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Table of Contents

Business Intelligence reporting by System Dynamics	6
DR. STANISLAVA MILDEOVA; AND JAN LANSKY	6
Discordia Concors and Bidirectionality: Embodied Cognition in John Donne's Songs and Sonnets	7
PROF. CHANITA GOODBLATT; AND PROF. JOSEPH GLICKSOHN	7
The Development of Verbal Behavior through Sound Imitation in Phylogeny	8
DR. HAMEST TAMRAZIAN.....	8
Representation of cultural identity of Asian elite circles through the prism of code-switching from English into French (based on the trilogy of books by a Singaporean Author- K. Kwan, Crazy Rich Asians	9
DR. EKATERINA TUTOVA.....	9
Inferring Traits from Vocal Features: How prosodic Acoustic Measures Influence Perceived Automatic Attributed Personality Traits	9
MS. CELIA ESTEBAN SERNA EMILY SANDS, PHD CANDIDATE.....	9
A Hope for Intercultural Dialogue in an Insecure Globalising World: Kamila Shamsie's Home Fire	10
DR. TARIK ZIYAD GULCU	10
'Third Space' in Leila Ahmad's Memoir	10
MS. ALAA ALGHAMDI	10
Reading the Abnormal in Naoki Urasawa's Monster.....	11
MS. HUILIN HO	11
Borders and Migration in the Globalization Era: A Case study of Hungarian policy towards Migration 2013-2018.....	12
PROF. ZEINAB AHMED	12
Impact of Innovative Education on the Political and Social life of the Society	13
PROF. HUSSEIN BAGHIROV	13
Evolution of Christian teaching on nasciturus in legal and historical context.	14
DR. LUKASZ CHODOROWSKI.....	14
The Strategy of Measles Rubella for The Muslim Country as Indonesia	15
MS. SITI RAHAYU	15
Investigating relationships between goal-setting and planning, determination, and self-evaluation: A structural equation modeling approach.....	16
MRS. EMAN FAISAL	16
Language and Cyberfeminism: Essay about the #EleNãõ	16
MS. JULIA COSTA.....	16
The Islamic Perspective of Female's Employment: To what extent Do Islamic Principles Coincide with Cedaw with Regard to Women's Employment Right?	17
MS. SARAH BALTO	17
Perceived Impact of the restoration of Forodhani Park in Zanzibar, Tanzania from the local's perspective ...	17
MS. ZEHRA SHALLWANI	17
How SIDS Deal With Climate Change	18
MS. PEI YU LU.....	18

The legal regime and consequence of partial works on another's building	18
MRS. ADELINA VRANCIANU	18
The Problems and Strategy in Empowering Indigenous People through Indigenous Knowledge and Innovation in Indonesia: The Case of Weaver Community in Nusa Tenggara Barat.....	19
DR. RETNO KUSUMASTUTI DR. ASRA VIRGIANITA	19
Analysis of the determinant of ecommerce trust in Morocco	20
DR. MOUNIA BENDRAOUI DR. AIT SOUDANE JALILA, PROFESSOR	20
The Factors Affecting Mechanism of Thai Rice Pricing	20
DR. PITHAK SRISUKSAI	20
Alternative Tax Incentive Policy for Digital Startup Companies in Indonesia	21
MRS. MILLA SETYOWATI ITA NUR HANDAYANI.....	21
Effectiveness of WhatsApp Social Media Application on Information Dissemination among Students of Nigeria Tertiary Institutions. (A Case Study of Osun State Owned Tertiary Institutions)	22
MR. ADESEGUN OLALEKAN ADEOSUN MR. AKINBODE SANGODAPO	22
A Qualitative Fuzzy Logic Study based on Identification of key barriers in Lean Implementation.	22
MR. SANTOSH JETHWANI MR. VISHAL WANKHEDE.....	22
Representation of Mother Goddess in Indian Scriptures and Art	23
MS. MRINALINI PANDEY	23
Automated Storage & Retrieval System(AS/RS) Based on Actiw System in Beverages Industry.....	24
MR. MANMIT MODY DR.ABHISHEK KUMAR.....	24
Equity Volatility Spillover from Japan and USA: Contagion Evidence from Asian Markets	25
MS. AARUSHI SINGH DR. ASHISH KUMAR, ASSISTANT PROFESSOR.....	25
Volatility Spillover from Energy and Currency Markets over Equity Markets: A Study of BRICS and G7 countries.....	26
MR. RAHUL KUMAR GOEL DR. ASHISH KUMAR, ASSISTANT PROFESSOR.....	26
Investigation of Herding Behavior in Indian Stock Market	27
MR. MOHIT KUMAR	27
The understanding of Chinese outbound tourists' behaviour toward revisit New Zealand: A Conceptual Development.....	27
MR. SHAOHUA YANG DR.SALMI MOHD ISA, PROF. T. RAMAYAH	27
Using occupational therapy to improve self- esteem and reduce aggression behavior on children with mental disabilities	28
PROF. RANIA KASEM	28
A study of an appropriate learning of information technology usage for cooperative farmers of sustainable economy long distance learning center in the north eastern region	29
PROF. WARACHAI SINGHARERK.....	29
The Role of the Kingdom of Saudi Arabia's Interaction and Engagement with International Human Rights Law on Improving and Developing Its Human Rights	30
MRS. DHOHA ALHARBI.....	30
Shia and Sufi Communities under the Saudi Monarchy: a Balancing Act.....	30
MR. SALEH ALHARBI	30

List of Listener(s)	31
MS. JOHANNA AXELSSON	31
MRS. MANAL ALHARBI.....	31
MS. NADA BALTO	31
MRS. STINA PAULINE LILJEGREN.....	31
Staff	31
MS. SAMANTHA SINTES-BARBER.....	31
List of Session Chair(s)	31
CONFERENCE COMMITTEE MEMBERS	32

1-CP07-7139**BUSINESS INTELLIGENCE REPORTING BY SYSTEM DYNAMICS**DR. STANISLAVA MILDEOVA¹; AND **JAN LANSKY**

At present, companies have huge amounts of data collected and generated at their disposal. In order for companies to respond adequately and in a timely manner to changes in the turbulent market, they must be able to transform the data into relevant information. This data transformation can not be imagined without Business Intelligence especially in the context of business organizations. Business Intelligence applications are now commonly associated mainly with datamining technologies. The authors have chosen computer models as tools that can make "business" "smart". There are many computer modelling options. The article wants to focus on System Dynamics discipline. System Dynamics, founded in the early 1960s by the Massachusetts Institute of Technology by J. W. Forrester, provides a set of tools to perform simulations. Stock and Flow models of System dynamics are a good technique for solving centralized tasks at higher levels of management in companies. The aim of the article is to look for the answer to the research question "Are Stock and Flow models of System dynamics really beneficial in real managerial practice?" The collection of information to answer the research question was carried out by a survey in economic practice. In order to support decision-making processes, a user face for managerial reporting can be developed with the Stock and Flow model. After, the application has the character of simulation-oriented tools for Business Intelligence or Decision Support Systems. The survey in economic practice was focused precisely on such a modern concept of information and communication technologies. In the case studies (models), the authors surveyed common attributes. There is some evidence that these models with a managerial user face can be typified based on the implementation field. And furthermore, that application benefits can be categorized in terms of changes in business processes, of economic benefits, and others. On this basis, the examined case studies will be evaluated and final recommendations will be made for similar Business Intelligence reporting implementations in companies. In a partial way, the authors also describe supply companies, which are often among the innovative Start-ups, and a model making method, respectively development of the entire application. The motivation impulse for choosing the topic of the article is the results of surveys that show the need for similar Business Intelligence tools. A multidisciplinary oriented article brings new original knowledge. The results of the article should contribute towards the development of a theory of corporate science, systems science and a theory of applied informatics.

Keywords: Informatics, System Dynamics, Business Intelligence, Reporting, Model, Enterprise

¹ Dr. Stanislava Mildeova, Associate Professor and Deputy Head of Department, University of Finance and Administration.

2-DC04-6987

DISCORDIA CONCORDS AND BIDIRECTIONALITY: EMBODIED COGNITION IN JOHN DONNE'S SONGS AND SONNETSPROF. CHANITA GOODBLATT²; AND PROF. JOSEPH GLICKSOHN³

In the introduction to his 1912 edition of John Donne's poetry, Herbert J. C. Grierson writes of "the vein of sheer ugliness which runs through his work, presenting details that seem merely and wantonly repulsive." What is more, Donne displays what the eighteenth-century man of letters Samuel Johnson argues is "a kind of discordia concors; a combination of dissimilar images, or discovery of occult resemblances in images apparently unlike....The most heterogeneous ideas are yoked by violence together." Recast in terms of the modern, critical discussion of metaphor, this distance between a metaphor's two semantic fields raises the complex issue of bidirectionality. In other words, it is Donne's yoking by violence of two distant semantic fields, which present to the reader a number of riddles: Which field interprets which? Does each field reciprocally interpret the other?

Through both a cognitive-literary and an empirical study of the metaphors in Donne's poems "The Bait" and "The Flea," the authors discuss the grotesque nature of his poetic imagery as constituting in the words of Philip Thomson terms "a clash of incompatibles, generated by the great distance between the two semantic fields." These two poems comprise

outstanding examples of the grotesque from Donne's Songs and Sonnets, which develop this aspect by juxtaposing bestial imagery with human sexuality, courtship and seduction; in other words, the entomological and human-sexual contexts in "The Flea," and the piscatorial and human-pastoral contexts in "The Bait." The authors argue that it is this clash that sustains bidirectionality in a metaphor, by preserving the tension between its two subjects, while allowing each to alternatively become the focus of one's attention while reading.

Support for bidirectionality is provided by two lines of evidence. First, different readers posit different unidirectional readings of these poetic texts; for some readers, one unidirectional reading can alternate with a reciprocal unidirectional reading, and sometimes both readings can be entertained simultaneously. It is by looking at metaphor comprehension as a process that these alternative paths of interpretation can find full expression. Second, it is by looking at how the grotesque imagery impacts upon this process, that one can show that while blending entails bidirectionality, bidirectionality does not necessarily entail blending. Donne's apt choice of worlds, and his deliberate use of grotesque imagery to show what happens when these worlds converge, supports bidirectionality, prevents blending, and provokes this "yoking by violence" in both the poems and the readers' visceral reaction to the imagery therein.

Donne's use of grotesque imagery thereby juxtaposes semantic fields and their worlds with frightening consequences, and this impacts upon the bidirectionality inherent in the process of metaphor comprehension. Furthermore, this essay will show how the poetic texts enable both embodied simulation and bodily feeling, both of which manifest embodied cognition in the reader; the authors therefore argue that Donne is, in fact, an early advocate of embodied cognition.

Keywords: John Donne, Metaphor, Bidirectionality, Embodied Cognition, The Bait, The Flea

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4-DC11-6937

THE DEVELOPMENT OF VERBAL BEHAVIOR THROUGH SOUND IMITATION IN PHYLOGENYDR. HAMEST TAMRAZYAN⁴

The goal of this research paper is the psycholinguistic study of imitation as the initial stage of the genesis of human language and the development of verbal cognition. Language origin and sound imitation are analyzed from a new perspective, according to which language acquisition is strongly convened by the emergence of imitation as a form of motor reflection and then a cognitive activity. This principle of isomorphic function of imitation in the process of linguistic categorization is illustrated with examples of onomatopoeic words from different languages – Armenian, English and Russian. The etymological analysis of imitative language phenomena in various languages – noise words, onomatopoeia, sound symbolisms etc.- is carried out. The process of imitation is observed in three different aspects of human development as ontogenetic, phylogenetic and cultural forms of selection and evolution.

Two types of data are used for studying the initial phase of the genesis of human language – theoretical data and linguistic data.

The theoretical background of the topic includes disciplinary and interdisciplinary approaches (linguistic, anthropological, paleontological, laryngological, physiological, cultural etc.) to speech development, verbal cognition, sound imitation, origins of human language. The insights drawn from various studies reviewed are discussed in terms of how imitation in language may throw light on the mechanisms of verbal activity of human beings, on the problems concerning the emergence and the development of this activity and on the principles of verbal modeling of reality.

The linguistic data – about 60 onomatopoeic have been investigated by means of synchronic and diachronic methods of comparative etymological analysis. We have given the formal – phonemic classification of 60 onomatopoeic words in three modern languages – Armenian, English, Russian, diachronic – etymological ascendance to the phonosemantic origins considering the background data of other languages – Hungarian, Basque, Latin, Lettish, French, Sanscrit, Frisian, German etc. The results of the historical development of sound imitations of natural phenomena allow to assume that sound imitation as an initial stage of cognition lies in the basis of primeval language origin.

The results of the study of the onomatopoeic words and the results of the historical development of sound imitation of natural phenomena allow us to assume that the initial stage of language emergence is conditioned by sound imitations given by the primeval man as a way of physiological and psychological reactions to the natural impulses. In the course of evolution these sound imitations acquired definite semantic value, being now used as oral tools – “words”. Moreover, onomatopoeic words, more exactly, their phonoacoustic features have strong psycho-emotional element which in its turn has physical bases.

Besides we can assume that imitation is essential for the formation and the development of the culture and the survival of the cultural practice, perpetuation of the acquired knowledge across generations.

⁴ Dr. Hamest Tamrazyan, Senior Lecturer, National Pedagogical Dragomanov University.

5-DC24-7030**REPRESENTATION OF CULTURAL IDENTITY OF ASIAN ELITE CIRCLES THROUGH THE PRISM OF CODE-SWITCHING FROM ENGLISH INTO FRENCH (BASED ON THE TRILOGY OF BOOKS BY A SINGAPOREAN AUTHOR- K. KWAN, CRAZY RICH ASIANS**DR. EKATERINA TUTOVA⁵

In this work we are going to explore the phenomenon of code-switching from English to French through the speech of the characters and the description of the settings in K. Kwan's novels, which depict a reflection of modern elite Asian society. Our study is based on his trilogy, because most of the characters represent a highly-educated circle and all of them are fluent in French, which is one of the main chosen second languages of private schools around the world. This language is usually switched into for stylistic and empathetic reasons, since code switching is a tool used by bilingual people to express their cognitive intentions or to change the topic of conversation. It is believed that bilingual speakers keep both language systems in mind and activate them simultaneously when they need to convey their message more clearly. Based on the examples from the book, we will try to link the theoretical context of the psycholinguistic theory with its actual literary use and explore the ways in which linguists use a precise definition for each phenomenon.

Keywords: Elite, Code switching, Bilingual systems, Linguistic model, Linguistic culturology.

6-DC37-7245**INFERRING TRAITS FROM VOCAL FEATURES: HOW PROSODIC ACOUSTIC MEASURES INFLUENCE PERCEIVED AUTOMATIC ATTRIBUTED PERSONALITY TRAITS**MS. CELIA ESTEBAN SERNA⁶ **EMILY SANDS, PHD CANDIDATE**

Humans continually make spontaneous inferences about a wide range of socially relevant characteristics including emotional states, values, beliefs, and attitudes without significant information to suggest these assumptions are reliable or accurate. Our research looks at one facet of this, namely the spontaneous attribution of perceived traits from prosodic acoustic measurements. The aim is exploratory in nature, testing acoustic cues (decibels, bpm, and pitch) in relation to contextual cues (accent, gender), to understand if listeners can infer a variety of complex traits (intelligence, empathy, friendliness, competency, authority, charisma, and confidence) from vocal signals. We hypothesize that specific measurements do influence the perception of traits. Over four experiments, participants (American and English), were asked to listen to manipulated voice recordings, rating their perception of the expressed traits using a five-point Likert scale. The data indicated significant single effects and interactive effects across context and acoustic measurements, with gender, context, and bpm affecting perceived traits with meaningful results. Most surprisingly our findings suggest that there is a culturally specific gender bias across traits in favour of men indicating that vocal cues play a significant role inadvertently perpetuating social constructs and stereotypes. The general approach advocated here, as well as the specific results, is to expand comprehensibility by investigating new strategies in acoustics and trait perception research. In addition, we will

⁵ Dr. Ekaterina Tutova, Professor, RUDN University.

⁶ Ms. Celia Esteban Serna, Research Assistant, University College London.

operationalize the results to produce a biofeedback instrument that can be utilized in various occupational settings to enhance trait recognition.

Keywords: - Prosody, Pitch, Bpm, Gender, Social Factors, Perception, Traits, Authority, Biofeedback Mechanism

7-DC10-7138

A HOPE FOR INTERCULTURAL DIALOGUE IN AN INSECURE GLOBALISING WORLD: KAMILA SHAMSIE'S HOME FIRE

DR. TARIK ZIYAD GULCU⁷

Kamila Shamsie's works as well as the interviews with her can contribute to the appreciation of her sensitivity to the circumstances in contemporary period. Originally from Pakistan, she elaborates on the biased approach against women's efforts to discover and maintain their individual female identities in patriarchal system in her homeland in *A God in Every Stone* (2014), while she deals with the inhibition of individual preferences for the future because of the strong impact of religion on people at an early age in *Burnt Shadows* (2009). In addition to these problematic issues in social sense, Shamsie also concentrates on the ethnic violence as a by-product of intercultural hostilities in Pakistan in *Kartography* (2002). At this point, migration arguably signifies a quest for a new life and opportunities in individual, social and cultural terms. However, in her latest novel, *Home Fire* (2017), Kamila Shamsie emphasises the inevitability of the increasingly biased approach Western countries to immigrants, particularly due to the association of people from Oriental countries with terrorism in post-9/11 period. In the work, the Home Secretary Lone Wolf's discriminatory views regarding the immigrants lead Parvaiz to experience ambivalence in terms of his outlook on life. Hence, his membership of a radical organisation performing attacks in Western countries is a signification of Parvaiz's void of identity in individual and cultural senses. On the other hand, Wolfe's son Eamonn's recognition of Aneeka, Parvaiz's sister, his efforts to help Parvaiz to become an integral part of the social life and his love for Aneeka embody an effort to appreciate cultures and lifestyles that are not familiar. While Shamsie elaborates on the continuing misunderstandings among different cultures in the novel, she in fact questions the possibility of intercultural dialogue in contemporary global context despite the increasing feeling of insecurity. Thus, *Home Fire* invites reading in relation to its representation of the quest for harmony and unity despite the disunities in contemporary world.

Keywords: Kamila Shamsie, Home Fire, globalisation, immigrants, insecurity

8-DC34-7276

'THIRD SPACE' IN LEILA AHMAD'S MEMOIR

MS. ALAA ALGHAMDI⁸

This paper aims to examine the ways in which female subjectivities are constructed in Leila Ahmad's *A Boarder Passage: From Cairo to America- A Woman's Journey*. It aims to look at these subjectivities that inhabit a world in 'between' resonating with the Eastern and Western social, political and ethnic references, arriving at what Homi Bhabha describes as a "Third Space". Bhabha's theory is crucial to the understanding of the transformative nature of the female subjectivities in Ahmad's memoir. It sheds light on the process by which these

⁷ Dr. Tarik Ziyad Gulcu, Lecturer, Ankara University.

⁸ Ms. Alaa Alghamdi, PhD Student, Cardiff University.

subjectivities and ideas are constructed under the influence of two (or more) cultures and places that have always been labelled as binaries. In engaging with Bhabha's 'Third Space', this paper also supplements that theory through critiquing the gaps acknowledged in the literature, such as his overlooking of factors including the role of gender and power.

This will be achieved through interdisciplinary theoretical and analytical stances to examine the creation of the space and the production of new forms and cultural meanings. In so doing, I argue that the female subjectivities in Ahmad's memoir are situated in a unique 'Third Space' shaped by various cultural, political and ethnic factors. Factors such as, gender, the ethnic experience of Arab-American community in relation to other essential events (e.g. 9/11 attacks), all contribute in shaping the uniqueness of their 'Third Space' and its produced forms and meanings. Ultimately, I argue that new forms and cultural meanings are embodied in the 'multiple-otherness' of these subjectivities, as they are situated between two worlds.

Keywords: - Their-Space', 'Triple -Otherness', 'Arab-Americans'

9-DC20-7137

READING THE ABNORMAL IN NAOKI URASAWA'S MONSTER

MS. HUILIN HO⁹

Is a monster born to be so? To seek an answer to this riddle, I would like to read Michel Foucault's and George Canguilhem's concepts of the abnormal in Naoki Urasawa's manga series, *Monster*. Naoki Urasawa's *Monster* revolves around Dr. Kenzo Tenma, a Japanese neurosurgeon living in Germany. With a belief that everyone is born to be equal, Dr. Tenma is forced by his hospital's superior to give up his promising future as a leading neurosurgeon in the hospital after he chooses to save a boy sent to his operating room first, despite being demanded by his superior to treat an influential politician first, though who is sent there later. However, the boy saved by Dr. Tenma, Johan Liebert, is revealed to be a psychopathic serial-killer. Attributing Johan's crimes to Dr. Tenma's belief of saving patient and unintentional complaint of inequity in the profit-oriented medical system, Dr. Tenma starts his bitter journey of pursuing Johan so as to kill Johan to stop him from his abnormal behavior as a serial killer. Dr. Tenma's gradual understanding of a psychopathic serial-killer in *Monster* reveals a truth that the abnormal "monster" is mostly due to social construction rather than merely inherent features, namely that social construction, rather than Hobbesian logic of human nature, constructs the abnormal monster.

In the paper, first I will look into the definition of the abnormal according to Foucault's and Canguilhem's views. Next, in exploring the normal and the abnormal, I would like to argue that those two underlie the bipolarity, or double, in Urasawa's *Monster* and the social context in the manga series reveals the milieu of international context in reality, especially the growing deconstruction of the bipolar international system after 1989. Lastly, the paper will end with a conclusion that bipolarity, or double either in *Monster*, or in international relations, is due to social construction.

Keywords: Foucault, Canguilhem, Naoki Urasawa, *Monster*, social constructivism

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10-DC09-7076

BORDERS AND MIGRATION IN THE GLOBALIZATION ERA: A CASE STUDY OF HUNGARIAN POLICY TOWARDS MIGRATION 2013-2018

PROF. ZEINAB AHMED¹⁰

In the era of globalization, the flows of goods, capital, and information across international borders have liberalized. Nevertheless, the movement of people across the same borders is still extremely controlled. Actually, borders still persist to be a key source of human misery and discrimination. This situation have provoked scholars to call for open borders for people and for no border. They promote the concepts of the open-borders and no-border and criticize the current border policies and practices. They believe that current border practices re-enforce a system of ‘global apartheid’.

On the other side, a group of scholars has perceived migration as a security issue, connecting migration and security to each other. At the beginning, migration was mostly studied in the fields of sociology, anthropology and history before being studied in relation to security. the main theme in this regard is that population movement can be a threat not only to the security and stability of nation-states but also to the international order .

During the 2015 there was an inflation in the numbers of refugees applying for asylum in the European Union. Most of these refugees come from ME regions which was suffering internal wars such as Syria and Iraq. These huge numbers of refugees has been a big challenge for the European Union and its Member States. Some scholars portray these refugees as a threat to national security of Western States. Accordingly, this believe contributes to a securitization of refugees and migration in general.

This increase in migration to EU has been a big challenge to it and its members in recent years. On 13 May 2015, the EU adopted the European Agenda on Migration, which set out immediate and medium -term actions designed to tackle the crisis more effectively. Despite the reaffirmed commitments for a joint harmonized European policy concerning asylum seekers and refugees, a common asylum system in the EU has not yet been fully implemented. In practice, the EU response has been influenced by conflicting opinions among Member States and lobbying by countries most affected by the influx.

The restrictive response, constructed by states such as central Europe states mainly the Visegrad Group (V4) - consisting of Poland, Hungary, Slovakia, and the Czech Republic alongside with other western European states such as UK and Denmark, is founded on xenophobia and anti-migration policies and seeks to complicate the arrival of new asylum seekers.

Among these states, The paper will concentrate on the Hungary which is considered one of the most conservative state which led the opposition to the mandatory relocation scheme for refugees in 2015. It will examine the current national policy discourse and government policies on migration.

Accordingly, the paper will seek to answer the following questions:

- 1- What are the main aspects of the debate regarding the relation the relationship between globalization, migration, and security
- 2- What the Hungarian government’s approach towards migration? and What are the main Migration policies it adopted?
- 3- How does the Hungarian public opinion see the migration issue?
- 4- To what extent did the Hungarian government’s actions contradict the goals and measures under the European Agenda on Migration?

¹⁰ Prof. Zeinab Ahmed, Professor, Zayed University.

5- have these anti- migration trends affected various camps of member states inside EU and the EU's strategy on migration.

Keywords: Globalization, Security, Borders, Hungarian migration policy, EU migration strategy

11-DC35-7254

IMPACT OF INNOVATIVE EDUCATION ON THE POLITICAL AND SOCIAL LIFE OF THE SOCIETY

PROF. HUSSEIN BAGHIROV¹¹

The educational system as a mechanism of transmission or transformation, by its degree of effectiveness shapes a reality with according social and political aspects.

Traditionally, education in the relevant community works on the principle "I transmit what I know" and in most of the traditional societies, it has worked and still works this way. The word "traditional" is not arbitrary, because in the said type of societies, the main purpose of the education is, willingly or unwillingly, insuring the continuity of traditions. This is the very reason of the steadily increasing and visible stagnation in this kind of societies.

Another characteristic of this approach created in a phenomenon observed in the whole global educational system: the principle "I teach what I know" requires to systemise the knowledge and results in a number of isolated scientific disciplines and formed subjects with weakening or no relations with each other in the established curriculum framework. This kind of framed "over-specialised" subjects is obviously easier to transmit to the younger generation (and is still easy), but the said approach appears limited and unable to deliver the needs and expectations of the modern society and life dynamics.

This problem has become so distinct, that in most developed countries the educational system has transformed to apply radically new methods and adopted Holistic Approach that can provide a more effective response to the growing needs of the society.

STEM and STEAM philosophies and their interlaced, interdisciplinarily connected teaching process of sciences and subjects affects the young generation as the product of the new educational system and is already visible and measurable by the implosively increasing amounts of new discoveries, inventions and unimaginable technological innovations.

Basically, it is all about the replacement of "I teach what I know" by "I teach how to get knowledge" and the organisational formula of the education based on the newest principle. STEM and STEAM education methods are not only valid for technical engineering. These approaches are breaking the limits of the thought and reflective capacity, bringing a new vision to the existence, life and problem-solving. The new and fresh vision in the educational process, when applied not only to exact sciences but also humanitarian sciences delivers revolutionary results which bring innovations and inventions in our daily life.

The adoption of educational innovations is vital now more than ever for developing countries. In order to be really developing, the transition to the new principle in the educational structures, printed materials and teaching process must be initiated and guaranteed by the political will. As long as the political decisionmaking bodies and the institutions managing the education do not take necessary measures in this regard, the progress leading role of the education will be weakened. In the era of globalisation, borders between societies are more and more washed away, the enclosed existence of different societies will become more difficult to ensure. **Keywords:** - Education, Stem, Steam, Holistic, Society

¹¹ Prof. Hussein Baghirov, Chairman of the Board of Trustees, Western Caspian University.

12-DC15-7173

EVOLUTION OF CHRISTIAN TEACHING ON NASCITURUS IN LEGAL AND HISTORICAL CONTEXT.

DR. LUKASZ CHODOROWSKI¹²

The aim of the analysis for the lecture is to present synthetically, within the historical and legal context, the multivariate question of the evolution of Christian teaching on nasciturus. Such aim seems to be vital for several reasons. There has been no such works presenting the theme in a systematical, multidimensional and complete manner. What is more, in dissertations concerning (partially) the evolution of Christian teaching on nasciturus, rarely have they pointed its historical and legal context, that is, the influence the teaching had on creating legal regulations; in other words, rarely has it been shown if and what particular "reflection" it had in legal systems. Finally, the aim of the lecture, historical mainly (dually, the history of the idea and the history of the law), is not merely historical. The issue of evolution of Christian teaching has also had implications for the contemporary debate on acceptability of abortion. These are not, what must be stressed, fundamental implications, that is, arguments referring to the questions of evolution of Christian teachings are not of the greatest importance in the debate, they are, however, relevant enough to attract attention. It must also be stressed that the given lecture does not aspire to defend a particular point of view or agitate for own axiology. The undertaken analyses are meant only to make the issue of evolution of Christian teaching on nasciturus be understood better. The analyses will be implemented by the analytical and historical method, based on chronological presenting main sources of Christian teaching on nasciturus within a wide philosophical and historical context and their careful meaning analysis.

The presentation of the evolution of Christian teaching on nasciturus will be connected with two fundamental elements of the teaching. First of them concerns the moment of animation, at which, according to Christian teaching, human body is granted with a spiritual element. The given caesura was of great significance for a long time as, in compliance with its assumptions, from this very moment a newly created being present in mother's womb, is to be defined in personal terms. Spirited nasciturus became a human being on only potentially but also really. The second element concerns the issue of evaluation of aborting pregnancy in terms of morality and legality. As it will be presented in the progress of further analyses, distinguishing of the two elements of Christian teaching on nasciturus is particularly vital in the context of such a consequential task. It is about differentiating what has changed and what has remained the same in the conduct of history. As it will be shown, a negative assessment of aborting pregnancy during the entire stage of prenatal development constitutes a constant of Christian teaching on nasciturus, and changes ("evolutional", not "revolutional") concerned only views on the moment of animation and the very salience of the dispute on the moment of animation.

Keywords: Christianity, philosophy, theology, law, embryo, soul, animation

¹² Dr. Lukasz Chodorowski, PhD, Jagiellonian University.

13-DC14-6962**THE STRATEGY OF MEASLES RUBELLA FOR THE MUSLIM COUNTRY AS INDONESIA**MS. SITI RAHAYU¹³

Background, Indonesia has run the Measles Rubella (MR) Vaccine immunization program from August to September 2018. The main reason for this program was that cases of MR were discovered in eastern Indonesia, which the government stated were outbreaks. The Ministry of Health notes that from January to July 2017, a total of 8,099 Indonesians suspected Rubella Measles, with an indication of 2,535 positive measles and 1,549 positive Rubella. To prevent transmission, especially for infants and children up to the age of 15 years, this program is implemented in all provinces in Indonesia. Controversy occurs when the MR vaccine is declared as a vaccine that is not halal because it contains pig and human organs. This study aims to encourage the Indonesian government through the Ministry of Health to accelerate the process of independence of Rubella's Halal Measles vaccines. Methodology, the Research Method used is Research Participatory with data collection through Focus Group Discussion, secondary data in the form of survey results, and other secondary data. Study analysis, the majority of the population of Indonesia embracing Islam refuses to vaccinate the prevention of MR disease because it is forbidden in Islam to eat pork carcasses or human organs. Fatwa of the Indonesian Ulama Council No. 33 of 2018 concerning the use of the MR vaccine the product of the Serum Institute of India for Immunization states that the vaccine does indeed contain pig and human organs, but more specifically which human organs are not explained. The MUI labeled "mubah" in the MR vaccine, which means that the vaccine may be given when an extraordinary event occurs and is the only medicine that is owned to cure the rubella measles. The independence of the MR vaccine is needed by Indonesia to answer the nation's challenge that the government is able to create a new vaccine with halal labels. In addition, the MR halal vaccine is proof that Indonesia no longer needs to import the vaccine from other countries, it can also increase cooperation with other countries that do require a vaccine labeled halal, especially countries with a majority muslim population. Policy Strategy, increasing collaboration with Islamic countries as the Center of Excellence (CoE) on Vaccines and Biotechnology Products. The collaboration began by forming a special team consisting of researchers from the public and private sectors whose members consisted of expert researchers from OIC countries to implement the framework that had been designed and approved together with the aim of making halal vaccine MR. As well as the establishment of a group of researchers in the Center for Biomedical and Basic Health Technology in collaboration with the private sector, corporate governance to plan the making of halal vaccines. Indonesia can use traditional medicine as an ingredient in making vaccines and preventive measures.

Keywords: Rubella Measles, MR Vaccines, Indonesia

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14-DC30-7290

INVESTIGATING RELATIONSHIPS BETWEEN GOAL-SETTING AND PLANNING, DETERMINATION, AND SELF-EVALUATION: A STRUCTURAL EQUATION MODELING APPROACH

MRS. EMAN FAISAL¹⁴

Objectives: This exploratory study aimed to investigate the relationships between goal-setting and planning, determination, and self-evaluation in a sample of Saudi first-year undergraduates. The aim is to explore the directional relationship from academic goals and planning toward both determination and self-evaluation, i.e. goal-setting and planning is an exogenous variable.

Design: This mixed-methods research included two sequential phases, a qualitative investigation followed by a quantitative study.

Methods: Semi-structured interviews were conducted on university teachers, first-year undergraduates, and the students' family members. Three themes emerging from the analyses of the qualitative data (i.e. goal-setting and planning, determination, and self-evaluation) informed the development of the questionnaire, which was administered on a random, survey, sample of 2174 freshmen. The questionnaire's structural validity and Cronbach's α were investigated.

Results: The conceptual models were verified by testing the measurement model (using confirmatory factor analysis - CFA), and then, the structural model (using structural equation modelling - SEM). The models fit the data well (χ^2 [df] = 217.663 [51]; $p < .001$; CFI = .961; TLI = .949; RMSEA [90% confidence interval] = .043 [.037-.049]; SRMR = .037). It was found that goal-setting and planning was associated with determination ($\beta = .277^{***}$; S.E = .032; 95% CI [.214, .341]) and with self-evaluation ($\beta = .221^{***}$; S.E = .031; 95% CI [.161, .615]), but the largest figure in the model was the correlation between determination and self-evaluation ($\beta = .559^{***}$; S.E = .029; 95% CI [.502, .615]).

Conclusions: Even though the aim was to investigate the directional relationship from academic goals and planning toward both determination and self-evaluation, the strongest association was between self-evaluation and determination. It would be worth investigating further this model by adding other related dimensions such as regulatory strategies and skills as well as self-efficacy constructs.

Keywords: - Determination; Goal-Setting And Planning; Self-Evaluation

15-DC39-7126

LANGUAGE AND CYBERFEMINISM: ESSAY ABOUT THE #ELENÃO

MS. JULIA COSTA¹⁵

From a discursive perspective about the feminist movement #Elenão (#Nothim, in English) it is possible to observe the mobilization of specific discursive devices and practices of the digital feminist movement, such as the use of technographies and memes (PAVEAU, 2017). The relation between these know practices and the new formats imposes, at the same time, the need for a specific reflection upon the modes of information circulation. Based on the assumption of Castells (2017) that the approach of the interaction between social movements and institutions today is a form of contemporary political expression, we will reflect in this text

¹⁴ Mrs. Eman Faisal, Ph.D. Student, University of Cambridge.

¹⁵ Ms. Julia Costa, Postdoc, Université Paris13.

upon the manifestation of the feminist movement mediated by technology: the so-called cyberfeminism, in a Brazilian context, having the language as specific point of view. **Keywords:** cyberfeminism; social movement; hashtag; brazilian politics; #nothim

16-DC33-7265

THE ISLAMIC PERSPECTIVE OF FEMALE'S EMPLOYMENT: TO WHAT EXTENT DO ISLAMIC PRINCIPLES COINCIDE WITH CEDAW WITH REGARD TO WOMEN'S EMPLOYMENT RIGHT?

MS. SARAH BALTO¹⁶

The egalitarian nature of human rights makes them intrinsically be administered for all human beings regardless of their personal demographics. This core principle laid the foundation of international human rights treaties around the world since 1945, it has worked towards the betterment application of human rights universally. In this regard, various numbers of international instruments are at play to uphold the notions of fundamental freedom and non-discretionary treatment to both men and women. Such instruments work tirelessly toward neutralising women's position within the society as well as championing gender equality. For instance, The Convention on the Elimination of all Forms of Discrimination Against Women (CEDAW) states that women shall be entitled to the same employment right with which all men are endowed. It seeks to integrate the principle of equality within laws' enactment, instituting tangible practices to improve the application of gender equality, to alter policies and cultural behaviours that cause discrimination and unfairness towards women. Similarly, Islam recognises the same economic basic rights for women which it bestows upon men. Islamic teachings and principles encourage the development of women's employment right and guarantee them their basic rights of dignity, chastity and equality with men.

As far as this matter is concerned, it is argued that employment in Muslim communities, particularly within Arab societies, is a traditional field for males. The notion of women's employment is a shocking one for such men, especially for those who are unaware of women's rights. Meanwhile, Islam affirms that employment should be carried out equally by men and women irrespective of their gender characteristics.

Therefore, as the position and status of women in the Middle East are often criticised by human rights watch groups, this paper aims to discuss the key reasons for such accusations, the Islamic perspective of female's economic rights and to what extent the principles of CEDAW and Islam coincide with regards to the women's employment right.

17-DC12-7091

PERCEIVED IMPACT OF THE RESTORATION OF FORODHANI PARK IN ZANZIBAR, TANZANIA FROM THE LOCAL'S PERSPECTIVE

MS. ZEHRA SHALLWANI¹⁷

This research study is a site and context specific case study on an urban park in Zanzibar, Tanzania. This study aims to understand the perceived impact on the quality of life of local inhabitants of Zanzibar brought by the restoration of the park, done under a public-private partnership model (PPP) between the Revolutionary Government of Zanzibar and the Aga

¹⁶ Ms. Sarah Balto, Ph.D. Candidate, University College Dublin.

¹⁷ Ms. Zehra Shallwani, Post-Graduate Student, King's College London.

Khan Trust for Culture (AKTC). In addition to it, this study is an attempt at understanding the role that an urban park plays, in the context of an island, situated in a developing country within the broader Global South. Through the use of semi-structured interviews and observation tools, the data was obtained and the findings indicate that the Forodhani Park serves as an important lively and a meeting place for local inhabitants. The restoration of the park was found to have a positive impact on the quality of life of the inhabitants in terms of: social, cultural and economic. However further research is highly recommended in order to look at the restoration of the park from a development sector's model and other themes like identity, gender and development should be explored. In addition, more research is needed on the role of parks and community development in developing countries context. Apart from a few aspects, the renovation of the park is generally viewed as a successful project with an increased need for maintenance, economic sustainability and a demand for more public parks within Zanzibar.

Keywords: Local'S Perspective, Perceived Impact, Public-Private Partnership Model, Urban Park.

18-DC21-7197

HOW SIDS DEAL WITH CLIMATE CHANGE

MS. PEI YU LU¹⁸

Facing great survival issues, SIDS (small islands developing states) are doing everything they can to make international organizations pay attention to the serious problem of global warming and the following damage it may cause. SIDS have developed several mechanisms to actively propose their ideas and the institutions they'd like to come up with.

By practicing entrepreneurial and intellectual leading tactics, activating pre-meeting negotiations, and working with third parties, SIDS have struggled to overcome their disadvantages and called for global support to defend their homeland.

It's significant in terms of the ongoing logic of international relations and power politics, that SIDS come through an unique way to cooperate and affect international institutions through resilience and moral leadership. The gradual influence of their work has strongly implied a more diversified forming of international institutions.

Keywords: SIDS, climate change, resilience, initiative mechanism, negotiation strategies

19-DC16-7198

THE LEGAL REGIME AND CONSEQUENCE OF PARTIAL WORKS ON ANOTHER'S BUILDING

MRS. ADELINA VRANCIANU¹⁹

The situation of overtaking the border between two land belonging to different owners on the occasion of carrying out works on their own land with their own materials has generated in the doctrine and in practice controversial and extremely complicated solutions.

The new Civil Code adopts the solution based on the idea of co-ownership and removes the difficulties that arise in the situation where the person obliged to pay indemnity is insolvent. The solution adopted has the advantage that it is not limited to the fact that at least half of the surface occupied by the work is on the land of the neighboring owner, but it takes into account

¹⁸ Ms. Pei Yu Lu, Graduate Student, National Taiwan University.

¹⁹ Mrs. Adelina Vrancianu, PhD Student, University of Bucharest.

all the situations in which the work is done partially on the land of the author and partially on the land of the neighboring owner, regardless of the proportion of the work on the two lands. This situation was not regulated in the Civil Code in 1864, and judicial practice and doctrine proposed various, sometimes complicated solutions. The article on the partial works on the building of another is of strict interpretation, referring only to works of a durable nature.

The constructions done partially on another's land generate discussions on the abuse of law in regard to the attitude of the landowner and the constructor. Generally, the neighbors have not reached to fulfill their obligations of good neighborhood.

The paper tries to analysis if the solution of co-ownership is really the best solution to resolve the situation of property breach. It will be taken into consideration the case-law, also the doctrine and the entire discussion on the solution before the adoption of new civil code.

Going further, the law distinguishes between the situation of the good faith and the bad faith builder. The good or bad faith of the builder is relevant both to the neighbor's owner's options and to the assessment of the constructor's contribution. The paper tries to analyze the options set forth by the legislator in order to see if are reasonable for the neighbor.

Also, this special hypothesis of accession will also be analyzed from a comparative perspective of the Civil Codes of other Member States of the European Union. Common issues and differences of opinion will be highlighted.

Keywords: Landowner, Accession, Breach Of Obligations

20-CP04-7121

THE PROBLEMS AND STRATEGY IN EMPOWERING INDIGENOUS PEOPLE THROUGH INDIGENEOUS KNOWLEDGE AND INNOVATION IN INDONESIA: THE CASE OF WEAVER COMMUNITY IN NUSA TENGGARA BARAT

DR. RETNO KUSUMASTUTI²⁰ DR. ASRA VIRGIANITA

This paper analyzes the problems and strategy in empowering indigenous people in Indonesia through indigenous knowldege and innovation. By focusing on the innovation in the case of weaver community in Nusa Tenggara Barat, this study employs some concepts such as reresource based view, indigenous knowledge and innovation. As far, indigenous knowledge studies in Indonesia are generally extracted from the perspective of anthropological science. Only limited literatures and studies are lifted from the perspective of the administrative science. This research analyse the activity of indigenous people from the utilization of the indigenous knowledge, knowledge conversion and collaboration to enhance the capacity of indigenous enterprise to innovate. Resource based perspective, knowledge management and innovation concepts used as a theoritical framework. The research method conducted in this research is mixed methods. The data consists both primary and secondary data which collected through questionnaires, observations and in-depth interviews. The weaver community selected in this research is Nusa Tenggara Barat. Selected informants chosen based on specified criteria. According to the resource based view perspective, indigenous knowledge can be a source for the creation of indigenous innovation to produce uniqueness that cannot be imitated. Indigenous knowledge is a local wisdom-based knowledge that is difficult to imitate, rare and valuable and unique due to local context. Innovative learning activities to produce indigenous innovation that take the context of indigenous people as a human activity system is still very rare. This study finds that despite those concepts are having prospects to empower local people, there are still some problems exists such as inadequate support from local government,

²⁰ Dr. Retno Kusumastuti, Lecturer, Universitas Indonesia.

limited capacity of local human resource, and debates on local cultural values vs economic values. Therefore, this study proposes co-creation as a strategy to overcome these problems. The model emphasizes collaboration with other stakeholders that related to business process of indigenous enterprise and uses as a leverage for empowering indigeneous community to promote the indigenous innovation.

Keywords: Indigenous knowledge, Indigenous Innovations, Co-creation Strategy

21-CP03-7159

ANALYSIS OF THE DETERMINANT OF ECOMMERCE TRUST IN MOROCCO

DR. MOUNIA BENDRAOUI²¹ **DR. AIT SOUDANE JALILA, PROFESSOR**

Ecommerce (EC) has noticed a substantial growth in developed countries but still does not represent a significant share of trade in developing and emerging countries. Despite the efforts and measures taken by several developing countries in Middle East North Africa region to regulate EC transactions, some legal loopholes remain. The biggest challenge is probably the reluctance of customers to provide online credit card information.

In a context where Morocco deploys multiple efforts to establish digital trust, many consumers are still reluctant to use online payment and 97.3% of the overall turnover of the sector in 2015 was made through cash on delivery. The country orientation towards an ambitious digital culture cannot succeed without a real awareness of the difficulties faced by various actors on the market and the implementation of a specific strategy that can benefit the target population.

In this study, our literature review of EC trust set the base to determine the most important variables that can effectively increase trust towards online websites. The second part of our research focus on covering the Moroccan EC market and investigating issues hindering EC adoption in the country.

Keywords: B2C Ecommerce, Digital trust, Morocco, Online transaction

22-DC22-7073

THE FACTORS AFFECTING MECHANISM OF THAI RICE PRICING

DR. PITHAK SRISUKSAI²²

The objectives of this research are (1) to explore the rice price structure of Thailand in 2013 as well as to compare with the one in the past; (2) to derive a determination model of rice price; (3) to investigate the utilization of the Agricultural Future Exchange of Thailand for risk mitigation; and (4) to show an appropriate means of intervention in price mechanism and comparing these between Thailand, Vietnam, and India. The method used in this research a survey which collect data from Pathumthani, Singburi, Chainat, Suphanburi, Nakhonsawan, Kamphaengphet, Phisanulok, Phichit, Surin, Khonkan, and Roiet province.

The first finding shows that paddy price is particularly determined by rice mill, central paddy market, and local middleman. On the contrary, the government determines the paddy price in the period of paddy pledging scheme. This means that farmers inevitably sell their outputs to the rice mill, central paddy market, and local middleman, but the sell price does not reflect the cost of production. This is because they purchase farmers' paddy at the level which followed by the export price or world price.

²¹ Dr. Mounia Bendraoui, Phd Student, Mohammed V University.

²² Dr. Pithak Srisuksai, Assistant Professor, Sukhothai Thammathirat Open University.

The study also demonstrates that the average cost of rice production is equivalent to 4,124.44 Baht in 2013 which has particularly increased 30.77 percent per 2/5 acre (rai) comparing with one in 2008. This is because the rice pledging scheme has particularly changed all price of production factors. Even though Thai farmers obtained the average farm income of 9,304.71 Baht in 2013 which increased by 70.21 percent per 2/5 acre comparing with income in 2008, their debts did not decline yet. In addition, the result shows that the top five proportions of production cost in 2013 are fertilizer, land rent harvesting cost, seed, and tillage respectively. That is, cost proportions are equal 18.72, 14.50, 12.36, 11.75, and 11.30 percent, respectively. The second result demonstrates that if government decide to purchase the farmer paddy, the price should be between the highest price of rice mill's willingness to pay and the export price with free on board. Such price does not lead to reduce the rice's export competitiveness of Thailand. In contrast, the pledging paddy program with higher price than the world price not only has severely impact on the free market but also has a negative impact on the value chain of rice.

The third finding explain that the Granger Causality between the future price of white rice 5% and wholesale price of rice 5% in Bangkok's wholesale market has bi-directional transmission. It implies that the Agricultural Future Exchange of Thailand cannot alleviate the risk from price volatility and does not able to be a price discovery for white rice as well.

Finally, government should intervene both production cost and price of paddy at the same time. It means that government strategy should pay attention on top five proportion of cost. There are fertilizer, land rent harvesting cost, seed, and tillage respectively. They also carry out the minimum price support between price of rice mill's willingness and export price.

Keywords: Rice Mechanism, Rice Model, Cointegration, Granger Causality

23-CP06-7120

ALTERNATIVE TAX INCENTIVE POLICY FOR DIGITAL STARTUP COMPANIES IN INDONESIA

MRS. MILLA SETYOWATI²³ **ITA NUR HANDAYANI**

The obstacle in taxation field that startup company faced in improving their business, requires the government to be able to encourage the acceleration and development of startup companies in Indonesia. Therefore, this study will discuss the Alternative Tax Incentive Policy for Digital Startup Companies in Indonesia. This research was conducted with qualitative approach through in-depth interview and literature study. The results of this study are the factors underlying the plan to provide tax incentives for startup digital in Indonesia is to attract investors to invest in Indonesia, supporting the growth of startup companies by attracting people to switch to digital business, and to carry out the government's mandate as stated in Presidential Regulation No. 74 of 2017 so as to achieve the vision to make Indonesia as "The Digital Energy of Asia" in 2020. The form of tax incentive policy needed by digital startup companies in Indonesia is a tax reduction facility for certain costs such as tax deductions for Research & Development activities, corporate tax exemption facilities (reduced corporate income tax rate, and tax facilities for angel investors. Of the four forms of income tax incentives needed, the right tax policy given to startups in Indonesia is a facility in the form of tax deductions for certain costs such as R & D fees and tax exemptions or deductions for angel investors. Singapore and Malaysia have implemented tax incentive policies for digital startups in their country. In Singapore the types of tax incentives provided are tax exemption schemes,

²³ Mrs. Milla Setyowati, Lecturer, Universitas Indonesia.

productivity and innovation credit, double tax deductions for international expansion, and tax facilities for angel investors. Whereas in Malaysia, the types of tax incentives that have been established are tax facilities for angel investors, tax exemption facilities for venture capital companies (VCC) that invest in venture companies (VC), and tax deduction facilities for individuals or companies investing in venture companies (VC).

Keywords: Tax policy, tax incentives, digital startup companies

24-CP02-7031

EFFECTIVENESS OF WHATSAPP SOCIAL MEDIA APPLICATION ON INFORMATION DISSEMINATION AMONG STUDENTS OF NIGERIA TERTIARY INSTITUTIONS. (A CASE STUDY OF OSUN STATE OWNED TERTIARY INSTITUTIONS)

MR. ADESEGUN OLALEKAN ADEOSUN²⁴ **MR. AKINBODE SANGODAPO**

WhatsApp is one of the commonly used social media application in the world today. Studies have shown that it has its prominence in information dissemination in our social relationships. This paper, therefore, is premised on the determination of effectiveness of whatsapp as one of the social media applications in information dissemination among students in Nigeria, using Osun State owned tertiary institutions as a case study. One hundred (100) students were randomly selected from each of the five (5) Osun State owned tertiary institutions, thereby, having a total sample size of five hundred (500) students. Structured questionnaire was used to collect primary data from the respondents. Various relevant works of authorities in related fields were reviewed. Data were presented in tabular form and analyzed using mean rating and standard deviation as descriptive statistical tools. Chi-square was used to test the hypothesis formulated at 0.05 level of significance. Results revealed that whatsapp, as one of the social media tool is effective for information dissemination among students of tertiary institutions in Nigeria. The study recommended that Managers of educational institutions in Nigeria should encourage the use of whatsapp application as a means of disseminating educational information. Also, provision of internet and electricity facilities at lowest cost for students are essential for communication flow among students of tertiary institutions in Nigeria.

Keywords: WhatsApp, Social Media, Information, Communication, Students, Tertiary Institution

25-CP01-6931

A QUALITATIVE FUZZY LOGIC STUDY BASED ON IDENTIFICATION OF KEY BARRIERS IN LEAN IMPLEMENTATION.

MR. SANTOSH JETHWANI²⁵ **MR. VISHAL WANKHEDE**

Lean Manufacturing (LM) is considered as a quick developing assembling society. The organizations are confronting relentless as they are constrained to constantly perform superior. Thus the associations are developing at a quicker pace, to upgrade their situation in the focused world. Mechanical associations need to embrace the new methods of insight like lean. Lean Manufacturing is a way in which it is utilized for the consistent end of a wide range of waste in the creation procedure to enhance the proficiency. The essential aggressive proportion of

²⁴ Mr. Adesegun Olalekan Adeosun, Deputy Registrar (Personnel), Osun State Polytechnic.

²⁵ Mr. Santosh Jethwani, Student, Pandit Deendayal Petroleum University.

lean is "capacity to react to the client and fulfill his necessities by making the procedure of the generation effective and squander free".

In the Research paper, endeavors have been made to recognize the hindrances & Barriers to lean Implementation and afterwards build up the connections among these distinguished boundaries through a systematic literature survey.

Fuzzy logic approach has been executed and carried out forward to compute the overall assessment of lean organization based on which key barriers has been decided after a qualitative Study. The conceptual replica of lean barriers have been prepared & designed with 6 enablers, 19 criteria and 51 attributes from literature analysis. Input data has been gathered & a couple of obstructions were identified through discussions with the topic specialists & experts from the industry in the form of ratings using linguistic variables. Then the Fuzzy leanness index (FLI) & Fuzzy Performance Importance index (FPPI), which delineated the leanness dimension of the association and impediments for leanness, were been figured respectively.

Nowadays it is also important to determine the degree of the lean gap between remanufacturing and manufacturing as to the "basic to effective business". The 19 "basic to effective business" classes were gathered amid the writing survey. This can be ascribed to the classified difficulties of a remanufacturing business: item quality; process lead-time, and stock dimension. An absence of collaboration between the diverse branches of the remanufacturing organization and this highlights the proof that remanufacturers have a long way to go from makers, e.g., better item improvement.

Producers are the pioneers of lean changes today, whole assembling offices, as well as global companies work as indicated by lean standards and theory.

A pathway for remanufacturing organizations' endeavoring towards lean can be made by the Lean remanufacturing pyramid, it portrays the difficulties and points of view for improvements in material and data streams in remanufacturing. Lean remanufacturing is accomplished when the organization achieves the third dimension of change. The pyramid denotes three levels of remanufacturing change to lean.

This exploration work gives a take off platform to build up a procedure to handle hindrances for successful lean execution. This paper advances the key hindrances that should be handled for fruitful lean execution. It may speak to new open doors by building bridge between Manufacturers & Remanufacturers & achieve it by building a pyramid.

Keywords: Fuzzy leanness index (FLI), Fuzzy Performance Importance index (FPPI) & Fuzzy logic.

26-DC13-6884

REPRESENTATION OF MOTHER GODDESS IN INDIAN SCRIPTURES AND ART

MS. MRINALINI PANDEY²⁶

Worship of Mother Goddess is a universal phenomenon, which has been continuing since time immemorial. It has been associated with nature, fertility, creation and destruction. Some of the earliest representation includes Venus of Willendorf, Isis in Egypt, figurines at Caralhoayuk, Gaia and Demeter in Greek mythology, Terra Mater in Roman mythology etc. Likewise in Indian Mythology huge emphasis is given to the worship of Mother Goddess which is evident from the concepts of Sakti, Ardhanareeswara, Prakriti and Purusha etc. Depiction of Mother Goddess can be seen in the cave paintings of Bhimbetka, terracotta figurines of Pre Harappan

²⁶ Ms. Mrinalini Pandey, Post Graduate Student, Maharani Laxmi Bai Govt. College.

and Harappan Period , sculptures of Early Medieval Period. Various scriptures of Hinduism, Jainism and Buddhism mention the worship of Mother Goddess differently. It gained huge prominence during the Vedic Age. The Devi Sukta of Rig Veda clearly mentions the significance of Devi or Goddess as it says that Mother Goddess is the ultimate metaphysical reality. Goddesses like Durga, Lakshmi, Saraswati, Matrikas, Chausatha Yoginis, Sheetla Mata, Lajja Gauri and various other goddesses gained prominence in Hinduism while Buddhism saw the worship of Hariti and Tara. Worship of Rivers personified as Goddesses is also observed in Hinduism, like the worship of Goddess Ganga and Narmada. Different scriptures define these goddesses differently. Different stories about the origin, nature and worship of these Goddesses can be traced in different Puranas and historical works of authors like Banabhatta, Somadeva, Kalhan etc. Worship of Mother Goddess became an integral part of many cultures in India. Worship of Goddess is also associated with Tantrism in India. With Works like Kaulajnananirnaya of Matsendranatha worship of Chausatha Yogini became associated with some Tantric practices. In this paper I have tried to trace the historical development and depiction of Mother Goddess in Indian scriptures and art. The philosophy behind the worship of Mother Goddess and why it has been a Universal phenomenon. How this worship affected our understanding of Indian History and Culture.

27-CP05-7099

AUTOMATED STORAGE & RETRIEVAL SYSTEM(AS/RS) BASED ON ACTIW SYSTEM IN BEVERAGES INDUSTRY

MR. MANMIT MODY²⁷ DR.ABHISHEK KUMAR

Automated storage and retrieval system (AS/RS) is one of the major material handling systems, which is widely used in distribution centers and automated production environments. AS/RS have been utilized not only as alternatives to traditional warehouses but also as a part of advanced manufacturing systems. AS/RSs can play an essential role in modern factories for work-in-process storage.

A computerized stockpiling and recovery framework (AS/RS) comprises of an assortment of PC controlled techniques for consequently setting and recovering shipments from explicit capacity areas. Automated storage and retrieval systems (AS/RS) are typically used in applications where there is a very high volume of loads being moved in and out of storage & density is important because of space constraints. Basically no value is added in this process (no processing, only storage and transport).

In the Research paper, endeavors have been made to recognize the effectiveness of software named ACTIW in the working of AS/RS and afterwards build up the connections among these distinguished boundaries through a systematic literature survey. And further in this study the manipulation of (AS/RS) is examined by the software system in order to run the process smoothly.

It gives more efficient utilization of the capacity limit, shorter capacity and recovery time, precise item shipment, shirking of item harm, remote observing of stock and capacity developments, low activity cost, plausibility of combination into the bookkeeping framework, work wellbeing and quake opposition. The trend towards Just In Time(JIT) production often requires sub-pallet level availability of production inputs, and AS/RS is a much faster way of organizing the storage of smaller items.

Another AS/RS technology is known as shuttle technology. In this technology the horizontal movement is made by independent shuttles each operating on one level of the rack

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while a lift at a fixed position within the rack is responsible for the vertical movement. By using two separate machines for these two axes the shuttle technology is able to provide higher throughput rates than stacker cranes. System Logistics offers its customers a wide range of flexible and tailor-made ASRS, which offer the possibility of storing a variety of loading units are: pallets, containers & boxes. These systems can comprise of stacker cranes, mini load, FRS (Fast rotation Storage) & VLS (Vertical Lift Sequencer)

With the unique competitive advantage of being a global supplier. Automatic Storage and Retrieval Systems (ASRS) are designed to minimize the space used within warehouses and to obtain higher levels of efficiency and productivity.

This integrated software basically controls the series of operation, which starts from stockpiling, allotment of the item in capacity area, retrieval of the item, capacity vehicle allotment and dispatch. The focus is principally on travel time estimates and different control policies such as storage assignment, request sequencing and so on.

Keywords: Automated storage and retrieval system (AS/RS) , ACTIW software

28-DC26-7034

EQUITY VOLATILITY SPILLOVER FROM JAPAN AND USA: CONTAGION EVIDENCE FROM ASIAN MARKETS

MS. AARUSHI SINGH²⁸ DR. ASHISH KUMAR, ASSISTANT PROFESSOR

The existence of equity market contagion due to volatility spillover has become an important topic for analysis in substantial literature. However, less attention has been paid on geographical proximity in the realized volatility. This study therefore analyses the magnitude of return and volatility spillover driven by local idiosyncratic factors, regional constituents from Japan and global shocks from the US on major Asian markets for a sample period ranging from January 2004 to November 2018, incorporating the financial crisis of 2008. We construct a volatility model assuming three sources of shocks- local, regional and global using the ARCH and GARCH financial time series analysis with conditional volatility for 2879 observations for each country. Our measurement includes; Hang Sang Index in Hong Kong, Jakarta Index in Indonesia, Korea Composite Stock Price Index in South Korea, NIFTY in India, NIKKEI in Japan, S&P500 in the US, Shanghai in China and Straits Times Index in Singapore. The computed index returns are then graphically presented, with the aim to identify signs of change in trend. The Augmented Dickey Fuller test is applied for clear indication of the presence of stationarity (i.e. no unit roots) in the data as it is a precondition for application of GARCH model. All the series are found to be stationary and have kurtosis exceeding three indicating presence of volatility, i.e. heavy tail in the data; Shanghai (China) being the most volatile and Strait Times Index (Singapore) the least among the data series. The coefficients of the GARCH model are found to be significant, evidencing volatility transmission from both Japan and US on Asian markets return. The mean reverting variance process is further confirmed as the coefficients sum up to a number less than one for the sample observations. The TARARCH model is then applied for accounting for the existence of asymmetric behaviour in the market. The asymmetric behaviour is indicated by the positive sign of the coefficient for all the countries except China. The results depict the importance of both regional and global factors for market volatility in the Asian region and dependency among these economies in determining returns. This cognizance of dependencies does open up new insights for policy makers in government policy formulation for maintaining financial stability and for institutional and private investors

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for portfolio formulation by helping them discern the direction of co-movements to safeguard, from contagion during future crises.

Keywords: Economic crisis, GARCH, International contagion, Stock markets, Volatility spillover, Asymmetric behaviour.

29-DC27-7036

VOLATILITY SPILLOVER FROM ENERGY AND CURRENCY MARKETS OVER EQUITY MARKETS: A STUDY OF BRICS AND G7 COUNTRIES

MR. RAHUL KUMAR GOEL²⁹ **DR. ASHISH KUMAR, ASSISTANT PROFESSOR**

The present study aims at exploring the asymmetric behaviour of volatility spillover in selected equity markets resulting from forex market and energy sector of commodity markets. Since, past studies have been of significant reference for this present research in ascertaining that economies tend to swerve with deviations supplied by the energy sector and forex market. United States Dollar Futures Index is opted as an indicator of currency movements since it accounts for 90% of the forex trading. Energy sector is represented by the globally demanded commodity i.e. Brent Crude Futures Index, accounting for nearly two-thirds of all oil contracts traded. For this purpose, past 15 years' time series data has been analysed, ranging from January 2004 to November 2018. The volatility is proposed to be shown in two major groups viz. BRICS, group of emerging and developing economies and G7, group of major advanced countries. It calls for a comparative research over the magnitude of impact of Brent Crude Index and United States Dollar Index over the equity indices of BRICS and G7 independently. Firstly, descriptive statistics have been calculated as to know the efficiency of the selected data. Russia being the most volatile country with highest standard deviation and Canada being the lowest. Most of the data is negatively skewed towards left and highly significant values of Jarque-Bera test corresponds to abnormally distributed data. Stationarity has been achieved following the Unit root test. Volatility Clustering or ARCH effect fulfilled as a precondition to the application of the ARCH/ GARCH model and Threshold ARCH (TARCH) model, which is best suited to time series data, for studying the asymmetric volatility behaviour. Coefficients of the variance equation turned out to be significant in highlighting the positive outcome of the study. The outcomes of this study will provide us with the spillover directions and clustering periods that would help in staying invested during periods of low volatility and bail out the funds in times of high volatility. The findings related to forex would allow banks and financial institutions to maintain a rational amount of dollar reserves during risky periods. Implications include in-depth rationality behind the policy rates' structural formulation and fiscal investment pattern regarding the rate of return to be expected in different volatility, which in turn would directly affect the return to be expected from the hypothetically risk-free assets.

Keywords: Crude Oil, Energy, Economic & Financial Crisis, Forex, GARCH, Volatility Spillover & Forecasting.

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30-DC28-7037

INVESTIGATION OF HERDING BEHAVIOR IN INDIAN STOCK MARKETMR. MOHIT KUMAR³⁰

This study aims at predicting the herd behavior in the Indian stock market by analyzing the daily data of 3 benchmarks - NIFTY 50, Bank NIFTY and NIFTY IT. Herd behavior can be defined as when investor ignore available information and follow other investors during investment decision making. The objective of this study is to explore the herding behavior in the Indian stock market, with ordinary least squares (OLS) method. Detecting herding in the stock market is a known problem of interest. Data will be analyzed for normal conditions and bullish and bearish time in the market. In the recent financial literature, the empirical analysis of herding behavior has received considerable attention in studies examining investor grouping behavior. The data on stock prices for all firms listed under Nifty 50, Bank Nifty and Nifty IT over the period October 1, 2016, to September 30, 2018 has been taken for study. There are 50 firms falling under Nifty 50, 12 firms under Bank Nifty, and 10 firms under Nifty IT. The duration of the data is of 2 year duration. For our reference we have taken the model of Chang (2000). Chang's (2000) herding test facilitates the detection of herding over the entire distribution of market returns. They construct CSADt as a measure of return dispersion, which is derived by calculating the Cross-Sectional Absolute Deviation. With the measure of stock return dispersions, herding equation is established. The data is processed with the help of statistical and econometric analysis software, E-Views. The results will try to show the existence of herding behavior in National Stock Exchange, India during normal and bullish and bearish markets. Evidence suggests that stock return dispersion in India play a significant role in explaining market's herding activity. Herding analysis is important because collective investor errors can result in an inefficient pricing of assets. The results of this paper can help avoid psychological pitfalls related to investments and are important for both investors and regulatory institutions responsible for ensuring the soundness of financial systems

Keywords: Financial behavior, Herd Behavior, Market efficiency, Stock markets.

31-CP08-7326

THE UNDERSTANDING OF CHINESE OUTBOUND TOURISTS' BEHAVIOUR TOWARD REVISIT NEW ZEALAND: A CONCEPTUAL DEVELOPMENT.MR. SHAOHUA YANG³¹ DR.SALMI MOHD ISA, PROF. T. RAMAYAH

The understanding of Chinese outbound tourists' behaviour toward revisit New Zealand: A Conceptual Development Abstract Exporting tourism industry is the key factor contributing to economic growth in New Zealand aside from agricultural and horticultural industry. The Chinese market is the biggest for New Zealand tourism exports. Based on the data from Statistics New Zealand's International Travel and Migration statistics in the year ending December 2015, total Chinese visitors' arrivals was 355,904 (Statistics New Zealand, 2016). Although current years of tourism in New Zealand for Chinese marketing has had positive marketing outcomes (attracted many Chinese outbound tourists), the number of Chinese tourists' revisit New Zealand is significantly less suggesting they are not loyal to visit New Zealand. In 2016, only 9% of Chinese tourists' revisit New Zealand, and 91% were first time visitors. For the destination marketing organisations (DMOs) in New Zealand. It is significant

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to understand the Chinese outbound tourists' behaviour toward revisit New Zealand. Therefore, this aim of this study propose to investigate the factors that influence revisit intention among the context of Chinese outbound tourists in New Zealand. Based on literature review, this study proposed theoretical framework draws on existing theorizations (theory of self-congruity and Hofstede's cultural dimension theory) which has been applied in a variety of disciplines including consumer behaviour, marketing, across cultural communication and tourism. The theory of self-congruity has been intensively studied by numerous scholars in tourism discipline in the purpose of predicting tourists' revisit intention. Previous studies (Usakli & Baloglu, 2011; Sirgy & Su, 2000; KILICcedil & Sop, 2012; Ahn, Ekinici & Li, 2013; Zhang, Kim, Malek, Kim & Kim, 2017; Rutelione, Hopenienė & Žalimienė, 2018) theorised the interrelationship between destination personality, destination image affect self-congruity, and self-congruity influence revisit intention but omitted the component of cultural distance in their conceptualisation. This still leaves the knowledge gap which can fully predict tourists' revisit intention. To fill the gap, the study attempts introduced the cultural distance as the moderator effect between self-congruity and revisit intention. In the context of this study, the proposed quantitative approach was employed to test the model whereby the findings of the current research are expected to better exploit the relationships between these variables. Meanwhile, the current research significantly contributes by extending the theoretical development through the incorporation of a single variable (cultural distance) into theoretical framework in tourism context. On a final note, the present study offers important implications for destination marketing organizations from a practical perspective.

Keywords: Destination personality, destination image, self-congruity and revisit intention.

32-DC03-6615

USING OCCUPATIONAL THERAPY TO IMPROVE SELF-ESTEEM AND REDUCE AGGRESSION BEHAVIOR ON CHILDREN WITH MENTAL DISABILITIES

PROF. RANIA KASEM³²

Occupational therapy is an educational and practice-oriented health profession concerned with rehabilitation. The main role of occupational therapists is to promote individual's participation in self-defined significant occupations, thus enabling meaningful participation in the tapestry of life. Occupations enable children to participate in various contexts to enhance health, well-being and quality of life. This study aims to identify the effectiveness of occupational therapy for improving self-esteem and reduce the aggressive behavior at the children with mental disabilities. The study depend on occupational therapy methods based on body expression activities .

Hypotheses of the study:-

- 1- Statistically significant differences between the scores of the children with mental disabilities on the pre and post measurement to (O T)Program in self –esteem scale in favor of the post measurement.
- 2- Statistically significant differences between the scores of the children with mental disabilities on the pre and post measurement to (O T) Program in aggressive scale in favor of the post measurement.
- 3- Statistically significant differences between the scores of the control group and experimental group in self –esteem scale in favor to experimental group.
- 4- Statistically significant differences between the scores of the control group and experimental group in aggressive scale in favor to experimental group.

³² Prof. Rania Kasem, Assistant Professor, Fayoum University.

The Researcher used a quasi- experimental methodology . The Sample was (30) children , aged between (6-8) Years . and their I . Q was between (50 – 70) they were divided into two groups, Experimental and control groups. All of them were with medial economic – social level .The Researchers used the aggressive behavior scale , prepared by the researchers , and Stanford-Binet Intelligence Scales, Fifth Edition, prepared by Safwat Farg (2011).

The study revealed that there were a big effectiveness of the (OT) Program in reducing the aggression behavior of the Educable mentally retarded children and also helped them to develop their self - esteem.

33-DC17-7115

A STUDY OF AN APPROPRIATE LEARNING OF INFORMATION TECHNOLOGY USAGE FOR COOPERATIVE FARMERS OF SUSTAINABLE ECONOMY LONG DISTANCE LEARNING CENTER IN THE NORTH EASTERN REGION

PROF. WARACHAI SINGHARERK³³

The objectives of this research were to 1) study the learning behaviors of farmer group of sustainable economy long distance learning center in the north eastern region 2) study the learning of farmer group 3) study the impacts of information technology utilization towards the learning of farmer group and 4) to analyze problems, obstacles and recommendations of farmers towards the use of information technology in their learning.

The research method was a quantitative research. The sample was 372 farmers. Data was analyzed using descriptive statistics such as percentage, average, mean, and standard deviation.

The conclusive results of the research showed that 57.53% of farmers were female with the average age of 52.32 years old. 46.80% of them mostly graduated from secondary school level (M.1-3). 57.00% of the household laborer was averagely 2 people. 39.00% and 28.35% of farmers used information technology such as television and mobile phone respectively. 1) Behaviors and agricultural learning form of the farmers revealed that most of the farmers received such behaviors from their ancestors. Apart from that, the knowledge came from external sources like government agencies/private sector 2) the overall learning picture of farmers showed that there were some agencies coming in to give out the knowledge at a high level. In regards the benefits from information technology towards the learning of the farmers, it was at a high level. For the impacts of the information technology towards the learning of farmer group in several aspects, they showed that the receiving of knowledge, data and news was at a medium level and on their daily life was at a high level 3) the impact of information technology towards to learning of farmer group found out that the farmers understood and were able to access all of information technology 4) problems and obstacles towards the use of information technology in learning for farmers were mostly the lack of knowledge on how to use the information technology, the complexity, lack of devices, no infrastructure in place to support the use of information technology and no central authority to act as a spearhead of the operation to transfer the knowledge to farmers. In regards to these issues, the research thought that there should be the development of infrastructure of technology which would cover every area, develop effective network to be more easily accessible and fast along with appointing the agency to be the central point of communication as well as the agricultural training resource for farmers.

Keywords: Information technology, sustainable economy, agricultural cooperative

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34-DC36-7280

THE ROLE OF THE KINGDOM OF SAUDI ARABIA'S INTERACTION AND ENGAGEMENT WITH INTERNATIONAL HUMAN RIGHTS LAW ON IMPROVING AND DEVELOPING ITS HUMAN RIGHTS

MRS. DHOHA ALHARBI³⁴

It is fact that the Kingdom of Saudi Arabia (KSA) has been heavily criticized for its interaction and engagement with the mechanisms of international human rights law (IHRL), and the limited of its accession to international human rights treaty (IHRT) on developing and improving the critical human rights issues, especially with regard to the rights of Saudi women. However, a closer examination of the developments and changes to the rights of Saudi women between 1990 and 2016, especially political and civil rights, shows a significant change in the Kingdom approach in its engagement with the IHRL. Importantly, these changes have been occurred although the Kingdom of Saudi bound itself only to the treaty norms that comply with Islamic shari'ah. Therefore, in order to investigate this argument, this paper employed an empirical investigation to assess and examine the role of KSA interaction and engagement with the IHRL on changing the rights of Saudi women (1990-2016). This paper provides an original perception regarding the processes by which the KSA's engagement with IHRL influences its domestic law, and assesses the adequacy of existing theoretical models in explaining how state comply to the international law norms. The findings of this paper indicate that there have been a number of significant changes in the KSA ways of interaction and engagement with the IHRL, as well as, significant changes in terms of Saudi women political and civil rights. The results emphasise the role of Saudi policymakers along with the IHRL mechanisms and the Kingdom, together with the ratification of the CEDAW, in generating and enhancing these changes. The empirical results suggested in the context of the KSA, show that the international norms are more likely to work in the field of traditional culture practises that have no basis in Islam. Furthermore, the way that the KSA incorporated the international norms into its domestic law was occurred according to transnational legal process model. This paper concludes that although there is a difference in references between the IHRL and the KSA domestic law, there is a room for cooperation between the two laws to improve human rights issue, as long as the cooperation with the IHRL does not lead to any violation of religious principles and domestic values. Therefore, this paper recommends further empirical study investigating the dealing and engagement of other Muslims states with the UN human rights system.

Keywords: - Domestic law, international human rights law, international norms, state interaction and engagement, women rights, impact, states internalise the norms.

35-DC32-7283

SHIA AND SUFI COMMUNITIES UNDER THE SAUDI MONARCHY: A BALANCING ACT.

MR. SALEH ALHARBI³⁵

Within Saudi society, Shia and Sufis represent important components, even though they are often described in human rights reports as facing Systematic Discrimination and being restricted in the exercise of their religious freedoms. Saudi Arabia is an Islamic state, officially embracing the Wahhabi version of Islam, which is generally intolerant and aggressive against

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³⁵ Mr. Saleh Alharbi, PhD Student, University College Dublin.

Shia and Sufis. The regime has played a major role in spreading the Wahhabi model of Islamic discourse in society since its inception and during its Cold War against the Islamic Republic of Iran. Wahhabi religious scholars, supported by Islamic preachers, have widely spread the doctrine and attacked Shia and Sufis, who are considered infidels and apostates. Despite this situation, the regime has maintained a kind of coalition with Shia and Sufi minorities, based on the idea that such a coalition is the only option for these minorities to ensure their security and protection from Wahhabi influence. This paper argues that the Saudi regime has succeeded in building pragmatic coalitions with Shia and Sufis to protect them from the Wahhabis, while keeping its historical coalition with Wahhabis. The Saudi regime in Saudi Arabia asserts itself today as a guarantor of minorities and provides patronage for their issues, whether these issues are in line with Wahhabi discourse or not. At the same time, however, the regime does not prevent Wahhabis from continuing to attack Shia and Sufis. The paper will discuss this contradiction and will explain the relationship between the Saudi regime and the Shia and Sufi minorities, showing historical and current evidence of the regime's application of these pragmatic coalitions. It will focus primarily on political activities that show the nature of coalitions between religious minorities and the Saudi regime and how the regime allows incitement against Shia and Sufis while presenting itself as their protector.

Keywords: - Monarchy, coalitions, Shia, Sufi, Saudi Arabia

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