, Sternberg’s Theory of Love</p>
<p><b>Dr. Abdul Majeed Khan</b> GICICSSH1704107</p>	<p style="text-align: center;"><b>Education As Social Science: An Impact On Human Being</b></p> <p style="text-align: center;"><b>Dr. Abdul Majeed Khan</b> Assistant Professor, School of Education, SBBU, SBA, Sindh, Pakistan</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Education used in the world for the change of behavior of human being has been</p>

	<p>remained the vital tool for bringing an awareness and development in any society. Great societies like, Egypt, Athens, Arabs, and Europe dominated through the education. It was education that created awareness in people for their rights. It is education that brought human being from the caves to bungalows and from wars to peace, from poverty to richness. Objectives of the study are: a) to find out the relationship between education and social change b) to ascertain how the education impact on problems of human being. For this study we have taken the 100 teachers, 100 students, 100 common people and interview from 10 educationists is taken. For this researcher(s) have divided one question into three questionnaires. So these are nine questionnaires and likert scale was used.</p>
<p style="text-align: center;"><b>Imam Santosaa</b> <b>GICICSSH1704108</b></p>	<p style="text-align: center;"><b>Analysing Decreasing Ecological Values and the Subsistence Ethic of Peasant and Its Impact on Ecological Degradation</b></p> <p style="text-align: center;"><b>Imam Santosaa</b> <b>Department of Sociology, Faculty of Social and Political Sciences,</b> <b>Jenderal Soedirman University</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>The main purpose of this research is aimed to find a variety of symptoms from an underlying condition of ecological degradation crisis for homeless peasants. This study also seeks to find the roots how ecological decreasing values and ethics of subsistence farmers in productive behavior. The other purpose of this research is aimed to look for the foundations to formulate a new subsistence ethic which sound environmentally. This study uses semi grounded design and the research method are used qualitative research methods. The research location is set in the sub district of Karangredja and in the sub district of Kutasari, Purbalingga Regency. Central Java. Indonesia.</p> <p>The research's results found that the social and ecological context underlying the symptoms of the ecological crisis shows that eventhough the peasant are aware of erosion risk, they don't have a big effort to prevent the risks because of the demands of the economic factors which oriented to production targets in every harvest season. Peasants also rarely make terasering ridges and mulch the soil to control erosion. Soil erosion that often occurs in the form of informant peasant of arable land surface soil erosion process due to the flow of rain water, can cause land degradation and reduced the ability of soil to absorb water. The study also found that ecological degradation always coincides with the process of disappearing subsistence ethics among them. Reciprocity is not balanced between patron and client on the production target acceleration which in turn ecological degradation becomes inevitable. Based on the analysis of the influence power to encourage the degradation of the ecological value of trees can be structured problems, which indicate the nature of any problems found, from the problems of primary, secondary and tertiary. All three work in synergy and simultaneously causing ecological degradation. On the basis of these studies, the Government should give signs that they will be more decisive on fulfill the production targets without ignore the ecological degradation that can cause a leveling off in the future. This can be done by increasing awareness of conservation to peasants. Setting these signs should be community-based and does not come from the clouds, but precisely the opposite is more grounded.</p>
<p style="text-align: center;"><b>Yusuf Bala</b> <b>GICICSSH1704109</b></p>	<p style="text-align: center;"><b>Interrogating political Instability: An Implication To Good Governance In Nigeria</b></p>

	<p style="text-align: center;"><b>Yusuf Bala</b> Department of History, Faculty of Arts and Social Science, Sokoto State University, Sokoto State university, Nigeria, Sokoto, Nigeria</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Political instability is common and unavoidable phenomenon in all human society. All over the world, conflicts occur because society is made up of people with differing interests and values. In most societies, conflicts occur when parties in a state of independence perceives divergent views or believes that their aspirations or goals cannot be achieved simultaneously. Conflicts are a state of disagreement or argument between people, groups or countries, governance is conceptualized as the processes and systems by which a government manages the resources of a society to address socio-economic and political challenges in the polity, which Nigeria is facing for long time. However, since 1960 Nigeria quickly committed itself to Diplomatic relations with states within the African Continent and Beyond in a form of concentric cycle. Stability is key to any meaningful development of any country; it observes that the occurrence of conflicts in any society could be more violent, leading to destruction of lives and properties. It notes that political instability hinders good governance in Nigeria. This paper seeks to observe the situation that led to the political instability in Nigeria and how to deal with it, Recommendations.</p>
<p style="text-align: center;"><b>Komal Nazir</b> GICICSSH1704110</p>	<p style="text-align: center;"><b>Empowered Females as Objects in Uzma Aslam Khan's Fiction</b></p> <p style="text-align: center;"><b>Komal Nazir</b> Lecturer English, University of Education, Lahore</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This study aims to explore the ways in which female empowerment takes place and how this process of 'empowerment' dislocates those females furthermore and turns them into 'Objects' in Kristeva's words. This paper takes into account Uzma Aslam Khan's main characters who are almost always women struggling with different issues, sexual and psychological ones to be highlighted here. Her works provide us with characters who spell out this masculine discourse devoid of any capacity for a female narrative. This paper basically deals with the post-feminist world where a certain set of standards has been specified in order for a woman to become 'empowered', it is to enquire whether it is really possible to attain this status of empowerment and to question it in respect of Kristeva's idea of Abjection. This paper has a particular relevance to the current wave of Indian Feminism and the outrage it has caused in both India and Pakistan.</p>
 <p style="text-align: center;"><b>Ayele Tariku Meshesha</b> GICICSSH1704111</p>	<p style="text-align: center;"><b>Inter-Group Conflicts In The Horn Of Africa: The Case Of Diz And Suri People, Ethiopia</b></p> <p style="text-align: center;"><b>Ayele Tariku Meshesha</b> Faculty Of Social Sciences, Department Of History And Heritage Management, Bahir Dar University, Bahir Dar, Ethiopia</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Horn Africa is region commonly consists of Ethiopia, Eretria, Djibouti and Somalia. More than 100 languages are spoken. The region is blessed with the natural resources and assumed to be the land of origins of human beings. It has remained the battle ground for many types of conflicts. Look deep into the</p>



	<p>existing conflicts in the region through historical perspectives are vital. Thus, investigating the causes, showing the consequences and suggesting possible mechanisms to settle the existing conflicts between the Dizi and Suri people in southwest Ethiopia is the primary intent of this paper. The paper emphasizes the causes of conflict between the Dizi and Suri people and its consequences on the local people. It also stress the economic and social dimensions of the conflict, looking first at the government administration, state lead development interventions, cultural practices and then economic setting, where it stresses the importance of natural resources, the complementary activities of pastoralism. The paper also looks at famine and hunger, and briefly to consider the insecurity of the people in the region. It argues that the conflict between the Dizi and Suri people was mainly caused over the natural resources competition. The finding of this research paper shows that lack of genuine state intervention, influx of rifles, competition over natural resources, drought, famine and cultural practices were some of the causes for the existing conflict between the Dizi and Suri. Murder, theft of cattle, robbery, abduction, burning of houses and to-be-harvested farms, looting traders and passengers became the order of the day in the areas. Resource competition was the major cause of conflict between them but it was merely a local issue and mostly resolved through elder's mediation until 1940s. Until 1940s it was a local issue that handled through traditional conflict resolution mechanisms. Evidence was collected from archival sources, field observation and interview at six parishes in Maji, Bero and Surma districts, between January and August 2014.</p> <p><b>Keywords: Horn of Africa, Ethiopia, Dizi people, Suri people, Drought, Famine</b></p>
<p><b>Tanyawat Khampa</b> <b>GICICSSH1704112</b></p>	<p style="text-align: center;"><b>Mobile Grocery: Urban Food Ways and Urbanization</b></p> <p style="text-align: center;"><b>Tanyawat Khampa</b> Faculty of Social Sciences, Naresuan University, Phitsanulok, Thailand</p> <p style="text-align: center;"><b>Patcharin Sirasoonthorn</b> Faculty of Social Sciences, Naresuan University, Phitsanulok, Thailand</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The paper aims to consider relationship between urban food ways and Mobile Grocery. By investigate literature review and critical thinking to analyze relationships. There are four major groups of literature were reviewed, there were; 1.) Sociology group by studying Mobile Grocery as part of the product from social structure. 2.) Economics group by considering Mobile Grocery as a new way of demand and supply balancing in order to reflect the new form of consuming or market. 3.) Culture groups by recognizing Mobile Grocery as part of the way of urban food 4.) Public health group by concerning a mobile grocery as a part of health care problem which needed to be treat both of technical Health Sciences and policy perspectives.</p> <p>In health care perspective, the prevention of chronic disease by strengthening healthy lifestyles had been highlighted. Conversely, in the food arena, the prevention of chronic disease by focusing on obesity resolution.</p> <p>Unfortunately, the public health aspect was limited in Thai's law. The standard of clean food remained mystery and the regulations for controlling mobile grocery have been legislated but not yet effective.</p> <p><b>Keywords: Mobile Grocery, Health Standard, Urban Food Ways, Food cultures</b></p>



**Novlloyd E. Celeste**  
**GICICSSH1704113**

**Performance of Agriculture Support Services to Poor Farmers and Fisherfolks  
in Poverty Alleviation and Rural Development**

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**Abstract**

**Agriculture plays an important role in rural economic development and poverty alleviation especially in developing countries. However, economic development and poverty alleviation is hampered if agriculture services are not properly delivered. Thus, this paper attempts to assess the performance of Agriculture Support Services in the role of poverty alleviation and rural development; effectiveness in assisting to the farmers and fisher folks. Lastly, what specific interventions can be enhanced from their programs and activities?**

**Secondary data gathering of programs and services implemented; list of beneficiaries of programs and projects; and profile of City Agriculture Office (CAO) personnel were conducted. In addition, field survey, focus group discussions, key Informants Interview were conducted to add substantial results of the study.**

**A total of 89 farmers and fisher folks were included in the survey. More than half of the have no access to credit facility and having an average of 3,546.77 farm income. Most of the farmers and fisher folks (55.7%) only attained primary education. On the one hand, the respondents perceived that their economic conditions like agricultural productivity, income, condition of food self-sufficiency and cash crop production has somewhat improved after receiving extension service from agriculture support services. Farmers moderately agree that they were given appropriate technology package. However, in adopting such technology, some of them were not able to adopt to it because they lack capital.**

**Overall, the performance of Agriculture Office to the needs of the farmers is far beyond compare. They got an average rating to almost all of their services and personnel. However, given the low capital and financial constraints, farmers are immobilized to produce more especially if tragedies occur and can hardly cope up with their farm after tragedies happen. Thus, the study recommends mainstreaming crop insurance and access to credit facility to farmers and fisher folks towards sustainable rural development.**

**Keywords: Agriculture support services, poverty alleviation, rural development**

**Lee-Anne Johennesse**  
**GICICSSH1704114**

**Board of director attributes and R&D strategic decision making**

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and Technology, No. 1, Nan-Tai Street, Yung Kang Dist., Tainan City 710, Taiwan**

**Te-Kuang Chou**

	<p>Department Business and Management, Southern Taiwan University of Science and Technology, No. 1, Nan-Tai Street, Yung Kang Dist., Tainan City 710, Taiwan</p> <p><b>Abstract</b></p> <p>This literature review integrates agency-resource perspectives relating to Board of Director characteristics, and their consequent influence on firm R&amp;D strategic decision making. These qualities comprise director human and relational capital, ownership structures and CEO traits. This review seeks to contribute to the existing corporate governance literature by outlining the key summations of board precursors of strategic R&amp;D decisions, including R&amp;D spending, corporate entrepreneurialism and firm innovation. The focus of extant governance literature lies within board influence on performance. This review, contains aspects of governance, such as board attributes, beyond monitoring and control to the responsibility of strategic decision makers within the realm of R&amp;D, which too is gaining traction in academic research, and engendering significant implications for firm competitive strategy.</p> <p><b>Keywords:</b> corporate governance; agency resource perspectives; board of directors; board attributes; strategic decision making; R&amp;D; research and development.</p>
<p>Xianthe Diana F. Gomez GICICSSH1704115</p>	<p><b>A House is Not A Home: A Study on the Relationships of Filipino Children in Conflict with the Law with their Attachment Figures</b></p> <p><b>Hannah Luz G. Awitan</b> University of the Philippines</p> <p><b>Xianthe Diana F. Gomez</b> University of the Philippines</p> <p><b>Pia Isabela C. Marcelino</b> University of the Philippines</p> <p><b>Jasmine G. Reginio</b> University of the Philippines</p> <p><b>Abstract</b></p> <p>The study aimed to investigate the relationship between children in conflict with the law (CICL) and their attachment figures by examining the kind of upbringing the children received, their present relationship with these attachment figures, the measures they recommended to involve their attachment figures in their intervention, and the coping mechanisms they employed inside the institution. Individual interviews were held with nine CICL (5 female, 4 male) and one child at risk (male). These interviews were transcribed and thematic analysis was used to identify overarching themes in the children's narratives. We found that the male participants were loosely monitored and raised by non-traditional families, and relied on external support systems as they were growing up, and had a gap between them and their parental figures in the present. Their recommendations involved getting more time and attention from others, and they coped inside the institution by turning to each other or to religion. The female participants were raised in warm, supportive, and stable homes, and were strongly attached to their families. Their recommendations centered on fulfilling their social and emotional needs, and they coped inside the institution by establishing support systems there. In general, CICL's upbringing affected their image of a family, and this image</p>

	<p>influenced their interactions with other people and the coping mechanisms they employed while inside the institution.  <b>Keywords: CICL, parents, attachment figures, intervention</b></p>
 <p><b>Seyedhadi Marjaei</b> GICICSSH1704116</p>	<p style="text-align: center;"><b>Academic Entrepreneurship Ecosystem Dimensions: Developing a Conceptual Model</b></p> <p style="text-align: center;"><b>Seyedhadi Marjaei</b> Assistant Professor, Department of comparative studies in higher education, Institute for research &amp; planning in higher education. Tehran, Iran</p> <p style="text-align: center;"><b>Mahtab Pouratashi</b> Assistant Professor, Department of comparative studies in higher education, Institute for research &amp; planning in higher education. Tehran, Iran</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This paper aims to develop a conceptual and analytical model of academic entrepreneurship ecosystem, from the viewpoints of experts and managers in Iranian public universities. The method of this study is the mixed method. In the qualitative section, a conceptual model of the academic ecosystem is developed by using exploratory and documentary study (20 research documents and viewpoints of 15 experts of Higher Education) and in the quantitative section (survey), dimensions of the academic entrepreneurial ecosystem were monitored by 79 university managers. In this study, reliability and construct validity of the survey instrument were calculated and confirmed by Cronbach's alpha and factor analysis. In the survey section, data were analyzed using the SPSS21 software. The conceptual model of the academic ecosystem is developed in six key dimensions including policy, financial and economic fields, cultural and social, supports, institutions, networks and interactions and human capital and based on SWOT analysis managers' viewpoints of public universities were analyzed according to four aspects including strengths and weaknesses, opportunities and threats. Results and findings show that due to the special value calculated for each factor, in terms of policy, strengths has been the most powerful determinants. In terms of human capital, institutions, networks and interactions set, weaknesses have the most potential participants. In supports and cultural and social aspects, the most powerful determinants are the opportunities, and ultimately more power in the context of financial and economic determinants are the threats.  <b>Keywords: academic entrepreneurship, entrepreneurship ecosystem, academic entrepreneurial ecosystem, conceptual model, public universities, issues and challenges</b></p>
<p><b>Lelanie M. Basco</b> GICICSSH1704117</p>	<p style="text-align: center;"><b>A Comparison of Rural and Urban University English Language Learners' Self-Esteem, Motivation, and Anxiety</b></p> <p style="text-align: center;"><b>Lelanie M. Basco</b> The University of Suwon, International College, Hwaseong City, Republic of Korea</p> <p style="text-align: center;"><b>Sang-Ho Han</b> Gyeongju University, International Cooperation Division, Gyeongju City, Republic of Korea</p> <p style="text-align: center;"><b>Abstract</b></p>

	<p>This study aims to determine the general level of self-esteem, motivation, and anxiety of university English language learners and their differences according to gender, year, English proficiency level and KSAT level and compare the results with the similar study done in a rural university. The participants of this study were the 309 randomly selected college students enrolled in English classes from two universities in a metropolitan city. A survey questionnaire consisting of 43 items was administered to the students. The mean was used to determine the level of students' self-esteem, motivation, and anxiety, followed by t-test, ANOVA, and Pearson's r analysis. The result revealed that the students have a "moderate" level of self-esteem, motivation, and anxiety which is similar to the previous study. No significant differences existed in all three areas according to gender but in previous study significant differences existed in the areas of self-esteem and motivation. When grouped according to year, no significant differences were found and according to English proficiency significant differences existed in all areas which is similar to the previous study. When grouped according to KSAT level, significant differences were found in the areas of self-esteem and motivation whereas in the previous study significant differences existed in all areas. It was also found in both studies that the higher the level of English proficiency of the students, the higher their self-esteem and motivation. There was a positive correlation between self-esteem and motivation the same with the previous study but no correlation was found between self-esteem and anxiety as well as between motivation and anxiety while in the previous study correlations were found between these areas.</p> <p><b>Keywords:</b> self-esteem, motivation, anxiety, language learners</p>
<p>Maimunah Omar GICICSSH1704118</p>	<p>The significant of supply chain logistic during disaster management</p> <p>Maimunah Omar National Defence University of Malaysia</p> <p>Haslinda Abdullah National Defence University of Malaysia</p> <p><b>Abstract</b></p> <p>The logistics response to the Asian tsunami in December 2004 reveals the fragility and inadequacy of the Supply Chain Logistics processes. High volatility is part of complex situation, but other factors from external actor can increase this complexity; poor mandates in agencies, inadequate capacity in aid provision, lack of coordination, poor condition. From this point, specialists have highlighted little extent given to logistics activities within the relief response. The tsunami failures imposed the international community to review its priorities such as strengthening professional staffing and supporting strategic partnerships and local available expertise. Agencies need to clarify who is to coordinate disaster response and recovery.</p> <p>In this research, exploratory and correlation techniques being used in order to gain understanding and portray the existing problem in SCM which directly give an impact to the JIT delivery throughout the process. For the purpose of this research, mixed method is applied where the quantitative method is used for questionnaires and qualitative method is used during interviews with the respective officers. Quantitative data provides the researcher with the accurate data which ultimately will contribute to goods findings and results of this study. Other than that this method adheres to the significant principles such as precision in measurement, replication, validity, reliability, objectivity, ethics and</p>

	<p>representativeness (Sarantakos, 1993). On the other hand Qualitative technique is generally less bias and personal prejudice because it is based on the facts, data and exact situation that happens and not from the imagination of the researcher. It was also applied in this study in order to get more detailed explanation on the issues. The details will be used to support the quantitative finding identify their expectations on how to achieve JIT delivery in SCM and subsequently increased customer satisfaction level pertaining to the service provided.</p> <p>For the successful management of the disaster impacts and to ensure the timely and accurate delivery of the needs a proper Logistics planning is required. It is important to determine; (i) Possible locations for logistic centers and supply centers, (ii)The capacity of the transport setup to carrying the supplies, (iii) Government policies, procedures and research for logistic support, (iv) The ability of the ports and airports to deal with the emergency operation.</p> <p>SCM is not simply procuring materials or managing logistics. It is a holistic process that encompasses not only on how a company or an organization designs its supply chain, but also how well it operates and manages its supply chain. It is also not about the material and information flow only, but it is about a sequence of events intended to satisfy the customer.</p> <p><b>Keywords:</b> Supply Chain Management (SCM), Just In Time (JIT), Quick Response, Efficient Consumer Response, Continuous Replenishment Planning, Disaster.</p>
 <p>Vun Huang Liew GICICSSH1704120</p>	<p><b>Malaysian Café Culture: The Relationship between Customer Experience and Customer Satisfaction towards Contemporary Cafés</b></p> <p>Vun Huang Liew School of Arts, Department of Communication and Liberal Arts, Sunway University, Selangor, Malaysia</p> <p><b>Abstract</b></p> <p>In the past decade, coffee culture was practiced globally and contributed a significant impact on the urban lifestyle today. This study explored the history and journey towards modernity of Malaysian social culture in the local coffee culture context. Coffee culture has grown exponentially through its physical manifestation – the contemporary cafés which has played an important role in the urban landscape, especially in Klang Valley, Malaysia. The researchers showed that the concept of experiential marketing was used in many hospitality organizations such as contemporary cafés, in order to create customer experience. Thus, this paper addressed the importance of customer experience by highlighting the effects of customer value, in terms of both functional and emotional elements. This paper also emphasized on the concept of “third place” which claimed to be existed in the contemporary cafés. The researchers outlined contemporary café service scape is expressed through a theme of third place experience. Besides, place attachment can be formed through third place, especially contemporary cafés, which provided customer experience incorporating a sense of belonging with the locations in which third place experience is taken place. In this paper, the conceptual framework of customer experience was taken to examine the association with customer satisfaction. Customer satisfaction is resulted in the positive feelings derived from the consumers such as customer delight and loyalty. To conduct this research, a quantitative approach was applied to 80 respondents by using web survey technique. This study determined the effects of customer experience in terms of customer value and place attachment.</p>

	<p><b>Keywords:</b> Coffee culture, Contemporary cafés, “Third place”, Customer experience, Customer satisfaction</p>
<p><b>Dr. Shiva Manoj</b> GICICSSH1704121</p>	<p style="text-align: center;"><b>Green Entrepreneurship: Prospects And Issues In The Way Of Sustainable Economic Development Across The Globe</b></p> <p style="text-align: center;"><b>Dr. Shiva Manoj</b> Assistant Professor, Lal Bahadur Shastri Institute Of Management And Development Studies, Lucknow, India</p> <p style="text-align: center;"><b>ABSTRACT</b></p> <p>A successful business organization always focuses on these changes and implements it into its operations within time. Green entrepreneurship is a global phenomenon, which has been steadily rising since last decade and which embodies a new paradigm of socio-ecological knowledge. Green Entrepreneurship is the move by entrepreneurs to a sustainable business framework that is environmentally friendly by not only making profit but also driven by concerns toward saving our world and making it a better place to live in for us and our future generations to come. The main objective of this research paper is to understand relevance of green entrepreneurship and analyze the opportunities available in this area for young upcoming entrepreneurs. The paper is based primarily on secondary data. To know the perception and views of youth, a small survey is conducted on young students who wish to start their own business. The paper also explains the barriers that pose troubles in the way of green entrepreneurship and the ideas like ecotourism, green finance, green building, green consulting, etc. Green entrepreneurship is a world- wide phenomenon which embodies a new set of knowledge and measures to not only provide solutions to increasing environmental issues, global warming and resource crunch but also sets new standards for capacity building and capacity enhancement.</p> <p><b>Keywords:</b> global phenomenon, green finance, socio-ecological knowledge, youth, sustainability</p>
<p><b>Ms Kateryna Vorobyova</b> GICICSSH1704124</p>	<p style="text-align: center;"><b>Factors Determining Effectiveness in Malaysian Small &amp; Medium Enterprises by Implementing Globalization Strategy</b></p> <p style="text-align: center;"><b>Ms Kateryna Vorobyova (PhD aspirant)</b> Limkokwing University of Creative Technology, Malaysia</p> <p style="text-align: center;"><b>Assoc. Prof. Dr. Valliappan Raju</b> Limkokwing University of Creative Technology, Malaysia</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This research paper aims at identifying the current issues of Malaysian Small &amp; Medium Enterprises (SMEs) to globalize to enter into new market, identifying companies’ internal and external barriers, identifying gaps of effective global strategy etc. The significance of the study will add the current knowledge about business situation of effective globalization strategy to progress Malaysian SMEs. Earlier there is a study that has been placed that organizes Malaysia SMEs challenges across discipline for a better perspective to unleash SMEs potentials. In particular, it looks at the contribution of the SMEs to create employment opportunities and provide stimulus to economic growth, backward and forward linkages, expanding entrepreneurial bases and developing human capital. The</p>

	<p>importance of SMEs in Malaysia can be traced back to the early 1970s with the implementation of the New Economic Policy (NEP) in 1971 which aimed to improve people's welfare and restructure ethnic economic imbalances. The commitment of Malaysian Governments to develop SMEs was further strengthened by the implementation of the Malaysia Industrial Master Plan, particularly the Industrial Master Plan 2 or IMP2 from 2000 to 2005 which was followed by the IMP3 spanning 2006 to 2020. Among other policies, this plan coincides with the country's vision to be a developed nation by 2020 (MITI, 2005). In this research paper there shall be significant study on identifying the barriers to globalize and extend borders for Small &amp; Medium Enterprises (SMEs). <b>Keywords: Globalization, Malaysian SME, Economic Growth</b></p>
<p><b>Collins Obiorah</b> <b>GICICSSH1704125</b></p>	<p><b>Audience Perception Of Newspaper Corruption Cartoons As Opinion Moulding Tools On Corruption In Nigeria</b></p> <p><b>Collins Obiorah</b> Department of Mass Communication, Federal Polytechnic, Oko, Anambra State , Nigeria</p> <p><b>Obiorah J. Chimaoge</b></p> <p><b>Abstract</b></p> <p>This paper examined the audience perception of newspapers corruption cartoons as opinion moulding tool. The study used the survey research method and sampled 360 readers of two Nigerian newspapers, namely Daily Sun and Vanguard newspapers It was found out from the data generated via questionnaire that the cartoons portrayed in the newspapers provided their readers information on corruption in line with the agenda-setting theory of the mass media adopted into this study. The study also found out that the information provided by newspaper cartoons on corruption were sufficient, and enabled the audience to form opinion on corruption in Nigeria. It means, therefore, that cartoons are utilized to communicate important messages to the people and to mobilize them towards a given cause. <b>Keywords: corruption, cartoon, corruption cartoon, audience perception, newspaper.</b></p>



<p><b>Obiorah J. Chimaoge</b> GICICSSH1704126</p>	<p><b>Diaspora Question And Human Capital Flight: Implications On Africa's Development</b></p> <p><b>Obiorah J. Chimaoge</b> Department of General Studies, Federal Polytechnic, Oko, Anambra State, Nigeria</p> <p><b>Collins Obiorah</b></p> <p><b>Abstract</b></p> <p>This paper examined the implications of African Diaspora question and the attendant brain drain on the continent's development project. It deployed a combination of theoretical modes and relied on time series data in exploring the causes of migration outside Africa and argued that notwithstanding the internationalization of train-border migration, the third world nations, particularly Africa, remains the end losers as the world's migration trend represents a zero sum matrix whereby the 'brain' lost by African nations represents a proportionate 'brain' gained by the receiving developed countries. It stressed that if remittances are the major benefits of migration from the point of view of the source countries, the loss of human resources – particularly highly skilled people – is the most serious cost to the continent already ravaged by poverty, disease, economic uncertainty and much else. The paper concluded by positing that irrespective of the 'remittances of cash and materials to families and friends from Africans in Diaspora, the net effect of migration poses greater danger to the continent's developmental project and maintained, in addition, that the efforts by African nations to check brain drain as well as lure African Diaspora back home through advocacy programmes and policy propositions will come to naught, especially in the face of the obvious exacerbation of the prevailing socio-political and economic scenario which necessitated their exit.</p> <p><b>Keywords: Migration, Human capital, Human capital flight, Diaspora</b></p>
<p><b>Sani Shehu</b> GICICSSH1704127</p>	<p><b>Diplomatic Relations between European Parliament (ep) and Pan-African Parliament (PAP): A Comparative Analysis</b></p> <p><b>Sani Shehu</b> Department of History and International Studies, Faculty of Humanities, Northwest University, Kano, Pmb 3220, City Campus Ado Bayero House, Kano, Nigeria</p> <p><b>Abstract</b></p> <p>The issue of globalization in this world is ubiquitous and human being is affected by the forces of globalization. Globalization touched all aspects of life it is traditional or modern all influenced by the trend of globalization which transformed the global system from traditional system to the modern system of political, economic and social activities. In international relations, the state behaviour and the way states interact on the international arena have been shaped by the global forces. The rise of global capitalism and the emergence of non-states actors as influential borderless entities for free flow of goods and services have distributed power to the most economically advanced world. The paper is qualitative in nature, it has adopted content analysis, whereby data is collected through secondary sources, the findings of the research are comparison and contrast between European Parliament (EP) and Pan-African Parliament (PAP) as well as roles and challenges.</p>

<p><b>Mallika Appuhamillage Samanthi Raveendra Sanjeevi Manthirathne GICICSSH1704128</b></p>	<p><b>Keywords: Historical Background, Comparison, Roles and Challenges.</b></p> <p style="text-align: center;"><b>The development of education system in Sri Lanka; from Pre-historical period up to Kotte Kingdom</b></p> <p style="text-align: center;"><b>Mallika Appuhamillage Samanthi Raveendra Sanjeevi Manthirathne Department Of History And Archaeology, Universitz Of Sri Jajawardenepura, Colombo, Sri Lanka</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p><b>Ancestors in the world history were grant as the aim of education was to enhance the quality of life. The education system of Sri Lanka has a long history it used to go back to 250 BEC. The first stage of the development of education in Sri Lanka we can identify after the migration of the Aryans from India from time to time. That introduced a Indian education system such as Veda, and Upanishd thoughts and culture. After the arrival of the Mahinda Thero during 250 -210 BCE the systematic education methods were introduced. It was starting point of the introduce and establishment of Buddhism and Buddhist education system in Sri Lanka. The Mihinda Thero was the first religious teacher in Sri Lankan history. It has an evident that the king Devanampiyatissa was welcome to the Monk Mahinda and he agree to provide the necessary facilities to spread the new knowledge. Another example was the arrival of nun Sangamiththa. With her there were eighteen casts came to Sir Lanka. Those casts represent a several techniques related to arts and crafts. The aim of the ancient system of education in Sri Lanka was that to joining Buddhism to the life of people and to build a decent society through that. To fulfill these objective educational centers were formed all around Sri Lanka. The field of subject taught this temples or centers were of broad nature among the field of education done in a association with piriwena were languages like Sinhala, Pali, Sanskrit, etc., subjects like Buddhism, Chandas, and grammar, medical science, astrology, law, logic, history, aesthetic and mathematics. It is clear that across these Buddhist educational institute a relevant education was provided to all the four categories’ monk, nuns, male devotees and female devotees. Finally it seems that the period from per historic era up to Kotte era was oriented towards an organized education system creating new path in the field of education.</b></p> <p><b>The objective of this study is to find out how education of our country was formed from the pre historic era up to the Kotte era and how it was oriented and towards a systematic study. In that manner identification is carried out about the knowledge of the society in this country and how got oriented along a new path.</b></p> <p><b>Keywords: Education, Pre-history, Buddhist education, Veda, Privena</b></p>
<p><b>Nadia Hezlin binti Yashaiya GICICSSH1704129</b></p>	<p style="text-align: center;"><b>“Job Motives Among Malaysia’s Higher Civil Service Officers”</b></p> <p style="text-align: center;"><b>Nadia Hezlin binti Yashaiya, PhD student University of Western Australia</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p><b>Quality public service is integral to nation’s development effort and having qualified and motivated civil servants is crucial in translating public policies to desired outcomes which, in Malaysia as well as most countries, are increasingly judged by a highly demanding and sceptical public. The quality of public service, in other words, is up for intense scrutiny by the public and most often civil servants are to be blamed for inefficiency, lack of productivity and poor civil</b></p>

	<p>service performance.</p> <p>An important consideration when assessing civil servants' performance is in examining the variety of job motives among public servants. This research aims to explore the job motives among higher civil service officers in Malaysia. Specifically, it attempts to understand the job motives for joining the Malaysian public service. This research on job motives will particularly focus on extrinsic job motives, intrinsic job motives and public service motivation (PSM). Using a mixed method approach the research is important because it is the first attempt to explore job motives among higher civil service officers in a non-western multi-ethnic society like Malaysia.</p>
 <p>Muhammed Atheeqe GICICSSH1707056</p>	<p><b>Paradigm Shift in Social Movements: The Indian Student Movement's Network Evolution through Facebook and Twitter</b></p> <p><b>Muhammed Atheeqe. PP</b> PhD Research Scholar, Department of Sociology, Bharathidasan University, Tiruchirappalli, Tamil Nadu, 620 024, India</p> <p><b>Abstract</b></p> <p>The changing nature of social movements particularly the student protest has witnessed a paradigm shift especially with the advent of social media. Social media influences student's communication, mobilization and organization by easy sharing of information and views. This study aims to explore how the student leaders of various institutions are connected (network), and disseminate information (interaction) to bring about a coordinated support (solidarity). In doing so, what are the challenges faced by the leaders from internal and external forces for a successful solidarity is also investigated. JNU Azadi movement is selected for the study. A movement which started after the Students' Union President Kanhaiya Kumar was allegedly arrested on charges of sedition for conducting a protest on campus against the capital punishment of Afzal Guru and Maqbool Bhat. Social media is taken as an independent variable. Data has been collected using content analysis of posts on the Facebook page "Stand with JNU" and other fifty Facebook and Twitter accounts. The social media related data posts during the period of February to November 2016 were analyzed in the chronological order of happenings. We observed that students mainly protested against (1) false sedition charges on fellow students (2) pseudo nationalism (3) depoliticization of campus politics and (4) commercialization of educational system. Also, (a) Transnational dimension (b) Interuniversity dimension and (c) Network of student organizations., played a major role in the protest. Present student movements' case offers an excellent test bed to study the dynamics of network generation and diffusion. This collective student-based movement has, in fact, infected both the political and media systems by mobilizing resources, information and people across the public sphere, combining the digital and physical world. It seems to have capacity to express and generates required solidarity in national and international level. We conclude that the dynamics can be applied to other student's movement, provided, the sequences are the same.</p> <p><b>Keywords:</b> Student Movement, Social Media, Solidarity, Transnational Dimension.</p>



**Nadzirah Zainordin**  
GICICSSH1704058

**Sustainable Urban Transportation: Progress and Potential in Sarawak**

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**Abstract**

The quality of transportation service it's a main factor to increase the level of economic and social in Sarawak. By increasing the system may buzz-up all sector whom may contribute the benefit to the community. This research will be conducting in four selected locations consist of Sibul, Miri, Bintulu and Kuching. The reason to choose these four locations it's because of the role that each location plays in contributing to the economic sector in Sarawak state itself. Methodology to be use to conduct this research its mixed-method; qualitative and quantitative method. Where, 200 set of questionnaire to be distributing to the stated locations to get a perception on the concept of sustainable transportation among respondents. Questionnaire distributes to those who has a knowledge towards sustainable transportation and it's limited to those who have experience in construction sector only. The objectives of this research it's to investigate the construction player's perception towards sustainability transportation in Kuching, Miri, Bintulu and Sibul; and to identify the constraint factor to implementing this concept. Expecting distribution from this research it's to create awareness by implementing this concept it's beneficial to the routine activities as well as can generate and increase the Sarawak's economic sector.

**Keywords:** Sustainable transportation, construction player's perception, constraint factor



**Kubilay Aktulum**  
GICICSSH1704060

**Practice Of Stereotypes In The Text: Example of Travel Narrative**

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**Abstract**

Intertextuality also refers to a "pre-text", which is a pre-text, a text already given. It often happens to a traveler that several second-hand texts, which arise from his cultural universe, furnish the materials of his travel narrative. Indeed, a travel writing consists not only of seen things, but also of read things, of already learned texts, already written texts. A travel writing is the place of a storage of second-hand knowledge, a pre-acquired knowledge about seen reality. The travel narrative often goes hand in hand with a heterogeneous text. Indeed, the narrator is in possession of a certain knowledge of the country visited which originates in a pre-trip: visiting museums, galleries, reading of other travel stories, tourist guides, History of the country visited before the traveler arrives there; Let us add to this list the humanist education that a Western traveler will use in front of the mythological sites, in front of Troy for example, and the fashion of the journey to the Orient in the nineteenth century which gave birth to several voyages and clichés, Or commonplaces, the smallest forms of second-hand knowledge often introduced into the text without quotation marks. The travel narrative largely draws its materials from other works or repeats images already known to the public. Here we do not intend to study all intertextual phenomena in the travel

narrative, but rather to dwell on one of the processes of intertextuality: the stereotype. Stereotyped discourse does not take into account the reality of the object on which it bears, nor of the original and personal subjectivity which expresses it. Only the conformity to an earlier model which is faithfully reproduced a model that is not in reality, fluctuating and unstable, but in a fixed rhetorical tradition. This double characteristic of the topos - belonging to rhetoric, a tendency to repetition - also shows its fundamental incompatibility with the realistic writing of the travel narrative, which calls for a completely different style: the effacement of rhetoric in favor of the observation of the real. Allegiance of the writing to all the modifications that can know the outside world. Our text of reference will be Theophile Gautier's Constantinople. The elevation often assumed by Th. Gautier shows that he is not always a fervent supporter of description, and he has not set himself the task of restoring reality in its totality with minute accuracy. His mimetic discourse often uses a stereotyped discourse, a second-hand knowledge.



Assist. Prof. Oktay  
KÖSE  
GICICSSH1704066

School Of Ukiyo-E And Interactions With The West

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Assist. Prof. Murat ÇELİKER

Abstract

In 15th century Japan, influenced by Chinese art, Xylography existed within the limits of monasteries and temples d

ue to the civil wars in the country until the end of 16th century. Upon ending civil wars and bringing end to the relations with the outside world by closing the gates of the country by Tokugawa Shogun (Japanese Army), Japanese nourished themselves with inner dynamics while increased living standards of the people led to inclination towards cultural areas, to which Japanese responded with art. These xylography works through which Japan has reflected its own cultural structure are named ukiyo-e. The adoption of it by Japanese people's interest led to improvement of the ukiyo-e technique in 1853 with the opening of the closed doors to external factors, xylography reached to Europe and America through trade. In the 19th century Europe, there have been great transformation and improvements especially in the field of art. The ukiyo-e, which began to lose its momentum in Japan was welcomed by the enthusiastic interest of the artists in the West. Western artists such as Manet, Degas, Lautrec, Van Gogh and Klimt who learned about the layout of the composition, use of colors and their simplicity in the pictures of the goods derived from the Japanese sources and the basic philosophy of ukiyo-e prints have directed art movements such as Impressionism and Art Nouveau. During this process, Japanese artists who have embarked on new quests have adapted the ukiyo-e Xylography prints by learning western style painting style from 20th century contemporary art movements such as Cubism, Futurism, Expressionism, Surrealism and Abstract art.

As a result of Japan's policy of opening to the outside world, ukiyo-e, print technique, which was welcomed with enthusiasm in Europe and America has stimulated the development of art as an outcome of inter-country interactions. Increased interest in ukiyo-e in the 20th century has been maintained technically with a modern understanding in the contemporary art scene.

Key Words: Printmaking, Xylography, Ukiyo-e, Far East, Japan, Interpictuality

<p>Victoria Time GICICSSH1704067</p>	<p><b>Time-Poor, Income-Poor: Analyzing causes and solutions of these phenomena in the context of women in Africa</b></p> <p>Victoria Time Department of Sociology &amp; Criminal Justice, Old Dominion University Norfolk, Virginia 23529, U.S.A.</p> <p><b>Abstract</b> Relative to men, women worldwide, particularly those in developing countries are more likely to experience both time-poverty and income-poverty. With regard to time poverty, research shows that women in developing countries spend much of their time doing farm work or domestic chores that occupy their time, and leave them little time for leisure or for remunerative jobs. These time consuming chores also leave women less time to pursue professional and political careers. At face value, it may seem that it is just how domestic chores are distributed, or how asymmetrical relations in society cause women to be placed in untenable situations, but under closer examination, it is clear that other social and legal factors invariably hinder women's financial growth. Using several qualitative approaches, including document and textual analysis, interviews, and observation of people and settings, this paper scrutinizes social and legal factors that leave women time-poor and income-poor. Of more significance, revision of laws that promote female marginalization is recommended, and the paper analyzes evidence-based programs that offset women's relative impoverishment. <b>Key words:</b> Time-poor; Income-poor; Social factors, Legal Factors</p>
 <p>Wong Kear Kyii GICICSSH1704104</p>	<p><b>Empowering approaches by Chinese parents of special need children</b></p> <p>Wong Kear Kyii Department Of Education, Faculty Of Social Studies, University Of Selangor, Shah Alam, Malaysia</p> <p><b>Abstract</b> There is a large variation in the experience of caring for special need children. The objective of this study was to identify the empowering approaches of Chinese parents related to their care-giving experience. 17 Chinese parents from 16 families whose children are attending a private school and a learning centre were interviewed in this study. A semi-structured face-to-face interview was used and responses were coded using grounded theory to identify themes of empowering approaches. Being cognitively and psycho-emotionally grounded enables Chinese parents to make sound decisions. The overwhelming needs related to caring for their special need child impel them to remain pragmatic when making appraisals. Their concern about the future of their child urges them to adopt a prospective approach. Interventional services aimed at helping Chinese parents to care for their special need child should focus on empowering them to adopt positive approaches for a better future outlook of their child. Future research should look into the effectiveness of these approaches when adopted by novice parents. <b>Keywords:</b> Special need child, Chinese parents, empowering, grounded, pragmatic</p>



A. M. Sultana  
GICICSSH1704122

**Measuring Learning Styles And Learning Stimulus Among Secondary School Students**

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**Siti Amira Nabilah Binti Khairuddin**

**Sultan Idris Education University, Tanjong Malim, Perak, Malaysia**

**Abstract**

This study examines learning styles and learning stimulus among secondary school students in Malaysia. A total of 50 students from Sekolah Menengah Kebangsaan Ungku Aziz, Sabak Bernam in Selangor were interviewed to measure student's different styles. The adapted version of Dunn and Dunn Learning Styles Inventory were used as in this study. The findings showed that majority students preferred on grouping learning styles (M=4.07), visual learning styles (M= 3.88), auditory learning styles (M=3.66), individual learning styles (M=3.61) and kinesthetic learning styles (M= 4.07) respectively. Based on the findings, several suggestions have been made to enhance the academic achievement for students. The results of this study provide useful information for teachers and students which are important for the process of learning.

**Keywords:** Learning Style, learning Stimulus, visual learning styles, auditory learning styles, tactile learning styles, sociological.

**Themes:** Learning Style and Learning Attitudes among Secondary School Students

**Mallika Appuhamillage  
Samanthi Raveendra  
Sanjeevi Manthirathne  
GICICSSH1704128**

**The development of education system in Sri Lanka; from Pre-historical period up to Kotte Kingdom**

**Mallika Appuhamillage Samanthi Raveendra Sanjeevi Manthirathne  
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Colombo, Sri Lanka**



**Abstract**


Ancestors in the world history were grant as the aim of education was to enhance the quality of life. The education system of Sri Lanka has a long history it used to go back to 250 BEC. The first stage of the development of education in Sri Lanka we can identify after the migration of the Aryans from India from time to time. That introduced a Indian education system such as Veda, and Upanishd thoughts and culture. After the arrival of the Mahinda Thero during 250 -210 BCE the systematic education methods were introduced. It was starting point of the introduce and establishment of Buddhism and Buddhist education system in Sri Lanka. The Mihinda Thero was the first religious teacher in Sri Lankan history. It has an evident that the king Devanampiyatissa was welcome to the Monk Mahinda and he agree to provide the necessary facilities to spread the new knowledge. Another example was the arrival of nun Sangamiththa. With her there were eighteen casts came to Sir Lanka. Those casts represent a several techniques related to arts and crafts. The aim of the ancient system of education in Sri Lanka was that to joining Buddhism to the life of people and to build a decent society through that. To fulfill these objective educational centers were formed all around Sri Lanka. The field of subject taught this temples or centers were of broad nature among the field of education done in a association with piriwena were languages like Sinhala, Pali, Sanskrit, etc., subjects like Buddhism,

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Malaysia

	<p>Chandas, and grammar, medical science, astrology, law, logic, history, aesthetic and mathematics. It is clear that across these Buddhist educational institute a relevant education was provided to all the four categories' monk, nuns, male devotees and female devotees. Finally it seems that the period from per historic era up to Kotte era was oriented towards an organized education system creating new path in the field of education.</p> <p>The objective of this study is to find out how education of our country was formed from the pre historic era up to the Kotte era and how it was oriented and towards a systematic study. In that manner identification is carried out about the knowledge of the society in this country and how got oriented along a new path.</p> <p><b>Key Words:</b> Education, Pre-history, Buddhist education, Veda, Privena</p>
 <p><b>Valentinus Ricky Sjofyan</b> GICICSSH1704143</p>	<p style="text-align: center;"><b>Matching Strategy and Owner-Manager Characteristic on Small-Medium Enterprise</b></p> <p style="text-align: center;"><b>Valentinus Ricky Sjofyan</b> Universitas Indonesia, Jakarta, Indonesia</p> <p style="text-align: center;"><b>Ruslan Prijadi</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Small-Medium Enterprises (SMEs) plays a significant role in a nation economy. They contribute by creating more employment jobs, creating higher production volumes, increasing export and introducing innovation and entrepreneurship skills (Mahembe, 2011). One of the strategies that most SMEs tend to pursue is differentiation strategy, which characterized by a unique product that is hard to imitate by competitor, resulting customer to have a less comparable alternative and thereby less price sensitive (Porter, 1980; Armstrong, 2013). We gathered 131 respondents that is consist of owner-manager of SMEs to find out types of differentiation strategy that is implemented in Indonesia, combined with the owner-manager characteristic that would result in a higher firm's performance which eventually would lead to a competitive advantage.</p> <p><b>Keywords:</b> Small Medium Enterprise, Owner-Manager Characteristic, Differentiation Strategy</p>
 <p><b>Hiroshi Suzuki</b> YRSICSSH1704051</p>	<p style="text-align: center;"><b>Analysis of LGBT Rights in Japanese School: A Comparative Study with Thailand</b></p> <p style="text-align: center;"><b>Hiroshi Suzuki</b> Department of International Liberal Arts, Soka University, Tokyo, Japan</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The purpose of this study is to analyse human rights of LGBT (Lesbian, Gay, Bisexual, and Transgender) students in Japanese school. Since Japan is regarded as one of the unfriendly countries for LGBT people opposite to Thailand which is deemed quite open to them, the comparative study between these two countries will reveal how huge the gap of LGBT rights is and potential reasons for Japan's unfriendly attitudes towards them. The methodology used for collecting data was to conduct a questionnaire to 100 undergraduates and an in-depth interview to 5 LGBT students, in Japan and Thailand respectively. The results have shown that media, swear words and culture have influenced LGBT rights. First, media both in Japan and Thailand broadcasts LGBT people, but these people in Japan can be considered just as an entertainment. Second, Japanese and Thai language has</p>



	<p>swear words to describe LGBT people. However, some Japanese people use these words without recognising they are offensive. Third, gender role in Japanese culture is more significant than Thai, thereby forming the mainstream that only men and women exist in the world. Hence, many LGBT students suffered from the circumstance and felt that they were offended or even bullied. These findings can be utilised to improve LGBT's human rights in Japan. As a suggestion, a lesson about sexual diversity can be implemented in educational field to help students recognize the existence of LGBT around them.</p> <p><b>Keywords:</b> gender, human rights, LGBT, recognition, education</p>
 <p><b>Friska Ria Sitorus</b> YRSICSSH1704052</p>	<p><b>True Story in Teaching: "Educating Autism Learners in Classroom"</b></p> <p><b>Friska Ria Sitorus</b> Dept. Curriculum Design and Human Potentials Development, National Dong Hwa University, Hualien, Taiwan</p> <p><b>Abstract</b></p> <p>The intent of the present study was to describe a teacher's experiences in teaching a student who has special needs particularly autism. Autism means a developmental disability that could affects the normal functioning of the brain. Autism is present from birth and has an effect on how an individual learns. Ministry of Education (2007) affirms that Autism Spectrum Disorders (ASD) is complex neurological disorders that have a lifelong effect on the development of various abilities and skills. ASD is characterized by impairments in communication and social interaction, as well as unusual patterns of behaviors, interests, and activities. Teaching exceptional learners means that the educator has special way and approach to teach them. This study should be describes larger of teacher's difficulties and memorable in teaching process. A teacher who has four years experiences in teaching exceptional learners was participated in this study to conduct more information for writing this paper. Interview and read some literatures which are related were used by the researcher to conduct the data. This study found that the teacher has some difficulties in teaching exceptional learners such as: communication problem, students has less motivation in studying and personality behavior factors included intrapersonal and interpersonal.</p> <p><b>Keywords:</b> Special education, autism learners, teaching</p>
 <p><b>Silalahi, Wolter Parlindungan</b> YRSICSSH1704053</p>	<p><b>The Use Of Facebook To Improve Indonesia Migrant Workers' Ability In Writing Recount Text In Taiwan</b></p> <p><b>Silalahi, Wolter Parlindungan</b> Dept. Of Education at National Dong Hwa University, Hualien, Taiwan</p> <p><b>Ya-Chun Shih</b> Dept. Of English at National Dong Hwa University, Hualien, Taiwan</p> <p><b>Abstract</b></p> <p>This research deals with the use of Facebook to improve Indonesia migrant Workers' ability in writing recount text. The methodology was designed by using an Action Research. The participants are Indonesia Migrant Workers in Taiwan. This research objective aimed to investigate the way Facebook improves migrant workers' ability and in writing recount text and the way Facebook improve migrant workers' motivation in recount text of writing. The researcher conducted</p>

	<p>two cycles to improve the migrant workers' ability in writing recount text. The result of the study showed that the use of Facebook can improve the migrant workers' ability in writing recount text and the way Facebook improve migrant workers' motivation in recount text of writing are accessible and affordable, feedback on performance, messages to reach out to each other and finally reminders and notifications of deadlines.</p> <p><b>Keywords:</b> Facebook, recount, teaching writing, migrant workers'ability</p>
<div style="text-align: center;">  <p><b>Tasmia Javed Khanzada</b> YRSICSSH1704054</p> </div>	<p style="text-align: center;"><b>Women Empowerment And Human Development</b></p> <p style="text-align: center;"><b>Tasmia Khanzada Advocate</b> <b>Higher Education Commission (HEC) Pakistan</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p><b>Introduction:</b> No doubt that empowerment of women is bone of human development, Women efforts to create a world in which power is exercised equitably for the benefit of all. Women from all the historical walk of life have fought for social and economic justice and so provide a global and historical setting for today's continued struggles. Since all issues are women issues, there is no area of human life and development which is immune from the impact of inequitable gender relations. Comprehensively women are excluded from power and decision making positions, women are not just behind in political and management equity but they are a long way behind and the fact that they are found large numbers in low level positions public administration, political parties, trade union and business profiles. Women are twice as likely as men to be illiterate and poor, and it is now recognized as that they are subject to male violence on a major scale. Such is the gulf between the life chances of women and men that when the human development index is adjusted for the disparities between men and women, it is more shocking then the injustice this reveals is the fact that it was assumed that men are the index of human development.</p> <p>In no society women are secure or treated equally. Women still constitute about two-third about the world's illiterate, holds fewer than half of the jobs on the market and are paid half as much as men for work of equal value. There has been a sea change in knowledge and awareness. The continued disparities should not detract us from recognizing the major achievements of the last two decades.</p> <p>Empowerment is a process of awareness and capacity building leading to greater participation, to greater decision making power and control and to transformative action. Women empowerment means the right to women to stand independent and enjoy her life with dignity, respect and all their natural fundamental and constitutional rights without any kind of fear and violence. Highly patriarchal society of Pakistan makes women most vulnerable. Women Empowerment is a process as opposed to a condition or state of being a distinction that we have emphasized as a key defining feature of women empowerment. The major methodological challenges in measuring the process of women's empowerment includes the use of direct measures rather than proxy indicators, the lack of availability and use of data across time, the subjectivity inherent in assessing processes, and the shifts in relevance of indicators over time. As a process it cannot be measured directly, but only through proxies such as education and employment. In response there have been increasing efforts to capture the process through direct measures of decision making, control and choice.</p>
<p><b>Susan Tee Suan Chin</b></p>	<p style="text-align: center;"><b>Role Of Emotional Intelligence In Enhancing Contextual Performance</b></p>

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<p><b>GICICSSH1704139</b></p>	<p style="text-align: center;"><b>Susan Tee Suan Chin</b> Faculty of Business, Multimedia University, Melaka. Malaysia</p> <p style="text-align: center;"><b>Rosman Md Yusoff</b> Dean Centre for General Studies and Co-curricular, Universiti Tun Hussein Onn, Malaysia</p> <p style="text-align: center;"><b>Abstract</b></p> <p>In the light of globalisation and the fast pace business environment, business organisations need to have a powerful source of competitive advantage. The purpose of this study is to examine the role of Emotional Intelligence in enhancing the contextual behaviours among the executives in an organisation. The study used a case study approach to examine the research questions. A total of 110 executives took part in this study. The GENOS Emotional Intelligence questionnaire has been used to record the responses. Based on the regression analysis, it was found that 2 dimensions of Emotional Intelligence had significant relationships with the dimensions of Organisational Citizenship Behaviour. Emotional Intelligence helps to “build” a robust workforce which is able to withstand the forces of the environment.</p> <p><b>Keywords:</b> Social Competency, Valuable, Resilient workforce, Productivity, Profitability</p>
<p><b>Patrick Bantamoi</b> GICICSSH1704132</p>	<p style="text-align: center;"><b>Media, Materialism, And Human Happiness</b></p> <p style="text-align: center;"><b>Patrick Bantamoi</b> Youths In Development And Peace Building Organization,( Y.I.D.P.O), Freetown, Sierra Leone</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This study examined the relationship between media exposure, materialism, and life satisfaction. Attention to advertising was not related to materialism; however, television exposure did correlate with materialism among those consumers who find commercial portrayals of consumers to be realistic. In examining the relationship between materialism and life satisfaction, the correlation between material satisfaction and overall life satisfaction was highest for consumer scoring high on the materialism scale.</p>
<p><b>Ahmed sal-umarr kamara</b> GICICSSH1704133</p>	<p style="text-align: center;"><b>Media and society</b></p> <p style="text-align: center;"><b>Ahmed sal-umarr kamara</b> Youths In Development And Peace Building Organization,( Y.I.D.P.O),Freetown, Sierra Leone</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Public service broadcasting has faced many challenges during a decline in the last 20 years. Although the crisis of public service broadcasting is global in nature, the problems the PSB institutions face in developing countries and in emerging democracies differ fundamentally from the challenges that the PSB outlets encounter in the Western world. Public service broadcasting in many developing countries remains a government monopoly where the public has no role in the process. In authoritarian political systems, public broadcasting becomes state propaganda that corrupts the whole broadcasting system. Because</p>

of the varied nature of the problems facing PSB institutions in developing countries, there is an emerging need for a variety of solutions. In this context, a plan to make public service television in Bangladesh more effective is proposed. This model may be applied to many other emerging democracies in Asia, Africa, East Europe, and Latin America since PSBs of those countries face similar problems.

Many studies have found that E/I programming may be falling short of the FCC guidelines prompted by the Children's Television Act of 1990. Adult primetime animations have gained popularity in recent years, especially with adolescent and teen viewers. An analysis of the availability and educational quality of adult animation is made and compared to previous data on E/I programming. Recommendations for the adjustment of FCC guidelines based on this analysis are made.

This study aims to explore how youth online usage patterns and notions of citizenship foster certain forms of political participation – namely political consumerism. Using cross-sectional survey data from a national representative sample of youth, this study offers a unique attempt to uncover the social-psychological predispositions that make up and define citizenship orientation. Specifically, this paper argues that a typology of trust in political institutions and political efficacy are important factors that contribute to citizenship orientation. Placing these social-psychological predispositions within the analytical framework of the communication mediation model, this paper also examines the mediating role of citizenship orientation between online communication and political participation. This study presents evidence that citizenship is evolving, and that new forms are emerging that place emphasis not on institutional politics, but rather on personally meaningful behaviors such as political consumerism. The results generally support the conclusion that citizenship orientation, as defined by the typology of trust and efficacy, is a significant factor mediating the effects of online media on political participation. The findings also highlight the role of online media in the development of citizenship orientation, indicating differential paths of communicative development that lead to different orientations toward citizenship.

This is a uses and gratifications study looking at why older adults, people aged 45 and older, use Facebook. A survey of 225 respondents reveals that older adults are drawn to Facebook by two primary factors, Mood Management (entertainment and emotional connectivity) and Social Action (express opinions and news, and establish relationships). The most popular activity among our sample was playing games and using other entertainment Facebook apps, followed by browsing friends profiles and photos. Content creation and communication through status updates, wall comments, messages and other types of expression were less popular among this age group, with only a third (roughly 30% of respondents) engaged in such activities. The study discusses additional findings and their implications, and it is one of the very few studies looking at the social networking uses and gratifications of older adults.

How exposure to uncivil discussion in online comments alongside two controversial issues—nuclear energy and nanotechnology—influences media credibility is the focus of this study. Using an experimental design with a representative sample of the American population, we find exposure to uncivil discussion increases perceptions of blog post bias and trust in news media for information on science. Exposure to incivility in blog comments increases trust in online sources for the issue of nuclear energy.

Obesity is a prevalent health concern in the U.S. Guided by attribution theory

	<p>and priming, an experiment was conducted to assess attitudes toward attribution of responsibility, attractiveness, and credibility in thin versus overweight individuals. Subjects considered thin individuals more attractive than their overweight counterparts, and reader gender was significantly related to evaluations of attractiveness, particularly when weight was primed with an opinion column. Weight and gender of columnists interacted in perceived credibility. Implications are discussed.</p> <p>Previous content analytic research has examined the extent to which the media frame racial disadvantage in terms of black losses and gains and white losses and gains, finding that news reports are by far most likely to frame disadvantage in terms of what blacks are more likely (than whites) to lose. This study is an empirical test of the effects of racial gain and loss framing. Results reveal loss frames amplified perceptions that the issue was important and due to systematic, institutional causes. No main effects of race were found, but race did interact with the frame manipulation to influence perceived importance and symbolic racism. Further, regression models showed the influence of perceptions of importance, causal attributions, and symbolic racism in predicting support for two proposed remedies to alleviate the inequality.</p> <p>Using a framework previously applied to other areas of media literacy, we developed an attitudinal scale focused specifically on news media literacy and compared that to a knowledge-based index including items about the structure of the U.S. news media system. Among our college student sample, the knowledge-based index was a significant predictor of knowledge about topics in the news, while the attitudinal scale was not. Implications for future work in assessing news literacy are discussed.</p> <p>This study examines the relationship between social media consumption and issue awareness using South Korea's 2007 national survey dataset. This study finds that there is a significant and positive relationship between consuming social media, such as Internet community sites, and issue awareness. The findings indicate that frequency of using social media significantly and positively increases issue awareness such as public policy. The finding also indicates using social media for sociability is positively related to issue awareness, which is essential for democracy in terms of political knowledge. Furthermore, the finding shows social media uses mediate the relationship between issue awareness and interpersonal relationship such as political discussion, which demonstrates consuming social media decrease the information gap caused by interpersonal relationship.</p>
<p><b>Alie Deen Dumbuya</b>  <b>GICICSSH1704134</b></p>	<p style="text-align: center;"><b>The role of media in developing literacies and cultural techniques</b></p> <p style="text-align: center;"><b>Alie Deen Dumbuya</b>  <b>Youths In Development And Peace Building Organization,( Y.I.D.P.O), Freetown, Sierra Leone</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Not only new media demand new skills and contribute to cultural and social changes. The main purpose of this article is to present two theoretical approaches which look at how both traditional and new media (print, electronic and digital media) can function in terms of contributing to the development of (new) literacies and (new) cultural techniques. It is an ambitious project, trying to combine two relatively different theoretical approaches, each of considerable complexity.</p> <p><b>Keywords: Media · literacy · technology · cultural techniques</b></p>

Ebrahim Gazidari  
GICICSSH1704135

The relationship between psychological capital components and creativity:  
mediator role of quality of work life (a case study)

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**Abstract**

**Introduction:** The aim of present research was the relationship between psychological capital components, quality of work life and creativity.

**Method:** The study method was descriptive-survey. The population was the staff in Urmia University (N=480), from which, 214 people were selected through simple random sampling method. Three questionnaires namely, "Psychological Capital" (Luthans, 2007), "Creativity" (Moghimi, 2008) and "Quality of Work Life" (researcher made) were used to collect data. Validity of the questionnaires was approved by the Specialists and their reliability was calculated using Cronbach's Alpha.

**Results:** The findings obtained using the Path analysis showed that psychological capital of employees above average and their creativity below of average. Also, psychological capital was significant positive relationship with quality of work life and creativity.

**Conclusion:** If people have been satisfactory in terms of quality of work life, Also, have the perseverance necessary to achieve the objectives, Innovative behavior will be expected from them.

**Key words:** Psychological Capital, Creativity, Quality of Work Life.

**Analyses of relationship between entrepreneurial personality characteristics and  
Mental Health in Students**

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**Abstract**

**Background:** Mental health is currently one the much debated issues. It aims at keeping the personal and social psyche safe and healthy such that the everyday job is done with the highest degree of efficiency and the subject has good interrelations with the society about him or her. Undoubtedly, mental health plays a critical role in ensuring the dynamism and efficiency of every society.

**Purpose:** The main objective of the present study, was examining of relationships between entrepreneurial personality characteristics of students and Mental Health.

**Method:** The research method was descriptive survey. Population of the study included all the students of the Urmia University in 2015-2016 academic year that using the random sampling 375 persons were selected. For assessing the research variables, the participants completed two measures: entrepreneurial personality characteristics Goldberg & Hillier (1972) and Mental Health Ahmadpour Daryani (1999). For determining of Questionnaire validity according to experts and for estimating reliability, Cronbach's alpha formula is used. MANOVA and Regression were used to analyze data.

**Finding:** the MANOVA results showed that there is a significant relationship between entrepreneurial personality characteristics dimensions and Mental

	<p>Health dimensions; the Regression results showed that each dimensions of entrepreneurial personality characteristics (creativity, Need for Achievement, Risk Taking, Locus of control, Independence) were significant predictors of Mental Health dimensions.</p> <p>Conclusion: In general, it can be concluded that entrepreneurial personality characteristics in students can guarantee their mental health. People with entrepreneurial personality characteristics, have better mental health.</p> <p>Keywords: entrepreneurial personality characteristics, Mental Health, physical complaints, social functioning, anxiety, depression.</p>
<p><b>Zahra Mostakmeli</b>  <b>GICICSSH1704140</b></p>	<p style="text-align: center;"><b>The relationship between social capital and teachers' burnout in elementary schools of Mashhad</b></p> <p style="text-align: center;"><b>Zahra Mostakmeli</b>  <b>Educational Management Department, Ferdowsi University of Mashhad, Mashhad, Iran</b></p> <p>In occupations such as teaching, one of the mainly visible problems is burnout. There are Several factors associated with burnout, one of which is social capital. Due to the fact that, social capital is widely accepted as a main property for maintaining health, efficiency of organizations, and vivacity of working place, the present study aims to investigate the relationship between social capital and teachers' burnout in elementary schools of Mashhad. The study seeks to examine the relationship between social capital in elementary schools of the city and teachers' burnout rate; moreover, the relationship between the two aforementioned variables.</p> <p>Keywords: burnout, social capital, teachers' of elementary schools</p>
<p><b>Dr. Ratugamage Asha Nimali Fernando</b>  <b>GICICSSH1704141</b></p>	<p style="text-align: center;"><b>David B. Wong's identification of the Concept of Pluralistic Moral Relativism: it's Application to current multicultural society.</b></p> <p style="text-align: center;"><b>Dr. Ratugamage Asha Nimali Fernando</b>  <b>Pali and Buddhist Studies, the Faculty of Humanities and Social Sciences, University of Sri Jayewardenepura, Sri Lanka</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>The American philosopher David B. Wong has made significant contributions to meta-ethics. His academic research covers many areas of different traditions of ethics but moral relativism is the center of all. Wong's 'Moral Relativity' (1984) is a pioneer work on moral relativism, and his book 'Natural Moralities: A Defense of Pluralistic Relativism' (2006) articulates and defends an ethical theory that is pluralistic, relativistic and naturalistic in nature. Wong's pluralistic relativism is a sophisticated and attractive alternative to extremist views on relativism. At the same time he believes that moral relativism is the only way to avoid conflicts in our current multicultural society.</p> <p>Wong is working in Chines philosophy too; the most important in his philosophical thought is the mixing of ancient eastern ethics with modern western topics. Wong connects science and philosophy as well eastern ideologies of morality with the western debate about modern moral. Wong further proposes that there can be a plurality of true moralities; different moralities exist in different traditions and cultures, but all of them address accepts of the same problem: how we are to live well together. To prove this he examines a wide array of positions and texts within the western canon as well as in Chinese philosophy,</p>

	<p>history and literature, to make a case for the importance of pluralism in moral life, and to establish the virtues of acceptance and accommodation. Wong's point is that there is no single value or principle or ordering of values and principles that offers a uniquely true path for human life but variations according to different contexts that realize within them a common core of human values. We should thus be modest about our own morality, learn from other's approaches, and accommodate different practices in our pluralistic society.</p> <p>The main objective in this paper is to investigate how Wong forms his theory of adequate moral systems and morality as a social creation in his first publication and how he develops his theory in the later work. Section one I will look closer at how Wong characterizes the debate on subjectivity and objectivity in morality by introducing six claims as a strategy to explain moral experience. Then I will move to critically evaluate Wong's analysis of morality along with his two conceptions of morality and relativity within it. In Second section I will discuss how Wong systematically develops the thesis of pluralistic relativism in his recent publication. The final part of this paper consider his pluralistic relativism and it's application to multicultural society.</p>
<p>Cahyani Widi Larasakti GICICSSH1704142</p>	<p style="text-align: center;"><b>STRIVING FOR GENDER EQUALITY: An Empirical Study In East Lombok, West Nusa Tenggara, Indonesia</b></p> <p style="text-align: center;">Cahyani Widi Larasakti Center for Capacity Development and Networking, Faculty of Social and Political Sciences, Universitas Gadjah Mada</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Inequality relation between women and men with men's dominance in East Lombok lead to gender inequality. The strength of patriarchal culture complicate women's opportunities to fight for their own interests. Therefore, women's problem are often marginalized. This condition become more complicated by the low of women's participation in the development process, especially in the planning phase. For this reason, LPSDM (Lembaga Pengembangan Sumber Daya Mitra) initiate Planning and Developing Annual Forum (musrenbang) specific for women as an arena to fight for women's equality. This musrenbang present as a phenomenon of the influx of grass root community in the circles of region political elite through bureaucracy channel, which is always dominate mostly by men. This research aims to explain and analyze the role of LPSDM in struggling women's musrenbang as a new arena for women's equality in public policy circulation, in East Lombok West Nusa Tenggara. In this research, the framework is started from women's issues that arise because the inability of conventional musrenbang in accommodating gender inequality issues, which make LPSDM initiate the establishment of the new arena for women's equality in terms of development agenda, through women's musrenbang. Although women's musrenbang can not fully replace the conventional musrenbang, they were done side by side as one of affirmative action policy in the region of East Lombok. This research used qualitative method with a case study approach, which will generate the explanation and analysis about setting, actor's mapping, actor's interest, the process of change and the strategy that used in elevating women's interests to policy circle, as well as the implication of those changes.</p> <p><b>Keywords:</b> affirmative action policy, gender inequality, LPSDM , women's equality, women's musrenbang.</p>
<p><b>Yahya fozi</b></p>	<p style="text-align: center;"><b>Contemporary Islamist Movements: Similarities and Differences</b></p>



<p><b>GICICSSH1704144</b></p>	<p style="text-align: center;"><b>Yahya fozi</b> Department of political Science, Research Institute for Humanities and Cultural Studies, Tehran, Iran</p> <p style="text-align: center;"><b>Abstract</b></p> <p>In this paper attempts have been made to study the discourses dominating political Islam to answer these questions: How can one categorize these diverse political Islam discourses? What are the similarities and differences among these discourses in general, and with the Islamic Revolution discourse in particular? The research methodology employed for this study is historical-comparative and the hypothesis of the paper suggests that various political Islamic discourses can be categorized into two jurisdictional-rational discourse and narrative discourse. Islamic Revolution is included in the first category. The two discourses, however, have major differences in central signifier and in interpretations on the floating signifiers. To make a more accurate clarification of the two discourses, in this paper the two discourses have been compared and contrasted in terms of terminology and ideological commonalities with political consequences. To that end, viewpoints of the advocates of each discourse on such variables as their interpretations of monotheism and Divine Sovereignty, justice, excommunication, Holy War, Islamic unity, attitude toward Sharia law, characteristics of Islamic government and qualities of an Islamic ruler, attitude toward political rights of people, attitude toward the West, modernization and new civilization have been studied. Findings of this paper show that despite verbal and conceptual commonalities, there are major differences between the two discourses in interpretation of these commonalities, each of which is believed to have serious political consequences.</p> <p><b>Keywords:</b> Political Islam, Islamic discourse, Imam Khomeini's discourse</p>
<p style="text-align: center;"><b>Riaz Ahmed</b> <b>GICICSSH1704145</b></p>	<p style="text-align: center;"><b>Clarity in Communication and Employ Consistent Processes Significantly Improve Project Performance</b></p> <p style="text-align: center;"><b>Riaz Ahmed</b> Assistant Professor, Bahria University, Islamabad, Pakistan</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Literature reveals that clarity in communication and employing consistent process are critical for project managers to improve project performance. A limited number of studies focused on such critical factors affecting project performance. This study aims to investigate the clarity in communication and employing consistent processes on project performance. For this empirical study, cross sectional design was used to collect data collected from project managers working on projects in Pakistan. Data analysis indicates significant and positive influence of clarity in communication and employing consistent process on project performance. Findings imply that project managers with clarity in communication and establishing consistent processes have an important role in improving project performance and increasing organizational growth.</p> <p><b>Keywords:</b> Clarity in communication, employ consistent processes, project manager, project performance</p>
<p style="text-align: center;"><b>Dr Muhammad Arif</b> <b>GICICSSH1704146</b></p>	<p style="text-align: center;"><b>The Impact of Work-Family Conflict and Employee Job Satisfaction with the Moderating Effect of Perceived Supervisor Support in Pakistan Banking Sector</b></p>

	<p style="text-align: center;"><b>Dr Muhammad Arif</b> Associate Professor, Bahria University, Islamabad, Pakistan</p> <p style="text-align: center;"><b>Muzammal Ilyas Sindhu</b> PhD Scholar, Bahria University, Islamabad, Pakistan</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The purpose of this research is to determine the impact of the family labor conflict (WFC) and employee satisfaction (JS) in the banking sector with the moderating role of perceived supervisor support. Data were collected from employees of 15 commercial banks in Kohat, Bannu, Peshawar and Islamabad. The result indicates that the Labor Conflict (WFC) is significantly negatively correlated with job satisfaction and that the perceived supported supervisor plays the role of moderator between the Work Family Conflict and Job Satisfaction. The finding of this research work is useful for the banking industry in order to design the human resources policy that will reduce the WFC and increase the job satisfaction of employees and also for the future researcher on respective topics. <b>Keywords:</b> Work Family Conflict, Perceived Supervisor Support, Job satisfaction, Banking Industry.</p>
<p style="text-align: center;"><b>Asma Iftakhar</b> GICICSSH1704147</p>	<p style="text-align: center;"><b>Social Media Effects on Academic Performance of Students: A Cross-Sectional Study of Lebanese Higher Education Students</b></p> <p style="text-align: center;"><b>Asma Iftakhar</b> PhD Scholar, Bahria University, Islamabad, Pakistan</p> <p style="text-align: center;"><b>Alia Malik</b> <b>Noreen Kiyani</b> <b>Erum Qureshi</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>The aim of this research is to investigate the effects of social networks on students' academic performance in Pakistan. It also explored the degree of interference with the lives of the social media students. The quantitative approach is used for the collection of data from sampling subjects at Pakistani universities. About 300 participants completed the formal questionnaire. The five-point Likert scale is used for item measurement. The results of the interviewee's data are analyzed in SPSS version 20 and SEM is applied to test the model in AMOS. The data reported a higher reliability index above .700 and varied to .960. The modeling results of the structural equation represent goodness meets the acceptable limits and the strength of the relationship between the variables is significantly strong. Social media can be instrumental in improving students' academic performance. Educational programs are launched and designed in social media and networking sites, this will reduce the communication gap breaks down barriers and facilitate the fulfillment of educational needs will also help to solve problems during socialization. <b>Keywords:</b> Social Media; Social Networking; Academic Performance; Performance of Students; Pakistani Students.</p>



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**Africa: An examination of The Rights of Desire**

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**ABSTRACT**

This paper sets out to analyze, through André Brink's *The Rights of Desire*, white South Africans' resentment over the new dispensation in South Africa. Even though the race-based ideology of apartheid was devised and implemented by people of Afrikaner extraction, there were many amongst white South Africans who were relentless in their scathing condemnation of the immorality of institutionalized racism. André Philipus Brink, Nadine Gordimer, J.M.Coetzee and Breyten Breyten Bach, to name but a few, were white liberals who were conspicuous by their antiapartheid stance. They used, indeed, the vehicle of literature to bring to light the multifaceted horrors of racial oppression in South Africa and, accordingly, went a long way towards raising international awareness about the need to bring it an end. White liberals' rejection of the sanctimoniousness of apartheid was driven by their steadfast espousal of the universality of human dignity and freedom. Understandably, with the demise of apartheid, those voices of conscience cum other like-minded people felt that South Africa was set fair to become a democratic society in which racial determinism would no longer be a key feature in government policies. Rather, the rescission of institutionalized racism and its attendant heralding of democracy have left many a white South African with an overwhelming anticlimactic sense, which shines through the woes of Brink's lead character in *The Rights of Desire*, Ruben Olivier.

**Keywords:** anticlimax, dispensation, revenge, librarianship, corruption, justice



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GICICSSH1704149

**FOTETION (Food Waste Reduction) : From Food Waste to Fresh Food  
(Case Study of Food Waste Processing Programme by KTNA in Depok,  
Indonesia)**

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**Abstract**

**Objective:** To reduce food waste by processing it into fish feed to farm catfish, which results would be distributed to community in Cooperatives to increase food security.

**Method :** This research conducts a single-case study with Kelompok Tani Bina Tenaga Inti Rakyat (KTNA) as subject, that has been processing food waste into fish feed since 2011. Data were taken by observation and interview on March 2017, located at Sukmajaya, Depok, West Java. Content-analysis method was used to analyse the data.

**Result:** KTNA's food waste processing programme is designed to be implemented in 63 districts at Depok using cooperative system. Each district will be obligated to collect 1.5 tons of food waste per month, so that 94.5 tons food waste are achieved as raw materials. Furthermore, they will be processed into fish feed to farm catfish. Each Cooperative unit is estimated to harvest 2250 kg of catfish per month, and would be divided into two sectors. The first 1125 kg would be distributed to Cooperative members, resulting 11.25 kg of catfish per member per month, increasing national fish consumption per capita three times the target. The rest 1125 kg would be sold to the markets by involving members to be distributors, and counted as participation rate in Cooperative transaction. This rate would be converted into points which define the amount of financial surplus earned by members in the end of the month. From 100 members, we are able to reduce about 11.6% of food waste per month and can be multiplied as the members increase.

**Conclusion:** Food waste could be reduced by processing it into fish feed to farm catfish. Food waste-based Cooperatives are able to increase its members' food security and financial. Collaboration of multi-stakeholders is surely needed so that this Cooperative system could be implemented properly in community.

**Keywords :** food waste, fish feed, food security, fresh food, Cooperative

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