



**Global Research &  
Development Services**

**CONFERENCE PROCEEDINGS**

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(ICSSH), 23-25 May 2016, Kuala Lumpur**

May 23-25, 2016

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Kuala Lumpur, Malaysia

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## **Keynote Speaker**



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**Faculty, New Era University- Philippines**

2nd International Conference on Social Science and Humanities (ICSSH), 23-25 May 2016, Kuala Lumpur

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Global Research &  
Development Services

## **Keynote Speaker**



**R Subramaniam**  
**National Institute of Education Nanyang Technological University,**  
**Singapore**

<p>Steve Wall GIC16033051</p>	<p>Parallels in Ancient Greek and Hindu Literature</p> <p>Steve Wall Department of Humanities, HCC swwall2003@yahoo.com</p> <p>Abstract</p> <p>I seek to examine some parallels in Ancient Greek and Indian literature. These parallels are quite numerous and are found in The Mahabharata/Ramayana and The Iliad/Odyssey; others are located in the thought of Pythagoras, Socrates, Plato, and still others appear in plays. In the first and second sections of the paper I will present some of these parallels, and in the third section I will offer some speculative conclusions.</p>
 <p>Md. Ashrafuzzaman YRA16033052</p>	<p>Female Empowerment: The Impact of Neo-Liberal Policies on the Reproductive Rights of Women</p> <p>Md. Ashrafuzzaman Assistant Professor, Department of Anthropology, University of Chittagong, Bangladesh. <a href="mailto:ashrumds@gmail.com">ashrumds@gmail.com</a>; <a href="mailto:frankashru@gmail.com">frankashru@gmail.com</a></p> <p>Abstract</p> <p>My purpose of this paper is to observe how fertility control as a means to empower women and to bring about development has in some ways negatively affected women's status in developing countries. I will moreover show how restrictions in reproductive rights have affected the women's roles as mothers and what consequences this has had for the status of women in the local context. For practical reasons I did not include in this review certain perspectives but have attempted to focus on aspects and factors which I consider to be the most important ones. I will only define concepts which I use frequently in the text, since I believe in the capability of my fellow students to understand these general concepts in the same way as I do. Further, I recognize that all women in developing countries do not constitute a homogeneous group, I do however, have to make some generalizations about —the women in developing countries  in order to be able to assess the general impact of fertility and reproductive control. All information in this paper is secondary which means that the information and results presented here have been collected, compiled and published previously by others.</p> <p>Key Words: Female Empowerment; Neo-Liberal Policies; Reproductive Rights of Women</p>
 <p>Ibidapo, Comfort</p>	<p>Global Financial Crisis and the Nigerian Economy</p> <p>Ibidapo, Comfort Olufunmilayo Kolade Department of Economics, Adeyemi College of Education, Ondo, Nigeria <a href="mailto:ceeohkay@yahoo.com">ceeohkay@yahoo.com</a></p> <p>Abstract</p> <p>This study aims at investigating the impact of the recent global financial crisis on the</p>

<p><b>OlufunmilayoKolade</b> GIC16033053</p>	<p>Nigerian economy. Literature has shown that contagion remains the most important and destabilizing factor in transferring global economic crisis from one region to another and from one country to another. Using data covering the period 1990-2012, we sought to find out the link between the foreign economy and Nigerian economy in order to infer the impact of the global financial crisis on the Nigerian economy. Also, we estimate both partitioned and dummy variable models to show the main effects of the global economic crisis on the Nigerian economy. In this impact analysis, the study used multiple regression analysis for the pre-crisis and the post-crisis periods. Moreover, a simple model was specified for the analysis of the contagion effect in which current macroeconomic variables in Nigeria was hypothesized to depend on lagged economic aggregates of a foreign country (US). The study finds that domestic macroeconomic factors in Nigeria are heavily linked with the performance of foreign economy. This we attribute to the high dependence of Nigeria's economy on the external sector which leaves the country highly susceptible to disturbances in the foreign economy. It is also shown in the study that the financial crisis of 2008 had a negative impact on the economy and that the negative effect was stronger in the stock market in Nigeria. Measures aimed at de-linking the economy from primary dependence on the foreign sectors was therefore advocated in this study.</p>
 <p><b>Pow Yih Ling</b> GIC16033054</p>	<p><b>Perceived Motivation-Specific Benefits and Intention to Continue Volunteering with Role Identity and Satisfaction as Mediators</b></p> <p><b>Pow Yih Ling</b> Department of Psychology, Faculty of Behavioural Sciences, HELP University, Kuala Lumpur <a href="mailto:yihlingpow@outlook.com">yihlingpow@outlook.com</a></p> <p><b>Abstract</b></p> <p>To assess whether perceived motivation-specific benefits predicts intention to continue volunteering while being mediated by role identity and satisfaction of volunteering, 154 youth volunteers from various NGOs in Malaysia were recruited through a non-probability convenience-purposive sampling method. This study had a non-experimental correlational design. Participants were asked to report their perceived motivation-specific benefits, intention to continue volunteering, satisfaction of volunteering, and role identity. Results showed a significant positive correlation between perceived motivation-specific benefits and intention to continue volunteering. These findings supported the hypothesis that perceived motivation-specific benefits would positively correlated with intention to continue volunteering. There was also significant partial mediation of role identity and satisfaction of volunteering between perceived motivation-specific benefits and intention to continue volunteering. These findings supported the hypotheses that role identity and satisfaction of volunteering would mediate the relationship between perceived motivation-specific benefits and intention to continue volunteering. Additionally, the relationship between perceived motivation-specific benefits and intention to continue volunteering was weaker while controlling for role identity than satisfaction of volunteering. As such, the hypothesis is not supported as role identity is a stronger mediating variable between the relationship of perceived motivation-specific benefits and intention to continue volunteering than satisfaction of volunteering.</p> <p><b>Ibrahim Turan,</b> Social Studies Teachers' and Prospective Teachers' Views on Prompt Feedback and</p>

<p><b>UfukSimsek</b> <b>GIC16033055</b></p>	<p style="text-align: center;"><b>Communicate High Expectations</b></p> <p style="text-align: center;"><b>Ufuk SİMSEK</b> Ataturk University, KazimKarabekir Education Faculty, Department of Elementary SocialStudies Education, 25240 Erzurum, Turkey, ufukersegun@gmail.com</p> <p style="text-align: center;"><b>Ibrahim TURAN</b> Istanbul University, HAYEF, Department of Elementary SocialStudies Education, Istanbul, Turkey, ibrahim.turan@istanbul.edu.tr</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This study aims to examine Social Studies teachers' and prospective teachers' viewpoints and practices related two of the seven principles of good practice in education developed by Chickering and Gamson (1987). Research model utilized in this study is a descriptive method. The sample of the study consists of 31 Social Studies teachers, 50 second grade and 49 fourth grade Social Studies prospective teachers. Since this study focused on principle 4 (prompt feedback) and 6 (communicate high expectations) amongseven principles a 20-item scale adopted from Chickering and Gamson (1987) which was originally consist 70 questions (10 questions for each principle) was used to gather required data. The total internal reliability coefficient of scale was calculated as 0.68. The result of the study shows that for principle 4 (prompt feedback) second and fourth grade prospective teachers have more affirmative statements than the teachers, while for principle 6 (communicate high expectations) the teachers have more positive statements than 2<sup>nd</sup> and 4<sup>th</sup> grade students.</p> <p><b>Keywords:</b> Social Studies Teachers, Prompt Feedback, Communicate High Expectations, Seven Principles</p>
<p><b>Jholy John Nobabos</b> <b>GIC16033056</b></p>	<p style="text-align: center;"><b>Freedom of Corruption</b></p> <p style="text-align: center;"><b>Jholy John Nobabos</b> Department of Philosophy, Faculty of Philosophy, University of Santo Tomas, Philippines</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Thoughts about technological advancement and material possessions ruling freedom, violence (whether direct or indirect) and critical thinking leads to the notion of man hurting himself in the course of independent thinking. Man, in the advancement of the society, continues to be a slave of his own creation. Freedom, as a property of being, is alienated by the products of the current generation. Critical thinking is reduced through the reliance of the technological, political and societal advancements based on material possessions. This paper analyzes these struggle by pointing out the shackles in modernization drawing on Marcuse's One-Dimensional Philosophy. It will be a critique on the society and the need for critical thinking in the current epoch. As a property of rationality, critical thinking may lead man to understand the society's real endeavor and goal towards a single utopia though the idea devalues in the course of time. The paper will further suggest an alternative to</p>

	<p>counter the fetters of the society to promote change and human enhancement by dissecting freedom, violence and critical thinking altogether. Dichotomizing each sections will give rise to the need of critical thinking in the society. The paper therefore will be subdivided in three parts, respectively. As it gives an understanding towards the innovation in the recent society, societal change will arise, subsequent with social alteration.</p> <p><b>Keywords:</b> Critical Thinking, Marcuse, One-Dimensional Philosophy, Corruption, Freedom.</p>
 <p><b>Zhea Katrina R. Estrada</b> GIC16033057</p>	<p><b>Communism and Feminism: The Place of Women in the Society</b></p> <p><b>Zhea Katrina R. Estrada</b> Graduate School - University of Santo Tomas anirtakeahz@yahoo.com zhetrinaest@gmail.com</p> <p><b>Abstract</b></p> <p>Although Marx did not specifically write about gender-related issues or the emancipation of women in the society during his time, his critique (together with Engels) of the bourgeois society with regards to its treatment of women in the second chapter of the Communist Manifesto, paved the way for socialist feminism and the succeeding political movements in the 20<sup>th</sup> century. However, despite the criticisms against the bourgeoisie due to their exploitation of women, the Manifesto failed to go deeper into the problem and only offered inadequate explanation on how gender relations and social institutions affect the lives of the second sex. It also did not address the situation of women during their time in the 19<sup>th</sup> century where women were being denied of basic health care services, public office, and job opportunities. But how and why did Marx become an essential figure to socialist feminism despite being unable to provide clarity on the emancipation of women? Are the assumptions of Marx still relevant in the present time? These are the issues that this paper would address which would be done by identifying the fundamental themes of social criticism that Marx provided and its implications to the theory of gender equality and emancipation. After which, the paper would tackle how socialist feminism utilized the ideologies of Marx for the benefit of the whole society through gender equality.</p> <p><b>Keywords:</b> women, communism, feminism, Marx</p>
 <p><b>Reynante Sofera</b> GIC16033058</p>	<p><b>Extent of Knowledge, Attitudes and Skills about Peace of Grade 7 to Grade 10 Students at Christian College of Tanauan: A Basis for Proposed Action Plan</b></p> <p><b>Reynante Sofera</b></p> <p><b>Project Development Officer II</b> DepEd Division of Tanauan, Tanauan City rey_dred@yahoo.com.ph</p> <p><b>Jobelle Conanan</b> <b>Elaine Cabrera</b> Social Science Students, Christian College of Tanauan</p>

	<p style="text-align: center;"><b>Tanauan City</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Peace education has been a topic of conversation nowadays because of unending war due to direct and indirect violence as a result we decided to conduct this study in order to find out the knowledge, skills and attitudes of students about peace so that it will be used as basis by teachers, parents, administrators and researchers to propose an action plan. This study is a descriptive type and the result shows that there is no significance difference in knowledge and attitudes between male and female respondents but there is significance difference in terms of skills. In the other hand, it shows that there is significant relationship between the age, gender, parent's occupation and monthly income has significant relationship to the afore-cited variables while, religion and type of house has no significant relationships. For the clear understanding of the terms used in the study, the following terms are defined operationally:</p> <p><b>Attitudes.</b> It refers to a feeling or way of thinking that affects a person's behaviour. In this study, the respondents are aiming for self-respect and a non-violence act that will reflect to their personalities.</p> <p><b>Extent.</b> It is the range, distance, or space that is covered or affected by something or included in something.</p> <p><b>Knowledge.</b> It is a familiarity, awareness or understanding of someone or something such as facts, information, descriptions, or skills, which is acquired through experience or education by perceiving, discovering or learning.</p> <p><b>Peace.</b> It is an occurrence of harmony characterized by lack of violence, conflict behaviours and the freedom from fear of violence.</p> <p><b>Peace Education.</b> It refers to the process of acquiring the values, the knowledge and developing the attitudes, skills, and behaviours to live in harmony with oneself, with others, and with the natural environment.</p> <p><b>Violence.</b> It is an intentional use of physical force or power, threatened or actual, against oneself, another person, or against a group or community, which either results in or has a high likelihood of resulting in injury, death, psychological harm, maldevelopment, or deprivation.</p>
 <p style="text-align: center;"><b>Zhu Ge</b> GIC16033059</p>	<p style="text-align: center;"><b>A Study on the Relationship between the Developments of Video Lounges and Folk Culture in China's New Era of Overall Transition in 1980s.</b></p> <p style="text-align: center;"><b>Zhu Ge</b> School of Journalism and Communication, Jinan University, China <a href="mailto:781366656@qq.com">781366656@qq.com</a></p> <p style="text-align: center;"><b>Abstract</b></p> <p>In the eighties last century, with China's top-down social structural reform at 1980's, a new emerging cultural pattern, distinguished by its rationality, market, respect for individual values and recognized as 'New Enlightenment', has been hatched from cultural matrix of Cultural Revolution period and quickly transformed the folk's values, everyday life and traditional customs. Meanwhile the flourishing video Lounges began to act as a fresh form of folk entertainment and consumption of films, which has developed one billion admissions by the late 1980s. This rise of video Lounges promoted the spread of foreign cultural arts among citizens and changed</p>

	<p>their foreign imagination, national identification and the life style of folk. Further, these media spaces were riddled with the interaction between modern technology, private capital and political control. So it symbolized a fresh relation between individual, society and state in the modern sense, as opposed to the old paradigm in Cultural Revolution times. This permeates the new cultural paradigm into folk society from deep depth. The current article, from the perspective of the history of social culture, analyzes the creation and development of these communal media spaces and its complex relations with the folk cultural enlightenment at new stage in china, through the newspapers, memoirs and oral data at that time.</p>
 <p>K.A.D. RangaPerera GIC16033060</p>	<p style="text-align: center;"><b>Ancient Carvings of India &amp; Origin of Tabla</b></p> <p style="text-align: center;"><b>K.A.D. RangaPerera</b> Department of North Indian Music, Faculty of Music, University of Visual &amp; Perform <a href="mailto:drangaperera@gmail.com">drangaperera@gmail.com</a></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Throughout North India and Sri Lanka the percussion instrument most prevalent and light music is the Tabla. Today Tabla has become a mandatory instrument with all vocal as accompaniment to string instruments and Kathak dance music. There are two parts (right side) and other is Bayan (left side). There are paste-patches on both Dahina and Bayan which are called as Shyahi, literally means “black”.</p> <p>There is a general lack of information concerning the history of Tabla; scholars project Tabla’s invention and its birth-cycle. All the views and opinions can be divided into three</p> <ol style="list-style-type: none"><li>1. Somebody Invented the Tabla.</li><li>2. Tabla was brought to India by Moghul invaders.</li><li>3. Tabla originated from ancient Indian drums such as are depicted in the</li></ol> <p>Purpose of this research is to come to a certain consensus about origin of Tabla. Research is tabla that originated as a result of evolution of the ancient Indian drums, the third Misfortune is such that there is not a single authentic book or certified copies available factual data of its origin. Sculptures, carvings, in different parts of the India, there are depicted more or less resemble the contemporary Tabla.</p> <p>In the caves and temples of Bhuvaneshwar, Konark, Amravati, Badami, etc... there project saliently molded sculptures of various such percussion instruments whose form to the present day tabla.</p> <p>In the carving of a 6<sup>th</sup> century A.D. from Mukteswara temple of Bhuvaneshwara of Odisha playing a percussion instrument with two pieces in a sitting position. Is it not possible to contemporary Tabla?</p> <p>In the handicraft from Badami was found a piece of sculpture which belongs to 6<sup>th</sup> century somewhat like Tabla. Parasurameswara Temple of Bhuvaneshwar also shows some orchestra. There is a percussionist within the orchestra. The scene on carving depicts position with a long cylindrical drum, held horizontally near about the waist. It seen hand while hanging it from the other. Some scholars believe Tabla has evolved from Maharashtra’s folk-music, an instrument by the name of the Samble is being used. They closely resemble to the Tabla. That is why according to one opinion, the present Tabla Sambal instrument. Some people opine that the inception of Tabla materialized from Dukkad, Dukkad means two and the instrument alike Tabla. Several other people associate ancient percussion instrument known as Dardur and Nakkara. Some people opine that Tripushkar, prevalent in Bharata’s time, whose description is available in Natyashastra. Some scholars and musicologists held a misleading resolution that Hazrat Amir Khusro (12</p>

	<p>Tabla. The sole reason for this was that in the year 1855 A.D. in the Urdu scripted treatise Madan - Hakim Mohammed Karam Imam, the name of the inventor of Tabla is authoritatively given as Amir did exist in Bharat preceding the 13<sup>th</sup> century A.D. has been recorded by Mohammed Karam Imam also him, the instrument that was being used for accompanying the royal artistes in the court of Gayasuddin Balban was very similar to contemporary of Tabla. In the Farsi Language what word Tabla describe every percussion instrument. The meaning of Tabla is the instrument with a leather surfaced - Sanskrit languages we cannot find word like Tabla or Tabla. In Arabian countries there was an instrument which was known as Tabljang. Therefore, this account traces the origins of the term "Tabla to its root tabla, the generic word for drum in Persia. Conclusion is the modern Tabla is perhaps shaped in its form from ancient drums. We get authentic evidences from ancient sculptures and carvings Tabla existed in India many years before Hazrat Amir Khusro was even born. Tabla is a Farsi word till the era of the last ruling Mughal Shah Alam, we cannot find evidence to the name of any tabla player.</p>
 <p><b>Stephany Peterson</b> YRA16033051</p>	<p style="text-align: center;"><b>Queer Temporalities: Articulating a resonant discourse of resistance</b></p> <p style="text-align: center;"><b>Stephany Peterson</b> University of New Brunswick, Canada stephany.peterson@gmail.com</p>
<p><b>H.U.S.</b> <b>Samaraweera</b> YRA16033053</p>	<p style="text-align: center;"><b>The Co-relation between the Informal Urban Spaces and Urban Poverty in City Colombo, Sri Lanka.</b></p> <p style="text-align: center;"><b>H.U.S. Samaraweera</b> <i>University of Colombo, Sri Lanka</i> unnathisamaraweera@yahoo.com</p> <p><b>Abstract</b></p> <p>Most south Asian cities are informal where we could make distinction between formal and informal. We concern on informality of city, urban poverty is a social factor which is intertwined with informal sector as in way which stands as individuals as well as groups in urban area whom restructure in city Colombo and based on that I have conducted a qualitative research in one of the urban spaces to understand the relationship between the informal urban spaces and urban poverty with refer to intellectual goals was to identify role of the informal urban sector in contemporary Colombo city was something co-related with social and cultural sectors in the context. Main research question urban poverty in Colombo? Then I have divided my main research question in to 3 sub research spaces to urban planning and indigenous uses of space?, 2 What are the causes for relationship between the Informal urban spaces and urban poverty in Colombo I have selected a low income part of informal sector. This paper deals with the correlation between two concepts of informal impact on lives of urban poor. Going further paper outlines the essential requirement of approach</p>

	<p>cater an effective development for urban poor as well as minimize the urban poverty.</p> <p>Keywords—Informal urban space, urban poverty.</p>
 <p><b>Md. Ashrafuzzaman</b> YRA16033052</p>	<p><b>Female Empowerment: The Impact of Neo-Liberal Policies on the Reproductive Rights of Women</b></p> <p><b>Md. Ashrafuzzaman</b> Assistant Professor, Department of Anthropology, University of Chittagong, Bangladesh <a href="mailto:ashrumds@gmail.com">ashrumds@gmail.com</a></p> <p><b>Abstract</b></p> <p>My purpose of this paper is to observe how fertility control as a means to empower women and to bring about development has in some ways negatively affected women's status in developing countries. I will moreover show how restrictions in reproductive rights have affected the women's roles as mothers and what consequences this has had for the status of women in the local context. For practical reasons I did not include in this review certain perspectives but have attempted to focus on aspects and factors which I consider to be the most important ones. I will only define concepts which I use frequently in the text, since I believe in the capability of my fellow students to understand these general concepts in the same way as I do. Further, I recognize that all women in developing countries do not constitute a homogeneous group, I do however, have to make some generalizations about —the women in developing countries  in order to be able to assess the general impact of fertility and reproductive control. All information in this paper is secondary which means that the information and results presented here have been collected, compiled and published previously by others.</p> <p><b>Key Words:</b> Female Empowerment; Neo-Liberal Policies; Reproductive Rights of Women</p>
 <p><b>Zakia Jamal</b> GICW16031052</p>	<p><b>Consumers' Acceptance of Green Products: A Future Perspective from the Context of Bangladesh</b></p> <p><b>Zakia Jamal</b> Independent University, Bangladesh (IUB) <a href="mailto:zakiajamal@yahoo.com">zakiajamal@yahoo.com</a></p> <p><b>Abstract</b></p> <p>Across the globe acceptance of green products are increasing. This study tries to investigate the scenario from the context of Bangladesh. It focuses on the factors affecting consumers' attitude and their intention to purchase green products. This study tries to understand the consumers' attitude, intention and behavior based on theory of planned behavior. It examines four factors that has direct influence on consumer purchase intension and these factors are- attitude, local environmental awareness, peer and knowledge. This paper investigates and tries to understand the purchase intention of green products of Bangladeshi consumers. In this study quantitative approach has been used. Data was collected from different supermarkets in specific places in Dhaka city by using a sample size of 171.</p>



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**IMPACT OF WORKLIFE BALANCE ON LIFE SATISFACTION OF PAKISTANI  
WOMEN ENTREPRENEURS**

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**Abstract**

In Pakistan, entrepreneurship has conventionally been considered a male privilege. However, in tandem with an altering socio-cultural environment, proliferation in educational opportunities plus increasing needs of lifestyle improvements, women have started recognizing their intrinsic talents and business skills and entered the entrepreneurial force. Various governmental and non-governmental agencies are also supporting women entry on the entrepreneurial ranks. However, because of the inherent societal setup and expectation from women at home, entrepreneurial women are overburdened and find it ever more difficult to balance their work and life roles.

Therefore, the major objective of the present study is to understand the work life balance (WLB) issues faced by women entrepreneurs of Pakistan and observe its effect on overall life satisfaction. Five issues are identified including role overload, dependent care issues, quality of health, problems in time management and lack of proper social support that positively or negatively relate to WLB. The effect of WLB on life satisfaction of these women entrepreneurs is tested using regression and structural equation modelling. Data was collected from women entrepreneurs in Karachi attending the Womenx Course at IBA Karachi using convenience sampling approach. The five-point Likert scale has been developed consisting of 45 statements related to five factors, overall WLB and Life satisfaction.

A broad review of the literature suggests that most of the research on work-life balance has been conducted in the western countries at management level. There are rarely any studies addressing work-life balance issues of women entrepreneurs and especially in a Pakistani context. This research attempts to minimize the research gap in the area of women entrepreneurship in Pakistan.

**Keywords:** women entrepreneurs, work-life balance, life satisfaction.



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ENRICHING ENTREPRENEURIAL ACCOUNTING WITH COSTING  
SIMULATION GAMEPLAY  
Accounting Track

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ABSTRACT

Most business educators would agree that our biggest challenge is to enable students and workshop participants to obtain an in-depth understanding that allows them to develop their knowledge into a thinking paradigm. The effectiveness of games for the critical understanding of business concepts has been well documented in pedagogical literature for decades (Greenlaw and Wyman, 1973; Specht and Sandlin, 1991). Accounting is considered as difficult and boring subject especially by women.

This paper describes an in-class simulation presented to the women entrepreneurs participating in the Women X program of entrepreneurial training at IBA Centre of Entrepreneurial Development, Karachi to explain the concepts of costing, breakeven analysis and preparation of basic financial statements. This competitive team game consisting of several iterations offers a brief simulation that still engages women and deepens their understanding of important concepts. The effectiveness of the simulation was tested using a questionnaire consisting of 7 questions based on 5 point Likert scale.

A broad review of the literature suggests that most of the accounting simulations are used for basic accounting courses at undergraduate and graduate level, but there is no accounting simulation designed to teach entrepreneurial accounting to entrepreneurs who are already engaged in business operations. This paper attempts to minimize the literature gap in the area of Entrepreneurial Accountings simulation especially for women entrepreneurs.

**Keywords:** entrepreneurialaccounting, simulation, women entrepreneurship, costing simulation.



Ferdinal Asmin  
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Elaborating Attributes of Local Ecological Knowledges: A Case Study of *Parak* and *Rimbo* Practices in Koto Malintang Village, West Sumatra

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	<p style="text-align: center;"><b>DidikSuharjito</b> Forestry Faculty of Bogor Agricultural University, Bogor, Indonesia</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Research on local ecological knowledges (LEK) or traditional ecological knowledges (TEK) has been getting a lot of attention from researchers, but there are many discourses in terms of epistemology and methodology which can cause the delegitimation of community knowledges in Indonesian forestry policy. We assessed the importance of elaborating the attributes of LEK and TEK as a way to describe a community knowledges comprehensively and holistically. This research used case study methods to describe the practices and existences of parak and rimbo in Koto Malintang Village, West Sumatra Province. We collected data and informations by conducting unstructured interviews, observations, and documents selection which were analysed with categorisation and codification and were complemented with history analysis, spatial analysis, and related document analysis. The results showed that community knowledges can describe the attributes of LEK and TEK as a unified whole of local knowledges on natural resources management and offer 2 things to improve the national and local forestry policy, especially the social forestry strategies, by promoting village spatial planning and encouraging participatory institutions.</p> <p><b>Keywords:</b> attributes of LEK and TEK, social forestry, participatory institutions, parak and rimbo, spatial planning.</p>
<p><b>Julian Morri V. Immanuel GICW16031056</b></p>	<p style="text-align: center;"><b>Impact of political media campaign on the readiness level of De La Salle Lipa first-time voters</b></p> <p style="text-align: center;"><b>Julian Morri V. Immanuel</b> Department of Communication, De La Salle Lipa</p> <p style="text-align: center;"><b>Rhonalyn M. Sinag</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Candidates for the Philippine national elections use political media campaigns to gain exposure and build personality image. For a time, the television has become a major player as a political media vehicle because of its audio-visual power that augments the voters' knowledge and information about a candidate. With the popularity of social media among the millenials who are part of the voting population in the coming elections, the researchers would like to know if the television still impacts a political campaign, particularly among first-time voters. This study sought the demographic profile of the first-time voters in terms of age, gender, and course program; examined the knowledge and preparedness of first-time voters of DLSL; identified their frequency of TV viewing; and evaluated the impact of political media campaigns carried through TV on their decisions on who to vote in the coming elections. Using Lasswell and Berlo's models of communication, the researchers, through a descriptive survey questionnaire distributed among 50 first-time voters found that political media campaign did not contributed significantly to the first-time voters' knowledge and information about a political candidate. Likewise, a political candidate's massive exposure to TV campaign was not also a significant factor for first-time voters to elect the said candidate.</p> <p><b>Keywords:</b> political media campaign, millenials, first-time voters</p>



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GICW16032054

**Between Human Dignity and Capital Punishment in Nigeria: A Homiletical Reflection on the Rehabilitationists Theory.**

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**Abstract**

Globally, there is a clamour to uphold, respect and promote the human dignity. Since, to have dignity is to have value that makes life precious and priceless, or without equivalent. In Nigeria, the debate on the capital punishment has become increasingly prominent after the execution of Ken Saro-wiwa and the eight Ogoni activists in 1995. Uniquely, the proponents and opponents of capital punishment, softly based their arguments on belief in the worth of human life and the dignity of persons as created in God's image. Thus, human dignity and capital punishment are seen as having a symbiotic relationship. In view of that, this work uses the rehabilitationists theory in regard to punishment within the field of homiletics, to argue that capital punishment as means of punishment contradict the sanctity of human life, and therefore, endangers the dignity of persons. In addition, this article aimed at stimulating the Christian pulpit ministry in Nigeria to engage in the conversation to abolish capital punishment, and to promote human dignity.



KanzaSohail  
GICW16031059

**IMPACT OF WORKLIFE BALANCE ON LIFE SATISFACTION OF PAKISTANI WOMEN ENTREPRENEURS**

Track: Sociology

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**ABSTRACT**

In Pakistan, entrepreneurship has conventionally been considered a male privilege. However, in tandem with an altering socio-cultural environment, proliferation in educational opportunities plus increasing needs of lifestyle improvements, women have started recognizing their intrinsic talents and business skills and entered the entrepreneurial force. Various governmental and non-governmental agencies are also supporting women entry on the entrepreneurial ranks. However, because of the inherent societal setup and expectation from women at home, entrepreneurial women are overburdened and find it ever more difficult to balance their work and life roles.

	<p>Therefore, the major objective of the present study is to understand the work life balance (WLB) issues faced by women entrepreneurs of Pakistan and observe its effect on overall life satisfaction. Five issues are identified including role overload, dependent care issues, quality of health, problems in time management and lack of proper social support that positively or negatively relate to WLB. The effect of WLB on life satisfaction of these women entrepreneurs is tested using regression and structural equation modelling. Data was collected from women entrepreneurs in Karachi attending the Womenx Course at IBA Karachi using convenience sampling approach. The five-point Likert scale has been developed consisting of 45 statements related to five factors, overall WLB and Life satisfaction.</p> <p>A broad review of the literature suggests that most of the research on work-life balance has been conducted in the western countries at management level. There are rarely any studies addressing work-life balance issues of women entrepreneurs and especially in a Pakistani context. This research attempts to minimize the research gap in the area of women entrepreneurship in Pakistan.</p> <p><b>Keywords:</b> women entrepreneurs, work-life balance, life satisfaction.</p>
<p><b>Maria Madel M. Ocampo</b> GICICSSH1603060</p>	<p style="text-align: center;"><b>Influence of Grade Point Average (GPA) and Perceived Academic Performance on the Employability Skills of Senior Hospitality and Tourism Students</b></p> <p style="text-align: center;"><b>Rhikie Rose P. Maranan</b> College of International Hospitality and Tourism Management, De La Salle Lipa Lipa City, Batangas, Philippines</p> <p style="text-align: center;"><b>Maria Madel M. Ocampo</b> College of International Hospitality and Tourism Management, De La Salle Lipa Lipa City, Batangas, Philippines</p> <p style="text-align: center;"><b>Abstract</b></p> <p><b>Purpose.</b> This study determined how demographic profile relate to GPA, perceived academic performance and employability skills. This study also determined if GPA and perceived academic performance significantly relate and affect the employability skills of the students.</p> <p><b>Design/Methods/Approach.</b> This study employed a descriptive-correlational research design to capture the relevant issues that surround the academic performance and employability skills of the College of International Hospitality and Tourism Management (CIHTM) Senior Students taking up degree programs in Tourism and Hotel and Restaurant Management in De La Salle Lipa.</p> <p><b>Output.</b> The completed findings of this study explored the factors affecting the academic performance of the students and their perceived level of employability skills. Among the variables, only gender was found to be significantly related to GPA while age was found to be significantly and positively related to academic performance. The results on the relationship between demographic profile and employability skills showed that educational attainment of mother and occupation of father are both significantly related to employability skills. Findings revealed that 12.4% of GPA can be attributed to variations in the demographic profile and conversely, demographic profile has no significant effect on GPA. Lastly, 64% of employability skills of the students can be attributed to variations in the Grade Point Average (GPA) and perceived academic performance. Further, results showed that the perceived academic performance has a significant effect on employability skills of</p>

	<p>the students (<math>p\text{-value} &lt; 0.05</math>).</p> <p><b>Originality/Value.</b> One of the most serious and longstanding problems of the Philippines is providing adequate employment opportunities for its young men and women. Even in times of strong economic growth, unemployment and underemployment remains a significant problem for people in the Philippines an especially younger people. (ILO, 2009) Education systems and institutions must take the challenge of the knowledge economy seriously (Wang, 2009). Ultimately, the mission of higher education hospitality programs is to serve the needs of the industry; consequently, learner-centered practices in the classroom should be aimed at preparing students in anticipation of the situations they will face when hired by lodging, restaurant or tourism-related companies and organizations (Casado&amp;Dereshiwsky, 2007).</p> <p>Considering the wide scope of theories, skills and competencies that hospitality programs offer, it is important to determine the factors that affect and influence the employability of the senior Tourism and Hotel and Restaurant Management students.</p> <p><b>Paper Type.</b> This research is descriptive in nature.</p>
 <p><b>Lakshmi Rawat</b> YRSICSSH1603060</p>	<p style="text-align: center;"><b>Affect of Ex-Dividend Date on Stock Returns of Nifty Stocks In India</b></p> <p style="text-align: center;"><b>Lakshmi Rawat</b> Hyderabad Central University in the area of Finance lakshmi_rwt@yahoo.co.in, f11lakshmir@iimahd.ernet.in</p> <p style="text-align: center;"><b>Dr. Mary Jessica</b> Hyderabad Central University in the area of Finance</p> <p style="text-align: center;"><b>Abstract</b></p> <p>In the present study we examines the impact of ex-dividend day on stock returns among Indian companies listed under Nifty 50 companies during the period 2011-2015 both inclusive. We examine the daily abnormal returns around 61 days, 31 days and 11 days event window using event study methodology with an estimation period of 250 days prior to ex-dividend date. Abnormal returns have been calculated using Market Model with Nifty index as proxy for market returns. To test the significant of Average Abnormal Returns both parametric and non-parametric test have been used, that is paired t –test and Wilcoxon Signed Rank Test. We conclude from the analysis of the study that AAR have been statistically significant for 31 days event window, with an average mean of 0.0944 during preannouncement and -.0960 average mean during post announcement. This implies that, there had been very high actual returns during the pre-announcement period indicating positive market reaction.</p>
<p><b>Ahmad Ghodselahi</b> GICICSSH1603061</p>	<p style="text-align: center;"><b>Designing a Model to Measure ESB Maturity in Enterprises</b></p> <p style="text-align: center;"><b>Ahmad Ghodselahi</b> Information Technology Management Department, TarbiatModares University, Tehran, Iran <a href="mailto:ahmad.ghodselahi@gmail.com">ahmad.ghodselahi@gmail.com</a></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Service Oriented Architecture (SOA) is a popular paradigm at present. ESB is</p>

	<p>increasingly seen as a core component in a service-oriented infrastructure. It acts as a shared messaging layer for connecting applications and other services throughout an enterprise computing infrastructure. Despite the importance of ESB capabilities and maturity, little research has explored the ESB maturity in an enterprise. This article presents a model to measure ESB maturity in enterprises. The ESB maturity model is used to assess the current state of ESB adoption of an enterprise and support to develop a transition plan to lead the enterprise to the desired state. The ultimate aim would be to achieve optimized enterprise bus services that can meet the changing business requirements.</p> <p><i>Index Terms</i>— Enterprise Service Bus, ESB Maturity, Maturity model, Service Oriented Architecture, SOA</p>
 <p><b>MojtabaLashgari</b> GICICSSH1603062</p>	<p style="text-align: center;"><b>Analysis of Effect of Macroeconomic Indicators on Drug related Re-offending (1979-2006)</b></p> <p style="text-align: center;"><b>MojtabaLashgari</b> University of Tehran, Iran</p> <p style="text-align: center;"><b>Abstract</b></p> <p>In regard to increasing trend of recidivism in Iran and notable share of drug-related crimes in all of reported crimes, analysis of various dimensions especially economic type in sphere of macro-economic and penal policies can be necessary. Using descriptive and analytic method and using OLS regression analysis technic, the relationship between inflation and unemployment with drug-related re-offending during 1979-2006 in Iran has been studied. There is a positive relationship between inflation and unemployment with dependent variable that all coefficients are statistically significant. <math>R^2</math> coefficient for unemployment variable is 0.16 and for inflation has shown 74%. Conclusively, inflation and unemployment among other socio-economic measures such as Gini coefficient, education and urbanization could explain 85% variations of dependent variable.</p> <p><b>Keywords:</b> Drug related re-offending, Unemployment, inflation, Gini coefficient, per capita income</p>
<p><b>Dr. Lenina SVB</b> GICICSSH1603063</p>	<p style="text-align: center;"><b>Intellectual Property Protection: A Step to realize Make in India</b></p> <p style="text-align: center;"><b>Dr. Lenina SVB</b> Shri Guru GobindSinghji Institute of Engineering and Technology, Nanded, Maharashtra</p> <p><b>Abstract:</b> Scientist and researchers are busy with research. The other side of research is it should be properly protected to reap the fruits. Very few inventors are aware of protecting their intellect. Most of the times it is the job left to intellectual property attorneys. Nevertheless their fees are huge. However, if an inventor is well aware of the procedures to be followed while protecting and practicing his or her invention then there can be lot of cost cutting in the research and every inventor can become an entrepreneur or at least licence the technology. This would definitely help the thought of Make in India come true.</p> <p><b>Keywords:</b> Intellectual property, Inventors, Make in India, Research.</p>
<p><b>Gloria K.Q. Agyapong</b> GICICSSH1603065</p>	<p style="text-align: center;"><b>Marketing Orientation and Performance in the Microfinance Industry: A Structural Equation Model Analysis</b></p> <p style="text-align: center;"><b>Gloria K.Q. Agyapong</b></p>

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**Abstract**

Small and medium sized businesses (SMEs) are major contributors to the Ghanaian economy. It is therefore crucial to develop an understanding of why organizations are successful and why they fail in Ghanaian business context. Small businesses can only succeed when they are able to satisfy customer needs profitably. This study examined the relationship between market orientation and performance of microfinance firms in Ghana. Using random sampling, 538 microfinance firms were selected for the study. Out of the sample, 333 usable questionnaires were obtained for analysis. Using the structural equation modelling (SEM) technique, the variables were analyzed simultaneously in the PLS-PM to assess how they influence performance. The results show that apart from competitor orientation ( $\beta = 0.1590$ ,  $p < .05$ ), intelligence generation ( $\beta = 0.234$ ,  $p < .01$ ) and intelligence dissemination ( $\beta = 0.1194$ ,  $p < .10$ ) which were significant in explaining differences in performance, customer orientation, interfunctional coordination and responsiveness were not statistically significant. The results imply that even though the adoption of market orientation may give performance advantages to microfinance firms, certain conditions in the sub-sector, such as the nature of their clients may not allow these MFIs to be market oriented. However, the findings could be used by managers of MFIs as a guide to utilizing important strategic marketing tools to sustain their activities and achieve superior service performance.

**Keywords:** SMEs, market orientation, performance, structural equation modelling





Danladi Bashir  
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**The Economic Implication of Fuel Subsidy Removal in Nigeria**

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Abstract  
Abstract

This study examines the economic implication of fuel subsidy removal in Nigeria. It addresses the arguments for and against fuel subsidy removal in Nigeria as an economic discourse. This paper notes the growing antagonism from people towards the removal of fuel subsidy. It was discovered that the sector was characterized by gross corruption, abuse of office, defective record-keeping, insufficient supply, smuggling and inefficiency. The paper also examines various regimes of fuel price increases, subsidy payments and its effectiveness or otherwise in stimulating economic activities in Nigeria and make recommendations on the need to build more refineries in order to make the product more available to the people at an affordable pump price. On the short run, the prices of the fuel would go up significantly but would drop when the products of the new refineries are released into the market. Also, the paper recommends that for the smooth operation of the petroleum sub sector, government should always engage the people in policies that will affect them.  
Key words: Economy, Fuel, Refinery, Subsidy



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**Relationship between adult attachment styles and Dark triad personality traits**

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Abstract

There are four types of attachment styles; secure, dismissing, avoidant and fearful attachment. Secure attachment is result from positive and affirming bond with parents, on the other hand dismissing, avoidant and fearful attachment styles are result of emotionally inexpressive, unavailable in a psychological sense and uncaring parenting from one's primary caregivers (Bartholomew & Horowitz, 1991; Hazan & Shaver, 1987). This features also can effect personality traits in adulthood (Jonason, Li, Webster, & Schmitt, 2009).  
Machiavellianism, psychopathy and narcissism were defined as dark side of personality traits and they were named dark triad (Paulhus & Williams, 2002). As development of a dismissing and avoidant attachments pattern, some studies indicate

	<p>that dark traits may be results of unexpressive and uncaring relationships in childhood experiences (Jonason, Lyons, &amp; Bethell, 2014). Dark triad personality traits arise from the feeling of being superior, privilege. Thus, dark triad personality related dismissing and avoidant attachment styles (Ináncsi, Láng, &amp; Bereczkei, 2015). In this context, the aim of this study is to examine the relationships between dark triad personality traits and attachment styles among university students".</p> <p><b>Method:</b> Participants were 538 (275 females, 263 males) university students. Participants completed Turkish version of Relationship Questionnaire (Sümer &amp; Güngör, 1999) which is developed by Bartholomew and Horowitz (1991) and Turkish version of Dirty Dozen Scale (Eraslan-Çapan, Satici, Yılmaz, and Kayış, 2015) which developed by Jonason and Webster (2010). Correlation analysis was used to examine relationship between dark triad personality traits and attachment styles.</p> <p><b>Results:</b> Dismissing attachment style is positively correlated with machiavellianism (<math>r=.14</math>, <math>p &lt; .01</math>), psychopathy (<math>r=.09</math>, <math>p &lt; .05</math>) and narcissism (<math>r=.27</math>, <math>p &lt; .001</math>). Avoidant attachment style is also positively correlated with machiavellianism (<math>r=.11</math>, <math>p &lt; .05</math>), psychopathy (<math>r=.19</math>, <math>p &lt; .001</math>) and narcissism (<math>r=.09</math>, <math>p &lt; .05</math>). Fearful attachment is only correlated with narcissism (<math>r=.11</math>, <math>p &lt; .05</math>). There is no significant relationship between secure attachment and dark triad personality traits.</p> <p><b>Conclusion:</b> It can be said that people who have dismissing and avoidant attachment styles have high level of Machiavellianism, narcissism and psychopathy. Jonason et al. (2009) said dismissing and avoidant attachment effect dark triad traits in adulthood. Withdrawal of the social environment and uncaring parent behaviors effect both dark triad traits and dismissing and avoidant attachments (Ináncsi et al., 2015). Parenting styles effect both dark triad personality traits and insecure attachment styles. So that it is important to rare children in adequate and effective strategies.</p>
<p style="text-align: center;"><b>Nor SyafiniMohdMuhaiyuddin</b>  <b>GICICSSH1603068</b></p>	<p style="text-align: center;"><b>The Multiple Approaches of Grounded Theory: Justification for Straussian Version</b></p> <p style="text-align: center;"><b>Nor SyafiniMohdMuhaiyuddin,</b>  <b>Universiti Malaysia Perlis, School of Human Development and Technocommunication, 02600, Jejawi, Perlis, Malaysia</b></p> <p style="text-align: center;"><b>HanifSuhairi Abu Bakar,</b>  <b>Universiti Malaysia Perlis, School of Human Development and Technocommunication, 02600, Jejawi, Perlis, Malaysia</b></p> <p style="text-align: center;"><b>HuziliHussin</b>  <b>Universiti Malaysia Perlis, School of Human Development and Technocommunication, 02600, Jejawi, Perlis, Malaysia</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p><b>Qualitative researchers incline to develop a theory or seek for a form of meaning on the basis of data collection. They also do not build their research on pre-arranged hypotheses. Nevertheless, they obviously recognize a problem or subject they aim to examine. Qualitative research gives a flexible approach to researchers and using multiple sources to confirm results. This paper focuses on primary books review of</b></p>

	<p>chronological grounded theory as one of qualitative research methods in different versions, then the preference for Straussian version of grounded theory.</p> <p><b>Keywords</b> Qualitative research; Grounded theory; Versions of Grounded theory; Straussian version</p>
<p><b>Nor Syafini Mohd Muhaiyuddin</b> GICICSSH1603068</p>	<p><b>Transmission Of Lewd Images And Messages Among Secondary School Students Via Social Networking: An Emergent New Social Issue In Malaysian Context</b></p> <p style="text-align: center;"><b>Nor Syafini Mohd Muhaiyuddin,</b> Universiti Malaysia Perlis, School of Human Development and Technocommunication, 02600, Jejawi, Perlis, Malaysia syafiniemm@yahoo.com</p> <p style="text-align: center;"><b>Hanif Suhairi Abu Bakar,</b> Universiti Malaysia Perlis, School of Human Development and Technocommunication, 02600, Jejawi, Perlis, Malaysia</p> <p style="text-align: center;"><b>Huzili Hussin</b> Universiti Malaysia Perlis, School of Human Development and Technocommunication, 02600, Jejawi, Perlis, Malaysia</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The transmission of lewd or sexually explicit images and or messages electronically from individual to another defined as sexting by prominent scholars. Sexting is a combination of word sex and texting (Temple, Paul, VandeBerg, Le, McElhany &amp; Temple, 2012). Sexting activities among secondary school students become new social problem when related cases reported by the media recently. This study explores the prevalence of sexting behaviors embracing the motivating factors of sender and receiver, and correlations between sexting and characteristics of guardian. Select the grounded theory as a methodology; in-depth interviews were conducted on students engaging in sexting activities. By exploring these potential correlates, the study aims to enhance the growing literature on sexting behaviors and assist stakeholders in developing prevention strategies to hinder the potential harms sexting can bring. This study is hoped to provide beneficial comprehension of sexting phenomenon to all associated parties along with directions for future research.</p> <p><b>Keywords: Motivating factors; Guardian; Sexting; Grounded theory</b></p>
<p><b>Nor Syafini Mohd Muhaiyuddin</b> GICICSSH1603068</p>	<p><b>The Multiple Approaches of Grounded Theory: Justification For Straussian Version</b></p> <p style="text-align: center;"><b>Nor Syafini Mohd Muhaiyuddin</b> Universiti Malaysia Perlis, School of Human Development and Technocommunication, 02600, Jejawi, Perlis, Malaysia <b>Hanif Suhairi Abu Bakar</b> <b>Huzili Hussin</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Qualitative researchers incline to develop a theory or seek for a form of meaning on the basis of data collection. They also do not build their research on pre-arranged hypotheses. Nevertheless, they obviously recognize a problem or subject they aim to examine. Qualitative research gives a flexible approach to researchers and using</p>

	<p>multiple sources to confirm results. This paper focuses on primary books review of chronological grounded theory as one of qualitative research methods in different versions, then the preference for Straussian version of grounded theory. <b>Keywords:</b> Qualitative research; Grounded theory; Versions of Grounded theory; Straussian version</p>
 <p><b>Tanuj Mathur</b> YRAW16033051</p>	<p><b>Affect Of Perceived Service Convenience On The Consumers' Satisfaction, Repurchase Intention And Switching Behavior In The Emerging Health Insurance Market Of India.</b></p> <p><b>Tanuj Mathur</b> National Institute of Technology, Silchar, Assam, India <a href="mailto:tanujmathur10@gmail.com">tanujmathur10@gmail.com</a></p> <p><b>Abstract</b></p> <p>Understanding the antecedents and implications of 'service convenience' has acquired added importance with consumers' growing desire for ease during product or service exchange. Although the effects of service convenience, as first-order construct, on post-purchase behavior have been studied in different business contexts, not much has been done in case of second order construct which has been attempted here along with examining the mediating role of consumers' satisfaction between perceived service convenience and post-purchase behavior as well as the moderating role of organizational and consumer personal factors between convenience and consumers' satisfaction that have not been sufficiently explored in the marketing literature. Structural equation analysis is adopted to test the hypothesized relationships using responses from 424 consumers who have purchased health insurance from six leading insurers' in India. The findings validated that the service convenience affects consumer satisfaction, which, in turn, plays both a direct and mediating role in influencing consumers' repurchase and switching intentions. Results have important implications for planning, designing and delivering health insurance products with particular emphasis on reduction of inconvenience. The study besides validating the perceived service convenience framework in the context of health insurance business also confirms the role of organizational and consumer personal factors in influencing consumers' service convenience perception, a lesser studied dimension, which, in turn, augments their satisfaction and post-purchase behavior.</p> <p><b>Keywords:</b> Service convenience, consumer satisfaction, repurchase intention, switching intention.</p>



Sara Askarnia  
GICICSSH1603070

The study of the impact of "communication applications" of smart phones on interpersonal communication from the viewpoint of the students of Azad University of Damavand

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**Abstract**

The population consists of all students studying at the University of Damavand in □□□□. The sample includes □□□ students in associate, undergraduate and postgraduate degree which was obtained by stratified sampling method. Field data collection was chosen and the research tools include a researcher's made questionnaire. To test the validity of the questionnaires, the method of S.H. Lawshe was used, and for the reliability of the research, Cronbach's alpha test was used.

The questionnaire raises questions such as the extent of the friendship circle, the duration of the use of the communication applications of the smart mobile, time periods of using mobile communications applications. The SPSS software was used for data analysis. To analyze the data collected from the central indexes as well as distribution has used Kolmogorov-Smirnov statistical tests (the normality of the data) and for the correlation between the research variables, Pearson correlation test was used.

Data analysis showed that there is a significant relationship between the use of smart phones apps and interpersonal communication. There was a meaningful link between the duration use of these apps as the independent variable of the study and the increase interpersonal relationships. No link was observed with the extent of friendship circles. The rest of the variables studied showed strong and very strong relationship with students' interpersonal communication.

**Keywords:** Smart phone, applications, Viber, WhatsApp, interpersonal communication, students



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Alternative Tourism and People's Mental Schema of Other Nations (Case Study: Iran)

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**Abstract**

The increasing pace of globalization which has turned the world into a global village has shed light and importance on intercultural communications. In this global village, being a good neighbour needs us to know our neighbours and understand their cultural differences; and it would be better if we not only focus on the images which media provides us from other countries as these images are most of the time biased and unrealistic. One way which can increase our understanding of other cultures is travelling. Many travellers these days choose alternative tourism for travelling around the globe; in this tourism, the interaction and contact with the native residents of that country would increase. In this paper, I want to study the potential impact of alternative tourism over the mental schema of people who



	<p>travelled to Iran. To gather data, I used the users of Couch Surfing social network, and did a deep interview with some of them who travelled to Iran. Through using Schema Theory and Intimacy Theory, I tried to understand whether mental schema of these people who had the experience of couch surfing in Iran has changed after being in contact with the native people or not.</p> <p><b>Key words:</b> Alternative tourism, mental schema, travel, couch surfing, intercultural communication</p>
	<p style="text-align: center;"><b>Mental images and Otherization, a barrier to communication Case study of America’s schema and Otherization in speeches of leader of Iran</b></p> <p style="text-align: center;"><b>BehnazRashedi</b> GICICSSH1603074 <a href="mailto:behnaz.rashedi@gmail.com">behnaz.rashedi@gmail.com</a></p> <p style="text-align: center;"><b>Abstract</b></p> <p>In general, establishing relations between nations at a macro level are made possible by governments’ alliance. Leaders, specifically, play a decisive role in forming mental images in people’s mind and legitimating this relation. The history of antagonism between Iran and America, as well as existing disputes about nuclear issues, has led to creation of some stereotypes of public opinion based on these visualizations. The frequentation of these images in Iran leader’s speeches has resulted in “Otherization”. This “image” has an effect on freedom of activists and their methods of building social facts. In addition, it determines their actions and thoughts.</p> <p>In this paper, speeches of Iran leader has gone under “Qualitative Analysis” prior to, during and after nuclear agreement in order to find otherization proofs and answer questions whether America had been visualized in his speeches, and what characteristics had America been labeld as. For this purpose, the content of leader’s words in 2015, when nuclear agreement had been finalized, have been examined and categorized in order to reply to the main question of this research. The results indicate that leader statements about America had been based on stereotypes of America’s image in his speeches and today, America is known as alternative titles like” arrogance”, “injustice” and “unreliable” which makes it really complex for two countries to resolve their issues and make true peace.</p>
 <p style="text-align: center;"><b>Azfar Hussain</b> GICICSSH1603076</p>	<p style="text-align: center;"><b>Psychological Effects of Social Media on Individual</b></p> <p style="text-align: center;"><b>Azfar Hussain</b> GICICSSH1603076</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Today with the advancement of technology; the use of social media has grown enormously. It has now become a new and a very common source of socializing among people which leaves a negative impact on an individual’s mental health. The intent of this research is to practically identify the relationship between negative psychological effects and social media use. An online likert scale survey has been conducted among the individuals to identify this relationship. Data was collected from a random sample (N=151 responses) of individuals. Variables that are discussed in this thesis are three dependent variables (identity shift, psychological wellbeing, internet addiction) and one dependent variable (social media). We have used regression and correlation models to analyze collected data and measure significance</p>

	<p>of relation. Unfortunately we found that social media use is adversely affecting one's mental health and causes psychological problems.  <b>Keywords:</b> Social Media, Psychology, Effects, Identity Shift, Internet Addiction, Psychological Well-Being</p>
 <p><b>Maheen Nabeel</b> GICICSSH1603077</p>	<p style="text-align: center;"><b>Psychological Effects of Social Media on Individual</b></p> <p style="text-align: center;"><b>Maheen Nabeel</b> GICICSSH1603077</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Today with the advancement of technology; the use of social media has grown enormously. It has now become a new and a very common source of socializing among people which leaves a negative impact on an individual's mental health. The intent of this research is to practically identify the relationship between negative psychological effects and social media use. An online likert scale survey has been conducted among the individuals to identify this relationship. Data was collected from a random sample (N=151 responses) of individuals. Variables that are discussed in this thesis are three dependent variables (identity shift, psychological wellbeing, internet addiction) and one dependent variable (social media). We have used regression and correlation models to analyze collected data and measure significance of relation. Unfortunately we found that social media use is adversely affecting one's mental health and causes psychological problems.  <b>Keywords:</b> Social Media, Psychology, Effects, Identity Shift, Internet Addiction, Psychological Well-Being</p>
<p><b>Moid falak</b> GICICSSH1603078</p>	<p style="text-align: center;"><b>Financial Exploitation of Patients by Privately Owned Hospitals and Clinics</b></p> <p style="text-align: center;"><b>Moid falak</b> GICICSSH1603078 moid416@gmail.com</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Health is the most important thing for a human being and with the passage of time human being started to develop medicines and procedures through which human beings can improve and take care of their health. In ancient time malaria and plague were biggest health issues and most of the deaths were caused by these diseases. With the advancement in medical sciences human beings can control these diseases and can improve their life span. In now a days there are hospitals and doctors with specialized skill sets to cure diseases and improve quality of health but there is always some gap which can be filled and there is always a room for improvement. There are many problems on health sector now days and we have chosen the problem which is financial exploitation of the patients by the doctor from both public and private sector's doctor. The majority of patients is of poor financial background and also has little knowledge of their rights and medical regulations which make them easy prey for unscrupulous elements. We have collected the data from the patients of both private and public sector hospitals through designed questionnaire. In our study we run different tests on our data collected through a designed questionnaire. The results from the data are then analyzed and interpreted in order to make some useful information out of them. Finally the suggestions include the highlighting of usefulness of the research paper's finding for the specific industry/market so that the study can deem useful towards the betterment of the firms sales and other relevant aspects.</p>

	<b>Keywords: Patients, private health sector, public health sector, financial exploitation, corruption.</b>
<b>Myrna Sison-Kuiper GICICSSH1603079</b>	<b>From Shaking to Shining: Reducing Students' Language Anxiety through Outcome Thinking Protocol</b>  <b>Myrna Sison-Kuiper GICICSSH1603079 <a href="mailto:myrnasisonkuiper9139@gmail.com">myrnasisonkuiper9139@gmail.com</a></b>  <b>Abstract</b> <b>A significant approach that contributes to the reduction of language anxiety (Gardner and McIntyre, 1989) and (Ellis, 1994) is the Outcome Thinking Protocol (Peck 2000, Kuiper 2004). Outcome Thinking is a pictorial way of turning off stress and anxiety, replacing complaining and non-acceptance of negative or stressful situations. Using a case study design, the paper presented the collective experiences of 15 students who exhibited high anxiety at the onset of their two language classes then underwent Outcome Thinking Protocol Workshop for four times, twice a semester. Student participants' performances in the language classes during the 10-month duration were observed and recorded. With the acceptance protocol approach employed by the teacher, the students were taught to "turn off" their anxiety and replace it with curiosity towards language learning, a real sign of acceptance. Narratives and interviews with observations served as the main tools for data gathering. From the extended texts of the interviews, themes were extracted from the students' experiences. Triangulation of data was also employed showing the significant improvement of 25%- 30% on the participants' language learning outcomes. Also, result showed that the reduction of the participants' Language Anxiety led to a remarkable improvement in all of their final classroom performance across discipline.</b> <b>Keywords— Language anxiety, situation-specific anxiety, outcome thinking protocol approach, lived experiences, case study, Philippines</b>

## Listeners

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» 7th International Conference on Social Science and Humanities (ICSSH), 7-8 November 2016, Singapore

» 8th International Conference on Social Science and Humanities (ICSSH), 17-18 Dec 2016, Dubai

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May 23-25, 2016, Rumah University, University of Malaya, Kuala Lumpur, Malaysia



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