



**Global Research &  
Development Services**

## **CONFERENCE PROCEEDINGS**

### **3rd Mauritius International Conference on Social Science & Humanities (ICSSH), 14-15 December 2017, Mauritius**

14-15 Dec 2017

#### Conference Venue

Middlesex University Mauritius, Droopnath Ramphul, St. Vacoas-Phoenix,  
Mauritius

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**Global Research &  
Development Services**

**KEYNOTE SPEAKER**



**Dr. Swaleha Peeroo**  
**Department Of Management, Faculty of Business and Management,**  
**University Des Mascareignes, Pamplemousses, Mauritius**

**KEYNOTE SPEAKER**



**Dr Nicky Torrance DProf, MSc, DipN, DipNEd, FHEA Associate Director**  
**Academic Middlesex Mauritius Branch Campus**

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<p><b>Wasilu Suleiman</b> GICICSSH1718051</p>	<p><b>Effect of Transfer Motivation on Transfer of Training: Empirical Evidence from Nigerian Education Sector</b></p> <p><b>Wasilu Suleiman</b> Department of Business Administration, Bauchi State University-Gadua, P.M.B. 65, Bauchi State, Nigeria.</p> <p><b>Muhammad Adamu</b> Department of Business Administration, Bauchi State University-Gadua, P.M.B. 65, Bauchi State, Nigeria.</p> <p><b>Lukman Suleiman</b> Faculty of Technology Education, Abubakar Tafawa Balewa University, Bauchi State, Nigeria.</p> <p><b>Abstract</b> There is an increasing concern in organizations that the constantly changing workplace has negatively affected the traditional employment contract that offers an employee job security, with decreasing job security and weakening worker commitment to the organization. This paper ambitiously examines the impact of transfer motivation on transfer of training in the workplace with the aim of establishing the scope and direction for the concept of training transfer. An aggregate of 1,000 questionnaires were distributed to the respondents in an education Board in Nigeria. However, a total of 605 questionnaires were finally retained for analysis. Consequently, the findings disclosed that the extent to which employees are provided with adequate transfer motivation would ginger gear them to be desirous in making persistent and intense efforts towards utilizing skills and knowledge learned in the work settings. In other words, employees in a work setting are likely to experience varying degrees of low job commitment from the organizations, work outcomes such as transfer motivation has been positively associated with training transfer.</p> <p><b>Keywords:</b> Training, transfer motivation, transfer of training, Nigeria</p>
<p><b>Mubarak Husain Muhammad</b> GICICSSH1718052</p>	<p><b>Governance, Security And Development In Africa: An Appraisal Of Nigerian Case</b></p> <p><b>Mubarak Husain Muhammad</b> Sociology Department, Federal University, Dutse, PMB 7156, Nigeria</p> <p><b>Abstract</b> Historically, African people were overwhelmed by colonialism, because it had been perceived as a great impediment to the real development of the continent. Thus, political independence of most African states was welcomed on the premise that, the development of Africa is actualisable. This paper investigated the role of African political elite on the security and development of Africa. Focus was given to Nigeria. Using secondary data from the United Nations, The World Bank, among other sources, the paper concluded based on terrifying and discouraging findings, that political elite have achieved very little. Hence, the essence of political independence has been grossly compromised. To reverse this</p>

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	<p>trend, the work advocated prudence in government businesses, domestic resource centered-development approach, reshaping foreign policy and active as well as visionary civil society and pragmatic intellectuals to constantly check governmental operations. Keywords: Africa, colonialism, development, Nigeria, political independence, security</p>
<p style="text-align: center;"><b>Priya Srivastava</b> GICICSSH1718053</p>	<p style="text-align: center;"><b>Effect Of Different Combinations Of Cedrus Deodara Oil And Azadirachta Indica Oil With Synergist Piperonyl Butoxide, Mgc-264 And Embelia Ribes On The Fecundity, Hatchability And Survival Of Young Snails Of Lymnaea Acuminata</b></p> <p style="text-align: center;"><b>Priya Srivastava</b> Affiliation: Department of zoology, St. Xavier's College Ranchi, Ranchi, India</p> <p style="text-align: center;">Abstract</p> <p>Effect of sublethal treatment of plant derived molluscicides, viz Cedrus deodara oil (0.66, 1.98 mg/l) and Azadirachta indica oil (3.47, 10.41 mg/l) singly and with synergist piperonyl butoxide, MGK-264 and fruit powder of Embelia ribes on the fecundity, hatchability and survival of young snails of Lymnaea acuminata was studied. It was observed that the different combinations of Cedrus deodara oil and Azadirachta indica oil with synergist piperonyl butoxide, MGK-264 and fruit powder of Embelia ribes significantly reduced the reproductive capacity (fecundity, hatchability and survival of young snails) of the snail Lymnaea acuminata. Withdrawal of snail to fresh water after the above treatment caused a significant recovery in the fecundity of snails. Keywords. Lymnaea acuminata, Cedrus deodara, Azadirachta indica, Piperonyl butoxide, MGK-264, Embelia ribes.</p> <p>*-Corresponding Author</p>
<p style="text-align: center;"><b>Hafizu Barde</b> GICICSSH1718055</p>	<p style="text-align: center;"><b>Financing Small And Medium Size Enterprises (Smes) In Nigeria: Challenges And Perspectives</b></p> <p style="text-align: center;"><b>Hafizu Barde</b> Business Education Department School Of Vocational And Technical Education Aminu Saleh College Of Education, Azare. Bauchi State, Nigeria.</p> <p style="text-align: center;"><b>Amina S. Moh'd</b> Business Education Department School Of Vocational And Technical Education Aminu Saleh College Of Education, Azare. Bauchi State, Nigeria.</p> <p style="text-align: center;">Abstract</p> <p>The need for SMEs growth in Nigeria is beyond question, but access to finance is one of the factors standing in the way of its growth. This study, Financing Small and Medium Size Enterprises (SMEs) in Nigeria: Challenges and Perspectives, was undertaken with a view to examining the major financial factors militating against SMEs development and growth in Nigeria. In the process of the study, a review was made on small and medium enterprises and its relevance to the growth of the economy, financial sources, gov't effort toward financing SMEs, financial challenges facing SMEs in Nigeria and some</p>

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	<p>perspectives. It was discovered that insufficient levels of equity financing, poor access to external finance, improper accounting record, poor financial statement, absence of strategic financial management, poor financial control are some of the major financial challenges facing SMEs in Nigeria. It was recommended as a way forward that equity and debt as major sources of finance should be broadened to inject adequate inflow of credit which will be made assessable at reduced interest rate and the study is expected to be useful to academics in developing an agenda for future research.</p> <p><b>Keywords: SMEs, financing, challenges, perspectives</b></p>
<p style="text-align: center;"><b>Abubakar Sadiq Abdullahi GICICSSH1718056</b></p>	<p style="text-align: center;"><b>Entrepreneurial Orientation and Entrepreneurial Intention among Youth Corp Members in North East Nigeria: The Role Of Perceive Access to Finance</b></p> <p style="text-align: center;"><b>Abubakar Sadiq Abdullahi</b> Department of Business Education, Aminu Saleh College of Education Azare, Bauchi State Nigeria</p> <p style="text-align: center;"><b>Bashir Umar Rabiyyatu</b> Department of Business Education, Aminu Saleh College of Education Azare, Bauchi State Nigeria</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Entrepreneurship is inevitable to a nation's economic, social and technological development. On this note, the Nigerian government has been making all possible effort through its policies and programs to encourage youths for self reliance especially youths in the North East region where violence has erupted for many years and destroyed the flow of economic activities. The current study therefore examined the moderating role of perceived access to finance (PAF) in the relationship between entrepreneurial orientation (EO) and entrepreneurial intention (EI). We employed questionnaires adapted from past studies to collect data from a sample of 354 corps members residing in the North east Nigeria. The results of the partial least squares structural equation modeling (PLS-SEM) showed a significant positive relationship between entrepreneurial orientation and entrepreneurial intention. Our results also revealed that perceived access to finance moderates the relationship between EO and EI. The study therefore recommended that government should ensure that youth corps members are given adequate entrepreneurial orientation and finance to improve their intention for entrepreneurship. Results of past studies have been inconsistent and to fill this gap and add to the existing body of knowledge, the current study integrated a third variable as a moderator of the relationship. Further studies in this context can test for the influence of insecurity on the EO and EI relationship.</p> <p><b>Keywords: Entrepreneurial orientation, entrepreneurial intention, perceived access to finance, north east, Nigeria</b></p>
<p style="text-align: center;"><b>Aloysius Conduah GICICSSH1718057</b></p>	<p style="text-align: center;"><b>Reflecting on the Contexts of Destination Language Learning</b></p> <p style="text-align: center;"><b>Aloysius Conduah</b> University of South Africa</p> <p style="text-align: center;"><b>Abstract</b></p> <p><b>“The context of language activity is socially constructed and often dynamically</b></p>

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	<p>negotiated on a moment-by-moment basis” . “There is constant interaction between language groups, and they overlap, interpenetrate, and mesh in fascinating ways...” . Thus, language use and growth mostly occur in the social domain. This paper demonstrates that the contexts of destination language learning are emergent, complex and dynamic. The paper forms part of a study that used a survey of 100 respondents and 15 in-depth interviews to investigate the relationship between language and employment among Ghanaian immigrants living in Johannesburg and their access to the South African economy. Six biographies have been selected for discussion in this paper to explore more deeply the contexts where these immigrants learned indigenous African languages and other destination languages. The discussion concludes that competence in a destination language can emerge from the encouragement immigrants receive from members of the host speech community, the use of interactional routines and the use of the destination language to communicate with the speech community members. Power relations, differences in social and economic status and the need to focus on one language among other languages tend to create complex contexts of language learning. Finally, the need to adapt communication situations to the distinct backgrounds of interlocutors makes the contexts dynamic.</p>
<p><b>Ufuoma Patience Ejoke</b> <b>GICICSSH1718058</b></p>	<p style="text-align: center;"><b>The Big Five Personality trait and xenophobic attitudes in South Africa: A Psychological perspective</b></p> <p style="text-align: center;"><b>U.P. Ejoke</b> Department of Psychology, North-West University, Mafikeng Campus, South Africa</p> <p style="text-align: center;"><b>E.S.Idemudia2</b> Department of Psychology, North-West University, Mafikeng Campus, South Africa</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Xenophobia has attracted the concern of both public and academics today, as xenophobia has been linked to dehumanization. In an attempt to arrest this situation, scholars, particularly in South Africa, where the phenomenon is presently disturbing and of utmost concern, have investigated xenophobia focusing mainly on overt behaviour ignoring xenophobic attitudes. Furthermore, the phenomenon has been analysed in association with service delivery, exclusive citizenship, perceived superiority of South Africans, scarce resources, (Chinomona &amp; Maziriri, 2015; Mothibi; Roelofse, &amp; Tshivhase, 2015; Roelofse, &amp; Tshivhase, 2015). Studies on psychological determinants are limited. In other to close this gap, this paper attempts to investigate xenophobia from a psychological perspective, to the knowledge of the researchers, the contestation of xenophobia in South Africa has been discussed mainly from political and socio-economic perspectives. Specifically, the study is designed to determine the extent to which the Big Five personality traits of extraversion, neuroticism, openness to experience, conscientiousness, and agreeableness predict xenophobic attitude among adult South Africans. The paper was underpinned by two theories- five factor model of personality and the scapegoat theory. Methodologically, quantitative research approach was used and a cross sectional survey design was adopted to select participants across three different</p>

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	<p>provinces in South Africa. The result indicated a significant relationship between personality traits and xenophobia. Thus, it is suggested that, an intervention educational module be infused in the curriculum of high schools in South Africa, as this will enhance South Africans to be educated from an early age with regard to the historical collaborations of other African nations towards the attainment of democratic South Africa. Furthermore, policy makers should formulate psychological periodic seminars to sensitize the people on the advantages of an integrative society. This will in turn foster a cohesive society. Futuristic research however should investigate similar topic using mixed method approach.</p> <p><b>Key words:</b> big five personality traits; Xenophobia; attitude, foreigners; South Africa</p>
<p style="text-align: center;"><b>Esmail Zohdi</b> <b>GICICSSH1718059</b></p>	<p style="text-align: center;"><b>Lost-Identity; A Result of “Hybridity” and “Ambivalence” in Tayeb Salih’s Season of Migration to the North</b></p> <p style="text-align: center;"><b>Esmail Zohdi</b> Assistant Professor, Department of English Literature, Faculty of Humanities, Vali-e-Asr University, Rafsanjan, Kerman, Iran</p> <p style="text-align: center;"><b>Ramin Takavandi</b> Research Scholar, Assistant Professor, Department of English Literature, Faculty of Humanities, Vali-e-Asr University, Rafsanjan, Kerman, Iran</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Lost-Identity; A Result of “Hybridity” and “Ambivalence” in Tayeb Salih’s Season of Migration to the North Esmail Zohdi Assistant Professor, Department of English Literature, Faculty of Humanities, Vali-e-Asr University, Rafsanjan, Kerman, Iran Abstract During the colonial period, British colonizers marched to the Third and Fourth World countries to exploit them for the purpose of colonizers’ economical uplifts. Therefore, colonizers internalized their own superiority over the inferior colonized countries by devaluing their culture, race, language, and identity in order to pillage the colonized. As the result, many of the colonized individuals migrated to the developed countries to educate there in order to save their motherlands. However, facing with an alien culture and language caused the colonized to have a merged and dual identity. In this regard, Season of Migration to the North, written in 1969 by Tayeb Salih, is the story of an intelligent colonized who sacrifices his own life and identity to take revenge on colonizers by traveling to London and educating there. But, Mustafa Saeed, the intelligent colonized, loses his own identity in this way and finally disappears as the victim of this colonizing strategy’s consequence, merged- or lost-identity. Therefore, in this study, it has been tried to investigate Tayeb Salih’s Season of Migration to the North through Homi K. Bhabha’s theories of “Hybridity” and “Ambivalence” as the causes of merged- and even lost-identity in post-colonial discourse. <b>Key Words:</b> Lost-identity, Season of Migration to the North, Hybridity, Colonizer, Post colonialism.</p>
<p style="text-align: center;"><b>Sohila Faghfori</b> <b>GICICSSH1718060</b></p>	<p style="text-align: center;"><b>The Aesthetic Concept of the Sublime in Emily Bronte’s Wuthering Heights: A Burkean Study</b></p> <p style="text-align: center;"><b>Sohila Faghfori</b></p>

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	<p>Associate Professor, Department of English, Vali-e-Asr University of Rafsanjan, Iran.</p> <p><b>Parvin Daneshgar</b> Research Scholar, Department of English, Vali-e-Asr University of Rafsanjan, Iran</p> <p><b>Abstract</b> Wuthering Heights was undermined as a successful novel by Victorian critics and middle class readers. Victorian society was a bourgeois society that glorified order and civilization. However, Emily Bronte oriented towards the Romantic and Gothic dimension rather than sticking merely to the norms and conventions of the Victorian society. She created Romantic and Gothic atmosphere in the novel by the depiction of the tall and gloomy building of Wuthering Heights, the passionate yearning of characters, Lockwood's nightmare, the existence of Catherine's ghost, the bleak moors, howling dogs and the depiction of terror through pains, sickness and death. Hence, Wuthering Heights can be studied under the aesthetic context of eighteenth century which encompassed the Gothic horror and the sublime. Edmund Burke's aesthetic treaties can act as a significant starting point and an appropriate means to study Wuthering Heights under the aesthetic concept of the sublime.</p>
<p><b>Isiwu Ikechukwu Julian</b> GICICSSH1718063</p>	<p><b>An Imperative For Advertisements And Business Self-Regulation In Nigeria</b></p> <p><b>Isiwu Ikechukwu Julian</b> Marketing, Institute Of Management And Technology, Enugu, Nigeria</p> <p><b>Abstract</b> The American Marketing Association in its widely accepted definition says that "Advertising is any paid form of non-personal presentation and promotion of ideas, goods, and services by an identifiable sponsor. Also it is seen as steadily on the increase in modern society. Just as the media of social communication themselves have enormous influence everywhere, so advertising, using media as its vehicle, is a pervasive, powerful force shaping attitudes and behavior in today's world.. In today's society, advertising has a profound impact on how people understand life, the world and themselves, especially in regard to their values and their ways of choosing and behaving. Advertising is not the same as marketing (the complex of commercial functions involved in transferring goods from producers and consumers) or public relations (the systematic effort to create a favorable public impression or image of some person, group, or entity). In many cases, though, it is a technique or instrument employed by one or both of these. Advertising can be very simple or local, even it is neighbourhood phenomenon or it can be very complex, involving sophisticated research and multimedia campaigns that span the globe. It differs according to its intended audience, so that, for example, advertising aimed at children raises some technical and moral issues significantly different from those raised by advertising aimed at competent adults. Not only are many different media and techniques employed in advertising; advertising itself is of several different kinds: commercial advertising for products and services; public service advertising on behalf of various institutions, programs, and causes; and a</p>

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	<p>phenomenon of growing importance today political advertising in the interests of parties and candidates. Making allowance for the differences among the different kinds and methods of advertising, we intend what follows to be applicable to them all. On the other hand self-regulation in the advertising sector is the recognition of the advertising industry (advertisers, agencies and the media) that advertising should comply with a set of ethical rules. Self-regulation does not replace the legal framework that affects advertising rather it works as a complement to the laws of the country. Advertising Practitioners Council of Nigeria (APCON) has greatly stemmed quackery in the practice of advertising through the enabling laws of authority it has, and the emergence of educated practitioners who are obliged to undergo training and abide by the ethos of advertising practice.</p> <p><b>Keywords: Ethics, Advertising, Self-regulation, APCON.</b></p>
<p style="text-align: center;"><b>Bhakti Parikh</b> GICICSSH1718070</p>	<p style="text-align: center;"><b>Black Money And The Policy Of Demonetization</b></p> <p style="text-align: center;"><b>Bhakti Parikh</b> Journalism Student,Humber College,Toronto, Canada</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Marking half of his elected term as India’s Prime Minister, Narendra Modi, announced the Policy of Demonetization. Primarily aimed at eradicating black money, this policy caught the nation off-guard, resulting in financial chaos. The old unit of currency and its highest denominations that were the notes of rupees 500 and 1000 were demonetized and pulled out of the total cash flow in the country. These two denominations constituted 86% of the domestic cash supply. The objective of this paper to systematically analyze the consequences of this bold and unexpected policy through the secondary data. This policy change was strategically placed to block financial funding to terrorist organizations at the Kashmir border.</p> <p>In the face of development, the demonetization policy also took a step forward in achieving cashless economy by creating Digital India through electronic interface for government agencies to practice e-Governance.</p> <p>The initial reaction to the policy has been strongly in favor, with many experts branding the move as bold and necessary. The International Monetary Fund issued a statement supporting the policy as the right move against corruption and black money, while global credit rating agencies like Standard &amp; Poor’s forecast improvements in India’s fiscal position and tax compliance. Despite the massive inconvenience to the general population, the move enjoys strong public support, mainly due to expectation of long term benefits.</p>
 <p style="text-align: center;"><b>Debarshi Bhattacharya</b> GICICSSH1718071</p>	<p style="text-align: center;"><b>Study on Post-Execution Analysis of LBA, 2015 on the Status of Erstwhile Enclaves’ People of India and Bangladesh</b></p> <p style="text-align: center;"><b>Debarshi Bhattacharya</b> Department of Commerce, S. R. Fatepuria College, India</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Enclaves or exclaves in India and Bangladesh were the consequence of historical partition of India in 1947. Inhabitants of enclaves of both the countries were forced to live in ‘no-man’s land’ as ‘nowhere people’ till 67 years after India’s independence and partition just due to ridicule of historical and</p>

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	<p>political destiny. They were unjustly deprived from getting basic amenities, rights, opportunities and governmental support for their livelihood from either country until signing of the historic Land Boundary Agreement (LBA) between India and Bangladesh in the year 2015. As per LBA, 2015, 51 Bangladeshi enclaves in Indian territory and 111 Indian enclaves in Bangladesh territory were actually transferred to the other country with effect from the midnight of 31 July 2015. A study has been undertaken through extensive field survey at the erstwhile enclaves in both the countries to assess and analyze post-execution impact of LBA, 2015 on the status of livelihood of these enclaves' people. A questionnaire containing series of effective questions has been set out to gather information from enclaves' people, Govt. officials, representatives of enclaves' union, public representatives etc. For the theoretical part of this study, various journals, periodicals, newspapers, reference books, Govt. reports, published articles, published reports of previous researchers, reports of electronic media etc. have been extensively consulted. Entire population of erstwhile Indian and Bangladeshi enclaves covered under the study are cordially welcomed exchange of enclaves through LBA, 2015, as they get rid of their exiled life of long 67 years in enclaves by virtue of LBA, 2015. But even after implementation of LBA, 2015, major problematic issues of these erstwhile enclaves have not yet been resolved; nor could enclaves' people enjoy the quality of life enjoyed by their neighbours living just around these enclaves All these erstwhile enclaves' people are still feeling anxious whether 'delay in justice' would ultimately be ended with 'denial of justice' with them.</p> <p>Keywords - Enclaves, Exchange of Enclaves, Enclave Settlement Camp, Land Boundary Agreement (LBA).</p>
<p>Dr. Ragini Agrawal GICICSSH1718079</p>	<p>Effect Of Financial Reforms On The Competition In Indian Banking Sector</p> <p>Dr. Ragini Agrawal Associate Professor, University Of Delhi, Delhi, India</p> <p>Abstract</p> <p>The competition is more an opportunity than a threat since healthy competition has an expansionary effect on the economy besides producing efficient allocation of resources. The banking sector in India has witnessed major transformation under the influence of financial sector reforms. Banking sector cannot become fully competitive alone unless the financial sector as a whole is opened up for global competition. With the growing competition due to liberalization and globalization, survival of the fittest has become the norm in the banking industry. Therefore, good competition not only increases the efficiency, innovation, productivity and growth but it provides incentive for improvement also. The objective of the present paper is to analyze the effect on the performance of the scheduled commercial banks in the context of changed competitive environment, on account of the financial reforms in the economy. To be specific, it seeks answer to the following question: Have the financial reforms affected the market competition among the public sector banks, private sector banks and foreign banks. It examines the state of competition in the Indian banking sector in the pre and post reform period. By using statistical approach, the competition among the different bank groups has been measured empirically. Then results have been discussed and conclusions are made.</p> <p>Keywords: banking, competition, reforms, India</p>

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 <p><b>Harmeet Kaur Bhalla</b> GICICSSH1718080</p>	<p style="text-align: center;"><b>The Suppressed Indian Female</b></p> <p style="text-align: center;"><b>Harmeet Kaur Bhalla</b> Khalsa Girls Inter College, Govind Nagar, Kanpur, Uttar Pradesh, India</p> <p>As we have crossed the threshold of the twenty first century and are blooming in the modern world of equality but my incredible India is still gender biased. Although on one hand we are worshipping goddesses like Maa Kali, Maa Saraswati and Maa Durga but are we developing a fake identity of ourselves. The percentage of the girl child is deteriorating day of day due to female foeticide, dowry death, suicides, rapes and death caused due to inter caste marriage . Women are coming out of the niche and trying to create their own space and making India a better place to live in.</p>
 <p><b>Mohammad Motiee</b> GICICSSH1718081</p>	<p style="text-align: center;"><b>Max Weber's Conflict Theory in Marsha Norman's Night, Mother</b></p> <p style="text-align: center;"><b>Mohammad Motiee</b> Ph.D. in English Literature English Department, Central Tehran Branch, Islamic Azad University, Tehran, Iran.</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The present paper attempts to accomplish a Weberian reading of Marsha Norman's 'Night, Mother by focusing on conflict propounded in Max Weber's Economy and Society. Conflict as a social phenomenon occurs due to inequality in class, status, and power of the characters. As class is associated with economy and status is associated with prestige, the level of prestige and economy and its relation to power are examined through the process of conflict. Through this process, while domination appears due to the power, it transforms to authority if its legitimacy happens out of the submission of the other part. This study attempts to probe the elements which have a role in the process of conflict and find that whether they have the same effect on this process; it tries to probe the reactions of the individuals in the process and proves the inevitability of this phenomenon, which is claimed by Weber; it explores the ways in which an individual can gain power or lose it and also the types of authority, based on Weber's discussions, that emerge due to the compliance of the subjects. <b>Keywords: Conflict, Status, Power, Domination, Legitimation, Authority</b></p>
<p><b>Yahya Khansari</b> GICICSSH1718082</p>	<p style="text-align: center;"><b>Investigation the relationship between total quality management (TQM) practices and Increasing brand value from a consumer perspective</b></p> <p style="text-align: center;"><b>Yahya Khansari</b> PhD in Marketing Department of Management, Tehran Gharb Branch, Islamic Azad University, Tehran, Iran</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Comprehensive quality management is one of the most successful management philosophies that has responded well to the quality issues, needs and expectations of corporate and community customers. This philosophy of management combines a variety of ways with a new approach in a coherent and logical way, with the main focus of its customers (both internal and external) of the organization. The purpose of the present research is to explore the relationship between the establishment of a comprehensive quality management</p>

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	<p>system and its impact on the increase of brand value. The statistical population of the study consisted of 1259 shoppers who sampled 270 people selected by stratified random sampling method. The research questionnaire consists of 28 questions, which are based on research hypotheses and valid research papers. Validity of the questionnaire has been used for content validity as well as convergence and dissociation validity. Cronbach's alpha method was used to calculate the coefficient of reliability of measurements in this research. Statistical processing of data is done in the software environment Spss, VisualPLS, Lisrel. Data analysis of this research has been done on two levels of descriptive and inferential statistics. The results of the research in relation to the main hypothesis of the research showed that there is a meaningful relationship between the establishment of comprehensive quality management and the increase of brand value. The majority of consumers believe that the implementation of comprehensive quality management and managerial support for it will increase the ability of employees to reach a high level of customer satisfaction and thereby increase brand value. They also believe that the greatest factor affecting brand value is focusing on Human resources and the least influential factor are process management.</p> <p><b>Key words:</b> Total Quality Management, Brand value, Customer Focus, Human Resource Focus, Strategic Planning, Leadership, Process Management, Information &amp; Analysis</p>
<p><b>Dr. Ivanna Shubina</b>  <b>GICICSSH1718083</b></p>	<p style="text-align: center;"><b>Creativity in modern educational paradigm: benefits or challenges</b></p> <p style="text-align: center;"><b>Dr. Ivanna Shubina</b>          Ass. Professor, College of Business Administration, Liberal Arts Department,          American University of the Middle East, Kuwait</p> <p style="text-align: center;"><b>Dr. Atik Kulakli</b>          Ass. Professor, College of Business Administration, MIS Department,          American University of the Middle East, Kuwait</p> <p style="text-align: center;"><b>Abstract</b></p> <p><b>Problem statement and research questions:</b> Although many studies on creativity have been conducted in different disciplines by various researchers, there still remains gaps and possibilities to answer research paradigm for the needs in new educational context. It is important to study and analyze the context with proven methodology and explore the potential outcomes which effects individuals and groups. Education is a long process that equips person with skills to acquire information, what requires individual and collective actions and efforts. Education based on asking and defining right questions, encouraging curiosity and enhancing critical thinking which creates circumstances for novel approach in education. Our research has been planned to address those questions below initially;</p> <p><b>How creativity is related to students' academic and career achievements? What are the sources of creativity? How curricula and pedagogical techniques can improve effective promotion of importance of creativity? How technology-pervasive learning environment can enhance stimulation and development of creativity among modern students?</b></p> <p><b>Purpose of the study:</b> This paper is aimed to investigate the role of creativity in education and further carrier achievements, and to analyze the potential</p>

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	<p>sources and mechanisms of creativity development. Significant part of this research is to explore the potential and possibilities of the application of modern technology in learning environment in terms of stimulation and development of the creativity among young generation.</p> <p><b>Findings:</b> Creativity in education become a vital point in order to be successful in modern world. A numerous of researchers have been used various research methods such as case studies, experiments, tests and simulation games to gather data demonstrating the role of creativity and possibilities of its development in both educational and professional spheres. Despite of great contribution in comprehension of the subject, there is significant disagreement between theorists in terms of creating informational background as well as between researchers in terms of empirical investigating the subject and providing a non-questionable interpretation of received data.</p> <p><b>Conclusion:</b> Regarding the possibilities for further studies, it is necessary to remember, that creativity is a complex phenomenon that develops from social, emotional, cognitive, individual, and behavioral conditions. Therefore, it is important to apply more sophisticated techniques to stimulate creativity and tools to measure it in more complex way. It is necessary to conduct more research on possibilities of psychological tools and modern technology use for creativity enhancement in educational process.</p> <p><b>Key words:</b> creativity, resources, techniques and tools, technology-pervasive learning environment.</p>
 <p>Unathi Sonwabile Henama GICICSSH1718085</p>	<p>The negative consequences of the visa regiment in South Africa: A literature review</p> <p>Unathi Sonwabile Henama Department of Tourism Management Tshwane University of Technology</p> <p>Abstract</p> <p>There is a paucity of academic gaze on the recently introduced visa regulations. The concerns of the tourism industry have been noted by the different tourism stakeholders. Tourism is a priority sector in South Africa as the major economic sectors such as mining and agriculture had been declining in their GDP contribution and job creation. The Department of Tourism and many industry players in South Africa indicated that the new visa regulations are having a negative impact on tourist arrivals. From 01 June 2015, it was indicated that be a requirement that all children under the age of 18 have an unabridged birth certificate that represents the names of both parents when departing or arriving in South Africa, as an indication that parental consent was granted. The intentions of the visa regulations were to stem trafficking of minors. In addition, it required that visa applicants submit biometric data in person. The new visa requirement is alleged that it has led to the decrease in the arrivals as presented in the latest tourist arrival statistics (Lombard, 2016). South Africa is not the first country to require biometric data submission from visitors. This is a challenge as this becomes a form of a tax and an administrative burden for tourists, in turn, that may have an impact towards the attractiveness of destination South Africa in comparison to competitor countries. This paper is based on the South African case regarding migration control and tourism growth aspects with the purpose of creating a paucity of a body of knowledge on visa regulations in South Africa.</p>

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 <p><b>Aliyu Adamu Imam</b> GICICSSH1718086</p>	<p><b>Keywords:</b> Tourism, visa facilitation, growth, China, South Africa, inbound tourism</p> <p><b>The objectives of Nigeria’s foreign policy in relation to African states between 1960-2015.</b></p> <p style="text-align: center;"><b>Aliyu Adamu Imam</b> Department Of History And Diplomatic Studies, Faculty Of Arts And Humanities, Taraba State University</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This study delved of examining the historical perspective on the Nigeria foreign policy to African between the years 1960-2015. It was guided by Nigeria’s foreign policy between 1960-2015. This article looked into the relationship of Nigeria, Uganda and other African countries since 1890s when Lord Lugard first came into contact with Uganda and later went to Nigeria in 1912. Nigeria and Uganda were both ruled under Britain, both of them shared the same antecedence of History in terms of good and bad leadership, corruption, religious and ethnics civil crisis. Nigerian foreign policies covered all African states in terms of financial, military and human resource assistance to many African countries eg she is central in the creation of OAU, ECOWAS and she alone created ECOMOG, she intervned in Chad civil crisis of 1975, she assisted Zambia, Zimbabwe and South Africa in their fight for independence. Nigeria was instrumental in bringing peace in sarrieleone and Liberia in the 1990s. The findings of this study was Nigeria used to be generous to many African countries as it was seen in the western world where by their first priority is their home then other and when assistance is given to any country profit comes in from that country being assisted but in the case of Nigeria she was mock by scholars as fatherchristmas. This study recommend that Nigeria should first of give priority to herself, provide basic things needed by it citizens ie Quality Education, Drinking Water, Good Roads, Electricity, Skills Acquisition Centers and etc. the study suggest that further studies should be carry out to investigate why Nigerian leaders behaved the way they behaved and why are they not passionate about the development of their country.</p>
<p><b>Nwali Paul Eche</b> GICICSSH1718087</p>	<p><b>The Effects of Integrating of Educational Communication and Technology into Methodologies of Teaching and Learning for Academic Performance of Students at Tertiary levels in Nigeria.</b></p> <p style="text-align: center;"><b>Nwali Paul Eche</b> Fine and Applied Arts Education, Ebonyi State College of Education, Ikwo, Nigeria</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Students are faced with some challenges in teaching and learning methodologies applied in institutions of high learning in Nigeria. People have been searching for ways to make teaching and learning easier and effective in our educational system all over the world, hence this research work deemed it very necessary to find a solution to this scourge. This research viewed what other writers said positively concerning integration of educational communication and technology in teaching and learning. The research aimed at finding the relative</p>

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	<p>effectiveness of integrating educational communication and technology into methodologies of teaching and learning in our institutions of learning, involving the students in the teaching and learning process, making teaching and learning practically oriented. The population of this study will constitute students drawn from at least five (5) higher institutions of learning in Nigeria while two hundred students will be used as the sample of the study. The higher institution course contents will be used in teaching the students. The literature review of this research work gave insight of the nature of studies which have already been done in this field by other researchers. Conclusions and Recommendations of the findings would be done at the end.</p>
<p><b>Yasuhiro Kotera</b> <b>GICICSSH1718090</b></p>	<p style="text-align: center;"><b>Relationship Between Types of Work Motivation and Worker Profile in UK Hospitality Workers</b></p> <p style="text-align: center;"><b>Yasuhiro Kotera</b> University of Derby, Derby, United Kingdom</p> <p style="text-align: center;"><b>Prateek Adhikari</b> University of Derby, Derby, United Kingdom</p> <p style="text-align: center;"><b>William Van Gordon</b> University of Derby, Derby, United Kingdom</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The UK hospitality industry employs more than two million workers and accounts for 7% of the country's workforce. However, despite the number of people employed, work-related mental health issues are a cause for concern in this worker population. While our previous research in UK hospitality workers identified that work motivation was a predictor of mental health, the relationship between types of work motivation and worker profile (e.g. demography, work experience, position) has not been explored to date. This study aimed to i) identify the primary type of work motivation, and ii) explore relationships between worker profile and types of work motivation in UK hospitality workers.</p> <p><b>Methodology</b></p> <p>103 UK hospitality workers completed a worker profile questionnaire and work motivation measure. Descriptive statistics were yielded to compare each type of motivation, and correlation analyses were conducted between worker profile and motivation type.</p> <p><b>Findings and outcomes</b></p> <p>Levels of internal motivation were found to be slightly higher than external motivation. Male, younger age, and longer time served in the industry were associated with amotivation, the lowest form of external motivation. A higher position in the organisation was associated with external regulation, the second lowest form of external motivation.</p> <p><b>Future scope</b></p> <p>Research evaluating the effectiveness of interventions to enhance intrinsic motivation, particularly among young male workers or managers/owners is warranted. Furthermore, male hospitality workers' high levels of external motivation may highlight the UK's strong masculine culture as described in Hofstede's cultural dimension theory. This echoes with our previous research</p>

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	<p>finding that shame concerning mental health issues is a problem among UK hospitality workers. Cross-cultural comparisons of work motivation and mental health would be an important future direction to help place these findings in a global context. Keywords: internal motivation; external motivation; UK hospitality workers; worker profile</p>
<p><b>Freda Van Der Walt</b> GICICSSH1718095</p>	<p style="text-align: center;"><b>Knowledge And Practical Competence Of Motor Vehicle Accident And Claims Administration In The Sandf</b></p> <p style="text-align: center;"><b>Freda Van Der Walt</b> Department of Business Management, Central University of Technology, Free State, South Africa</p> <p style="text-align: center;"><b>Abstract</b></p> <p>A preliminary investigation into motor vehicle accident and claims administration found that financial losses were incurred due to ineffective motor vehicle accident administration in the South African National Defence Force (SANDF). The reasons attributed for this occurrence indicated a need to develop a questionnaire in order to assess the knowledge and practical competence of SANDF employees working with motor vehicle accident and claims administration. The sample consisted of 101 military drivers which were employed at military units in the Northern Cape and North West provinces of South Africa. The results of the study showed that the sample had some knowledge and practical competence regarding motor vehicle accident and claims administration. However, it will be to the advantage of the SANDF if employees improve their knowledge and practical competence regarding motor vehicle accident and claims administration. Should the current ineffective manner in which vehicle administration is done within the SANDF not improve, it may impact negatively on the financial status of this state department.</p>
<p><b>Mohammed Suleiman</b> GICICSSH1718096</p>	<p style="text-align: center;"><b>An Assessment Of The Impacts Of Internal Displacement On Agriculture And Food Security In Borno State, Nigeria</b></p> <p style="text-align: center;"><b>Mohammed Suleiman</b> Department Of Geography, College Of Education Waka-Biu Borno State, Nigeria</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Since the emergence of insurgency in North-Eastern Nigeria and Borno state in particular the rate of internal displacement and food insecurity continues to increase despite the abundant human and natural resources. The dwellers of the conflict affected areas were forced to leave their houses, agricultural-lands, food-stuff including animals and other related properties, which resulted into endemic poverty, trauma, unemployment, political instability, corruption, and under development. It is based on the above idea that this paper seeks to find out the impacts of internal displacement on agriculture and food security in Borno state. The paper reveals that one of the major causes of current food scarcity in the country is related to internal displacement and the internal displacement in the sub-region is related to insecurity where as the insecurity is connected with youth unemployment, religious misunderstanding, frustration caused by high rate of poverty, selfish interest, poor governance, and others. Its</p>

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	<p>objective was to: identify the impacts of internal displacement on agriculture and food security. Primary data was obtained from the people of the state by selecting a local government area from each senatorial zone, through the administration of questionnaires. 90 people were randomly selected that is 30 from each senatorial zone and they were interviewed; the local government areas were Jere, Biu and Gubio. Findings revealed that occupation of the people of the state (including IDPs) before displacement shows 35.6 percent of the respondents were engaged in agricultural activities (farming and animal rearing) and majority of them (49.5 percent) became unemployed after displacement because they left their farmlands and animal rearing sites. This paper recommends the following: It is important for governmental and non-governmental organization to provide sufficient food to Internally Displaced Persons (IDPs). Malnutrition, respiratory illnesses, diarrhoea, parasitic diseases and sexually transmitted diseases are indicators of the extreme fragility of IDPs living conditions. There is needed to take care of all these through the provision of enough health facilities.</p> <p><b>Key words: Internal Displacement, Agriculture, Food Security and Insurgency</b></p>
<p><b>Luvkishan Persand</b> <b>GICICSSH1718097</b></p>	<p style="text-align: center;"><b>Third party logistics reduces cost, Myth or reality? Case study of the Retail industry of Mauritius.</b></p> <p style="text-align: center;"><b>Luvkishan Persand</b> <b>Ecole Doctorale, Universitee Des Mascareignes, Pamplemousses, Mauritius</b></p> <p style="text-align: center;"><b>Ashvin Kumar Seenarain</b> <b>Consultancy/ Business Development, National Productivity and Competitiveness Council, Ebene, Mauritius</b></p> <p style="text-align: center;"><b>Sachi D Pertaub</b> <b>Marketing/ Research, Northern Talent Management Ltd, Goodlands, Mauritius</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>This study looks at various perspectives about third party logistics and the advantages and disadvantages when outsourcing to 3pl. It also discusses the various risks that are related to third party logistics. The main objectives were to find out on how the various benefits and drawbacks that are related to outsourcing to a third party logistics (3PL). Another aim is to verify the impact of using 3PL in Mauritius. One of the objectives was to find on the benefits related to 3PL. Another aim was to find out on the drawbacks related to 3PL. The methodology used for this study was questionnaire survey quantitative methods among 135 respondents who were from different cooperative sector but response rate was 120. This questionnaire investigates the various advantages, disadvantages and risks related to third party logistics. After this process, data collected has been analyzed using SPSS 22.0 where demographics analysis, cross tabulation and t-test analysis was performed to find the relationship between the variables. The findings demonstrate that outsourcing of 3PL is slowly becoming famous among suppliers.</p>
<p><b>Mudzanani Ronewa Victor</b> <b>GICICSSH1718098</b></p>	<p style="text-align: center;"><b>Analysis of Financial Literacy amongst University Students: A Case Study of the University of Venda.</b></p> <p style="text-align: center;"><b>Mudzanani Ronewa Victor</b></p>

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	<p style="text-align: center;">University of Venda Department of Economics Republic of South Africa Private Bag X5050, Thohoyandou 0950</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This study assesses the level of financial literacy of tertiary students in South Africa using the University of Venda as a case study. The main objective of the study is to analyse the level of financial literacy and its impact on financial decision making among the tertiary students. The main objective is done by identifying the level of financial literacy of students, identifying the effects of demographic and socio-economic characteristics on the financial literacy of students and then assessing the relationship between financial literacy and financial decision making among students using correlational and regression analysis. The study uses primary data obtained from the University of Venda registered students in the form of questionnaires using stratified random sampling method. The results show that only 53.7 % of the sampled students are financially literate and 46.3 % of students are not financially literate. An impressive finding show that female students are more financially literate compared to male students in our sample. Using the odds ratios, the research compared each school to a school of Management Sciences to determine their probability of being financially literate. Only students in Environmental Sciences and Law have a statistically significant relationship with being financially literate compared to students in a school of Management Sciences. On the socio-economic and demographic variables the results show that age and parent educational backgrounds have statistically significant relationship with being financial literacy. Furthermore the results indicate that there is a statistically significant relationship on good financial decision making and financial literate as compared to being financial illiterate. The financial decision making variable consist of decision with regard to, savings, budgeting, investing and borrowing.</p> <p><b>Key words:</b> financial literacy, financial decision making, University of Venda, Regression, Correlation</p>
<p style="text-align: center;"><b>Malarvizhi</b> <b>GICICSSH1718099</b></p>	<p style="text-align: center;">Do legal aid services effectively improve the rule of law effectiveness in fragile states? Evidence from Burundi</p> <p style="text-align: center;"><b>Julien Moriceau</b> Faculty of Law, Universite Catholique de Louvain (UCL), Belgium</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Since three decades, Rule of law support has become a key component of development institutions priorities for fragile states. In practices, many institutionnal support targetting programs has spent many ressources and proven little outcomes. As a consequence, the legal empowerment approach, developed in the 2000s, suggested diversifying Rule of law support programs with “people centred” services, such as legal aid (awereness, consultations, dispute resolutions). Do those initiatives have a significant positive effect on rule of law effectiveness? This communication proposed to discuss the evidences of an impact evaluation of a legal program conducted in Burundi in 2014.</p> <p>As many other fragile states, Burundi has no concrete experience of any large-scale legal assistance, despite the fact that the right to counsel is guaranteed by various international instruments. A broad program providing legal awareness,</p>

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	<p>legal advice, and to a lesser extent legal representation, was implemented in Burundi between 2011 and 2014, with EU support. I carried out an evaluation of this project at the end of 2014 and collected data from different sources: a household survey on over 3500 people living in the area targeted by the program; around 35 semi-structured interviews with justice system actors; and data from the Ministry of Justice and other justice development programs. I find that the project improves access to formal justice (local courts), especially for vulnerable people. However, there is no evidence of satisfaction with local courts or improvement in the settlement of cases. Only those who had a good experience in local courts (welcomed and transmission of information) are keen to appeal once again to this institution in the future. These results highlight the importance of procedural justice in Rule of law and governance support in fragile states.</p>
<p><b>S. Malarvizhi</b> <b>GICICSSH1718100</b></p>	<p><b>Anita Desai and her World of Modus Operandi</b></p> <p><b>S. Malarvizhi</b> Ph.D Research Scholar, Department of English and Foreign Languages, Alagappa University Karaikudi. , Sivaganga District, Tamil Nadu, India.Postal code-630003</p> <p><b>Dr.SP.M.Kanimozhi</b> Assistant Professor, Department of English and Foreign Languages, Alagappa University, Karaikudi,Sivaganga District, Tamil</p> <p><b>Abstract</b></p> <p>The current study will incorporate Desai's craftsmanship. In Desai's work there is always a close correspondence between the theme and the technique. In order to put across her complex themes she employs all the important techniques of fiction. Desai has a rare ability to fuse form and content for the purpose of projecting a unified vision.</p> <p>Generally techniques include almost everything that the novelist uses for presenting his work. These are imagery, symbolism, point of view, chronological order of events, stream of consciousness, schematization of chapter division or some other basis of division of the novel etc. Dialogue, language, characterization and plot are some other aspect of fictional technique.</p> <p>In novel after novel dives below the surface of her protagonist, plumbs the depth and illumines their inner world. The techniques used by D.H.Lawrence, Virginia Woolf , Henry James have had great influence on her narrative technique. Thus, she has an apt use of stream of consciousness, interior monologue, diary, symbolic images, flashbacks, and the like. The use of nostalgia, memory, fantasy and the juxtaposition of the past and the present also occupy a significant place in her narrative techniques. She imposes a design and discards the traditional plot structure.</p> <p>Desai stands unique in her perception and style from other contemporary woman writers in Indian Writing in English. With her cleverly use of modern techniques of fiction, she created her own world of modus operandi. Her artistry is successfully woven with her debut novel Cry the Peacock. Other novels Where Shall We Go This Summer and Voices in the City stand as witness for her inimitable world of modus operandi. With these she uncovers most poignantly their existential tensions and dilemmas, angst and anguishes,</p>

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	fears and fantasies. Keywords: techniques, stream of consciousness, symbolism, nostalgia.
<b>Fadzayi M.Maruzza</b> <b>GICICSSH1718101</b>	<p style="text-align: center;"><b>A Literature Review of How Cognitive Disability is Represented in Higher Education Research in the African Academy.</b></p> <p style="text-align: center;"><b>Fadzayi M.Maruzza</b> <b>Institute of Post School Studies - Faculty of Education, University of Western Cape, Cape Town, South Africa</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>The conversation about diversity in the African academy focuses on the need for an international and ethnically diverse population of scholars and students. Operationalising the concept of cognitive diversity offers us an opportunity to broaden our conception of who can know and who can proclaim knowledge by availing new understandings of what knowledge is and how it is made. Limited attention is paid to the value of diversity generated by cognitive disabilities in the African academy. Inclusion of persons with minds labelled disabled in African academia requires an epistemology of disability to reform the still dominant notion of the expert and scholar as a able bodied and hyper rational in African academia. This review wants to explore how cognitive disabilities have been represented in higher education research in Africa or has the African academy reinforced ignorance by promoting an able-bodied academia. The review aims to tackle its exploratory objective by using Malcom Tights framework. The main questions this paper would focus on are:</p> <p>What are the major disability themes and concerns discussed in the disability-related articles?</p> <p>What are the major methods or methodologies used to address the topic in the papers?</p> <p>What are the levels of analysis the papers focus on?</p> <p>How do higher education researchers define and represent cognitive disabilities in higher education research in Africa?</p> <p>To answer the exploratory questions that are aimed at mapping the disability-related higher education research landscape, Malcolm Tights' framework is seen as most appropriate. In addition to a thematic categorization, that shall be made after reviewing of published empirical studies on disability in African higher education from the period 2010 – 2017. A synthesis of the findings and implications of African disability studies relating to students with cognitive disabilities in the African Academy will be provided using the categories suggested by Tights as a benchmark. Data for the proposed work shall be taken from well-reputed higher education journals between 2010 and 2017. Using the key word 'Disability' in the titles, abstracts and key words section of journal articles, a selection of disability focused higher education articles shall be compiled for analysis regarding cognitive disability. It has to be noted as a limitation that that the word Disability might not be sufficient to investigate the topic for there can be many more specific disability concerns the researchers would discuss. Therefore, the paper is only intended to give a bird's eye view of cognitive disability in higher education research and therefore is not comprehensive. The paper is expected to shed some light for me, as a beginning researcher, and other researchers like myself as to what has been the focus of higher education researchers about cognitive disability in the African academy.</p>

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<p><b>Mamotse Mokabe</b>  <b>GICICSSH1718102</b></p>	<p><b>Keywords: Cognitive diversity, cognitive disability, disability, higher education.</b>  <b>Invincible motives for buying packaged tours: A case study of Diano tours</b></p> <p style="text-align: center;"><b>Mamotse Mokabe</b>  <b>Department of Tourism and Hospitality Management</b>  <b>University of Venda, South Africa</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Packaged tours have not always been the preferred choice of tourists, being in the past the travel mode chosen mostly by educational and church groups and not recognized as such as a form of recreational tourism. However, while tourists in the 21st century now have the option of buying each single component of a tour or visit, the packaged tour mode of travel and tourism has been evolving as the fashionable and preferred form of touring, and has for tour groups become the most affordable and convenient way to travel. Changes in social and consumer behaviors have also influenced the development and choice of this tourism and travel mode. This paper presents a quantitative research case study of one tour operator in order to investigate some of the personal reasons for a sample of tourists preferring to buy packaged tours. The findings of the study indicated that marketers and/or intermediaries in the tourism industry need to pay close attention to, and themselves conduct research into, the motives or reasons potential tourists/buyers of packaged tours opt for packaged tours and in addition need to look carefully at reasons for dissatisfaction of clients with aspects of these tours. <b>Keywords: Intermediaries, e-travel, motives, packaged tours, tourists, travel agencies</b></p>
<p><b>Mrs Magdeline Maombe</b>  <b>GICICSSH1718103</b></p>	<p style="text-align: center;"><b>An Assessment Of Tourism Planning And Development To Benefit Surrounding Communities: A Case Study Of Phiphidi Waterfall.</b></p> <p style="text-align: center;"><b>Mrs Magdeline Maombe</b>  <b>Department of Tourism and Hospitality Management, University of Venda</b>  <b>South Africa</b></p> <p style="text-align: center;"><b>Mrs Tondani Madzunye</b>  <b>Department of Tourism and Hospitality Management, University of Venda</b>  <b>South Africa</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Phiphidi Waterfalls is one of several natural sacred sites of the Venda people found within a forest on the Mutshindudi River, Limpopo, South Africa. Venda people residing near the waterfall consider it holy and that is where they perform their rituals to appease their ancestors. This article aims to assess the tourism planning and development at Phiphidi Waterfalls to benefit the surrounding communities. The methodology used was both qualitative and qualitative. The population were Phiphidi villagers, Thulamela Municipality LED manager and Chief Denga (Community Leader).The findings reveals that there is a long term planning to develop Phiphidi Waterfall form the National department of Tourism and Thulamela Municipality, however, the main challenge is the issue of who is the rightful owner of the waterfall. Community members residing next to the waterfall are not aware that they can benefits from its development, most of the respondent perceive the waterfall as the</p>

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	<p>Chief's property and his money generator. The other findings were that community members mentions that if they were included in planning process to develop the waterfall, they were going to run their SMTE's such as transport to move tourists around Vhembe district Municipality, fruits and vegetables market and cultural stage performances as a way to eradicate poverty. The findings are fundamental in raising tourism awareness and conservation of Phiphidi Waterfall. Key words: tourism, tourism planning and development, local communities, Phiphidi Waterfall.</p>
 <p style="text-align: center;"><b>Pierre Joubert</b> GICICSSH1718061</p>	<p style="text-align: center;"><b>Job satisfaction and the intention to quit by employees in a steel manufacturing company in Gauteng, South Africa</b></p> <p style="text-align: center;"><b>Pierre Joubert</b> Senior lecturer, Human Resource Management, Vaal University of Technology</p> <p style="text-align: center;"><b>Steven Mgiba</b> Group HR Practitioner, Babcock International Group</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Worldwide, the retention of skilled employees has been of serious concern to managers in the face of the ever-increasing, high rate of employee turnover. Employees generally stay within the organisation and perform better when they are satisfied with their jobs. If job satisfaction is low, it will deter the individual's work commitment and increase the intention to withdraw oneself, either from the job, or organisation.</p> <p>The main purpose of the study was to examine the level of job satisfaction and intention to quit, by employees in a steel manufacturing company. The research methodology used to conduct the study was a combination of a literature review and an empirical study. The primary data were collected from 181 respondents using a structured questionnaire. Data were analysed with the Statistical Package for Social Sciences (SPSS) version 20.0. The Cronbach's alpha coefficients of the measuring instrument were computed to establish construct validity. Content validity of the scale was ascertained by pre-testing the questionnaire with employees in the steel manufacturing company. Factor analysis was conducted for variables in Section B of the research instrument. Analysis was done using descriptive statistics on the demographic information of respondents. The findings regarding employee's perceptions or feelings about job satisfaction and employees' intentions to quit their current organisation revealed that the supervision variable is positively correlated with job variable while it is negatively correlated with intention to quit. The job variable is also negatively correlated with intention to quit. This means that effective supervisors are likely to improve employees' job satisfaction hence decrease employees' intentions to quit their current organisation and vice versa. In addition, when employees are satisfied with their job environment, this will decrease employees' intentions to quit their current organisation and vice versa. Hence, the employees at the company are satisfied and they are not intending to leave the organisation.</p> <p><b>Keywords: job satisfaction, intention to quit, manufacturing.</b></p>
<p style="text-align: center;"><b>Dikeledi Moremi</b> GICICSSH1718062</p>	<p style="text-align: center;"><b>Support Required Among Adolescent OVC Who Are Coping With Grief</b></p>

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	<p style="text-align: center;"><b>Dikeledi Moremi</b> Department of Psychology, School of Medicine, Sefako Makgatho Health Sciences University, Pretoria, South Africa</p> <p style="text-align: center;"><b>Abstract</b></p> <p>A descriptive cross-sectional research design was used to examine the experiences of grief and support needs among adolescent OVC. Following a purposive sampling method, 432 participants were selected from various secondary schools in the Western District of Tshwane, South Africa. The selected participants completed questionnaires on biographical information, Inventory of complicated grief (ICG) and aspects of social support. Data obtained was analysed using the ANOVA and ANCOVA analysis methods. Results showed that the experience of grief was significantly different among the various groups of adolescent OVC. Significant differences were also identified among the three groups in relation to perceived aspects of support including availability of emotional support from family, community support during the week of the funeral, parental receipt of medical treatment from the health care facilities and need to take part in support groups that attempt to find solutions to problems. ANCOVA analysis further revealed that elevated levels of grief were predictable based on certain aspects of perceived support. In conclusion, the findings of the study have showed that adolescent OVC experience varying levels of grief. The established differences were also associated with perceptions regarding the availability of support from family members, peers and community members. It is therefore recommended that availability of support (from families, friends and the community) should be emphasised in the intervention strategies designed to help adolescent OVC in resolving their grief. <b>Keywords:</b> adolescent OVC, grief, perceived aspects of support, HIV/AIDS</p>
<p><b>Dr. Kirsten Hemmy</b> GICICSSH1718069</p>	<p style="text-align: center;"><b>Creative Resistance: Teaching Poetry as Archive</b></p> <p style="text-align: center;"><b>Dr. Kirsten Hemmy</b> Department Of English, College Of Arts, Sultan Qaboos University, Muscat, Sultanate Of Oman</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Poetry has a longstanding relationship with protest in the United States and globally. During the New Negro movement, an era when powers of the state worked comprehensively to destroy the history and culture of people of African descent in order to preserve the institution of oppression, Langston Hughes, Claude McKay and Melvin B. Tolson used poetry to archive Black accomplishments and the story of (Black) America. Poetry filled the voids in history and official records, creating a space for truth and resistance, highlighting the fact that construction of narrative must constantly be tended by those without “political power, without control of the archive,” without control of memory (Derrida, <i>Archive Fever</i> 1). Today, poetic resistance is as critical as it has ever been. At the dawn of the 45th presidency and what appears to be a new day in the United States, policy and practice have stripped Black, Muslim, Native and Latinx Americans of their rights, and the writing is on the promised wall: things are certain to get worse. While the media is being silenced, the narratives are being altered, and poets are being called on to</p>

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overwrite the new narrative, to disrupt the current system of belief that allows for a national identity cohered by the reemergence of white supremacy. Beginning with Derrida's assertion that "[e]ffective democratization can always be measured by...the participation in and access to the archive, its constitution, and its interpretation (Archive Fever 1), this paper explores the efforts of contemporary American poets to manifest poem as archive, as site of preservation during these complex and critical literary and historical times, as well as the importance of teaching contemporary poetry from this point of view. Keywords: Contemporary poetry, creative writing, pedagogy, intersectionality, literature.



Prof. Adela Barabasz  
GICICSSH1718072

#### Psychodynamic Perspective of Organizational Change

Prof. Adela Barabasz, PhD  
Department of Management Systems Design, Wroclaw University of  
Economics, Wroclaw, Poland

#### Abstract

Times of fast change, cultural and technological differentiation, require new methods and a fresh approach to the process of organization development and change. The issues presented in this article focus on the problems of defence mechanisms of key managers of an organization and the impact of their personalities on the way of coping with difficult situations, especially in the conditions of change. Presented point of view is anchored in the psychodynamic approach to organization and management. I try to characterize both rational, conscious processes and the processes that occur beneath the surface of consciousness, which are automatic and unconscious. Research was dedicated to identification of intrapsychic factors and mechanisms which determine both relationships of the key members of the organization, realized on the conscious level (beliefs, thoughts) and unconscious level (mainly defense mechanisms). The Defense Style Questionnaire (DSQ 40) was used to identify the automatic application of mechanisms to cope with difficult situations, and OCI questionnaire (by W. Bridges) was used to diagnose the type of an organizational personality. There were carried out also interviews with key staff members. The project was funded by the Polish National Science Centre grant on the decision number UMO-2016/23/B/HS4/00861

Key words: psychodynamic approach, defense mechanisms, managers



Prof. Aldona Glińska-  
Newes  
GICICSSH1718074

#### When good soldiers become bad apples. A field study on organisational citizenship behaviours and counterproductive work behaviours

Prof. Aldona Glińska-Newes, PhD  
Nicolaus Copernicus University in Toruń, Poland

#### Abstract

Organisational citizenship behaviours (OCB) are discretionary employee behaviours that promote the effective functioning of an organisation but are not directly recognised by the formal reward system, for example helping other employees. In contrary, counterproductive work behaviours (CWB) are those that go against organisational interests as they can harm both the organisation and people in it, e.g. sabotage or bullying. But are these two types of behaviour specific for different people in an organisation or they are rather two sides of

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the same coin, i.e. they may be performed by the same individuals? While at first sight employees may be divided into separate categories such as the 'good soldiers' and 'bad apples', recent studies suggest that one person may represent both categories simultaneously. The paper contributes to the latter research stream and presents causal relationships between OCB and CWB. It is based on results of a questionnaire survey measuring basic dimensions of OCB and CWB and conducted on a sample of 870 employees of local government units in Poland. Nonlinear regression analyses revealed that while, in general, the more OCB, the less CWB in an individual performance, in case of some OCB dimensions their high level leads to an increase of specific CWB dimensions. The findings may be explained on a ground of the moral license theory and social exchange theory. They also inspire for further research, including examination of the OCB-CWB relationship's antecedents. The project was funded by the Polish National Science Centre grant on the decision number UMO-2016/23/B/HS4/00861 Keywords: employee behaviours, OCB, CWB



**Ntokozo Lwandle**  
GICICSSH1718107

**Status of University-Industry linkages in South Africa's six public Universities offering Bsc Environmental Science**

**Ntokozo Lwandle**

**Faculty of Education, Institute of Post School Studies, University of Western Cape, Cape Town, South Africa**

**Abstract**



Higher Education plays a critical role in economic development of a country. The contributions by Higher Education include producing graduates needed by labour market and research output that contribute to innovation. However there is a solid argument that universities are producing graduates that are not needed by the industry and this is regarded as waste of financial resources. Universities came up with various strategies to address problem of graduate unemployment. University-Industry Linkages that resulted to curriculum review, institutional re-arrangements to improve quality of graduates, graduate tracer studies and work intergrated learning. University-Industry Linkages have been part of debates on their effectiveness in increasing graduate employment.

The value of university-industry engagements to graduate employability is not well documented from an Environmental Science discipline perspective, particularly in developing countries. Using Qualitative research methodology the study utilises Human Sciences Research Council's Conceptual matrix to document the status of the linkages amongst South African Universities offering Bachelor of Environmental Science degree in South Africa. Telephonical interviews, reports and questionnaire were utilised to investigate and report status of linkages, models adopted by and effectiveness of the linkages at University of Pretoria, University of Limpopo, University of Venda, University of Western Cape, Rhodes University and North West University which all offer more or less the same degree.

Universities do not have one approach in engaging with the Industry and there are differences on the extent to which Universities currently place value on the importance of Industry Linkages through Institutional arrangements. This then sparks further interest in investigating and comparing the curriculum review

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	<p>mechanisms at institutional level amongst the six Universities.  <b>Keywords:</b> Graduate employment, mismatch, University-Industry Partnerships, Environmental Science, Graduate employability</p>
 <p><b>Dolly Tejaswi</b> GICICSSH1718111</p>	<p style="text-align: center;"><b>Vedic chanting, Resilience and Mental Health</b></p> <p style="text-align: center;"><b>Y.DollyTejaswi</b> M.A Psychology, Osmania University – Clinical Counselor, Nova IVI Fertilty Clinic</p> <p style="text-align: center;"><b>M.SreeSudha</b> B.A Psychology, Osmania University – Student</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The birthplace of many sacred texts, India, is also home to Vedas. The etymology of Veda is from Sanskrit, meaning sacred knowledge. From cosmic dynamics to human health, environment and music, everything is defined with precision and amazing accuracy. There are four vedas, Rig Veda, Samaveda, Yajur Veda, Atharva Veda. It is acknowledged by scholars that the vedas even include astronomical encoding. Resilience refers to the notion that some people succeed in the face of adversity. Resilient adolescents / adults are people who have managed to cope efficiently, even in the advent of stress and other excruciating circumstances and are poised and stoic with an optimum chance of positive mental health. Mental health is not just the absence of mental illness; it also includes one’s emotional, psychological and social well-being. It affects how an individual would think, feel and act. It also determines how one can cope with stress, relates with others / to others and accountability for their decisions. Mental health may also be affected by other factors including life experiences or hereditary.</p> <p>Resilience and mental health are essential for one’s well-being. The objective of this research is to find the relationship between resilience and mental health among adults who practise vedic chanting regularly on a daily basis and those who do not. The hypothesis states that there will be a positive correlation between resilience and mental health and those who chant vedas regularly are more resilient and thereby possess higher levels of mental well-being than those who do not indulge in vedic chanting. This research paves the pathway for overall mental well-being of individuals and helps perform better socially as well as in family life.</p>
 <p><b>Dr. Ugur ERDOGAN</b> GICICSSH1718108</p>	<p style="text-align: center;"><b>Mauritius – Turkey Trade Analysis: A Strategic Outlook and Opportunities</b></p> <p style="text-align: center;"><b>Dr. Ugur ERDOGAN</b> School of Business, University of Istanbul, Turkey</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The Republic of Mauritius is an upper middle-income island country and one of the leading economic reformers in Africa. Mauritius is located in the south west part of the Indian Ocean, lies 855 kilometres east of Madagascar and about 2,000 kilometres east of mainland Africa. The total land area is 2,040 km<sup>2</sup>, and is home to a population of 1,3 million people. Mauritius controls an Exclusive Economic Zone of approximately 2,3 million km<sup>2</sup> in the Indian Ocean, one of the largest in the world.</p>

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Although Arab, Malay and Portuguese sailors visited the island, on their sea route between Africa and India, many times before; Mauritius was uninhabited until 17th century when Dutch first claimed the Island in 1598. They named the Island in honour of the Dutch Prince Maurice of Nassau. Island was a Netherlands colony until 1710, when they abandoned the island. Five years later in 1715, French claimed Mauritius and named the Island Ile de France. Almost one century later, after a battle between France and England, in 1814 British took the control of the Island from France and named it Mauritius. Then, until the independence Mauritius became a British Empire Colony. Mauritius gained independence in 1968 and became a republic in 1972.

Mauritius has one of the most successful and diversified economies in Africa. Since its independence; Mauritius transformed its economy from a low-income sugarcane producing country to an upper middle income-country with significant growths in manufacturing and services. Both in “World Bank Ease of Doing Business Index” and “Index of Economic Freedom”; Mauritius ranks in the 1st row among all African countries. The per capita GDP is one of the highest among the Africa and Indian Ocean.

Turkey is the 17th biggest economy in the world with a Gross Domestic Product -GDP of USD 860 billion. In multiple industries; like automotive, pharmaceuticals, agriculture and construction; Turkey is listed in the top countries. Turkey’s Sub-Saharan Africa policy gained an important momentum in the recent years. Political and Economic partnerships developed with countries of the region. In the year of 2009, there were only 12 Turkish Embassies in African countries; in 2017 this number reached 40 Embassies in Africa. The trade and investment between Turkey and Africa increased rapidly in the last 5 years. Foreign Economic Relations Board of Turkey have established Country Business Councils with African counterparts in 40 countries. A good example of this policy is improving bilateral relations between Mauritius and Turkey.

There is a remarkable increase in Turkey-Mauritius trade, %112, when we compare 2017 and 2016’s first 10 months (January –September period). In 2016 Turkey’s exports to Mauritius was USD 35.521 million and imports from Mauritius was USD 5.000 million, made the total bilateral trade USD 40.521 million for the year. Only in the first 6 months of 2017, the bilateral trade between Turkey and Mauritius, reached this number of 2016’s total trade.

A Free Trade Agreement (FTA) between the Republic of Turkey and the Republic of Mauritius was signed on 9 September 2011 in Istanbul and entered into force on 1 June 2013. (MCCI) By 1 June 2017, the FTA agreement provides duty-free and quota-free access on all industrial products. Mauritius is the only country in Sub-Saharan Africa and Indian Ocean; Turkey had a FTA agreement.

As an Island Nation, the most frequently used international transport mode to reach Mauritius is by far air transportation. Turkish Airlines began to fly Mauritius with a direct flight on 15 December 2015. Since then Mauritius became an important partner by all means of trade. After the airline deregulation in 2003 the Turkish civil aviation industry grew rapidly in domestic and international routes. Turkish Airlines gives highest connectivity to/from Africa to rest of the world, making Istanbul biggest connection hub for sub-Saharan Africa. In terms of the seat capacity, the growth of Turkish Airlines was 31.9%, between 2013 and 2015 in “African – Non African” routes.

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	<p>By the end of 2017, Turkish Airlines will be flying 34 countries and 52 destinations in Africa, more than any airline in the world. In African routes; the growth of Turkish airlines for the January – August period between 2016 and 2017, were 8.1% in passengers carried and 11.3% cargo loaded.</p> <p>Mauritius is a member of several regional and international organisations, including the African Union, the Common Market for Eastern and Southern Africa (COMESA), the Indian Ocean Commission (IOU) and the Southern African Development Community (SADC). Its geographical position between Africa and Asia makes the island an important shipment hub. These also make Mauritius an important strategic partner for Turkey and a gateway country to African continent.</p> <p><b>Keywords:</b> Mauritius, Turkey, International Trade, Air Transport, Free Trade Agreement, Gross Domestic Product, Gateway.</p>
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<http://gahssr.org/conference.php>

» 27th International Conference on Social Science and Humanities (ICSSH), 19-20  
Dec 2017, Dubai

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- » 28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, 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
- » 4th Kuala Lumpur International Conference on Social Science & Humanities (ICSSH), 02-03 May 2018, Malaysia
- » 4th Singapore International Conference on Social Science & Humanities (ICSSH), 12-13 June 2018
- » 2nd Rome International Conference on Social Science & Humanities (ICSSH), 05-06 June 2018, Italy
- » 2nd Pattaya International Conference on Social Science & Humanities (ICSSH), 26-27 June 2018, Thailand
- » 4th Mauritius International Conference on Social Science & Humanities (ICSSH), 03-04 July 2018
- » 5th Bangkok International Conference on Social Science & Humanities (ICSSH), 10-11 July 2018, Thailand
- » 3rd Bali International Conference on Social Science & Humanities (ICSSH), 07-08 August 2018, Indonesia

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» 4th London International Conference on Social Science & Humanities (ICSSH),  
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