



**Global Research &
Development Services**

CONFERENCE PROCEEDINGS

**17th International Conference on Social Science & Humanities (ICSSH),
18-19 July 2017, Bangkok, Thailand**

18-19 July 2017

Conference Venue

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17th International Conference on Social Science & Humanities (ICSSH), 18-19 July 2017, Bangkok, Thailand
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand



**Global Research &
Development Services**

KEYNOTE SPEAKER



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KEYNOTE SPEAKER



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17th International Conference on Social Science & Humanities (ICSSH), 18-19 July 2017, Bangkok, Thailand
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KEYNOTE SPEKAER



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<p>Dr Solomon E. Mangwat GICICBMLS1706052</p>	<p>Cognitive and Decoding Correlates of Reading Comprehension in Nigerian Children</p> <p>Dr Solomon E. Mangwat School of Education, Federal College of Education Pankshin, Plateau State, Nigeria</p> <p>ABSTRACT</p> <p>This study was to better understand whether cognitive and decoding skills impact English as second language Nigerian children's reading comprehension attainment. In the study, 517 children from 13 state-run primary schools were tested. It was found that English as second language children's reading comprehension performance was significantly influenced by cognitive, decoding and chronological age. The development of cognitive skills which are necessary for successful reading comprehension development also depends upon chronological age. That is, age-related increase in cognitive skills brings about increased engagement and more efficient reading comprehension attainment in the children. The normal cognitive development of the children had a positive role also on the children's performance on language tests necessary for text comprehension. The Simple view of reading (SVR) was found to be more appropriate for adoption in this study of Nigerian English as second language children's reading comprehension attainment. The theory postulates that text comprehension is achieved when children have decoding skills and linguistic comprehension knowledge. The results obtained in this study were in line with the Simple view of reading's assertion – text comprehension depends on decoding and cognitive skills. This also is applicable to English as second language children in Nigeria. Keywords: Cognitive skills, Reading Comprehension, English as Second Language, Decoding skills</p>
 <p>Guy Sender GICICBMLS1706056</p>	<p>The Legal Burden of Proof</p> <p>Guy Sender Faculty of Law, University of Haifa, Haifa, Israel</p> <p>ABSTRACT</p> <p>This article is deals with a crucial topic in court: the legal burden of proof in civil cases in a comparative perspective. While the law is often silent regarding the required burden of proof, customs and precedents are formed in order to answer this question which determines what evidence is required to win a civil case. In order to answer the question what is the burden of proof in civil cases I will take a close look into the balance of probabilities role, also the third level of proof, and inductive model, story model, best explanation theory, and the research of Zamir, Ritov and Baron, Evidentiary damage and Tort Liability under uncertainty, finally I will offer a strategic model to decide cases. In this article I will show experiments that clearly indicate that the burden of proof in civil cases is not 50% as publicly accepted but in fact is around 70%. I will also show that the court is inconsistent applying the burden of proof in different circumstances and there is no method to the different rulings, in addition I will deal with the special case of Tort law. The legal debate that I am dealing with in this thesis has an enormous potential to make a significant difference in the life of those involved in trial: the parties, the</p>

	<p>lawyers and the judges. I offer a fresh perspective on cognitive impairments which lead to mistaken rulings, different theories and the rationalities behind the law, I also shine a light on irregular cases and decision making in the judicial system. This article develops the multi-dimensional perception as a vast theoretical infrastructure in the purpose of a clear understanding of burden of proof in law and possible ways of action in order to successfully deal with this burden. Keywords: Private law, Comparative Law, Evidence Law, Proof, Strategic Thinking</p>
<p>Ahmad Ramadhan Siregar GICICBMLS1706057</p>	<p style="text-align: center;">Profit on Feed Price Ratio Of Broiler Farm In The Beginning And Currently In Soppeng Regency South Sulawesi Province, Indonesia</p> <p style="text-align: center;">Ahmad Ramadhan Siregar Department Of Social Economics, Faculty of Animal Science, Hasanuddin University, Makassar, Indonesia</p> <p style="text-align: center;">Kasmiyati Kasim Economic Social Department, Faculty of Animal Science , Hasanuddin University- Makassar-Indonesia</p> <p style="text-align: center;">ABSTRACT</p> <p>Poultry business attracted many farmers to small businesses and take profit. Business opportunities will arise and also create jobs. This study aims to determine the ratio of profit on the price of feed broiler farms in Soppeng Regency, South Sulawesi Province, Indonesia. This research is quantitative descriptive, conducted over two months, starting from September to October 2016 in Soppeng Regency, South Sulawesi Province, Indonesia. The study population was independent broiler farmers divided by the length of the business. Classification of farmers divided by 3, which began farming before 2006, the range of 2006-2010 and range of 2011-2015. The respondents in this study were 30 farmers. Further analysis of the ratio of profit to the price of feed for each classification of respondents. This ratio was compared between the beginning of starting a business with current. In order to know the changes benefits and also change the price of feed in some classifications broiler farmer independently. This study shows the benefit ratio to the price of feed at the start of farming is as follows. Period prior to 2006 have a ratio of 1.667. In the period 2006-2010, has a ratio of 1.095. As during the years 2011-2015 has a ratio of 0.842. The ratio of profit on the price of feed at the current average of 0.837 is smaller than the average ratio began farming at 1.201. Changes in the ratio of period began farming until now looks smaller. The smaller ratio indicates that there is an increase in feed prices is greater than the increase in profits on a broiler farmer. This indicates that there is a tendency of rising feed prices and a trend towards decreased profit broiler farmers. Keywords-Profit, Feed Price, Broiler Farmer, Ratio</p>
<p>Dr Jingchen Zhao GICICBMLS1706058</p>	<p style="text-align: center;">Regulation of Corporate Social Responsibility in the Lens of Board Accountability and the Case of China</p> <p style="text-align: center;">Dr Jingchen Zhao Associate Professor in Law, Deputy Directors for Centre of Business Law and Practice, School of Law, University of</p>

	<p style="text-align: center;">Leeds,UK</p> <p style="text-align: center;">ABSTRACT</p> <p>Corporate social responsibility (CSR), a major contemporary focus for companies, governments, NGOs and communities, is discussed from a multi-disciplinary perspective. The term is introduced and defined to achieve a combination of economic, social, environmental and philanthropic goals, and its adoption in company law legislations in a few jurisdictions is discussed. Despite its positive social and environmental impacts, the notion has been widely criticised for being ill-defined and fundamentally flawed in the domain of corporate law. The value and effectiveness of CSR have been interrogated for many interrelated reasons. This article aims to consider and address some of these problems and assess how CSR could be sharpened and made more effective through the lens of accountability, focussing on the case of China. First, it examines the function of accountability in the arguments in favour of CSR by investigating the extent to which the notion of accountability could be used as a criterion for regulating CSR, so that companies may be held accountable for corporate decisions affecting their stakeholders. Second, this article will examine the scope and goals of CSR and board accountability, creating the possibility of a more comprehensive understanding of the two notions from an interactive perspective. In order to link CSR and board accountability together so that CSR may be more appropriately and effectively applied in corporate law, the concept of corporate social accountability (CSA) will be evaluated, with the aim of broadening its latitude beyond disclosure. Finally, the case of China will be discussed as a case study that applies the renovated notion of CSA in a jurisdiction.</p>
<p style="text-align: center;">Abdul Rauf GICICBMLS1706059</p>	<p style="text-align: center;">Impact Of SME Bank On Progress Of Women Entrepreneurs In Major Cities Across The Country Pakistan</p> <p style="text-align: center;">Abdul Rauf Management SciencesBahria University,Bahria University,Islamabad, Pakistan</p> <p style="text-align: center;">Nidal Shabbir Khan Bahria University Islamabad</p> <p style="text-align: center;">Dr. Hafiz Mushtaq Ahmed Professor, Bahria University Islamabad, Islamabad</p> <p style="text-align: center;">ABSTRACT</p> <p>Introduction: SMEs play an important role in Pakistan’s economy. The entire small-scale industries are in the private sector, and majority of them are located in Punjab and Sindh provinces with a smaller proportion in KPK and Baluchistan. These, in fact, provide the base for industrial development and economic growth of the country. SMEs sector in Pakistan have a substantial share in the exports of textile, garments, carpets, leather, surgical instruments, fisheries, agricultural products, livestock, automobile parts, IT industries, sports and light engineering goods.</p> <p>Purpose:</p> <ul style="list-style-type: none">•To facilitate women entrepreneurs in their business and product-line expansion, roll-outs and franchising.•To Finance them as per Limit: Rs.50,000/- to Rs.300,000/-•To Provide women easy access to micro-credit especially through their available windows.

	<p>•To Ensure that women in general and female headed households, women bread earners, and women with disability in particular, have priority in accessing credit on soft term for setting up their business, for buying properties and for housing building.</p> <p>Research Methodology: To conduct the above mentioned research following research methodology has been adopted:</p> <ul style="list-style-type: none">•Internet Search•Periodicals like Economist•Economic Survey•Newspapers•Personal meetings with the management of SME bank <p>Data Collection: Data is collected by using “questionnaire” as a tool. The tool was designed to elicit extensive data on the women, their businesses and operating environments.</p> <p>Data Analysis Tool: Data is analyzed through graphs and pie charts.</p> <p>Key Words: SME bank, women entrepreneurs, Pakistan.</p>
 <p>Sahil Jain GICICBMLS1706060</p>	<p>Environmental Shifts: How Far Can We Go Compensating?</p> <p>Sahil Jain Institute of Law,Nirma University,Ahmedabad, India</p> <p>ABSTRACT</p> <p>This paper will examine the law of state responsibility, the pre-imperative for compensation and the measures for deciding when compensation is owed because punitive sanctions under International Law are very rare to happen. It will then quickly overview late advancements outside of the exchange, business and venture setting, including the European and Between American Courts of Human Rights and various other non-business compensation settings. A short glossary of pertinent terms is additionally attached.</p> <p>The reason for this paper is not to methodically "apply" these principles and guidelines to the particular cases. The heft of universal case law on compensation, got from such sources as the Iran-US Claims Tribunal, the UN Compensation Commission and prior interventions, is unlike the circumstance of Palestinian evacuees in various regards. Most cases ordinarily concern transnational corporate speculation property, arranged business contracts, for example, oil concessions, or the rupture of bilateral trade commerce as opposed to general humanitarian or human rights law, and it includes outside nationals of existing states, as opposed to the transcendently private and farming property of families and groups with such a questionable legitimate status as the Palestinians of 1948. Nevertheless, the general law of compensation gives an arrangement of principles which can be utilized as a system for an arranged determination of the Palestinian compensation address.</p> <p>The following area of this paper talks about the essential principle of state responsibility regarding wounds to different states and to people, the idea of blame, and safeguards and confinements on state responsibility.</p> <p>In the landmark 1928 Chorzow Factory Case including Polish expropriation of German-claimed industrial property inside Poland, the Permanent Court of Justice expressed: "Reparation must, as far as probable, wash out all the</p>

	<p>consequences of the illegal act and reestablish the situation which would, in all probability, have existed if that act had not been committed." The Court then decided this can be accomplished through restitution in kind, or if that is impractical, through just compensation, signifying "installment of an aggregate comparing to the esteem which a compensation in kind would bear," and "the award, if need be, of damages for loss stayed which would not be recouped by restitution in kind or payment set up of it, for example, lost profits.</p>
<p style="text-align: center;">Suji Park GICICBMLS1706061</p>	<p style="text-align: center;">The Influence of the Topological Characteristics on Visitor</p> <p style="text-align: center;">Suji Park Department of tourism,Hanyang University,Seoul, Republic Of Korea</p> <p style="text-align: center;">Jeong Chul Assistant Professor, School of Tourism, Hanyang University, Seoul, Republic Of Korea</p> <p style="text-align: center;">ABSTRACT</p> <p>The theme parks, national parks, and other tourist attractions are complex spaces that consist of attractions, facilities, and paths to experience them. They require an understanding of the spatial topography of the tourist sites and the integrated viewpoints of visitors' psychosocial factors It is a representative space. However, if the structure of space is complex, the amount of information to be processed by tourists increases and the degree of difficulty increases, so that the more information people have to remember, the more distance they have passed. Therefore, spatial structure is a very important factor in the development of sightseeing spots. Therefore, environmental factors such as the topological characteristics of the tourist space can act as a cultural stimulus to the tourists, and tourists recognize such stimulation and respond to the preferences and satisfaction of the tourist sites.</p> <p>The purpose of this study is to verify the relationship between the spatial topographical characteristics derived from the quantitative analysis of tourism spots and the recognition of tourists. The following hypothesis is also established to verify whether these influence relationships are valid for each facility type of virtual reality theme park. First hypothesis 1 was set up to test whether tourist awareness varies according to different spatial topographical characteristics. And Hypothesis 2 was set up to verify whether the recognition of tourists varies according to type of facility. For the hypothesis test, similar experimental studies were conducted. The factorial design consisted of 2 (space with high spatial topology × space with low spatial topology) × 3 (attraction × convenient facilities × commercial facility). In this experiment, two spatial structures were designed by using S3 Axial Analyzer 2.1, which is divided into a space with a high spatial topology and a low space, and each virtual reality theme park was created using the Sketchup Pro program. A total of 252 samples collected through the experiment were used for statistical validation. Independent sample T-test was conducted to analyze differences in perception and satisfaction according to spatial topographical characteristics, and ANOVA was conducted to verify interaction effects.</p> <p>As a result of the hypothesis test, first, the awareness of tourists was high in the space with high spatial topography. This is because the higher the spatial topographical characteristics, the easier it is for the tourist to recognize the space, and the less information and the less information the tourist has to process. Secondly, even the facilities with high spatial topographical characteristics showed low spatial awareness according to the physical characteristics and tourism</p>

	<p>properties of the facilities like the commercial facilities. This is because general facilities, such as restaurants and shopping facilities, which are easily accessible in everyday spaces, are not recognized in the theme park space where deviant behavior occurs. However, this study limits the number of experiment participants to 20-30, so it can not represent all users who use space, and it is difficult to expand it to sightseeing spots because experiments were conducted on theme park space. Therefore, it is necessary to study various participatory ages of participants by applying virtual reality technique to various types of tourist places in the future.</p>
<p>Alia Latifah Hanum GICICBMLS1706065</p>	<p style="text-align: center;">The Effect Of Service Quality, Customer Satisfaction, Trust, Switching Cost, And Price Perception On Customer Loyalty In Pay TV Services</p> <p style="text-align: center;">Alia Latifah Hanum Marketing Science, Faculty of Economic and Business, Universitas Indonesia, Indonesia</p> <p style="text-align: center;">Ignatius Heruwasto Marketing Science, Faculty of Economic and Business, Universitas Indonesia, Indonesia</p> <p style="text-align: center;">ABSTRACT</p> <p>The big market potentiality of pay-TV in Indonesia along with the emergence of many new service providers has made the market very competitive nowadays. This condition turns customer loyalty into one of the most crucial factor for the success of the business itself. This study purposed to examine the effect of service quality, customer satisfaction, trust, switching cost, and price perception on customer loyalty in pay-TV services in Indonesia. The samples of this study were the customers of pay-TV in Jabodetabek area. An e-questionare was developed to targeting those customers, later on the data was analized using Structural Equation Model (SEM) and Confirmatory factor analysis (CFA). The result shows that all the variables was significantly affect on customer loyalty of pay-TV services. These results contribute to the literature on customer loyalty in Indonesia, especially in terms of studies on the effects of trust, switching cost, and price perception. For business aspect, these results shows that customer loyalty was not only determined by the service quality, as has always been emphasized. In fact, trust, switching cost, and price perception has also turn out to be the factors to be considered in developing business strategies to increase the customer loyalty in pay-TV services</p> <p>Keywords: Customer Loyalty, Switching Cost, Trust, Price Perception, pay-TV</p>
<p>Radita Dwiseptiani Adiningrum GICICBMLS1706066</p>	<p style="text-align: center;">The Analysis of Effect of Social Media Engagement to Purchase Intention (Study : Facebook Fan Page of Isotonic Drink in Indonesia)</p> <p style="text-align: center;">Radita Dwiseptiani Adiningrum Department of Marketing Science, Faculty of Economic and Business, University of Indonesia, Jakarta, Indonesia</p> <p style="text-align: center;">ABSTRACT</p> <p>The evolution of social media nowadays has widened the horizon of communication, this also has an effect to marketing communication. Social media</p>

	<p>build the relationship with specific community and promote the active engagement with consumers as well as give the new challenges to the brand manager to develop their brand. Facebook is chosen as social media under study because it has the biggest number and quality of personal information of its users which can be accessed and identified. Healthy life style is increasing especially in young adult, the life style is shifted from fast food and soft drink consumption into healthy food and mineral water as well as isotonic drink. This study aims to analyze the effect of brand page commitment, brand awareness, word-of-mouth and annoyance to purchase intention of isotonic drink (Mizone, Pocari Sweat, HydroCoco) in Indonesia. The subject of this study is fan page member of those three brands mentioned earlier where the e-questionnaire is used as the research instrument and has been analyzed by Structural Equation Model with Path Analysis. The result shows that brand page commitment, brand awareness, word-of-mouth affect positively to purchase intention, while annoyance affect negatively to purchase intention. Among the three variables that affect positively, WOM has the greatest influence to purchase intention. This study is expected to be able to contribute in marketing communication literature especially consumer interaction with selected brand in social media, as well as a reference to the digital marketing manager to increase the fan page engagement in social media.</p> <p>Key Word: Path Analysis, Brand Page Commitment, Brand Awareness, Word-of-Mouth. Annoyance, Purchase Intention, Social Media, Isotonic Drink.</p>
<p style="text-align: center;">Lin Yu-Chen GICICBMLS1706069</p>	<p style="text-align: center;">Application of R Language in Design of Experiment of Taguchi Method</p> <p style="text-align: center;">Lin Yu-Chen Institute of Industrial Engineering and Management, National Kaohsiung University of Applied Sciences, Taiwan</p> <p style="text-align: center;">Shu Ming-Hung Institute of Industrial Engineering and Management, National Kaohsiung University of Applied Sciences, Taiwan</p> <p style="text-align: center;">ABSTRACT</p> <p>Along with high in the clouds time oncoming, the data increased and complicated, that can see the trend of structured in this huge amount of data, and characteristics of Big data has three levels, that is " Big ", " Promptness "and" Diversity ". In the model of Big data, changed our inherent thinking and changed our life, In the commercial, economic or other fields, decisions will be increased based on data and analysis rather than experience and intuition, However, the enterprise use of commercial version of statistical analysis tools to achieve facing the disadvantages of high price. Especially the enterprise should invest a lot of funds in order to obtain the complete software function to easily used every year. R is free and open resource software, mainly used for statistical analysis, graphics, data visualization and operation environment, and install the package to strengthen the function, R jumps out original thinking of mind and traditional user interface design.</p> <p>In the past literature on design of experimental and analysis tools, such as SPSS, Minitab, Design-Expert software, but the application in R software is scanty. This brings our study in applications of the R software for IC welding process of analysis the best combination of solder welding conditions. We program the factor experiment, Taguchi Experiments with Orthogonal Arrays, using R software code to research workers in the future. Those result provide the enterprises with</p>

	<p>inexpensive, and excellent data analysis and making decision under the environment of information explosion. Keyword: R language , Design of experiment, Experiments with Orthogonal Arrays</p>
<p>Pimporn Phukrongpet GICICBMLS1706071</p>	<p>Economic the Social and Cultural Changes of the Phutai Ethnic Group:a Case Study of Banphu Village, Ban Pan Sub-District,Nong Sung District, Mukdahan Province</p> <p>Pimporn Phukrongpet Faculty of Humanities and Social Sciences,Khon Kaen University,Thailand</p> <p>Dr.Prasit Kunurat Department of Public theologians, Faculty of Humanities and Social Sciences Khon Kaen University</p> <p>ABSTRACT This article is part of the research titled “Social Solidarity of Ethnic diversity Community” and aims to study 1) the background of the Phuthai ethnic group in Phu Village, Ban Pao Sub-District, Nong Sung District, Mukdahan Province; (2) economic, social and cultural changes that have occurred within the group; and (3) factors that affected those changes. This study adopted a qualitative study using interviews and in-depth interviews techniques with 24 key informants, consisting of 4 community leaders, 14 villagers, 3 knowledgeable persons, 2 former members of the Communist Party of Thailand, and 3 civil servants. The results showed that 1) The Phuthai in Ban Phu immigrants from left side the Mekong River and established the community in 1844, including the age of 130 years. 2) Economic changes in the community included changes in production, consumption, allocation, exchange, production technology, and trade, which changed to be more dependent on external markets that were capitalist and consumerist. Social changes included changes in social groups, the family, the community, social classes and associations, such as a change from primarily extended families to mainly nuclear families. Cultural changes included changes in values, religion, language, entertainment, education, communications, politics and public health, such as a switch to using modern medicine more than traditional healers. 3) The main factors that affected these changes were the internal factors of environmental and ecological factors and the external factors of government policies and politics. Key words: Economic Change, Social and Cultural Change, Ethnic Phu Thai</p>
 <p>Assoc. Prof. Marek Matejun GICICBMLS1706051</p>	<p>Small business life cycle: statics and dynamics (S&D) model</p> <p>Assoc. Prof. Marek Matejun Department of Management, Faculty of Organization and Management, Lodz University of Technology, Poland</p> <p>ABSTRACT The organizational models of life cycles are used to describe, interpret and predict changes in development stages that contemporary companies undergo. Some of these models take into account the specificity of small business (Churchill & Lewis, 1983; Masurel & Van Montfort, 2006; Jones, 2009), which is particularly useful in describing development processes in micro, small and medium-sized enterprises (SMEs). Despite significant conceptual differences between such models (Levie & Lichtenstein, 2008), it is possible to separate particular developmental phases that are specific and characteristic for small business companies. One of the criteria</p>

	<p>that can be used to separate those is the division into static and dynamic phases that reflects different intensities of ongoing development processes, market activity and investment intention. Statics and dynamics model of small businesses' life cycles can be seen as a useful and powerful theoretical tool describing specific causes, conditions and effects of development processes in SMEs. Taking this into account I undertook to write a paper presenting the theoretical basis and the specificity of my own, 8-phase statics and dynamics model for small businesses' life cycles. The results of survey research conducted on a sample of 1741 micro, small and medium-sized companies in EU Member States provided an empirical illustration of my study. Their results show that the companies going through dynamic phases of their life cycles are run by more entrepreneurial owners, operate on more prospective markets and utilize market niches to a greater extent, thus reducing the competition level. Such companies tend to be more flexible and committed to innovativeness, which entails significantly better performance both in quantitative and qualitative terms. The proposed model mitigates the weaknesses of the existing theoretical approaches (Phelps, Adams & Bessant, 2007) through abandoning the deterministic nature of development paths under analysis. As the same time, the results of empirical studies offer new findings enriching the discussion of cognitive values in phase models of small businesses' life cycles (Tendai, 2013; Tam & Gray, 2016).</p> <p>Keywords: small business; business life cycle; business performance.</p>
<p>Mike Fung GICICBMLS1706051</p>	<p>Theoretical analysis on Hong Kong's interest rate deregulation</p> <p>Mike Fung Hong Kong Polytechnic University, Hong Kong</p> <p>Arnold CS Cheng Hong Kong Polytechnic University, Hong Kong</p> <p>ABSTRACT</p> <p>By theoretically examining the impact of the deposit rate deregulation on deposit and lending rates, this study aims to investigate the state of competition in the Hong Kong bank deposit market before and after the deregulation. Under the HKAB ordinance before 1994, HKAB set the highest deposit rates by the Interest Rate Rules (IRRs) that all Hong Kong banks had to follow. The IRRs, which effectively created a banking cartel in Hong Kong, were completely abolished in 2001. The theoretical model presented in this paper considers both non-collusive and collusive equilibria capturing the market structure of the Hong Kong banking industry before and after the banking deregulation. The analytical results show that: (i) the banking cartel increases banks' profits by enlarging the spread between the lending and deposit rates; (ii) the banking cartel makes the lending rate more sensitive and the deposit rate less sensitive to a given demand shock, which implies that a positive demand shock enlarges the interest rate spread by a larger extent under the collusive equilibrium than it does under the non-collusive one.</p> <p>Keywords: Hong Kong banks; Deposit rates; Deregulation; Asymmetric adjustments; Collusion.</p>



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The Impact Of Employee Segmentation On The Level Of Commitment Of Critical And Non Critical Employees: A Study With Special Reference To IT Industry In Chennai

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ABSTRACT

The Talent Management is the sound and incorporated human asset rehearses with the destinations of pulling in and holding the ideal people, for the correct positions, at the opportune time. The outcomes demonstrate that there is noteworthy distinction between socio-economic features of critical employees and preference of talent management practices in IT companies. The regression analysis implies that succession planning, high potential development schemes, graduate development programmes, 360-degree feedback, job rotation and shadowing, development centers and external secondments are positively and significantly influencing the commitment of critical employees in IT companies. Critical employees show a high level of commitment in exclusive segmentation and low level of commitment in inclusive segmentation. The outcome also demonstrate that, Non-Critical employees show a low level of commitment in exclusive segmentation and high level of commitment in inclusive segmentation.

Key words: Segmentation, Talent Management Practices, Critical and non-critical employees, Commitment



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Comparing Maximizing and Satisficing Decision Making Styles: The Impact on Managerial Performance

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ABSTRACT

Maximizers prefer to seek out more alternatives when making a decision, while satisficers are inclined to select options that meet their minimum criteria. Schwarz and his colleagues (2002) developed a measure that identified key differences between maximizers and satisficers. Since then, maximizing has been associated with a variety of findings (See Cheek & Schwartz, 2016; Parker, Bruine de Bruin & Fischhoff, 2007 for review). Although these decision-making styles have begun to reveal some interesting findings, little work has been done connecting these decision-making styles to managerial performance. Therefore, the goal of this study is to understand how managers' decision-making style (maximizing or satisficing) affects their performance and effectiveness on the job.

The study obtained a final sample of 319 working managers in the USA, with an average of 12 years of experience as a manager. These managers had experience in 15 different industries ranging from sales to manufacturing. Maximizing and Satisficing was measured using the Maximizing Tendency Scale (Diab et al. 2008) along with managerial effectiveness, locus of control, and decision-making styles.

The results show a strong correlation between maximizing and decision making effectiveness ($P < .01$), suggesting that managers who maximize also are more effective in their position. In addition, there was a significant relationship between maximizing decision making style and an internal local of control ($P < .05$),

	<p>suggesting that those who are more likely to seek out additional information are also more likely to feel like they are in control of the decision making process. Results and implications for practice are discussed in relation to the current findings.</p> <p>Keywords: Maximizer, Satisficer, Decision Making Styles, Managerial Effectiveness</p>
<p style="text-align: center;">Taba Pabetha GICICBMLS1706055</p>	<p style="text-align: center;">The Implementation Of Csr As A Form Of Business Ethics In Indonesia State-Owned Enterprises</p> <p style="text-align: center;">Taba Pabetha Faculty Of Law, Universitas Gadjah Mada, Yogyakarta, Indonesia</p> <p style="text-align: center;">ABSTRACT</p> <p>Indonesia State-Owned Enterprises have the obligations to conduct Corporate Social Responsibility through Partnership and Community Development Programs. Under Article 88 of Law Number 19 Year 2003 concerning State-Owned Enterprises, it regulates that State-Owned Enterprises are obliged to allocate part of their net profits for exercising and providing financial aid, mainly loan programs, to Small-Medium Enterprises, Cooperatives, and Community living around them. Further, to give better guidance in the implementation level, Minister of State-Owned Enterprises issued the latest Ministerial Regulation No. Per. 03/MBU/12/2016 concerning The Amendments of Minister of State-Owned Enterprises Regulation No. Per. 09/MBU/07/2015 concerning Partnership and Community Development Programs of State-Owned Enterprises.</p> <p>This research is conducted through on-site visit, and library research with the purpose to know the compliance of Indonesia State-Owned Enterprises towards all the regulations under Minister of State-Owned Enterprises Regulation No. Per. 03/MBU/12/2016 in the implementation level. The results are quite satisfying since most of them have already implemented what have been regulated under Minister of State-Owned Enterprises Regulation No. Per. 03/MBU/12/2016.</p> <p>Keywords: Partnership Program, Community Development Program, and Corporate Social Responsibility.</p>
 <p>Yeyen Pratika YRSICBMLS1706051</p>	<p style="text-align: center;">An Examination Of E-Loyalty Of Indonesian Millennial Traveler On The Using Of Online Travel Agent (OTA)</p> <p style="text-align: center;">Yeyen Pratika Gadjah Mada University, Indonesia</p> <p style="text-align: center;">Bayu Sutikno Gadjah Mada University, Indonesia</p> <p style="text-align: center;">ABSTRACT</p> <p>Millennial has unique characteristics compared to the previous generations. One of their uniqueness is tech-savvy that drives them to be more engaged in online purchase. The development of online travel agencies (OTA) will be a necessity for millennial travelers. However, millennial tends to disloyal that becomes a challenge for OTA companies to maintain their millennial customers.</p> <p>The aim of this research is to develop and test a comprehensive model that explains how millennial travelers become loyal to an online travel agency (OTA). A total of 326 respondents participated in this study. Structural Equation Modeling (SEM) was used to analysis this study.</p> <p>The findings indicate that hedonic feature has significant influence on flow but it</p>

	<p>has no effect on trust. Conversely, utilitarian feature has no effect on flow, but it has significant influence on trust. In addition, flow has an influence on trust, but it has no effect on e-loyalty. Further, trust also has significant influence on affective and calculative commitment. At last, affective and calculative commitment has an effect on e-loyalty.</p> <p>Keywords: online travel agency, millennial traveler, hedonic and utilitarian feature, flow, trust, commitment, e-loyalty</p>
<p>Ms. Hazel Berret Wahlang GICICSSH1706051</p>	<p style="text-align: center;">What If The Cleft Child Is Yours?</p> <p style="text-align: center;">Ms. Hazel Berret Wahlang Master in Medical and Psychiatric Social Work, Documentation and Project Officer, St. Joseph's College, Jakhama, Kohima, Nagaland, India</p> <p style="text-align: center;">ABSTRACT</p> <p>Every 3 minutes, a child is born with a cleft lip or cleft palate and make the child to suffer from hunger and thirst, difficulty with speech and social stigma (Operation Smile, n.d.). Yes, Cleft (lip/palate) is usually accompanied with stigma from the society especially when they lack information about it. When a baby is born into the world the whole family rejoices but in the case of the cleft (lip/palate) child the parents end up in shock and sadness. It even makes the parents and their families think that having a cleft child is a curse in itself. One of the factors that the parents' of cleft (lip/palate) child limit themselves from taking their cleft (lip/palate) child to social gathering as they are scared that the society may have a negative attitude towards them. Assumptions about its cause make the parents difficult to adjust to the situation. People would talk behind them discussing about the cause of cleft (lip/palate) saying that their parents did something wrong that is the reason why their cleft child is the consequence. Twelve year old twins from a small state (Meghalaya) in India do not want to go to school or play with the other children because they were named as daughters of the devil and ugly simply because they were born with a cleft lip.</p> <p>Key words: cleft (lip/palate), problem, family and social stigmatization.</p>
<p>Dr. Ma. Theresa B. Valerio GICICSSH1706052</p>	<p style="text-align: center;">Word Etymology of the Rural Festivals of Quirino Province : Tales Retold and Untold</p> <p style="text-align: center;">Dr. Ma. Theresa B. Valerio College of Teacher Education, Quirino State University- Main Campus , Philippines</p> <p style="text-align: center;">ABSTRACT</p> <p>Academics and observers of the country's literary landscape have taken pedagogical routes toward literary appreciation of the marginalized genres, i.e, most often the preservation of the oral tales in the different regions of the country. Linguists and translators of the Philippines initially worked into one mighty anthology toward the recognition of genres which mirrors out the genuine culture of each region. Recently, men of letters began to show interests to these traditions through the possible preservation of such marginalized literature to elevate the cultural roots of the province into its pedestal.</p> <p>This paper examines the word origin of each festival in the towns of Quirino Province, Philippines and give lenses to each genuine traditions and rituals which have been narrated through verbal tales since the early 1950's. Annually, the province of Quirino celebrates seven kinds of festivals to exhibits the agricultural</p>

beliefs and to put into pedestal the old rituals of the multi-cultural and multi-dialectal dwellers of the province. Recently, travel agencies in the region have multiplied because tourists from nearby provinces began to appreciate the antiquated rituals exhibited during town festivals.

Snowball sampling, longitudinal interviews and triangulation with the old folks, informants, and leaders of each towns were used in this qualitative research. Since there was no single genre published to preserve this oral etymology of the genuine word origins of the names of festivals associated with rural beliefs locally transferred through verbal narrations, the researcher opt to developed published genres for the purpose of preservation and appreciation among the inhabitants of the province for the whole country to appreciate Quirino's myriads of culture-based festivals.

Key words: Etymology, Marginalized literature, Quirino, Rural festivals



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Acrobat and Mime corporel

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ABSTRACT

Since the beginning, human kind has considered the mind as the quest toward the target. Its history is abound with repetitions and reviews ending up a dead lock of reluctance and innovation of new ideas. The ideas are nothing but fresh blood and new set of target. When it initiates, it takes communication as the paramount tool for interaction and bringing in new viewpoints. In the early days, body gestures were enough to transfer interaction. However, as history marched on, the body gestures lost their role for language. By “language”, we refer to noises to express emotions (internal and external emotions). As words were emerging out the noises, early form of gestures were diminishing, though kept their function in special ceremonies such as wedding, celebration, childbirth, war, demonstration of respect, etc.). Soon, drama found its place in many ancient societies (e.g. Greece, Egypt, Roma, Iran, and East Asia). Public acceptance and supports from powers helped the new form of art to develop more than ever so that actors of plays and mime especially were titled Himous. Limited communities of the actors made them ranked as kings and leaders. Introduction of new genres such as tragedy, drama, folklore as new fields of expertise for mime play happened when play was only performed on stage. The process was steady until the early 20th century. Wiokolombie was the home to the new character in drama history such as Etien Docrow, Maximillian Docrow, Gordon Kreg, and Marcel Marcue who contributed in upbringing mime art and led it toward completion. Articles with etude for executive individual by Docrow and artistic expression of Marcue emerged as an innovative viewpoint in drama and mime especially. With a short introduction to Acrobat/Mime definition, common features of the both are discussed in follows.

Mime refers to a set of actions in an instant without dialogues and based on well-designed motions of body. What is known as story in mime is nothing but a natural track of story, which is of no importance nor a beginning or ending. The secret lies with the performance and, instead of an event in story or a shocking event, the actors/actress represents all interactions, spaces, and situations with their motions. By definition, Acrobat is a set of motions rooted in body flexibility and controls and led by body features. The question is, therefore, why we brought the definitions parallel to each other. Cleary, the field of drama is wide enough and ample of new viewpoints. A world of new ideas, excitement, and sensation. Each of the sectors is interconnected with cash whether in combination or interaction of

ideas.

□ Considering overlaps between mime corporal and acrobat, four main elements are pointed out.

1-Rhythm; 2- Dynamism; 3- Attraction; and 4- thrill

1.Rhythm: a sequence and continuous of events and motions with direct effect of performance to fight tedium.

2.Dynamism: motions performed to demonstrate the content, though without a straight line.

3.Attraction: Attractiveness of the content and the idea to make the observe once follow the story.

4.Thrill: the act of transferring the energy along with pondering and direct relation with organic texture of the work.

These four elements are common features between the fields of art and integral elements of any performance. For summarizing, a question may help, "Is sticking with old frame work of mime corporel and acrobat enough to answer the complicated and curious mind of contemporary human?"

As answer, there are different points of view. Some say "No" (Gordon Kreg) and some say "Yes" (Docrow). The explanation is clear however, there is an artistic relation between awareness and perception of each theoretician and director. The author believes, though, that both answers are correct. As when the work is featured with social, metaphysics, philosophy and art, the answer "yes" and it is "no" when the work is empty of such features.

- The group "Boht", following emergence of minimal age in art took measures toward a universal language and new types of motion, interaction with the artists and promotion of mime play in all sub-fields. Considering undeniable role of dialogue in Iranian drama, the path ahead is challenging. People are intrigued with stories and not so interested in new form of performance.

In Iran, mime is newly introduced phenomenon and "Boht Group" is the only team, which works as timework in the field for promotion.

Finally, the essence of art is not to stop in what the artist is master in, as it is to do jobs, which others are not able and this is true for any transferring method.

Forgiveness as Singularity

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ABSTRACT

This essay adopts a Lacanian motif to present the world as being psycho-theologically characterised by sacrifice and loss, with its subjects remaining in bondage to a vicious cycle of tit-for-tat violence and retribution. The chief solution to this situation is for the church to mimic the mercy, forgiveness and cheek-turning displayed by Jesus; via unconditional forgiveness in the face of injustice and oppression the community defined by the enemy-loving work of Christ can exemplify an unravelling of the present diabolical world-system. In Lacanian terms, the church is responsible to initiate an on-going assault of the Real (of peace-making and forgiveness) on the Symbolic Order (of rights-seeking and oppression). No more political tactic, this essay argues that turning the cheek is indeed the church's singularity. It will conclude by highlighting two episodes from the 'Allah' controversy in Malaysia where Christian leaders prioritised forgiveness and reconciliation over legal reprisal.

Key Terms: Jesus, forgiveness, reconciliation, Allah, Malaysia.



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Jirga: A Traditional Approach to Peacebuilding in Conflict Affected Fragile Communities of Khyber Pakhtunkhwa

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ABSTRACT

This study investigates the peace efforts made by Pakhtun's traditional institution called Jirga in conflict affected communities of Khyber Pakhtunkhwa. For this purpose Data were collected through a structured interview schedule from a sample of 278 household members in four selected villages of Dir Upper and Dir Lower Districts. A Chi square test was applied to ascertain association between independent variable Jirga with dependent variable the state of peace in the study area. It was found that factors such as Jirga regularly conducted meetings ($P=.000$), it inflicted punishment upon local militants ($P=.001$), ex-combatants were re-integrated through Jirga ($P=.000$) and Jirga ordered the local defiant to leave the community has a significant association with state of peace in the area. It is concluded that Jirga system played a vital role in the peacebuilding process of the area through provision of support to government in peace operation and mobilizing local people for peace in the area. It is suggested that Jirga shall be part of peace process in future and government needs to provide its possible support to members of the Jirga in order to enhance their capacity of peace work.

Key words: Jirga, Peacebuilding, Terrorism, Traditional Mechanism, Conflict Affect Areas

Pisinee Dangwung
GICICSSH1706056

The Shared Parenting Study: Posted-Separation Shared Parenting Among women with a History of Intimate Partner Violence

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ABSTRACT

This presentation examines the psychological health of south Texas women involved in post-separation shared parenting with a formerly abusive partner using the Beck Depression Inventory II, Beck Anxiety Inventory, and Life Distress Inventory.

Intimate partner violence accounts for 15% of violent crimes and also shows high indices of depression and suicidal ideation in a similar fashion (National Coalition Against Domestic Violence). Women are found to be more susceptible to physical violence and psychological abuse when they leave an abusive partner; however, it is difficult to sever the relationship when pre-adult children are present. Few studies examine women's risk-management processes therefore limiting mental health professionals' ability to help. This study analyzes data from 200 women in the post-separation shared parenting process to understand their levels of psychological functioning when engaged in ongoing contact with a formerly abusive partner.



**Md. Mahbub Alam
Prodip**
GICICSSH1706057

Barriers to Women Participation in the Decision-making Process: Evidence from Rural Local Government (Union Parishad) in Bangladesh

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ABSTRACT

This article tries to understand the barriers to women's participation in the decision-making process in the lowest tier of a local government institution, Union Parishad in Bangladesh. This research study employed qualitative method supplemented by quantitative method whenever appropriate. Data was gathered from both primary and secondary sources. Sample size was determined purposively in order to meet the objective of the study. The study used both qualitative and quantitative data analysis technique while interpreting data. The results of this study revealed that women member's participation in the decision-making has not yet been ensured in the UP due to having few institutional and socio-cultural stigmas e.g. unequal representation system, lack of legislative power and resources, unclear rules and regulations, lower level of education, lack of political experience and skills, dominance of local politicians, patriarchal norms, autocratic behavior of male members, backdoor negotiation and lack of unity and bridge, and reproductive responsibilities. In order to make women members more active in the decision-making process, it is necessary to bring changes in both structure and gender power relations in the UP.

Key Words: Women's Participation, Decision-Making, Barriers, and Union Parishad,



Ali Shirazi
GICICSSH1706058

Collaborating with Public Bureaucracy: Barriers and Challenges

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ABSTRACT

The decentralization, privatization and globalization have created a world without borders and highly competitive markets, forcing firms to constantly innovate in order to survive, improve performance and grow. One approach for firms to innovate is to collaborate with universities. University-Industry Collaboration (U-IC), has proved to be very effective in developed world, but in most cases quite ineffective in developing countries. While many research have identified success or failure factors in collaborative efforts in developed world, not much known about it in developing world, and even less in their public bureaucracies.

The purpose of this paper is to briefly review the existing literature on U-IC, focus on the reality of politics in public bureaucracies, namely university and municipality in developing countries, and identify prerequisites needed to be addressed before contemplating on any joint effort.

Keywords : University-Industry Collaboration, Municipality, Barriers, Success factors

Yu-Wei Chang
GICICSSH1706059

Interdisciplinary Authors in the Field of Library and Information Science

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	<p style="text-align: center;">Taipei, Taiwan</p> <p style="text-align: center;">ABSTRACT</p> <p>Numerous studies exploring the knowledge origins of specific disciplines have reported that most researchers publish their research results in journals related to their disciplines and that discipline self-citation is prevalent. Although researchers have used citation analysis method to investigate the influence of a specific discipline based on publications in that discipline, no studies have focused on publications by interdisciplinary authors who publish their research results outside their disciplines. This study investigated the disciplines of journals outside the field of library and information science (LIS) in which LIS researchers publish their research results. Author affiliations were used to identify 3,049 articles published by LIS authors between 2005 and 2014 and were indexed using the Web of Science database. The results showed that journals related to 34 disciplines included articles by LIS researchers, confirming that some LIS researchers have spread LIS knowledge and have established LIS visibility in numerous disciplines. Most of the articles by LIS researchers were published in journals related to medicine, biology, and computer science. Furthermore, most of the LIS interdisciplinary authors collaborated with researchers outside LIS. Numerous LIS authors were found to be affiliated with health science libraries, including the U. S. National Medicine Library, and collaborated with numerous authors in the fields of medicine and biology. Although most LIS interdisciplinary authors are not the first authors of their papers, interdisciplinary authors can be regarded as an essential bridge for interactions between researchers inside and outside LIS. Keywords: Interdisciplinarity; Authorship; Library and information science</p>
<p style="text-align: center;">Wong Su Teng GICICSSH1706062</p>	<p style="text-align: center;">An investigation to the Use and Presentation of Nutrition Claims</p> <p style="text-align: center;">Wong Su Teng Department of Communication Studies KDU University College Kuala Lumpur, Malaysia</p> <p style="text-align: center;">Pouline Chai Lin Koh Department of Creative Arts, KDU University College, Selangor, Malaysia</p> <p style="text-align: center;">ABSTRACT</p> <p>Nutrition claim serves a purpose to quick inform consumers of nutritional value and information about the products and to help consumers make healthy decisions. The increase in the use of nutrition claim has described the significance of nutrition claim as a tool to influence consumer perception and buying intention. However, misperception is inevitable due to low level of understanding among consumers, and the formats of nutrition claims were presented in a multitude format, yet, were scarcely discussed. Therefore, this research investigates the association between consumer knowledge; the formats of nutrition claims; and the perception towards the nutrition claims. It further examines the use of nutrition claims among Malaysian consumers and gain understanding to the presentation of elements for effective comprehension. 321 surveys were collected from major grocery stores in Klang Valley. Data gathered about Malaysian consumer's understanding of nutrition claim and their preferred presentation of nutrition claim formats during food buying process. The results obtained indicate that consumers possess inadequate knowledge of nutrition claim and yet 44% of consumers demand more nutrition claims and perceived a product is better when</p>

	<p>it carried more nutrition claims. The positive perception was also higher in terms of perceived healthiness (70%), attractiveness of the product (73%) and higher product quality (73%). This study also identified consumers preferred terms such as “less” (47%), “low” (38%) and “rich” (36%) when using nutrition claims. In addition, more respondents preferred the application of graphic over text due to graphic is more communicative and less cognitive effort is required to process the information. This study implied the needs for the concise and comprehensive presentation of nutrition claims to improve consumer understanding of nutrition claim that would eventually contribute to assisting consumers making quick and informed decisions.</p> <p>Key words: Nutrition Claim, Perception and Preference, Format and Presentation.</p>
<p>Dr Solomon E. Mangvwat GICICSSH1706063</p>	<p style="text-align: center;">Cognitive and Decoding Correlates of Reading Comprehension in Nigerian Children</p> <p style="text-align: center;">Dr Solomon E. Mangvwat School of Education, Federal College of Education Pankshin, Plateau, Nigeria</p> <p style="text-align: center;">ABSTRACT</p> <p>This study was to better understand whether cognitive and decoding skills impact English as second language Nigerian children’s reading comprehension attainment. In the study, 517 children from 13 state-run primary schools were tested. It was found that English as second language children’s reading comprehension performance was significantly influenced by cognitive, decoding and chronological age. The development of cognitive skills which are necessary for successful reading comprehension development also depends upon chronological age. That is, age-related increase in cognitive skills brings about increased engagement and more efficient reading comprehension attainment in the children. The normal cognitive development of the children had a positive role also on the children’s performance on language tests necessary for text comprehension. The Simple view of reading (SVR) was found to be more appropriate for adoption in this study of Nigerian English as second language children’s reading comprehension attainment. The theory postulates that text comprehension is achieved when children have decoding skills and linguistic comprehension knowledge. The results obtained in this study were in line with the Simple view of reading’s assertion – text comprehension depends on decoding and cognitive skills. This also is applicable to English as second language children in Nigeria.</p> <p>Keywords: Cognitive skills, Reading Comprehension, English as Second Language, Decoding skills</p>
<p>Md. Shamsuddoha GICICSSH1706064</p>	<p style="text-align: center;">Refugees In India During The Liberation War Of Bangladesh And Human Rights: A Historical Analysis</p> <p style="text-align: center;">Md. Shamsuddoha Lecturer, Bangladesh Studies, BRAC Institute of Languages, BRAC University, Mohakhali, Dhaka, Bangladesh</p> <p style="text-align: center;">ABSTRACT</p> <p>In 1947, British India was divided into two countries based on the majority of religion which gave the birth of independent India and Pakistan. As East Bengal (Bangladesh) had a Muslim majority, it joined with Pakistan even being 1400 miles aloof from West Pakistan. Eventually this distance was covered by India. Soon, this geographical barrier turned into a fatal disunity which was multiplied by many other born deformities existed between two wings of Pakistan in terms of</p>

	<p>Language, culture, tradition and moreover by elitist arrogance of West Pakistani leaders. Instead of breezing these gaps Pakistani leaders increased the dissatisfaction in East Pakistan by denying popular demands. This reflected in the election of 1970 where East Pakistani political party Awami League got a landslide victory not only in the Provincial Assembly of East Pakistan but also in the National Assembly of Pakistan. Surprisingly, instead of showing respect to the mandate of the people by handing over the power to the elected leader Bongobondhu Sheikh Mujibur Rahman, West Pakistani leaders started procrastinating and killing unarmed Bengali people through launching “Operation Search Light” in the midnight of 25th March, 1971. The magnitude of the massacre was so high that thousands of people died in the first few days and approximately 10 million people fled from Bangladesh crossing the border and took shelter in India as refugees leaving their home, jobs, and all other means of living .UNHCR described it as the highest number of refugees in the short time after the 2nd World War. These refugees sheltered mainly in West Bengal, Bihar, Assam, Tripura and Meghalaya. India also hosted this huge number of refugees cordially and helped them in many ways. But the number was so high that being a developing country it was not easy for India to treat them with all they needed for solvent living. Even only giving shelter was not a mere contribution from Indian side because it at least helped these massive number of people to be spared from becoming victim of genocide committed by West Pakistani soldiers in the then East Pakistan. There were also some international supports to help refugees but all these could not fully stop the sufferings and the death pole in the refugee camps. Hence, this paper is an attempt to explore the ruthless condition of refugees sheltered in India from Bangladesh in 1971. The humanitarian role played by India to deal with refugees will also be highlighted and analyzed from historical perspective.</p> <p>Keywords: human rights, international support, libration war of Bangladesh, role of India, refugee.</p>
<p>Sayed Sada Hussain Shah GICICSSH1706067</p>	<p>Sociological analysis of relationship of Maternal Mortality Ratio with mal-nutrition in rural communities of Hyderabad division, Sindh</p> <p>Sayed Sada Hussain Shah Ph.D Scholar, Department of Sociology University of Sindh, Jamshoro, Pakistan</p> <p>ABSTRACT</p> <p>It is really a misery of human history, when a women dies in the way to reproduce new life. Maternal mortality is very old problem of globe, wife of Indian King Shahjahan (Mumtaz Mahal) was also a maternal death. Maternal mortality ratio (MMR) was one of priority goal among millennium development goals of United Nations till 2015. After that now it is again considered as a priority goal among sustainable development goals set by United Nations which are supposed to be achieved until 2030. As per these goals MMR should be minimized at the level of 71. Which means, 71 deaths among 100,000 live births during a specific time period. Though Sindh government couldn't achieve the target of 2015, instead of running Mother Newborn and Child Health (MNCH) program at gross root level. This study aims to find out the sociological barriers to reduce maternal mortality ratio in rural areas, such as, issue of malnutrition among women. Two types of research were used here, ethnographic and exploratory. The study was conducted using mix methods of data collection, qualitative and quantitative to achieve the objectives. Study has taken into account key sociocultural factor/ variable effecting on maternal mortality.</p> <p>Total 385 in depth interviews were conducted with mothers and 45 key informant interviews were conducted with maternal health workers, in different rural areas</p>

	<p>of Hyderabad division. For in-depth and key informant interviews two separate semi-structured interview guides were developed having quantitative and qualitative questions. Participant observation was also a qualitative tool that was used for data collection from mothers. The objective of structured participant observation was to see the way of life of women especially in aspects of work load and diet and how it is affecting on maternal health.</p> <p>Study has tried to see problem of maternal mortality as a really existing social phenomenon on ground. Thus, the problem is being studied from multiple angles. Though government has appointing number of lady health visitors and workers but still there is need of more to cover all population of rural areas. Demography is also changing new villages and towns are being settled, population is also increasing. It was found during study that available maternal health workers in rural areas are not enough in number and quality to reduce maternal mortality ratio. Women of rural areas work more as compare to men but their diet is very poor as compare to men. Majority of women are declared with nutritional deficiencies by local maternal health workers. Ratio of maternal mortalities due to malnutrition is always higher as also reported in other research studies. There is need of community sensitization regarding nutritional needs of women especially pregnant and lactating women. In fact, saving life of a woman is contributing in protection and progress of human species.</p>
<p style="text-align: center;">Puja Singh GICICSSH1706070</p>	<p style="text-align: center;">A Study of the Relationship Between Entrepreneurial Orientation and Enterprise Performance with Women’s Empowerment as a Mediator</p> <p style="text-align: center;">Puja Singh Masters in Business Administration, Panyapiwat Institute of Management, Bangkok, Thailand</p> <p style="text-align: center;">Sumit Sharma Masters in Business Administration, Assumption University, Bangkok, Thailand</p> <p style="text-align: center;">ABSTRACT</p> <p>Entrepreneurship focused projects and enterprises have been at the heart of women’s development work for quite some time now. Kiva, Acumen Fund, BRAC and many other organizations have based much of their work on the providing access to and promoting entrepreneurial ventures focused on women and their work. It is important to determine the efficacy and efficiency of this sector of entrepreneurship to improve process and outcomes. This research builds into this need to understand the relationship between the entrepreneurship orientation and personal and social empowerment of the primary managers of these enterprises, the women entrepreneurs. This study takes two conceptual frameworks and combines them to build a unique conceptual framework for this particular sub-sector of entrepreneurship. This study posits women’s empowerment as a contributing factor in the relationship between entrepreneurial orientation and enterprise performance and measures the mediating effect of women’s empowerment in the relationship. The sample data for the research is collected from the women members of a cooperative farming enterprise from Nawalparasi District of Nepal. The methodology used to examine this relationship is Structural Equational Modeling . After a preliminary Exploratory Factor Analysis was performed in the data collected, the data was added to the conceptual framework model for a Confirmatory Factor Analysis. The model fit was ensured with all fit indicators under accepted standards. The result showed some significant relations and some insignificant relationships. The research concludes that the theoretically</p>

17th International Conference on Social Science & Humanities (ICSSH), 18-19 July 2017, Bangkok, Thailand
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand

	<p>implied role of women's empowerment in entrepreneurial empowerment of women in rural businesses can be empirically proven. This has wide spread implications in the work done is such frameworks by government and non government institutions. Such studies done for individual project areas and entrepreneurial ventures will lead to a better understanding of the impact of these indicators on the success of the project and achieving better impact in the livelihoods of women concerned.</p> <p>Key Words: Entrepreneurship, Women's Empowerment, Women's Entrepreneurship</p>
<p>Ashwini Raisinghani GICICSSH1706071</p>	<p style="text-align: center;">A Comparative Study Of The Impact Of Octapace Culture On Gen X And Gen Y- In Banking Sector</p> <p style="text-align: center;">Ms. Ashwini Raisinghani B.COM (Hons.) School of Liberal Studies, Pandit Deendayal Petroleum University, Gandhinagar, Gujarat, India</p> <p style="text-align: center;">ABSTRACT</p> <p>OCTAPACE culture refers to the set of principles in an organization which are inclusive of plethora of ethics, values, beliefs, attitudes, norms, ethos, climate, environment and culture. This questionnaire is designed to measure the organization's ethos, categorically for Generation X and Generation Y of that specific organization. The ethos of an organization are implicitly the core values and fundamentals of attributes that are inherent to that organization and the work culture which is prevalent there. In this paper, we attempt to establish a comparative study between Gen X and Gen Y of the organization. Gen X are quoted to belong between the period of 1966-1976 and Gen Y are quoted to belong to the period of 1977-1994. This is a descriptive research which has been conducted on the lines of openness, confrontation, trust, authenticity, pro-action, autonomy, collaboration, experimentation. The sample size of this analysis is 100, and the sampling is taken from selected banking sector. Furthermore, it aims to establish the impact of working culture on employees and what are the requisites of retaining the current and prospective subordinates and keeping them motivated. Additionally, the instrumental segment in the organization emerged when it was faced by a freezing period, from 1987 to 2009, wherein there was a prolonged period of selective probation. Owing to this, the organization was faced with the challenge of introducing the existing subordinates to the newly developed changes in the "computer era". The organization cited that there were only 2% of those who were equipped with these changes, therefore it was a huge challenge to channel such sudden changes in the organization completely. This research is conducted to assess the work culture and the workings of the instruments of OCTAPACE and to suggest crucial changes in the organization required, if any.</p> <p>Keywords: Organization culture, OCTAPACE culture, organizational performance</p>
<p>Uswatul Fikriyah GICICSSH1706072</p>	<p style="text-align: center;">Engagement Cancellation and Its Legal Implication in Malaysia in Comparison with Regulation of Marriage in Indonesia on Law Number 1 Year 1974 and KHI (Womans Rights Perspective)</p> <p style="text-align: center;">Uswatul Fikriyah Department of Law, Brawijaya University, Malang, Indonesia</p> <p style="text-align: center;">ABSTRACT</p> <p>The Purpose of this research was to describe the legal implication of engagement</p>

	<p>cancellation in Malaysia and to analyze the woman's rights protection aspects in Act 303 Islamic Family Law Federal Territory 1984 Malaysia in comparison with regulation in Indonesia in Law Number 1 year 1974 about Marriage and KHI as the main regulation of marriage in Indonesia. This research was Normative Legal research. The approach used in this research was statue approach. It was studying about law that written in Act. From this reserach can be seen that engagement in Malaysia contains legal implication as explained in section 15 Islamic Family Law Federal Territory 1984 Malaysia. It is because engagement is considered as a contract. All of parties that involved in this contract must obey it as long as there is no legal reason to deny it. Implications of engagement cancellation in Malaysia are someone who become the victim of engagement cancellation can absolutely posses all of gifts given in time of engagement. Conversely, someone who cancels the engagement must return all of gifts and carry all of losses expenses to prepare engagement and wedding party. In this matter, to get their rights, the victims of engagement cancellation can do prosecution in Syariah Court (Mahkamah syariah). This matter is different from regulation in Indonesia which is not recognize engagement as a contract. Regulation of Act 303 Islamic Family Law Federal Territory 1984 Malaysia contains woman's rights protection aspect. In this Legislation, women have their rights according to their position, i.e. Rights before marriage, rights in marriage, and rights after marriage is broken. The purpose of Woman's rights protection is to women can get their rights in marriage life and support gender equality in family life. This woman's protection aspects are accordance with some views of gender figure like Asghar Ali Engineer, Qasim Amin, and other woman's rights view.</p>
<p>Wa Ode Siti Latifatul Malik GICICSSH1706074</p>	<p>Developing Indonesia from the Edge: Involving West Papua in the Context of Nawacita</p> <p>Wa Ode Siti Latifatul Malik Department of International Relations, Faculty of Social and Political Sciences, Universitas Gadjah Mada, Yogyakarta, Indonesia</p> <p>Siti Khotimah Department of International Relations, Faculty of Social and Political Sciences, Universitas Gadjah Mada, Yogyakarta, Indonesia</p> <p>ABSTRACT</p> <p>West Papua has been being inherent to discrimination and militarism. Thus, it is impacting on West Papua community to form organizations under the issue of being independent from Indonesia's suppression. Meanwhile, Indonesian government has tried to defend West Papua by subjugated-nationalism approach that seems to perceive Papua community as rebels and uncivilized yet which need developmental process through modernization approach. Added to that, the solution given by the government didn't consider the perception as well as the liberty of West Papua community. Therefore, the present study attempts to analyze the perception as well as West Papua community's expectations towards the solution making of the existing unsolved issues. In analyzing this issue, the conceptual multicultural-nationalism approach was used as the opposite term of subjugated-nationalism approach. The design of this research is a qualitative study with the data was collected through interview, Focus Group Discussion, as well as literatures investigation. The subject of the interview and Focus Group Discussion were West Papuanese University Students movements and some Papuanese university students who are currently staying in Yogyakarta. The data was first</p>

	<p>analyzed with reduction data technique, and the next step was presenting and lastly was drawing conclusion. From the pre-observation, it was found that the independent movement has grown massively. They demanded the termination of militarism movement in Papua that is still on-going, and the non java-centrist effective and accessible education as well as the development that take into account the wisdom of Papua local community. Keywords: s Subjugated-Nasionalism, Multiculture, “Nawacita”, West Papua</p>
 <p>Alkali Mohammed Grema GICICSSH1706075</p>	<p>Islamic Perspectives And Boko Haram Ideology On Western Education</p> <p>Alkali Mohammed Grema General Studies, Mai Idris Aloomo Polytechnic, Geidam, Geidam, Nigeria</p> <p>ABSTRACT</p> <p>The ideology and philosophy of the Boko Haram movement can be best understood by explicating the two words “Boko” and “Haram”. In Hausa language the word “Boko” is an equivocal term which means either “Western” or foreign, while the word “Haram” is an Arabic derivative meaning “forbidden” piecing the two words together ‘Boko Haram’ means to forbid everything western education. This study was aimed to examine the importance of western education in Islamic perspectives, citing the reasons from Quran and Sunnah and the principles of Islamic jurisprudence (Usul-al-Fiqh). It was clearly believed that Scholars of Islamic jurisprudence have categorised issues and actions requiring an Islamic verdict (fatwa) into two (2) broad categories; Ibadaat and Mu’amalaat. The major findings of this study indicates that any education whether foreign, secular or modern, that is useful and which does not go against the explicit teaching of the Quran and Sunnah is permissible (Halal). Quran and Sunnah encourage Muslims to seek knowledge in all fields of human endeavours, knowledge or education cannot be prohibited (Haram) simply because it is modern or new, it has to contradict the clear teaching of the Quran and Sunnah before it can be considered prohibited(Haram). Keywords: Western education, Islamic perspectives, Prohibited, Permissible, ideology</p>
 <p>Ramchandraiah M GICICSSH1706077</p>	<p>Dalit Women Participation And Empowerment Through The Panchayat Raj Institutions. A Study In Telangana State</p> <p>Ramchandraiah M Political Science, School Of Social Science, University Of Hyderabad, Hyderabad, India</p> <p>ABSTRACT</p> <p>A ‘bottom-up’ process of transforming gender power relations, through individuals or groups developing awareness of women’s subordination and building their capacity to challenge it. The term ‘empowerment’ is now widely used in development agency policy and programme documents, in general, but also specifically in relation to women. Central to the concept of women’s empowerment is an understanding of power itself. Women’s empowerment does not imply women taking over control previously held by men, but rather the need to transform the nature of power relations. Power may be understood as ‘power within,’ or self-confidence, ‘power with’, or the capacity to organize with others towards a common purpose, and the ‘power to’ effect change and take decisions, rather than ‘power over’ others. Women’s participation in mainstream political activity has important implications</p>

for the broader arena of governance in any country. Direct political participation and empowerment of Dalit women in local governance is a central human right in itself and enables the realization of a host of other human rights. In India Caste has played an instrumental role in raising issues related to the more marginalized among women. In a highly hierarchical and dominated society, women belonging to the lower castes have lesser access to public fore, which is compounded by their gender. This exclusion makes it difficult for these women to represent and articulate the voices of their constituencies and their demands are often overlooked or subsumed by the dominant sections of the society.

Women's empowerment is one of the core objectives of the Panchayat in India. Women in India are awfully underrepresented in political institutions. The political power, access to decision making and authority are the critical prerequisites for women's equality in the process of nation building. The 73rd amendment has mandated representation of at least one-third women through election instead, of the earlier token one or two women nominated by the government or co-opted by the predominantly influential, powerful male membership/leadership of these Panchayats. It is a significant step in the political history of independent India. They demand analysis to determine, that the way Dalit women are enabled to claim their right to actively political participation in local governance, and the extent to which this participation is an effective tool for empowerment and realization of human rights for excluded social groups. In particular, to make an impact at the policy planning and program administration level in each and every locality of our vast country. The present paper discusses how Dalit women getting empowerment and in-between period facing the problems through the panchayat raj institutions in Telangana and to study the extent of participation of Dalit women elected representative in panchayat raj institutions.

Keywords Panchayat raj, Dalit Women, Empowerment and Political Participation.



**Farjana Nowrin
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Miss Havisham: Puppet Of Patriarchy

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ABSTRACT

Miss Havisham [one of the momentous characters of Charles Dickens' classic novel *Great Expectations* (1861)] has often been described by critics as an evil, mad and revengeful woman who embodies the mythic horrors of countless cruel mothers, stepmothers, and witch like figures and dreams of avenging upon all the men. In Charles Dickens' *Great Expectations* she used Estella as a weapon and an agent of torture to Pip. From a surface reading, we get such impression about Miss Havisham. But, to a considerable extent, Miss Havisham's later actions reflect the consequences that happened with her in the past. The maltreatment she got from her brother and fiancé affected her so much that she was somehow compelled to transform into a character what she, perhaps, didn't want to be. When I probed into the contemporary society, I found it quite harsh towards the women. Since, nothing is absolute in literature - a critical reading of Miss Havisham, her past and her contemporary society, encourages me to read her as 'more a victim than a victimizer'.

Keywords: Puppet, Patriarchy, Contemporary Society

 <p>Zakeya Sultana GICICSSH1706079</p>	<p>The Role of Anxiety in Learning and Performing English in the University Classes: Bangladesh Perspective</p> <p>Zakeya Sultana Lecturer, Department of English, ASA University Bangladesh, Dhaka, Bangladesh</p> <p>ABSTRACT</p> <p>Feeling of anxiety is exceedingly experienced by the English language learners throughout the world. Though the impact of anxiety on learning and performance in English has been widely studied in United States, Canada, Japan, Taiwan and many other countries; this present study, in contrast, tries to find out the reasons of anxiety in learning and performing English in the classes among the Bangladeshi university students. Data has been collected through questionnaire from 30 participants from different universities in Bangladesh. Finally 10 students (one third of the total participants) have been interviewed to get supportive data on their responses. An analysis of their responses indicate that preoccupied fear, peers' and (sometimes) teachers' reactions hold the participants back to flourish properly. The responses of the participants quite clearly show that peers', as well as preceptors' amiable attitude towards the learners can pave the way for anxiety free learning and performance. So the findings can clearly facilitate both the students and the teachers in this respect.</p> <p>Keywords: Anxiety, English Language, Pedagogy, University students, Bangladesh.</p>
<p>Muhammad Ibrahim Tariq GICICSSH1706081</p>	<p>The Mughal Monuments of Lahore</p> <p>Muhammad Ibrahim Tariq School of Foreign Service, Georgetown University in Qatar, Doha, Qatar</p> <p>ABSTRACT</p> <p>Situated on the banks of River Ravi, the city of Lahore, often-called "Heart of Pakistan" is revered by tourists and historians as a city of extensive history and importance. History is of course, akin to architecture and architecture is what serves as a primal attraction for tourists, hence this reverence is self-explanatory. The Mughal period of 1526-1857 was what gifted the city, most of the architecture that attracts the tourists today. In this research, we tend to look into the wide range of Mughal monuments that stand in Lahore today, and the several that once did. In this research, our focus would be the type/s of architecture, significance to the constructing Emperor and changes to them through the course of eras.</p>
<p>Lakheemi Devee GICICSSH1706089</p>	<p>Work- Family Responsibilities of Women engaged in Police Service</p> <p>Lakheemi Devee Gauhati University, Guwahati, Assam, India</p> <p>ABSTRACT</p> <p>Approximately 40 % of women are engaged in professional labour force in whole over the World. In spite of this percentage of women in the labour force, women are still identified primarily for their family roles, most jobs are still gender based, and most women earn significantly less than men. To address this paradox, the researcher has begun to investigate the professional women, who are engaged in police force- which is principally dominated by men, maintaining her dual responsibilities- Work – Family. The study tried to examine these dual responsibilities by interacting with 10% of total women police personals that are</p>

	<p>deployed in Assam, which has the lowest number of employed women police personal within India. The study also tried to focus on some negotiations that are applied by women police personal to cope up with their family responsibilities and /or hurdles that they face to cope up with their dual responsibilities.</p> <p>Key words: dual responsibilities, private, public, women, police</p>
<p>Qisty Noviyanti GICICSSH1706093</p>	<p>FOTETION (Food Waste Reduction) : From Food Waste To Fresh Food (Case Study Of Food Waste Processing Programme By KTNA In Depok, Indonesia)</p> <p>Qisty Noviyanti Department of Nutrition, Faculty of Public Health, Universitas Indonesia, Depok, Indonesia</p> <p>Masita Bertri Maulidya Department of Nutrition, Faculty of Public Health, Universitas Indonesia, Depok, Indonesia</p> <p>Mayang Dian Nur Laili Department of Nutrition, Faculty of Public Health, Universitas Indonesia, Depok, Indonesia</p> <p>Lestari Gusti Indah Department of Nutrition, Faculty of Public Health, Universitas Indonesia, Depok, Indonesia</p> <p>Rifati Wiam Department of Nutrition, Faculty of Public Health, Universitas Indonesia, Depok, Indonesia</p> <p>ABSTRACT</p> <p>Objective : To reduce food waste by processing it into fish feed to farm catfish, which results would be distributed to community in Cooperatives to increase food security.</p> <p>Method : This research conducts a single-case study with Kelompok Tani Bina Tenaga Inti Rakyat (KTNA) as subject, that has been processing food waste into fish feed since 2011. Data were taken by observation and interview on March 2017, located at Sukmajaya, Depok, West Java. Content-analysis method was used to analyse the data.</p> <p>Result :</p> <p>KTNA's food waste processing programme is designed to be implemented in 63 districts at Depok using cooperative system. Each district will be obligated to collect 1.5 tons of food waste per month, so that 94.5 tons food waste are achieved as raw materials. Furthermore, they will be processed into fish feed to farm catfish. Each Cooperative unit is estimated to harvest 2250 kg of catfish per month, and would be divided into two sectors. The first 1125 kg would be distributed to Cooperative members, resulting 11.25 kg of catfish per member per month, increasing national fish consumption per capita three times the target. The rest 1125 kg would be sold to the markets by involving members to be distributors, and counted as participation rate in Cooperative transaction. This rate would be converted into points which define the amount of financial surplus earned by members in the end of the month. From 100 members, we are able to reduce about 11.6% of food waste per month and can be multiplied as the members increase.</p>

	<p>Conclusion : Food waste could be reduced by processing it into fish feed to farm catfish. Food waste-based Cooperatives are able to increase its members' food security and financial. Collaboration of multi-stakeholders is surely needed so that this Cooperative system could be implemented properly in community. Keywords : food waste, fish feed, food security, fresh food, Cooperative</p>
<p>Pimporn Phukrongpet GICICSSH1706091</p>	<p style="text-align: center;">Economic the Social and Cultural Changes of the Phutai Ethnic Group:a Case Study of Banphu Village, Ban Pan Sub-District,Nong Sung District, Mukdahan Province</p> <p style="text-align: center;">Pimporn Phukrongpet Faculty of Humanities and Social Sciences,Khon Kaen University,Thailand</p> <p style="text-align: center;">Dr.Prasit Kunurat Department of Public theologians, Faculty of Humanities and Social Sciences Khon Kaen University</p> <p style="text-align: center;">ABSTRACT</p> <p>This article is part of the research titled “Social Solidarity of Ethnic diversity Community” and aims to study 1) the background of the Phuthai ethnic group in Phu Village, Ban Pao Sub-District, Nong Sung District, Mukdahan Province; (2) economic, social and cultural changes that have occurred within the group; and (3) factors that affected those changes. This study adopted a qualitative study using interviews and in-depth interviews techniques with 24 key informants, consisting of 4 community leaders, 14 villagers, 3 knowledgeable persons, 2 former members of the Communist Party of Thailand, and 3 civil servants. The results showed that 1) The Phuthai in Ban Phu immigrants from left side the Mekong River and established the community in 1844, including the age of 130 years. 2) Economic changes in the community included changes in production, consumption, allocation, exchange, production technology, and trade, which changed to be more dependent on external markets that were capitalist and consumerist. Social changes included changes in social groups, the family, the community, social classes and associations, such as a change from primarily extended families to mainly nuclear families. Cultural changes included changes in values, religion, language, entertainment, education, communications, politics and public health, such as a switch to using modern medicine more than traditional healers. 3) The main factors that affected these changes were the internal factors of environmental and ecological factors and the external factors of government policies and politics. Key words: Economic Change, Social and Cultural Change, Ethnic Phu Thai</p>
<p>Sombat Serthpol GICICSSH1706092</p>	<p style="text-align: center;">The security of drought-prone community in upper Chi watershed</p> <p style="text-align: center;">Sombat Serthpol Department of Develop science, Faculty of humanities and social science, Khon Kean University,Khon Kean, Thailand</p> <p style="text-align: center;">Prasit Kunurat Associate Prof. Department of Public Administration Faculty of Human and Social Sciences Khonkaen University</p> <p style="text-align: center;">ABSTRACT</p> <p>Although many communities in Upper Chi watershed always experience the continued drought on a regular basis, but they can exist all along. So I have the</p>

	<p>question that how do they can exist? How are their security? Therefore, this research aims to study the security of drought-prone communities in upper Chi watershed. The qualitative method was used in this research. Data were collected by in-depth interviews the 50 key informants. They are 1 community reader, 5 local scholars, 1 the chief executive of the Sub-district Administrative Organization (SAO), 20 group and network committees and 23 farmers. The data was analyzed by content analyzing and descriptive. The results show that the security of the drought-prone community in Upper Chi watershed is the ultimate results of adaptability to internal and external factors. Until the community can still maintain and build the security through using process the capitals. The security in various dimensions consists of:; 1) economic dimension: working and incomes on farm and non-farm, debt management, more saving and invest on farm and non-farm, 2) social dimension: more group and network building, community fairs and participants, 3) food dimension: adequate food sources, abundant food and varieties, accessible, useful, safety and decreasing food, 4) environmental and resource dimension: allocation, protect and conserve. Key words: The security, drought-prone community, upper Chi watershed.</p>
<p>Prof. Hanoch Yerushalmi GICICSSH1706061</p>	<p style="text-align: center;">The Role Of Mentalization In Psychotherapy Supervision</p> <p style="text-align: center;">Prof. Hanoch Yerushalmi Department of Community Mental Health, University of Haifa, Haifa, Israel</p> <p style="text-align: center;">ABSTRACT</p> <p>The supervision of analytic psychotherapy's main role has been described as facilitating personal and professional growth in supervisees and promoting patients' welfare and development. Consequently and in view of recent conceptual developments in psychoanalytic literature, I suggest in the current theoretical presentation that supervisors strive to expand and deepen their supervisees' capacity to mentalize their patients and themselves in the therapeutic interactions. Working toward this goal may increase supervisors' vulnerability because this strategy entails sharing with their supervisees their self-reflective processes. However, working to develop the supervisees' capacity for mentalization may equip the supervisees with tools that may enable them to understand better the patients' and their own intentions and motives and to hold better their patients in mind.</p>
 <p>Champa N. K. Alahakoon GICICSSH1706065</p>	<p style="text-align: center;">An application of Information Seeking Anxiety Scale to a University library: A case study at University of Peradeniya, Sri Lanka</p> <p style="text-align: center;">Champa N. K. Alahakoon Veterinary Medicine and Animal Sciences Library, University of Peradeniya, Sri Lanka</p> <p style="text-align: center;">ABSTRACT</p> <p>All the forms of academic-related anxiety, frustration associated with the search of information in library. Electronic resources appear to be among the most widespread, most likely because practically most, if not all students are bound to find information at some point in their programs of study. The aim of this paper is to apply and assess the Information seeking anxiety scale (ISAS) among university library users at University of Peradeniya. Further it determines the suitability of application of this scale to a Sri Lankan university students relating to seeking of information. A survey research method was used for this study and close ended questionnaire was applied as the research tool and data was collected from</p>

	<p>undergraduates in 2013/2014 academic year. The ISAS developed and validated by Mohammadamin, Abrizah and Karim, (2012) was taken as the base construct for this study. It is clearly evident that except 1st and 4th scales other scales indicated the high alpha values than the original scale. The overall alpha coefficient of the original scale indicated only 0.902 but the Sri Lanka scale increases its alpha value up to 0.937. Further, ISAS had satisfactory construct validity as well as internal reliability. Therefore, the validity and reliability of this instrument in other cultural and educational setting also recommended.</p>
 <p>Chamani Gunasekera GICICSSH1706066</p>	<p>Social Science Scholars' Perception towards Open Access Publishing and Institutional Repositories: Experience at Faculty of Arts, University of Peradeniya, Sri Lanka</p> <p>Chamani Gunasekera Senior Assistant Librarian, Main Library, University of Peradeniya, Peradeniya, Sri Lanka</p> <p>ABSTRACT</p> <p>The main objective of this study is to explore the attitudes and knowledge about open access publishing and institutional repositories of social science scholars and their participation towards university digital repository. A survey method was adapted and a questionnaire was distributed among all permanent academics in the Faculty of Arts, University of Peradeniya, Sri Lanka. The results revealed that only 48% of the respondents were aware about open access publishing and nearly 22 % of them never heard about the term of "open access". These results gave an insight that the majority of the respondents are not familiar with the term of open access. The results further revealed that most of the respondents learnt about the institutional repositories as a result of a web search engine, information provided at faculty or meeting held in the university and by working in subject based archives. Only 51% of the respondents were aware of the university digital repository and 36% mentioned that they were not aware of it. Of the respondents, 40% mentioned the university digital repository is either very important or important and 38% agreed that the establishment of institutional repository for the University of Peradeniya will enhance the global reputation of the university. The interesting finding is that 57% of the respondents reported their willingness to contribute to the university digital repository in future while 14% of them were not willing to contribute in future.</p> <p>Keywords: Social Science Scholars, Open Access, Institutional Repositories</p>
 <p>Prof. Dr. Mustafa Kemal San GICICSSH1706068</p>	<p>Alawites, The Piece of the Cultural Mosaic in Hatay Province, Turkey: A case Study</p> <p>Prof. Dr. Mustafa Kemal San Sociology Department, Sakarya University, Sakarya, Turkey</p> <p>Assist Prof. Omer Avci Educational Sciences, Istanbul Medeniyet University, Istanbul, Turkey</p> <p>ABSTRACT</p> <p>Housing various and different cultural communities, Hatay province has always been considered as a 'mosaic' and a model. The Alawites constitute a very important piece of this mosaic. In this qualitative case study, we have investigated</p>

the cultural identities of the minority group in the province of Hatay, Turkey. Through purposeful sampling, eight male participants from the Alawi community agreed to participate in our study. The average length of the in-depth interviews was about forty minutes. Through the analyses of the transcribed interviews, five broad topics emerged. The Alawi identity is formed, defined, expressed, and experienced on theological, political, social, lingual, and ethnic grounds. The theological ground is the core of being Alawi, as it is their main distinguishing feature from the Sunni majority. At the political level, Alawites sense a mistrust from the state. On the social ground, there is a distinction between the private and public sphere relationships. Ethnically, The Alawites are Arabs, who consider themselves as people of Turkey. Linguistically, Arabic is the mother tongue of Alawites, who are, however, not literate in Arabic. The mistrust that the Alawites feel on theological, political, and social grounds have lead them to seek recognition, acceptance, and approval.



Omer Avci
GICICSSH1706069

The Other Perception of the Sunnis in Hatay Province, Turkey: A Phenomenological Study

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ABSTRACT

In this phenomenological study, we investigated the Sunni majority's perception of the 'other' in Hatay province. Through purposeful sampling, we conducted in-depth interviews that revealed the ten participants' perception of the others and distance from them through thick descriptions. The analyses of the interviews reveal three broad categories of others for the Sunnis: Ethnic, national, and theological, which also suggest the order of the social distance between the Sunnis and their perceived 'other' from close to far. The Sunnis are ethnic Turks or Arabs. For the Turks, the Sunni Arabs are the other, while they are the closest among the others. For both the Sunni Turks and Arabs, the Syrian refugees, who are also Sunni, are the close other. The Christians, Jews, and Alawites are perceived to be the theological others, who are perceived to be socially the farthest. The mistrust against the theological others (especially Alawites) emanates from the Alawites' secretive faith and religious practices and political preferences. The differences especially emerge in lifestyle preferences, which are reflected on the moral codes, though there is an urban and rural difference. The distancing of the Sunnis from the 'others' in their social relationships differs based on the public and private spheres, which, along with avoiding sensitive topics (i.e., faith and politics), serve as a conflict prevention strategy for all the groups.



Menaka Hindagolla
GICICSSH1706076

The Use of Digital Library by Arts Undergraduates in Sri Lanka: A case study at University of Peradeniya

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ABSTRACT

The purpose of this paper is to explore the understanding of digital library use and its acceptance by arts undergraduates in Sri Lanka. Survey research design was applied and 150 undergraduates were selected as sample of the study. Structured

	<p>questionnaire was used to gather data and total of 132 respondents completed the survey, resulting in a response rate of 88 %. The all respondents use the library and majority of them are aware about the digital library. The most popular methods of students' awareness of digital library are library website and library staff. Study found that more than half of respondents' use digital library and there is a notable gap between awareness and the usage of the digital library. Present study identified some factors for not use of digital library. Overall, majority of digital library users are satisfied with the services, and system characteristics of the digital library, but average percentage of users satisfied with the current methods applied by the library to aware users about the digital library information. It is notable mark to library management to improve more services for user benefits. The most significant finding was that students who use the digital library they perceived it is important to their studies and students have been realized the usefulness of digital library. As users having positive attitudes about this system and they are having intention to use it more for their learning and research in future. But users are more recommend that people would be more likely to use digital library if they provide proper training or awareness program on digital information use.</p> <p>Keywords: Digital Library, User Survey, University of Peradeniya, Sri Lanka</p>
<p>Ilker Sahin GICICSSH1706080</p>	<p>Local Culture Experience And Novelty Seeking: A Comparison On Istanbul And Antalya Tourism Destinations</p> <p>Ilker Sahin Tourism Guidance Department, Tourism Faculty, Akdeniz University, Antalya, Turkey</p> <p>F.Ozlem Guzel Associate Professor, Akdeniz University, Tourism Faculty, Tourism Guidance Department</p> <p>ABSTRACT</p> <p>Cultural tourism provides important contributions to tourism destinations such as supporting local culture, strengthening and spreading destination culture identities, creating a cultural image, protecting cultural and historical heritage, creating economic and social effects. In addition, postmodern novelty-seeker tourists hope to experience different cultures during their holiday in the destination. In this context, local culture is becoming an important aspect of the search for novelty seeking. Distinguishing the society from others, cultural assets such as historical buildings, festivals, museums, cultural festivals, creat a unique local culture experience for tourists and lead to high tourist satisfaction by influencing the novelty seeking motivation. Based on this hypothesis, the aims of this research are; a) to examine the effect of the local cultural experience on novelty seeking behaviour, b) to examine the influence of the local culture experience on tourist satisfaction, and c) to assess the mediating role of novelty seeking between local cultural experience and satisfaction. For this purpose, by using structural equation modeling, a comparative study was carried out on Turkey's most-tourist attracting destinations which have different characteristic DNAs in accordance with their specific positioning strategies. The city of Istanbul- a cultural destination famous with its historical background and Antalya- a resort destination known for its sun-sea-sand tourism are research areas of the current study. Findings revealed that local culture experience, novelty seeking and tourist satisfaction variables are associated with each other in both destinations. The structural equation model suggests that the novelty seeking variable have the</p>

	<p>mediating role between local culture experience and satisfaction Keywords: Cultural Experience, Cultural Tourism, Local Culture, Tourist Satisfaction, Turkey.</p>
<p>Anupa Lewis GICICSSH1706083</p>	<p style="text-align: center;">Rhetoric of Kitsch in the Post-Truth Era: Media, Literature & Cultural Studies</p> <p style="text-align: center;">Anupa Lewis Asst. Professor, Dept. of Media Studies, School of Communication, Manipal University, Manipal, India</p> <p style="text-align: center;">Prof. Shanthi Lewis Dept. of English, Poornaprajna College, Udupi, Mangalore University, India</p> <p style="text-align: center;">ABSTRACT</p> <p>The current age in its placid reckoning of rib-tickling political spectacle staged on a global scale has been unanimously dubbed the ‘post-truth era’, an adjectival term which has of late gained wide currency and critical sanction in academic spheres of cultural studies, denoting especially a lambasting incline in titillating media buzz, blatantly transferred into the inimical language of caustic ‘kitsch’. As such, the paper at hand attempts to theorize and review the petulant phenomenon of kitsch in the post-truth era, by inspecting its varied avatars and inherent complexities from a polemical perspective. In accord, the paper furthermore deems to predicate the cultural bearing of kitsch in the realm of art, aesthetics, politics, media, language, and literature.</p> <p>KEYWORDS: Post-truth era, Kitsch, Aesthetics, Rhetoric, Media, Literature, Cultural Studies</p>

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17th International Conference on Social Science & Humanities (ICSSH), 18-19 July 2017, Bangkok, Thailand
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Kamal Gharti Dalit NGO Federation (DNF), Lalitpur, Nepal GICICSSH1706088

Upcoming Conferences

<http://gahssr.org/conference.php>

- » 17th International Conference on Social Science & Humanities (ICSSH), 18-19 July 2017, Bangkok, Thailand
- » 19th International Conference on Social Science & Humanities (ICSSH), 25-26 July 2017, Barcelona, Spain
- » 20th International Conference on Social Science & Humanities (ICSSH), 26-27 July 2017, Mauritius
- » 22nd International Conference on Social Science & Humanities (ICSSH), 05-06 September 2017, Bali, Indonesia
- » 23rd International Conference on Social Science and Humanities (ICSSH), 11-12 Sept 2017, London, UK
- » 24th International Conference on Social Science and Humanities (ICSSH), 09-10 Oct 2017, Dubai
- » 25th International Conference on Social Science and Humanities (ICSSH), 07-08 Nov 2017, Singapore
- » 26th International Conference on Social Science & Humanities (ICSSH), 14-15 Nov 2017, Kuala Lumpur

17th International Conference on Social Science & Humanities (ICSSH), 18-19 July 2017, Bangkok, Thailand
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand

- » 27th International Conference on Social Science and Humanities (ICSSH), 19-20 Dec 2017, Dubai
- » 28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand
- » 4th Bangkok International Conference on Social Science & Humanities (ICSSH), 21-22 November 2017, Thailand
- » 3rd Mauritius International Conference on Social Science & Humanities (ICSSH), 14-15 December 2017
- » 4th Dubai International Conference on Social Science & Humanities (ICSSH), 17-18 February 2018, UAE
- » 3rd London International Conference on Social Science & Humanities (ICSSH), 10-11 April 2018, UK
- » 2nd Lisbon International Conference on Social Science & Humanities (ICSSH), 21-22 May 2018, Portugal