



**Global Research &  
Development Services**

## **CONFERENCE PROCEEDINGS**

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

26-27 Dec 2017

### Conference Venue

Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand

Email: [info@gahssr.org](mailto:info@gahssr.org)

<http://gahssr.org/>

**28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand**  
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand



**Global Research &  
Development Services**

Table of Content:

S. No.	Particulars	Page Numbers
1.	Preface	3
2.	Keynote Description	4
3.	List of Presenters	5-43
4.	List of Listeners	43-45
5.	Upcoming Conferences	45-46

**28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand**  
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand



**Preface:**

Global Association for Humanities and Social Science Research (GAHSSR) is a global group of scholars, academicians and professionals from the field of Humanities and Social Sciences for encouraging intellectual development and providing opportunities for networking and collaboration. This association achieves its objective through academic networking, meetings, conferences, workshops, projects, research publications, academic awards and scholarships. The association is driven by the guidance of the advisory board members. Scholars, Academicians, Professionals are encouraged to freely join GAHSSR and become a part of this association, working for benefit of academia and society through research and innovation.

For this conference around 100 Participants from around 17 different countries have submitted their entries for review and presentation.

GAHSSR has now grown to 2840 followers and 2555 members from 45 countries.

Membership in our scholarly association GAHSSR is completely free of cost.

List of members: <http://gahssr.org/list-of-members.php>

Membership Application form link: <http://gahssr.org/membership.php>

Proceedings is a book of abstracts, all the abstracts are published in our conference proceedings a day prior to the conference.

You can get our conference proceedings at: <http://gahssr.org/proceedings.php>

Facebook is a very popular free social networking website that allows us to keep in touch with friends, family and colleagues.

We hope to have an everlasting and long term friendly relation with you in the future.

In this context we would like to share our social media web links:

<https://www.facebook.com/gahssr.org/>

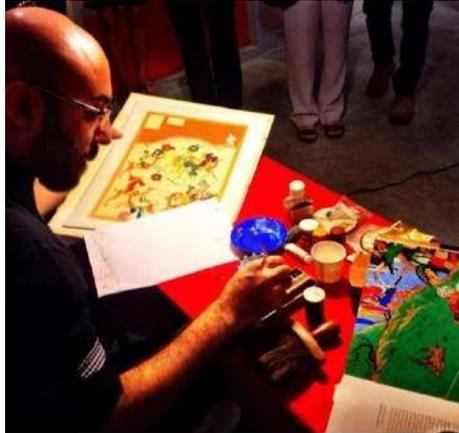
You will be able to freely communicate your queries with us, collaborate and interact with our previous participants, share and browse the conference pictures on the above link.

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

**28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand**  
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand



## **KEYNOTE SPEAKER**



### **Arash Groyan**

#### **Member of theater and casting group of Adamak, Iran**

He was born in 16 April 1981, Tehran, Iran

In 9th March 2005 he got his B.A. with a major in Iranian paintings.

From his work we can mention to *Battle of Rostam and Afrasiab* that belongs to the Persian

Poet's Masterpiece *Shahnameh* by *Ferdowsi*. His other works are rug & carpet designing, stage decoration, and cinema as well.

Three pieces of his works are in permanent collections in major museums in Tehran and also he's lots of works in Private collection in different countries such as USA, UK, Iran, Denmark, Swiss, Canada, Italy, France, Tunisia, Ireland, China, Singapore, India, Indonesia, Kuwait, Malaysia and Thailand.

**28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand**  
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand

<p><b>Pranay Das</b> <b>GICICSSH1714051</b></p>	<p><b>Estimating Losses of Health Related Quality of Life (HRQoL) Associated with Problem Gambling in Canada</b></p> <p><b>Pranay Das</b> <b>Department of Economics, University of Manitoba, Winnipeg, Canada</b></p> <p><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.</p> <p><b>Keywords:</b> HRQoL, Problem Gambling, Association, Monetary losses</p>
<p><b>Alabi Yinusa</b> <b>GICICSSH1714052</b></p>	<p><b>Economic Growth and Governance: Relationship during Recession</b></p> <p><b>Alabi Yinusa</b> <b>Nigeria Police Academy wudil, kano, Department of political science, Faculty of social and management sciences</b></p> <p><b>Abstract</b></p> <p>The current economic crisis has affected all aspects of life, resulting in political instability, personal financial troubles, and a growing number of business bankruptcies. Although these are serious issues, simply developing a government policy that injects an economy with money is not an appropriate means to achieve economic recovery and long-term economic development unless combined with an effective and efficient governing system. The present article examines whether the strong relationship between governance and growth exists during economic crises or only during non-crisis periods. The results of the current paper demonstrate that the global economic crisis has had an unnoticeable influence on the relationship between governance and economic growth. However, this study found that different levels of development of nations affect the relationship between governance and growth in various ways during times of crisis. Thus, the results of the current paper highlight the instability in the relationship between governance and economic growth during the economic crisis; this unsteadiness is a sign of the need for long-term strategies to promote global and national good governance practices that are not adversely affected by crises.</p> <p><b>Key Words:</b> quality of governance, economic growth, economic Recession, human development.</p>

28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand  
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand

<p><b>Valery Fathur Rabbani</b> <b>GICICSSH1714053</b></p>	<p><b>The Relevance of Non-Interference Principal in ASEAN</b> <b>(Study Case : Rohingya)</b></p> <p><b>Valery Fathur Rabbani</b> <b>Department of International Relations, Faculty of Psychology and Socio-Culture Science, Islamic University of Indonesia, Yogyakarta, Indonesia</b></p> <p><b>Maulidia Andini Putri</b></p> <p><b>Abstract</b> <b>This research is aimed to explain the relevance of non-interference principle in ASEAN through qualitative method. The slaughter towards race nowadays is getting increase especially in Southeast Asia region. Those problem caused by al lot of factors such as the differences of ideologies, stereotype, and many others. The problem towards human right should be solved by ASEAN as a regional organization. However, ASEAN could not do much efforts because of the one of ASEAN way's principle which known non-interference. Due to the increasing number of slaughter towards human right in Southeast Asia's countries, the authors would like to discuss the relevance of ASEAN's non-interference principle in case of preventing and solving conflicts in ASEAN.</b> <b>Keywords : ASEAN, Non-Interference, Conflicts, Human Rights</b></p>
<p><b>Reyhan Muhammad Fachry</b> <b>GICICSSH1714054</b></p>	<p><b>South China Sea: Between Two Hegemonic Interest USA vs China, Where is ASEAN?</b></p> <p><b>Reyhan Muhammad Fachry</b> <b>Department of International Relations, Faculty of Social and Political Sciences, Universitas Padjadjaran, Sumedang, Indonesia</b></p> <p><b>Abstract</b> <b>South China Sea is a small sea region which is also a fragment of the Pacific Ocean and located in the western part of the ocean. Geographically, the South China Sea, crossed by the Taiwan Strait and the East China Sea is the deepest and largest ocean area adjacent to China. South China Sea is a strategic location for sea transport between the Pacific and Indian Oceans. The riches contained in the South China Sea is a tantalizing prospect for the countries around the region. One of them is the power source of oil and gas that scattered in several places. The natural wealth in the South China Sea led to dispute in the territorial claims between China and ASEAN countries that are close to the South China Sea. UN Convention on the Law of the Sea (UNCLOS), which was concluded in 1982 and entered force in 1994, has a goal to build a series of legal measures and legislation on the rights of the country's economy based on their territorial waters and the continental line. This law also includes the Exclusive Economic Zone (EEZ) that sea area that stretches 200 miles from the coast and the rights to exploit the natural resources within that zone. However, the conflict over the disputed South China Sea claims not only involve China and ASEAN countries, but also affects several countries outside Southeast Asia and China, one of which is the United States. The country has two major interests. First, regarding access and the second is that many of the ASEAN countries is the satellite countries the United States to</b></p>

28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand  
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand

	<p>stem the influence of China in Southeast Asia. Hereby in this research, a qualitative form of research is used. Also, used the theory of complex interdependency and deterrence theory to assist the problem. Keywords: Regional peace, China, ASEAN, Complex Interdependency, Deterrence Theory</p>
<p><b>Juliana Abane</b> GICICSSH1714055</p>	<p><b>Sustainable Performance Management: Exploring the Link between Instrumental and Non-Instrumental Models</b></p> <p><b>Juliana Abane</b> Graduate School of Public Administration, National Institute of Development Administration (NIDA), Bangkok</p> <p><b>Boon-Anan Phinaitrup</b></p> <p><b>Abstract</b> After the use of the term ‘performance management’ by Beer and Ruh in 1976, a large volume of research on the subject focus on private sector organisations with mixed findings of its usefulness in the public domain. A cursory glance at the literature suggests that there are a good number of frameworks on how to ensure its effectiveness in both public and private organisations. However, these frameworks only focus on the instrumental means to achieve organisational goals while there is a little significant emphasis on non-instrumental models which are equally important to achieve organisational performance. Though these frameworks focus on goal-setting, measurement, and participation of key stakeholders in the process, the human side and motivation of employees, especially in the public sector, is tone down. The central focus of this paper is to propose a sustainable performance management framework which utilises both instrumental and non-instrumental mechanisms to achieve a sustainable performance management in public organisations. A sustainable performance management for the purposes of this paper refers to the use of both instrumental performance management variables and non-instrumental actions of public employees through the mechanism of public service motivation to manage organisational performance. The paper concludes that to ensure sustainability of performance reforms in the public domain, strengthening non-rational actions of public managers is necessary. Keywords: sustainable performance management, instrumental and non-instrumental models, organisational performance, public service motivation</p>
<p><b>Nkiruka Akaenyi</b> GICICSSH1714056</p>	<p><b>Domestic violence in selected Nigerian plays</b></p> <p><b>Akaenyi Nkiruka Jacinta</b> Department of Performing Arts, Faculty of Arts, Akwa Ibom State University, Nigeria</p> <p><b>Abstract</b> This study “Domestic Violence in Selected Nigerian Plays” examines the representation of domestic violence against economically empowered women in selected Nigerian plays. The choice of the topic is informed by the fact that the correlation between women’s economic empowerment and spousal violence has hardly gained an appropriate academic attention. Many</p>

28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand  
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand

	<p>feminist activists perceive the unrestricted access to the paid labor force which married women now enjoy as a passport to women liberation from oppression and suppression in family life. This erroneous index of gender equality has resulted in the assumption that the economic empowerment of wives is likely to obliterate the risk of domestic violence. However, the reality is that women's economic empowerment does constitute a source of domestic violence against women, especially when the husband is unemployed. The study adopts feminist and resource theories of domestic violence. The following plays were selected, analyzed and studied: <i>The Trials</i> by Julie Okoh, and <i>Adaugo</i> by Osita Ezenwanebe. Among the findings are that gender inequality rather than socio-demographic position places women at the risk of spousal violence. The contribution to knowledge is that violence is rooted in unequal gender relations. This study recommends that different institutions, engaged in addressing gender imbalances in Nigeria, should encourage men to see the women in their lives as equal partners in progress.</p>
<p><b>Shannah Marie Montales</b> GICICSSH1714057</p>	<p><b>Post Colonial Ambivalence in the Oral Literature of the Amang Hinulid in Sta.Salud, Calabanga, Camarines Sur</b></p> <p><b>ABSTRACT</b></p> <p>This paper studies the post-colonial ambivalence found in the narratives of devotees and parabolongs (healers) of the Amang Hinulid in Santa Salud, Calabanga, Camarines Sur, a popular devotion among both Bicolanos and non-Bicolanos. Utilizing a qualitative research design guided by the method of folklore investigation by E. Arsenio Manuel (1985) and data gathering through unstructured interviews among 31 respondents composed of local parabolongs, caretakers of the Amang Hinulid, vendors of religious items, and devotees to the Amang Hinulid, the researchers were able to document oral narratives about the Amang Hinulid; analyze the relationships among the religious icon, the local faith healers, and the believers of the Amang Hinulid; and describe the manifestations of post-colonial ambivalence in the oral literature of the Amang Hinulid. These enabled them to discover the manifestations of the four variations of post-colonial ambivalence in the oral literature on the Amang Hinulid of Sta. Salud, Calabanga, Camarines Sur – ambivalence in origin beliefs, material culture, parabolong culture, and worship/devotional practices of the devotees. Furthermore, the paper clearly shows that although the devotion to the Amang Hinulid is said to be Roman Catholic in form and manifestation, majority of the beliefs and practices among the devotees have clear roots in ancient, animistic pre-Hispanic culture, creating a hybrid form of religious belief.</p> <p><b>Keywords:</b> Amang Hinulid, post-colonial ambivalence, parabolong, oral literature</p>
 <p><b>Lawdenmarc Decamora</b> GICICSSH1714058</p>	<p><b>Close Reading Mission 1 of Hitori Nakano s Train Man vis- vis Bjork s Joga: A Spectacular State of Emergency</b></p> <p><b>Lawdenmarc Decamora</b> MFA, MA, Faculty, Literature Department - Faculty of Arts and Letters, Research Fellow, Research Centre for Culture, Arts and Humanities, University of Santo Tomas (UST) - Sampaloc, Manila</p> <p><b>ABSTRACT</b></p>

28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand  
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand

	<p>The paper foregrounds two transgeneric literary texts bordering on the contextual issues of social spectrality that is too spectacular if not peculiar to be called a ‘spectacle’, or the suspiciously overwhelmed but vindicated tension involving accident and incident. It is the aim of the study to negotiate the forces of the social subjectile occurring in Hitori Nakano’s novel Train Man which is a case of a carefully experienced incident bound by a narrative of activity surrounding characters and the optic they project out of romance, and in the music of indie vocal artist Björk who in Joga, explores the universal claim to accident leading into inquiry and a state of emergency that investigates the volcanic nature of the appositional-oppositional reworking of the mind. The new critical method to produce an “imagined dialogue” expands the textual and thematic approaches of close reading in order to reconcile the molecular forces of desire recounted or depicted both in the novel and the song. Therefore, the paper proposes that Mission 1—the most exciting and nourishing chapter of Train Man—which critically depicts social relations situating the speaker in Joga as a man-in-spectacle rather than the obvious man-of-spectacle, which is more technically tropic than tectonic. Hence, not only is the imaginary dialogue introduced as a means to foreground key areas of engagement, but also the envisioning of a meta-spectacle that suggests its own language, gesture or a moment of poem-ness.</p> <p><b>Keywords</b> spectacle, Hitori Nakano, accident, incident, imagined dialogue, close reading, Joga</p>
<p>Edgar Eslit GICICSSH1714059</p>	<p><b>An Investigation Into a Computer-aided Intimate Friendship Between Filipino Students and their Foreign Friends: Towards an Emerging Cross-cultural Communication</b></p> <p><b>Abstract</b></p> <p>Modern technology enriched our perspectives how people communicate and establish intimate online friendship across cultural boundaries. With the emergence of Computer-aided Communication (CAC), it opens new concepts towards understanding the meaning of relationship maintenance, interdependence, commitment and relationship barriers in a Cross-cultural communication situation. Others may find its use dynamic while others find it artificial. Because of this, issues and concerns relating to the parameters of its use and how it affects Cross-cultural communication are opening all kinds challenging ideas for researchers all over the globe to explore. Hence, the current study ventured into investigating the Computer-aided intimate relationship between Filipino students and their foreign friends: Towards an emerging Cross-cultural communication. Cultural Dimension, Relational Maintenance, and CAC theories served as primary theoretical backbones for this research. As this paper was qualitative in nature, methodologies used include in-depth interviews and focus group discussion (FGD) which was voluntarily participated in by Filipino college students and their intimate online foreign friends. Results showed that informants utilized practical relationship maintenance strategies, interdependence, commitment, and in breaking relationship barriers using the CAC. Further, informants convincingly explicated seven dyadic cross-cultural communication patterns which can be considered emerging. To wit: a) Openness in communication pattern; b) Willingness to commit online friends communication pattern; c)</p>

28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand  
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand

	<p>Benefiting from distance interaction communication pattern; d) Strong Interdependence communication pattern; e) Practical relationship maintenance strategies amidst relationship barriers communication pattern; f) Active participation of social networks communication pattern; and, g) Mutual support communication pattern. With these findings, grounded theories such as “Relationship Resiliency”, “Personal Perspective” and “Computer-aided Cross-cultural communication” came to the fore. Keywords: Computer-aided, Cross-cultural communication, Intimate online friendship, Culture, Language</p>
 <p><b>Dr. Jitendra Pratap Singh</b> GICICSSH1714060</p>	<p style="text-align: center;"><b>The Ramayana influence on Thai "Art and Culture".</b></p> <p style="text-align: center;"><b>Dr. Jitendra Pratap Singh</b> Assistant Professor in the Department of History New Standard College of Higher Education, Raebareli (U.P), India.</p> <p style="text-align: center;"><b>ABSTRACT</b></p> <p>The legend of Shri Rama, the Ramayana has been greatest culture contribution towards this world, which has completely transcended all cultural and religious boundries across the world. The story of the Ramayana had been told innumerable times in different parts of the world, which led to the emergence of various versions of Local Ramayana outside, India in different countries such as Thailand, Tibet, Burma, Indonesia etc.</p> <p>Ramayana in Thailand is called Ramakien which is also the national book of Thailand. The capital of early Thailand was called Ayutthaya, named after Shri Rama's capital of Ayodhya. The kings of Thailand considered themselves as the decendants of Shri Rama. The story of Ramayana is very popular in Thailand. In early centuries after Christ many kings had the name Rama as either prefix or suffix in their name ruled this country. Various dramatic versions of Ramayana and dance based upon Ramayana are organized and performed in Thailand. Khon dance the traditional Thai masked dance drama based on the classical Ramayana epics which had a profound impact on the cultural development of Thailand.</p> <p>In fine arts the Ramakien inspires painting, sculpture, architecture and handicrafts. In performing arts. There are khon, Nang-yai, Nang Talung and various kinds of puppets that perform the Ramkien, There are also arts derived from the Ramkien performance. These are drama, dance, music singing, recitation choreography, costumes, mask-making, setting and puppet making.</p> <p>The impact of the Ramakien on Thai Culture is quite great the concept of kingship is influenced by the Ramakien. In literature there are many versions of the Ramakien the Thai story of the Ramayana.</p> <p>Both of oral and written tradition of the Rama story is represented in thai fine Arts such as sculpture and mural painting. In Bangkok several Buddhist temples are decorated with murals depicting the Rama legend.</p> <p>In this way the Ramayan in Thai culture tradition is represented in folklore as well as in various forms of artistic expression such as shadow – play, dance-drama sculpture, painting, &amp; Literatures</p> <p>Keywords: Ramayana, Tradition, Art, Culture</p>
<p style="text-align: center;"><b>Thanh Pham</b> GICICSSH1714061</p>	<p style="text-align: center;"><b>Hybrid Practices in The Implementation of Formative Assessment in Asian Classrooms</b></p> <p style="text-align: center;"><b>Thanh Pham</b></p>

28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand  
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand

Education, Monash University, Melbourne, Australia

**Dr. Lam Pham**

Faculty of Education, Deakin University

**Abstract**

Formative assessment has recently become a preferred assessment strategy in educational institutions worldwide. However, it is not easy to achieve this practice in Asian classrooms because there are disparities between the socio-cultural context and the principles of formative assessment practices. This one-semester study aimed to uncover the complexities of the implementation process of formative assessment in Vietnamese higher education classrooms. Participants were two lecturers and 250 students from two college classes in Vietnam. The results showed that there were various structural and cultural obstacles, especially existing rules and norms in Vietnamese classrooms that hindered the implementation of formative assessment practices. To suite the local socio-cultural context, the initiative needed to be modified to become hybrid and transformative types of practices.

**Keywords:** Formative Assessment, Vietnam, Hybrid Practices, Higher Education

**Internationalising Western Higher Education: Searching for ‘Right’  
Pedagogies to Embed Cross - Cultural Intellectual Resources**

**Thanh Pham**

Education, Monash University, Melbourne, Australia

**Dr. Lam Pham**

Faculty of Education, Deakin University

**Abstract**

Currently more and more non-western students are looking for their education at all schooling levels in western countries. To attract and support international students, almost all western education institutions have strongly called for internationalisation of their education. However, it has been suggested that the current model of teaching and learning at western institutions is deficit in many ways, not the least of which is that it is still heavily influenced by Euro - American frameworks and approaches, and characterised by narrow, Anglophone, Western ideologies, allowing little chance for international students to relate to the intellectual resources and academic conventions of their home countries. Rather than seeing international students as “inferior others” (Leask, 2006) who need to be filled with Euro - American knowledge (Sancho, 2008), or even “complex others” who have their own identities but still need to assimilate into western academic conventions (Magyar & Robinson - Pant, 2011), studies have suggested that it is to the advantage of both parties to find a more effective solution by acknowledging and integrating international students’ intellectual heritages. Indeed, several researchers have argued for fresh theoretical perspectives and pedagogical practices that could create supportive spaces for the utilisation of these marginalised intellectual assets. This paper aims to discuss types of pedagogies that could create conditions for the use of various non-western intellectual affordances, especially for international students from ASEAN

**28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand**  
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand



	<p>countries, thereby empowering them with better learning opportunities. Importantly, the paper critically explores how these pedagogies can be optimised in terms of policy expectations, curriculum enactment and assessment practices.  <b>Keywords:</b> Internationalisation, Western, Non-Western, Pedagogy Empowerment, Intellectual Heritage</p>
<p><b>Regina Via Garcia</b> GICICSSH1714061</p>	<p style="text-align: center;"><b>Social Semiotics in the Selected Films of Chito S. Roño</b></p> <p style="text-align: center;"><b>Regina Via Garcia</b> College of Business Education Faculty of English, Compostela Valley State College, Compostela Valley Philippines</p> <p style="text-align: center;"><b>Hannah Jennica P. Ello</b> English Instructor, St. Peter's College, Iligan City, Philippines</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Films are famous expressions of art in the country. As an expression of art, it serves as a medium in which a culture is reflected. This paper studied how films reflected the Filipino culture. In this study, social semiotics was used to analyze the semiotic resources identified in the film. The films studied were “Feng Shui”, “Sukob”, and “The Healing”, which were three of the highest grossing horror films of Chito S. Roño. The objectives of the paper were (1) to identify the semiotic resources in the film, (2) to extract their meanings, and (3) to determine how these resources were perceived in the Filipino culture.</p> <p>The semiotic resources identified in each film are organized into three categories: color, practices and supernatural occurrences. Each semiotic resource is analyzed through the four dimensions of social semiotics, genre, style, modality, and discourse. For color, some of the semiotic resources identified are red, white and blue; for practices, Hagiolatry, and Mariolatry, faith healing and the belief in superstitions; and for supernatural occurrences, haunting ghosts, doppelganger attacks and returning from the dead were identified.</p> <p>The practices that are prominent in the films are Hagiolatry and Mariolatry, belief in feng shui and belief in faith healers and albularyos. The belief of these practices shows that Filipinos have a dual faith; belief in religion and a belief in superstitions. In short, Filipinos highly practice folk Catholicism and because of this, a mixture of different cultures can be seen, as having molded the Filipino culture to what it is today.</p> <p><b>Keywords—</b>Culture, Film, Philippine Cinema, Semiotics, Social Semiotics, Social Sciences</p>
<p><b>Bello Abubakar</b> GICICSSH1714063</p>	<p style="text-align: center;"><b>The Effects of Child Labour on Educational Development of Children in Sokoto Metropolis, Sokoto State Nigeria</b></p> <p style="text-align: center;"><b>Bello Abubakar</b> College of Public Administration, College of Administrative and Business Studies, Umaru Ali Shinkafi Polytechnic, Sokoto, Nigeria</p> <p style="text-align: center;"><b>Hussaini Bello Babuga</b> College of Public Administration, College of Administrative and Business Studies, Umaru Ali Shinkafi Polytechnic, Sokoto, Nigeria</p> <p style="text-align: center;"><b>ABSTRACT</b></p>

28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand  
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand

	<p>The study was conducted with the aims of finding the effects of child labour on educational development of children in Sokoto metropolis Sokoto State Nigeria. The study used administration of questionnaires to children of 17 years old who engaged in various child labour activities in Sokoto metropolis. The study distributed one hundred and fifty copies of questionnaire (150) and received back one hundred and forty seven questionnaires (147). This suggests that only 7 out of 150 were not returned. The study revealed that 84 representing 59% were engaged in child labour activities purposely to assist their family. Equally 137 representing (93.7%) revealed that their daily work affected their education and performance in school. The study further revealed that 140 representing (98%) agreed that abject poverty is responsible for their engagement in child labour activities.</p> <p>The research further concluded that children of 12 to 17 years of age were mostly the victims of circumstance engaging in activities ranging from begging, hawking, commercial sex, and domestic work to mention but a few. <b>Key words:</b> labour, child abuse, educational development, poverty</p>
<p style="text-align: center;"><b>Selma Theofany</b> <b>GICICSSH1714065</b></p>	<p style="text-align: center;"><b>Tackling Terrorism In ASEAN: The Lack Of People Oriented And Transnational Approach</b></p> <p style="text-align: center;"><b>Selma Theofany</b> <b>Department Of International Relations, Faculty Of Social Politics, Universitas Gadjah Mada, Sleman, Indonesia</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Terrorism is a transnational issue which become concern of the international community, including ASEAN as a regional organization in Southeast Asia. Acts of terrorism occur in some countries. Those actions pose potential threat to the region. Terrorist movements are no longer confined to the territory of a particular country. Therefore, ASEAN organizes common actions to tackle this problem. In the ASEAN Convention on Combating Terrorism (2007), terrorism does not have a definite definition of the party that does it, it is only emphasized on the threatening acts committed. Furthermore, the nature of terrorism as a transnational act has not been emphasized. It indicates there are holes in how ASEAN conduct in combating terrorism.</p> <p>The practice of combating ASEAN terrorism as reflected in conventions and some anti-terrorism policies has not been effective in strengthening regional security. Recent terror acts are still common. Therefore, in this research will be discussed the causes of combating ASEAN terrorism that has not been effective. The author uses academic literature, conventions and policy statements, as well as media coverage to investigate the development of terrorism in Southeast Asia and eradication practices undertaken by ASEAN as qualitative methodology.</p> <p>In this research, the author state that the cause of ASEAN action has not been effective is the approach that is not people-oriented whereas terrorism rooted in human being. Other than that, ASEAN is obstructed by the non-intervention principle in addressing terrorism as a transnational issue. Therefore, the findings are expected to enrich regional security studies and to be an evaluation of ASEAN policies. The findings will be formed as working paper.</p> <p><b>Keywords:</b> ASEAN, terrorism, people oriented, transnational</p>
<p style="text-align: center;"><b>Rhobillen Bardos</b> <b>GICICSSH1714067</b></p>	<p style="text-align: center;"><b>Problems with Auditory Discrimination affects Learning English Language: A Study for Selected Grade 9 Student of Monkayo National High School</b></p> <p style="text-align: center;"><b>Rhobillen Bardos</b></p>

28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand  
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand

	<p style="text-align: center;"><b>Department of English, University of Mindanao, Tagum City, Philippines</b></p> <p style="text-align: center;"><b>ABSTRACT</b></p> <p>It is stated that auditory discrimination is the brain's ability to organize and make sense of language sounds, what if problems will occur in auditory discrimination? Possible things will happen it can affect in learning a particular language like English language because it will cause a problem in acquiring a second language and that is English language. This study employed qualitative method particularly a case study design. In identifying the single participant for this research, the researcher gather information based on individual. This research aims to identify the problems with auditory discrimination that affects learning English language. With the analysis conducted from the interview, it shows that problems with auditory discrimination occurs through the participant, teacher way of saying a word and auditory processing. These problems with auditory discrimination affects in learning of English language. Thus this study also seeks how the participant that have had a problem with auditory discrimination cope up with those problems. The result suggested that participant were able to look for the problems she encountered with auditory discrimination, how she will cope up with problems she encountered, self-regulation, auditory discrimination test and teacher help for those have problems with auditory discrimination like proper pronunciation. These identified problems and coping mechanisms shows that it has conventional not just locally but also in national setting. With the above mentioned dilemma, the researcher recommends that the student with this type of problem with auditory discrimination should undergo further auditory discrimination test and seminars in hearing.</p> <p><b>Keywords:</b> Auditory discrimination, Problems encountered with auditory discrimination, Auditory discrimination test, self-regulation.</p>
<p><b>Mohammad Hafiz Uddin Bhuiyan</b> <b>GICICSSH1714070</b></p>	<p style="text-align: center;"><b>Consequences of Early Marriage among Slum Women in Dhaka City</b></p> <p style="text-align: center;"><b>Mohammad Hafiz Uddin Bhuiyan</b> <b>Institute Of Social Welfare And Research, University of Dhaka, Dhaka, Bangladesh</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>The present study aimed to understand the present situation of early marriage in the country and identify the factors associated with the practice. It is also intended to reveal the consequences of early marriage on young married women as well as society. Interview and observation technique for data collection are used in the study. The survey findings highlight just how prevalent child marriage is in Bangladesh and also its changing trends. It showed that majority slum women got married before the age of eighteen years because of poverty, insecurity and ignorance. The mean marital age is found 14.6 years. So, early marriage is more common in rural areas compared to urban areas. But slum area is the deprived section of rural area where slum women, the poor and marginalized sections of society, are the victims of early marriage in most cases. The most common consequence of early marriage is the negative impact on a woman's health. It also covers the policy recommendations to prevent child marriage in Bangladesh.</p> <p><b>Key words:</b> early marriage, slum women, consequence and poverty</p>
<p><b>Dr. Shegaw Wedaj</b> <b>GICICSSH1714071</b></p>	<p style="text-align: center;"><b>Evaluating Tour Guiding Communication Using the Importance-Performance Analysis Model</b></p>

28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand  
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand

	<p style="text-align: center;"><b>Shegaw Wedaj</b> Department Of English Language And Literature, Humanities Faculty, Bahir Dar University, Bahir Dar, Ethiopia</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This study intended to evaluate tour guiding communication using importance-performance analysis model at the rock hewn churches of Lalibela. Specifically, the study assessed the performance of local tour guides of Lalibela on some service attributes in relation to the foreign tourists' perceived importance of those service attributes. Twenty pertinent service attributes were used in a questionnaire to measure both the importance of those service attributes and the performance of local tour guides on those services as perceived by tourists. For this purpose, importance-performance analysis model which has four quadrants has been used. The first quadrant which is labeled as 'concentrate here' shows the service attributes that are rated as high importance, and low performance. The second quadrant of the model is 'keep up the good work' where both the importance and performance of services are ranked high. Quadrant three is called 'low priority' hence both performance and importance are perceived as low. The fourth quadrant is possible overkill which indicates service attributes that are perceived as low importance, and high performance. Among the 20 service attributes, six attributes that were rated above average for importance and below average on performance were plotted in the 'concentrate here' quadrant. This indicates that improvement efforts and special attention should be directed to those attributes in order to improve and enhance the quality of tour guiding services at the destination.</p> <p><b>Keywords:</b> Tour guiding communication, importance-performance analysis, service attributes</p>
<p><b>Indasafitri Siti Mulyanie</b> GICICSSH1714072</p>	<p style="text-align: center;"><b>Impact Of Public Private Partnership Between Swisscontact With Indonesia Through Sustainable Cocoa Production Program 2015-2016 To Indonesian Economy</b></p> <p style="text-align: center;"><b>Indasafitri Siti Mulyanie</b> Faculty of Social and Political Science Universitas Padjadjaran, Indonesia</p> <p style="text-align: center;"><b>Stanijuanita Marantika</b> Faculty of Social and Political Science Universitas Padjadjaran, Indonesia</p> <p style="text-align: center;"><b>Yasmin Salimah,</b> Faculty of Social and Political Science, Universitas Padjadjaran, Indonesia.</p> <p style="text-align: center;"><b>Brian Tri Nur Syafaat,</b> Faculty of Fisheries and Marine Science, Universitas Padjadjaran, Indonesia.</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The economy is the driving force of countries in determining the level of progress of a country itself. Become important when the economy of a country experienced progress or setbacks due to the rate of economic growth that occurs</p>

28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand  
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand

	<p>from year to year. Due to the economic growth in one country, the state can perform the economic activities that run smoothly, the creation of jobs, can improve the level of income society, change the structure of the economy from agrarian to industrial, improving the quality of human resources. One of the great potentials in supporting Indonesia's economy is in the agribusiness sector. Production of Indonesian plantations that became promising production is cocoa. The amount of cocoa productivity in Indonesia is the third largest cacao plantation in the world. Based on data from the Director General of Perkebunan Indonesia, in the period 2010-2104, with an area of 2,000,000 ha of cocoa plantations in Indonesia is able to produce 8,000,000 tons of cocoa. The increase of Indonesian plantation products from the cocoa sector does not necessarily make Indonesian farmers able to produce good quality as a whole. Indonesian cocoa farmers do not yet have the skills and modern innovations to produce cocoa on the plantation. To support and improve the quality of Indonesian cocoa for a better, the government of Indonesia to do public private partnership (PPP) with Swisscontact. PPP is a government cooperation with private parties. One of the Swisscontact programs in Indonesia in terms of chocolate development is the Sustainable Cocoa Production Program (SCPP). The objective of SCPP is to increase household income of cocoa farmers by 75%, the reduction of greenhouse gas emissions from the cocoa sector by about 30%. In achieving the above objectives the program introduces three dimensions of 'People, Profit Planet' which means encouraging activities related to social, economic and environmental dimensions. Therefore, this study aims to assess whether during the period 2015-2016 SCPP programs have a significant impact on the Indonesian economy.</p> <p><b>Key Words:</b> Public Private Partnership, Swisscontact, Indonesia, Indonesian Economy</p>
<p><b>Yasmin Salimah</b> <b>GICICSSH1714073</b></p>	<p><b>Impact of Public Private Partnership between Swisscontact with Indonesia through Sustainable Cocoa Production Program 2012-2015 to Farmers Welfare</b></p> <p><b>Yasmin Salimah,</b> Faculty of Social and Political Science, Universitas Padjadjaran, Indonesia.</p> <p><b>Brian Tri Nur Syafaat,</b> Faculty of Fisheries and Marine Science, Universitas Padjadjaran, Indonesia.</p> <p><b>Indasafitri Siti Mulyanie</b> Faculty of Social and Political Science Universitas Padjadjaran, Indonesia</p> <p><b>Stanijuanita Marantika</b> Faculty of Social and Political Science Universitas Padjadjaran, Indonesia</p> <p><b>Abstract</b></p> <p>Cocoa is a product that is in great demand by consumers in the world, international cocoa organizations (ICCO) predicted world demand growth of about 4 million tons of cocoa per year. In the provision of raw materials of cocoa, Indonesia has an important role which is Indonesia cocoa bean import countries.</p>

28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand  
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand

	<p>Nammun fried over the last decade of global cocoa production in Indonesia has decreased sharply to about 8%. Within a year the number of cocoa beans exports decreased to 600 US \$ in 2011-2012. The decrease in the amount of productivity is also due to the age of trees that have been without any rejuvenation treatment for the quality of cocoa. If the productivity of cocoa continues to decline then this will be sustained as an icon of cocoa beans. To be better for the Indonesian society the higher the opposite the fourth of Pancasila is social justice for all the people of Indonesia which is the ideology of the state of Indonesia. Then the state has responsibility for the welfare of the community. In running one of the functions of government of Indonesia is a Public Private Partnerships relationship with Swisscontact. In carrying out this governmental function Swisscontact an agreement to take responsibility for the risks arising from its operation. In performing its role, the sustainable cocoa production program is one of the Swisscontact's agendas that further increase cocoa farmers' sales by 75% and the 30% reduction of greenhouse gas emissions from the cocoa sector. This project divides the focus of development into four stages that emphasize the number of farmers involved in the project. Additionally, this study is important to assess whether during the second phase of 2012-2015 the program provides significant changes to the welfare of farmers..</p> <p><b>Key Words:</b> private partnership, indonesia, swisscontact, welfare of kokoa's farmer</p>
<p>Ziyue Zhang GICICSSH1714074</p>	<p><b>Predicting Risk of Being Victims of Bullying for High School Students using Artificial Neural Network</b></p> <p>Ziyue Zhang ,Peddie School,East Windsor, United States</p> <p><b>Abstract</b></p> <p><b>Objective:</b> This study aims to 1) examine the predictors of the victims of bullying at high school 2) build a predictive model for victims of bullying using artificial neural network and compare its performance to logistic regression model.</p> <p><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 bullying 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.</p> <p><b>Results:</b> About 26.9% of 6771 students were victims of bully at high school, about 33.5% among the female and 20.1% among the male.</p> <p>According to the logistic regression, female were more likely to be a victim of bullying than male. Students in 10th, 11th, or 12th grades were less likely to be a victim than those in 9th. Hispanic or Latino students were more likely to be a victim than those not. African American students were the one least likely to be a victim of bullying. Students who weighted more were more likely to be a victim. Students who smoked or drank were more likely to be victims than those not.</p>

Bisexual students were more likely to be a victim than heterosexual. Students who played video games for 4 hours or more were likely to be a victim than those not playing video games. According to this neural network, the top 5 most important predictors were Q85 (Have you ever been tested for HIV, the virus that causes AIDS), Q41 (During your life, on how many days have you had at least one drink of alcohol), Q47 (During your life, how many times have you used marijuana), Q31 (Have you ever tried cigarette smoking, even one or two puffs), Q68 (sexual orientation) the most important predictor.

For training sample, the ROC was 0.67 for the Logistic regression and 0.75 for the artificial neural network. Artificial neural network performed better clearly. However in testing sample, the ROC was 0.66 for the Logistic regression and 0.61 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 bullying at high school e.g., sex orientation, smoking, drinking, or being Hispanic or Latino. 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 better discriminating capability as well as a better calibration between predicted probability and observed probability.



Ghazali Bello Abubakar  
GICICSSH1714080

**INDIA AND AFRICA, COLLABORATION IN CREATING NEW FUTURE:  
AN AGENDA FOR SOUTH-SOUTH COOPERATION: CASE OF NIGERIA**

Ghazali Bello Abubakar, Ph.D.  
Department of Political Science  
Sokoto State University, Sokoto, Nigeria

**Abstract**

Nigeria and India are other two Afro-Asia regional powers those emerge with potentials and economic boosting. These make them play cardinal roles in the international political environment. Over several decades, these two nations have developed interesting ties concern economic, political and diplomatic spheres. Like many Afro-Asian nations, India and Nigeria were once victims of the British colonialism lasted until 15th August, 1947 and 1st October, 1960 respectively. This serves a lot in Afro-India capacity building. India and Nigeria are seen in different trends of engagement and passive attempts to create reliable economy and sociopolitical success. That could be point of reference to both Asian and African countries for many generations to come. Nigeria remains one of the India's most important countries region-wide. For the last ten years or so, India is deeply investing largely in Africa's energy sector. Nigeria alone attracts huge percentage of those investments. This project seeks to examine the changing nature of African foreign policy towards India particularly the paradoxical diplomatic relations between India and other African nations including Nigeria, and responses to the growing Afriphobia in India. It will also consider the potential uncertain in the future person-to-person contact and transparency in the two sides.

28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand  
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand

	<p><b>Keywords:</b> Africa and the global South, south-south and the Foreign Direct Investment, Indo-Nigeria relations: historical overview, economic and trade phase, Indo-Nigeria capacity building</p>
<p><b>Abubakar Sadiq Abdullahi</b> GICICSSH1714081</p>	<p><b>THE MODERATING ROLE OF ORGANIZATIONAL COMMITMENT ON THE RELATIONSHIP BETWEEN TRAINING AND TEACHER'S PERFORMANCE OF PUBLIC SECONDARY SCHOOLS</b></p> <p><b>Abubakar Sadiq Abdullahi</b> Business Education, School of Vocational and Technical Education, Aminu Saleh College of Education , Azare Bauchi State, Bauchi, Nigeria</p> <p><b>ABSTRACT</b></p> <p>In all education system, the performance of teachers is one of the fundamental factors determining school effectiveness and learning outcomes. It is becoming worrisome to note that the performance of these teachers specifically in Bauchi state has taken a negative shape. Hence, this study examined the effect of training on teachers' performance and the role of organizational affective commitment. A survey research design was used and data were collected from 354 public secondary school teachers in Bauchi Metropolis by using using Newman et'al perceived training availability scale, Allen &amp; Meyer's organizational affective commitment scale and Koopman's task performance scale. The study utilized hierarchical multiple regression analysis and the results indicated a significant positive effect of training on teachers performance. The results further revealed that organizational affective commitment has potential moderating effect on the relationship between training and teachers' performance among public secondary schools in Bauchi Metropolis. The study base the findings, therefore recommended for institution of training program on a regular basis. Also effort should be made to stimulate teachers' commitment to the various schools they work.</p> <p><b>Key words:</b> Training, organizational commitment, performance, teachers and public secondary schools</p>
<p><b>Muhammad Hussain</b> GICICSSH1714084</p>	<p><b>Domestic Migrant Stress, Resilience and Psychological Well Being in Baluchistan Students in Lahore</b></p> <p><b>Muhammad Hussain</b> Department of Clinical Psychology, Punjab University, Lahore, Pakistan</p> <p><b>Abstract</b></p> <p>The present research will be a correlation study aimed at investigating the relationship of domestic migrant stress, social support, resilience, and psychological well-being of Baluchistan's students enrolled in universities of Lahore. It is hypothesized that: there is likely to be a negative relationship between domestic migrant stress and resilience as well as between social support and domestic migrant stress in Balochistan students enrolled in universities of Lahore. Furthermore it's also hypothesized that there is positive relation between social support, resilience and psychological wellbeing in Baluchistan students enrolled in universities of Lahore. Furthermore it is also hypothesized that domestic migrant stress, social support, and resilience are predictors of psychological wellbeing of Baluchistan's students studying in universities of</p>

**28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand**  
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand

	<p>Lahore. . The sample collected through purposive sampling which consists of Baluchistan's male and female students enrolled in University of the Punjab (PU), National college of Arts (NCA), University of Engineering and Technology (UET), Government college University (GCU) falling in the age range of 18-28 years. Information sheet, Socio-demographic information, Domestic Migration Stress Questionnaire (DMSQ), Social Support Irwin Sarson translated by Dr. Aisha Sitwat, Resilience State Trait Inventory (Hiew, 2002) translated by Kausar and Jabeen (2009), Ryff Psychological Wellbeing Questionnaire translated by Kausar (2015), used to measure Domestic Migrant Stress, Social Support, Resilience and Psychological Wellbeing. Descriptive statistics used to analyze demographic information while correlation and regression analysis used to analyze hypotheses. Migrant related stress, (Separation, Rejection, lack of self-confidence, and maladaptation) depicted negative relationship with psychological wellbeing (Positive relation, Autonomy, Environmental, Personal growth, Purpose in life, and Self-acceptance), Social support (social support satisfaction) and resilience (Inter trait, Intra trait, Inter State, and Intra state). On the other hand resilience showed positive relationship with social support and psychological wellbeing (Positive relation, Autonomy, Environmental, Personal growth, Purpose in life, and Self-acceptance). While social support also showed positive relationship with psychological wellbeing and its subscales. The Present study will help to create awareness that how social support, resilience can help the domestic migrant students to cope domestic migrant stress, and enhance psychological wellbeing.</p>
 <p>Suji Park GICICSSH1714095</p>	<p><b>The Influence of Topological Characteristics and Tourism Environment Information on Spatial Cognition and Satisfaction: Focused on Virtual Reality Techniques</b></p> <p><b>Su-Ji, Park</b> Hanyang University, Seoul, Republic of Korea</p> <p><b>Chul, Jeong</b> Hanyang University, Seoul, Republic of Korea</p> <p><b>ABSTRACT</b></p> <p>Tourist sites such as theme parks and national parks are a complex space consisting of attractions, amenities, and paths to experience them. Therefore, it is a representative space where the understanding of the physical aspects and the socio-psychological elements of tourists is required. Improvement of spatial structure is one of the main factors in the planning and operation of these tourist sites. Because the complexity of spatial structure increases the amount and difficulty of information processed by tourists, tourists assume that the more information they have to remember, the distance travelled is far greater. Therefore, environmental factors, such as the topological characteristics of the tourist sites, can effect as physical stimuli to the tourists, and tourists recognize such stimuli and have responses such as preference and satisfaction to the tourist sites.</p> <p>The purpose of this study is to (1) verify the effect of spatial topological characteristics derived from quantitative analysis of tourism sites spatial cognition and (2) clarifying the interactive effect of tourism environment information and (3) verify the effect of spatial cognition on satisfaction.</p> <p>To verify given hypotheses, quasi-experimental study was conducted in this</p>

28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand  
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand

	<p>study. For factorial designs 2(Spatial topological characteristics: LOW vs HIGH) × 2(Tourist Information System vs Request for help) was set. Since this study experiment in space with a low spatial topology and a high space, two spaces are designed using S3 Axial Analyzer 2.1 which analyzes spatial topological characteristics. Each virtual reality theme park was designed using the Sketchup which is easy to control the variables and applied to the planning space. Through these processes, a total of 246 samples were collected to test the proposed hypotheses statistically. To test hypotheses, the independent sample t-test was performed to identify the differences between two space. To verify interactive effects, ANCOVA was conducted. Also, Regression analysis was performed to verify the relationship between spatial cognition and satisfaction.</p> <p>The result of the research is as follows: All hypotheses demonstrated markedness. First, The spatial cognition of tourists was high in the space with high spatial topographical characteristics. The higher the spatial topographical characteristics, the more likely it is that tourists are aware of the space: so the amount of information needed to deal with the tourists is reduced. Second, In the space with high spatial topographical characteristics, the tour guide system, which is the tourist environment information, was effective in spatial cognition. In the space with low spatial topographical characteristics, help request was effective for spatial cognition. Also, spatial cognition appeared similar to interaction effects of help requests in a high space and low space. It can be interpreted that it has the effect of canceling the difference of spatial topological characteristics through the help request even though it is a space with low spatial topological characteristics. Third, the spatial cognition has a significant effect on both the satisfaction of the tourist and the satisfaction of the walking.</p> <p>Based on these analyses, the implication includes the followings. First, the spatial topology characteristics were suggested as a way to supplement the shortcomings of space and management that relied on subjective judgments. Second, spatial topological characteristics of physical environment increase spatial cognition. Thus, it would be a method to improve the spatial cognition in the tourist sites, along with projects such as readjustment of antiquated buildings and improvement of programs for rehabilitation projects. Third, the effectiveness of the tourist environment information has been identified. In a space with a low spatial topological characteristic, it is possible to increase spatial cognition through manpower placement. In the space with high spatial topology, it can suggested to increase spatial cognition through using tourist information system. fourth, virtual reality space will have a positive impact on the visit: Various marketing strategies using virtual reality are needed.</p> <p>In this study, it pointed out the problem of the tourism rehabilitation project limited to restructuring the old buildings and introducing similar programs. And It proposed the theoretical basis for a new attempt improving the spatial structure. Besides, it proposed a method to compensate the disadvantages that have been dependent on the subjective judgment from the planning stage of the tourist area, it is expected that it will be used as a useful data in establishing new tourist sites and planning tourist sites in the future.</p> <p>Keyword: spatial topology characteristics, spatial cognition, tourism environment information, virtual reality, theme park, space syntax</p>
<p>Dino Reyes GICICSSH1714096</p>	<p>THE ELEMENTS IN THE BOMBOWAK DANCE OF THE GA'DANGS: TOWARDS CONTENT ENRICHMENT OF SELECTED MUSIC, ARTS, PHYSICAL EDUCATION and HEALTH (MAPEH) SUBJECTS</p>

28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand  
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand

	<p style="text-align: center;"><b>Dino Reyes</b> Department Of Music, Arts, Physical Education And Health, Saint Marys University, Philippines</p> <p style="text-align: center;"><b>ABSTRACT</b></p> <p>The study analyzed and described the dance elements, implements and symbolisms of the Bombowak dance of the Ga'dangs in Paracelis, Mountain Province. It used the qualitative, ethnographic and historical methods utilizing the armchair anthropology, data transcription and analysis, visual anthropology, video recording and oral history methods. The study found that the body parts utilized in the dance include the head, trunk, upper extremity and lower extremity. The body contorts itself to different body shapes such as asymmetrical, twisted and angular. A combination of locomotor and non-locomotor movements is also present in the dance. The dancers move in and through space. The dance movement takes up time and a complete dance is performed with duration of one minute and eight seconds. Along with duration or the clock time, the dance is performed with the prescribed meter, sense of time and timing relationship. The elements of energy such as attack, weight, flow and quality are further utilized to produce movement quality. The Bombowak dance of the Ga'dang also requires implements such as costumes, accessories and instruments. Moreover, the movements and implements used in the dance have symbolic and cultural meanings. The proposed integration of the Bombowak dance in selected MAPEH subjects is necessary since schools are important institutions through which this intangible cultural heritage of the Ga'dangs can be preserved, protected and promoted.</p> <p><b>Keywords:</b> Bombowak, Ga'dang, cultural education, heritage preservation, cultural promotion</p>
<p style="text-align: center;"><b>Ali Dilangalen</b> GICICSSH1714098</p>	<p style="text-align: center;"><b>SUSTAINABILITY OF MADRASAH EDUCATIONAL SYSTEM IN THE PROVINCES OF COTABATO AND MAGUINDANAO</b></p> <p style="text-align: center;"><b>DR. ALI K. DILANGALEN</b> Director- Cotabato Foundation College of Science and Technology Pikit Extension Campus</p> <p style="text-align: center;"><b>ABSTRACT</b></p> <p>A total of 434 respondents from selected Madaris in the provinces of Cotabato and Maguindanao were covered by this study. These were composed of 350 students, 70 Asatids, and 14 administrators.</p> <p>The general objectives of the study were to investigate the sustainability levels of Madrasah educational system. Specifically, it sought to determine the level of adequacy existing resource capabilities of Madrasah, job performance and classroom management of Asatids, curricular offerings, and levels of sustainability of Madrasah educational system, influence of the level of adequacy of existing resource capability of Madrasah, job performance, and curricular offerings on the level of sustainability of Madrasah educational system.</p> <p>Madrasah resource capability like physical, instructional, and financial aspects were adequate while manpower capabilities were moderately adequate.</p>

	<p>Asatids are excellent in their job performance performance while satisfactory in classroom management.</p> <p>Madaris highly sustained the ecological friendliness and cultural acceptability but economic viability was moderately sustained. Only the aspect of technological soundness was poorly sustained.</p> <p>Resource capabilities significantly influence the sustainability of Madrasah in terms of economic viability, ecological friendliness, social justice, and technological soundness but not on cultural acceptability.</p> <p>Curricular offering of the Madrasah significantly influence the level of sustainability in terms of economic viability, ecological friendliness, cultural acceptability, and social justice but do not influence on technological soundness.</p> <p>Asatids' job performance and classroom management do not influence the sustainability levels of Madrasah in terms of economic viability and technological soundness but it was found out that it influence significantly the level of sustainability in terms of ecological friendliness, cultural acceptability, and social justice.</p> <p><b>Keywords:</b> Sustainability, Madrasah, Asatids</p>
<p><b>Dr. Tungesh Mahalingappa</b> <b>GICICSSH1714100</b></p>	<p><b>INTERPRETING LITERATURE ON GANDHIJI'S SOUTH AFRICAN DAYS</b></p> <p><b>Dr. Tungesh G.M.</b> Associate Professor ( Senior Scale) Manipal Institute of Technology Manipal 576104 India</p> <p><b>Abstract</b></p> <p>Literature available on Gandhi's South African days provides a many-layered narrative against which the writer and the reader can draw parallels with their worlds of different experiences. To read and understand Gandhi, a few requirements are essential. They are a curiosity for humanism, and an actual reading by the reader herself /himself, and not to bog down to any critical judgements readily available on Gandhi. The reader needs to start reading with an open mindedness as there won't be any serious dogmas in the text 'The Story of My experiment with Truth'. Before he left for South Africa, Gandhi was an unsuccessful advocate. Gandhi's success as compromising the litigation among the parties, led him to strive hard for India's freedom from the British rulers. This period was a transitional period for Gandhi. He often recalled South Africa was his Karma Bhumi.</p> <p>He found that there was no substitute for direct, non-mediated communication through meetings and discussions, and directly corresponding through writing letters to the British authorities in South Africa. His selfless motive was to bring equality and human dignity among the people irrespective of caste and class.</p> <p><b>Gandhi South Africa Selfless Motive Freedom Caste and Class Freedom</b></p>
 <p><b>Mousumi Roy</b> <b>GICICSSH1714101</b></p>	<p><b>Situating Vamachara of Tantra in the Hindu Worldview: Is it a Social Critique to Mainstream Hinduism?</b></p> <p><b>Mousumi Roy</b> Department of Philosophy &amp; Comparative Religion, Visva-Bharati University, Santiniketan, West Bengal, India</p> <p><b>Abstract</b></p>

28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand  
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand

	<p>The Tantra is a practical technique for mystical experience prevalent in India from unknown times. Though not completely antagonistic to mainstream Veda based brahminic smarta tradition, tantra cannot be equated with it. In fact, much of its concepts and practices lie outside the socially accepted Hindu norm. This is especially true for Vamachara or the left-hand way of tantra. Nevertheless, tantra, as a special technique for acquiring mystical experiences and powers, has a great influence in the subcontinent across Hindu sects and in other religions as well. Giving total emphasis on the reality of the world, not rejecting worldly enjoyment, recognizing the importance of the body as divine, revering the female and the feminine as a most important aspect of creation and denying distinctions like caste hierarchy, sacred-profane, socially acceptable and non-acceptable norms; the tantra provides an important social critique to the standard mode of behavior. From the mystical point of view, tantric practices, especially its secret rituals are completely attuned to attaining mystical powers and union or realizing the divinity within, leading to liberation. Though the presence of tantra in its advanced forms is somewhat covert, its influence is nonetheless very strong and pervades the Hindu world at all its levels.</p> <p>The questions that would be addressed in this paper are : Is the system of Tantra part of Vedic Hinduism or a deviation from it? Is Tantra accepted or rejected by the mainstream Hindu society? Can Tantra, especially the Vamachara aspect of it, be seen as a conscious effort to provide an important social critique to the accepted norm of behavior? Where can we situate the system of Tantra in the Hindu worldview- at the periphery or in the centre?</p>
<p>Jyotsna Lal GICICSSH1714102</p>	<p style="text-align: center;"><b>A STUDY ON THE EXPOSURE TO ENVIRONMENTAL TOBACCO SMOKE</b></p> <p style="text-align: center;">Jyotsna Lal Ph.D Associate Professor Department of Chemistry, Christ Church P.G College. Kanpur. U.P.</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Tobacco smoke is a environmental pollutant .Burning tobacco is the main source of indoor pollution in the developed world. Tobacco smoke contains about 4,000 chemicals including carcinogens, irritants and toxic gases. Nicotine, benzene and benzo(a)pyrene. The gas phase includes carbon monoxide, ammonia, dimethylnitrosamine, formaldehyde, hydrogen cyanide and acrolein. Methyl bromide, an ozone-depleting chemical commonly used to fumigate the soil prior planting tobacco seedlings. Tobacco growers are susceptible to an occupational illness known as green tobacco sickness. This is caused by the absorption of nicotine through the skin from contact with wet tobacco leaves. Nicotine is a risk factor for oral cancer, adult periodontal diseases and congenital defects such as cleft lip and palate in children. Nicotine causes heart arteries to harden, tend to shrink , thickening of blood. increases chlorestrol deposition. leadind to heart attack. Smoking causes lung cancer Breathing other people's smoke is called passive, involuntary or secondhand smoking. The non-smoker breathes "sidestream" smoke from the burning tip of the cigarette and "mainstream" smoke that has been inhaled and then exhaled by the smoker. Secondhand smoke (SHS) is a major source of indoor air pollution Methyl bromide, an ozone-depleting chemical, is also commonly used to fumigate the soil prior to planting tobacco seedlings. In 1997, over 5.5 million pounds of methyl bromide were applied to tobacco fields worldwide. The effects of these chemicals are not</p>

28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand  
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand

	<p>monitored generally but it is known that they leach into the soil and find their way into streams, rivers, and food chains. These substances may indirectly cause the genetic selection of pesticide-resistant mosquitoes or flies, making the control of diseases such as malaria much more difficult.</p>
<p><b>Mostafa Taleshi</b> <b>GICICSSH1714104</b></p>	<p><b>Rural Development and Strategies for Eradicating Poverty in South and Southeast of Asia</b> <b>Case of China ,India and Malaysia</b></p> <p><b>Mostafa Taleshi</b> <b>Affiliation: Department of Geography,Payame Noor University,Tehran, Iran</b></p> <p><b>Abstract:</b> This paper describes the rural development conditions of India ,china and Malaysia which are located in south and southeast of Asia . After the examine the dimensions of rural poverty in each one of above countries , we try to identify which strategies and patterns could have effective rules and achievements in rural development and eradicating rural poverty in above countries. In this case , we diagnosed three important strategies about participatory methods named Technocracy , Reformation and Radical which are based on Capitalism , Nationalism and Socialism ideologies , and then in the last section of the paper we try to determine which of our examine countries used above participatory methods and ideologies in rural development and poverty approaches and what are the successes and failures of them . <b>Key Words : Rural Development , Poverty Eradicating , Rural Strategies , Ideologies , South and Southeast of Asia , Participatory Methods .</b></p>
<p><b>Li Shuan Park</b> <b>GICICSSH1714105</b></p>	<p><b>Reviewing Research on Educational Applications of Immersive Virtual Reality</b></p> <p><b>Park Li Shuan</b> <b>Department of Educational Technology, Hanyang University, Korea</b></p> <p><b>Abstract:</b> <b>1. Background</b> The development of virtual reality (VR) technique was initiated from 1960s. Due to the maturity of computer technology, researchers have explored the possibility of VR for education during the past decade, such as in the field of science education (Kim, 2006), engineering education (Ong &amp; Mannan, 2004), medical education (Hilty et al., 2006), or language learning (Yang et al., 2010). In general, most studies indicated the positive effectiveness of VR on students' learning performance for either K-12 education or higher education (e.g., Hew &amp; Cheung, 2010). Currently, immersive VR technology has been emerged with the development of head-mounted display (HMD) (e.g., HCT Vive or Oculus Rift). It should be paid more attention to the capability of immersive VR for education. Previous studies have made meta-analysis on the instructional effectiveness of computer-based simulation (e.g., Sitzmann, 2011), scarce efforts were made on the exploration of immersive VR technology for educational purposes. Therefore, this study attempted to examine what research of educational applications of immersive VR have been done and subsequently discussed the future directions</p>

28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand  
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand

of immersive VR research in the field of education.

## **2. Methods**

To depict the previous research on educational applications of immersive VR, this study searched papers indexed in Web of Science database with keywords “immersive” and “virtual reality” for paper topic on May 2017. The timespan of “all years” was used. To focus on the educational research, this study refined the search results by the three categories including “education educational research,” “education scientific disciplines,” and “psychology educational.” There were 122 papers filtered according to the three categories. Abandoning 13 papers without full text, 109 papers were analyzed in this study. Moreover, this review adopted six coding scheme (i.e., published year, article type, research method, target sample, educational subject, and technology form) to systematically analyze the selected papers.

## **3. Results and Discussion**

Analyzing the data based on the coding scheme of published year, it was found that the selected papers were published from 1995 to 2017. Before 2007, one or two papers were published per year. Notably, the publication increasingly grows after 2008. Compared with the papers published in other years, there were 20 papers published at most in 2016. The results indicate that the research on educational applications of immersive VR were initiated in early 2000s and increasingly developed in lately 2010s, particularly in the last year. Among these papers, there were 58 journal articles (53%), 46 proceeding papers (42%), and 5 review papers (5%).

Regarding the research method utilized in the papers selected in this review work, the findings show that most studies employed quantitative method (frequency=59, 54%). Among the quantitative studies, experimental method and system evaluation are the major research design. It was found that the frequency of technical reports (frequency=22, 20%) and literature review (frequency=20, 18%) are secondly high. Relatively, less studies used qualitative method (frequency=6, 6%) or mixed method (frequency=2, 2%) to explore the instructional effectiveness of immersive VR.

The sample of the selected studies were mostly targeted on university (or above) students (frequency=25, 23%). Moreover, researchers were interested in understanding K-12 students’ (primary school level (frequency=10, 9%) and high school level (frequency=14, 12%)) or adults’ (frequency=11, 10%) learning by immersive VR applications. Notably, only 1 papers (1%) focused on the sample of preschool. The results may indicate the possibility for further understand preschoolers’ learning by immersive VR applications. However, the negative of technology should be considered when guiding them to use the immersive VR systems. Besides, among the selected publications, 40 studies (37%) did not provide specific information regarding research sample.

This study mainly yielded six categories of the research subject, consisting of science education (frequency=25, 23%), medical education (frequency=20, 18%), engineering education (frequency=18, 17%), language education (frequency=7, 6%), arts and humanities (frequency=13, 12%), multidisciplinary education (frequency=2, 2%). In short, science-related learning is the major research

	<p>subject. Therefore, future studies on educational applications of immersive VR could pay more attention to the subjects in terms of humanities and social sciences. In addition, the two papers regarding multidisciplinary education explored students' STEM (science, technology, engineering, and mathematics) learning. The results also addressed a direction for multidisciplinary learning by immersive VR. Based on the above-mentioned findings, this study was expected to provide suggestions for future research on educational applications of immersive VR.</p> <p><b>Keywords:</b> virtual reality, immersive, review, educational application</p>
 <p><b>Yogesh Pai P</b> GICICSSH1714107</p>	<p><b>The Discourse of Future Epistemology</b></p> <p><b>Yogesh Pai P</b> School of Management, Manipal University, Manipal, India <b>Pallavi Kamath R</b> <b>Nandan Prabhu K.P.</b></p> <p><b>Abstract:</b> The Platonic vocabulary, in the anti-foundationalist discourse, is charged with committing epistemic violence for marginalizing non-representational knowledge-claims. It has also been discarded for not being a useful vocabulary in Rorty's terms, for; it freezes all possibilities, hypotheses in the abstract reason. Philosophy now turns to the ethical-political discourse discussing the social conditions of interventionist participation in cultural politics from the perspective of usefulness of our beliefs. The criterion of usefulness is about what is good for us or what we may hope for a better future. As the idea of epistemic privilege is overthrown and all modes of cognition find place in epistemic inquiries, the question of correctly representing the reality is shifted to knowing the conditions for realizing the epistemic abilities of people. With this shift from finding the antecedent truths to the idea of possibilities of understanding and reweaving our beliefs, the important question is to examine the process of knowledge formation, and under what social conditions, alternative cognitive forms make their rightful claims. The paper examines how the discourse of future epistemology overcomes the position of marginalization and exclusion in the ideas of hope and social solidarity and how alternative epistemologies participate collaboratively in the knowledge production.</p> <p><b>Key words,</b> Anti-foundationalism, cultural politics, future epistemology, social solidarity</p>
<p><b>Dr. Muhammad Ramzan</b> GICICSSH1714108</p>	<p><b>Freedom of speech: A study on the infringements of rights of women in Pakistan</b> <b>Muhammad Ramzan</b> Assistant Professor, Department of Law, Lahore Leads University, Lahore, Punjab, Pakistan</p> <p><b>Kashif Javed</b></p> <p><b>Abstract</b> In Pakistan male dominates the society by way of influencing everywhere. The constitution of Pakistan has postulated the right of freedom of speech to every citizen on an equal basis. Discrimination on the basis of gender has not provided in the constitution of Pakistan. On the other hand the practice is very contrary to the provision of law; females are snubbed to raise their voices against the unjust and the miserable attitude of the proper forum/court or the public. Mostly the</p>

28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand  
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand

	<p>infringement of the right is by the guardian and relatives when they try to take away the treasurable property and belongings. These biased parameters are the abnormalities fashioned by the society due to greed of wealth and actually have no legal or moral justification. This paper analyses the legislation and journal practices of freedom of speech regarding females and also discuss the after effects of the infringement of the right of freedom of speech on the basis of sex. Further, analyse the freedom of speech and also discusses the discrimination on the basis of gender in Pakistan.</p> <p><b>Keyword: Legislation, infringements of rights, practice, effects.</b></p>
<p><b>Siti Anis Nadia Abu Bakar</b> <b>GICICSSH1714109</b></p>	<p style="text-align: center;"><b>HUMAN CAPITAL AND SOCIAL IMPACT TOWARDS SOCIAL BUSINESS PERSPECTIVES</b></p> <p style="text-align: center;">Siti Anis Nadia Abu Bakar Faculty Of Accountancy, University Teknologi Mara (Uitm), Melakacampus, Melaka, Malaysia</p> <p style="text-align: center;">Vani a/p Tanggamani Faculty Of Accountancy, University Teknologi Mara (Uitm), Melakacampus, Melaka, Malaysia</p> <p style="text-align: center;">Afidah Sapari Faculty Of Accountancy, University Teknologi Mara (Uitm), Melakacampus, Melaka, Malaysia</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The provision of various types of public services such as healthcare, social care, transport and waste collection are crucial for effective functioning of any communities. To date, there is a growing interest globally on social businesses (SBs) as innovation in providing these services. The emergence of social business enterprises has in part has been attributed to the increased demand for sustainability among the non-profit organisations (NPOs) due to diminishing funding from traditional sources and increased competition for these scarce resources. The rise of SBs contributes to the social wellbeing of communities and this in turn can be linked directly or indirectly to economic development of the nation. This reflects that the sustainability level of the country is not measured in terms of economics alone but also specifically towards the development of human capital and solving the social problems. Indeed, having both economic and non-economic aims, social business would be the potential solutions to address a range of societal issues and increase the efficiency and quality of public sector services that focus on equitable growth with ecological sustainability that is congruent with the social cause and the social community. In support of this argument, it is important to explore the relationship between capability of social businesses and the social impact created. This paper explores the literature focusing on capability based on human capital and social impact or value created through social businesses. This is expected to provide some insights on the sustainability and credibility of social businesses to support the government efforts in moving towards high nation income.</p> <p><b>Keywords: Social Enterprise, Third Sector, Human Capital</b></p>
<p><b>Sumekar Tanjung</b> <b>GICICSSH1714110</b></p>	<p style="text-align: center;"><b>Online Media Framing of Jakarta Red-Light District Eviction</b></p> <p style="text-align: center;">Sumekar Tanjung Lecturer ,Islamic University of Indonesia, Indonesia</p>

28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand  
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand

	<p style="text-align: center;"><b>Abstract</b></p> <p>Kalijodo was the oldest red-light district in Jakarta. The Jakarta provincial government will take control of the city's open green spaces which are currently occupied illegally, with 80 percent of the spaces believed to be occupied by residential and commercial buildings. The existence of pros and cons between residents of Kalijodo and the Provincial Government of DKI Jakarta make this news attract the attention of the audience. The author use framing method to analyze this news on metrotvnews.com and viva.co.id online media for one month. The results shows, metrotvnews.com framing the red-light district eviction news up only covered from the Jakarta provincial government side. Meanwhile, viva.co.id serve the cover both sides interviewees but tend to the victims of eviction. The media have the great influence in the forming of public opinion. On the news, the journalist has control over the construction of reality in an event. This formation of construction will form the public opinion.</p> <p><b>Keywords:</b> Kalijodo, framing analysis, news, Jakarta, online media.</p>
 <p><b>Pelewe Itsweni</b> GICICSSH1714111</p>	<p style="text-align: center;">The experiences of death of loved ones and bereavement amongst young Vhavenda widows of Tshikombani village at Nzhelele, Vhembe District in Limpopo, South Africa.</p> <p style="text-align: center;"><b>Ms Itsweni P</b> Department of African studies/ Sociology section, University of Venda, South Africa</p> <p style="text-align: center;"><b>Dr Tshifhumulo R.</b> Department of African studies/ Sociology section, University of Venda, South Africa</p> <p style="text-align: center;"><b>Dr Mukwevho H.</b> Department of African studies/ Sociology section, University of Venda, South Africa</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Death and bereavement are sensitive issues experienced by all mortal species across the world, and in every human household. Once death occurs, more than one individual is left bereaved. However, all societies have established cultural ways of mourning the dead as a way of healing the bereaved. The aim of the study is to explore the experiences of death and bereavement amongst the young Vhavenda widows. The primary objectives of the study are to identify the challenges experienced by young Vhavenda widows in Vhembe District during the time of death and bereavement; establish whether these women are treated with respect, dignity, and compassion during the process of death and bereavement; understand the coping strategies they employed in dealing with death and bereavement; understand their expectations about the role that needs to be played by the family and the community and ascertain the overall impact of the process of death and bereavement on their future lives. A qualitative research method will be used in order to attain in-depth data through unstructured interviews. The interviews will be conducted using a purposeful sampling method on the envisaged 20 young widows of Tshikombani village at Nzhelele in Vhembe district. The research findings will add value to the existing</p>

28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand  
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand

	<p>literature on culture, death and bereavement. <b>Key Words:</b> Experiences, death, bereavement, culture, respect, compassion, solidarity, survival.</p>
<p><b>Aisha Al-Qadi</b> <b>GICICSSH1714113</b></p>	<p><b>Rhetorical Strategies and Publics Understanding in Qatar's Science Majlis</b></p> <p><b>Aisha Al-Qadi</b> <b>Medill School Of Journalism, Media, Integrated Marketing Communications, Northwestern University In Qatar, Doha-Qatar</b></p> <p><b>Abstract:</b> There are a few ways the publics in Qatar can learn and engage in science informally. One of them is through the Science Majlis. The Science Majlis is a recurring public science meeting initiated by Qatar Environment and Energy Research Institute (QEERI) in April 2015. It was later organized by Hamad Bin Khalifa University (HBKU) starting in January 2017. The meeting was open to all and took place every third Wednesday of the month in a café when QEERI organized it and later in Education City when HBKU held it. The language of discussion used was primarily English but Arabic was also allowed. The gathering had a very informal structure: a 10-minute introduction by a QEERI scientist followed by a discussion session.</p> <p>This paper aims to explain the underlying assumptions of the speakers when they delivered the information, some of the rhetorical strategies they used and how these two factors influenced how participants understood the topics discussed. Using data gathered from participant observation of the Science Majlis gatherings and interviews with some of the Majlis participants, I analyze that there was a balance between speakers who used the deficit model of disseminating information and those who used the dominant model. Some thought that the audience already had a basic understanding of the topic (dominant model) while others thought the audience lacked the knowledge (deficit model). These different assumptions affected the way the speakers delivered their information and also influenced the way the audience understood the topic. Also, I note that the Science Majlis participants interacted based on two things: relatability and unfamiliarity of the topic. The audience participated when the topic resonated with them and also when it was something they partially did not understand. My paper will analyze the rhetorical strategies used and how the audience understood the topics.</p> <p><b>Keywords:</b> science, Qatar, science majlis, publics understanding, rhetorical strategies</p>
<p><b>Vinay Chawla</b> <b>GICICSSH1714116</b></p>	<p><b>An Exploratory Study on Consumer Perception and Attitude – Dubai as a Tourist Spot.</b></p> <p><b>Vinay Chawla</b> <b>Student, Pandit Deendayal Petroleum University, Gandhinagar.</b></p> <p><b>Abstract</b> According to Dubai government reports, Dubai had around 11.6 million visitors in 2013, making it one of the most visited cities in the world. It has been major tourist attractions for a long time now, the major tourist attractions being Burj</p>

28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand  
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand

	<p>Khalifa, Burj Al Arab, The Dubai Mall, Mall of Emirates, Ski Dubai, Grand Mosque, Palm Jumeirah and Dubai Marina. Burj Khalifa is the tallest tower in the world (830m). And according to Dubai's Department of Tourism and Marketing data, it targets of 20 million in 2020. Dubai has 83% immigrants and only 17% Emiratis. It ranks third in world for the number of skyscrapers (173). Dubai is building a "climate-controlled" city in itself that's 2.25 times the size of Monaco. The Dubai Mall is the largest mall in the world. Unbelievably, Dubai has a crime rate of 0% and is the fastest growing city in the world. The purpose of this paper is to examine the affective, cognitive, conative and evaluative aspects people's attitude towards Dubai. Previous research in this field is summarized and reviewed, and in the process, the strengths and deficiencies of Dubai as a tourist spot have been assessed. A purposive sampling method was used to collect data from 200 respondents using a questionnaire design, a Likert scale and statistical methods to test and interpret the research outcomes. The data was analyzed using correlation and descriptive analysis. The study encompasses – consumer impression and awareness. This study is useful for brand managers to better understand Indian consumer preferences and attitude. Further research can be explored on consumer psyche to measure the subconscious factors affecting individuals' decision.</p> <p><b>Keywords:</b> - Dubai, consumer, tourist attraction, impression, attitude, perception.</p>
 <p>Dale Alan Konstanz GICICSSH1714117</p>	<p><b>Thai Classics Go Pop: A Look at Three Traditional Stories That Appear in Contemporary Thai Popular Culture</b></p> <p><b>Dale Alan Konstanz</b> Fine and Applied Arts Division, Mahidol University International College, Salaya, Thailand</p> <p><b>Abstract:</b> Although Thailand is greatly influenced by other cultures both historically and due to globalization, traditional aspects of Thai culture still appear today. Classic Thai literature, often stemming from folklore, continues to inspire fine artists, filmmakers, TV scriptwriters, comic book artists and producers of decorative objects in this kingdom once known as Siam. The literary texts are often reinterpreted and adapted for today's Thai audiences, and at times, individual characters appear outside their original contexts. Perhaps the most popular stories that continue to influence popular culture here are Sang Thong, Khun Chang Khun Paen, and Phra Aphai Mani. By examining these works and how they are represented today, Thai values and attitudes can be better understood.</p>



Qusai Al-Thebyan  
GICICSSH1714118

### Problems of Translating Cultural Markers from Arabic into English

Dr. Qusai Anwar Al-Debya  
The Hashemite University, Zarqa, Jordan

#### Abstract

This paper shows the distortive effects of using domesticating translation strategies, especially when it comes to translating cultural elements. The paper makes use of excerpts extracted from some Arabic novels translated into English. The paper will analyze the examples and their translations, showing the translation strategies used, and their effect on the quality of the translation. In most of the cases, a contorted translation is produced due to the use of domesticating translation methods. Much of the intended meaning, if not all, is lost, the identity of the original text is sacrificed, and its uniqueness and particularity are denuded.

Each selected text is going to be retranslated by the researcher using a foreignizing approach. The suggested translation is going to be analyzed and compared to the original translation to show which translation is closer to the original text and keeps its identity; and to show which translation adds to the knowledge of the TL reader, and enriches the TL text.

It goes without saying that translation should be faithful to the original text in the first place. But it should also teach the target audience about the source culture, its people, literature, and language. As a process of transculturation, or even cross-fertilization, translation should also help enrich the target language, its literature and culture through introducing new linguistic, stylistic, and cultural elements to the target language and culture. Domesticating methods of translation deactivate and disrupt this vital function. Foreignizing methods, however, will prove to be better, especially when it comes to translating cultural elements

Uray Hety Humaira  
GICICSSH1714121

### ANALYSIS OF FACTORS AFFECTING THE HUMAN DEVELOPMENT INDEX IN WEST KALIMANTAN PROVINCE USING DATA PANEL REGRESSION

Uray Hety Humaira  
Student of Statistics Department, FMIPA

Jaka Nugraha  
Lecturer of Statistics Department, FMIPA

#### ABSTRACT

In Indonesia, precisely the Province of West Kalimantan development continues to progress, in 2015, the achievement of human development at the National level is quite low, while the District and City varied considerably, then conducted research by using Regression Analysis panel data where in this analysis conducted merger between time series data and cross section data. The purpose of this research is to know factors influencing Human Development Index in Regency and City of West Kalimantan Province. The data used are cross section data comprising 14 District / City of West Kalimantan Province and time series

28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand  
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand

	<p>data from 2012 until 2015 so that there are 56 data. From the analysis it is concluded that the best regression model estimation is a fixed effect model with two-way effect. With this model 0.99853% of the Human Development Index (Y) is able to be explained by Life Expectancy (AHH), Adjusted Per Capita (Expenditure), School Average (RLS), School Expectancy (HLS), and Domestic Product Gross Regional Price Constant (GDP) with the model that is formed is a fixed effect model :</p> $IPM = 3.7276E-01(AHH) + 1.4865E-03(Pengeluaran) + 1.480E+00(HLS) + 1.4236E+00(RLS) - 9.6664E-08(PDRB) + c_i+d_t+e_it$ <p>Keywords : Data Panel Regression, Fixed Effect Model, Human Development Index.</p>
<p>Jaserah Basit GICICSSH1714122</p>	<p style="text-align: center;"><b>Impact of Social Support on Organizational Success</b></p> <p style="text-align: center;"><b>Jaserah Basit</b> MS-(EM) Scholar Bahria University, Islamabad, Pakistan</p> <p style="text-align: center;"><b>Sham-e-Aimen</b> MS-(EM) Scholar Bahria University, Islamabad, Pakistan</p> <p style="text-align: center;"><b>Aqdas Tanveer</b> MS-(EM) Scholar Bahria University Islamabad, Pakistan</p> <p style="text-align: center;"><b>Professor</b> <b>Dr. Hafiz Mushtaq Ahmad</b> Bahria University Islamabad Pakistan</p> <p style="text-align: center;"><b>Abstract</b></p> <p><b>Purpose-</b> The purpose of this paper is to investigate the relationship between social support and organizational success specifically targeting employee commitment, turnover intentions, absenteeism and job satisfaction.</p> <p><b>Background-</b> Social support influences organizational success due to employees' response towards their tasks, as compared to those who don't have social support (Eisenberger et al., 1990; Lancaster, 2014). Social support is associated with stronger employee contributions in the form of organizational commitment reduced absenteeism, turnover intentions and job satisfaction (Eisenberger et al., 1990; Wayne et al., 1997; Shore et al., 2009; Tuzun et al., 2011).</p> <p><b>Methodology/design-</b> The population of current study comprises of telecom sector. The sample size consists of 150 employees. The approach of this study is deductive. The sampling technique is convenience sampling. The strategy of present study is survey.</p> <p><b>Tentative results-</b> The study based on the literature reveals that there is a correlation between social support and all the variables i.e. organizational success, employee commitment, turnover intentions, absenteeism, and job satisfaction.</p> <p><b>Practical implications-</b> The study advises managers of telecom sector to implement the basics of providing social support to employees so that they have a positive attitude towards their organizations. Social support is of great interest to employees as it offers assistance to them by creating a cooperative environment.</p>

	<p><b>Keywords-</b> social support, organizational success, affective employee commitment, turnover intention, absenteeism, and job satisfaction</p>
 <p><b>Alif Supriyatno</b> GICICSSH1714125</p>	<p><b>Green Marketing: Its Influence on Purchase Decision and Implications on Consumer Loyalty</b></p> <p><b>Ricky Kurnia Saputra</b> Management Department/ Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta, Yogyakarta, Indonesia</p> <p><b>Alif Supriyatno</b> <b>Nizar Fauzan</b></p> <p><b>ABSTRACT</b></p> <p><b>Research Background</b> – Green marketing is a marketing strategy that arise and become a huge topics in last 20th century and companies using green marketing as a strategy to achieve company’s goal and increase purchase decision of consumer. <b>Research Problem</b> – The paper aims to analyze the influence of green marketing on purchase decision and implication on consumer loyalty. <b>Literature Review</b> – Green marketing different with traditional marketing because green marketing is not only commercial selling activity but green marketing put environmental care aspect as an important issues that marketer should concern about. <b>Data and Methodology</b> – The sampling method used in this study is purposive sampling with total 200 respondent who are consumers of Ades mineral water, the data was collected by using questionnaire and was analyzed using Structural Equation Modelling with Amos. <b>Conclusions</b> – Green marketing directly has significant effect on purchase decision, green marketing directly has significant effect on customer loyalty, purchase decision has significant effect on customer loyalty, and green marketing indirectly have a smaller effect on customer loyalty through purchase decision.</p> <p><b>Keywords:</b> Green Marketing, Purchase Decision, Consumer Loyalty</p>
<p><b>Rashmi Yogesh Pai</b> GICICSSH1714126</p>	<p><b>Classrooms to Sustainable Employment: Creating an Information Communications Technology System that Performs</b></p> <p><b>Rashmi Yogesh Pai</b> Associate Professor, Department of Commerce, Manipal University, Manipal, India.</p> <p><b>Rishali Shetty</b> BBA Student, Department of Commerce, Manipal University, Manipal, India.</p> <p><b>Abstract</b></p> <p>Unemployment is a serious problem that has been rising day by day. Skill development and creation of employment opportunities are key factors to address youth unemployment. This study emphasizes on the need for job-oriented education and to link education to employment. This study seeks to integrate three stakeholders, employers, education providers and the youth, each of whom have a unique approach, expectation and understanding of the paradigm. Novel methodology inclusive of empirical evidence based integration of objective fulfilment drafted into institutional pedagogy can help increase the</p>

28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand  
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand

	<p>success rate of education- to- employment from an Indian context especially Indian girls and women. The study outlines specific aspects of government intervention in this regard and focusses on systematic training programmes exclusively for vocational and skills amelioration executed to address this multidimensional challenge from the Indian Women perspective.</p> <p><b>Key Words</b> Sustainable Employment, Information Communication Technology, Vocational Skills, Employability, Gender Studies, University Curriculum</p>
 <p><b>Silfia Hanani</b> GICICSSH1714128</p>	<p><b>Islamic Transformative Figures Movement In Minangkabau; The Liberation Of Women From Marginality</b></p> <p><b>Silfia Hanani</b> State Institute fo Islamic Studies</p> <p><b>Abstract</b> Islamic transformative figures in Minangkabau have made the prevention of violence against the women through journalistics and women school. Both of them could be called as a form of resistance to the injustice reality against women. Journalisticsmedia serves as agent to criticize the elite’s attitude and community because these groupsare easy to do violence againts the women or act unjusticely against women, meanwhile schools become women empowering media to escape fromthe injustice. Both movements, turned out to have positive implications on the wealthy lifein which women can escapefrom marginality condition and the community can interpret it as the equality life, therefore women are neither no longer in vulnerability to sexual violence nor physical, economic, and psychological violences. Moreover, the movements carried out by the Islamic transformative figures are also the beginning of custody of the women movement in Minangkabau .Keywords—Islamic Transformative Figures, Liberation, Women’s Marginality.</p>
<p><b>Dr.Gaurav Agrawal</b> GICICSSH1714130</p>	<p><b>Impact of corporate social disclosures on corporate financial performance: An empirical analysis of listed Indian firms</b></p> <p><b>Dr.Gaurav Agrawal</b> Management,Abv-Indian Institute Of Information Technology And Management (IITM),Gwalior, India</p> <p><b>Ruchi Gupta</b> Management,Abv-Indian Institute Of Information Technology And Management (IITM),Gwalior, India</p> <p><b>Abstract</b> Earlier companies produce goods and services to satisfy the needs of their customers and they consider it as their primary job, serving society was not in their scope other than giving employment to people. Now a days in highly competitive environment it become a necessity to all the firms to differentiate their operations not only in terms of goods and services but also in terms of presenting themselves as socially responsible firms. The scope of corporate social responsibility increases with increased number of stakeholders associated with company who need to know that how their resources are utilized for betterment of society. Most of the organisations report these aspects in the form of sustainability reporting according to their priorities.</p>

28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand  
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand

	<p>This study investigates the relationship between corporate social disclosure and corporate financial performance of listed Indian companies with respect to their size, risk factor, sector and age of establishment. For this study we have collected data for seven years. ESG score is collected from bloomberg terminal and used as a proxy of corporate social disclosure. Other financial data related to the financial performance is collected from prowess data base. Fixed effect panel data regression model is used to find out the relationship between corporate social disclosure and corporate financial performance. Overall empirical result shows that there is a positive relationship between corporate social disclosure and financial performance of a company.</p> <p>Keywords: Corporate social responsibility, corporate social disclosure, corporate financial performance, panel data regression model</p>
<p>Wangchen Zhou GICICSSH1714131</p>	<p style="text-align: center;"><b>Mass Shootings in the United States During 1966-2017</b></p> <p style="text-align: center;">Wangchen Zhou Student, Williston Northampton School, Easthampton, the United States</p> <p style="text-align: center;"><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 have fluctuated throughout time, and those incidents' scatter across America.</p> <p>Poisson regression was conducted to examine the factors associated the 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 numbers 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</p>

28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand  
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand

	<p>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>Johni Purwantoro</b> GICICSSH1714132</p>	<p><b>Comparative Performance Analysis of Telecommunication Company in Indonesia using Economic Value Added (Eva) and Value Added (Mva) Method in Case Study at Pt. Telkom, Pt. Indosat and Pt. Xl for The Year 2011 – 2016</b></p> <p><b>Johni Purwantoro</b> Faculty of Economic And Business, Telkom University, Bandung, Indonesia</p> <p><b>Abstract</b></p> <p>EVA is a financial performance analysis that measures the company's ability to generate added value for investors, MVA (Market Value Added) is the difference between the market value and the capital invested by the investor. This study aims to assess the financial performance and to determine the difference in financial performance among Telecommunication Companies Go Public on the Jakarta Stock Exchange by using the concept of EVA and MVA for the period 2011 to 2016.</p> <p>The research method used is descriptive quantitative method. The sample is taken by purposive sampling technique with criteria: (1) Telecommunication companies Go public. (2) Telecommunication companies having complete Annual Report and Financial Report data for five consecutive years from 2011-2016. The sample of this research is PT. Indosat, Tbk, PT. XL Axiata, Tbk and PT. Telkom, Tbk.</p> <p>The conclusion from the research that during the period of 6 years the value of EVA for PT. Telkom is positive while for PT. Indosat and XL Axiata have positive and negative fluctuating EVA values. Value of Market Value Added based on research result of PT. Telkom, Tbk, PT. Indosat, Tbk and PT. XL Axiata, Tbk has a positive MVA value, indicating that the three companies have succeeded in creating substantial wealth for shareholders and companies. The results of data analysis performed statistically shows that there are significant differences in financial performance between PT. Telkom, PT. Indosat and PT. XL Axiata by using EVA and MVA Method.</p> <p>Advice for the company that the method of Economic Value Added and Market Value Added can be used to describe the development of the company's financial performance and to decide the business strategy in the coming year.</p> <p><b>Keywords:</b> Economic Value Added (EVA), Market Value Added (MVA), Financial Performance</p>
 <p><b>Tanainan Tanantpapat</b> GICICSSH1714133</p>	<p><b>A Study Of Community Readiness For Sustainable Community Development</b></p> <p><b>Tanainan Tanantpapat</b> Technopreneurship and Innovation Management Program, Graduate School, Chulalongkorn University, Thailand</p> <p><b>Anegpon Kuama</b> Social Research Institute, Chulalongkorn University, Thailand</p> <p><b>Pakpachong Vadhanasindhu</b> Faculty of Commerce and Accountancy, Chulalongkorn University, Thailand</p>

28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand  
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand

	<p style="text-align: center;"><b>Suwit Srimai</b> Faculty of Liberal Arts and Management Sciences, Prince of Songkla University, Thailand</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The research objective is to study the community readiness in agricultural and tourism for sustainable community development of rural communities in Thailand. The study focuses on the communities, which applied Sufficiency Economy Philosophy (SEP) in their development. The literature review found that there were eleven community readiness dimensions for sustainable community development. However, in order to prove the readiness in practice for sustainable community development, the researcher conducted an empirical study and found that there were seventeen community readiness dimensions for sustainable community development. The qualitative research, in collaboration with participation from community's leaders and members was conducted. Data gathering techniques included in-depth interviews, focus groups, and observations. The twelve community samples were selected purposively. They are an outstanding communities in agricultural and tourism sustainable development located in every part of Thailand and were selected by the Royal Initiative Discovery Foundation to be the best practice, from every part of Thailand, for other communities to emulate. They have their own local identities products and services and won sustainable development or related awards. The collected data from interviews were analyzed using content analysis. The finding indicated seventeen community readiness dimensions, which lead to sustainable community development. Ten dimensions from the research finding are the same as the literature review, namely natural resources, human resources, required knowledge, stakeholders' participation, community member support, government support, risk management, knowing technology, learning culture, and morality &amp; ethics. The new seven dimensions are fund &amp; working capital, market, plan &amp; implementation, management, product &amp; service, communication, and sense of ownership. These findings are valuable to both academic and social contributions as they are the community health check for preparing community to sustainably develop.</p> <p><b>Key words:</b> Community Readiness/ Sustainable Development/ Sufficiency Economy Philosophy</p>
<p><b>Vimolwan Yukongdi</b> GICICSSH1714134</p>	<p style="text-align: center;"><b>Motivational factors, facilitators, obstacles and gender differences: An exploratory study of Thai entrepreneurs</b></p> <p style="text-align: center;"><b>Vimolwan Yukongdi</b> Assistant Professor School of Management Asian Institute of Technology Thailand</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The objective of this study is to identify the motives for starting a business, the perceived facilitators, obstacles and gender differences between Thai male and female entrepreneurs. A questionnaire survey was administered to entrepreneurs in Bangkok yielding a total sample of 103 respondents. Data were analyzed using cross-tabulation analysis. The results indicated that there were observed differences and similarities between men and women. For male entrepreneurs, the desire to own a business, opportunity to earn higher income, passion for a particular product, the desire to be one's own boss, taking over</p>

28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand  
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand

	<p>family business, unemployment and independence were cited most frequently as motivators. Among the female entrepreneurs, the top motives were the desire to own a business, unemployment, opportunity to earn higher income, the desire to be one's own boss, passion for a specific product, the opportunity to increase income, and taking over family business. For women, unemployment appeared to push them to become an entrepreneur, while for men, financial motive was a pull factor. For both men and women, the factors perceived to be facilitators were mainly related to personality traits of perseverance, honesty, diligence and sincerity. Competition, low profitability, adverse economic and weather conditions were viewed as obstacles in running their business for both male and female entrepreneurs in this study. Implications of the study and recommendations for aspiring entrepreneurs are discussed.</p>
<p>Hsin-yun Ou GICICSSH1714064</p>	<p>28th International Conference on Social Science &amp; Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand. Mark Twain's Satire in Is Shakespeare Dead?</p> <p>Hsin-yun Ou National University of Kaohsiung, Taiwan</p> <p>Abstract</p> <p>As Mark Twain's last book, <i>Is Shakespeare Dead?</i> (1909) demonstrates his continued interest in the Shakespeare-Bacon authorship controversy. Twain's contemporary commentators dwelt upon the legal knowledge displayed in Shakespeare's writings and wondered how he had acquired it. Discussing the paucity of biographical information on Shakespeare, Twain ostensibly suggests that Francis Bacon is the most likely candidate for authorship of the great plays. This essay seeks to clarify Twain's attitude towards the authorship controversy through three factors. First, in July 1909 an editorial in <i>Harper's Monthly Magazine</i> reviewed this book and declared that Twain, as he had done in many other writings, had employed irony and satire as his writing devices. Second, the startling title of the book, <i>Is Shakespeare Dead?</i>, implicates that Twain satirizes ignorant idolaters who know little about Shakespeare and his writings. Third, <i>Is Shakespeare Dead?</i> has a subtitle "From My Autobiography," and Twain's autobiographical recollection is full of episodes relating Twain's inclination to subvert conventional ideas. This essay argues that Twain's ironic comments on the Shakespeare-Bacon controversy unravel his notions of the relation between a writer's life and his works, of talent and training, and his deliberations on autonomous reasoning.</p> <p>Keywords: Mark Twain, Shakespeare, authorship, irony, satire</p>
<p>Lily- Hue Trinh Hoang Hong GICICSSH1714066</p>	<p>Using Q methodology to explore the reasons leading to the scarcity of senior women leaders: A case study of Vietnam National University Ho Chi Minh city, Vietnam</p> <p>Lily- Trinh Hoang Hong Hue Public Policy and Administration, National Chi Nan University, Nantou County, Taiwan (ROC)</p> <p>Abstract</p> <p>Gender equality and gender parity has been the central issue for countries. Lack of women in leadership roles at the senior level has, in general, frequently been the heated subject of debate in many countries and Vietnam is no exception.</p>

28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand  
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand

	<p>Despite of recently women have made great contributions both in the academia and social life, they still remain underrepresented in the top levels of leaders both in public administration and higher education institutions. This study aims to explore what main reasons are leading to the scarcity of women in senior academic leadership roles, in the case of Vietnam National University Ho Chi Minh city (VNU-HCM) based on using the Q methodology-introduced by William Stephenson in 1935. Eighteen women of VNU-HCM participated were asked to rank-order a set of 40 statements about different root causes limited the advancement opportunities of women from ‘most disagree’ to “most agree”. A four-factor solution was selected. By identifying disagreement and consensus among women, four different perspectives on the root causes for the persistence of gender inequality at the highest ranks of academic leadership were uncovered including factor 1 - family orientation, factor 2- alternative choices, factor 3- traditional cultural social values, and factor 4- workplace attitude and structure. This study also finds out that most of female managers at the VNU-HCM maybe face ‘slippery ladder’ than a “glass ceiling” because they by themselves skip the advancement opportunities.</p> <p><b>Keywords:</b> women leadership, gender inequality, Q methodology.</p>
<p><b>Chak Kwong Lau</b> GICICSSH1714068</p>	<p><b>Ding Jings (1695-1765) Interdisciplinary Pursuit Of Seal Engraving, Calligraphy, Epigraphy And Poetry</b></p> <p><b>Chak Kwong Lau</b> Academy Of Visual Arts, Hong Kong Baptist University, Hong Kong</p> <p><b>Abstract</b></p> <p>Chinese seal engraving is a highly developed yet much understudied form of Chinese art. Seals are carefully designed works of art that express a variety of cultural, personal and social values. Few people have any idea how to appreciate the beauty of a seal’s imprinted image, let alone grasp the subtlety and complexity of these multi-faceted objects.</p> <p>The major eighteenth-century seal engraver Ding Jing (1695-1765) is nowadays considered the head of the Eight Masters of Xiling (西泠八家) and the Zhe School (浙派) of seal engraving. Hence, traditional Chinese art historians exclusively emphasise the research on the development of styles in Ding Jing’s seal engraving. Academic inquiries thus rely too much on stylistic analysis within the artistic discipline of seal engraving. Although Ding Jing excelled also in calligraphy, epigraphy and poetry, little research has been conducted yielding a thorough and satisfying understanding of his interdisciplinary pursuit. Attempting to fill this research gap, this paper examines the social and cultural implications of the synergistic effect embodied in Ding Jing’s interdisciplinary pursuit in seal engraving, calligraphy, epigraphy and poetry.</p> <p>The methodology of this research project is an in-depth examination of the social and cultural contexts of Ding Jing’s works. The mapping of cultural spaces within Ding Jing’s circle provides the context for the interpretation of various forms of social, artistic and scholarly discourses as reflected through the artistic, scholarly and literary production of Ding Jing and his associates.</p> <p>The research findings show that Ding Jing was closely associated with his circle of cultural elite, consisting of eminent poets, historians, archaeologists, scholars of evidential research (kaozhengxue 考證學) and epigraphy (jinshixue 金石學), owners of major private libraries in Jiangnan, antique dealers, painters,</p>

28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand  
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand

	<p>calligraphers, and seal engravers. In this erudite community in Ding Jing's hometown Hangzhou and the broader region of Jiangnan in China, Ding Jing's artistic pursuit of seal engraving and calligraphy was interwoven with his literary and scholarly activities such as poetry writing and conducting epigraphical research, on-site investigation of ancient monuments, steles and cliff carvings.</p> <p>Hence, this paper offers an in-depth investigation into the historical and social situations of works by Ding Jing and his associates and examine his interdisciplinary pursuit within its historical and cultural frame.</p> <p><b>Keywords:</b> Chinese art history, Chinese art, seal engraving, calligraphy, epigraphy, poetry, interdisciplinary arts</p>
<p><b>Jesus Cyril M. Conde</b> GICICSSH1714069</p>	<p style="text-align: center;"><b>Language of Plants and Spirits: Metonymies of Ethno-botany on Mount Asog, Camarines Sur, Philippines.</b></p> <p style="text-align: center;"><b>Jesus Cyril M. Conde</b> Associate Professor, Language and Literature Department, Ateneo de Naga University, Philippines</p> <p style="text-align: center;"><b>Maria Aurora A. Conde</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>This research studies the worldview of the itom tribe on Mt. Asog, province of Camarines Sur, Philippines. Grounded on metonymies of plants and spirits, this worldview determines how the people live. From May 2016 to April 2017, the researchers used multiple methods: interview, immersion, focused group discussion, gathering and identification of plants used for healing, and observation and documentation of rituals. The results unveil the material and spiritual roles of plants as metonymies of the benevolent supernatural tawonglipods and diwatas and mediators between natural and supernatural realities. The metonymies construct an ethno-botanical fellowship of discourse that includes all the members of the tribe. The paper initiates the interdisciplinary focus on language, culture, history, and plants in the field of Philippine cognitive ethno-botany. It uses a cultural approach that utilitarian studies from 1993 to 2015 in Philippine ethno-botany failed to explore; it highlights the study of verbal and non-verbal languages of forest and agricultural communities as a way towards the exploration of Philippine cognitive ethno-botany and culture.</p> <p><b>Keywords:</b> Metonymies, Ethno-botany, Tawonglipod, Diwatas, Philippines</p>
<p><b>Bernard Delpeche</b> GICICSSH1714075</p>	<p style="text-align: center;"><b>The African Presence In The Indo Caribbean Literature</b></p> <p style="text-align: center;"><b>Bernard Delpeche</b> Languages And Literatures, Acadia University, Canada</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This paper analyzes the linguistic complexities among the Indo and Afro Caribbean people. Most of the Caribbean dialects emerged from a system of plantations and therefore the descents of the former African slaves and the indentured South Asian workers were forced to use simultaneously an amalgam of dialects that reflect the colonial legacy. This study deals with the sociological impacts of using collectively official and unofficial languages in the Caribbean regions. Pragmatically, bilingualism could refer to a process of acculturation</p>

28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand  
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand



	<p>while Indian and African creoles tend to generate a system of social exiguity and ambiguity. However, the linguistic and historical proximities of the Caribbean dialects continue to entrench an association of subtractions, in the contemporary context of the social developments. In other words, this paper focuses on the semantic evolution of the African languages in the Indo Caribbean literature.</p>
<p style="text-align: center;"><b>Satoshi Ishida</b> <b>GICICSSH1714090</b></p>	<p style="text-align: center;"><b>The Role of Peace and Civic Education in Nagasaki: Challenges and Prospects of Storytelling Activities to Address Fading Collective Memory of Survivors</b></p> <p style="text-align: center;"><b>Satoshi Ishida (Ph.D)</b> <b>Lecturer, Department of Public Policy, Faculty of Regional Development and Design, University of Nagasaki, Japan</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Today is the 72 years anniversary of the atomic bombing to Nagasaki and Hiroshima. The purpose of this paper is to explore the modern role of peace and civic education especially focusing on the challenge of “kataribe” as the storyteller of collective memory in Nagasaki. It is even more specifically concerned about how peace education has become an important aspect of the culture in Nagasaki, Japan, where this field of teaching and learning has grown into a distinct discipline for various reasons. However, according to the recent surveys on survivors of the atomic bomb in Nagasaki and Hiroshima, the number of people who had experiences to talk about the memory of the atomic has gradually decreased, and the nearly two-thirds of survivors had no or little experiences of storytelling about the bomb. It may represent the fade away from survivors’ memories. Of course, Nagasaki as the bombsite is now facing a lot of challenges on how to succeed the collective memory of survivors down to the next generations. These challenges stem largely from the aging of survivors in Nagasaki and the regional recognition gap on the collective memory of the atomic bomb. Nowadays growing interests of keeping “collective memory” and/or fostering “the atomic bomb legacy keeper” in Nagasaki urges a range of activities to prevent the memories of the survivors fade away, including training, peace education and digital storytelling among others. Finally, this paper discusses prospects and future challenges regarding these efforts.</p>
<div style="text-align: center;">  <p><b>Minh Phan Thi Ngoc</b> <b>GICICSSH1714097</b></p> </div>	<p style="text-align: center;"><b>How Vietnamese understands about decentralization: A pilot Q- methodology study</b></p> <p style="text-align: center;"><b>Windy PHAN THI NGOC MINH</b> <b>Department of Public Policy and Administration, National Chi Nan University, No.1 Daxue Road, Puli Township, Nantou County, Taiwan (ROC)</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Nowadays, more and more countries move away from centralized governments institutions. Decentralized government institutions are doing more work of government both in developed and developing countries than ever before. The literature on decentralization are vast, but there is little agreement about what decentralization means. There are not many research about the conceptualization of the decentralization in Vietnam. Official decentralization in Vietnam began with Doimoi (economic innovation) in 1986 and rapidly</p>

28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand  
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand

	<p>accelerated in the late 1990. How the citizens understand the decentralization to develop their power to construct nation. The aim of this study is finding out what Vietnamese citizens understand about decentralization, especially the intellectual class because the important role of this class in society. This study's participants were a sample of 17 people from intellectual class who had education level at least bachelors' degree in Ho Chi Minh City – the largest, developed city in Southern of Vietnam. Q- methodology, which was introduced by William Stephenson in 1935, was used for data collection and analysis. Four distinct viewpoints about decentralization were identified: (1) democratization, (2) Public – private transfer, (3) Theoretic Stereotype and (4) A comprehensive viewpoint. This study also finds out that maybe Vietnamese are strongly agreed that decentralization is the transfer of authority and general definition and administrative decentralization are paid attention.</p> <p><b>Keywords:</b> decentralization, decentralization definition, Q- methodology, Vietnam.</p>
<p><b>David Bell</b> GICICSSH1714120</p>	<p><b>How Global is Global Health?: Cross-cultural Perspectives on Globality in Both Global Health and Anthropology</b></p> <p><b>David Elijah Bell</b> Department Of Sociology And Anthropology, St. John Fisher College, Rochester, New York, Usa</p> <p><b>Abstract</b></p> <p>Global health is a field that has developed tremendously since the beginning of the 21st century, in step with processes of globalization and developments of digital and social media. While attention to this academic field prior to the 21st century generally refers to “international health”, the difference between “international” and “global” health is more than a simple question of historical development through globalization and inclusiveness. Greater familiarity and critical inquiry suggest a complicated interaction between localized communities, political jurisdictions, and international or transnational approaches to health promotion and healthcare. In this context, important questions emerge on the nature of “globality”, whose interests such a concept serves, how it evolves, potential for multiple “globalities”, and what degree of interpretation and variation ultimately becomes permitted under the label of such a perspective. This paper examines theoretical assumptions related to global health, drawing from separate but interrelated histories involving both anthropology and international health. Research objectives and methodology include review of cross-cultural approaches to global health and how these approaches intersect with those of cultural anthropology. Findings suggest that similar yet distinct historical backgrounds involving colonialist mentalities draw together approaches to globality within both disciplines, and defining universal academic utility amid critique for power differential remains a bilateral challenge for further developments. Global health increasingly must incorporate concerns for social justice and preventive health infrastructure, which draw upon political-economic infrastructure and underlying issues of inequity. Research outcomes highlight variability in conceptions of “global health”, and the need for “globality” to be recognized as a perspective grounded by key features yet still open to localized interpretation. Finally, future scope of this research involves</p>

28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand  
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand

	<p>discussion of both cultural anthropology and global health as sites of key intercultural exchange, in which even core principles and foundational ideas are open to challenge.  <b>Key Words:</b>          Global health, international health, critical medical anthropology, cultural construction, hegemony</p>
 <p><b>Sucheta Agarwal</b> YRSICSSH1714051</p>	<p><b>Managing organization effectiveness through E-Human Resource Management tool- E-learning: Indian cases A qualitative approach</b></p> <p><b>Sucheta Agarwal</b>          Research Scholar,DOMS          Indian Institute of Technology, Roorkee, India</p> <p><b>Usha lenka</b>          Associate ProfessorDOMS,          Indian Institute of Technology, Roorkee, India</p> <p><b>Abstract</b></p> <p><b>Purpose:</b> This study has explored the concept of electronic human resource management (e-HRM) and its application especially focuses on electronic learning (e-learning) supported by the qualitative explanation.  <b>Methodology:</b> The data was collected from three organizations (banking industry, garment industry and educational institute) of India through interview approach and prepare the multiple case studies for examination the purpose of the study.  <b>Findings:</b> E-HRM lead to increase in the efficiency and productivity of the employees which facilitated by e- learning process.  <b>Originality/value:</b> It provides the future direction to the researchers for exploring this concept empirically. Further longitudinal study is also require to examine the difference between work attitude of generation X and generation Y.  <b>Keywords:</b> e-learning, electronic human resource management, interview approach, multiple case studies, India</p>

## Listeners

<p><b>Ayudya Ning Tyas</b>          Departement Of Criminology Faculty Of Social And Political Sciences,University Of Indonesia,Jakarta, Indonesia          GICICSSH1714076</p>
<p><b>Ahmad Shahbaz</b>          Institute of Business and Management Sciences,University of Agriculture,Faisalabad, Pakistan          GICICSSH1714077</p>
<p><b>Priyam Srivastava</b>          Allenhouse Institute of Technology,Dr. Abdul Kalam Technical University,Unnao, India          GICICSSH1714078</p>
<p><b>Shamoun Tariq</b>          Department of Accounting and Finance, University of Management and Technology,University of Management and Technology,Lahore, Pakistan</p>

28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand  
 Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand

<b>GICICSSH1714079</b>
<b>Fabrice Nkezabahizi</b> <b>Faculty of Medicine,University of Burundi,Burundi</b> <b>GICICSSH1714082</b>
<b>Maali Zaied</b> <b>HR,ISCAE Tunisia,Tunisia</b> <b>GICICSSH1714083</b>
<b>Sari Ningtiyas</b> <b>Candidate Master Australian National University Master of Research,Australian National</b> <b>University,Indonesia</b> <b>Jakarta</b> <b>GICICSSH1714085</b>
<b>Mostakim Bin Motaher</b> <b>Department of International Relations,Jahangirnagar University,Dhaka, Bangladesh</b> <b>GICICSSH1714086</b>
<b>Shafg Nizar</b> <b>Department of Immunology, Faculty of Medicine,Khartoum University,Khartoum, Sudan</b> <b>GICICSSH1714087</b>
<b>Mehnaz Alamgir</b> <b>Department of Economics, Development Studies,North South University, Organization : Population</b> <b>Council,Dhaka ,</b> <b>Bangladesh</b> <b>GICICSSH1714088</b>
<b>Prashant Shubham</b> <b>Department of Humanities and Social Sciences,University of Delhi,New Delhi, India</b> <b>GICICSSH1714089</b>
<b>Maniram Parajuli</b> <b>Campaign For Inclusive Awareness(CIA),Kathmandu, Nepal</b> <b>GICICSSH1714091</b>
<b>Chepkemoi Daisy</b> <b>Department of Sociology, College of Public Administration,Hohai University,Nanjing, China</b> <b>GICICSSH1714092</b>
<b>Milembe Bakalemwa</b> <b>Department of Science,Sebastian Kolowa Memorial University,Tanga, Tanzania</b> <b>GICICSSH1714094</b>
<b>Mohammad Tamirkari</b> <b>Al-Mustafa International University,Qom,Iran</b> <b>GICICSSH1714103</b>
<b>Zainab Farooq</b> <b>Business Management,Unwho,Lahore Pakistan</b> <b>GICICSSH1714112</b>
<b>Sungbom Lee</b> <b>Department Of English,Sogang University,Seoul, Korea</b> <b>GICICSSH1714114</b>
<b>Waqas Khan</b> <b>Management Sciences,Abdul Wali Khan University,Mardan, Pakistan</b> <b>GICICSSH1714119</b>
<b>Gerrard Koranteng</b> <b>Director office,Aliance for youth in agric,Ghana</b> <b>GICICSSH1714123</b>

**28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand**  
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand



<p><b>Abena Gyamfuah</b> Director office, Alliance for youth in agric, Ghana GICICSSH1714124</p>
<p><b>Sundar Bahadur Sheni</b> NGO, Samabeshi Foundation, Kathmandu, Nepal GICICSSH1714127</p>
<p><b>Dr. Hala Ramadan</b> Department of Education Researches, The National Center for Social and Criminal research, Egypt GICICSSH1714115</p>
<p><b>Sundar Bahadur Sheni</b> NGO, Samabeshi Foundation, Kathmandu, Nepal GICICSSH1714127</p>

## **Upcoming Conferences**

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

- » 4th Dubai International Conference on Social Science & Humanities (ICSSH), 17-18 February 2018, UAE
- » 3rd London International Conference on Social Science & Humanities (ICSSH), 10-11 April 2018, UK
- » 2nd Lisbon International Conference on Social Science & Humanities (ICSSH), 21-22 May 2018, Portugal
- » 4th Kuala Lumpur International Conference on Social Science & Humanities (ICSSH), 02-03 May 2018, Malaysia
- » 4th Singapore International Conference on Social Science & Humanities (ICSSH), 12-13 June 2018
- » 2nd Rome International Conference on Social Science & Humanities (ICSSH), 05-06 June 2018, Italy
- » 2nd Pattaya International Conference on Social Science & Humanities (ICSSH), 26-27 June 2018, Thailand

**28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand**  
Asian Institute of Technology (AIT), Conference Center, Bangkok, 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

**28th International Conference on Social Science & Humanities (ICSSH), 26-27 Dec 2017, Bangkok, Thailand**  
Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand

