

Conference proceedings

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Plenary Lecture 1
Ms. Saptaparna Roy

Use of films in ELT: A Mass to Class Approach

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ABSTRACT

The interface of technology with English Language Teaching has phenomenally affected pedagogy. A media mix can be exploited in teaching the target language in a learner-centred classroom. Given the environment of the Language Laboratory in Indian colleges, apposite tools can be selected based on the need analysis of a group constituting heterogeneous learners from English or vernacular medium schools, having different learning styles. This paper will explore the appropriateness, application and impact of using films as a technological tool in the classroom. Film, a mass medium, has been long established as a powerful conveyor of popular culture, a people and their language. This mass approach can be effectively utilized as a class approach in ELT. The judicious choice of films fulfilling the objectives of a course will be demonstrated through an instance in point, detailing the previewing, viewing and post-viewing activities. The paper will infer how films serve the purpose of edutainment in the development of language competency.

Keywords: learning styles, need analysis, films, language competency, edutainment.

Plenary Lecture 2

**Slangs and Gender
A Sociolinguistic Perspective**

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ABSTRACT

Slangs come in various hues with their very own resources and contexts. This paper attempts a study to analyze the sociolinguistic aspect of slangs and their consequent impact on gender. The popular slangs in the Western world and India were analyzed and the causes were investigated. The commodification of women as seen from the usage of slangs in the Indian society was also analyzed. This paper, further, dealt with the effect slangs had on gender and the impact of media on the evolution of slangs. The study is based on responses to questionnaires and the data are analyzed using elementary statistics.

Keywords:Slangs,Gender,commodification,
Sociolinguistics.

Plenary Lecture 3

Max Müller's Linguistic Research: Beginning of Modern Religious Studies and Theories of Social Mobility



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ABSTRACT

“It is language and religion that make a people, but religion is even a more powerful agent than language”, wrote Friedrich Max Müller, the pioneer of comparative philology and scientific study of religion. It is the intellectual genius of Müller’s that could combine a wide variety of linguistic resources, which, nevertheless, also resulted into unsubstantiated theories of social mobility. A prominent example of that is Aryan Invasion Theory, which has its roots in the linguistic studies initiated by Müller. In this essay, we investigate the origin of social mobility theories and how it gained widespread acceptance bypassing rigorous scientific processes.

19th century Europe underwent major upheavals by scientific luminaries like Charles Lyell and Darwin who made several aspects of Christianity questionable. This threatened the supremacy of religious scholars as the guardians of knowledge and, at the same time, brought forth a crisis of faith, abetted by propositions from thinkers like Nietzsche. Almost everything and anything were viewed with a scientific lens. Among this intellectual turmoil, new scientific disciplines like linguistics and scientific study of religion were born. Max Müller, due to his expertise on ancient Sanskrit manuscripts, quickly came at the forefront. Müller’s research was not free from the contemporary socio-political influences. One of his early-career mentors, Baron von Bunsen, toiled to develop a philosophy of religion by linking comparative philology and theology. Müller’s magnum opus - The Sacred Books of The East project, was an effort, partly directed to this cause. It received generous support from the British Empire due to colonial interests it served and due to the intellectual curiosity it raised about the origin of civilization.

During this work Müller established the word Aryan to refer to people speaking old Indo-European branch of languages. Thereafter, Müller started to reconstruct the intellectual history of mankind by first, considering language as the basis for intellect and second, by applying the theory of evolution to religion. Thus, language, race and religion were merged in the same pot paving the way for social mobility theories. We study the entire development in this essay to understand the scientific, social and religious environment during Müller’s time, and identify the key components behind formulation of social mobility theories, such as, Aryan Invasion Theory.

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**Investigating the Social Reality Issues in Contemporary Middle
Eastern Visual Arts**

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ABSTRACT

This research investigates the main social issues that are frequently represented in the Middle Eastern visual arts. To limit the scope of this research, the researcher depicted the Middle Eastern artists’ contributions in the international arts events, and approached the multicultural biennales that host artists from different regions, those multicultural events usually focus on particular themes in each time, to set a meeting-point for the artists, where they can express the same themes according to their individual perspectives.

The scope of this study is Singapore Biennale, where it located 16 artists from 10 Middle Eastern countries. The significance of choosing Singapore Biennale is to study the Middle Eastern art in Southeast Asian context.

	<p>Each artwork (which is the analysis unit) represents “local” social issues and responds to the themes of the biennale, at this point, the artwork combines local issues and international issues in one visual message. The study, in this case, generates data from the artworks and the documents that review those artworks, which were exhibited in Singapore Biennale. Although the study investigates 16 artworks, the study has a deep conceptual framework to analyze the social representations in the visual artwork. It focuses on the phenomenon of social reality, which in this study, constructs a matrix of diverse social issues, which break down into 5 layers to cover 23 different issues.</p>
 <p>Belinda Teo GIC1523052</p>	<p style="text-align: center;">Parenting adolescents and adults with disabilities in Singapore</p> <p style="text-align: center;">Belinda Teo <i>Clinical Psychology Doctoral Student</i> <i>Department of Psychology</i> <i>Miami University, Ohio</i> <i>teob@miamioh.edu</i></p> <p style="text-align: center;">ABSTRACT</p> <p>Research has shown that parents of children with disabilities suffer financial, career, and health consequences (Reichman et al., 2008; Sen & Yurtsever, 2007) as these families devote disproportionate amount of resources (e.g. time, money, and energy) to attend to the needs of persons with disability. However, a bulk of this research is conducted with families of European descent in Western countries. Parenting persons with disabilities within families of Asian descent is understudied in the literature. Focusing specifically on caregivers of adults with disabilities in Singapore, in this study, we examined parental sources of support and stressors, perceptions of disability, impact of disability on family, and impact on caregiver and offspring’s future. A needs assessment was also conducted using adapted items from the CANDID (Camberwell Assessment of Needs for adults with developmental & intellectual disabilities, 2003). Using a semi-structured format, we interviewed families (n = 8) with at least one adolescent or an adult child with disability. Qualitative analyses of open-ended interview data are currently underway following guidelines provided by Hsieh and Shannon (2005). Findings will provide valuable information for future research addressing the needs of parenting persons with disability in Southeast Asia and have practical implications for policy makers and service providers confronting the challenges of caregivers for individuals with disabilities. Keywords: Disability, Southeast Asia, Parenting, Support, Stresses, Family.</p>
<p>Mylin A. Alambat GIC1523053</p>	<p style="text-align: center;">Parents-Teachers Association (PTA): Its Impact on the Academic Development of the Elementary Pupils of Caoayan District, Division of Ilocos Sur</p> <p style="text-align: center;">Mylin A. Alambat Master Teacher 1 Pantay Tamurong Elementary School, Caoayan District, Division of Ilocos Sur, Philippines</p>

	<p style="text-align: center;">ABSTRACT</p> <p>Since the PTA will always be a force in the school system in the country, a study of the important contribution of the PTA and its dissemination is very important for public relations.</p> <p>The Parent-Teacher is acknowledged as an institution that has impact in school and community development. It is a partnership between the school and the community identified with a purpose of working cooperatively toward community improvement. The researcher believes that it is very timely for her to have conducted this study to find out the level of effectiveness of the PTA with the end view of strengthening its program thrusts to help realize the vision of the Philippines for countryside development.</p> <p>This study aimed to determine the impact of PTA involvement in improving the academic development of the elementary pupils of Caoayan District, Division of Ilocos Sur, school year 2013-2014.</p> <p>This research involved the teachers and the principals, the teacher-in-charge and the PTA Officers of the of 9 complete elementary schools and the 3 primary schools of Caoayan District.</p>
 <p>Jaharlal Debbarma GIC1523054</p>	<p style="text-align: center;">Buddhist Response to Ecological Challenges</p> <p style="text-align: center;">JaharlalDebbarma Research Scholar Centre for Buddhist Studies University of Hyderabad, India. debbarma.jauhar@gmail.com</p> <p style="text-align: center;">ABSTRACT</p> <p>My paper emphasizes on the role of Buddhist worldview for the proper and sustainable relationship between humans and their environments. The progress of science and technology has brought a tremendous changes and discoveries in term of trade, commerce, electronics, information technology, transportation and entertainment industry. This change not only promotes socio-economic development in every possible way but also affects the environment seriously. The large scale exploitation of nature due to population growth, accelerated development of productive forces, and the ever increasing utilization of natural resources for human comfort have led to a dangerous ecological imbalance in the man- environment system. Hence, my paper looks on the tenets of the Buddha and throws a light on the current ecological challenges we face today and how to maintain an ecological balance in man-nature relationship.</p> <p>Keywords: Buddhist worldview, Environment, Interconnectedness, Suffering, Self-consciousness.</p>



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Questioning Globalization, Economic Growth and Human Development

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ABSTRACT

This paper is articulated around globalization, economic growth, and human development. It pays particular attention to one aspect of globalization - the global economy. It argues that although many countries, particularly from the global south, have been negatively affected through their engagement in the global economy, the global economy still offers far reaching possibilities for economic growth and human development.



Khrukulu
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Fifty Years of Armed Forces (Special Powers) Act in India: A Critical Review

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ABSTRACT

The strategies and tactics used by governments throughout the world to counter terrorism and insurgency over the past few decades include declaration of states of siege or martial law, enactment of anti-terrorist legislation and strengthening of judicial powers. Some of these measures taken have been more successful than the other, but some have proved counterproductive, alienating the public from the authorities and further polarizing an already fractured political environment. Such cases of alienation and polarization can be seen in the north eastern states of India. The Armed Forces (Special Powers) Act which was introduced to curb insurgency in the remote jungles of the far flung areas has remained a telling tale of agony in the north east India. Grievous trauma to humans through encounter killings, custodial deaths, unwarranted torture, exploitation of women and children in several ways have been reported in Nagaland, Manipur and other north eastern states where the Indian army has been exercising powers under the Armed Forces (Special Powers) Act.

While terrorism and insurgency is destructive of human rights, counter terrorism does not necessarily restore and safeguard human rights. This special law has not proven effective particularly in dealing with terrorism and insurgency. Insurgency has persisted in the state of Nagaland even after sixty years notwithstanding the presence of a good number of special laws. There is a need to fight elements that threaten the security of a nation, but the methods chosen should be measured, otherwise the fight is lost. There has been no review on the effectiveness or failure of the act to realize its intended purpose. Nor was there any attempt on the part of the state to critically look at the violation of rights of innocent citizens by the state agencies. The Indian state keeps enacting laws but none of these could be effectively applied as there was absence of clarity

	<p>of purpose. Therefore, every new law which has been enacted time and again to deal with security threats failed to bring any solution for the last six decades. The Indian state resorts to measures which are actually not giving anything in terms of strategic benefits but are short-term victories that might result in long-term tragedies. Therefore, right thinking citizens and human rights activists across the country feel that introduction of Armed Forces (Special Powers) Act was as much violation of human rights and its continuation is undesirable. What worried everyone is the arbitrary use, or rather misuse of power by the Indian armed forces particularly against the weaker sections of the society, including women. After having being subjected to indiscriminate abuse of that law, people of the north east India have been demanding its revocation for a long time.</p> <p>The present paper attempts to critically examine the violation of human rights under Armed Forces (Special Powers) Act. It also attempts to bring out the impact of Armed Forces (Special Powers) Act on the Naga people.</p> <p>Keywords: armed forces, insurgency, special laws, violence</p>
<p>Omoluwa Olusegun GIC1523057</p>	<p style="text-align: center;">Impact Assessment of Road Safety Education on Driving Behaviour Towards Accident Reduction in South-Western Nigeria</p> <p style="text-align: center;">Omoluwa Olusegun Department of Educational Foundations and Counselling, Adeyemi College of Education, Ondo, Nigeria. omoluwasgun6@gmail.com</p> <p style="text-align: center;">And Erinsakin Martins Ojo, Ph.D Department of Continuing Education/Adult and Non-Formal Education, Adeyemi College of Education, Ondo, Nigeria.</p> <p style="text-align: center;">ABSTRACT</p> <p>This paper examined the level of road safety knowledge and driving behaviour among the Nigerian road users. Purposive sampling technique was used to select 120 literate drivers, 60 illiterates, 74 drivers travelling along Sagamu Ore road and 46 drivers along Zebra-crossing. Findings from the study showed that 68% of the respondents could not read many caution signs, while 61% of those on motion exceeded the speed limit. Also, 82.60% of all those observed in a Zebra-crossing did not respect pedestrians crossing. Based on the findings of the study, the following recommendations were made: Road users should be made to acquire road safety education. Road safety education should be incorporated to the curriculum at all levels of education in the country and public awareness should be made on the benefits of road safety education to the individual and to the nation.</p> <p>Keywords: Safety education, driving behaviour, accident reduction.</p>



Chibuzo Nathaniel Nwoko
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Sociolinguistic Aptness of Performatives in the Select Speeches of Nigerian Political Leaders

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ABSTRACT

This paper is essentially aimed at a sociolinguistic analysis of the use of performative verbs in the speeches of notable Nigerian political leaders within the theoretical framework of Austin(1962). Methodologically, Content Analysis Technique through the use of samples of such political speeches and performatives in them is adopted, hence those samples constitute the primary sources of data of this study. A question of whether these performatives and speech acts actually accomplish what they name is raised by the author. It is observed in the paper that the Nigerian political leaders merge performative verbs with the type of speech act that endears them to the people. Part of the finding here reveals that weaving together the English performatives with relevant choice of speech acts makes the utterances of these leaders ethnolinguistically conditioned, and this is what makes their use of this category of verbs distinct from the way their counterparts in other societies use similar verbs. The writer concludes and recommends that in respect of promises to the people or members of staff, those in positions of authority or leadership positions should ensure that their choice of performatives flow from the moral implications of raising falsely the hopes of the people.



Anthony Rimai
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Is Religion a Psychological Appease? A Kantian Reading

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ABSTRACT

Religious claims and ideas has never been the forte of Immanuel Kant. And there is no doubt that his works on philosophy of religion has been overshadowed by his mammoth *Critical* discourses. At the same time this does not necessarily conclude that he was never concern of the religious claims or inclinations. Even though the three *Critiques* does not really resonate with an affirmation of serious religious inclinations, he did not deny the imminent role of religious concepts and its significance in his philosophy and in general, mankind. It is an interesting fact to note that Kant in his second edition of the first *Critique*, made a conspicuous statement, "I have denied knowledge in order to make room for faith". There are perhaps contentions as to the implication of this statement. But even though one may observed certain ambiguities in the statement, it also gave the needed toe-hold for the persistence of religious concepts in his philosophical discourses. What came later as Kant's matured work on religion entitled, 'Religion within the Bounds of Mere Reason'

	<p>(henceforth, <i>Religion</i>) was then no surprise for Kantians who are inclined to his religious insights.</p> <p>In this paper, attempts will be made to consider how Kant was able to reconcile the apparently perennial debate on the conflicts between faith and reason. What seems to be an illusion, an inappropriate application of the theoretical ideas of the pure reason to an alleged object somehow finds its way back into the bosom of practical reason by affirming the religious inclinations through the moral discourse. From this perspective I will be arguing that religion is not an illusion and definitely not a psychological appease in Kant's philosophical discourses. Rather it is an outward manifestation of the moral inclinations; the Categorical Imperative. To substantiate my move I will be mainly relying on the affinity between his moral discourse and religion, primarily from the perspectives of <i>Religion</i>; that, "morality inevitably leads to religion" coupled with the impact of the theory of 'radical evil nature of mankind'.</p>
 <p>Dr. Taritwat Chaihemwong GIC1523060</p>	<p style="text-align: center;">The welfare of the whole world: Lokasangraha in Hinduism</p> <p style="text-align: center;">Area: Humanities, Philosophy, Religion Dr. Taritwat Chaihemwong Prince of Songkla University, Thailand Email: philosophydale@hotmail.com</p> <p style="text-align: center;">ABSTRACT</p> <p>Modern life suffers from racialism in social life, sectional thinking in sciences, nationalism in politics and fanaticism in religions, moreover in the modern scientific technological and globalized era, there is a steep decline in moral religious, cultural and spiritual values. The orderly cosmos is being alienated, and the environment is being degraded, political, economic, social, educational, psychological, intellectual, and ethical life is crisis. What is sorely needed today is new synopsis outlooks that will combine the seriousness of the thinker with the social virtues of the man of action heal all discords and give a new spiritual direction to society. We should have not only physical strength and intellectual power but also moral sense and spiritual energy. If there is chaos in the world outside today, it is because that chaos reigns in the world within. When we neglect the soul side of things, it is no wonder that the darkness if mind breeds animalism and corruption in us.</p> <p>Thus the concept of the welfare of the world (Lokasangraha) in Hinduism, it is the supreme ideal of Hindu ethics for all human beings, and can still become relevant for today society.</p>
<p>Adedayo Funmilayo (Mrs.) GIC1523061</p>	<p style="text-align: center;">Individual Differences and Sexual Harassment on Academic Success of Female Secondary School Students in Ondo State, Nigeria</p> <p style="text-align: center;">Adedayo Funmilayo (Mrs.) Department of General Studies, Adeyemi College of Education, Ondo, Nigeria. funmilad@gmail.com</p> <p style="text-align: center;">ABSTRACT</p>

	<p>This study investigates the effect of conscientiousness, self esteem and sexual harassment on academic success among 280 female secondary school students in Ondo State, Nigeria. The samples were randomly drawn from 4 secondary schools in Ondo town. Three scales with high reliability coefficients were used to collect data on the predictor variables, while documents of the schools were reviewed on academic success. Pearson Product Moment Correlation Coefficient, Multiple Linear Regression and Structural Equation Modelling – Path Analysis was used to analyse data. Zero order correlation showed that all the variables have significant relationship on one another. Multiple linear regressions also show that all the predictor variables had a statistically significant effect on the criterion variable (academic success). The path analysis also shows that all the predictor variables have effect on the criterion variable (academic success) while conscientiousness have the strongest contribution. It was concluded that conscientiousness, self esteem and sexual harassment are important predictors of academic success of female secondary school students. Based on the findings of the study, several recommendations were made among which are that students should painstaking and careful in relation to their learning activities and enlightenment on sexual harassment and its consequences should be mounted periodically for the students in the schools.</p> <p>Keywords: Conscientiousness, self esteem, sexual harassment.</p>
 <p>RajibaLochanBehera GIC1523062</p>	<p>Is It Possible to Construct of Meaning of the Social World Through Discourse Analysis?</p> <p>RAJIBA LOCHAN BEHERA RESEARCH SCHOLAR DEPARTMENT OF PHILOSOPHY UNIVERSITY OF HYDERABAD SCHOOL OF HUMANITIES P.O. CENTRAL UNIVERSITY GACHIBOWLI, HYDERABAD-500046 ANDHRA PRADESH(INDIA). Email.ID-rajibalochanb@gmail.com</p> <p>ABSTRACT</p> <p>Discourse analysis is paramount in the negotiation and construction of meaning of the social world. This paper discusses knowledge as situated and contingent and thus an explanation or interpretation of people’s perception or attitude about a psychological phenomenon should take into account the context or culture and circumstances of social interactions.</p> <p>Traditionally, Psychologists were deeply immersed in a regimented methodological approach in the production of knowledge in which one variable was experimentally manipulated and its effect on the other variable closely observed and recorded. However, the trend has greatly shifted lately with researchers examining the performative and productive functions of language in contexts.</p>



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Impact of Coping Strategies on Work Efficiency of Call Centre Employees

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ABSTRACT

Call centre is defined as any communications platform from which firms deliver services to customers via remote real-time contact. From the recent past, call centres have started performing a number of activities including e-mail response and customer interaction services. A call centre provides all these services to the local as well as the international customers through a wide telecom, web and database network (Ghazi, 2006). Human resources play a vital role in the successful functioning of these organizations. Their prime duty is to provide the customers with the needed information. So organizations recruit them with great care and spend a lot in training them also. But the news in the magazines and newspapers depict that the call centre employees are facing a lot of problems like excessive workload, unreachable targets, and pressurizing and abusive customers. Above all, continuous night shifts create biological imbalance in them and finally makes them stressful. So stress is an important problem encountered by the call centre employees.



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Learners' Perception of Communicative Language Teaching in the Engineering Institutes in Punjab

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ABSTRACT

This article reports the views of 680 students from 34 engineering institutes affiliated to Punjab Technical University (PTU) in the state of Punjab, India. The research instrument used for the survey was a questionnaire consisting of 26 questions based on basic tenets of CLT including thematic categories like group work and pair work, importance of grammar, error correction and evaluation, teachers' role, learners' role and curriculum design. The questionnaire adapted from Karavas-Doukas (1996) composed of 5-point Likert-type open-ended items. The results obtained from the survey revealed that the engineering students in Punjab have a moderately high perception of the Communicative principles but

	<p>they do have certain misconceptions about CLT which are primarily because of their lack of understanding and exposure to CLT. It is apparent from the study that only by orienting the students towards the communicative approach and its importance can we maximize their views and make CLT a successful endeavor for English language teaching at the engineering and technology institutes in the Indian contexts.</p>
 <p>Leo Munyaradzi Chimeri GIC1523065</p>	<p>Workers Perceptions' Regarding Introduction of Technology at Chiadzwa Diamond Mines in Zimbabwe.</p> <p>Chimeri L. M, DrZikhali P.T.S and DrMakatu M Department of Industrial Sociology University of Venda, Thohoyandou, X 5050, Limpopo Province, South Africa leochimeri01@gmail.com</p> <p>ABSTRACT</p> <p>This study was carried out to determine perceptions of skilled and unskilled workers regarding the introduction of technology at Chiadzwa Diamond Mines in Zimbabwe. The study was quantitative in nature and a questionnaire was used to collect data. The Mann Whitney U test was used to test for the significance of differences and no significant differences were detected between skilled and unskilled workers perceptions regarding the introduction of technology. The study found out that workers hold negative perceptions regarding the introduction of technology at the workplace. These negative perceptions triggers the resistance of introduction of technology at the work place because of detrimental effects that are associated with it such as, redundancy, poor job satisfaction, poor communication and specialisation which leads to alienation, deskilling and monotony. Harmful behaviours such as anxiety, stress, fear of the unknown, uncertainty and insecurity are also associated with it. All these negative effects and behaviours culminates into dehumanisation effects such powerlessness, loneliness, meaninglessness and isolation at the workplace which make workers to lead a miserable work life. However, to a lesser extent it led to an increase of production, profits and safety at the workplace. Nevertheless, these positive effects such as increase in profits benefits management more than the workers. Therefore, juxtaposing the negatives and positives of technology, the study found out that workers bear the brunt whilst management gets the best out of technology. As a result, there is a dire need to strike a balance between positives and negatives. This enables a win-win situation to prevail whereby workers realize a quality work life whilst management surpass its goals. This study recommends the use of Human resource Models to enable the positive inculcation of introduction of technology by workers since workers are a unique and precious resource that deserves a fulfilling work life across all different levels in organisations.</p>



Sheela Devi
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Shifting Paradigms of Literature, Culture and Science-A Post-modern Scrutiny

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ABSTRACT

The contemporary age of today is an age of guided missiles and misguided men. Man has reposed faith and trust on science to the extent that counting on calculators has surpassed and even suppressed the counting on beads. Account books and balance sheets are more discussed and debated than holy Bible, Gita and Quran. Artificial sun for light, nuclear plants for power and atomic reactors for energy have been created and built to make life comfortable, cozy and commendable. Instead of visiting churches and temples we visit hospitals, and laboratories for solace and serenity and strength. Life in the twentieth century is a baffling cocktail of the old and the new. Existentialism, surrealism and stream of consciousness co-exist with mythologies, fables and fairy tales. We are moved by man-made satellites and also by the albatross William Butler Yeats' prophetic vision—"things fall apart, centre cannot hold, mere anarchy is loose upon the world and blood-dim tide is loosed" has come true in the form of natural calamities like the frozen Europe and parts of America, wild fires in Australia, floods in Turkey and more recently the floods in China and black-swans out of the blues in Japan followed by Katrina, tsunami and nuclear disaster. Morality, too, is an embellishment. Much talked about but the least observed. Morality, somehow, is being limited to matters pertaining to sex. Mrs. Grundy's are prolific. Our Puritanism is akin to the prudishness of the Victorians. Khajuraho and Konarak are apparently forgotten. Kama Sutra appears in all purposeful mutilations: Essence of Vatsyayana: Hindu Philosophy of Love; Secret of Matrimonial Happiness; Illustrated Vatsyayana; or, any other imaginative title which the publisher can hit at. Our religion is mere sanctimoniousness. Dishing out through the Press and platform the supposed success of democracy, would not lead us anywhere: the real success has to stem from within. Thus, there is a lacuna between our thinking and living in all the spheres. Being unable to formulate, or more correctly, engender a new ethos suited to this age, we are clinging to the old standards of value. Therefore, we are hypocrites, fittingly with a capital 'H'.

Key-Words :

blood-dim tide is loosed — rampant violence and chaos.
a baffling cocktail— confused mixture
a vestigial relic —an outdated ritual
fatuous religiosity — self-contained religion
halcyon days — peaceful and tranquil days

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The Effects of Learning Environment when English is learnt as a Second Language

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	<p style="text-align: center;">Performing Arts, Srilanka</p> <p style="text-align: center;">ABSTRACT</p> <p>Learning environment simply defines the environment or the surrounding where learning takes place. Learning environment could take many different forms. It can be ranged from a classroom which consists of a teacher and students doing their lesson under a tree as mentioned above referring to more natural environment somewhere in the school or else in a highly sophisticated (computerized) classroom, where we see advanced technology is used for language learning process. This study seeks to identify the effects of learning environment when English is learnt as a second language at the faculty of Visual Arts of the University of the Visual and Performing Arts. The present study mainly focuses on the effects of learning environment when English is learnt as a second language with the aim of identifying the nature of the learning environment. The sample of this research is the first year students of the Faculty of Visual Arts, University of the Visual and Performing Arts. The Collection of data will be done by administering a questionnaire to the student sample. The teachers engaged in teaching English as a second language in four national universities will be interviewed individually to collect data. In addition, the sources such as documents revealing English examination results at the university will also be investigated. Further, an examination has been carried out to find out the concept of learning environment and second language learning along with the theoretical underpinnings in order to identify the scope of the present study with a logical and a realistic background. One of the prominent targets of the present study is to find out whether the environment during students' life i.e. during their schooling and University period and also learn at home was conducive to learn English. This fact is proved with the findings of the present study where the participants were questioned with an array of queries. When the respondents were asked about the availability of the teachers in their schools 20% of them said that they didn't have teachers in their schools. Thus it can be said that the scarcity of teachers negatively influences the learning process because the teachers provide clarity and support in their Zone of Proximal Development (ZPD) as said by Lev Vygotsky's. The next interesting feature is that a majority of the respondents (80%) came under the study admitted that the lesson materials supplied by the University are interesting and relevant for them. In this sense it is clear that the majority of the lesson materials provide knowledge they needed. Since English language plays the role of lingua franca in the modern world, one gets utmost benefits by learning English. Therefore, the Undergraduates in the University cannot avoid the potential opportunities in the future and should arm oneself with the knowledge needed.</p> <p>Key Words: Learning Environment, English as a second language, Lingua franca, Tertiary level education.</p>
<p>Deeksha Sharma GIC1523068</p>	<p style="text-align: center;">Analysis of Emotional Intelligence among engineering students.</p> <p style="text-align: center;">Deeksha Sharma Indian Institute of Technology (IIT) Roorkee, India deeksha.mtmk@gmail.com</p> <p style="text-align: center;">ABSTRACT</p>

METHODOLOGY & SCOPE

The objective of the study is to find out Emotional Intelligence (EI) of engineering students studying (N=138) (age:18-20 years) at IIT, Roorkee, India. It is a quantitative and empirical study done by questionnaire responses. The regression analysis, correlations and ANOVA were used to analyse the sample data collected.

The study aims to analyse EI for students as it is imperative to understand their abilities and traits through their emotions. Wellbeing and success of young adults relates to social-emotional learning skills to negotiate life challenges and to reduce mental health risks (Cherniss& Adler, 2000). Therefore, additional skills in the area of emotional-awareness, conflict-resolution, decision-making and social interaction are required for successful life (Romasz et al., 2004). The role of EI in emotional adjustments and academic achievements of student is important (Humphrey et al., 2007).

OBJECTIVES

- 1) To find the EI of the students considered for the study.
- 2) To analyse the relevance of Sensitivity, Maturity and Competency (components of EI) for students.
- 3) To analyse components of EI in male and female students.
- 4) To find significant difference between different ages of students for Sensitivity and Competency.

CONCLUSION

It is found that female students have higher score for EI and components. Also, Competency impacts Maturity more than Sensitivity, thereby suggesting that maturity is also defined by the abilities-skills learned and experienced in student life. Also, the responses for the three components of EI does not show any significant difference for age, meaning thereby age as a factor does not impact EI as a personality trait for students.



RizkiTaufikRakhman
GIC1523069

**Visual Communication on Cross Cultural Folktale
Case Study: Indonesian and Korean Folktale**

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ABSTRACT

Cultural become a reflection from a state or a country. The effort from a community to defend cultural with all its way, once through how the smallest environment in organization community as a family. Korean and Indonesian are Asian countries which have a lot of thing of difference and also commons ways at its culture. The common culture that explored on this study is the habit of storytelling of folktale from the parents in Korea and Indonesia. Folktale is a daily story with cultural background on a community that have message as a moral of the story so that become a good example of good behavior to children or even grandchildren. With all that reasons this study with the main idea of merge of folktale from different cultural, Indonesia and Korea, on a picture

	<p>book. With two version of both folktale we can known and understand of each message from each culture. Keyword: Cross Cultural, Folktale, Picture Book</p>
<div data-bbox="279 327 597 684" data-label="Image"> </div> <div data-bbox="185 684 691 743" data-label="Caption"> <p>KariyawasamSittarageNilushikaPrasangani GIC1523071</p> </div>	<div data-bbox="727 327 1425 390" data-label="Section-Header"> <p>Sri Lankan Urban and Rural Undergraduates' Motivation to Learn English</p> </div> <div data-bbox="721 420 1429 726" data-label="Text"> <p>K.S.N. Prasangani (Principal Author) Center for Language Studies (CLS), Universiti Malaysia Sarawak, 94300 Kota Samarahan, Sarawak, Malaysia nilushikap@yahoo.com ShanthiNadarajan, PhD (Co-Author) Center for Language Studies (CLS), Universiti Malaysia Sarawak, 94300 Kota Samarahan, Sarawak Malaysia nshanthi@cls.unimas</p> </div> <div data-bbox="1010 789 1156 814" data-label="Section-Header"> <p>ABSTRACT</p> </div> <div data-bbox="714 823 1448 1545" data-label="Text"> <p>English plays an important role in higher education of Sri Lanka as a medium instruction and as the medium of the globalization. In fact the current study examined 918 Sri Lankan undergraduates' motivational profile by utilizing Dornyei's L2 Motivational Self System to identify the factors affect for their English learning motivation based on the regional variations of the country. The adapted motivational questionnaire was used to collect the data from the students related to their motivated learning behavior, ideal L2 self, ought to L2 self, social goals, mastery goals, performance goals, attitudes towards L2 community and attitudes towards English learning. Multi-group structural equation modelling was used to examine the similarities and differences between the participant groups of urban- rural and war affected and non- war affected. Interestingly, in contrast to the previous studies current study found the strongest ideal L2 self among the rural and war affected learners. Furthermore, attitudes towards learning English appeared as a significant contributory factor of the English learning motivation of the rural and war affected learners. In addition, social goals also had a significant contribution to the learners' motivation and their ideal L2 self. Further, ought to L2 self, mastery goals and attitudes towards L2 community showed no contribution to the learners' motivation. In accordance with, the study specially highlights the country specific motivational picture of learners in Sri Lanka.</p> </div> <div data-bbox="714 1554 1448 1612" data-label="Text"> <p>Key words: Motivation, Urban Learners, Rural Learners, War Affected Learners, Non- war Affected Learners</p> </div>



RavindraRaghunathPatil
GIC1523072

Using Multimedia and Language Laboratory for Teaching Communication Skills to Technical Students on Practices and Paradigms?

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ABSTRACT

The present paper explores technical and pedagogical prospects in linking multimedia and language laboratory to teach communication skills to technical students. A variety of data, audio and visual sources, is used in the study for the analysis. Learners are given the opportunity to get exposure to various real world environments using the target language in the language laboratory. This exposure facilitates the students to observe and imitate model users of English. Through this, the processes that the learners actually engaged in while interpreting and carrying out multimedia tasks and group activities are illustrated.

A process and eclectic-driven study is made with the ultimate goal of using the laboratory technology effectively. The study focuses on teaching listening, speaking, reading, writing skills, nonverbal communication and speech receptive behavior using multimedia and language laboratory. The findings emerged from the teaching learning process in computer-aided language learning laboratory are critically examined. In the end, factors that help the integration of multimedia and language laboratory in to the training of communication skills to technical students are inferred from the study.



Fariha Asif
GIC1523073

Creativity, Commitment and Thinking through English in EFL Classroom

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ABSTRACT

Linguists claim that language one learns has significant impact on the way he thinks. There are found profound correlations between language development and cognitive development.

Owing to hectic schedule and overburdened course coverage scenario faced by the EFL teachers all around the globe, the learner's individuality is extensively and miserably suppressed. Learner has no choice of thinking and evaluation on his/her part. Learner is just forced to rote or adhere blindly what teacher stuffs him/her. This damages his creativity, commitment and thinking skill. It is the need of the hour that EFL teachers must know how these segments of learning can help learners develop positive skills among them and the teachers can become of cause of inculcating and infusing in learners the true spirit of learning English with over all paraphernalia. Learners must be aware of what they are learning; they must be given opportunity to develop their thinking according to the target language culture and environment. Teachers must be committed in imparting and urging thinking skill by using creative methodology and full proficiency and commitment. It is an admitted fact that language does have influence on our thoughts. It is often suggested that the language we learn enables us to carry out abstract inferences on

	<p>cognitive level, and helps us shape the external world into distinct categories as in the domain of object categories.</p> <p>Learning outcomes:</p> <p>This workshop would enable EFL teachers:</p> <p>To enhance their teaching ability as regards to their competence and proficiency</p> <p>To develop the habit of learners as reflected by their teacher in the field of creativity.</p> <p>To urge EFL teachers to make learners think through English.</p> <p>To correlate language – thought relation while teaching EFL class.</p>
 <p>LalaPalupiSantyaputri GIC1523074</p>	<p style="text-align: center;">Gender Portrayal on Comedy Cinema in Indonesia</p> <p style="text-align: center;">LalaPalupiSantyaputri University of PelitaHarapan, Faculty of Design & Planning, Visual Communication Design Program Lippo Karawaci – Jakarta Indonesia</p> <p style="text-align: center;">ABSTRACT</p> <p>The difference issue of man and woman’s bodies by the media is considered as a general value for social and economic viability of that media. Most Indonesia culture embraces as patriarchy. There’s an invisible line to tell the difference between the binary opposition. Main attraction of each opposition had specialty framing. The Male actor considered the brain of every scene and the female is representing the cosmetic to attract the audience. Body is sold as a commodity, which the media is considered as the breath of life. Image of a woman in a cinema has economic interest; the body becomes a commodity to program events like this.</p> <p>Woman’s bodies into erotic attraction and stimulate the interest of people to see an event program. Looking at the effectiveness of women’s bodies in influencing the audience, then information concerning the female body is always used as “playground” is important for highlighted at the event. Comedy cinema that maintains such values actually grow new stereotypes of woman, namely the concept that includes sex and gender where sex is the identification to distinguish male and female anatomy in terms of biological (sex) is more used for reproductive problem and sexual activity.</p> <p>Stereotyping of woman as more easily explained by the dotted starting at discourse that place woman in negative position and helpless. Cinemas often have an ideal female body and prove how the male created to conform to their fantasies about ‘woman’s sexy or beautiful. Female models are object that created to reach fantasy, where as the male is the creator on comedy cinema.</p> <p>Keywords: gender, comedy, cinema, stereotype.</p>



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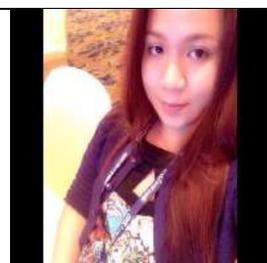
**The Application of Cinque's Theory to Brunei Malay Adverbial:
Functions and Positions**

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ABSTRACT

This paper will look into the Brunei Malay adverbials. However it will mainly focus on four types of adverbial in Brunei Malay namely adverbial of manner, adverbial of possibility, adverbial of time and adverbial of place. The discussion will focusing on the functions and the positions of the four adverbials in sentences and the relationship between one adverbials and another within a sentence by applying Cinque theory. Cinques (1996) claimed that the organizations of the adverbials in a clause structure are universally hierarchically base on their semantic function. Therefore the objective of this paper is to investigate either what Cinque's claimed can really be applied in Malay adverbials or not. This study basically will be based on library research. Therefore the data that will be used in this research are based on any written text in Malay.

Keywords : adverbial, manner, possibility, time, place, functions, positions, Cinque's theory.



Marylyne Entagi Salang
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**Reading Comprehension and Vocabulary Size of Students taught
using Reciprocal Teaching.**

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ABSTRACT

Reciprocal teaching is an important strategy to improve reading comprehension performance. It has four strategies which are predicting, clarifying, questioning and summarizing. The preliminary study examined the reading comprehension and vocabulary size of secondary school students taught using Reciprocal Teaching procedure. The study was conducted on 45 students in a secondary school in Miri, Sarawak: 30 students in the experimental group and 15 in the control group. The experimental group was taught using the Reciprocal Teaching Procedure and the control group was taught using usual reading comprehension instructional techniques. A reading comprehension test focusing on predicting skills was given before the teaching, and another test focusing on summarizing, clarification and questioning skills was given after the teaching. Nation Vocabulary Size Test (2012) was used to measure their vocabulary size after the teaching. The scores of the control and experimental groups were similar for the pre-test comprehension questions focusing on predicting skills and the post-test questions focusing on clarifying, summarizing and questioning skills. Both groups were more familiar with words at the K2 (2,000-word) level but there is no relationship between the vocabulary size and post-test reading comprehension scores. The brief exposure to the reciprocal teaching procedure may be too short to make an impact.

Keywords: reciprocal teaching, reading comprehension, vocabulary skill.

<p>Mohammad Hossein Sattarkhan GIC1523077</p>	<p>Simulation Application for Human Resources Planning of Shiraz HYPERSTAR Department Store</p> <p>Mohammad Hossein Sattarkhan* Department of Management, Science and Research Branch, Islamic Azad University, Iran. mh.sattarkhan@yahoo.com</p> <p>Ali Hadian Department of Management, School of Business, Mazandaran University of Science and Technology, Iran. hadianfarshad@yahoo.com</p> <p>Mohammad Mehdi Sattarkhan ²Department of Management, School of Business, Mazandaran University of Science and Technology, Iran. mehdi.satarkhan@gmail.com</p> <p>ABSTRACT</p> <p>This research tries to identify simulation applications in human resources planning in order to investigating system's stability by specifying the optimum number of human resources. To meet the goals Shiraz Hyperstar department store is selected as a case study and two Discrete Event Simulation (DES) models has been designed for two story of the case study by analyzing the system's human resources status. The needed data were gathered by referring to the department store's site and after eliminating the outlier data and extracting proper distribution functions, the model was performed by Arena simulation software and the output data was analyzed. Finally current situation of system's human resources which are active in queue parts, were evaluated.</p> <p>Keywords: Simulation, Human Resources Planning (HRP), Discrete Event Simulation (DES).</p>
 <p>Thitima Thongrutkumpol GIC1523080</p>	<p>Top Five Common Errors in Paragraph Writing in English By First Year Airline Business Students: A Case Study</p> <p>Thitima Thongrutkumpol Department of English School of General Education Kasem Bundit University, Bangkok Thailand E-mail: thitima.tho@kbu.ac.th thitima.thong@gmail.com</p> <p>ABSTRACT</p> <p>English was recognized as an international language all around the world. It is the most important language in aviation industry. The students who want to work for airlines need to be fluent in English. This study aimed to investigate the five most common errors in paragraph writing in English by first year airline business student from APDI (Aviation Personnel Development Institute) at Kasem Bundit University, Bangkok, Thailand. After completed 15 weeks of English for Daily Life Course, one hundred and twenty students were assigned to write a</p>

	<p>paragraph of at least 80 words in the topic of “My dream career”. The data were analyzed by using an error classification scheme and categorized into 17 schemes. The frequency of grammatical errors was calculated as percentage. The results found that the top five common errors were mechanics, articles, subject-verb agreement, infinitive, and verb to be error respectively. The finding of this study could be used as a basis of English course preparation in order to fulfill students’ English proficiency in the future.</p> <p>Keywords: paragraph writing, grammatical errors, frequency.</p>
 <p>Caecilia Tridjata S GIC1523081</p>	<p>Residual Schizophrenic Artistic Expression Style as a Manifestation of Mind Behavior and Unconsciousness</p> <p>Caecilia Tridjata S¹; Yasraf A. Piliang²</p> <p>1. Fine Arts Department, Faculty of Languages and Arts, Jakarta State University, Campus A Jl. Rawamangun Muka - East Jakarta, Indonesia 2. Faculty of Design and Arts - Master Decree of the School of Arts and Design Bandung Institute of Technology, Jl. Tamansari No. 64 Bandung, Indonesia</p> <p>ABSTRACT</p> <p>This research is based on my empirical experience in observing the potential of the artistic creativity aspect found in paintings by schizophrenic. New thinking about the creative process of the latest psychological research shows that creativity is not entirely sourced from instinct or intuition but rather a combination of the power of intuition and intellect or rational. The case studies were conducted on paintings of residual schizophrenic showed that among fantasy full of impressions, there where the idea emerged spontaneously from the unconscious nature. In the creative process their logical thoughts can be recognized in some visual aspect of the paintings. The tendency of the creative process of this kind is also experienced by people with residual schizophrenic that have reached the stage of insight. The artistic creativity explored from the unconscious offers the originality of unique and uncommon visual images. Various desire, intuition and traumatic experience repressed into unconsciousness find expression in various forms of visual image characteristics such as: the representation of the narrative, symbolic, metaphorical/metonymic, and combinations of them. In their painting, the personal visual codes are often combined with the objective visual codes so that the visual qualities of schizophrenic aesthetic characterized by bizarre, incoherent, loose associations, and paradoxical. It occurs in the painting of residual schizophrenic because of turmoil in their patterns and current thinking. The style in paintings of residual schizophrenic is a signature of self that is connected with the unconscious which is reflected in the mood, emotion and feeling. Therefore, the style in the paintings tend to change often. The tendency of the change of style in this case shows two psychological phenomena. First, the change in style as an indication of changes in emotional and mental condition. Second, the change of the style associated with creative potential. Analysis of visual quality paintings give a new understanding of work processes and the unconscious mind in the creative process of residual schizophrenic, particularly related to the aesthetics characteristics of schizophrenic and personal style.</p> <p>Keywords: style, expression, artistic, residual schizophrenic,</p>

	<p>manifestations, behaviors, thoughts, unconscious.</p>
 <p>SitiBadriyah Haji Mohamad Yusof GIC1523087</p>	<p style="text-align: center;">TRANSLATING IDEOLOGY: A CASE OF MEDIATED POLITICAL DISCOURSE IN BRUNEI</p> <p style="text-align: center;">SitiBadriyah Haji Mohamad Yusof Malay Language, Literature & Arts Programme, Faculty of Arts and Social Sciences, Universiti Brunei Darussalam</p> <p style="text-align: center;">ABSTRACT</p> <p>This paper will attempt to look at the various shifts occurring in the process of translating ideology in one of the most culturally bounded political text- a <i>titah</i> or generally known as the royal speech. Throughout the discussion, it will account for a number of key elements in relation to ideology practised in Brunei including the unique <i>Malay Islamic Monarchy</i> concept, Nida's (1964) notion of equivalences, as well as Fairclough's (1995) guideline on critical discourse analysis. Where it is considered relevant, the knowledge of pragmatics (Levinson, 1983) will be embedded. A conclusion will be made at the end of this paper to summarize and highlight the findings and other related significant issues. It is worth to mention here that, due to limitations, only lexical shifts will be observed with emphasis given to the religious-connoted terms and the highly-marked first person pronoun <i>Beta</i>.</p>
 <p>Nurhayati, Subadiyono GIC1523088</p>	<p style="text-align: center;">Developing a Model for Revitalizing the Traditional Performance of Dulmuluk by the Application of Structural and Reader Response Theories</p> <p style="text-align: center;">Nurhayati, Subadiyono, and Didi Suhendi Indonesian and Literature Education Study Program, Teacher Training and Education Faculty, Sriwijaya University</p> <p style="text-align: center;">ABSTRACT</p> <p>This research was aimed at developing a model for revitalizing traditional performance of dulmuluk, a dying play performance in Palembang, Indonesia. This is a development research. The research instruments included focus group discussions and field test questionnaires. Structural and reader response theories were applied in this research and a new model for dulmuluk revitalization was formulated. The criteria for such endeavor were: (1) showing times, (2) scripts, (3) directors, (4) make up, (5) actors and actresses, (6) costumes, (7) stage management, (8) lighting, (9) audio system, and (10) audience. The ten elements became a unit system that constituted a model for revitalization. The research results show that a dulmuluk performance was regarded as appropriate when the ten criteria were applied. The audience comprising performers, academicians, and university students appreciated the performance. Further effort is recommended for revitalizing the traditional performance of dulmuluk by establishing and directing performing groups in Palembang.</p> <p>Key words: traditional performance, Dulmuluk, structural, reader response.</p>



DrTheophilus T Mukhuba
GIC1523089

Miriam Tlali's Muriel at Metropolitan: Black Consciousness and the Search for Self-Affirmation

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ABSTRACT

This article is an attempt to demonstrate the power of non-conformity with regard to literary projections. Though written in 1969, Miriam Tlali's novel, *Muriel at Metropolitan* exhibits forceful portrayals of Apartheid South Africa's socio-economic and political system. The novel explores, in the crudest manner possible, the realities of racial inequality in South African society. Tlali, as it is contended here, succeeds in her intentions of telling the South African story exactly as it was by ignoring the existing literary conventions. Her chosen form of literary creation was deliberate; as she was certainly not unaware of the conventional forms of literary expression. Her deliberate disregard of conventional forms of literary creation was frowned upon by such critics as Njabulo Ndebele and caused much debate on the relativity of literature in the 60's, 70's and 80's.



SerhiiShevchenko
GIC1523090

The personality of Abraham and the problem of faith in the religious and philosophical discourse of Soren Kierkegaard

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ABSTRACT

The article reveals the problem of interpretation of S. Kierkegaard's notion of faith as a paradox contrary to canonical Christianity. The author focuses on the concept of the "new Christianity" in the philosophy of the Danish thinker, in particular, the phenomenon of faith in his views. Also the personality of the "knight" of faith – Abraham in works is analyzed Kierkegaard's.

Keywords: existence, faith, Christianity, spirituality, choice, predilection, indirect communication, paradox.



Anshuman Sahay
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Comparative Analysis between Altruism and Psychological Egoism

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ABSTRACT

Psychological egoism is a perspective that humans are motivated, always, deep down by what they perceive to be in their self-interest. *Psychological altruism*, on the other hand, is the view that sometimes they can have ultimately altruistic motives.

To cite an example suppose that Jack is saved by John from a capsizing boat in the river. What was the ultimate motive behind the John's act? Why he did, what he did? Wouldn't be it odd to suggest that John had some vested interests and benefits associated? After all in the process he risked his own life. Here the psychological egoist holds that John's apparently altruistic act is *ultimately* motivated by the goal to benefit himself, whether he is aware of that or not. John might have wanted to gain a good feeling from being a hero, or to avoid social reprimand that would follow had he not helped Jack, or something along these lines.



Dr. Amiya Kumar Mohapatra
GIC1523092

RashtriyaUchchatarShikshaAbhiyan (RUSA): Driver of Accreditation and Quality Expansion

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Abstract

Education is the path that lights the future of nation and its residents. It's a vital instrument that not only empowers socio-economic change but also act as catalyst in individual and nation's development process. It generates direct impact on creative awareness, creative abilities and aptitude of the work force as well as on the values, attitude and beliefs of the people. Thus, it not only enhances social skills but also leads to greater human achievements via better awareness adding to human capital.

As India passes through a positive state of demographic trend, the same needs to be en-cashed. Primary and secondary education is no doubt considered as the foundation for higher education but real development takes place only when people receive higher education. Growth of primary and secondary education is essential but not sufficient unless and until higher education is treated with greater importance. Since Independence, especially after introduction of "New Economic Policy-1991", Indian higher education has grown many fold not just in terms of number of students but also in terms of number of institutions whether universities or colleges that have increased from hundreds to thousands. But this growth has been more quantitative and less qualitative. Thus, higher education not only requires restructuring for quality improvement but also need to achieve efficiency and effectiveness in policy formation

	<p>and programmes through better governance and quality reforms. Also any further delay in implementation of long awaited reforms can only derail the process of transformation of the state of higher education sector and exacerbate the glaring inefficiencies in functioning of Indian higher education. Thus, in order to drive a positive change, RashtriyaUchchatarShikshaAbhiyan (RUSA), a Centrally Sponsored Scheme spread over 12th and 13th Five Year Plan Periods was drafted by Ministry of Human Resource Development, Government of India. RUSA shall act as the driver towards better governance and quality in Indian higher education via its accreditation process, governance and academic reforms.</p> <p>Thus, with the help of such reforms as proposed under the scheme of RUSA, we hope reforms in term of quality as well as governance shall be brought upon. Not only shall it help raise the higher education standard but also help in achieving the goal of access, equity and excellence.</p> <p>Keywords: education, reform, quality, excellence, governance and policy</p>
 <p>Dr. Michele M. Rocela GIC1523093</p>	<p align="center">Special Economic Zones Integration with the Local Economy: The Case of Special Economic Zones in Cavite Province</p> <p align="center">Dr. Michele M. Rocela <i>International Studies Department, San Beda College Alabang, Philippines</i> mrocela@yahoo.com</p> <p>Introduction: The main objective of this study was to examine and analyze the status of integration of the Cavite Special Economic Zones in the local economy. The specific problems which were answered by this research were:</p> <ol style="list-style-type: none"> 1. What is the status of integration of the Special Economic Zones with the local economy in the Province of Cavite in terms of: <ol style="list-style-type: none"> 1.1. Nature of industries of the SEZs 1.2. Equity of participation of the SEZs in the province of Cavite 1.3. Classification of industry type of locators 1.4. Usage of local materials for their manufacturing needs 1.5. Tie-up with the Local Suppliers Network 1.6. Sub-Contracting Agreements with the Local Firms? 2. Are the SEZs in Cavite able to generate employment opportunities to the locals? <ol style="list-style-type: none"> 2.1. What is the nature of job of the employees inside the SEZs? 2.2. What is the employment status of workers inside the SEZs in Cavite? 3. What are the types of local businesses that emerged in the area after the establishment of the special economic zones in the different municipalities in Cavite where these SEZs are located? 4. What is the role of the local government in the implementation of the export-oriented industrialization or the EOI strategy by establishing a number of SEZs in the province, in terms of looking at the over-all investment climate and incentive package for locators and SEZs owners offered by the Province of Cavite? 5. What were the factors considered by the Locators when they decided

to establish their businesses inside the SEZs in the province of Cavite?
5.1. What were the problems encountered by the locators when they established their business inside the SEZ?



Hoang Truong Giang
GIC1524051

The Economic Effects of Airline Alliances and Mergers in the Airline Industry

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ABSTRACT

The thesis discusses regulatory constraints and market results concerning international consolidation of the airline industry. It provides a comprehensive overview of airline alliances and mergers development within the framework of economic effects. The paper compares economic effects on airlines as well as benefits for consumers and analyses the differences between various mergers and alliances as well as the synergies generated thereof. In all respects this paper attempts to provide a suitable framework for future use in research analyses of international consolidation in the airline industry, as a strategy for international network development.

Key words: International Consolidation, Airline Industry, Economic Effects, Airline Alliances, Airline Mergers.



José G. Vargas-Hernández
GIC1524052

Study on Scientific Production in Strategic Management Period 1980-2014

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ABSTRACT

When a discipline is consolidated through advances and research it entails, it is necessary to analyze what were the elements of impact in the field, through an analysis of the work that the scientific community of the field generated. This paper analyzes, through free software programs Sitkis, Ucinet and VOSviewer, information on major authors, articles and keywords of the twelve high impact publications in Strategic Management for the period 1980 2014. The purpose of this research is to determine what were the major journals, authors and themes of SM in the past thirty-four years.

Keywords: Strategic Management, bibliometric indicators, literature review.

JEL: D80, D83, Z00



SitaDeliyanaFirmialy
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A Behavioral Studies : Evaluation On Judgment Of The Heuristic Biased In The Professional Financial World

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ABSTRACT

This paper explores the likelihood of heuristic based judgment in the process of decision making of the professional in financial world. The simplicity of this method has proven to be useful and quite effective. However, sometimes this simple way of probability assessing are much more likely tend to create extreme biases and severe systematical error, due to the unclear methodology performed in order to achieve the expected results. The present paper replicates the evaluation on heuristic based judgment with two groups of respondents, the first group consists of social sciences and financial analysts, who understand perfectly about the financial world, while the second group consists of non-social sciences analysts, who in this paper we concluded, has none to limited knowledge about the financial world. The objectives of this recent paper was build to assess how the probability assessment in the process of decision making can be different between these two groups of samples and then measured how far is the discrepancy between both. The expected result of this experiment is an empirical validation that prove judgment based on heuristics indeed play a very significant role in the process decision making of these both groups of professionals.

Keywords : Representativeness, availability, heuristics, judgment, biases, financial.



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A Critical Study of the Use of Information and Communication Technology in Schools of Punjab

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Patiala 2014

ABSTRACT

The 21st century represents an era of the revolution where the technology plays a central role in generating an atmosphere of awareness among masses by the means of different communication methods or techniques through which the entire world is being connected for exchange of information. Technology includes not only tools and machines, but also their impact on processes and systems, on society, and on the way people think, perceive and define their world (Sharma, 2013:76). Romizowski (1980) describes the technology as a 'process'-something that people do not solve problems or to achieve aims and 'product' such as instruments and tools, something tangible that exists and can be used to satisfy the needs of the community (as cited in Aggarwal, 2007:2).

Information and Communication Technology or ICT is defined as the combination of informatics technology with other, related technologies, specifically communication technology (UNESCO, 2002: 13). Information and Communication Technology covers radio, telephone, television, computer, laptop, internet, smart phones, video conferencing and other multimedia devices. It consists of the various activities related

	<p>to information and communication resources. These various activities are related to collection, execution, storage, transmission, exchange, publication and presentation of information. ICTs thus stand for information and communication technologies, as diverse set of technological tools and resources used to communicate, and to create, disseminate, store and manage information (WikiBooks, 2014).</p> <p>In the present time, the information technology has affected our daily life activities even at home, at work place or at any other place. In fact, today we are going towards the new era of world in which we are full depending on the Information and Communication Technology. It is a key input for economic development and growth (World Bank, 2002: VII). We do not need to wait in big queues for paying bills, transferring money, depositing applications and even not need to sit in the examination halls. Students can also give their exams by online. Every departments, educational institutions, organisations and companies whether they are governmental, semi-governmental or private, are going towards the computerized environment and are connected with each other by the usage of Information and Communication Technology (ICT) for sharing information etc. Everything today is totally dependent on ICT, it is becoming like electricity living without which is impossible. People are using technology for making their life easier. It is now firmly believed that usage of effective technology can provide a wide means to generate, develop the individual and social resources. It enhances the effectiveness, efficiency, and transparency of the public sector including the delivery of social services (ibid.). ICT can increase the economic and social well being of poor people and empower individuals and communities (ibid.).</p>
 <p>Deep Gural Singh GIC1524055</p>	<p>Cyber Pornography: A Study with Special Reference to Indian Laws</p> <p>Deep Gural Singh Department of Education and Community Service Punjabi University, Patiala 2014</p> <p>ABSTRACT</p> <p>The present era is an era of the evolution and the world is changing at very fast speed. Along with various other fields, there has been observed an overwhelming revolution in the field of technology of communication. Today's world is the world of Information Technology. In today's electronic world, Internet is considered the most important development in communication media.</p> <p>There is no physical existence of the Internet. Internet is considered to be a huge network that interconnects various smaller groups of networks by the communication sources for connecting the whole world with each other. So the global web of linked networks and computers is the Internet. It is a global unrestrictive and decentralized communication medium. Internet has now become a key tool in the practice of daily life. The Internet is a product of the convergence of media, computers and telecommunications.¹ The distribution of information has been modified by the Internet. As compared to the other media such as television and telephone, the Internet has been considered as a great revolution in technology with a more impact on exchange of information.</p>

¹ Available at: <http://www.answers.com/topic/internet>. (last visited on November 30, 2013).

Anyone can access any type of information, data and material; and can also communicate with any other user residing anywhere in the world by the use of Internet. Where the Internet provides the various facilities like a huge library, communication channel, chat rooms and e-mails to the world; much of the sophisticated technology used for the powerfulness of Internet has been utilized by the world of adult entertainment. Cyberporn industry has become more popular as compared with pornographic magazines. For the dangers of Internet, the regulation of the on-line porn industry, especially Cyber Child-Pornography, becomes the most universal and central focus of concern and a challenge for international organizations and governments.

To keep an eye over the communication technology, there is existence of different laws. As the communication technology is changing rapidly so there is a need for reexamination of these laws. So there should be the need of the specific laws to regulate this communication media because the existing laws which are regulating traditional media, have jurisdiction restrictions or say these are national or state laws. Internet has a global jurisdiction. Citizens of one state can access any data which is available from websites under the jurisdiction of other states and the related state should be unable to restrict its citizens from accessing that material. So the effective regulation, mainly of pornography, child-pornography, indecent speeches and privacy, is impossible for state authorities. Attempts by one state for the regulation of communication over Internet would inevitably affect the rights of internet users of other states.

In the non-legal responses for internet regulation, the various approaches to control and regulate the illegal, pornographic, obscene and harmful contents over Internet should be taken. The most approaches combine co-regulatory attempts with an emphasis upon self-regulation. The result is the production of rating and filtering systems including filtering softwares and the development of free hotline channels for reporting illegal and harmful contents over Internet to help law enforcement agencies. The law enforcement agencies can control such cyberporn material and implement the related law provisions in the effective manner only if there should be an effective co-operation and support of victims/accused, police, investigating agencies, internet service providers, public prosecutors, social welfare organisations and society. It is also the responsibility of Government for spreading the awareness and warning to internet users about the heinous outcomes of this social disease, related legal provisions and punishments for such kind of offences.



Dr. Amiya Kumar Mohapatra

**FDI Policy in India:
With Special Reference to FDI Inflows**

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ABSTRACT

The macro economic reforms in India through New Economic Policy 1991 have led the way for globalization by reducing and removing the constraints in foreign trade mechanism. Further, principles governing

GIC1524056

external transactions mainly investment inflow process, get modified at the policy level. Indeed, India's New Economic Policy 1991, was framed to make the economy more market-driven and competitive by expanding the role of foreign investment and bilateral capital movements. In the view of the above, FDI played a vital role in the economic growth of a country. FDI inflows accelerate the pace of economic growth with the help of transfer of technology, knowledge, skills and capital from one nation to another,

FDI inflows not only fill the resource gap of a country but also provide an array of facilities to the host country in terms of better technology, innovation, skills upgradation, global best practices and other necessary services. When the value addition made by FDI inflows in a country is higher than the repatriation of profits of these investment i.e. social returns is greater than private returns, and then it proves to be a much more viable option to fill the resource gap of a country. It benefits all the segments of society in terms higher wages and income, better employment opportunities and higher outputs. Any country suffering from shortage of capital and domestic resource gap needs to improve their investment environment by offering numerous incentives and required facilities to magnetize FDI. Reforms in the recent years made in fiscal and monetary policy has attracted more FDI inflows in India. Besides, higher GDP growth rate, better infrastructure, abundant labour force, magnetic foreign trade policy with stable government add flavor in the process of attracting FDI in India.

Department of Industrial Policy and Promotion under Ministry of Commerce and Industry, Government of India has circulated a Consolidated FDI Policy for better governance, regulation and transparency in FDI Inflows (effective from April 17, 2014). FDI inflows are permitted up to 100% on the automatic route, subject to applicable laws/regulations; security and other conditionalities as laid in the FDI policy documents. These sectors are varied from diverse spheres of business ranging from financial to construction, chemicals to pharmaceutical, etc. The government has taken a grand leap in its policies towards FDI. This is envisioned in order to achieve desirable economic boost that shall bring positive results for the nation. Although a lot of sectors in India are made open to receive FDI in varying proportion, still with respect to few areas/sectors, FDI is fully prohibited. However, in a capital crunch nation like India, FDI should be encouraged and promoted, which will definitely benefit us in the long run.

Keywords: FDI, globalization, reforms, capital, automatic route and policy.



Nur Diana Binti Hassan
GIC1524057

Organizational Justice And Employee Commitment

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ABSTRACT

The core purpose of this study is to explore the relationship between organizational justice and employee commitment. The result of this study is beneficial in order to find out employees' perceptions regarding organizational justice practices in the workplace which may consequently contribute to employees' commitment in providing services with their respective organization. This research was guided by two objectives which the first was to explore result as to which of three types of organizational justice is perceived as most important among employees. Secondly, the research also aimed to explore correlations between three types of organizational justice and employee commitment. The scope of study concentrated among employees in the Human Resource Management department working in the corporate office of Malaysia Airports Holdings Berhad (MAHB). For this study, 90 surveys were distributed to staffs in the Human Resource Department at the corporate office of MAHB, Sepang. Their evaluations as pertaining to this study would greatly address toward more genuine result on actual organizational justice practices in MAHB and the result of their commitment in providing services. Two important analyses were adopted to achieve research objectives and questions which types were descriptive and correlation analysis. Based on statistical analysis, distributive justice were perceived as most important among employees since it has the highest mean and standard deviation values of 3.75 and .667 respectively. However, interactional justice was found to be the most significantly related to employee commitment. This is due to the fact that interactional justice has the highest correlation (r) value which is 0.716**. Indeed, interactional justice may also be perceived as the most important type of justice in the workplace and consequently, it may contribute to employees' commitment towards their organization.



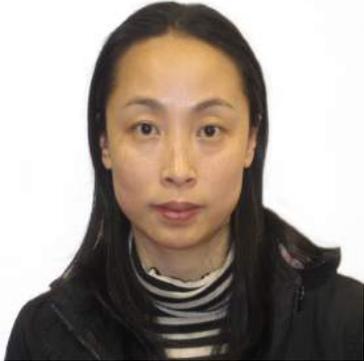
Sammy Xiaoyan Ying
GIC1524059

Constraints on Professional Scepticism in China from Philosophical and Historical Perspectives

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ABSTRACT

The objective of this study is to examine constraints on professional scepticism in China from historical and philosophical perspectives. Specifically, this paper examines the philosophical meanings of scepticism constructed historically in Anglo-American countries and how distinctive Chinese philosophical tradition may act as constrains on PS in China. Moreover, this paper examines how distinctive Chinese historical development of auditing may contribute to constraints on professional scepticism in China. From a philosophical perspective, the philosophical determinants of social relationships premised on conflict avoidance and obedience associated with subordination may preclude intrinsic

	<p>acceptance by Chinese auditors of western notion of professional scepticism characterised with questioning, inquiry and confrontation. From a historical perspective, the alien concept of scepticism is not historically rooted in the Chinese auditing system. The analyses suggest that implementation of the alien concept of professional scepticism is likely to encounter considerable challenges in China. The findings have important implications for the international convergence of auditing standards.</p> <p>Keywords:Professional scepticism,Convergence, Auditing,China.</p>
 <p>Sammy Xiaoyan Ying GIC1524060</p>	<p>The Influence of Partners' Views on Chinese Auditors' Professional Scepticism</p> <p>Sammy Xiaoyan Ying Department of Accounting and Corporate Governance, Macquarie University, Australia Email: xiaoyan.ying@mq.edu.au</p> <p>Chris Patel Department of Accounting and Corporate Governance, Macquarie University, Australia</p> <p>ABSTRACT</p> <p>Professional scepticism remains one of the most important and controversial topics in auditing. This study examines the influence of partners' views on auditors' professional scepticism in China. This examination is important given the hierarchical structures of audit firms, and even more important in China given the strong cultural emphasis on subordination and obedience. Specifically, this study invokes social contingency theory to provide insights into partner influences on auditors from an accountability perspective. It is expected that auditors with knowledge of partners' views are likely to be susceptible to pressure to align their judgments to the partners' views, and such pressure influences auditors' professional scepticism when exercising judgments. A between-subjects experiment was conducted with practicing auditors in China. The independent variable, partners' views on professional scepticism, was manipulated across three groups: (1) a control group, in which there is no information about partners' view, (2) a group in which partners' known views reflect low emphasis on professional scepticism, or (3) a group in which partners' known views reflect high emphasis on professional scepticism. The results provide evidence that when partners' views on professional scepticism are known, auditors perceive considerable amount of pressure to follow the partners' views. Further, the results show that when partners' views reflect low emphasis on professional scepticism, auditors' levels of professional scepticism are significantly lower compared to when partners' views are unknown. However, when partners' views reflect high emphasis on professional scepticism, auditors' levels of PS do not significantly differ from when partners' views are unknown. Furthermore, the results show that when auditors learn partners' views, increased intensity of perceived pressure can strengthen the effects of partners' influences on auditors' professional scepticism. The findings of this study have important implications for auditing regulators, professionals, and audit firms.</p>

	<p>Keywords: Professional Scepticism, Auditing, China, Partner influences</p>
 <p>Anshuman Sahay GIC1524061</p>  <p>Sai ChakradharAraveti GIC1524061</p>	<p>Co-financing arrangements using crypto-currencies for developing Smart Cities in India</p> <p>Anshuman Sahay and Sai ChakradharAraveti Indian Institute of Technology - New Delhi</p> <p>ABSTRACT</p> <p>Crypto-currencies like bitcoin are being used at an exponential rate as they have low inflation and low collapse risk. One of the biggest problems with currencies used around the world is inflation. Over time, all currencies lose purchasing power at a rate of few percents per year mainly because governments keep printing more money. With crypto-currencies like bitcoin, the system itself is designed to make the currency finite (21 million bitcoins can exist). The crypto-currencies do not depend on governments which fail occasionally and therefore are not regulated by any body, thus acting as a digital decentralised form of currency. Purchases using crypto-currencies are generally transaction cost free and if any cost is charged, it is quite less. Using banks and other financial institutions makes things complicated and slow, whereas using crypto-currencies to transfer money takes only a few seconds. The infrastructure for payments and the costs incurred on transferring money are quite less in crypto- currencies. Crypto-currencies are easy to carry and transactions are stored in public ledgers assigning unique identifiers to each individual. Despite the aforementioned benefits, a lot of risks also exist with the use of digitalised currencies like not being able to trace purchases through bitcoins is a point of major concern among governments with many illegal e-commerce stores rising. As of now, the problems bitcoins face are that they can be lost if someone hacks into your account and gain access of your bitcoins. Bitcoins are still in an early stage of development and are hard to trade, not accepted at many stores and too volatile with prices changing by the free market regulated at the world level.</p> <p>Managing the risks associated with crypto-currencies with increased opportunities for use can act as an International Private Finance for developing nations like India to improve business environments and attract investors. Using a Public Private Partnership (PPP) model with focus on business and development innovation in association with multi national companies can further increase Foreign Direct Investment in India through risk free, quick transactions using crypto-currencies along with low tax/tax free bonds for investing in infrastructure by people in India.</p> <p>The paper aims reforms at the governmental level, primarily involving policy reforms for the usage of crypto currency along with easing the model of investments for infrastructural projects in India.</p>



Ms. FaribaPahlevani
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The Role of Government and its Policies for Crime Prevention and Providing Some Strategies for that

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ABSTRACT

The government and its all components should cooperate for crime prevention, and all the government levels are responsible to provide a context that lead to the governmental and civil organizations including private sector, play their role properly in crime prevention. National prevention program of the government must be based on need assessment, conducted researches, available data and statistical analyses. For optimal need assessment, the government should ask people and other sectors about their comments. The present study was conducted as a field study by questionnaire collection. Islam emphasizes on prevention more than modification. Religious morality and great religious, is actually a rich and confident supporter which protects the society against many scientific and intellectual illness and deviations. In every country, the government can struggle and prevent crime through various strategies. It is obvious that, existence of a preventive organization for crime in every society can play an effective role. The government and its all components should cooperate for crime prevention, and all the government levels are responsible to provide a context that lead to the governmental and civil organizations including private sector, play their role properly in crime prevention.



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Social Prevention of Crime According to Islamic Commands

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ABSTRACT

Considering the necessity of struggling with crime, it is required to arrange crime prevention programs proportional with specific national and local contexts. Since Iran is an Islamic county and has religious beliefs, so, crime prevention approaches will be formed by religious thoughts. Undoubtedly, preventive measures for crime commitment, delinquency and aberration are among Islamic justice principals and criminal policies of Islam. Preventive measures are a complex of educational, didactic, social, cultural, economic and political activities. For instance, preventive interventions can be divided into social, individual, situational and ultimately disciplinary and criminal measures. Active prevention (non-penal) includes various measures and methods which are used out of penal system to prevent crime. Considering the weak results of penal prevention to prevent crime occurrence due to imposing high cost and human force to the government, non-penal prevention absolutely is more effective and it will conduct a

	<p>person who may be on the eve of delinquency, toward the rightway by controlling social factors and proper social and non-penal strategies. Some moral teachings that can have role in the prevention of crime occurrence include: encourage to the observance of piety, advice to forgiveness, advice tokindness and generosity, obligatory of forbidding what is evil or publicsupervision.</p>
 <p>SitaDeliyanaFirmialy GIC1524066</p>	<p>Analysis of The Relationships of Indonesian Tourism Demand and Three Favorite International Destinations in South East Asia</p> <p>SitaDeliyanaFirmialy Deddy P. Koesrindartoto, Ph.D School of Business and Management - Bandung Institute of Technology</p> <p>ABSTRACT</p> <p>This paper aim to determine the relationship of tourism growth in Malaysia, Singapore and Thailand to Indonesia. Firstly, the paper performed bivariate and multivariate analysis on each country measured.. Secondly, the paper performed a non-parametrical approach to evaluate which combination of tourists movement gave the highest contribution to Indonesia’s tourist arrival. The estimated multivariate model explain the relationship between variables more clearly compared than the other estimated model (R-square > 90%). Malaysia’s and Singapore’s growth in tourists arrival gave effect to the growth in Indonesia, in the long run and short run. However, Thailand’s growth of tourists arrival has only given significant effect to Indonesia’s growth of tourist arrival in the short run. The reverse analysis conducted later on this paper, suggest that Indonesia’s growth in tourists arrival itself gave significant effect to the growth of tourists arrival in Malaysia and Thailand, in the long run and short run as well. However, Indonesia’s growth of tourists arrival only gave an effect toward Singapore in the short run. There’s no evidence of Indonesia’s growth affected Singapore in the long run. Lastly findings of this paper confirmed that compared to the other observed tourists movements, the highest odds percentage of people come to Indonesia obtained from international tourists who visited Malaysia and Singapore, and as for the international tourists who travel from their home country to visited Malaysia, the odds of them to come to Indonesia appear to be the lowest.</p> <p>Keywords :Tourists arrival, vec model, logit, tourists movements.</p>
<p>Yahaya Sani GIC1524067</p> <p>Haruna Muhammad Ahmad GIC1524067</p>	<p>Enhancing Firms Sustainable Competitive Advantage: The Moderating role of Hard Technology, between Resource Value and Innovation. Experience from Nigeria’s Manufacturing Sector.</p> <p>Yahaya Sani Jigawa State College Of Education Gumel, Nigeria Email yahayasani20@yahoo.com, And Haruna Muhammad Ahmad Jigawa State College Of Education Gumel, Nigeria Email:harunamuhammadbirniwa@gmail.com,</p>

ABSTRACT

The purpose of this study is to investigate the moderating effect of environmental factor i.e. technology specifically the hard technology in the relationship between element of competitive advantage i.e. resource value and innovation in enhancing firms sustainable advantage. Data was collected through personal questionnaire from 166 manufacturing firms in Nigeria who are members of manufacturing association of Nigeria within North West and North Central zones, with 70% response rate. The results indicate that there is positive and significant relationship between resource value and innovation while moderated by hard technology. According to the result, manufacturers in Nigeria fully agree that hard technology is essential with unique valuable resources to enhancing sustainable competitive advantage a bit longer with continues innovations. This study adds knowledge to the theory and practice of competitive advantage particularly in Nigeria's manufacturing firms. Its theoretical and empirical significance adds more insight on the previous empirical studies in the field that is to say it gives guidelines to manufacturers in Nigeria on the impact of strategic management approaches on competitive advantage. For government and firms, the study provides avenue of creation and generation of competitive advantage in Nigeria and Africa as a whole since the phenomena is general.

Keynotes: Competitive Advantage, Resource value, Innovation, Technology, Sustainable Advantage.



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Adopting the Food Traceability System in Vietnamese Agriculture: Effects on Price Premium, Purchase Intention and Loyalty

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Abstract

Vietnam is a country having a variety of advantages in agricultural production, many of Vietnamese agro products are not only popular in domestic market but also able to be exported to other countries. Although Vietnamese agro products are famous for delicious taste, most of them are suffering from low prices. In addition, Vietnam is having difficulty seeking for output markets for its own agro

products due to challenges from a series of food-related accidents and struggles to meet strict requirements of potential markets.

To mitigate the food-related risk the Food Traceability System has been introduced in many countries. However, in Vietnam this system has not been widely adopted yet. The main purpose of this study is to determine the impacts of reduced uncertainty on customer behaviors, thereby giving several suggestions to adopt this system in Vietnamese agriculture. In order to fulfill the research objectives, this study applied the modified model of Pavlou et al and a survey questionnaire was distributed for data collection in Vietnam.

The findings of this study showed that the mitigated uncertainty leads to the increasing of price premium and customer loyalty. Furthermore, the study also found that Vietnamese customers were willing to buy more traceable products and repeat their purchase decisions, but only inclined to pay a low price premium. These results provided suggestions for the adoption of this system in Vietnam without highly increased costs.

Key words: Food Traceability System, Pavlou et al, Vietnam, uncertainty, agro-products



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Host-Country Characteristics and Intra-Firm Technology Transfer

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ABSTRACT

Since the world has evolved as a Global Village, new technological innovation has become crucially important for sustaining market competition and gaining competitive edge irrespective of size and sector of any organization particularly in the context of developing nations such as Malaysia where technology transfer plays crucial role in the overall economic growth and development of the state. Multinational Corporations in general enjoy technologically advanced positions and play vital role in disbursing technological knowledge throughout firms globally. Technological knowledge within the multinational corporations may in fact be termed as public goods that can be utilized by foreign affiliates. Although numerous studies exist on technology transfer the majority of existing literature addresses the issues related to inter-firm transfer of technology only while the area related to intra-firm transfer of technology has been largely neglected; study of which are expected to be ideal for fruitful exploration of profitability in technology transfer

projects. Analyzing the impact of hereditary knowledge from parent company on the performance of foreign subsidiaries is vitally unavoidable. This study is in response to the fact that not enough research has been done on transfer of technology by MNCs in Malaysian context among international literatures of management. Justifications to such reality could be because of the increasing surfacing of India and China as important actors in terms of international trade indicating a steady turn down of Malaysia as a main hub for overseas manufacturing corporations. This current issue on intra-firm technology transfer is an effort to restore balance in literature by focusing on the effect of host-country characteristics on the efficiency and effectiveness of the technology transfer process in context of intra-company technology transfer by Multinational Corporations (MNCs) in Malaysia where the success of the transfer process is strongly related with the degree of technology transferred to the MNC subsidiaries which in turn would outline the relationship between multinational corporations and intra-firm technology transfer in Malaysia as a host nation.

In my opinion Malaysia's transformation over the last 40 years from an agriculture and primary commodities dependent nation on to an export-driven country impelled by high-end technologies, with industries based on knowledge and intensive capital has been spectacular. The policies of Malaysian government maintaining an opportunistic business environment for growth and profits have entitled Malaysia as an attractive base for exports and manufacturing in the region. The importance of Malaysia as a subject of technology transfer research lies not only its strategic geographical location that has the potential to be the technological hub of the world but also in the following stated facts that establishes Malaysia as a ground to study technology transfer. Malaysia has been ranked 15th position by the IMD World Competitiveness Yearbook 2013 in overall performance out of 60 economies in contrast to previous year's 14th position (IMD World Competitiveness Rankings, 2013). However, technical performance of Malaysia is still behind other advanced nations like Singapore and Korea although the Global Competitive Report revealed that the 24th position of Malaysia out of 148 countries has been retained (World Economic Forum (WEF), 2014) after a continuous deteriorating tendency for three successive years from its earlier held 21st position out of 134 countries in 2008-2009 (World Economic Forum (WEF), 2008) to 24th position out of 133 countries in 2009-2010 (WEF, 2009) and to 26th position out of 139 countries in 2010-2011 (WEF, 2010). According to the same report Malaysia's position on networked readiness reached 30th position in 2013-2014 (WEF, 2014) from its 40th position in 2010- 2011 (WEF, 2010) and 37th in 2009-2010 (WEF, 2009) respectively.



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GIC1524072

An assessment of Entrepreneurial landscape in Sub-Saharan Africa

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ABSTRACT

The objective of the paper is to analyze the nature of entrepreneurial activities in the Sub Sahara Africa. Five countries in the Sub Sahara African that are participating in Global Entrepreneurship Monitor (GEM) research have been studied to understand the entrepreneurial situation and socio-economic implications in the region. The importance of entrepreneurial activities in boosting socio-economic development has been recognized not only in developing countries, but across the entire global economies. Entrepreneurship is regarded as a source of country's or regional economic growth, innovativeness and competitiveness. Some people believe that the wealth and poverty of developing countries is associated with nature and type of entrepreneurial activity. Policy makers are not only concern about the rate of business start up, but the growth and development of those starts up is of paramount importance to the development of the country's economy. The supply of entrepreneurs does not really matters in boosting economic performance. What is important is having high impact entrepreneurs who could make meaningful contribution to the economy. High growth oriented entrepreneurs are more stable and contribute greatly in enhancing the economic performance of the country. When entrepreneurs are facing difficulties in sustaining and growing their business, it may be unlikely for entrepreneurship to reduce unemployment and poverty. Inadequate financial supports, insufficient infrastructure, lack of enforcing laws protecting the right of entrepreneurs are some of the problems making business environment difficult in Sub-Saharan Africa.

Keywords: Entrepreneurship, Entrepreneurial activity, Job creation, Poverty reduction, Sub-Saharan Africa.



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Financing Issues in Micro, Small and Medium Enterprises in Yobe State, Nigeria

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ABSTRACT

The study examines the challenges faced by Micro, Small and Medium Enterprises in Yobe state in their ability to access funding. It was found that financial institutions within the state and public institutions responsible for funding SMEs have been reluctant in carrying out their responsibilities, mainly due to the effect of insecurity in the region and lack of collateral security as well as non formal culture of operation. The facts have been generated by analysis of one hundred and seventeen (117) items in the questionnaire sent to nine (9) funding institutions

	<p>within the state. It is recommended that, government should consolidates the impact of its policies to improve the business operating environment and makes strong supervisory agencies that can support MSMEs in their effort to get funding for effective economic performance.</p> <p>Key words: Financing, Small and Medium Enterprises, Financial Institutions.</p>
 <p>Noor Syahieda Mat Shah GIC1524077</p>	<p>Understanding Leisure Travelling Motivation Among Malaysian with Mobility Impairment</p> <p>Noor Syahieda Mat Shah Center for Management and Administrative Studies Faculty of Business Management Universiti Teknologi MARA Kampus Puncak Alam Selangor, Malaysia</p> <p>ABSTRACT</p> <p>Tourism had been recognized as a key pillar of economic growth in all regions. In Malaysia, tourism is the second major national economic contributor. It has a lot of tourism products and attractions to offer that enabled us to received 24.7 million tourist arrival and RM58.3 billion worth of receipt in year 2011. People with disability are a growing group among travel, tourism and leisure oriented consumers. Despite all challenges, what made disabled people - especially those with mobility impairment to continue to travel? Therefore, this study was conducted to understand three elements: 1) the factors that motivate leisure travelling activities among people with mobility impairment (PWMP); 2) the motivation factors: push or pull that gives greater impact towards their travelling activities; and 3) to understand the necessities that will make them travel in comfort, convenient and can ensure them a good experience. Guided by previous studies on push-pull motivation concept, twelve (12) motivation factors that consist of nine (9) push motives and three (3) pull motives were identified. It was also learned that pull factors give greater impact towards PWMP leisure travelling decision especially the element of accessibility and information. PWMP was also identified to require: accessibility, connectivity, information and human touch in order to enjoy a convenient travelling. This study was hoped to be able to benefits tourism industry in terms of promotional and marketing, and for future development. May this study also be able to bring forward more people with disability to actively participate in travel, tourism and leisure activities.</p>
	<p>Role of Judiciary for the Social Security and Protection of Women Labour in India</p> <p>Dr. Diptirekha Mohapatra Lecturer (HR & OB), Ravenshaw Business School, Ravenshaw University, Cuttack, Odisha, India Email- diptirekha_mohapatra@yahoo.com</p> <p>ABSTRACT</p> <p>Judiciary is the third pillar of democracy in India and guardian of fundamental rights of people. Judiciary in India plays a pivotal role to establish economic and social justice in a democratic set up. Through its</p>

<p>Dr. DiptiRekhaMohapatra GIC1524078</p>	<p>various pronouncements of judgments it upholds the spirit of social equity and justice and protects the interests of vulnerable groups like unorganized labour, women and children. In this article efforts have been made to bring to the lime light the contribution of judiciary in India in protection of women and unorganized labour and in providing social security to such weaker section of the Indian society.</p> <p>Key Words: social justice, democratic, social equity, unorganized labour.</p>
 <p>Abeer GIC1524079</p>	<p style="text-align: center;">Engineering Management in Developing Countries a Future Prospect</p> <p style="text-align: center;">Abeer Kaed, Uia Malaysia</p> <p style="text-align: center;">ABSTRACT</p> <p>As a result of globalization, one of the most major issues affecting the success of a construction project would be the formation of a multicultural project team. As construction projects leaders continue to lead global, multicultural projects, there is a demand for managing a workforce that is more diverse than ever. The multigenerational workforce has distinct views on work ethic, communication and incentives; finding common ground is essential. Multicultural or multi national projects has become more common in recent years, and contemporary international management literature has identified that the management of multicultural teams is an important aspect of human resource management, without its proper practice a lot of benefits of these projects will turn into losses. Recent studies have focussed on the positive effects of using multicultural teams, for example, Earley and Mosakowski (2000) stated that multicultural teams are used because they are perceived to out-perform monoculture teams, especially when performance requires multiple skills and judgement. An analysis of projects supported by the world bank (1974-1988) has shown that 63% of the 1178 projects have known a significant overrun (value and price, 2003). For the same period, pipattanapiwong (2004) found delays between 50 and 809 %. Flyvbjerg et al. (2002) published an extensive statistical analysis of big projects covering 70 years of experience. They found overruns on 9 transportation projects out of 10, ranging from 20% (road projects) to 45% (railway projects). Morris and Hough (1991) found that cost overruns in a large sample of projects (3500 projects in different countries) were typically between 40 and 200 per cent. O deck (2004) reports from a study of 620 public road projects in Norway completed during 1992-1995 that in more than half of the projects the total cost exceeded the budget. Lam (1999) quoted the « second stage expressway », suspended after a 3.1 billion dollarsInvestment.</p>

 <p>EbrahimMashhadi GIC1524081</p>	<p align="center">Differences and similarities of limited liability Company in commercial law of Iran and England</p> <p align="center">EbrahimMashhadi Finance corporations</p> <p align="center">ABSTRACT</p> <ol style="list-style-type: none"> 1- In Iran Limited Liability Company approved on 1932 and has not rectified for about 83 years. On the other hand in England since 19th century over than 15 kinds of different commercial codes have been approved. It seems that because of the importance of commercial codes to make investment for divergent individuals and social groups, it is necessary to rectify and overview it every 10 or 15 years. 2- Two essential features of limited liability Company in Iran are that: 1- extent of liability of each business partner depends on amount of money that they bring to establish a company and 2- the capital of company is not transferable to any identifiable person unless all the partners agree. On the other hand in England this kind of company divided on two groups: one is called company limited by shares and the other one is called company limited by guarantee. Also there is no limitation for transferring capital to any person unless any limitation set out in the articles of association. 3- In England shares should pay in cash otherwise in Iran shares could pay in cash or not. 4- In Iran the whole capital of Limited Liability Company should pay or financed immediately before establishment otherwise in England it is not necessary to pay all shares in cash immediately. (For example partner could pay 40% of it in cash and promise to pay the rest of it later. 5- In England the minimum of capital should be one pound but in Iran there is no limitation. 6- In both countries the phrase "limited liability" should come before the name of company. 7- In Iran having the memorandum of association is obligatory but existence of article of association is optional. In England the company has to draft out article of association. 8- There are no legal requirements for holding on a general meeting in Iran. But in England the company's directors send invitations to partners for holding on the general meeting. 9- In Iran the partners or depends on the decision of the general meeting choose a person as company director and also in England the general meeting choose a company director. 10- In England removal of the company director depends on the decision of the general meeting but in Iran it is not draft out.
<p>AneebaKhalig GIC1524083</p>	<p align="center">Impact of social media on customer's behavior and decision making in cosmetic industry</p> <p align="center">AneebaKhalig Institute of Space and Technology Pakistan</p>

	<p style="text-align: center;">Abstract</p> <p>Social media has become important aspect in marketing through which companies can develop a better understanding of customers' needs and can build effective relationship with them. This study intends to assess the impact of social media in cosmetic industry with a specific focus on how it helps customers. This study was a qualitative study where open ended questionnaires were randomly circulated amongst the respondents. Fifty responses were collected from the females in Pakistan between the age of fifteen to thirty years in order to obtain their perspectives regarding the impact of social media on cosmetic usage, their habits, beliefs and views about marketing on different social networking sites .During the selection process, it was ensured that all the respondents must have basic knowledge of social media usage. The study will help in identifying the usefulness of the social media in the marketing of cosmetics and will help the industry to emerge through technology in future.</p>
 <p>Olaide R. Akande GIC1524084</p>	<p style="text-align: center;">WHY AFRICAN MICROFINANCE ORGNIZATIONS ARE NOT TRANSFORMING AND WHAT IS NEEDED</p> <p style="text-align: center;">OLAIDE R. AKANDE^{1*} and OREFI ABU¹</p> <p style="text-align: center;">¹Department of Agricultural Economics, University of Agriculture, Makurdi, Nigeria *corresponding author, e-mail: olaide_akande@ymail.com</p> <p style="text-align: center;">Abstract</p> <p>Microfinance has been accepted as a viable approach of reaching the poor with financial services, and has been linked with growth of micro and small businesses. Motivated by the suboptimal performance of many African MFOs arising from their informality, the study assessed the reasons why many African MFOs shun transformation as well the optimal policy regime for formalization of these organizations. The result shows that young microfinance organizations with low scale of lending operation and financial sustainability are significantly less likely to formalize their operations. However, simulation result indicates that policies that concomitantly increase financial sustainability and the scale of lending operation of these organizations by a 10% margin from their current positions will lead to optimal transformation of the unregulated MFOs. This calls for a regulatory environment which recognizes different institutional models of MFOs under laws. Secondly, for scale expansion and financial sustainability improvement, there is the need for funding assistance to the unregistered MFOs which recognizes their varied financial needs, strength and weaknesses at different stages of their development.</p> <p>Key words: Microfinance regulation, probit model; maturity; scale of operation; financial sustainability; optimal regulatory regime.</p>