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1-BJ12-5895**“SANG NOIR:” THE CULT DIRECTOR AND DEATH TO POSTMODERNISM – THE FILMS OF RODRIGUEZ, SODERBERGH, AND TARANTINO**DR. MELLE STARSEN¹

From the late 1950s through the last years of the 20th century, the postmodern movement dominated many European and American artistic endeavors, including film. According to Appignanes (1995), postmodernism was a natural progression from modernism, because “modern is always historically at war with what comes immediately before it” and, therefore, “is always post-something.” Postmodern cinematography aimed for naturalism, such as, evoking the real world within a film, such as “Blue Velvet.” Keeping the film “real” played into the tenets of postmodernism, which purported from the beginning to disbelieve that there was nothing actually outside the text (Derrida, 1967 and 1978). To comprehend the effect postmodernism had on the art form of film, one must be clear about the movement and what it meant, or at least, the effect it had on world cinema, specifically, American cinema. However, one of the most difficult aspects of studying postmodernism is finding even two authors or researchers who agree on a single definition. Indeed, according to Grenz (1996), there is no clear shared focus among postmodernists. In keeping with the vague and slippery tenets of the movement, film noir was itself a deconstruction of the postwar reality and the realization that the world was not as safe a place as Americans would like to have believed. That genre depicted violent intentions, stereotyped characters and the first hints of what in the 1960s would become the “anti-hero.” This study looks at a reaction to postmodernism in the last few years of the 20th century and changes that resulted primarily from the efforts of a group of wildly influential young filmmakers: Robert Rodriguez, Steven Soderbergh, and Quentin Tarantino. These three have defied postmodernism in their own films and influenced a movement I call, “Sang noir” or “dark blood.”

2-BH01-5784**INFRASTRUCTURE, A BARRIER TO “END OF LIFE PRODUCT MANAGEMENT” IN PAKISTAN**MS. SAHER ZEAST²; MR. TANVEER ILLAHI, LECTURAR; AND MS. ASIFA SUMER, MBA SCHOLAR

Closed loop supply chain evolved from going green concept, which encourages the minimal use of natural resources and provides business opportunities and also helps to maintain the regional climate patterns through waste management; though closed loop supply chain has many advantages to offer but this study focuses on finding the barriers to implementation of end of life (EOL) product management and how these barriers restrict Pakistani manufacturing industries to integrate green supply chain activities in their production process. The study has been conducted in the capital city of Pakistan and its surrounding areas. Previously research articles are used to understand the widely discussed barriers to EOL product management in the world, which are management, policy, finance and infrastructure. A survey was conducted in above said territories to understand the impact of these variables in Pakistani manufacturing

¹ Dr. Melle Starsen, Associate Professor, Upper Iowa University.

² Ms. Saher Zeast, Senior Associate Professor, Bahria University.

industry. The methodology is exploratory and descriptive in nature and IBM SPSS Statistics used to check the reliability and the relationship of the variables. The research objective was to identify the reasons, due to which closed loop supply chain is a lesser known process in Pakistani manufacturing industry and these factors are ranked as grave threat to the implementation of this process. The result of this study reflected that infrastructure is the most critical barrier to the implementation of EOL product management in Pakistan followed by management, policy and finance.

Key words: Green supply chain management (GRSM), Closed Loop Supply Chain (CLSC), Reverse logistics (RL), End of life (EOL).

3-BH11-6032

THE PROCESS OF FRAMEWORK IN THE REPUBLIC OF ALBANIA AND MACEDONIA, FROM THE PERSPECTIVE OF INTERNATIONAL LAW AND IN THE LIGHT OF THE COUNTRY'S ACCESSION PROCESS TO THE EU

PROF. ISMAIL ZEJNELI³; AND PROF ALBA DUMI

The priorities and measures complement the objectives in the overall accession strategies as well as the individual country European Partnerships and Accession Partnerships. Especially the programmed complement priorities in environmental, economic and regional development, education, SME development, tourism etc. A successful integration is occurring, although several challenges need to be considered in order to fasten this process. Among these issues are the reform of political thought to approach standards offered by western institutions, the objective evaluation of Public Administration' role in offering a safe and stable government policy management pointing to the professionalism while depoliticizing different structures of public services, the implementation of property rights and effective economical and legal reforms against the corruption while restoring trust and confidence to the Albanian society.

4-BH16-6058

THE EFFECT OF CUSTOMER PARTICIPATION VIA SOCIAL MEDIA ON CUSTOMER ENGAGEMENT BEHAVIOR

PROF. MING-HSIEN YANG⁴; CHANG-TANG CHIANG

Using social media is a new way to promote customer participation and understand potential customer needs for a service firm. Customer participation has been proven to be associated with competitive advantages for firms and can be regarded as a new approach to make product/service co-creation. Since continuance intention is the key determinant of measuring the effectiveness of customer relationship, it can be used as an indicator to evaluate the outcome of customer participation.

In recent years, social media are novel tools allowing customers share their preferences and exchange information. Customers are shifting from being passive recipients of information to becoming active generators of information. Most importantly, social media can be treated as an important tool to enhance customer participation and further bring product/service co-creation between firms and customers. However, up to now, customer participation is merely treated as the degree or frequency to which the customer is involved in producing and delivering the service, overlooking that customer participation is actually a human-interaction

³ Prof. Ismail Zejneli, Dean, Seeu University.

⁴ Prof. Ming-Hsien Yang, Professor, Fu Jen Catholic University.

process. This process might involve social issues and technical issues if the firm adopts social media to interact with customers. To fill this void in the literature, the purpose of this study is to re-visit the notion of customer participation from the socio-technical perspective and, further re-examine its impact on continuance intention and customer engagement behavior.

The socio-technical theory indicates that an organization is a combination of social and technical systems. If an organization wants to achieve better performance on business efficiency, it must rely on the fit between people and technology. In the context of this study, technical system refers to technical characteristics or capacity of social media, while social system represents the relationships among customers, brand, product, company, and other customers in social media. In other words, this study proposes that customer participation can be regarded as the fit between social and technical systems captured from social media interaction. This fitness will be related or reflected to organizational performance, which is measured by continuance intention and customer engagement behavior.

Through the related literature review, the study proposes a research model. To validate the proposed model and research hypotheses, a questionnaire survey was administered to collect data in the context of social network brand community for analysis. The study results showed that the interaction with social members (i.e., social system) has a mediation effect between social media and continuance intention. In addition, continuance intention is positively associated with customer engagement behavior as well. The findings not only complement the theoretical arguments of socio-technical theory, but also enrich the understanding of the existing literature about relational marketing.

5-BH18-6090

CULTURAL INERTIA AS A NEW PROPOSED DIMENSION FOR HOFSTEDÉ'S MODEL AND IT'S INFLUENCE ON A CORPORATE MANAGEMENT

DR. MAIA OZDEMIR⁵

Culture does matter. There was a decades-long discussion about globalization and moving toward a homogeneous culture but in light of the recent challenges and influx of Middle East refugees, voices in favor of cultural differences were raised significantly. Culture does matter. As there are a number of obviously different cultures, there are a number of scholars trying to understand and classify them. As Clyde Kluckhohn (1962) argued in his articles, people in every society encounter very similar problems concerning their biological needs and situations, so every society should provide approved ways for dealing with these circumstances, these ways make up a core of every culture. Many researchers across the globe broadly studied different cultural dimensions. U.S. anthropologist Edward T. Hall (1976), U.S. sociologists Talcott Parsons and Edward Shils (1951), U.S. anthropologists Florence Kluckhohn and Fred Strodtbeck (1961), British anthropologist Mary Douglas (1973), U.S. sociologist Alex Inkeles and psychologist Daniel Levinson (1969) – all of them proposed different ways for classification but the most famous and useful model was developed by Geert Hofstede in early 90th. Initially this model consisted of four dimensions:

1. Power Distance, related to human inequality;
2. Uncertainty Avoidance, related to the stress caused by an unknown future;
3. Individualism versus Collectivism, related to groups;
4. Masculinity versus Femininity, related to emotional roles.

⁵ Dr. Maia Ozdemir, Assistant Professor, Istanbul Gelisim University.

Later two other dimensions were added (Hofstede & Bond, 1988), (Hofstede & Minkov, 2010):

5. Long Term versus Short Term Orientation, related to focus on the future or the present and past.
6. Indulgence versus Restraint, related to the gratification versus control of basic human desires.

Though this convenient model is widely used by scholars for describing culture, some basic cultural characteristic seem to be missed.

All these dimensions seem to be consequences of some intrinsic property, some inherent matter the culture consists of. It should be something that glues them together.

The critical descriptive characteristic of a physical object, for instance, is its mass. Mass is used in majority of main calculations and definitions in physics and mathematics, such as acceleration, velocity, displacement etc. Mass is an inherent property of an object that specifies how much resistance an object exhibits to changes in its state (Raymond A. Serway & John W. Jewett Jr, *Physics for Scientists and Engineers with Modern Physics*, Ninth Edition)

Similarly, in order to exist Culture should have a mass as a core characteristic that through inertia ensures its continuity.

Therefore, cultural equivalent to mass seems to be a very convenient dimension for description of a cultural resistance / inertia to external forces.

There is a basic cultural concept that fits to the mass definition: a family.

Indeed, family is a body that ensures a resistance to external cultural influences through rituals, ethical structures, habits, rights and wrongs definitions etc. More powerful family influence, more inertial is the culture.

Family has a few levels: physical (mom, dad and children), corporate (business environment) and macro level (race, cultural group).

Its parameters are caring for the same group members, rejecting outsiders, loyalty to group's rituals etc.

At the corporate level it means a readiness to let a stranger in versus a decision in favor of a certain person (protégés), rejection of creativity and quality of work in favor of a favorable team environment (like a cast system in Ancient Rome and India).

In high inertial cultures family connections are powerful at unconscious level, that means both either raising of healthier generation at the physical level or such phenomenon as Nepotism at the corporate level. Nepotism, Cronyism, Favoritism are not essentially negative events. They are a natural way of energizing the efficient functioning of the group.

So, the proposed new cultural dimension looks promising for classification of different cultures but there is a need for research in different cultural groups.

In order to measure family influence and therefore cultural resistance (inertia) a questionnaire was developed. As Nepotism is a distinctive characteristic of Inertial Culture it should be the main factor to measure by the research tool. The other factor should be a corporate structure, the position of Top management versus workers. In Inertial Culture Top management belongs to a different higher level of society that is very difficult to achieve for outsiders.

The questionnaire consists of demographic data and ten questions developed to measure a CEO and top management's position in company's hierarchy (1-4) and nepotistic tendencies (5-10). As nepotism and attitude toward the boss are sensitive issues, the questionnaire, conducted at a wrong place (company's office for instance) gives highly biased results. The pivot group was randomly chosen from ferryboat passengers travelling from Istanbul Yenikapi to Yalova. Istanbul is a mega city that accommodates all diversity of whole Turkish population. Yalova is a main gateway to another megacity of Bursa with its popular ski resort Uludag. This random sample meets criteria for diversity as every member of the culture should have all characteristics of this culture. Up to date, there are 71 SPSS processed questionnaire so far.

The same questionnaire will be also applied to a pivot group in England. In the future it should be applied to groups in other countries.

Working graduate students seem to be a suitable sample for the questionnaire application.

Based on the results the countries' cultural resistant/inertia scores will be calculated and plotted. The results would be beneficial for either researchers or practitioners. Researchers would have more powerful tool of Hofstede's Model for predicting a cultural system's behavior, practicing managers would have more powerful Model for improving their managerial styles and skills.

The pivot research is ongoing and its preliminary results should be obtained to be ready for presentation at the conference.

6-BH09-5991

EXAMINING THE INFLUENCE OF KNOWLEDGE MANAGEMENT ON ORGANIZATIONAL PERFORMANCE OF CADBURY NIGERIA PLC

DR. SAIDI ADEDEJI ADELEKAN⁶

The impact of Knowledge management in the performance of manufacturing firms is increasingly an important element of organizational strategy. This study focuses on examining the influence of knowledge management on organizational performance of Cadbury Nigeria plc. The research design adopted for this study was the survey design. A sample size of 225 was drawn from the total population (512) of the total number of staff and management of Cadbury Nigeria plc. Multivariate statistical tools were used in analyzing the data collected through structured questionnaire from respondents at Cadbury Nigeria plc. Two (2) hypotheses were formulated and tested. The result revealed that there is significant relationship between knowledge identification and organization turnover and also that knowledge acquisition has significant effect on organizational performance. In light of this finding, it is recommended that organizations who desire to remain competitive in business must implant knowledge identification into their knowledge management strategy.

Keywords: Knowledge management, knowledge acquisition, knowledge identification, organization turnover and organizational performance.

7-BJ24-5958

AN ANALYSIS OF LECTURES' POLITENESS STRATEGY AND STUDENT'S COMPLIANCE WITHIN AN ODL ENVIRONMENT WITHIN THE HE IN SOUTH AFRICA

DR. JABULANI OWEN NENE⁷

This study aims to find out the politeness strategies used by the lectures and how the politeness affects student's compliance. The focus is on directive and expressive speech acts. The subjects of this study were lectures and the students within and ODL environment within University of South Africa. The data was gathered by extrapolation of email exchange between the lectures' email communications and the students' compliance to the lecturer, in order to find the lecture's politeness principles and the students' compliance to the lectures'

⁶ Dr. Saidi Adedeji Adelekan, Lecturer, Mountain Top University.

⁷ Dr. Jabulani Owen Nene, Lecturer, University of South Africa.

communications. In the data analysis, it is found that the lectures used several politeness pointers in their communication to the students. They included tactile, generosity, approbation and agreement maxim. The lectures dominantly used tact maxim in their speech acts to the students. Student pragmatic competence and positive emotions were the factors that affected the students' compliance to the lectures' politeness communications

8-BJ08-5897

CHINA AND INTERNATIONAL CLIMATE GOVERNANCE

PROF. YUHONG ZHAO⁸

As the world's biggest carbon emitter and second largest economy, China has played a critical role in taking the lead to sign and ratify the Paris Agreement, which will replace the Kyoto Protocol post-2020. China's mitigation commitments and actions will have substantial impact on the effectiveness of the global climate regime to control the increase of the world's temperature to 2 degrees Celsius by the end of the century as compared to the pre-industrial level. The significant change under the new regime is that all parties, regardless of their status as developing or developed country, are required to prepare and communicate their nationally determined contributions (NDCs) to climate change mitigation, and take domestic measures to achieve the NDCs. My paper examines the policy tools, legal instruments and market mechanisms that will transform China from a coal-powered pollution-intensive economy to a low-carbon sustainable economy. In particular, the paper will focus on two key areas of China's mitigation efforts: renewable energy and carbon emissions trading.

9-BJ16-5928

HOW THE LATEST LABOR REFORM AFFECTS EMPLOYEES COMPLAINTS AND BENEFITS BUSINESS PARTNERS IN BRAZIL

MS. PRISCILLA MENEZES SILVA⁹

Despite great changes have been taking place in Brazil over the last 20 years, unfortunately, the country isn't a developed nation yet. Most of its population is considered poor and non-educated. However, one of the greatest conquests of the Brazilian working class was the Bill of Labor Rights in 1943. In this context, since then Labor Courts have been playing a significant role in making social justice when employees start a procedure complaining against their old employers who haven't stuck to the rules correctly.

Traditionally, employers have always complained about the number of rights legally granted to workers, but since 2015, when the economic crisis became severe in Brazil due to political scandals and corruption cases that pushed the foreign investors away, these complaints became an aggressive lobby to make rules change. Organizations which represent the industrial sector and big companies presented to congressmen studies and statistics to prove that labor rights were the reason of high transaction costs. And of course, these high costs were not reducing the business partners profits, instead, they were rising the prices paid by consumers, making the inflation higher and damaging the Government's image and financial goals.

Considering this scenario after months of debates at the National Congress the Labor Reform was approved and enforced from november/2017 on, bringing deep impacts for employees who must seek the Justice to have their rights granted. While the new rules made

⁸ Prof. Yuhong Zhao, Associate Professor, Chinese University of Hong Kong.

⁹ Ms. Priscilla Menezes Silva, Ph.D. Student, State University of Rio de Janeiro.

the employees' lives harder, there is no doubt that the business partners are absolutely delighted with these changes. This paper aims to point 3 main procedural issues about the reform: (i) the new rules to sue in forma pauperis - before the reform, ex-employees didn't have to pay the court costs neither the legal fee from the loser; (ii) the uncertainty around the applicability of the disregard of legal entity during the labor procedure; (iii) the use of arbitration to solve labor questions.

In order to explain the issues selected for this paper, it will be applied the analysis of the new bill approved (the reform) comparing its text with classic doctrines and labor principles and the recent court decisions. Contrasting these elements, the conclusion will demonstrate how the labor reform is affecting work and employment relations for worse.

10-BJ21-6018

TRANSLATION OF CULTURE REFERENCE WORDS IN CHILDREN LITERATURE

MRS. ALSHAYMAA ALHARBI¹⁰

This study investigates the translation of the well-known children's fantasy fiction series about Harry Potter, written by the English writer J.K. Rowling, into Arabic. It focuses on three books from the series, namely the second, Harry Potter and the Chamber of Secrets, the fifth, Harry Potter and the Order of the Phoenix and the seventh Harry Potter and the Deathly Hallows. The main aim of this study is to investigate cultural understanding between the Western world and Arab world. This issue is addressed by looking at a specific linguistic aspect, which is idioms that are considered culture bound expressions. In addition, idioms have been chosen as a linguistic aspect that is thought to be challenging to child readers in terms of comprehension. In the light of this, the sub-aims of this work are to determine the translation strategies used to deal with idioms as culture reference words and examine the use of domestication or foreignisation. The model of analysis applied in this study includes a new typology of idioms based on Fernando (1996) and Moon (1998), enriched with a new category. It is also based on Baker's (1992) and Epstein's (2012) frameworks of translation strategies used with idioms. The study shows that paraphrase was the main strategy used to render idioms. In addition, the study shows that the translators tended to use domestication as the main approach with some cases of foreignisation in the translation of idioms. There are discrepancies between the translation of the second, and fifth and seventh book in the series regarding the extent to which the story was presented completely. The outcome of this study suggests that Arab readers can access the meaning of idioms but hardly ever cultural connotations related to the image the idioms present.

Key words: Children's literature, translation into Arabic, Harry Potter in translation, Idioms domestication and foreignisation.

¹⁰ Mrs. Alshaymaa Alharbi, PhD Student, University of Leicester.

11-BJ19-6016**A FEMINIST STUDY OF WOMEN'S ADOPTION AND USE OF MOBILE PHONES IN NIGERIA FOR INDIVIDUAL DEVELOPMENT**MS. CAMILLA NDUKWE¹¹

The purpose of this study is to explore how Nigerian women have adopted and are using mobilephones on a daily basis. This ongoing research adopts a feminist and intersectional approach to study. The study used interviews to gather the experiences of the mobile lives of 21 women resident in Zaria, Kaduna state in Nigeria. Three key themes have emerged from the results of preliminary analysis – the social benefits of using mobile phones, mobile phones as useful business tool and distraction. In particular, some participants use the mobile phone as tool for socialization as well as a tool for promoting and engaging in businesses. The findings suggest that mobile phones make it easy for the women to engage in other business ventures beyond their regular jobs, which in turn has led to increased income for them and their family. However, the women also expressed fears on how the mobile phone can pose a distraction for women and potentially cause them to neglect their duties as wives and mothers.

Keywords— business engagement, empowerment, mobile phones, social benefits.

12-BJ06-6022**SOCIAL NETWORK: GOSSIP IN FEMALE PRISON**DR. SANEM KULAK GOKCE¹²

The subject of my doctoral thesis on the outcome of a one-year anthropological field research in Adana Female Closed Prison is to hear the voices of convicted women, to understand how they understand and perceive each other, and how they organize relationships between women. The main purpose of my research is to understand how women locate themselves and their statues in a physical environment where there are no males, to understand how women shape their relationships in this environment, to observe their daily experiences in order to regenerate them, to restructure them outside society and away from their families and surroundings. The most important finding that emerges when examining the social communication network between women is the gossip mechanism used as a verbal communication tool. Gossip and its impact on social relations are among the most noticeable subtitles of this research. Especially in cases where prisoners do not meet eachother face to face in prison, communication is provided by "gossip" mechanism. Gossip used as a form of verbal communication is a form of communication that has destructive and unifying aspects as well as providing social communication inside and outside the group. The aim of this article is to examine the concept of gossip as a form of communication between women in a closed prison.

¹¹ Ms. Camilla Ndukwe, Student, University of Salford.

¹² Dr. Sanem Kulak Gokce, Assistant Professor, Biruni University.

13-BH14-5874**ROLE OF MICRO-FINANCING IN WOMEN EMPOWERMENT IN INDIA.**MS. NIKITA NAHATA¹³

Despite, India being one of the fastest growing economies with the second largest population, i.e., a vast consumer base, poverty remains one of the significant issues. 60% of the people in India are dependent on agriculture, and so the country faces chronic underemployment. India is accounted for the most significant number of people below the international poverty line which is 30% of its population. Poor people not only need the necessities of food, shelter, and clothing to survive. They also need the essential financial services such as savings, insurance, earning interest on savings, and so on. They also have their requirements of setting off the excess cash in banks and withdrawing lumpsum amounts during times of crisis. Traditionally, rural people had very low access to institutionalized credit from the commercial banks and the local lenders, their only source of credit charged very high-interest rates, thereby depleting them which led them into the vicious cycle of debt. Microfinance is a solution to this problem. It is an economic approach which provides financial services to the low-income group. It is a way of ensuring finances to the ones who do not have enough funds or income. Microfinance aims to increase the revenue of the poor, improve the living conditions of small business entrepreneurs and their families, to empower people – especially women. It aims at making the women independent. With the help of microfinance and self-help groups many rural women and low-income group women have come forward and started their businesses or have started earning by using the skills, they have such as sewing, cooking, handcrafting, pottery and so on. Microfinance has been present in India since the 1970s in one way or the other. It has grown over the years and had a lot of beneficiaries especially women. Central and State Governments are actively involved in this area and the recent past, many schemes have also been introduced. However, more innovation, inclusion, and efforts are required to reduce the gap between demand for and supply of microfinance in the country. The poverty in India can be alleviated by reducing this deficit. This paper primarily aims to understand the contemporary issues concerning microcredit and role of microfinance in social upliftment of women in India. The findings provide innovative strategies of the SHGs and government think tanks for optimum utilization of government and private resources for betterment and empowerment of the rural women.

14-BJ22-6083**KNOWLEDGE AND PRACTICE OF HYGIENE AND SANITATION: IMPACT OF MEDIA ADVOCACY**MR. DIVYA GAUR¹⁴; AND DR. NEHA SHARMA

Background: Media Advocacy Project (MAP) was initiated by media group in collaboration of local and national governments, the private sector, research and academia, non-governmental organizations to inform, support and implement national policies that affect health and community development. Current study was taken as part of Swachh Bharat Abhiyan (Clean India Campaign) under the initiative of MAP.

¹³ Ms. Nikita Nahata, Student, Pandit Deendayal Petroleum University.

¹⁴ Mr. Divya Gaur, Research Associate, NMP Medical Research Institute.

Objective: To assess the change in knowledge and practice about personal hygiene and sanitation in selected slums of Jaipur.

Materials and method: This quasi experimental study was conducted in selected urban slum areas. Convenient sampling was used to cover 450 households . Semi-structured pre-tested questionnaire was used for face to face interview. Total 2186 subjects, irrespective of age and sex, were included in this study. Baseline assessment were taken before starting MAP in the area. A day workshop and session was conducted in the slum with media, organization and local government officials to make people aware of Clean India campaign and health benefits of everyday practices. Post assessment were taken a week later the event.

Results: Out of 2186 respondents, post assessment near 77% of the respondents used sanitary latrine . About 87% slum dwellers regularly practiced hand washing before taking meal and 85.2% respondents used soap after defecation. A statistically significant difference was found between washing of hands before meal ($p=0.001$), washing of hands after defecation ($p=0.002$), use of toilets($p=0.001$). knowledge of personal hygiene and sanitation had highly significant($p=0.000$) change in the slum dwellers.

Conclusion: Media Advocacy with experts can improve hygiene education along with behaviour and practice. Policy makers and health care providers should have definite strategy and implementation with the support of mass media communication.

15-BJ23-6087

INDIA'S ACT EAST POLICY: STRATEGY FOR ECONOMIC INTEGRATION WITH SOUTHEAST ASIA

MR. BINIT LAL¹⁵

In the current era of globalisation, there is a growing realisation that no country can tread the course of growth and development in isolation with the others. There is a growing economic dependency among nations. Twenty-five years ago, in the wake of a tectonic geopolitical change, India opened its economy to the world and, with instincts honed over centuries of interaction, turned naturally to the East.

Presently, ASEAN is taking the process of economic integration into serious consideration, though with some limitations and constraints. No other regional trading bloc in Asia is talking about a single currency at this moment, which sets ASEAN apart. Plus, ASEAN already has six trade agreements with its neighbors, which includes China, South Korea, Japan, Australia, New Zealand, and India.

India is one of the strategic partners of ASEAN. With a total population of 1.8 billion and a combined GDP of \$3.8 trillion, ASEAN and India together form an important economic space in the world. Besides an economic partnership, India expects to benefit geopolitically as well from its rejuvenated affinity with ASEAN and other regional countries. In order for India to gain a substantial position in East Asia, New Delhi has moved to an Act East Policy (AEP) now, an update to the 25-year-old Look East Policy (LEP). As ASEAN remains central to India's AEP, India's achievements from this strategy are worth watching. It is crucial to observe whether the Modi government will be able to overcome the challenges and give the Act East Policy a much-needed push.

The Act East Policy should also improve Indian connectivity with ASEAN, particularly between Northeast India and Myanmar. These projects including the Trilateral Highway and Kaladan Multi-modal Trade Transit Project, and the Bay of Bengal Initiative for MultiSectoral

¹⁵ Mr. Binit Lal, PhD Student, Jawaharlal Nehru University.

Technical and Economic Cooperation (BIMSTEC) are projected to not only increase mutual economic productivity but also promote peace and prosperity in the Northeast region

This paper will examine the motivations for launching the Act East Policy and what it has accomplished so far. It also describes the imperatives of the future, if the policy is to deliver the desired results in promoting India's interests in the economic aspect, in the region and beyond.

16-BJ20-6133

TEACHING IN A MULTICULTURAL ENVIRONMENT: LESSONS FOR THE "UNICULTURAL" TEACHER

MS. SARA FINE-MELTZER¹⁶

Teaching to students of at least four different cultural backgrounds, none of them Western, in the same class poses problems for the teacher who comes from a distinctly Western culture. This presentation aims to address the problems and then offer some suggestions for making it work.

17-BJ18-6143

AUTOMATIC PROCESSING OF PLACE-VALUE IN PRESCHOOLERS AND ITS EFFECT ON EARLY NUMERACY

MS. MICHELLE NGA KI KONG¹⁷; AND DR. WINNIE WAI LAN CHAN, ASSISTANT PROFESSOR

There is accumulating evidence suggesting that children as young as 5 years old demonstrated automatic number processing with single-digit numbers in Stroop-like task. However, we have limited knowledge if children could automatically activate place-value when presented multi-digit numbers. In the present study, we explored whether place-value is automatically activated when three-digit numbers are presented. We employed a child-friendly place-value Stroop task in which 187 preschoolers were exposed to pairs of price tags. Each price tag had a 3-digit Arabic number, of which only one digit was visible and the other two digits were masked by paint. The position and the physical size of the visible digit varied in each pair. Children had to decide which price tag contained the larger visible digit. The results revealed a significant facilitation effect - when the visible digit occupied a higher place-value and was printed in a larger font size, it was recognized more accurately than in the neutral pairs where the visible digits in both price tags had the same place-value. Congruency effects were found in more distant pairs. These results indicate that place-value processing is automatic even in young children who have not received formal education. Moreover, the automatic activation of place-value contributed a unique variance of 1.3% in early numeracy, over and above age and verbal short-term memory.

¹⁶ Ms. Sara Fine-Meltzer, Senior Lecturer (Emeritus), Ben-Gurion University of the Negev.

¹⁷ Ms. Michelle Nga Ki Kong, PhD Student, The University of Hong Kong.

18-BJ17-5883**THE DEVELOPMENT OF GUIDELINES TO PROMOTE THE VALUABLE LIVING IN ELDERLY**DR. TAKSIKA CHACHVARAT¹⁸

The objective of this research and development was to study self-care regarding to the valuable living in elderly, and to develop guidelines for promotion of self-care regarding to the valuable living in elderly. The research design was consisting of 3 steps. The first step was to study the situation of self-care regarding to the valuable living in elderly. The randomize sample was 100 elderly . The tools included 2 parts. It had high content validity ranged from 0.60-1.00, and reliability was 0.828. Data were analyzed using percentage, mean and standard deviation. The second step was the development of guidelines for Self-care Regarding to the Valuable Living in Elderly by groups focusing with the elderly, Two groups 15 persons each, will discuss and set guidelines. The Third step was to check the suitability of guidelines by 5 specialists. The research found that ; Overall of the self-care regarding to the valuable living of spiritual and physical were at the highest level (M=2.72, SD=2.53) and (M=2.68, SD=2.33). Social were at the high level (M=2.47, SD=0.07). For the development of guidelines for self-care regarding to the valuable living in elderly was compounded 1) the promotion of the spirit strength that are : understand and accept charges, good attitude for life, competence in self – ability, happy and lively in , peaceful and being recognized, being accepted by others. 2) for physical promotion they were: food, water, climate, excretion, exercise, sleeping, accident protection, health behavior, and 3) for social activities promotion they were: seek for other ages friends, contribute activities for themselves, family and social, joy the social activities once in a while, joy the community activities when opportunity become, join the elderly club. The results of the specialist assessments regarding the development guideline was suitable and could used for the promotion of living happy and valuable for the elderlies.

19-BH19-6140**HUMANISING BRANDS IN ADVERTISING: ACTIVATE HUMAN-LIKE FEATURES**MR. TARIQ ALMUTAIRI¹⁹

Creating customer emotional attachment to brand is a key issue in marketing world. In light of that, marketing literatures and practitioners are looking for new information and strategy to create emotional brand connections with consumers. According to Park et al. (2010,), “Given the uniquely strong effects of brand attachment..., additional research is needed on how marketers can enhance brand attachment”.

One such strategy that has seen successful results to enhance customer brand relationship (e.g. Brand relationship quality and WoM) is the humanization of a brand. This happens when the marketing specialists activate agent knowledge of human-like to nonhuman brand/product so consumers perceiving non-human brand/product as human-like. This has been categorized as “anthropomorphism”. The marketing specialists direct their promotional campaigns in an attempt to persuade customers to view brands as completely human

¹⁸ Dr. Taksika Chachvarat, Chief of Office Quality Development Journal, Boromarajonani College of Nursing.

¹⁹ Mr. Tariq Almutairi, Research, Cranfiled University.

One way to achieve this is to humanize brand to enhance customer emotional attachment The 2 main questions are:

1. Does humanization of brand can help consumers to view brands as human-like?
2. Does humanized brand has significant impact on customer emotional attachment?

To answer the 2 research questions. The author carried three empirical studies of top 100 global brands: The first study attempts to find which brands are well-known and have significant effects on consumer emotional attachment (evaluated by 215 participants from Cranfield university). The authors found the top well-known brands are (Apple, Google, Microsoft, Amazon, Ali baba, Nike and Zara). The second study examines which adverts are viewed as human-like features (as when a consumer perceives different size/type of a cars in advertisement as look like a family members) (evaluated by 70 participants). The last study examines, if humanized brand can enhance consumer emotional attachment (evaluated by 250 participants). The author shows that humanization of brand has great impact on emotional brand attachment. This paper discusses significant managerial and academic implications of these findings.

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20-BH08-5782

THE EFFECT OF PSYCHOLOGICAL CONTRACT ON PERFORMANCE OF ORGANISATIONAL BEHAVIOUR

MS. SHREEDHA VYAS²⁰

The study aims towards the relationship between different kinds of career management activities, the psychological contract, and outcomes of psychological contract success. The psychological contract refers to the unwritten set of expectations of the employment relationship as diverse from the formal, classified employment contract. Taken together, the psychological contract and the employment contract define the employer-employee relationship. The psychological contract develops and evolves continuously based on communication, or lack thereof, between the employee and the employer. This research examines the relationships between psychological contract fulfillment and three types of employee behavior: in-role performance, organizational behavior directed at the organization, and organizational behavior directed at individuals within the organization. It defines various features of the unwritten contract between an employer and his employees. The employment relationship is discussed in terms of improvement of mutual expectations that evolve during the lifetime of the contract. The study verified a series of linked theories which propose that individual career management behavior is associated with the experience of organizational career management help, which is related to fulfillment of the psychological contract.

²⁰ Ms. Shreedha Vyas, Student, Pandit Deendayal Petroleum University.

Fulfillment of the psychological contract in turn is related to organizational commitment and is associated with behaviors at work, including absenteeism, turnover, and independent ratings of job performance. Thus, management functions to maintain an effective contract with each employee by (a) clearly structuring job responsibilities, (b) maintaining continuous feedback between the 2 parties, (c) emphasizing the man and the job as a total system, and (d) correlating compensation with terms of the psychological contract. This study provides a model demarcating the psychological sense-making processes earlier an employee's experience of psychological contract. It also identifies factors that affect those methods with the aim of encouraging future experimental research. Overall, the results indicate that employees are restoring the balance in the relationship through reducing their commitment and their willingness to engage in organizational behavior when they identify their employer as not having fulfilled its part in the exchange process. However, the data provide only limited support for the idea that employees are most likely to reduce their work effort when they perceive that the organization has intentionally failed to live up to its commitments. Key words: Career management, psychological contract, employment relationship, organizational commitment, job performance

21-BH04-5838

EXPLORING THE SIGNIFICANCE OF SPIRITUAL HEALTH IN CORPORATE WORLD

MRS. SHRUTI SHAH²¹; AND MS SUPRIYA PAL LECTURER

As per World Health Organization (WHO), has identified the four dimensions of health, namely physical, social, mental, and spiritual health. Out of the four the spiritual health is the most ignored and also recommended in today's corporate life. Irrespective of any religious belief spiritual health means knowing about ourselves. It is a personal belongingness to oneself involving values and beliefs that provide a purpose in our lives. It is generally considered to be the search for meaning and purpose in human existence, leading one to strive for a state of harmony with oneself and others while working to balance inner needs. It is being observed that having good spiritual health can lead to positive impact on overall performance of the individual.

Various researches on physical health, mental health and family wellbeing had been conducted but the missing part is spiritual health. The spiritual dimension plays a greater role in motivating people's achievement in all aspects of life. This research paper identifies relation between one's spiritual health and compatibility with their work. With the increasing completion and the increasing level of burnouts there are various attempts from the corporate to enhance the overall commitment of their employees. Today's managers are required to make their subordinates super achievers with quick decision making skills and ability to face fierce competition in a highly fluid environment. This often requires an in-depth understanding of who they are and what they stand for or in other words to know about their sense of self. This research paper has attempted to analyze the spiritual health of the employees and accordingly analyze the compatibility between the manager and subordinates through standard instruments. The paper will also explore significance and importance of spiritual health in routine corporate life.

Keywords: Spiritual health, corporate world, WHO (World health organization)

²¹ Mrs. Shruti Shah, Student, Pandit Deendayal Petroleum University.

22-BH03-5839**IDENTIFYING THE RELATIONSHIP BETWEEN THE PERSONALITY TYPE AND THE ACADEMIC PERFORMANCE OF THE GRADUATE STUDENTS IN PRIVATE COLLEGE IN GUJARAT**MS. SHLOKA SHAH²²; AND **MS SUPRIYA PAL LECTURER**

With the current scenario of the academic evaluation of students, it is being observed that many criteria are being overlooked. Parameters like the personality development, aptitude in the learning process and contribution in the academic interaction is being ignored many time due to the grading process. This study tries to identify the relationship between personality type of the student and the academic performance. The survey is being done through a standard instrument Myers-Briggs personality test(MBTI) wherein the brief classification of the personality is being developed. Through the classification, their academic performance will be correlated which will create a mapping process of personality and performance. The need to evaluate the student's performance on various layers is the ultimate requirement of the future generation. Though various personality development programs are being introduced in academics, the results are not found to be satisfactory.

Various questions like are on the top most inquisitive parameter:

Does academics performance classify our personality?

Is exam the only way to identify one's personality?

What about the class room learnings?

Do only marks matter to identify personality?

There is an attempt to find a sample of 100 graduating students analyzing their personality and academics performance. After the survey majority of respondents were identified with ESFJ, ESTJ, ISFJ. The students will be further classified on the basis of their academic performance on the basis of their classroom results. Further the study would link personality type of the student with their academic performance and try to identify the significance between both if any. The recommendation will be generated which will enhance the aspect of including personality in the evaluation process.

Keyword: MBTI (Myers-Briggs Type Indicator), ESFJ (Extraversion-Sensing-Feeling-Judging), ESTJ(Extraversion-Sensing-Thinking-Judging), ISFJ(Introversion-Sensing-Feeling-Judging), Personality type, Academic performance, Graduate students.

23-BJ10-5990**IMPACT OF NORTH KOREA'S NUCLEAR CAPABILITY ON SOUTH KOREA'S ATTITUDE TOWARDS NUCLEAR WEAPONS**MS. MONISHA SHAH²³

Democratic People's Republic of Korea's (DPRK) six nuclear tests and rapid progress in developing a strong missile force have formed a widespread speculation that South Korea might build its own nuclear arsenal. North Korea's strong nuclear ambitions have proved to be fatal to South Korea's peace and security. North Korea's nuclear issue is difficult to be managed in a peaceful way because of the negative aspects of nuclear proliferation, unacceptable not only on the Korean Peninsula but also in the international community. A

²² Ms. Shloka Shah, Student, Pandit Deendayal Petroleum University.

²³ Ms. Monisha Shah, Student, Pandit Deendayal Petroleum University.

failure to shut down North Korea's nuclear program is not only a threat to U.S. territory, but it is also setting off a nuclear domino effect which would encourage other countries to develop their own atomic arsenals, perpetuating a dangerous spread of the world's deadliest weapons. Throughout much of the Cold War, the United States had stationed nuclear-armed weapons in South Korea. The South Korean-based nuclear arsenal peaked at an all-time high of approximately 950 warheads. Then, in 1991, President George H.W. Bush withdrew all tactical nuclear weapons deployed abroad. The debate over redeploying those weapons is sharply dividing South Korean politics.

A poll by YTN, a cable news channel, in August 2017 found that 68 percent of South Koreans supported redeploying tactical nuclear weapons to South Korea. South Koreans are beginning to be concerned about whether they must continue to live under the U.S. provided nuclear umbrella support, thus the suspicion of reliability of nuclear-extended deterrence provided by the United States is increasing.

North Korea's attempt to acquire a nuclear deterrent risks the disruption of East Asia's nuclear balance. A North Korean bomb could jeopardize long-term stability in the region by triggering the nuclear ambitions of Japan, South Korea, or even Taiwan.

The explosion Sunday, which Pyongyang said was a test of a hydrogen bomb, was a huge advance in the North's push for viable nuclear-tipped missiles capable of hitting the United States. Which resulted in South Korea boosting its own military capabilities. Washington and Seoul agreed to lift restrictions on South Korean missiles they'd previously agreed upon, according to the South Korean presidential office, allowing for Seoul to improve its pre-emptive strike capabilities against the North.

The paper aims to show the next web of nuclear proliferation with countries like south Korea(primary), Iran(secondary) and Japan's(secondary) shift towards the nuclear era. The paper would also conclude the changing world order if these countries would achieve its ambitions of nuclear weapons

24-BH10-5796

BUILDING VIRTUAL DOMINIONS IN INDIAN MARKETS: A COMPARATIVE STUDY OF AMAZON VS EBAY

MS. ASHMITA NAHAR²⁴

In last three decades, e-commerce revolution has changed the business dynamics and operational modalities of the corporate world. Today, the barrier of scale of operations has almost vanished and even the small companies can expand their business onto a global scale with the support of e-commerce. It has been proven by many successful e-commerce ventures. Amazon was just a small virtual bookseller when it entered into business. But today, it is a fully fledged virtual supermarket. eBay is another example with a success story. The primary business models of both these companies are slightly different in terms of market segmentation and positioning strategies. But at the same time, these two are the examples of successful e-commerce ventures with distinctive customer centric business strategies. The Indian economy has observed substantial growth after liberalization of economy in 1991. In terms of population, India ranks at the second position in the world and importantly half of the population is below thirty five years of age. The telecommunication and IT infrastructure has also considerably upgraded in the last two decades specifically after privatization of this sector. The Indian wireless gadget markets have also flourished along with multinational brands like Apple, Samsung, Oppo, Vivo and so on. All these contemporary developments have provided a

²⁴ Ms. Ashmita Nahar, Student, Pandit Deendayal Petroleum University.

platform for quick penetration of e-commerce business. This paper aims to understand the business strategies of Amazon and Ebay for Indian markets. Also, it briefly focuses on understanding and measuring Indian consumer's perceptions and experiences about the two e-commerce portals. The findings highlight distinctiveness of marketing, business and communication strategies of the two companies for Indian markets.

25-BH15-6002

DISTINCTIVENESS IN COMMUNICATION STRATEGIES OF MNCs TO TARGET BRANDED COSMETIC MARKETS - INDIA VS USA

MS. SHYAMA GOKANI²⁵

The FMCG sector contains goods, which are perishable in nature and consumed / used on daily or in regular interval. The FMCG mainly divided into three parts; personal care products, food and beverages and household goods. For many years, USA was the dream destination for FMCG corporate due to market size and because of high purchasing power of consumers. Almost in all product categories, US consumers are using branded products. The real development of the Indian economy was started after 1991 economic reforms by congress government. The economic growth has attracted many foreign MNCs towards Indian markets. The rapid population growth was another reason behind the contemporary development. The India is in second position after china in terms of population and importantly almost fifty percentage of total population is below 25 years age group. So, India is also known as "Young Nation". In last two decades, many MNCs of FMCG sector have entered in different market segments. They are attracted by the potential and growth of Indian economy, the sheer size of the customer base and most importantly, widening of middle and upper-middle class segments. The socio-culture dynamics play very vital role in brand building process. In terms of culture and social ecosystem, the vast difference is present between USA and India. This paper aims to understand difference in communication strategies of MNCs to target USA and India cosmetic products markets. It also attempts to identify unique IMC strategies for better performance of these corporate in these two markets. Findings mainly focus on celebrity endorsement, effectiveness of different media vehicles and Internet & Social media marketing. Key Word: IMC (Integrated Marketing Communication), AIDA (Awareness, Interest, Desire & Action), BEP (Brand Equity Pyramid)

26-BH17-6062

A STUDY OF THE IMPACT OF BRANDING ACTIVITIES OF EMERGING FASHION DESIGNERS IN THE INTERNATIONAL CONTEXT

MS. T. ROSHNI RAO²⁶

People's culture and identity have undergone a constant evolution due to the dynamic nature of fashion markets in the past few decades. The massive migratory movements, colonisation and mainly globalisation are the key factors that contribute towards the changing influences on cultural references. The unification of fashion and culture go hand-in-hand. In the contemporary world, the fashion industry is all about making statements. The motto is to be different, stylish, edgy and to continuously evolve with the changes around. However, luxury

²⁵ Ms. Shyama Gokani, Student, Pandit Deendayal Petroleum University.

²⁶ Ms. T. Roshni Rao, Student, Pandit Deendayal Petroleum University.

fashion branding has likewise evolved gradually. Luxury connotes a feeling of exclusivity to individuals of a higher social class. This sector works on 3 basic principles - exclusivity, quality and prestige of the customer.

The combination of global connectivity and the culture has also lead to the increase in the global marketplace. The more we learn about culture, the greater is our understanding encircling the future of global consumerism in fashion. Consumption is an action that varies from culture to culture. The global fashion consumer culture is a shared set of consumption related to symbols such as product categories, brands, lifestyles, etc. The paper aims to measure the effective execution of the most successful branding strategies and the objectivity of top 5 Indian fashion designers to understand and enhance their position globally. The methodology would include a detailed analysis of the working of these brands to know their progressive position in the market, study the customer preferences and the factors affecting their spending, etc. This leads to the strive towards better performance of the top leading fashion brands of the country to create a distinguished identity that differentiates themselves amongst the leading brands from all over the world.

The use of internet and communications are changing and affecting the spending pattern of consumers. The findings of the research will focus on factors like acceptance of new trends of consumers, their increased spending patterns, dynamic tastes and preferences, wide availability of products, the desire to be socially acceptable and so on. The major conclusions will be based on the distinctiveness of one brand to the other and the power of global marketplaces when compared to the country level scenario.

Keywords: Global Luxury Brand Management, Haute Couture, Global Consumerism, Integrated marketing communications (IMC), Luxury Branding.

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