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## **CONFERENCE PROCEEDINGS**

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

19-20 Dec 2017

### Conference Venue

Flora Grand Hotel, Near Al Rigga Metro Station, Deira, Dubai, United Arab  
Emirates

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**Preface:**

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GRDS' mission is to make continuous efforts in transforming the lives of people around the world through education, application of research & innovative ideas.

## **KEYNOTE SPEAKER**



**Prof. Taramol.K.G.**

**Assistant Professor of Economics, School of Business, Manipal University  
Dubai, UAE**

Prof. Taramol.K.G. is currently working with School of Business, Manipal University Dubai as Assistant Professor in Economics. With her 12 years of experience in significant leadership positions and substantial expertise in academic governance and curriculum development, she has taught undergraduate and post graduate courses in United Arab Emirates and India. Professor Taramol.K.G. holds M.Phil. degree from Alagappa University, India, Master of Education from Kerala University, Master of Economics from Mahatma Gandhi University, Post Graduate Diploma In Business Management from the South Asian Institute of Management and Technology India.

Most recently the coordinator of Quality Focus Group and the subject area coordinator, School of Business Manipal University Dubai, Professor Taramol K.G.'s ongoing research interests surround Economics, Entrepreneurship and Education. She has presented more than fifteen papers in national and international academic conferences; and published papers in internationally ranked journals. Her research paper on "Poverty alleviation through Neighborhood Groups" won the excellent paper award from IIER in 2014. she has won "Best Presentation Award" from ICSMET in 2015, received the 'Best session paper award' from BMEAS, Dubai, UAE 2015 and 'Best presenter Award' from ICHSSE in 2016.

Prof.Taramol K.G. has served as session chair for two international conferences. Further, she has served as keynote speaker in the International Conference on Social Science, Literature, Economic and Education, Dubai in 2016.

She is a motivational speaker, conducted several lectures in professional institutes and social institutions on topics like, Be an opportunity Maker, Internet addiction among Children, Personality Development etc.,. She is a Life time member of Kerala Economic Association(KEA).

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 <p>Nazar Hussain Chandio GICICSSH1713053</p>	<p style="text-align: center;"><b>The Role Of Sufi Scholar In The Field Of Peace</b></p> <p style="text-align: center;">Nazar Hussain Chandio Department of Arabic, University of Sindh Jamshoro, Jamshoro, Pakistan</p> <p style="text-align: center;"><b>Abstract</b></p> <p>In this research paper first of all briefly described the tasawuf, Definitions, scope and Need of tasawuf. Then role of Sufi Scholars in Past, Present and how will be in future, it is also described that Sufi like a manager. Here also description will be given about some aspects of the management. The way of changing in human behavior by the tasawuf. The Sufi scholars can made every change in this with their role, character and simplicity way of life. So that the role of Sufi scholars played vital role in this society.</p>
<p>Pranay K Das GICICSSH1713054</p>	<p style="text-align: center;"><b>Estimating Losses of Health Related Quality of Life (HRQoL) Associated with Problem Gambling in Canada</b></p> <p style="text-align: center;">Pranay K Das PhD Candidate Department of Economics University of Manitoba</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The objective of this study is to estimate the monetary losses of health related quality of life associated with problem gambling in Canada. Using 2013-2014 Canadian Community Health Survey (CCHS) data, we run an Ordinary Least Squares (OLS) regression to examine the association between losses in health related quality of life measured by Health Utility Index (HUI) and problem gambling. To isolate the association of problem gambling with health utility index, we control for problem gambling related comorbidities like alcohol, smoking, and depression and chronic diseases or disabilities in addition to other socio-demographic and economic variables like age, sex, education, and income. Our results show that problem gambling significantly and negatively associated with health related quality of life: 7.1% reduction of health related quality of life is associated with problem gambling. The 95% confidence interval for this estimate is [4.2% - 10.1%]. The associated annual cost per problem gambler range between C\$6,300 and C\$15,150 with a reference C\$10,650. <b>Keywords: HRQoL, Problem Gambling, Association, Monetary losses.</b></p>
<p>Maryam Baig GICICSSH1713055</p>	<p style="text-align: center;"><b>Comparison of Students' Satisfaction about Academics between Faculties of Social Sciences and Natural Sciences at University Level</b></p> <p style="text-align: center;">Maryam Baig M.Phil. Scholar, Department of Education. University of Gujrat, Gujrat, Pakistan.</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Satisfaction of students is very important because satisfaction is related with students' performance and it enhances the factors that play vital role at higher education. In increasing competition of providing quality higher education in universities, there is a need to recognize the factors that affect the students' satisfaction at higher education. The purpose of this study was to explore and compare the students' satisfaction about academics at higher education between faculties of Social Sciences and Natural Sciences. This study focused on the factors i.e. syllabus coverage and regularity of classes,</p>

	<p>teaching methods, constructive feedback, resources, effective semester schedule management and student-teacher relationship. Study was descriptive in nature and survey method was used to collect the data. Random sampling technique was used for the selection of sample. Sample of the study consisted of 200 students from BS programs of 2nd, 4th, 6th and 8th semesters of 2 faculties including 4 departments as undergraduate respondents of University of Gujrat, Pakistan. Students' responses measured through a self-structured survey questionnaire on a 5-point Likert scale. One sample t-test and independent sample t-test was used to find out the significant difference between faculties of UoG. The results of independent sample T-Test revealed that there is no significant difference of students' satisfaction about academics between faculties of Social Sciences and Natural Sciences at higher education. It is recommended that higher education institutions may help students to make important decisions regarding their academic career; teachers may refer the students to consult with resources available at the campus and encourage students to perform beyond their capabilities. <b>Keywords:</b> Students' academic satisfaction, syllabus coverage and regularity of classes, teaching methods, constructive feedback, resources, effective semester schedule management, student-teacher relationship</p>
<p><b>Padmini Sharma</b> GICICSSH1713058</p>	<p><b>Services in Virtual World: Understanding Work in Delivery Service of E-Retailing</b></p> <p><b>Padmini Sharma</b> Research Fellow, Tata Institute of Social Sciences, Guwahati</p> <p><b>Padmini Sharma</b></p> <p>The advent of e-retailing has brought about colossal transformation in the realm of traditional retailing services. As a part of virtual services, the human component involved in this sector, is hidden right from placing of an order till its delivery. These workers once deemed as a segment of invisible workforce in academic debate has of late, caught attention along with their growing resentment. The subject matter of this paper is set against a backdrop of re-defining work and politics of production in contemporary service economy. In India, the paradigm shift, unlike other Asian economies, witnessed a transition from agriculture to service sector without much growth in the manufacturing sector. Furthermore, in the realm of service sector, disparity of wages and quality of work, has been a burning issue, with the sector's expansion being increasingly characterised as, 'jobless growth'. The stage for global division of labour in information processing work as Huws (2014) presents, was set in the era of 1990s to mid 2000s however, the dramatic change in employment relationship took place after the financial crisis of 2007-08. The new forms of web based work environment encompassed new forms of labour but old forms of exploitation, that have been claimed to have arisen, through dicey work arrangements being introduced with the help of information technology (Scholz and Ross, 2013; as cited in Huws, 2014). Even in Indian context, revolution of information technology shifted focus, from traditional to contemporary services, where one such sector to have received a big push is that of, e-retailing. As a product of virtual services, the work organization has not been intensely captured in academia, as a consequence of which, the sector's workers have generally been excluded from the mainstream workforce. In the era of rapid proliferation of service activities especially, as a consequence of global outsourcing, the assortment of heterogeneous work constellations involved in the e-retailing value chain necessitates evaluation of work and employment</p>

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	<p>relationships practiced in such services. Though the sector is seen to be an intensive IT based service work, an empirical estimate by Anand et al. (2013, p.9) for the year 2012, claims that, around 74.4% of the sector's workforce is concentrated in the lower end segment that is, in warehousing and logistics, implying a high dominance of blue collar jobs that is expected to expand through creation of 0.8 million jobs by 2021 (Anand et al. 2013). Hence, employment of such huge number of feet on the ground signifies a new trend of work on wheels in contemporary economy that stands to be the backbone of the entire e-retailing industry. Hence, this paper, using Phenomenology approach, makes an attempt to understand the work of delivery boys engaged in e-retailing in Guwahati, a city in India. This paper intend to analyze the nature of work and control inherent in global digital economy or, specifically of a visible workforce of an invisible work environment that is being termed as a major emerging blue collar job in several metro cities of India. Hence, such impact of technology on global division of labour will help conceptualise the emerging labour process and politics of production inherent in such work. The role and governance of labour market institutions can contribute towards policy initiatives in safeguarding the interests of these workers.</p>
<p><b>Kalthum Hassan</b> GICICSSH1713060</p>	<p><b>Level Of Preparation And Selection Of Elderly Living Arrangement In Malaysia: A Preliminary Study</b></p> <p><b>Kalthum Hassan</b> Universiti Utara Malaysia</p> <p><b>Abstract</b></p> <p>The establishment of National Policy for the Elderly reflects the Malaysian Government's commitment to promote an independent, dignified and respected future elderly who would optimize their potentials through healthy aging. The basic goal of the National Policy for the Elderly is to create self-reliance, independent and competent individuals, families and communities. Report by Department of Statistics Malaysia was shown that the implementation of the elderly health policy has affected the average life expectancy of citizen aged 65 years old increased by 5.1 percent in 2014 as compared to 3.9 percent in 2000. Hence, the phenomenon of the aging population has become among the latest challenge for Malaysia as Malaysia is expected to become an aging nation by 2030 has instigated the study. In general, this study aims to identify the preferred elderly living arrangement chosen by future elderly. The study encompasses three areas of development namely (i) Iskandar Malaysia (ii) Northern Corridor Economic Region (ECER) and; (iii) East Coast Economic Region (ECER). The respondents are from two age group; age 40 to 59 years (future elderly) and the second group of 60 years and above (the elderly group). Methods of data collections are qualitative and quantitative. The study found that a majority of respondents are aware of the need to have good elderly livelihood plans and strategies. They agree on the importance of having good financial planning to warrant their future living preferences. The most favoured living arrangement is living in their own homes. The deciding factor in choosing to stay at their own home is comfort.</p> <p><b>Keywords:</b> elderly, living arrangement, national policy for the elderly</p>
<p><b>Md Zawawi Abu Bakar</b> GICICSSH1713061</p>	<p><b>The Practice Of Religion Among Homeless Muslims: A Study In Penang</b></p> <p><b>Md Zawawi Abu Bakar, PhD</b> School of Applied Psychology, Social Work and Policy</p>

	<p>Universiti Utara Malaysia</p> <p>Rajwani Md Zain, PhD School of Applied Psychology, Social Work and Policy Universiti Utara Malaysia</p> <p>Azlizamani Zubir Salim, PhD School of Applied Psychology, Social Work and Policy Universiti Utara Malaysia</p> <p><b>Abstract</b></p> <p>Homeless is a social issue in most countries including Malaysia. Homeless life exposes this group to various problems such as health, safety, fulfillment of basic needs. It is perceived that due to limitations and lacked of essential facilities, religious practices is difficult to perform among the homeless. Thus, this paper investigates level of religious practices among the homeless. Method of data collection for this study is qualitative. Face-to-face interviews were carried out in Penang, Malaysia involving 12 Muslim homeless as the respondents using semi-structured questionnaires. In addition, a Focus Group Discussion (FGD) has also been carried out against 11 officers who were directly involved with the issue of homeless. The data also been data obtained throught journal review. The findings discover the level of religious practices among the homeless is low. This is in line with the findings of FGD stating that improper living environment and sanitation restrained homeless from performing religious practices. In this regard, this study suggests that besides sustaining the welfare of the homeless through provision of financial and material aid, religious practices should be encouraged among them. The expansion of one stop center like anjung singgah will help this group to carry out religious practices and sustain their personal hygiene. <b>Key words: Homeless, Religion, Practices</b></p>
<p>Amina Babou-Sidane GICICSSH1713062</p>	<p><b>Domestic Violence against Women in Algeria: Where is the Voice of Human Rights?</b></p> <p>Amina Babou-Sidane University of Algeria</p> <p><b>Abstract</b></p> <p>Gender and violence is a moot and miscellaneous arena which has been proliferated so tremendously and rapidly in recent years. The explosive growth of this field means that each successive decade gets harder to sum up. In the intended research, we aim at tackling the relationship between violence and gender identities, and to unearth mainly the hidden causes of it. Interestingly, we should note that the violence, we intend to investigate with relation to gender, includes sexual harassment, sexual assault, domestic violence, psychological violence (intimidation and verbal aggressiveness), and forced marriage as well. Participants in this survey are 52 married women, 38 single women and 7 men. Interviews are conducted from February to July 2015. The great majority of the participants were beaten by their husbands more than those beaten by their fathers or brothers. 81.11% suffer from physical violence which involves various forms such as kicking or hitting. Participants report that this type of violence is usually accompanied by verbal and emotional abuse. Concerning sexual violence, 78.84% of married women report that their husbands abuse them once they having a sexual relationship. The findings of this survey force us to claim that some Algerian men tend to resist women's calling for their human</p>



	<p>rights and their search for emancipation and empowerment via abuse. Some Algerian men and women (who ignore their rights) are not able to distinguish between despotism and the application of the religious codes. <b>Key words:</b> Gender identities- Human rights- Islam-Violence-Women.</p>
<p><b>Pg Ismail Bin Pg Musa</b> <b>GICICSSH1713064</b></p>	<p><b>"The State Want Me To Be A Muslim": Malaysian Legal Mechanism On Religious Identification With Special Refrence On The Natives Of Sabahan, Malaysia.</b></p> <p><b>Pg Ismail Bin Pg Musa</b> <b>Phd Candidate At Shariah And Law Department, Academy Of Islamic Studies, University Of Malaya, Kuala Lumpur, Malaysia.</b></p> <p><b>Siti Zubaidah Binti Ismail</b> <b>Senior Lecturer At Shariah And Law Department, Academy Of Islamic Studies, University Of Malaya, Kuala Lumpur, Malaysia</b></p> <p><b>Abstract</b> In 2012, a special rule was announced by the National Registrations Department of Malaysia (NRD) to amending the mistake of religious status amongst Sabahan Native in their MyKad. That Rule allowing the amendment of religious amongst Sabahan Native resulted by "clerical error" will be resolved in NRD without any supportive document from Shariah Court. However, the term of "clerical error" is not defined. A numerous accusation raised that the NRD mistakenly put an "Islam" for the non-Muslim native. Hence, the case of application converted out from Islam and application of religion verification still filed in Shariah Court. This rise question that how the ambiguity of religious identity has occurred amongst Sabahan Native and how the State dealt with it. Through the file case study and non-structured-interview, this matter will be examined. According to the NRD Rule 1991, anyone who intends to amend his religious status from Islam to others for what any reason in their MyKad, they must first obtain a declaration of Non-Muslim or Converted out from Islam from respective Shariah High Court. Without that declaration from Shariah Court, no amendment can be processed in NRD. If he or she fails to obtain such declaration from Shariah Court, they are bound by Shariah law as they is a Muslim from Malaysian legal perspective even they is not a Muslim in his real life. According to 118 file cases of application of converting out of Islam since 2003 until 2010 filed in Shariah High Court in Sabah, 97% were filed by Sabahan Native. From that case sample, there are three main factors why the confusion of religious identity has occurred amongst Sabahan Native. Firstly, the registration mistake by NRD, secondly, inter-religious-marriage between Muslim and Non-Muslim and finally, the mass-conversion to Islam amongst pagan Sabahan Native between 1975 until 1985. <b>Keywords:</b> Native Court of Sabah, Sabahan Native, Shariah Court of Sabah.</p>
<p><b>Busari Lasisi</b> <b>GICICSSH1713066</b></p>	<p><b>Literary Works As Historical Documents: A New Historicist Reflection On Ahmadou KouroumaS Texts</b></p> <p><b>Busari Lasisi</b> <b>Department Of French, Faculty Of Arts,Kaduna State University,Kaduna, Nigeria</b></p> <p><b>Abstract</b> Literary works are often devalued to mere fictions and are left with no essence and contributions to history. The sub-structured rational delineating</p>

	<p>literary works from history is anchored on the aesthetic and flowery expressions that are therein embedded for artistic enrichment. This does not distance a literary work (from which ever genres it is drawn) reflecting the socio-economic, cultural and political cum religious perspectives of a given people and society. This is the very reason justifying the veracity that a writer does not anchor his writing outside of his society. He writes mirroring (his or a given society's) events, places and duration of consciousness thereby making history evident. In the light of this reality, literary works are not just seen as fictions, imaginative and unrealistic pieces; for they are never unconnected to history. Thus, making authors of literary works historians and their works engrafted useful historical documents. Using the works of Ahmadou Korouma, a renown Ivorian writer, the praxis of this paper therefore in New Historicism approach postulates that literary works are underlying unexplored historical materials, and literature a jumelle to history.  <b>Key words: Literary works, Historicism, Reflection.</b></p>
<p><b>Douglas Chun</b>  <b>GICICSSH1713067</b></p>	<p><b>Revisiting Hofstede's National Cultures' Dimensions: Do Generational Differences Influence Long Versus Short-Term Orientation in China?</b></p> <p><b>Douglas Chun</b>  <b>College of Business and Public Management University of La Verne</b></p> <p><b>Zhen Zhang</b>  <b>College of Business and Public Management University of La Verne</b></p> <p><b>Issam Ghazzawi</b>  <b>College of Business and Public Management University of La Verne</b></p> <p><b>Abstract</b></p> <p>Empirical studies have examined differences across cultures with a focus on cultural profiles between people of these cultures. However, very few studies have examined the impact of generational differences on culture, and the effects generational changes might have over time. This paper describes cultural changes in China in terms of long versus short term orientation as a result of socio-political changes. Recent decades have brought dramatic changes in the lifestyles of the people of China. Those born after the 1960s and the 70s have experienced dramatic events such as the Cultural Revolution, the Great Leap Forward, China's Open Door Policy, a dramatic rise in their nation's prominence in the world, and an unprecedented rate of increase in their national standard of living. It has been suggested that this increase in the standard of living, along with China's One Child Policy enforced between 1978 and 2015, has resulted in several generations of Chinese who are more materialistic and prone to imitate western culture than those prior. If so, then these traits would be reflected in their attitudes toward life, and in their social relations.</p> <p>Through a snowball survey of over 1,000 participants, covering approximately two-thirds of China, the current exploratory research seeks empirical evidence to prove or disprove our hypothesis that new socio-economic forces have influenced Chinese national culture, attempts to assess whether Chinese culture has indeed changed, and seeks to provide insight on generational differences pertaining to Hofstede's dimension of "long versus short-term orientation."</p> <p><b>Key Words: Long Term Orientation, Hofstede dimensions, culture, China, cultural change</b></p>
<p><b>Ali Nasseri 2</b></p>	<p><b>A Study of Bruce Norris' Clybourne Park and The Pain and the Itch in the</b></p>

<p><b>GICICSSH1713068</b></p>	<p style="text-align: center;"><b>Light of Derridean Deconstructive Theory</b></p> <p style="text-align: center;"><b>Fatemeh Azizmohammadi</b>  Associate professor, AZAD University, Arak Branch, Arak, Iran</p> <p style="text-align: center;"><b>Ali Nasseri 2</b>  MA Student, AZAD University, Arak Branch, Arak, Iran</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Deconstruction refers to a series of techniques for reading texts developed by Jacques Derrida; these techniques in turn are connected to a set of philosophical claims about language and meaning. The deconstruction thinker looks for the ways in which one term in the opposition has been ‘privileged’ over the other in a particular text, argument, historical tradition or social practice. One term may be privileged because it is considered the general, normal, central case, while the other is considered special, exceptional, peripheral or derivative. Something may also be privileged because it is considered more true, more valuable, more important, or more universal than it’s opposite. Moreover, because things can have more than one opposite, many different types of privileging can occur simultaneously. Deconstruction does not show that all texts are meaningless, but rather that they are overflowing with multiple and often conflicting meanings. In this trend, logocentrism is dealt which refers to any system of thought which is founded on the stability and authority of the Logos. It can be said that Bruce Norris’ plays mostly deal with gender, class, and race. In fact, Gender expectations, constructs, identity, performance, performativity, voice, and power dynamics all appear in Clybourne Park and The Pain and the Itch. In these two plays race, class, and gender have been stereotyped and shown superior; however, through deconstructive reading of the plays, it can be concluded that the stereotyped superiority of race, class, and gender fails.</p> <p><b>Key Words:</b> Logocentrism, Binary Opposition, Differance, Aporia, Gender, Race, Class</p>
<p><b>Olufayo Mary Bosede</b>  <b>GICICSSH1713069</b></p>	<p style="text-align: center;"><b>The Effect Of Fiscal Policy Shocks On Nigeria Economic Output: 1981-2015</b></p> <p style="text-align: center;"><b>Olufayo Mary Bosede</b>  Department Of Economics School Of Arts And Social Sceinces  College Of Education Ikere-Ekiti</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The study investigates the effect of fiscal policy shocks on economic output in Nigeria. The study was piloted via Autoregressive Distributed Lag using secondary data from 1981-2015. The estimated result showed a positive relationship between the dependent variable (Gross Domestic Product) and independent variables (recurrent expenditure) while tax and inflation are otherwise. It concludes that though not entirely, fiscal measures constitutes immensely to GDP, cause disturbances and also serve as adjustment mechanism in stabilizing the economy. However, it recommends that the government through the central bank of Nigeria should apply appropriate fiscal measure to stabilize the economy in order to promote the economic output.</p> <p><b>Keywords:</b> Fiscal Policy, Economic Output and Autoregressive Distributed Lag</p>
<p><b>Fasiku, Adesola Mercy</b></p>	<p style="text-align: center;"><b>Influence Of Location On Knowledge And Attitudes Of Social Studies</b></p>

<p><b>GICICSSH1713072</b></p>	<p><b>Teachers' To Environmental Education In Junior Secondary School In Ekiti State, Nigeria.</b></p> <p><b>Fasiku, Adesola Mercy (Ph.D)</b> <b>Department Of Social Studies College Of Education</b> <b>Ikere Ekiti, Ekiti State Nigeria</b></p> <p><b>Abstract</b></p> <p>The study determined influence of location on knowledge and attitude of social studies teachers' to environmental education in junior secondary schools in Ekiti State. A descriptive research design of the survey type was adopted for the paper. The population was made up of all social studies teachers in junior secondary schools in Ekiti State and the sample consisted of one hundred and twenty-five social studies teachers. The multi-stage random sampling techniques were used to select the sample. A self-designed questionnaire was used to gather information from the respondents. The data collected were analysed using percentage score and t-test analysis. The hypotheses raised were tested at 0.05 level of significance. The result revealed that the social studies teachers in urban areas possessed full knowledge of environmental education and dispose positive attitudes than their counterpart in the rural areas. It was therefore recommended that social studies teachers in the rural areas should see the need to expose their students to some environmental challenges and also dispose positive attitude towards the environmental education. Also, the social studies teachers in the rural areas should be encouraged to attend conferences, seminars and workshops on environmental education so as to update their knowledge on environmental issues.</p>
<p><b>Nuo Chen</b> <b>GICICSSH1713073</b></p>	<p><b>Predicting Risk of Being Victims of Dating Violence for High School Students using Artificial Neural Network</b></p> <p><b>Nuo Chen</b> <b>Shanghai Pinghe School, Shanghai, China</b></p> <p><b>Abstract</b></p> <p><b>Objective:</b> This study aims to 1) examine the predictors of the victims of dating violence at high school 2) build a predictive model for victims of dating violence using artificial neural network and compare its performance to logistic regression model. <b>Methods:</b> Youth Risk Behavior Surveillance System (YRBSS) 2015 data were used for this study. The YRBSS was developed in 1990 to monitor priority health risk behaviors that contribute markedly to the leading causes of death, disability, and social problems among youth and adults in the United States. All the participants who were eligible were randomly assigned into 2 groups: training sample and testing sample. Two models were built using training sample: artificial neural network and logistic regression. We used these two models to predict the risk of being victims of dating violence in the testing sample. Receiver operating characteristic (ROC) were calculated and compared for these two models for their discrimination capability and a curve using predicted probability versus observed probability were plotted to demonstrate the calibration measure for these two models. <b>Results:</b> About 16% of 4721 students experienced dating violence, about 22.7% among the female and 8.3% among the male.</p> <p>According to the logistic regression, the likelihood of being a victim of dating violence decreased when the students aged. Male were less likely to be a victim of dating violence than female. Students who had been forced to have</p>

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	<p>sexual intercourse were more likely to be a victim. Alcohol abusers were more likely to be a victim of dating violence. Students who have never had sexual intercourse were more likely to be a victim, so were students who had been tested for HIV. Students spoke English less fluent were more likely to be a victim however students who did not speak English at all were less likely to be a victim. According to this neural network, the top 5 most important predictors were Q47 (During your life, how many times have you used marijuana), Q88 (On an average school night, how many hours of sleep do you get?), Q85 (Have you ever been tested for HIV, the virus that causes AIDS), Q6 (How tall are you without your shoes on?), Q41 (During your life, on how many days have you had at least one drink of alcohol), Q68 (sexual orientation). For training sample, the ROC was 0.77 for the Logistic regression and 0.81 for the artificial neural network. Artificial neural network performed better clearly. However in testing sample, the ROC was 0.75 for the Logistic regression and 0.71 for the artificial neural network. Artificial neural network had worse performance. As to calibration measure, predictions made by the neural network are (in general) less concentrated around the 45-degree line (a perfect alignment with the line would indicate an ideal perfect calibration) than those made by the Logistic model. Conclusions: In this study, we identified several important predictors for being a victim of dating violence at high school e.g., sex orientation, sexual intercourse experience, English fluency. This provided important information for educators as well as parents provide timely intervention. We built a predictive model using artificial neural network as well as logistic regression to provide a tool for early detection. As to performance of these two models, logistic regression had a similar discriminating capability as well as a better calibration between predicted probability and observed probability.</p>
<p><b>Tanty Riyani</b> GICICSSH1713074</p>	<p><b>Coercive Accommodation To Online Transportation Provider In Indonesia Based On Simmel Conflict Theory</b></p> <p><b>Tanty Riyani</b> Department of Linguistics, Faculty of Humanity, Padjadjaran University, Bandung, Indonesia.</p> <p><b>Izmu Tamami Rozza</b> Department of Linguistics, Faculty of Humanity, Padjadjaran University, Bandung, Indonesia.</p> <p><b>Suganda Parmanto Tanjung</b> Department of Law, Faculty of Law, Riau University, Pekanbaru, Indonesia.</p> <p><b>Abstract</b></p> <p>Transportation is an important requirement for the citizen, especially with the increasing of people's mobility in urban areas. For last three years in Indonesia there is massive transportation facility with a variety of polemic in it which is online transportation. The existence of this type of transportation invited many protests from other public transportation providers who felt harmed by the presence of online transportation. The protests posted by the public transportation providers invite a form of coercive accommodation to the detriment of various sides. In this study using the theory of conflict presented by George Simmel, the authors try to analyze citizen coercive accommodation against the phenomenon of online transportation. Although there are pros and cons in the phenomenon of online transportation, day by</p>

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	<p>day the accommodation process can reach its equilibrium point. Based on the Simmel conflict theory it is asserted that a conflict is a social form that interacts and designs in case to solve dualism as a way to achieve unity. In this study found the stage of acceptance of online transportation on the social structure of Indonesian society through social stages of conflict accommodation that is coercive.</p> <p><b>Keywords: Accomodation, Online Transportation, Conflict</b></p>
<p><b>Maryam Qonita</b> GICICSSH1713075</p>	<p><b>Forgiveness Differences In Women Victims Of Domestic Violence In Terms Of The Children Presence</b></p> <p><b>Maryam Qonita</b> Department of Psychology, State University of Jakarta Maniskidul, Kuningan, Indonesia</p> <p>The aim of this study was to find out the differences in the forgiveness of women victims of domestic violence in terms of the presence of children in family. The research used a quantitative method with independent sample t-test technique to compare the means of two sample groups. The total of participants is 60 participants (N = 60). The sample in this study for women who have children is 30 respondents. And the sample in this study for women who have no children is 30 respondents. The sampling techniques used in this research are non-probability sampling test. Data obtained using The Transgression-Related Interpersonal Motivations Inventory-18 (TRIM-18) designed by McCoullough (2006) and adopted by the researcher. Based on analysis data using independent sample t-test technique, it's known that <math>t = -.0444 &lt; 2.002</math>; <math>p = 0,639 &gt; 0,05</math>. Based on the results, this means that there is no significant difference of forgiveness in women victims of domestic violence in terms of the children presence. Results suggest that there are several other factors that are more likely to affects the forgiveness in women victims of domestic violence rather than the presence of children. Those factors are personality type, religiosity, perspective taking, attribution, etc (Warthington &amp; Wade, 1999; McCullough et al., 2006).</p> <p><b>Keywords : Women, Forgiveness, Domestic Violence, Children</b> <b>Themes: Gender and Women Studies</b></p>
<p><b>Abubakar Gidado</b> GICICSSH1713076</p>	<p><b>African to Europe Migration Death Trap.</b></p> <p><b>Abubakar Gidado</b> General studies,Umaru Ali Shinkafi polytechnic sokoto,Sokoto Nigeria</p> <p><b>Abstract</b></p> <p>This paper examines how thousands of African migrants put their lives at risks as they go on a boat journey in search of what they think would be a better and easier living conditions.African migrants have full hopes of a golden life in Europe a place they knew nothing about. It is a journey that begins with hope, but often ends in despair. African migration to Europe is commonly seen as a ride wave of desperate people fleeing unemployment, poverty, conflicts, poor economic system etc. Media attention has focused on the dangerous journey many African migrants make across the Saharan desert and in the Mediterranean sea and in the Atlantic Ocean. According to international organisation for migration (IOM) reported that between January and February this year about 326 migrants from Africa died on their way to Europe.</p>
<p><b>Saidu Ibrahim Dan Dange</b> GICICSSH1713081</p>	<p><b>Social Deviance Among Youth And Its Negative Implication In Our Society</b></p>

	<p style="text-align: center;"><b>Saidu Ibrahim Dan Dange</b>  <b>Department Of Social Development, College Of Administrative And Business Studies, Umaru Ali Shinkafi Polytechnic</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>The purpose of this paper is to assess the different types of deviance behaviour and proffer possible measures in checking and controlling such behaviour in our society. The paper equally moves further to indicate the factors responsible for the causation of deviance behaviour in most especially adolescents. The paper suggested that most adolescent became deviance due to bad peer group influence and this can be controlled when unnecessary association groups are banned or discouraged.</p>
<p style="text-align: center;"><b>Musa Saleh</b>  <b>GICICSSH1713083</b></p>	<p style="text-align: center;"><b>The Influence Of Political Elites On Voting Behaviour In Nigeria: An Empirical Evidence Of Toro L.G.A Bauchi State, 2003 – 2015</b></p> <p style="text-align: center;"><b>Musa Saleh</b>  <b>Department Of Political Science Bauchi State University, Gadau Nigeria</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>The political elites play a vital role in changing the behavior of electorate during election all over the world and particularly in the African continent. In Toro Local Government Area of Bauchi State, Nigeria, the political elites used different strategies in order to change the voting behavior of the electorate. The purpose of this study is to establish the influence of political elites on voting behavior in Toro L.G.A, Nigeria. The study is guided by the following objectives, to examine the influence of political elite on voting behavior of the electorate in Toro, to identify whether there is significant statistical relationship between elites influence and voting behavior, to analyze the impact of political elite on political system and the conduct of free and fair credible election. The study is guided by Ruling Class theory as advanced by Gastano Mosca (1939). The quantitative and qualitative methods were used in this study. SPSS is used to analyze the quantitative data and content analysis is used for the qualitative data. The findings are expected to reveals that there is relationship between political elites and voting behavior in Toro and the free and fair credible election is very weak. <b>Keywords</b> Political elite, Election, voting behaviour, ethnicity, godfatherism, incumbency, vote buying.</p>
<p style="text-align: center;"><b>Jamilu Musa</b>  <b>GICICSSH1713084</b></p>	<p style="text-align: center;"><b>Access And Utilization Of Family Planning Among Rural Women</b></p> <p style="text-align: center;"><b>Jamilu Musa</b>  <b>Kano State Polytechnic</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Family Planning has been described as the organized efforts to assure couples who want to limit their family size and space their children have access to contraceptive information and services and are encouraged to use them as needed. The paper intends to find out the information source about family planning, whether the women have ever discuss family planning with their husbands and the influence of the husbands on the women's access and use of the services. 200 women were studied in Rano local government area of Kano state, Northern Nigeria. The paper discovered that there are information sources in the area and that majority of the women have discussed and sought for family planning, but access were denied by some husbands and a good number of women today access the services secretly.</p>

	<p>This is a complete departure from the previous practices and is largely due to socio-economic factors. It was recommended that the National Campaign Programme towards family planning awareness and utilization as envisaged by the National Policy on Population for Sustainable Development should be implemented to its logical conclusion, to ensure wider information for potential users and husbands should be encouraged to permit and sponsor their wives to access and utilize family planning methods. This should be done under proper guidance with a view to promote reproductive health, infant and maternal survival.</p> <p><b>Key terms:</b> Access, Utilization, Husband's permission, Family Planning methods, Source of information.</p>
<p><b>Ibrahim Suleiman</b> GICICSSH1713085</p>	<p><b>Ethno-Religious Conflict in Nigeria: A Case Study of Tafawa Balewa L.G.A</b></p> <p><b>Ibrahim Suleiman</b> Department of Political Science Bauchi State University, Gadau Nigeria</p> <p><b>Abstract</b></p> <p>The purpose of this study is to examine the factors that contributed to ethno-religious conflict in the Tafawa Balewa local government area of Bauchi state Nigeria, from 1991 to 2011. Also, the impact of the conflict and why attempts to resolve the conflict have been were ineffective. The study used manipulation by elites, socio-economic factors and communal identity as independent variables, whereas, ethno-religious conflict is the dependent variable. The analysis in the study is based on Smith's instrumental theory and Azar's protracted social conflict theory. The analysis of data utilises a mixed method i.e. quantitative and qualitative. Data collection included a survey using 30 close ended questions and involved 231 respondents. Interviews were also conducted to complement the data collected from the questionnaires. Accordingly, descriptive statistics, factor analysis and multiple regressions were used in testing and analysing the data. The results of the findings show that socio-economic factors, political manipulation and communal identity are important factors that contributed to the conflict in Tafawa Balewa. Moreover, the conflict affects the socio-economic activities of the people and failure to implement the recommendations by special resolution committees has remained an obstacle in resolving the conflict.</p> <p><b>Keywords:</b> Ethnicity, Religion &amp; Conflict in Nigeria</p>
<p><b>Yusuf Musa Yahaya</b> GICICSSH1713086</p>	<p><b>Internal Party Democracy And Party Success In Nigerian Elections: An Analysis Of Parties In The Fourth Republic</b></p> <p><b>Yusuf Musa Yahaya, Phd</b> Department Of Political Science Bauchi State University, Gadau</p> <p><b>Abstract</b></p> <p>Political parties are very prominent tools for democratic development of every society. In Nigeria, it contributes to the democratic consolidation. This is because since the return of democracy in 1999, they continue to provide the platform through which leader are recruited and voted into power. However, one major problem facing the political parties in Nigeria since 1999 is poor democracy within these parties. Internal party democracy according to some scholars is missing making them grapple with crisis within the parties. Exception is not made for both the ruling party and the opposition. This paper explores the poor democratic culture within the parties and their performance in the general elections from 1999 to 2015. Using longitudinal design, the paper compares parties by elections to see</p>



	<p>whether poor intra-party democracy can affect party success during election. The paper uses secondary data and analysis. In the end, parties will be ranked according to their level of democratic practice within both in leadership selection, candidate selection, campaign, decision making and financing.</p> <p><b>Key Words:</b> Political Parties, Candidate Selection, Democracy, Election, Campaign</p>
<p><b>Gambo Suleiman</b> GICICSSH1713087</p>	<p><b>Gender and Domestic Violence in Nigeria: An Assessment of Violence Against Women in Bauchi Metropolis</b></p> <p><b>Gambo Suleiman</b> Department of Sociology Bauchi State University, Gadau Nigeria</p> <p><b>Abstract</b></p> <p>It is a well-known fact that violence is a human rights issue. More so, human rights are fundamental to values of dignity, equality, non-discrimination and non-interference. These cut across gender, socio-cultural, political and religious aspects of human existence. In recent time, women face great level of domestic violence which led to injury and humiliation in Nigeria according to research. One reason is for men's status within the society to be maintained. Female population accounted for more than half of Nigerian population and they experienced gender based social injustices that prevented full exploration of their potentials. The problem of violence against women in Nigeria had not been given adequate attention both at the individual, societal and government levels. It is believe that everyone has the right to live in safety regardless of gender. Hence, this study assesses the level of violence against women and examines the nature of such violence against them and tries to analyze the possible solutions. The study tends to examine Women in Domestic Violence in Bauchi metropolis using gender perspectives. Qualitative research methodology will be used with purposive sampling techniques to ensure reliable of data collected.</p>
<p><b>Sambo Abubakar</b> GICICSSH1713088</p>	<p><b>Freedom of Information and Public Policy in Nigeria</b></p> <p><b>Sambo Abubakar</b> Department of Public Administration Bauchi State University, Gadau Nigeria</p> <p><b>Abstract</b></p> <p>This paper examined the operationalization of freedom of information in Nigeria Vis-à-vis public policy. It also reveals that accessibility of information by the general public on governmental activities remains in a situation of quagmire. It further reveals that, for there to have an effective and sustainable development, accountability and freedom of information must have to move simultaneously. Moreover, this paper conceptualized freedom of information and public policy beyond reasonable doubts. The method utilized by this paper is incidence analysis and documentary research and it also reveals that the power of freedom of information and public policy in Nigeria is very imperative if given chances. Lastly this paper provides the useful ways of solving the obstacles of freedom of information and public policy in Nigeria. <b>Keywords:</b> Freedom, information, Public, Policy</p>
<p><b>Izmu Tamami Roza</b> GICICSSH1713089</p>	<p><b>Study Of Humanity As A Preventive Action Against Terrorism Based On Behaviourism Theory</b></p>

	<p>Izmu Tamami Roza Department of linguistic, Faculty of Humanity, Padjadjaran University Bandung, Indonesia</p> <p>Tanty Riyani Department of linguistic, Faculty of Humanity, Padjadjaran University Bandung, Indonesia</p> <p>Suganda Parmanto Tanjung Department of Law, Faculty of Law, Riau University Pekanbaru, Indonesia</p> <p><b>Abstract</b></p> <p>Terrorism is becoming a serious issue, making the world such an unsafe place for humans. According to the European Convention on The Suppression of Terrorism in 1997, terrorism is no longer a criminal behavior against the state, but criminal behavior against humanity. The main cause of terrorism is the spread of radicalism, which semantically means: the notion of wanting change or social and political renewal by violent means. Of course, the eradication of radicalism and terrorism can only be done in a preventive way, namely through learning about the value of humanity from an early age. Based on the theory of Behaviorism, learning is the process of interaction between stimulus and response, so changes in behavior due to learning activities can be tangible. Hence the inclusion of humanitarian studies into the curriculum of education of each country is essential, because the value that is invested early on through the process of learning in the class will be more inherent in the minds of each student, the results and indicators of success can be easily measured. The implementation of the idea is adapted to the culture and educational conditions prevailing in each country, and we are in need of UNESCO involvement which is a Non-Government Organization under the United Nations to carry out the control function as an international organization engaged in education. The outcome of implementing this idea is certainly the decline in the number of radicalism-terrorism that takes place, making the world a more humanist place in the future. <b>Keywords : Education, Humanity, Preventive, Terrorism</b></p>
<p><b>Dr. Chaya Ostrower</b> GICICSSH1713090</p>	<p><b>Humor as a spice for teaching: What is Humor? Why do we laugh?</b></p> <p><b>Dr. Chaya Ostrower</b> Emeritus Professor Beit Berl College Israel</p> <p>What is humor? What is the purpose of humor? Why do we laugh? Humor is a complex phenomenon. There is no general theory of humor or even an agreed definition. When we try to define exactly what counts as humor and what does not, or how humor operates, we find it quite difficult. Humor is comprised of three components: wit, mirth, and laughter. Wit is the cognitive experience, Mirth the emotional experience, Laughter the physiological experience. We often equate laughter with humor, but there are many instances of laughter (tickling, nervousness, etc.) that clearly have little to do with humor. Similarly, there are many instances of humor that do not result in laughter (due to the mood of the appreciator, the social context, etc.). Humor is a quality of perception that enables us to experience joy even when faced with adversity. It is not situations that generate our stress, but the meaning we place on the situations. Humor, like beauty, is a theoretical concept that exists only in our minds and not in the real world. From a non-</p>

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	<p>academic perspective, we view humor as a “sense,” and thus, we talk about a “sense of humor.” Humor, therefore, is not a stimulus in the external world, although there are stimuli that lead to humorous reactions. Humor is also not an emotion, although it can affect emotions and thus, is used in certain emotional situations. What, then, is humor?</p>
<p><b>Odagboyi Isaiah Amedu</b>  <b>GICICSSH1713091</b></p>	<p><b>Bridging the gap between science community and society through science education as a means of protecting the environment in Nasarawa state of Nigeria</b></p> <p><b>Odagboyi Isaiah Amedu</b>  <b>Department of primary education College of education Akwanga</b></p> <p><b>Abstract</b></p> <p>Science education as a discipline concerns itself with the training of qualified teachers to teach in the secondary schools. It also forms a link between scientific community and society where scientific ideas and research findings are brought to the society in their simplest comprehensible forms. This study intends to find out to what extent science education has played the role of enlightening the society as it concerns climate change and the deleterious effects it has on the environment. The study will survey there local governments in Nasarawa state of Nigeria. The sample for the study will be 300 participants randomly selected from the area designated for the study. Two instruments will be designed for the study. One will be a Likert's scale 10-item questionnaire, while the second one will be a semi structured interview to carter for the illiterate class. Data collected will be analysed by calculating percentages of positive and negative responses. It is expected that the analysed data should be able to determine to which extent science education has been involved in educating the society about climate change and the deleterious effects it has on the environment and ultimately man. From the findings, useful recommendations will be made <b>Key Words: science and Society, environment, climate change</b></p>
<p><b>Maheen Nabil</b>  <b>GICICSSH1713092</b></p>	<p><b>Despotic Leadership and Job Outcomes: Moderating Role of Big Five Personality Traits</b></p> <p><b>Maheen Nabil</b>  <b>FAST School Of Management,FAST-NUCES,Islamabad, Pakistan</b></p> <p><b>Abstract</b></p> <p>As the dynamics of organizations become more and more diverse, there is a greater need for leaders who influence their followers to achieve organizational goals and improve their performances. Over the years, there has been a growing interest in the negative aspects of leadership. In this cross sectional study, we examined the effects of despotic leadership on three job outcomes including employee performance, satisfaction and turnover intention. We also observed the moderating role of the big five personality traits in the relationship between despotic leadership and job outcomes. Despotic leadership is known as the dark side of leadership which is based upon personal dominance, morally corrupt and authoritarian behavior that serves the self-interest of the leader. Quantitative method of research has been used, where we distributed questionnaires amongst employees (N=124) and each employee’s respective managers (N=124). The questionnaires were distributed amongst various organizations, both public and private. Our research was situated in Pakistan. The findings of our research indicated that there is a significant relationship between despotic leadership and</p>

	<p>satisfaction and despotic leadership with turnover intentions. However, no such significant relationship exists between despotic leadership and employee performance. Moreover, the big five personality traits did not moderate the relationship of despotic leadership with employee performance, indicating that performance of employees is good despite having a despotic leader. Furthermore, despotic leadership-satisfaction relationship was moderated neuroticism and extraversion of the big five personality traits. <b>Key words:</b> Despotic leadership, Employee performance, Job satisfaction, Turnover intentions, Extraversion, Agreeableness, Openness, Conscientiousness, Neuroticism.</p>
<p><b>Rasmuna Shafiee</b>  <b>GICICSSH1713093</b></p>	<p><b>A Content Analysis Approach to Film Genre: Introducing Pandemic Genre Narrative.</b></p> <p><b>Rasmuna Shafiee</b>  <b>Faculty Creative Multimedia, Multimedia University, Malaysia</b></p> <p><b>Abstract</b>  Genre recognition coincides with what a film is about through an identification known as codes and convention. Filmmakers are aware of these codes and what is expected to work on a specific genre. A genre is usually defined through its narrative content in which the film shares certain fundamental characters. This paper aims to introduce a pandemic genre via narrative using Content Analysis method. This paper firstly, discusses the absent of pandemic genre and its importance as a new genre, follow by discussing the method and describing the sample films and finally to conclude the different between propose pandemic and other genres. A Genre theory by Rick Altman and Andrew Tudor were adopted to identify similar patterns of five films with pandemic related release between 202 and 2011. We studied the recurring patterns of narrative plots and theme to investigate the similar patterns used. The findings found that all films share similar patterns that resulted to suggestive tentative model of pandemic genre <b>Keywords—</b>Framework, Genre, Narrative, Pandemic and Tentative Model</p>
	<p>In the present time, it has been felt and seen that the youth of the 21st century is not mentally sound and emotionally stable. There are many factors which are affecting youth's mental health and emotionality. Job security, exploitation, lack of positive attitude, decision making, unemployment and cultural variations are such factors which are responsible for youth's poor mental health and instability in the emotions. That is why; taking into consideration these factors, the present study is a wonderful effort to check the mental health and emotional competence of kashmri youth. In case of poor and average mental health and emotional competence the investigator will try to suggest the means and measures to promote the mental health so that they will become emotionally stable. The results will be of immense importance in understanding the mental health conditions and emotional competence of kashmri youth. Thus, the present study is purely significant.</p>
<p><b>Mohammed Umar</b>  <b>GICICSSH1713101</b></p>	<p><b>Federalism and National Question: Implications on Nigeria's National Security</b></p> <p><b>Mohammed Umar</b>  <b>Lecturer, Department of Political Science, Federal University Kashere, Gombe State- Nigeria. mujada1981@gmail.com +2347065741213</b></p>

	<p style="text-align: center;"><b>Abstract</b></p> <p>Nigeria is a state with heterogeneous formation composed of different ethnic groups. It is multi-lingual, multi-religious and different historical antecedent. These differences are binding forces in classical Federal states. It galvanizes and enhances social and national cohesion. However, the reverse is the case in Nigeria's experiment with federalism. Nigeria's federalism is characterized by numerous problems which are posing challenges to nation building. These challenges include: leadership and bad governance, ethnic sentiments, constitutional palaver, indigene-settler dichotomy, resource control among others. The paper relied on secondary source of data collection with content analysis as its methodology. It argues that national question has affected national unity and social cohesion among Nigerians which has adversely affected governance in the country by deepening of the crises of national integration and unity among the diverse groups in the country over the years which had negative repercussion on Nigeria's national security. It recommends, among others, that there is the need for the amendment of the 1999 Constitution, especially in the provisions which divides rather than unite the country. Thus, indigeneship should be replaced with residency for certain stipulated years so as to enhance peaceful coexistence thereby enhancing national security.</p> <p><b>Keywords:</b> Challenges, Federalism, National Question, National Security, Nigeria.</p>
<p><b>Magessa Deogratias George</b> GICICSSH1713107</p>	<p style="text-align: center;"><b>Women Participation In General Election 2015 In Tanzania: A Case Of Invomero District</b></p> <p style="text-align: center;"><b>Magessa Deogratias George</b> Tusikamane Secondary School</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This article examine the participation of women in 2015 the general election in Mvomero District, Tanzania. The article focuses on the extent to which women participated in general election 2015, the factors that influenced women to participate in 2015 the general election , and the efforts done by the Tanzanian government to increase women's participation in the general election. The results showed that women participated as voters in 2015 general election in Mvomero district; women participated as poll workers in 2015 general election in Mvomero district responsible on supervising the election process, whereby in all voting stations women poll workers and men poll workers were almost equal. Moreover, women participated as campaign supporters. Lastly, women participated as contestants for council seats in 2015 general election. However, only two women participated in contesting for the council seats.Lack of financial resources and education hindered women to participation in 2015 general election in Mvomero District. Lastly, culture affected women in Mvomero district to participate in 2015 general election; women excluded themselves from participation in politics because of the oppressive culture which made them to be convinced that politics and leadership is for men. The Tanzanian government had provided special seats for women in the district council and parliament so as to orient them with politics and be able to compete for different posts in general election. From these results it is argued that the government should limit Campaign Spending in order to ensure equality of opportunity for all candidates; women are often unable to raise the same levels of funding as men. Setting a ceiling on campaign expenditure and limiting the campaign period, it would promote the ability of women to participate in political life on an equitable basis with men.</p>

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<p><b>Natalia Baranova</b> GICICSSH1713115</p>	<p><b>The financial and Economic Aspect of Assessing the Competitiveness of the Hospitality Industry</b></p> <p><b>Natalia Baranova</b> Lobachevsky State University of Nizhniy Novgorod, Nizhniy Novgorod, Russia, khn2@rambler.ru</p> <p><b>Liudmila Bogatyreva</b> Lobachevsky State University of Nizhniy Novgorod, Nizhniy Novgorod, Russia, mila_nki@mail.ru</p> <p><b>Abstract</b> The paper considers traditional methods for assessing the competitiveness of the hospitality industry. The analysis of economic and financial indicators the some Russian hotels is carried out. An algorithm for assessing the competitiveness of enterprises in the hotel sector based on a statistical analysis of economic and financial indicators is proposed. The study allowed the authors to assess the competitiveness of hotel enterprises.</p>
<p><b>Dr. Anindita Dey</b> GICICSSH1713116</p>	<p><b>Subverting the Authority of Imperial Textuality: Indigeneity in the Byomkesh Bakshi Adventures</b></p> <p><b>Dr. Anindita Dey</b> Debraj Roy College, Assam, India.</p> <p><b>Abstract</b> Detective fiction is generally framed and categorized as a vehicle of pleasure, but this paper attempts to look at the ideological moorings of the genre. It is a postcolonial study of indigenous detective narratives that function as a significant ideological apparatus—an apparatus for rethinking and securing the local cultural identity in the global map. Any form of literary text functions as a signifier of a particular national identity. It is also an indicator of the cultural construct of a state. In this context, one cannot deny the role and influence of the western world over the non-western world. It is seen that literary criticism canonizes those texts that cater to the standards of global hierarchy. The perception of conflict between the national and the global emerges from such hierarchical construct, and hegemonic domination can be clearly seen in the genre of detective fiction too. This paper looks into select Byomkesh Bakshi adventures from postcolonial perspective. Byomkesh was created by Sharadindu Bandyopadhyay (1899-1970), in 1930 when Eurocentrism and cultural hegemony were two sides of the same coin. These marginal texts, some of which written during the pre-independence era of India and some written immediately after decolonization, endeavour to replace the imperial cultural paradigm with its indigenous cultural traits. Sherlock Holmes and his adventures contributed to the racial and cultural superiority rife at that time. When western detectives had complete authority over global acclaim, a dhoti clad Byomkesh Bakshi emerges to establish a paradigm shift with indigenous cultural traits in his personality as well as nationalist fervour in his adventures. The paper examines these narratives as apparatuses for subverting the authority of imperial textuality that foreground an authentic appeal with essential Bengaliness or Indianness. This paper, therefore, seeks to explore how marginal texts can potentially traverse past the hegemonic canons and open up new paths that lead to renewed spaces and new horizons. <b>Keywords: Hegemony; Eurocentrism; Marginality.</b></p>

<p><b>Alabi Yinusa</b> GICICSSH1713117</p>	<p><b>Public Administrative Theory And Its Relevance To The Nigerian Ecology</b></p> <p><b>Alabi Yinusa</b> Faculty of Social and Management Sciences, Department of Political Science, Nigeria Police Academy Wudil, Kano State, Nigeria.</p> <p><b>Abstract</b></p> <p>We analytically put the concept of public administration into perspective in this paper. In the process, we traced its genealogy and, its theoretical provisions as well as the implications and challenges of these provisional at each stage of its development. We specifically zeroed- in on the practical applications of these provisions in a country like Nigeria. Prominence was given to the features – (Political neutrality, anonymity and permanence) – of the Nigerian Civil Service and their attendant practicability or otherwise within the context of the nation’s ecological factors, slippery administrative terrains and cultural pluralism. Within this same context, the issues of representative bureaucracy and its accompanying principles of quota system, federal character as well as the inherent prevalence of conflict of interest and political patronage engendered in the process. Consequent on these efforts, we conclusively argue that there is need for a re-orientation by the Nigerian citizenry and public Bureaucrats vis-à-vis the principles of meritocracy and non-partisanship in dealing with socio- economic, cultural and political issues within the nation’s administrative landscape.</p> <p><b>Keywords:</b> Public Administration, Bureaucracy, Quota System, Federal Character, Political Neutrality, Politics- administrative dichotomy.</p>
<p><b>Wahid Omran</b> GICICSSH1713119</p>	<p><b>Egyptian Cultural Heritage is a tool for sustainable Tourism Development</b></p> <p><b>Wahid Omran</b> Associate professor at Faculty of Tourism and Hotels, director of Civilization and Heritage Center Fayoum University – Egypt</p> <p><b>Abstract</b></p> <p>Egypt is rich in its heritage properties. Memphis and its necropolis –the pyramid fields from Giza to Dahshur site have been recognized as world heritage since 1979. The diversity of the Egyptian tourism products include not only the cultural tourism aspects but also the Leisure tourism; the bathing and beach tourism on the Red Sea and Sinai; this brooding of the spectrum of tourists offerings resulted in 5 million visitors for the first time in 2000. Setbacks in the political environments and travel warnings reduced the number of tourists visiting Egypt from 14 million in 2010 to 9.4 million in 2011. The number exceeded in the following year in 2012 to cover 11.5 million guests due to the booming cultural tourism trend trudged through narrow passageways and tombs of the pyramids. Sustainable tourism cannot be achieved on the strength of political statements. Sustainable tourism development based on heritage sites need to be vetted, perfectly concepts that emphasize strategic partnership, mobility exchange and appropriate awareness –raising concepts, such as those as formulated in the recommendations for the UNESCO World Heritage and Sustainable Tourism programme during the 36th committee session (UNESCO, 2012d) or understood as catchphrases such as ecotourism, sustainable tourism or more recently monument compatible tourism. Although Egypt is varied in its heritage assets, but unfortunately these heritage assets are in need of best management and more marketing policies for creating new tourism aspects. Egypt is mainly distinguished only as a cultural and leisure tourism destination, though it can be regarded as health, conference, farm, eco ,</p>

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	<p>military and handicraft tourism destination. The paper estimates the various great values of the Egyptian heritage assets; to what extent we use these heritage assets? What are the obstacles and the solutions? For promoting new tourism aspects to the Egyptian map. Key-words: Heritage, Tourism, Stakeholders, Marketing, Archaeology.</p>
<p><b>E Bedeu and B Seetanah</b> GICICSSH1713120</p>	<p><b>The Link between Interest rate and Savings: The Case of Mauritius</b></p> <p><b>E Bedeu and B Seetanah</b> University of Mauritius</p> <p><b>Abstract</b> This study investigates the effect of the rate of return on savings for the case of an emerging economy using dynamic time series econometric analysis over the period 1975 to 2015. Results from the analysis showed that in the long-run, the interest rate has a highly significant positive influence upon the level of savings, with a 1% increase in the interest rate leading to an increase of 2.07% in the savings. In the short-run, the inflation rate, the young age dependency rate and per capita income appeared to be the only determinants of savings in the country, with interest rate showing no significant impact. <b>Keywords: Domestic savings; rate of interest; Vector error correction model (VECM)</b></p>
<p><b>Dr. Anurin Indika</b> GICICSSH1713121</p>	<p><b>A Study of the Socio-Judicial Laws Existed during the Tenth Century in Sri Lanka</b></p> <p><b>Dr. Anurin Indika</b> Department of Sinhala, Faculty of Humanities, University of Kelaniya, Sri Lanka</p> <p><b>Abstract</b> Wewelketiya inscription stone which is believed to have been installed during the 10th century, belongs to the reign of King Mihindu the fourth (AC 975). This has been established about twenty one miles to East off the Anuradhapura city in a village named Kenda Koralye Pahala Kenda Thulana. The significance of this inscription is the fact that it exemplifies the socio-judicial legal provisions which existed during the respective era. In tandem with the legal provisions mentioned in the inscription, it reflects the punishments that would be imposed on culprits and upon those who encourage such social misfits while helping them to evade prosecution. In addition, it states the customs and traditions that should be adhered by the people residing in the clan of ten villages. The prosecution took place mainly at two localities that was at central courts and the courts at district level. This scholarly article thus intends to unearth more facts in this regard. <b>Keywords; Tenth Century, Socio-Judicial, Laws, Wewelketiya, inscription.</b></p>
<p><b>Sajuyigbe, Ademola .S</b> GICICSSH1713122</p>	<p><b>Leadership Styles, Entrepreneurial Orientation and Business Performance: Empirical Investigation of Small and Medium Enterprises in Osun State, Nigeria</b></p> <p><b>Sajuyigbe, Ademola .S (Ph.D)</b> Department of Business Administration &amp; Management Osun State Polytechnic, Iree, Nigeria</p> <p><b>Fadeyibi, Isaac Olugbenga</b></p>



	<p style="text-align: center;"><b>Department of Business Administration Fountain University, Osogbo, Nigeria</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>This study examined the relationship between leadership styles, entrepreneurial orientation and performance of SMEs in Osun State, Nigeria. The study comprises on a quantitative survey of 60 Small scale businesses. The data was collected from the business organizations operating in Osogbo metropolis through a self-administered questionnaire. The study covered bakery, block making and packaged water. In the study, SME referred to the firms employed between 10 to 50 employees. Linear regression was used to analysis the data. Results revealed that transformational and transactional have positive and significant effect on performance of SMEs. Result also found that entrepreneurial orientation has positive and significant effect on performance of SMEs. It was also revealed that transformational leadership, transactional leadership and entrepreneurial orientation were independently contributed 50.4%, 49.5% and 48.9% to business performance respectively. It was concluded that leadership styles and entrepreneurial orientation of SMEs operators influenced the success and survival of the SMEs in Osun State, Nigeria.</p> <p><b>Key words : Transformational Leadership, Transactional Leadership, Entrepreneurial</b></p>
<p style="text-align: center;"><b>Aisha Isah</b> <b>GICICSSH1713123</b></p>	<p style="text-align: center;"><b>Elections and Political Violence in Nigeria: Past Mistakes and Challenges Ahead</b></p> <p style="text-align: center;"><b>Aisha Isah</b> <b>General Studies Abubakar Tatari Ali Polytechnic, Bauchi, Nigeria</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Election in Nigeria over the years has become much more than a democratic process of acquiring political power. We have some times now witnessed escalating political violence in different parts of the country, with increasing loss of faith between the electorates and political leaders. During the previous general election in Nigeria, there were charges and counter charges by the political parties of rigging, and general abuse of power by the federal, states and local government levels. Violence, arson, murder, kidnapping and looting become widespread in many states particularly in the northern parts of the country. This paper intends to look at the process of conducting elections in Nigeria and how it cause political violence and make recommendations on how to bring to an end the increasing wave of violence in the electoral system. This is significant as 2019 draws nearer, there is increasing fear and apprehension about possible political violence across the country. Fundamentally there is need for political education and youth empowerment to convert election violence in our polity, to address problem of Nigerian politicians who are suppose to manage political conflicts, are the Ones promoting, arming and funding violence in other to gain political powers by all means. The backward state of the Nigerian economy which has created a large and ready pool of the jobless is seen as the factor promoting political violence.</p> <p><b>Keywords election, violence, Nigeria.</b></p>
<p style="text-align: center;"><b>Nadia Rehman</b> <b>GICICSSH1713133</b></p>	<p style="text-align: center;"><b>Teaching Physics With Interactive Computer Simulation Program At Secondary Level</b></p> <p style="text-align: center;"><b>Nadia Rehman</b></p>

	<p>Education, Fatima Jinnah Women University, Rawalpindi/ Pakistan</p> <p><b>Abstract</b></p> <p>In recent years, due to rapid development in technology. It has been progressively integrated in the teaching and has contributed significant improvements in the teaching-learning process. In education system due to integration of technology in the classrooms, many teaching tools have been developed and available that helped the teachers and students in teaching learning process (Coffman, 2006). In the recent years, interactive computer simulations have been progressively integrated in the teaching science subjects and have contributed significant improvements in the teaching-learning process. Interactive computer simulation is tool that provides realistic experience to the students. Interactive computer simulation provides opportunities to interact with the things that are not possible in real situation. In Pakistan the interactive computer simulation program are not used for teaching Physics at secondary level and no research has been found in Pakistani context in best of my knowledge, so this study will be pioneer. This experimental study focused on investigating the effect of Interactive computer simulation on students' Physics concepts. Two sections of pre-ninth grade were chosen as experimental and control group. Experimental group was taught with interactive computer simulation program, and control group was taught with traditional teaching method. Pre and post-test was designed for both experimental and control group. Independent sample t-test showed that the difference was highly significant between mean scores of experimental and control group after experiment (<math>p=0.00</math>). paired sample t-test showed that there was highly significant difference in the mean scores of pre- and post-test of the experimental group (<math>p=0.00</math>). The effect size was also found out to determine the magnitude of the difference through Pearson's correlation coefficient <math>r</math> and a very large effect was identified. Apart from quantitative data interviews from teachers and focus group discussion were held to get the teachers and students views. Qualitative data concluded that teachers and students appreciated the simulation program for teaching Physics complex concepts. Research implications, contribution to the field and future research opportunities provided thought provoking results that will help to improve the situation of ICT in Pakistan and reduce the culture of rote memorization among students.</p>
<p>Uğur Çağlak GICICSSH1713136</p>	<p><b>Social Media Addiction and Narcissism</b></p> <p>Uğur Çağlak Necmettin Erbakan University Department of Public Relations and Advertising, Faculty of Social and Human Sciences</p> <p>Türkiye</p> <p>As contrast to the traditional communication means such as radio, television and newspaper, the most important feature of today's new media communication tools is the ability to receive effective feedback in a very large scale. The most important entertainment and communication mechanism of today is the new media that has a feature of using computer and mobile communication tools at anytime/anywhere. Among the most significant characteristics of this channel are online shopping, sending e-mail, playing computer games and accessing to desired sound and videos. Social media is one of the most important tools of Internet based media that can be used more effectively with these features. Social media usage, which has</p>

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	<p>almost reached literacy learning age, has become one of the most important communication tools of our time. Despite its widespread use among young people, the sociological media is used by many different demographic segments. Social media has both advantages and disadvantages in this respect. Social media appealing to all segments of the society can be used extensively with the features of disseminating information much faster, creating new job opportunities, giving opportunity to involve in social movements, being very cheap/ widespread advertisement and being even a political campaign . area However, with these advantages, there are some disadvantages in terms of the common use of fake news, the expression of privacy, social media addiction and the emergence of narcissistic personality with overuse of social media. Today, many people can spend their hours on social media. There is a group of people who share/want to be every moment on the social media and experience psychological problems when they are away from the media. There are masses that respond similarly to substance abuse react a kind of addictive behavior. Social media, which has become a kind of behavioral addiction in people, can also cause and increase narcissistic personality tendencies. Especially self-expression and surveillance is becoming increasingly normal nowadays, thus social media has become an important means in creating a “surveillance society and violating the privacy of individuals. Social media addiction, social media addiction types and surveillance features, narcissic personalities that come into exist with self-expression and surveillance were discussed through examples in this study. Academic studies on addiction and narcissism are evaluated and the positive and negative sides of social change and transformation of the digital field in today's society are examined</p> <p><b>Key words:</b> Social Media, Addiction, Narcissism, Surveillance Society, Self-Expression of Privacy</p>
<p><b>Tendai Chari</b> <b>GICICSSH1713138</b></p>	<p><b>The Role of Diaspora Media in Peacebuilding and Conflict Resolution: The Zimbabwe Experience</b></p> <p><b>Tendai Chari</b> <b>University of Venda</b></p> <p><b>Abstract</b></p> <p>Zimbabwe’s diaspora media has played a significant role in the mediation of the national discourses. The global dispersal of the Zimbabwean population at the turn of the century, due to a multi-layered crisis coincided with an upsurge in the number of diaspora media outlets. The closure of media houses occasioned by stringent government regulations and the restructuring of the state media forced hundreds of media practitioners to emigrate into neighbouring countries in the Southern African Development Community (SADC) region, Britain, the United States of America, Australia, and some European countries. In order to contribute to the democratisation agenda of their country, and to eke out a living, the exiled journalists started news media websites and radio stations in the host countries catering for the diaspora population as well as those in the homeland. Although there is consensus that the diaspora media have played a significant role in internationalizing the multi-layered crisis in the country, thereby placing Zimbabwe on the global spotlight their democratic content has been subject to contestations. Whether these media have really contributed to democratisation or have contributed to the escalation of conflict by fanning political tension is the question. Empirical data on how these media have narrated events in the country or the precise impact of their interventions in the crisis is scant. Using Michael Foucault’s discourse</p>

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	<p>analytic approach, this paper examines the Zimbabwean diaspora media's constructions of the protracted political party negotiations for a Government of National Unity (GNU) (2008-2009) between the main political parties, namely Zimbabwe Union Patriotic Front (ZANU-PF), Movement for Democratic Change-Tsvangirai (MDC-T) and Movement for Democratic Change-Mutambara (MDC-M) in order to gain insights on the role of the diaspora media in conflict situations. Empirical data for the study was gathered through discourse analysis of purposively sampled hard news and opinion articles published in three Zimbabwean Diaspora news outlets, namely NewZimbabwe.com, Studio 7 (VOA) and Nehanda Radio.com. Textual data was complemented by semi-structured interviews with journalists and editors from the selected news organisations. The tentative argument in this paper is that the Zimbabwean diaspora media has been more oriented towards conflict rather than peace discourse, epitomised by a tilt towards perpetuation of the crisis rather than its cessation, thereby entrenching anti-democratic practices and cultures. This is particularly the case during the negotiations for a Government of National Unity the diaspora media were oriented towards conflict rather than peace discourses. The paper further argues that these peace discourses are symptomatic of the diasporic setting and context which engenders contradictory reflexes in relation to the host and home country. This way, the study contributes new knowledge to the nascent field of diaspora and democratisation.</p>
<p><b>Samia Fatima</b> GICICSSH1713139</p>	<p><b>Learning To Teach With Differentiated Instruction In B.ED (Hons) Program: An Institutional Case Study</b></p> <p><b>Samia Fatima</b> Department of Education, Fatima Jinnah Women University ,Rawalpindi, Pakistan</p> <p><b>Abstract</b></p> <p>Single embedded case study was used in this study. Within case study sequential mixed method was used. The purpose of this study was to explore the teacher educators' understanding and practice towards DI and the views of pre-service teachers about their preparation to use differentiated instruction in B.ED (Hons) program. Purposive sampling was used in this study. The researcher used questionnaire, observations and interviews to explore the teacher educators' understanding and practices towards DI. Focus group discussion was used to know the views of pre-service teachers about their preparation to use DI in the classroom in a B.ED (Hons) program. For quantitative part twenty one teacher educators were selected from department of education at FJWU. Descriptive statistics was used to analyze the questionnaire. For qualitative part seven teacher educators were selected for observations and interviews who rated themselves as a frequent users or in-frequent users in questionnaire and six pre-service teachers were selected for focus group discussion Each teacher educator was observed for three times. The quantitative findings shows that teacher educators were familiar as well as they practiced DI in pre-service classes. But after interviews and observation with teacher educators it was observed that teacher educators had limited knowledge about DI as compared to the description of DI in the literature and their practices were similar as they described. This study concludes that pre-service teachers prepared by the institution possess limited knowledge about DI as the teacher educators who teach them. There is a huge gap between actual DI and the practices employed by teacher educators. To fill the gap and to prepare teachers who could address the diverse needs of students in the classrooms, each teacher</p>

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	preparation program must critically analyze their practices regarding National professional standards for teacher in Pakistan (NPSTP)
<p><b>Himani Kulkarni</b> GICICSSH1713143</p>	<p><b>And To Be Gorgeously Gay: Construction of Body Image in Gay Men</b></p> <p><b>Himani Kulkarni</b> Research conducted as a student of Master of Arts in Applied Psychology- Specialization in Counseling Psychology, 2017, School of Human Ecology, Tata Institute of Social Sciences, Mumbai, India.</p> <p><b>Abstract</b> The aim of the present study was to understand the construction of body image in gay men. The design of the study was a social constructionist exploratory narrative qualitative design. The sample comprised of 5 gay men in the age range of 18-30 years. The data was collected through purposive snowball sampling. The study examined the construction of body image beginning in childhood through the process of socialization and construction of body and beauty ideals which then concretize over adolescence and adulthood. The dominant script of gender - masculinity and muscularity- had an influential relationship with development of body image. The biosocial components like puberty and developmental stages of emerging and young adulthood witnessed the impact of self perceived sexual attractiveness of the individual and the feedback from sexual and romantic partners about one's body on body image. The gendered ideals of beauty, body and appearance were conveyed through messages from family, peers, media, social media, romantic and sexual partners and larger cultural discourse. The ideals of beauty in gay subculture and the emphasis on "straight acting" were explored. The conundrum between muscularity and thinness was a prominent theme overall. The study has implications in better understanding the nuances of the intersection of body, gender and sexuality in gay men presenting with body image related concerns in psychotherapy.</p>
<p><b>Zaimudin Al-Mahdi Moka</b> GICICSSH1713146</p>	<p><b>Applying Islamic Wealth Management Concept as an Instrument for Global Economic Development</b></p> <p><b>Zaimudin Al-Mahdi Moka</b> Undergraduate Student at Department of Islamic Economic, Faculty of Economic and Management, University of Darussalam Gontor Ponorogo</p> <p><b>Abstract</b> Human life can't be separated from needs and desires. A strong relation between human and natural life. Humans fill their needs by exploring and utilizing the natural sources around them and generate wealth. However, with the availability of natural resources in fulfillment of human needs. The current wealth management system does not provide much of a significant role in the management and utilization of existing resources and tends to exploit and lead to social crises and social inequalities. This paper discusses comprehensively the direction and objectives of the application of islamic wealth by classifying wealth and wealth management planning as reflection of Maqasid Shariah and its realization in global economic stability and development. By analyzing descriptive-normative the relevance of islamic wealth theoretical as an ideal parameter. Also the analysis of synergicity relation between government and Islamic wealth management system . Islamic wealth offers a bright prospect in improving the the stability and economic global prosperity development.</p>

<p><b>Jolanta Rodzos</b> GICICSSH1713147</p>	<p><b>The Concept Of Place Attachment Versus Sustainable Cities</b></p> <p><b>Jolanta Rodzos</b> Faculty of Earth Sciences and Space Management, Maria Curie-Skłodowska University, Lublin, Poland</p> <p>The idea of sustainable development is currently the basic concept determining the rules of life and management of modern societies. Cities are forced to minimize their impact on the natural environment in their own interest and for the protection of the whole planet. At the same time they are obliged to provide an ongoing economic and cultural progress. Given the background, apart from investing in urban infrastructure, one of the tasks for cities is to motivate the inhabitants to take care of the living environment. Hence, a mission for local authorities in urban areas is the development of communities, focused on common tasks and willing to undertake cooperative activities. In this context the concept of place attachment seems to be useful. The purpose of the article is to stimulate discussion about the role of place attachment in development of sustainable communities and sustainable cities and to enhance current understanding of the social and psychological phenomena that occur between communities and their living environment. The author presents an idea of applying the intrinsic human need for belonging to a place and society into forming strong, resilient communities able to revival, to adapt to new conditions and to transform when necessary. The author also considers relations between attachment process and satisfaction of human needs. The results of this study suggest that place attachment comprising an affective and cognitive bonds with a place may increase peoples' willingness to enter into contact with others and to act for the common good. The pivotal role in the attachment process plays satisfaction of human needs of higher order, including the need for relatedness, growth and contribution that define people as social creatures. Several paths for future research are outlined, such as the relations between place attachment and environmental responsibility in urban areas.</p> <p><b>Key words:</b> city, sustainable development, place attachment.</p>
<p><b>Adel Bessadok</b> GICICSSH1713148</p>	<p><b>Online Social Networks Sites and Basic Human Values</b></p> <p><b>Adel Bessadok</b> E-Learning And Distance Education Deanship, Umm Al Qura University, Makkah, Saudi Arabia</p> <p><b>Abstract</b></p> <p>Online social networks sites have attracted billions of users and have created a new world of an interactive collaboration and communication. Previous studies have shown an existing relationship between the use of online social networks sites and personality. Recently there has been an increasing interest in studying the use and effects of online social networks sites on human behavior whether these effects are positive or negative. Using a sample of 420 young students, this study use Schwartz's value framework to investigate and examine the relationship between the online social networks use and basic human values. The most relevant result shown that, more student with personal focus is motivated in building new relationship using social networks, the more he is less interested in reinforced an existing one.</p> <p><b>Keywords—</b>Basic Human Values, Online Social Networks Sites, Structural Equation Model, Confirmatory Factor Analysis</p>

<p><b>Pallavi Vartak</b> <b>GICICSSH1713151</b></p>	<p><b>Corporate Governance: A Literature Review With A Focus On Public Sector Undertakings In India</b></p> <p><b>Pallavi Vartak</b> <b>Affiliation: Department of Management, Faculty of Finance, Vivekanand Education Society's Institute of Management Studies</b></p> <p><b>Abstract</b></p> <p>Business dynamic of today's market has changed and as a result, market need to focus on transparency in the business hence corporate governance has become important for all sectors including government organization. Corporate Governance is steadily focusing on building the confidence of its various stake holders including Customers, Suppliers, employees, shareholders, Bankers and Society at large. As these public-sector organization (PSU) are socially responsible unit, it becomes utmost important for these organization to adhere to these clauses because these are run by tax payer money for its operation. Corporate governance means a system of rules, practices and processes by which a company is directed and controlled. The corporate Governance framework of any Public-Sector Undertakings depends upon the four pillars namely Transparency, Full disclosures, Independent monitoring and Fairness to all. The Objective of the study is to examine the existing corporate Governance environment, practice and institutional framework in Public Sector Undertakings in India. It is a theoretical review of corporate governance in public sector unit in India. This paper attempts to understand the various reason for failure to hold governance of the PSUs in India and accordingly provide the solutions to improve the implementation of corporate governance in Public Sector Undertakings in India. Though the public sector has unique characteristics but need to adhere the corporate governance to bring the accountability, transparency in business and enhance confidence of the stakeholders.</p>
<p><b>Rupali Rajesh</b> <b>GICICSSH1713152</b></p>	<p><b>Evaluating The Factors Influencing Online Shopping And Its Consumer Satisfaction Pune Area</b></p> <p><b>RUPALI RAJESH</b> <b>Assistant Professor</b></p> <p><b>Vivekanand Education Society's Institute of Management Studies and Research (VESIM), Affiliate to University of Mumbai 495-497, Collectors colony, Chembur, Mumbai-71. India</b></p> <p><b>Abstract</b></p> <p><b>PURPOSE: -</b> The purpose of this study is to develop an understanding of the factors which are influencing for online shopping in Pune area and to explore the demographic factors which influences the level of customers satisfaction of online shoppers.</p> <p><b>DESIGN/METHODOLOGY/APPROACH: -</b> The exploratory research method is used. Survey method is used for data collection through structured questionnaire based on demographic profile like gender, age, duration and frequency of online shopping etc. 114 samples were scored on the basis of thirty-four variables of influencers and satisfaction of online shoppers in Pune area from Maharashtra State in India. The statistical tools for non-parametric data like Mann Whitney Test, Kruskal Wallis Test are used for data analysis.</p> <p><b>FINDINGS: -</b></p>

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	<p>The findings of the study reveal that age of customers does not have influencing role in preferring factors for online shopping. Whereas male and female, prefers same parameters for online shopping as well as for customer satisfaction and after sales services.</p> <p><b>PRACTICAL IMPLICATIONS: -</b> This research will help the e-retailers for promoting their brands in online market targeting to digital customers also boost sale by framing marketing strategies sometimes in general or based on demographics of customers specially in FMCG category.</p> <p><b>RESEARCH LIMITATIONS: -</b> The study is limited to FMCG Sector- Personal products like Apparels like T-shirt, jeans, formals, casuals, ethnic followed by Accessories like watches, sunglasses, handbags, jewellery and Shoes and sandals. It covers only Pune area from Maharashtra state in India.</p> <p><b>ORIGINALITY/VALUE: -</b> focus on key dimensions of online shopping factors like convenient and time saving, Variety of product and brands available, Trusted shopping, Product reviews, 24*7 Shopping, Cash on delivery, clarity about terms and conditions, risk at credit card transactions, past purchase experience etc., as well as customer satisfaction factors like return policy, product quality, overall experience etc., these results will enable e-marketers to designs better appropriate strategies aiming to shopping experience and satisfaction.</p> <p><b>Keyword: Motivation and Satisfaction, Online shopping, Customer Satisfaction, e-retailors.</b></p>
<p><b>Awwal Abdullahi</b> <b>GICICSSH1713153</b></p>	<p><b>The Economic And Social Benefits Of Air Transportation To Tourism In Nigeria</b></p> <p><b>Awwal Abdullahi</b> <b>Leisure and Tourism Management, School of Science and Technology, Federal Polytechnic, Mubi Adamawa</b></p> <p><b>Abstract</b></p> <p>The increasing need for leisure travel which had increased the overwhelming tourism development in Nigeria and the world at large has necessitated the high desire for air transport. The growing availability of affordable air transports has considerably widened aviation's role in our present society. As air travel is no longer a luxury commodity but rather a necessity. The air transport industry has not only underpinned wealth creation in the developed world, but has also brought enormous benefits to developing economics by unlocking their potentials for trade and tourism. This paper has kept us informed on about economic and social benefit of air transport to tourism and its valuable contribution to job creation and Gross Domestic Products (GDP)As this information will enable governments and the air industry to make sound decisions to ensure air transports continuous and sustainable tourism growth. Also other industries are important to the economical social well-being of a Nation as transportation. Transportation is a prime factor in shaping patterns of human social, economic and cultural existence by shrinking the planet. Air transport is currently rate as the principal means of intermingling and integrating desperate economies and cultures and stimulates social and cultural cross-fertilization, educational experience, economic growth and diversity in an increasing interdependent global environment. The economic sectors largely depend on safe, reliable, efficient and reasonably priced commercial air transportation, because the industry is environmentally/friendly and responsible. It has become one of</p>

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	<p>the greatest contributors to the advancement of modern day society having addressed the growing demand for mobility.</p>
<p><b>Adeniyi Adesogan</b> GICICSSH1713154</p>	<p><b>Provision Of Facilities, Services And Opportunities For Leisure And Recreation To Curb Youth Restiveness In Nigeria</b></p> <p><b>Adeniyi Adesogan</b> Leisure and Tourism Management, School of Science and Technology, Federal Polytechnic, Mubi Adamawa</p> <p><b>Abstract</b></p> <p>Today leisure and recreation have become significant in shaping the character and well-being of individuals, families, communities and society at large. Leisure can be viewed as a free time judiciously used and recreation as individual or group engagement during leisure time which is for personal enrichments, development and for the good of the community. This smokeless industry constitutes a major force in our national and local economies and is responsible for millions of jobs in such varied fields of sport, entertainment arts and crafts, travel and tourism, dance and music, health and fitness among others. To prevent our youth from engaging in social vices, with huge adverse effect on our cooperate existence as a nation, activities like kidnapping, armed robbery, 419fraudsters , cattle rustling, terrorist acts, prostitution, cultism, delinquency, political thuggery, rape, vandalism, just to mention but few, all these can be curbed by the provision of facilities, services and opportunities for leisure and recreation. In addition to sociability, leisure and recreation also provide major personal benefits in terms of meeting physical, emotional needs as well as philosophical and other important health related needs for participants. In a broad sense the leisure and recreational life of a nation reflects its fundamental value and character. The very dance and music, games and sports, help to create better understandings, foster peace and shape character and well-being of families, communities, and society at large.</p>
<p><b>Zainulabiden Malik</b> GICICSSH1713157</p>	<p><b>Major threats to Pakistan from Afghanistan</b></p> <p><b>Zainulabiden Malik</b> Department of World History, Shaanxi Normal University, Xian, China</p> <p><b>Han Zhongyi</b> Department of World History, Shaanxi Normal University, Xian, China</p> <p><b>Abstract</b></p> <p>Pakistan and Afghanistan share same culture, religion and history, but the main issue of fight between them is Durand Line. The rise in the terrorist attacks has destroyed friendly relations between them. After the Cold war, Afghanistan became a serious threat to Pakistan and when the USA attacked Afghanistan for swiping away the Taliban regime, this threat increased many times. After the incident of 9/11, the NATO forces forced Pakistan to become their ally in the War. Federally Administered Tribal Areas (FATA) became the home of militants because of the low security of the Pak –Afghan border which resulted in increased militancy in Khyber Pakhtunkhawa(KP).The increase in the terrorist attacks in the region has not only raised the death ratio but also damaged the infrastructure and economy of FATA and KP particularly. At the end of year 2014 the withdrawal of US troops from Afghanistan took place without the complete crush of Afghan Taliban which encouraged Pakistani Taliban that in similar</p>

	<p>manner they can take control of Pakistani Government. Pakistan should have friendly relations with Afghanistan. This will lead to not only stabilize the internal situation of Pakistan but also improved their bilateral relations with India. Resultantly access to Central Asian Republics will be easy and China can be more helpful to Pakistan in this context.</p> <p><b>Keywords: War on terror, Taliban</b></p>
<p><b>Y.DollyTejaswi</b>  <b>GICICSSH1713158</b></p>	<p><b>Vedic chanting, Resilience and Mental Health</b></p> <p><b>Y.DollyTejaswi</b>  <b>M.A Psychology, Osmania University – Clinical Counselor, Nova IVI Fertilty Clinic. Osmania University</b></p> <p><b>M.SreeSudha</b>  <b>B.A Psychology, Osmania University – Student</b></p> <p><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. 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>Zohreh Hosseini</b>  <b>GICICSSH1713159</b></p>	<p><b>Identifying potential of health tourism in Pasargadae region, Iran</b></p> <p><b>Zohreh Hosseini</b>  <b>Laboratory of Stone Conservation and Restoration, Research Center of Pasargadae World Heritage Site, Pasargadae World Heritage Site, Madar-soleyman, Iran</b></p> <p><b>Abstract</b></p> <p>Health tourism is one of the most influential parameters that can play a significant role in the tourism development of the country. Although this concept has been given special attention in the developed countries, developing countries such as Iran, in spite of the richness of capabilities and potentials, have not made a worthwhile investment in this field. Despite the fact that health tourism in Iran is in its infancy, it can strengthen its</p>

	<p>foundations in Iran by creating new opportunities and competitiveness of the tourism industry. This paper seeks to provide a first assessment of this emerging phenomenon in the area, which aims at introducing and designing a health tourism center or health village in the Pasargadae region of Fars province, due to the high potential of this region to attract tourists and excellent positions to construct health village. For this purpose, by identifying strengths and opportunities for sustainable health tourism development, as well as by examining challenging issue and threats, guidelines for converting the weaknesses into opportunities, and effectual usage of strengths and positive points with the applicable approach are presented.</p> <p><b>Keywords:</b> Pasargadae, Traditional medicine, Medical herb, Tourism development, wellbeing tourism, Health tourism</p>
<p><b>Saleh Haghshenas</b> GICICSSH1713160</p>	<p><b>Analyzing Fate in Greek dramas Concentration on Works of Sophocles and Aeschylus</b></p> <p><b>Saleh Haghshenas</b> University of Guilan, University of Guilan, Iran, Shiraz</p> <p><b>Abstract</b></p> <p>The word 'fate' has been one of the oldest concepts dominating the minds of all philosophers and thinkers with different interpretations. Given that ancient Greece played a leading role as a center of art and philosophy, the meaning of fate became an undetectable part in people's belief. This article follows a descriptive and analytical method and in the beginning takes a look at the philosophers' idea about fate. Afterwards, the meaning of fate in tragedies of Aeschylus and Sophocles is surveyed. At last, the trilogies of these two playwrights as well as the characteristics of Gods and heroes in their tragedies are addressed. The basic goal of this essay is to identify the source of God's will in the mentioned tragedies. Although in ancient Greece ideology, Gods are the ruler of universe who dominate human being and his life, tragedy is a ground of conflicts of wills (from God's side or hero's side) revealing actions and reactions in the field of fate believed to be a mysterious and powerful force controlling even Gods.</p> <p><b>Key words:</b> Fate, Aeschylus, Sophocles, Greece, tragedy, Gods.</p>
<p><b>Wangchen Zhou</b> GICICSSH1713161</p>	<p><b>Mass Shootings in the United States During 1966-2017</b></p> <p><b>Wangchen Zhou</b> Student, Williston Northampton School, Easthampton, United States</p> <p><b>Abstract</b></p> <p><b>Aim:</b> This study aimed to study and display the trend of Mass Shootings in the past 50 years (1966-2017) and explore the factors associated with fatalities and damage levels in the United States' mass shootings. It also provides information for political debates on homeland security, gun laws, and immigration policies.</p> <p><b>Methods:</b> We utilized a public dataset called Mass Shootings in the United States of America (1966-2017) in this study. According to the dataset, The US has experienced 398 mass shootings in last 50 years, resulting in 1,996 deaths and 2,488 injured. We grouped these 50 years into five 10-year periods (P1: 1966-1977, P2: 1978-1987, P3: 1988-1997, P4: 1998-2007, P5: 2008-2017). We focused on examining how the number of mass shootings has fluctuated throughout time, and those incidents' scatter across America. Poisson regression was conducted to examine the factors associated the</p>

	<p>number of people killed and the number wounded, respectively. The elements we considered included time period, mental health condition, gender, location openness, and ethnicity.</p> <p><b>Results:</b> The frequency of mass shootings remained low until 1985. After 1985, the frequency increased and retained at a relatively low level again through 2005. After 2005, the frequency increased rapidly. In 2016, the frequency reached its peak, 69 mass shooting events. California had 30 mass shootings in past 50 years, ranked number one, which was followed by Florida with 20 events and Texas with 18 events. The Midwest states, for example, Iowa and Indiana, barely had any events over the years.</p> <p>An average of 4 fatalities and 6 injured are involved in each event. A total of 59 were killed and 527 were injured in the worse event in 2017 Las Vegas shooting. More people were killed, and more injured in the most recent 10 years than any other period; the number of victims are trending up quickly.</p> <p>According to the Poisson regression model, female shooters caused less deaths than male shooters; shooters with mental issues caused significantly more deaths; the black shooters caused less deaths than the white shooters in an event. More deaths were observed if an event happened in a closed location than open location. The temporal trend was not significant after adjusting all other variables.</p> <p><b>Conclusions:</b> This study identified the potential trend for mass shootings to help the public better understand the situation and also provided more information for gun control debate. The quick increase in the number of mass shootings and fatalities is worrisome; an immediate and strong intervention is needed to solve this pressing issue.</p>
<p><b>Marco António Batista Martins</b> GICICSSH1713052</p>	<p><b>New World Order: BRICS, European Union and United States of America.</b></p> <p><b>Marco António Batista Martins</b> Department of Economics, Social Sciences School, University of Evora Evora, Portugal</p> <p><b>Abstract</b></p> <p>The US elections mean the opening of a new era in the search for global rebalancing, especially in the triangular relationship between the United States, Russia and China against the weakening of the European Union. The election of Donald Trump, leader of the world's largest power, sparked a wave of unprecedented protests in America's electoral history. It exposes an anti-system image that purports to erase policy options implemented by its predecessors, as well as externally reassess the role of NATO. Bilateral relations between the United States and Russia are markedly expectant.</p> <p>The United States elections unveiled the beginning of a new era, in addition to changes in the global balance that translates the set of powers in the international system with the BRICS, where authenticity tends to disappear and give way to lies, but in a strategic game In international relations in information management. Present and future leaders to come will surely target their dialogues between the public spheres with the world and private press environment, in a kind of entertainment with civil society through the introduction of the concept of disinformation in a promising new world order.</p> <p>Precisely, misinform is to manipulate, eliminate, hide, and even modify the sense that we want to convey a fact of its national / international origin. In fact, this concept is introduced by the hand of Vladimir Putin on a scale of a possible hybrid war with the United States and the European Union.</p>

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	<p><b>Keywords: BRICS, USA, International Relations, European Union, cybersecurity</b></p>
<p><b>Pritika Pariyar1</b>  <b>GICICSSH1713056</b></p>	<p><b>Provision Of Drinking Water In The Towns Of Darjeeling Hills, India: An Analysis Of Municipal Water Supply In The Towns</b></p> <p><b>Pritika Pariyar1</b>  <b>PhD Research Scholar, Center for the Study of Regional Development (CSR), School of Social Sciences, Jawaharlal Nehru University, New Delhi</b></p> <p><b>Abstract</b></p> <p><b>DATABASE AND METHODOLOGY</b></p> <p>The present study is based upon the secondary data available from the Government Organizations like the Census of India and the Municipality and PHED offices of the respective towns. Data collected from different means like books, newspaper, articles and handouts has also been referred. The study has involved the description, interpretation, and problems and prospects of the subject matter.</p> <p><b>RESULT</b></p> <p>Despite receiving highest annual rainfall and having several perennial and non perennial rivers municipality/PHED has failed to provide the drinking water to all the households. Tremendous population growth and massive deforestation accelerates the problem leaving the municipalities at bay. Besides, Primitive system of water management, unsuccessful water projects, unsatisfied water delivery and management are named to be few. Initiation of water projects in the region but have not been successful due to various reasons like degradation of the ecosystem (location of rare species of fauna and flora), not getting NOC from the army to laid down the pipes in their cantonment area, failure because of poor work and political unrest etc.</p>
<p><b>Zou Yuxin</b>  <b>GICICSSH1713063</b></p>	<p><b>A Hero or An Unlucky Man? A Cultural Study of ‘Spoof’ (egao) in China</b></p> <p><b>Zou Yuxin</b>  <b>The Hong Kong Polytechnic University</b></p> <p><b>Abstract</b></p> <p>With the development of the internet, the netizen, especially the young, show their great passion to express the view to the existing governmental ideology. Spoofing the revolutionary heroes or the revolutionary stories is one of the methods. Through this way, the traditional official narration has been changed and a new possibility of explaining the aspects of the society has emerged. Differently with the previous way to thoroughly negative or overthrow the authority of the official viewpoint, ‘spoofing’ provides a new perspective to observe the political environment in China. More important is, it is mainly based on the outline of the official narration. The question is, does it mean the political atmosphere is more relaxed in contemporary China or even depressed? Does the young generation and their culture make them to get more opportunity to realize the political democracy? In this paper, I will use some examples to reach the answer.</p>
<p><b>Lebia Gladis</b>  <b>GICICSSH1713070</b></p>	<p><b>Aging In The 21ST Century: A Sociological Analysis Of Senior Citizens In The Pakalveedu</b></p> <p><b>Lebia Gladis</b>  <b>Department of Sociology, Faculty of Social Sciences, St. Teresa's College, (Autonomous) ,Ernakulam, Kochi, India</b></p>

	<p style="text-align: center;"><b>Abstract</b></p> <p>Ageing in the 21st century has become a major domain of discussion for sociologists around the globe. The proliferation of aged population has led to a plethora of institutions for the care of the senior citizens. In this context, adult day care centres, which are popularly known as ‘Pakalveedu’ in Kerala, India, acquires special relevance. This study examines ‘Pakalveedu’ as an emerging trend in Kerala, in its multifaceted dimensions. The specific objectives of the study were to examine the socio-economic profile of senior citizens at ‘Pakalveedu’ in Kerala, to understand the motivational factors of the respondents to visit ‘Pakalveedu’, to find out the respondents’ viewpoints with regard to ‘Pakalveedu’ as an institution for the care of the elderly, to find out the opinion of the members with regard to the infrastructural facilities in ‘Pakalveedu’, to examine the nature of social interaction among the members in ‘Pakalveedu’, and to find out the extent of satisfaction of the senior citizens at ‘Pakalveedu’ in Kerala. A total of 267 senior citizens in different districts in Kerala, India, who visited ‘Pakalveedu’ constituted the sample of the study. The tool used for data collection is interview schedule. The study found out that majority of the respondents are satisfied in visiting ‘Pakalveedu’ irrespective of their socio-economic background. ‘Pakalveedu’ as an institution challenges the existing stigma associated with institutions to take care of the elderly as places for abandonment of old people. Rather, it is considered by the respondents as an arena for meaningful discourse among peer groups, which help them to spend their day time happily and peacefully. The respondents hold a highly positive attitude towards the facilities and services offered by Pakalveedu, and consider it as a safe haven wherein they get social support from members of their age. The policy implications of these research findings to the further improvement of the senior day care centres, and suggestions are also discussed.</p>
<p><b>Dr. Sajitha Kurup</b> GICICSSH1713071</p>	<p style="text-align: center;"><b>Professionalism Among Married Women Teachers</b></p> <p style="text-align: center;"><b>Dr. Sajitha Kurup</b> Department of Sociology, Faculty of Social Sciences, St. Teresa's College (Autonomous), Ernakulam, Kerala, Kochi, India</p> <p style="text-align: center;"><b>Abstract</b></p> <p>All the evidence from different education systems around the world shows that the most important factor in determining how well children do is the quality of teachers and teaching. A comprehensive body of research clearly indicates that effective teachers are the main factor in raising the achievement and fostering the ongoing engagement of students. Teaching is one of those rare jobs in which one's work is wrapped up in one's personality. It is very demanding socially, psychologically and spiritually. Hence an absolutely high level of professionalism is inevitable in the teaching arena. This study examines how the three factors: gender division of labour at home, dual career family pattern, and Choice Based Credit Semester system (CBCSS) in Mahatma Gandhi University, affect professionalism of married women teachers. A total of 350 married women teachers from aided, unaided and government colleges under Mahatma Gandhi University, Kottayam, constituted the sample for the study. The tool for data collection was interview schedule. The study found that majority of respondents has only a moderate level of professionalism. Gender division of labour at home and professionalism remain as two distinct components in the lives of the respondents, without an explicit, direct relation between them. The analysis of dual career pattern and professionalism shows that married women</p>

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	<p>teachers continue to juggle between home and work, and this is definitely imprinting ineffaceable unconstructive impression in their professional investments. The data points out the teachers have not yet fully accepted the CBCSS in their mind set. The investigation into the relation between CBCSS and professionalism has pointed out that different changes that have come up in the form of Internal Assessment system, semester system, grading system, digital campus and syllabi oriented teaching has affected the professionalism of the respondents to a considerable extent. The policy implications of these research findings to the professional development of teachers and suggestions are also discussed.</p>
<p><b>Georgia Ann Benny</b> GICICSSH1713080</p>	<p style="text-align: center;"><b>Divorce Among Catholics A Sociological Analysis</b></p> <p style="text-align: center;"><b>Georgia Ann Benny</b> Assistant Professor Dept. of Sociology St. Teresa's College(Autonomous) Ernakulam, Kochi, India.</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Seperation and Divorce terminate the social and legal contract of marriage and result in the break-up of the family. Divorce rates have become the modern equivalent of Durkheim's suicide rates, in as much as they are treated as the measure of the stability of family life and ultimately a measure of social cohesion. Instability in the family leads both to personal instability and social instability. Divorce has therefore occupied a particularly significant place in the study of contemporary social problems not only it has been seen as a problem in itself, but because it has been seen as giving rise to a host of other difficulties. Divorce is seen to have generated a new psychology in which the younger generation "fail" to recognize that they have to work at relationships to make them last and that much self sacrifice is required to maintain it. Scriptures in Christianity teaches that "What God has joined together, let man not separate." Divorce in Christianity is not an option except in specific situations. Catholic Theology</p>
<p><b>Milind Dandekar</b> GICICSSH1713096</p>	<p style="text-align: center;"><b>Evaluation Of O'Neill's Desire Under The Elms In The Light Of Nine Rasas Of Bharat Muni.</b></p> <p style="text-align: center;"><b>Milind Dandekar</b> Night College Of Arts And Commerce, Shivaji University, Ichalkaranji, Maharashtra, India</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This study indicates that how Nine Rasas of Bharat Muni can be applicable to the drama of any language of the world. Nine Rasas literally means 'essence', it is used as the sense of emotional state. These Nine Rasas are the backbone of the Natyasatra (Dramatics), In simple words Nine Rasas are complete nine emotions of the human being. The play Desire Under The Elms carries all the Nine Rasas with ups and down. The plays divided into three parts and each part having several scenes. All the Rasas in the form of emotional state lifts the play at the certain height. The intense emotions of the play are greed, lust and pride. All the Rasas are included in these intense emotions. The play opens with the light mood i.e. love, laughter, anger etc. The second part carries the prominent mood of hatred and anger. The third part carries disgust, pity, fear and the calmness with the tragic note. The play opens with the question mark and the same question mark closes the wings of the play.</p>

<p><b>Rozita Abdul Mutalib</b> GICICSSH1713114</p>	<p><b>Mobilizing Youth in Crime Prevention Program: A Case of Malaysia</b></p> <p><b>Rozita Abdul Mutalib</b> School of Government, Universiti Utara Malaysia, Malaysia.</p> <p><b>Abstract</b> Reducing Crime is one of the efforts that had been outlined in the Government Transformation Program (GTP) by the Malaysia Government. Various policies and efforts had been implemented to minimize crime rate and subsequently improve the quality of life of the citizens. However reported crime rates are still high and cases of violent crime is increasing. The rate of crimes committed by youths has increased although the overall crime index in the country has decreased. Hence, concerted actions not only by all enforcement and related government machineries are necessary but more significantly the initiative and involvement of all Malaysians are required. Since youth constitutes almost 43 percent of the Malaysia total population, their participation in combating crime in community is very crucial. Therefore, this paper tried to explore crime issues and situation involving youth in Malaysia and how to mobilize them in all of the strategies and programs outlined in the country.</p>
<p><b>Natalia Baranova</b> GICICSSH1713115</p>	<p><b>The financial and Economic Aspect of Assessing the Competitiveness of the Hospitality Industry</b></p> <p><b>Natalia Baranova</b> Lobachevsky State University of Nizhniy Novgorod, Nizhniy Novgorod,</p> <p><b>Liudmila Bogatyreva</b> Lobachevsky State University of Nizhniy Novgorod, Nizhniy Novgorod,</p> <p><b>Abstract</b> The paper considers traditional methods for assessing the competitiveness of the hospitality industry. The analysis of economic and financial indicators the some Russian hotels is carried out. An algorithm for assessing the competitiveness of enterprises in the hotel sector based on a statistical analysis of economic and financial indicators is proposed. The study allowed the authors to assess the competitiveness of hotel enterprises.</p>
<p><b>Nina Tomažević</b> GICICSSH1713118</p>	<p><b>The impact of perceived importance of occupational values, work climate and demographic characteristics on job satisfaction: the case of Slovenian police</b></p> <p><b>Nina Tomažević</b> Assistant Professor University of Ljubljana, Faculty of Administration Gosarjeva ulica 5, 1000 Ljubljana, Slovenia</p> <p><b>Aleksander Aristovnik</b> Associate Professor University of Ljubljana Faculty of Administration Gosarjeva ulica 5, 1000 Ljubljana, Slovenia</p> <p><b>Janko Seljak</b> Senior Researcher University of Ljubljana, Faculty of Administration Gosarjeva ulica 5, 1000 Ljubljana, Slovenia</p>



	<p style="text-align: center;"><b>Abstract</b></p> <p>The purpose of the paper is to examine the relationship between perceived importance of occupational values, assessed work climate and selected demographic characteristics of Slovenian police employees on their job satisfaction. The measurement based on a comprehensive online questionnaire. First, an independent t-test and one-way ANOVA (F) test was used to test the differences between sub-groups of demographic characteristics. Second, factor analysis was used to formulate the factors of perceived importance of occupational values and work climate. Third, correlation coefficients were calculated. Finally, multiple linear regression analysis was performed to identify the predictors of job satisfaction. The results indicate the impact of all studied factors on job satisfaction, the strongest one for work climate, followed by demographic characteristics and the perceived importance of occupational values. The awareness of the impact of those factors on job satisfaction might be very useful when deciding about the managerial approaches that result in higher job satisfaction and, indirectly, in better performance of police service.</p> <p><b>Keywords:</b> Job satisfaction, Occupational values, Work climate, Demographic Characteristics, Policing, Factor analysis</p>
<p><b>Anna Dluzewska</b>  <b>GICICSSH1713144</b></p>	<p style="text-align: center;"><b>Assessing the level of popularity of East European Clubbing and Stag tourism destinations. Case study of Poland.</b></p> <p style="text-align: center;"><b>Anna Dluzewska</b>  <b>Affiliation: Department of Earth Sciences and Spatial Management, Maria Curie Sklodowska University of Lublin, Lublin, Poland</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Over the last decade the East European cities have become popular destinations of the foreign clubbing and stag tourism, but still there is very little market recognition and research about it (Thurnel-Read, 2012). The objective of this paper is - first - to look at clubbing and stag tourism as a product, including the differences in the offers and in the source market. Secondly we try to determine the degree of popularity of clubbing and stag tourism destinations basing on search of engine method (Xiang et al. 2008) i.e. the analysis of the highest positioned offers of travel agencies and most prominent components of the offer (Iwanicki, Dluzewska, Smith-Kay 2017). The detailed analysis done for Poland, included most important elements affecting the development of those type of tourism such: transport accessibility, clubbing infrastructure (discos, nightclubs and pubs), accommodation facilities and selected tourist attractions. The transport accessibility data included regular direct flights carried by low-cost carriers (LCC), number of connections, frequency of flights and ticket prices. The search of engine method analysis, allowed to divide European cities into four categories in terms of popularity. The field research results showed that the socio-economic impact of clubbing and stag tourism is strongly diversified. The information acquired, except for academic knowledge, could serve to tourism marketing, helping to promote (or not) given type of tourism - to avoid prominent tourism dysfunctions, make tourism more sustainable and - accepted by the inhabitants of the destination.</p>

## Listeners

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## **Upcoming Conferences**

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

- » 28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand
- » 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

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- » 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
- » Colombo International Conference on Social Science & Humanities (ICSSH), 23-24 October 2018, Sri Lanka