



**Global Research &  
Development Services**

**CONFERENCE PROCEEDINGS**

**14th International Conference on Social Science and Humanities  
(ICSSH), 13-14 June 2017, Singapore**

13-14 June 2017

Conference Venue

Nanyang Technological University, Nanyang Executive Centre, Singapore

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**KEYNOTE SPEAKER**



**Dr. Subrata Chattopadhyay Banerjee**  
**RWTH Aachen University, Germany**


**Chigbo Njideka Blessing**

**The impact of monetary policy on economic growth in Nigeria**

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<p><b>GICICBMLS1703051</b></p>	<p style="text-align: center;"><b>Chigbo Njideka Blessing</b> Chukwuemeka Odumegwu Ojukwu University</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The Study attempts to investigate the impact of monetary policy options of government on economic growth in Nigeria. The variables for the study were tested for stationary using Augmented Dickey Fuller Test and also for long-run co-integration using Model estimation was done using ordinary Least Square (OLS) method. The variables for the study include: gross domestic product (used to measure economic growth), inflation rate, broad money (M2), liquidity ratio (LR). The study discovered that there is positive relationship between monetary policy measure and economic growth. It was also discovered that monetary policy instruments have no impact on the rate of inflation in Nigeria. In conclusion, the paper recommended that government through CBN should use monetary policy measures to manipulate the economic activities in such a way that they will engender economic growth.</p>
<div style="text-align: center;">  <p><b>Jharana Shrivastava</b> GICICBMLS1703054</p> </div>	<p style="text-align: center;"><b>The changing verticals of targeted marketing strategies across Indian markets</b></p> <p style="text-align: center;"><b>Jharana Shrivastava</b> B-tech student, NIIT University, India</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Over the past decade, Indian markets have experienced catastrophic transition into a framework of online networks, driven by strategic marketing approaches. In order to affluently run a business module through the Indian economy, analysis and implementation of targeted market strategies need to be anatomized. This paper aims to elucidate upon the stipulation of such marketing schemes and their subsequent ramifications on Indian populace. Through the primary data collection from a substantial sample space, as well secondary data comprehension from entrusted sites, hypothesis have been drawn correlating various obtained determinants upon the kinds of lucrative market practices prevalent through the sub-continent.</p> <p>It is evident through the research that the behavioral response of Indian markets is currently propelled by the boom in digital marketing sector. Through the social media channels, firms have started reaching far-fetched strata of the society, hitting the exact pressure points of the populace. Post a decade of drastic technological advancement, the Indian sub-continent has managed to reach a point of optimal connectivity through digital media. It is imminently concluded that the modus operandi of business firms have undergone a metamorphosis into targeted social media marketing, involving attractive incentives, extravagant publicity, visual aesthetics as well as concurrent inculcations into their functioning. The research further explicates the path towards a country with its citizenship brought upon the same page through social media. Comprehending the involved strategies in this research can help any business thrive across the Indian markets.</p> <p><b>Keywords:</b> Indian markets, Social media marketing, Targeted marketing, Marketing strategies, Digital marketing, Social media</p>
<p style="text-align: center;"><b>Muhammad Nasir Chattha</b> GICICBMLS1703057</p>	<p style="text-align: center;"><b>Linking Collective Organizational Engagement with Human Resource Practices in the Education Sector of Pakistan</b></p>

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	<p style="text-align: center;"><b>Muhammad Nasir Chattha</b> Lecturer, Superior University Lahore, Pakistan</p> <p style="text-align: center;"><b>Muhammad Haris</b> Additional controller Examination, Superior University Lahore, Pakistan</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Employee engagement is relatively a contemporary concept in modern organization and is used more frequently as a measure to identify the level of satisfaction or motivation among the members of the organization. Although employee engagement is mostly measured at individual level however many researchers have emphasized that organizational level of engagement might be more associated with the firm performance. The objective of this study was to test the collective organizational engagement while integrating it with the resource management model by evaluating four organizational practices – Motivating Work Design, Human Resource Management Practices, CEO Transformational and Transactional Leadership – in the education sector of Pakistan. These collectively might measure the engagement of the employees more physically, emotionally and cognitively. As grounded in developed theory, these organizational practices might lead to a more engaged employee by enhancing psychological meaningfulness, safety, and availability. Top management will also enhance the level of the effects of organizational practices on collective organizational engagement. Theory was tested empirically and for data collection 250 questionnaires were floated among the members of the education sector and received 220 valid questionnaires giving us the response rate of 88%. Analysis found that organizational practices were significantly related to the collective organizational engagement. This study will help the managers and specially the top management that by developing the collective engagement in the organization, it will help organization. This collective view of engagement will lead to a more competitive advantage for firms.</p> <p><b>Key Terms:</b> Collective Organizational Engagement, Motivating Work Design, Human Resource Management Practices, CEO Transformational Leadership, CEO Transactional Leadership</p>
 <p style="text-align: center;"><b>Dr Celani Nyide</b> GICICBMLS1703058</p>	<p style="text-align: center;"><b>SMME attitudes towards Financial Bootstrapping: A perspective from a developing economy</b></p> <p style="text-align: center;"><b>Dr Celani Nyide</b> Finance and Information Management, Faculty of Accounting and Informatics, Durban University of Technology, Pietermaritzburg, South Africa</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The national and international literature and research on SMMEs has been developed very strongly in the last decade. There have been many successful attempts on the part of many researchers and scholars to unpack new and innovative dimensions of SMMEs' operations, behaviour, attitudes, functions and other dynamics that boost, sustain or impede their growth and development. There is, however, a gap in research, regarding a very distinct practice within SMMEs in developing economies, that of bootstrapping. This study, therefore, used a sample chosen on a non-probability basis using convenience sampling of small business owners within the eThekweni Municipality, KwaZulu-Natal, South Africa. 83 participants completed the questionnaire. The study found that the</p>

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	<p>practice of financial bootstrapping was very high amongst the investigated SMMEs. The use of financial bootstrapping within SMMEs is coincidental. The majority of the respondents indicated that they did not undergo any formal training on the use of financial bootstrapping methods.  <b>Key words: Developing Economy, Financial Bootstrapping, SMMEs</b></p>
<p><b>Rameshwar Prakash</b>  <b>GICICBMLS1703059</b></p>	<p style="text-align: center;"><b>Enhancing Skills to Propel Economic Upliftment of Community</b></p> <p style="text-align: center;"><b>Rameshwar Prakash</b>  <b>HRM professional, Advisor HR, South City Two, Gurgaon, India</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Economic development of communities has to be supported by entrepreneurial spirit of exploiting potential of performance by the population in almost all nations. This imperatively requires skill development of population .As financial resources do not increase as fast as the requirements of employment of any community ,employability has to be focus .This has to be supported by concept, creation and skill development appropriately planned and executed .  <b>Please advise acceptance confirmation to enable me to initiate further action.</b></p>
<p><b>Bibhas Chandra</b>  <b>GICICBMLS1703062</b></p>	<p style="text-align: center;"><b>Values and Customers’ Green Hotel Choice: Moderating Role of Green Hotel Knowledge</b></p> <p style="text-align: center;"><b>Vivek Kumar Verma</b>  <b>Research scholar, IIT ISM Dhanbad, Jharkhand</b></p> <p style="text-align: center;"><b>Bibhas Chandra</b>  <b>Research scholar, IIT ISM Dhanbad, Jharkhand</b></p> <p style="text-align: center;"><b>Sumit Kumar</b>  <b>Assistant Professor, IIT ISM Dhanbad, Jharkhand</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Hotel customers are getting more concerned about their consumption pattern on the environment and have started to seek and purchase eco-friendly products and services. This change may be due to their individual characteristics and external environment. However, a growing body of literature suggests that individual values play a significant role in explaining specific beliefs and behavior and may be used as predictors of attitudes and behavioral intentions. Thus, the purpose of this study is to measure the effect of values (biospheric, altruistic &amp; egoistic) on the customer’s green hotel choice along with the moderating role of environmental knowledge. A self-administered questionnaire was utilised using adapted items from relevant literature. Data were purposively collected from the 285 hotel guests of four selected five star hotels operating on sustainability measures in India. Model was analysed by means of measurement and structural model using statistical analysis software SPSS V.20 &amp; AMOS V.21. The results reveal that values have a positive and significant effect on the customer’s hotel choice behaviour. Additionally, the green hotel knowledge was found positively accelerating the relationship between values and customer’s hotel choice. This study contributes to the emerging field of green consumer behaviour in the hospitality industry and more largely to the realm of values and green consumer behaviour.  <b>Keywords: Altruistic; Biospheric, Egoistic; Green Hotel Knowledge; Intention;</b></p>

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<p><b>Abrori Charliene</b> GICICBMLS1703066</p>	<p><b>Non-Refoulement Principle And Its Jus Cogens Characteristic : A Study On The New Indonesia Presidential Regulation Regarding The Handling Of Refugee</b></p> <p style="text-align: center;"><b>Abrori Charliene</b> Faculty of Law Universitas Gadjah Mada, Indonesia</p> <p style="text-align: center;"><b>Abstract</b></p> <p>On January 31st 2017 Indonesia finally break its silence in responding to the refugee protection through the new Presidential Regulation Number 125 Year 2016. Every states including Indonesia has the responsibility of protecting refugees and asylum seekers within its territory under the principle of non-refoulement. Many questions raised in the international law questioning about non-refoulement and its jus cogens characteristic and the impact toward state sovereignty. Based on the jus cogens characteristic that non-refoulement has, more than 140 states in the world have adopted the international instrument of refugee protection. Indonesia has manifested the right to seek for asylum both in the Constitution and Human Rights Act. The new Presidential Regulation Number 125 Year 2016 concerning the handling of refugee strengthens Indonesia commitment in responding to non-refoulement principle, whilst the country is non – signatory of the refugee conventions.</p> <p>This paper is a socio - legal research that explained Indonesia effort in fulfilling state international obligation and the promotion to uphold jus cogens in the international law. This research is done through on - site visit of the related stakeholders such as Indonesia Ministry of Law and Human Rights, Human Rights Working Group supported by interview with refugees that currently resides in Indonesia. The conclusion is drawn upon the completion of descriptive analysis and qualitative research. This paper concluded that non – refoulement principle holds the jus cogens characteristic and therefore Indonesia put a lot of consideration in the making of the new Presidential Regulation.</p> <p><b>Keywords:</b> international law, human rights, refugee law, refugee, asylum seeker, state sovereignty.</p>
<p><b>P. K. C. Dinesha</b> GICICBMLS1703068</p>	<p><b>The Effect of Money Availability for Shopping on Impulsive Purchasing in Different Cultures: the Moderating Effect of Influence of Shopping Companion.</b></p> <p style="text-align: center;"><b>P. K. C. Dinesha</b> Department of Marketing, Faculty of Management and Finance, University of Ruhuna, Wallamadama, Matara, Sri Lanka</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The paper investigates the causal relationship between the availability of money for shopping activities and impulsive purchasing of consumers. Further, it is observed whether decisions of consumers are changed when they go shopping with someone who means the moderating effect of influence of shopping companion on impulsive decisions of the consumers. The study will be really significant as it examines the influence of other persons in buying decisions whereas most of previous studies come out with individual level factors. For the study a sample was conveniently selected consisting 150 respondents representing</p>

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	<p>Norway and Sri Lanka. The survey was employed as the tool to collect primary data by using self-administered questionnaire. Through the findings it was revealed that, the availability of money shows significant positive relationship in consumers' impulsive purchasing of both nationalities. However, as further results shopping companions significantly influence the relationship between main variables: availability of money and impulsive buying but that is only related to Sri Lankan Sample. The future research implications have discussed.  <b>Keywords:</b> Impulsive Purchasing, availability of Money, influence of shopping companions, and Culture</p>
<p><b>Raushan Dulambaeva</b> GICICBMLS1703072</p>	<p style="text-align: center;"><b>Industrial-innovative development as a factor of increasing the competitiveness of the national economy</b></p> <p style="text-align: center;"><b>Raushan Dulambaeva</b> Almaty management university, Almaty, Kazakhstan</p> <p style="text-align: center;"><b>Oleg Bordousov</b> Kazakh national university named after al-Farabi, Almaty, Kazakhstan</p> <p style="text-align: center;"><b>Zhansaya Ilyassova</b> Kazakh national university named after al-Farabi, Almaty, Kazakhstan</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This article considers the influence of the strategy of industrial-innovative development on the competitiveness of the national economy of Kazakhstan. The purpose of the study is to assess the competitiveness of the national economy in terms of industrial and innovation development. The national economy of the Republic of Kazakhstan in the context of the regions was chosen as the object of research. The theoretical and methodological basis is the work of foreign researchers on the problems of industrial-innovative development of the economy and increasing its competitiveness. In this research was chosen the index method by aggregating a number of different socio-economic indicators. The results of the survey showed a low level of competitiveness in the Republic of Kazakhstan as a whole, only in the capital Astana and the former capital of Almaty, the level of competitiveness is relatively higher than in other regions of the country. Although Astana and Almaty are not industrial regions, these cities have a high level of innovation and research. Hence, the conclusion is that, in comparison with industrial and infrastructural indicators, innovative factors are more related to competitiveness. But it should be noted that innovations in Kazakhstan are developed so far only on the part of the state policy. There are no innovations as a result of developed market relations in Kazakhstan. Therefore, the state is forced to intensify these processes, and industrial factor stands out as the base factor without detracting from the role of innovation. In practice these processes are not separable. The study showed that the strategy of industrial-innovative development positively affects the competitiveness of the region, and this in turn forms the competitiveness of the whole country. It means that factors of industrial-innovative activity are the basis for increasing competitiveness and ultimately improve the quality of life.  <b>Keywords:</b> competitiveness, increase of competitiveness of Kazakhstan, index method, regional ratings, industrial-innovative development.</p>
<p style="text-align: center;"><b>Ramkumar S</b> GICICBMLS1703073</p>	<p style="text-align: center;"><b>Organizational Values and its impact on Learning Attitude: A Study with stakeholder's perspective</b></p>

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	<p style="text-align: center;"><b>Balajai Rao PSV</b> Professor &amp; Head, Department of Business Administration, Vidyavardhaka College of Engineering, Mysore, Karnataka</p> <p style="text-align: center;"><b>Ramkumar S</b> Assistant Professor, Department of Business Administration, Vidyavardhaka College of Engineering, Mysore, Karnataka</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The changing paradigm of the educational research requires more focus on attention to modify the design of classroom delivery as well as creating appropriate value for the effective learning environment. It is understood that the new paradigm of innovative andragogy has to address the management of adults especially the millennial who are the native of technology. Since the technology grows with this new generation and vice versa, the institutional values should also be changed so as to address the attitude problem of this audience group. Though it is evident that an institution should focus more on technology enabled campus, the other side of argument is also inevitable that it concerns about the Learning questions of present generation. Of course, the technology can facilitate the learning process, but not as an alternative. Hence, this paper tries to explore the importance of value based organization and its impact on the learning attitude of millennial with reference to the higher education institutions of Mysore city. For this purpose, the authors have studied the above said problem in few structured organizations who have committed to provide higher education to the student community. The hypotheses are tested after conducting a survey which is designed with the help of constructed scales with regard to the employing variables. The findings of this study addressed the linkages between the organizational (institutional) values and its impact on learning attitude of the present generation student community.</p> <p><b>Key Words: Organizational Values, Learning Attitude, Adult Education, Value-based Education &amp; Millennial</b></p>
<p><b>Hafsa Rasheed</b> GICICBMLS1703074</p>	<p style="text-align: center;"><b>Should Gold be the Part of Asset Allocation Strategy: Investigating the Role of Gold as Diversifier?</b></p> <p style="text-align: center;"><b>Hafsa Rasheed</b> PhD Scholar, Air University School of Management Sciences, Islamabad</p> <p style="text-align: center;"><b>ABSTRACT</b></p> <p>Conflicting views prevail about the performance of gold as an investment asset. Due to increased uncertainty in economic conditions, ambiguities about stocks investments have surrounded the investors. Thus researchers and investors have started exploring the performance of different assets as investment tools. However studies conducted on gold performance gave contradictory results about its performance as a diversifier as well as its relation with stocks. This study is conducted to investigate the relation of gold with stocks and comparison of its performance with stocks returns, in order to find its ability to be the part of asset allocation strategy. Co integration, granger causality and correlation are estimated to investigate its relation with stock returns, while weighted average returns and variances of portfolio are estimated to explore its ability of mitigating risk. Results are contradictory to the previous studies that found the negative</p>



	<p>correlation between gold and stocks. While current study denies the previous findings by proving that gold and stocks are independent of each other. Findings show that gold is independent of stock performance and has an ability to diversify the risk of investments, so it should be the part of investors' asset allocation strategy.</p> <p><b>Keywords:</b> Gold Returns, Stock Returns, Asset Allocation, Portfolio Diversification</p>
<div style="text-align: center;">  <p><b>Helmi Qasthari Fauzi</b>  <b>GICICBMLS1703075</b></p> </div>	<p style="text-align: center;"><b>Analysis Of Factors Affecting Sukuk Credit Spreads In Indonesia Period 2014-2016</b></p> <p style="text-align: center;"><b>Helmi Qasthari Fauzi</b>  <b>School of Business and Management ITB</b></p> <p style="text-align: center;"><b>Ahmad Danu Prasetyo</b>  <b>School of Business and Management ITB</b></p> <p style="text-align: center;"><b>ABSTRACT</b></p> <p>Corporate Sukuk has significant growth and consistent with the total outstanding Sukuk increased significantly as well. The accumulation of corporate Sukuk have been issued up to December 2016 was 20,425,400 million, with the issuance of as many as 100 publishing accumulations. the point that emphasized on is the position of Sukuk which has put itself in a significant proportion in Indonesia. Credit spreads are the result of the difference between the yield to maturity of corporate bonds with a yield to maturity of government bonds with the same maturity. The objective of this paper are to analyzing the effect of exchange rate, maturity, BI rate, total return of Indonesia Composite Bond Index (ICBI) toward Sukuk's credit spread in Indonesia, and the change of stock's impact value as the proxy of Sukuk's underlying asset on period 2014-2016 as the research's novelty. This study uses secondary data from Indonesian Capital Market Laboratory, Indonesia Bond Pricing Agency, and Bank Indonesia involving 14 corporate Sukuk traded during 2014-2016. This study uses a panel regression were selected based on test results of Hausman test. The result intended that rating, time to maturity, exchange rate, ICBI, and market value are significantly impacted Sukuk credit spread. Yet, rating agency, size issued, and BI rate are negatively impacted credit spread of Sukuk. In future studies, it is desirable to use more sample quantities and longer periods of time to see a clearer effect on Sukuk credit spreads. It is expected that further research will include other variables to see the effect on credit spreads such as other risk variables (liquidity risk, bid-ask spread, and other macro variables).</p> <p><b>Keywords:</b> credit spread panel regression, sharia bond, sukuk.</p>
<p style="text-align: center;"><b>Elgin Fitriano</b>  <b>GICICBMLS1703080</b></p>	<p style="text-align: center;"><b>Increasing service quality by improving workload distribution case study: pt. Bank persaudaraan</b></p> <p style="text-align: center;"><b>Elgin Fitriano</b>  <b>School of Business and Management, Insitut Teknologi Bandung, Indonesia</b></p> <p style="text-align: center;"><b>Nur Arief Rahmatsyah Putranto</b>  <b>School of Business and Management, Insitut Teknologi Bandung, Indonesia</b></p> <p style="text-align: center;"><b>ABSTRACT</b></p> <p>As one of the G-20 major economies country, Indonesia has powerful economic</p>

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	<p>development. Banking industry operation in Indonesia in recent years has significant growth and contribute to Indonesia's economy. PT. Bank Persaudaraan is one of the bank in Indonesia which headquartered at Bandung. The bank offers variety of products and offers credit for retired people. Recently, one of the bank's branch in Cimahi is facing number of customer and outstanding decline. Through preliminary research, the employees felt the distribution of workload they received is not balance. Hence, Their service quality is decreasing and causing the decline. In order to maintain competitiveness and service quality, it is important for Bank Persaudaraan Cimahi to evaluate their current workload distribution. Researcher conducted workload analysis towards 11 employees using work sampling method. The result of workload analysis shows the workload distribution in Bank Persaudaraan Cimahi is not balance. Moreover, this research explains how such distribution might occurred. At the end, researcher gives recommendation to improve the workload distribution in Bank Persaudaraan Cimahi.</p> <p><b>Keywords:</b> human resource management, workload, workload analysis, work sampling</p>
<p style="text-align: center;"><b>Muhamad Haikal Azhari GICICBMLS1703081</b></p>	<p style="text-align: center;"><b>The Impact of Brand Story towards Customer Engagement through Instagram: The Case of Tozi Cozy</b></p> <p style="text-align: center;"><b>Muhamad Haikal Azhari</b> <b>School of Business and Management, Institut Teknologi Bandung</b></p> <p style="text-align: center;"><b>ABSTRACT</b></p> <p>This research compared the brand before and after implementing the story to their social media content in order to gain more customer engagement. In this case, author use a clothing brand that is Tozi Cozy Clothing. Expectantly, this research will help brands in knowing that brand story can boost customer engagement and help customers know their brand better. The objective of this study is to know whether a brand story influence customer engagement or not, since the customer engagement has all behaviors that lead to transactions, and may be explicitly defined as behavioral manifestations of a customer that have a firm focus or brand and beyond acquisition. The finding uses experimental design to gather data by conducting an experiment implementing brand story to Tozi Cozy brand, the before and after implementation result will compared using a table comparison. Results indicated that brand that has a brand story could boost the customer engagement</p> <p><b>Keywords:</b> Marketing Research, Brand Story, Customer Engagement, Social Media, Online customer engagement</p>
<p style="text-align: center;"><b>Elisha Nathania GICICBMLS1703082</b></p>	<p style="text-align: center;"><b>WORKLOAD ANALYSIS FOR IMPROVING EMPLOYEE MOTIVATION CASE STUDY: PT. LINTAS INDONESIA, Tbk.</b></p> <p style="text-align: center;"><b>Elisha Nathania. H, Nur Arief Rahmatsyah Putranto</b> <b>School of Business and Management, ITB</b></p> <p style="text-align: center;"><b>ABSTRACT</b></p> <p>In this era of globalization, communication is one of the most important thing. Communication can go through internet and telephone and create an easier life. Telecommunications have a big impact on the world. Telecommunication also has a big impact in Indonesia. Indonesians nowadays tend to rely on the easier way of telecommunication and the usage of cellular phone is keep increasing year by</p>

	<p>year. It means that a telecommunication company in Indonesia has a big chance to keep growing and developing their business. PT. Lintas Indonesia, Tbk. as one of the telecommunication company in Indonesia has a big opportunity to utilize the current condition. Yet, there is an uneven workload distribution between employee and decreasing motivation for several employee. This research will develop a workload calculation to solve this problem. The research methodology used in this paper is work sampling with direct observation where the researcher directly saw the company's activity to provide an accurate data. The result of the workload calculation shows that there is an uneven distribution of workload in PT. Lintas Indonesia, Tbk. In order to prevent worse situation, there are some recommendations for the company that probably fit, based on each employee current workload.</p> <p><b>Keywords:</b> workload analysis, human resource planning, human resource management</p>
<p><b>Ditta Martariza</b>  <b>GICICBMLS1703083</b></p>	<p><b>Realization of business continuity in malaysia: Case study of three companies</b></p> <p style="text-align: center;"><b>Ditta Martariza</b>  <b>Master Student of Management of Technology, Faculty of Malaysia Japan International Institute of Technology (MJIT), Universiti Teknologi Malaysia (UTM)</b></p> <p style="text-align: center;"><b>ABSTRACT</b></p> <p>Companies become more specific in the scope of business operation. They rely on technology and other parties either from upstream or downstream side. Risks can attack anytime and bring negative impact for continuation of business. Moreover, companies are in the complexity, uncertainty, and changing environment; economic, political, and environment. Consequently, companies start to be focus on how to develop unstoppable operation interrupting their business called Business Continuity (BC). BC is transformed into Business Continuity Plan (BCP) containing set of plan about what to do when companies get interrupted and implementation of that BCP.</p> <p>This project is exploring realization of BC in companies located in Malaysia. Realization starts from making policy and selecting the standards as guidance on how to manage the risks. It supported by function in company as an actor to actualize those policy and standards. Some factors triggering companies to accelerate realization of BC. In process of developing BC, they face some challenges and get advantages. Three companies selected concerning BC as the objects for case study. BC in these three companies can be role model in the sector represented.</p> <p>Firstly, ICT company. Having data center and supporting services related as the business, this company faces major risks coming from security, cooling system, and power. Secondly, bank. This bank offers financial settlement services for its corporate customers. That settlement is online using ICT system. Maximum ICT downtime allowed is the big issue due to penalty which should be paid to central bank. Thirdly, aircraft supplier. This company produces wing component through assembling process for Boeing and Airbus. In the aircraft supply chain, this company plays the role as tier 1 supplier which supplies the product directly to its customers. Absolutely, supply chain is the most critical followed by financial, human resource, and operation.</p> <p><b>Keyword:</b> risk, Business Continuity, realization, companies in Malaysia</p>
<p><b>Altriko Wicaksono</b></p>	<p><b>Early Investor Intention in Peer-to-Peer Lending Platform</b></p>

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<p><b>GICICBMLS1703084</b></p>	<p><b>Altriko Wicaksono</b>  <b>Institut Teknologi Bandung</b></p> <p><b>Suryo Utomo</b>  <b>Institut Teknologi Bandung</b></p> <p><b>ABSTRACT</b>  Peer-to-peer lending platform is one of the financial technology platform that could help to fund an institution or campaign for social, and also the small business by having a crowd investor to give a loan to the borrowers with technology system. Since the peer-to-peer lending platform could be the solution to have capital for SME, the number of peer-to-peer lending investors in Indonesia is quite low and there are a lot of other investment instruments that could be alternatives. The objective of this paper is to discover investors intention and factors in investment using Peer-To-Peer Lending for adopter and non-adopter in Indonesia. The method to analyse the research is by using multiple linear regression with analysing the relationships between 10 independent intention variables with dependent variables which is the intention of early investors in using peer-to-peer lending analysed by using SPSS.  <b>Keywords: Peer-To-Peer Lending, Technology Acceptance Model, Investment Intention</b></p>
<p><b>Sarah Rizkina</b>  <b>GICICBMLS1703076</b></p>	<p><b>The Experiment Of Brand Name Placement In Video Advertising Toward The Brand Recall</b></p> <p><b>Sarah Rizkina</b>  <b>School of Business and Management, Institut Teknologi Bandung</b></p> <p><b>Budi Permadi Iskandar</b>  <b>School of Business and Management, Institut Teknologi Bandung</b></p> <p><b>ABSTRACT</b>  Recently, the companies try to reach their target market by using the popular social media such as YouTube, which offers Skippable Advertising. It allows the viewer to skip the video advertising after 5 seconds. Unfortunately, there is a lack of brand recall if the companies put the brand name in the last part of the video. In this research, the researcher will analyze if the placements of brand name can influence the brand recall of the product. The researcher arranged the experiment to achieve the research objective. In the experiment, the researcher created three different videos with three different placements of the brand name; the first 10 seconds, 10 seconds in the middle, and the last 10 seconds. After that, the videos distributed to 60 respondents by using the convenience sampling method. Then, the respondents need to answer questions to measure the brand recall. To analyze the result of the experiment, the researcher will use the Chi-Square test and contingency table to determine the correlation between 2 variables and Marascuillo procedure to test differences between the various proportions. The result intended that the brand placement in the first 10 seconds will create higher brand recall than other placement.  <b>Keywords: Brand Recall, Social Media Marketing, Advertising</b></p>
<p><b>Ghaziary Farizan</b>  <b>GICICBMLS1703078</b></p>	<p><b>Economic Feasibility Analysis Of Executive Z Airport Lounge Refurbishment And Expansion Project By Pt Abc</b></p>

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	<p style="text-align: center;"><b>Ghaziary Farizan</b> School of Business and Management ITB</p> <p style="text-align: center;"><b>Suryo Utomo</b> School of Business and Management ITB</p> <p style="text-align: center;"><b>ABSTRACT</b></p> <p>In follow-up to the rising number of aircraft passengers in Halim Perdana Kusuma Airport, Jakarta, Indonesia. PT ABC, an aviation service private company, intended to boost their income source with the plan to refurbish and expand its current airport lounge, Executive Z Lounge. In addition, the plan was also a reaction to the emerging demand from their private flight passengers to have a more exclusive and tailored services from the lounge. The general commercial flight customer also has also been demanding an easier access to their boarding zone via the Executive Z Lounge. The refurbishment and expansion project is desired to be a good business in attracting more customers with the escalated charge rate from the improved services. Although it can be considered as a promising business project, the project will potentially incur a big amount of investment. Moreover, the future lease rate and consignment rate agreement will be changed into an escalated one. Therefore, the company will need to assess the business' economic feasibility of the project to get to know whether the project is worth doing or not for future investment. The desired output of this research is to assess and analyze the economic feasibility of the lounge refurbishment for PT ABC and give suitable recommendations from the result. The author would like to use the tools as Internal Rate of Return, Net Present Value, Payback Period (PP), and the Profitability Index (PI). Moreover, a Value Based Management (VBM) approach would also be conducted considering the requirement of a more efficient allocation of firm's capital. The VBM indicators are Economic Value Added, Cash Value Added, Cash Flow Return on Investment, and indicators that are relevant to Shareholder Value Analysis.</p> <p><b>Keywords:</b> Feasibility Study, Economic Feasibility, Airport Lounge, Net Present Value, Internal Rate of Return, Payback Period, Value Based Management</p>
<p><b>Rafly Radithya Pradana</b> GICICBMLS1703086</p>	<p style="text-align: center;"><b>Printing Machine Investment Assesment to Maximizing Value of PT. Balebat Dedikasi Prima</b></p> <p style="text-align: center;"><b>Rafly Radithya Pradana</b> School of Business and Management ITB</p> <p style="text-align: center;"><b>Subiakto Sukarno</b> School of Business and Management ITB</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The growth of the printing industry in Indonesia actually increasing for the last 3 years, and reaching their peak condition in 2016, but the market condition is slightly shifting also on that year. PT Balebat Dedikasi Prima is one of the companies whom get negative impact from this shifting market condition with a very low income at the end of 2016, that happening because of the low income and unstable printing demand from their parent company, PT MD Media. This situation on the 2016 giving PT Balebat Dedikasi Prima one clear statement, which is to expanding and more focusing their business into another category, the more profit satisfying market, which are packaging industry, commercial</p>

	<p>printing, and security (trade industry, etc). Reacting to this condition, the company proposed to buy three new printing machines with 10 years of time bound and the objective of this research itself is to give advice on the investment proposed by the company that having problem on deciding which is better, buying new condition machine or used condition machine. Before doing the investment analysis for both of the machine, to make sure that the investment proposed is the most suitable action needed to achieve the company target is the first step to be done of this paper. Internal and external situation analysis using SWOT/TOWS approach will be conducted to fulfill this analysis. The next step is to do the investment analysis for choosing which machine condition giving more value to the company with several tools such as, payback period (PP), the net present value (NPV), internal rate of return (IRR), and Profitability Index (PI) and these analysis. Giving suggestion for the company on which investment assessed that they should implement in term of reaching their goals is the next step to do but it isn't the last step. The last one is to make the sensitivity analysis and giving advice for the risk management process regarding the investment.  <b>Keywords :</b> Investment Analysis, Investment Decision, Market Analysis, Business Decision, Net Present Value, Risk Management</p>
<p><b>Akbar Prathama</b> GICICBMLS1703087</p>	<p style="text-align: center;"><b>Unpredictable Changes in Hotel Construction Project</b></p> <p style="text-align: center;"><b>Akbar Prathama</b> School of Business and Management</p> <p style="text-align: center;"><b>Yuanita Handayati</b> School of Business and Management</p> <p style="text-align: center;"><b>ABSTRACT</b></p> <p>Construction site is very dynamic, anything can happen including the changes that unplanned. The unplanned change can affect the constrains project one of them is the completion of the project. in the hotel construction project by Pondok Indah Group there is an unpredictable change of the construction. The room shilling that on the plan didn't has to be paint by fireproof paint now has to be paint due to the board of director request for. This research focus on the decision whether the change is implement and how to make sure the project is still on time. This research use work breakdown structure, critical path method and gantt chart as the base of literature to solve the problem. the changes will affect the activity and will add an additional duration to the activity. The CPM and gantt chart is use to observe whether the additional duration of the activity affect the completion time of the project. the expected result is the change will affect the completion time and the additional worker will help the project to reduce the duration activity in order to help the project is still on time.  <b>Keywords:</b> project management, hotel construction, unpredictable change</p>
<p><b>Dr. A. Lakshmana Rao</b> GICICBMLS1703088</p>	<p style="text-align: center;"><b>Gender gap: A boon or bane for organizational growth and development?</b>  <b>Dr. A. Lakshmana Rao</b>          Dept. of HR, College of Management and Economic Studies, University of Petroleum and Energy Studies, Dehradun. India</p> <p style="text-align: center;"><b>Dr. P C Bahuguna</b>          Dept. of HR, College of Management and Economic Studies, University of Petroleum and Energy Studies, Dehradun. India</p>

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	<p style="text-align: center;"><b>Dr. Nikhil Kulshrestha</b> Dept. of HR, College of Management and Economic Studies, University of Petroleum and Energy Studies, Dehradun. India</p> <p style="text-align: center;"><b>ABSTRACT</b></p> <p>Gender is a term, coined to refer about a person being male or female. Whereas, the term gender-gap is majorly denoted to express the ratio of male to female. Both the terms gender and gender gap are widely used in various environments such as organizational, political, sociological, cultural, economic, legal and educational context. The term is very crucial in understanding certain challenges these environments facing and posing at an organizational level. However, the present research paper focused on Human Resource Environment. Though gender is a significant factor in deciding various facets of organizational development, yet some organizations are ready to tackle the situation through some strategies, especially one of the important area like “workforce composition”. Organizations are adopting different practices and policies to deal with the situation and the current research paper focusses on the dimension of workforce composition in different contexts. Much of progressive researches focused on “Gender Gap” but not focused on the impact of “Gender gap” on organizational growth and development. The present research paper caters to this need.</p> <p><b>Keywords:</b> Workforce Composition, Equality, CSR and Organizational Development</p>
<p style="text-align: center;"><b>Dr. Ekiran</b> GICICSSH1703051</p>	<p style="text-align: center;"><b>National Output Growth And Budgetary Components In Nigeria</b></p> <p style="text-align: center;"><b>Dr. Ekiran</b> Economics Department, College of Education, Ikere-Ekiti, Ekiti State, Nigeria</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This study broadly examined the inter-relationships that exist between national output growth and budgetary components in Nigeria, using time series data spanning from 1970 to 2012. Specifically, the study examined the dynamic relationships between the output growth and budgetary components in the country. The prediction of endogenous growth theory about the neutral effect of non-distortionary taxation and unproductive government consumption expenditure on output growth in the Nigerian economy was also tested by the study. The theoretical framework of the study was derived from endogenous growth theory. The estimated models in the study were adopted from the studies of Kneller, Bleaney and Gemmell (1999), Daniel and Oliver (2005) and Nikos (2009). We ascertained the stationarity of the time series properties of the research variables, using the Augmented Dickey Fuller (ADF), and Philip Perron (PP) unit root tests. The study employed Autoregressive Distributed Lag (ARDL) approach to cointegration and Error Correction Mechanism (ECM) version of the ARDL model to carry out the objectives of the study. The result of findings of this study is consistent with the endogenous theoretical prediction that unproductive government consumption expenditure and non-distortionary taxes have neutral effects on national output growth. The results of the study further confirmed that human capital development, capital inflow, government investment, non-taxes revenue and recurrent expenditure on construction impacted long-run relationships with output growth in the country. On the contrary, the result demonstrated negative long run relationships between</p>



	<p>government consumption expenditure on agriculture and output growth. Based on the above reports, the study concluded that significant long-run relationships exist between output growth and budgetary components in Nigeria. The study therefore suggested that in order to put the Nigerian economy on the part of sustainable growth, government should place priority on agricultural sector and ensure appropriate policy mix for effective budgetary performance in the Nigerian economy.</p>
<p><b>David C. Mason</b>  <b>GICICSSH1703052</b></p>	<p style="text-align: center;"><b>A reconsideration of the periodization of westernization efforts in the Ottoman Empire</b></p> <p style="text-align: center;"><b>David C. Mason</b>  <b>Zayed University, Humanities and Social Sciences Department, Abu Dhabi, UAE</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Visual art and popular culture, or cultural activities or commercial products reflecting, suited to, or aimed at the tastes of the general masses of people, in can engender moments of historical significance and change. We are all aware of the dating of western influence into the Ottoman Empire: most scholars take it from the Tanzimat period (1839-1876), others bring it further back to Mahmud II (1808-1839) or Selim III (1789-1807), some even trace it all the way back to the Tulip Era (Lale Devri) (1718-1730). I would like to reconsider this dating in terms of the European impact on tangible Ottoman art including architecture, painting, metalworks, etc. after the conquest of Constantinople in 1453 and Mehmet II's encouragement and patronage of artists both from the west and the east and the synthesis that resulted from this. The argument that Ottoman hubris had prevented the establishment of Ottoman embassies in Europe and this is largely true, but the lack of embassies was a problem of later centuries (after Europeans had had their Renaissance, Age of Discovery, Scientific Revolution all of which culminated in the Industrial Revolution). What is even more intriguing about this historiography—that is dating Ottoman westernisation to the conquest of Constantinople—is that, upon synthesizing these different influences, Ottoman art forms went on to influence European art. So, in one way, the later “westernisation” movements that occurred in the Ottoman and Republican periods could actually be said to be, in part, reappropriating aspects of their own cultural production.</p>
 <p><b>Zubaida Ammani Malumfashi</b>  <b>GICICSSH1703053</b></p>	<p style="text-align: center;"><b>Consraints of E-Tourism to the development of tourism Destination in Katsina state, Nigeria</b></p> <p style="text-align: center;"><b>Mrs Zubaida Ammani Malumfashi</b>  <b>Department of Hospitality, Hassan Usman Katsina polytechnic, Nigeria, Katsina, Nigeria</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Katsina state is endowed with immense natural and man-made tourism resources when compared to its neighboring states that possessed recognition at local, national and international levels. These resources fall into cultural festivals, natural scenario, monument and resorts which are located in the three zones that make up the state. The focus of this paper is to identify the constraints facing e-tourism in developing these products from their present's status to national and international standards. Data were collected from 120 respondents using purposive sampling design through both primary and secondary sources. It was</p>

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	<p>identified that with the potential possessed by tourist sites in the sites in the state, e-tourism has the ability to boost and market them globally which will help in attracting more tourist to spend attitude from stakeholders, lack of funding from government, lack of basic infrastructure and facilities in the sites, religious and believe problems, harsh governmental policies, weather problems: ethnic, political and religious crisis, internet hackers, insecurity, unavailability of ICT network in the sites, cost of facilities, lack of patronage and low literacy level of the local communities are among the impending factors affecting e-tourism to deliver to its expectation. It was recommended that for full benefit to be derived by tourist destinations in the state from e-tourism, it is imperative for government to assist in funding which will help in marketing as well as providing infrastructures and other facilities to the sites.</p> <p><b>Keywords: Constraints, E-tourism, Development, Tourism, Destination.</b></p>
<p><b>Cigdem Baskici</b> GICICBMLS1703052</p>	<p style="text-align: center;"><b>Transfer of Heterogeneous Knowledge along the Dual-Network of MNCs</b></p> <p style="text-align: center;"><b>Cigdem Baskici</b> Faculty of Health Sciences, Department of Health Care Management, Baskent University, Ankara, Turkey</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Literature on knowledge transfer in multinational companies (MNCs) reveals little of to what extent different types of knowledge are exchanged by the subsidiaries in the dual-network of the MNC. The objective of this paper is to fill this gap and to present the kinds of knowledge network of the MNC. This research is based on case study. A MNC is selected which of headquarter is located in Turkey and subsidiaries in 15 different countries including England, China, S. Africa. A wide variety of knowledge can be transferred from subsidiaries to the MNC. The study deals with the knowledge transfer having a potential of usage in product innovation. Using network analysis, the paper reveals that what types of knowledge subsidiaries are willing to search for and transfer through their network ties. The three types of knowledge are distributed and exchanged by subsidiaries along the dual-network of MNC. Intensity and pervasiveness of knowledge flows display any differences between three types of knowledge. Additionally, knowledge flows' route could be defined. Thus, where knowledge was travelling in an environment could be revealed. This finding especially important for managers to establish the new knowledge routes.</p> <p><b>Keywords: Knowledge transfer, subsidiary, network analysis, multinational company.</b></p>
 <p><b>Yavuz Ercil</b> GICICBMLS1703053</p>	<p style="text-align: center;"><b>Emotions in Business Organizations: An Empirical Study of Emotional Interactions</b></p> <p style="text-align: center;"><b>Yavuz Ercil</b> Faculty of Communication, Baskent University, Ankara, Turkey</p> <p style="text-align: center;"><b>Demet Varoglu</b> Faculty of Economic and Administrative Sciences, TOBB ETU University, Ankara, Turkey</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This paper aims to clarify the effects of emotions on organizations using a method based on the complex adaptive systems (CAS) approach. We proposed a new</p>

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	<p>research framework that demonstrates the emotional interaction between “drivers” and “attractors.” The proposed framework was tested by conducting a survey on a cross-sectional sample of 325 employees from national and international organizations within the public and private sector.</p> <p>The survey participants were required to engage in free word association about their perceptions of emotions within the workplace. The results indicate that some emotions such as anger, fear, and sadness act as source emotions to other (resultant) emotions. Although there were no significant differences among people in terms of how emotional concepts were defined, emotional perceptions were associated with organizational characteristics, such as age, job requirements, and job status, and were related to gender. Our findings suggest that a CAS framework is useful in clarifying the emotional structure of organizations.</p> <p><b>Keywords:</b> emotions, complex adaptive systems, interaction measurement, exploratory research, experimental research.</p>
 <p><b>Firat Botan Şan</b> GICICBMLS1703055</p>	<p><b>A Postmodern Approach To A Field Of Accounting In Turkey: A Research On The Financial Reporting Standards</b></p> <p><b>Yavuz ÇİFTÇİ</b> Muğla Sıtkı Kocman University, Faculty of Economics and Administrative Sciences</p> <p><b>Firat Botan ŞAN</b> Muğla Sıtkı Kocman University, Faculty of Economics and Administrative Sciences</p> <p><b>Abstract</b></p> <p>Focus of this study is to utilize historical development in studying the field of accounting which is becoming more and more abstracted from the material structure by increasing the accounting data. In summary, accounting has also been used in pre-modern times, and this use is gradually shifting towards simulation from symbolism. While accounting practices are a practice historically preceded by end-of-life practices, nowadays it has become a discipline that is used and directed by international businesses and public institutions. Instead of examining this situation in academic literature especially in Turkey, it has continued to examine and develop the practices offered to it by these institutions. In particular, IFRS 13 Measures the Fair Value Standard demonstrates the importance of the concept in terms of accounting practices.</p> <p>While the concepts of money and value are already social reality at the moment, their reflection through accounting, another social reality, reflects Baudrillard (2016) as a simulacrum. It is also called hyper reality, or in other words, the universe of simulations, to re-derive a reality and a lack of root through models. It is expressed by Baudrillard (2012) that it is a strategy to lift the borders of the true and the false, and that this is an attack on the real world, because the reality of the models and the images take their place. Capital is increasingly transforming itself into a digital, electronic, virtual abstraction system (code) and moving away from the material world, liberating man from its responsibilities towards nature, and from the position of producing reality to hyper realism itself. Thus, all responsibility is imposed on businesses and markets, and everything is seized and produced.</p> <p>Another postmodern French philosopher Michel Foucault, sees information as an instrument of control of power. These two different systems of thought show</p>

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	<p>contradictions with each other. Baudrillard (1987) has already voiced his opposition to him in his book entitled “Forget Foucault”.</p> <p>Rather than numerical measurements made by positivism, the deeper things in the texts created in this approach are tried to be explored and they are interested in how people form their own social worlds and how they interact with each other. It is meaningful that this approach is preferred when communication of accounting texts amongst stakeholders is taken into account and the meaning in these texts is investigated. There are many types of interpretive approach, which are generally called qualitative, such as commentary, constructivism, and ethnomethodology, cognitive, idealistic, phenomenological, subjective and qualitative sociology.</p> <p><b>Keywords:</b> Postmodern accounting, Simulacra, International Financial Reporting Standards.</p>
<p><b>Viktor Varavenko</b>  <b>GICICBMLS1703063</b></p>	<p style="text-align: center;"><b>Free Economic Zones in the Far East of Russia</b></p> <p style="text-align: center;"><b>Svetlana F. Litvinova</b>  Associate Professor of the Civil Law Sub faculty of the Vladivostok State University of Economics and Service, PhD, Docent.  General Director of the “Yuridicheskaya Klinika” LLC, Vladivostok, Russia</p> <p style="text-align: center;"><b>Victor E. Varavenko</b>  Associate Professor of the Civil Law Subfaculty of the Vladivostok State University of Economics and Service, PhD, Docent.  Chief Counsel of the “Yuridicheskaya Klinika” LLC, Vladivostok, Russia</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The article is devoted to the comparative analysis of administrative legal regimes of implementation of investment and business activity within the boundaries of the special areas created in the Far East of Russia: special economic zones and territories of advancing social and economic development and the free port of Vladivostok. The study object is to identify similarities and differences in the administrative legal regimes in order to promote enterprise activity and create a favorable investment climate. The paper analyzes in general the measures of state support of investment and business activity: tax and customs benefits provided to investors; public financing of engineering and transport infrastructures objects of the territories with special administrative legal regimes of business activity implementation. The authors analyze the content of the Federal Law № 116 “About special economic zones in the Russian Federation” 22.07.2005, the Federal Law № 473 “About the territories of advancing social and economic development in the Russian Federation” 29.12.2014, Federal Law № 212 “About the free port of Vladivostok” 07.13.2015 and the tax standards, customs legislation. Legal norms analyzed from the perspective of the actual experience of its use in the formation of areas with special administrative and legal regimes on the Maritime Territory: the special economic zone of industrial type on the basis of the manufacturing enterprises of the “SOLLERS” group of companies, territories of the advancing socio-economic development “Nadezhdinskaya”, “Mikhaylovskaya”, the free port of Vladivostok. Article materials represent one of the first analytical review of modern investment legislation of the Russian Federation and its practical application. The work may be of interest to head managers and legal consultants of companies interested in the implementation of investment and business activity in the Far East of Russia.</p>

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	<p><b>Key words:</b> Investments in Russia; Special Economic Zones; Advancing Development Territories; Free Port Vladivostok.</p>
<p style="text-align: center;"><b>Ella Gorian</b> GICICBMLS1703065</p>	<p style="text-align: center;"><b>Realization of the international labor standards at the enterprises of the Free Port of Vladivostok: Will the investors say the last word?</b></p> <p style="text-align: center;"><b>Ella V. Gorian</b> Vladivostok State University of Economics and Service, Institute of Law Vladivostok, Russian Federation</p> <p style="text-align: center;"><b>Svetlana F. Litvinova</b> Vladivostok State University of Economics and Service, Institute of Law Vladivostok, Russian Federation</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The author studies the issues of ensuring international labor standards at the enterprises of the free port of Vladivostok. The special legal regime simplifies the attraction of foreign labor force to enterprises. The current legislation of the Russian Federation does not fully guarantee the rights of such workers who have the status of labor migrants, since the current international standards for the protection of their rights are not ratified by the Russian Federation, nor are international standards for protecting the rights of indigenous peoples. The way out of this situation may be the inclusion of residents of the free port of Vladivostok in the system of joint responsibility of participants in the global supply chain. The author considers models of individual responsibility and joint responsibility of companies to employees in their production in developing countries. Difficulties are created directly by the states where the enterprises are located - corruption, imperfect legal and institutional mechanisms, lack of political will to resolve problems, stand in the way of ratification and further implementation of international labor standards. The solution of the problem is possible in the case of active participation of companies in ensuring the rights of workers in their enterprises, located mostly in special economic zones.</p>
<div style="text-align: center;">  <p><b>Jacqueline Tan</b> GICICSSH1703054</p> </div>	<p style="text-align: center;"><b>Child bride practices &amp; the implications: The impact of patriarchy society, societal beliefs and deprivation of resources on parental decisions for marriage to adult partners</b></p> <p style="text-align: center;"><b>Jacqueline Tan</b> Institute &amp; Department: University of North Texas, College of Education, United States of America <a href="mailto:jacquelinetan@my.unt.edu">jacquelinetan@my.unt.edu</a></p> <p style="text-align: center;"><b>Abstract</b></p> <p>When young girls are forced to marry older adult man, they are denied to their fundamental rights to childhood experiences and deprivation to education. Young girls are too young to understand the concept of marriage, sex, and reproduction and the consequences that comes after. The practice of child marriages continues to strive in many countries, including some developed countries though child marriages are in violation to the rights of young girls and endangering their health and social well-being. The young brides are often victims of poor, uneducated and cultural issues. It is a known fact that child brides are most prevalent in poverty stricken countries which is the key reason for forced marriages due to parental pressure to provide for the family. These countries</p>

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	<p>belong to a society that has strict observance of sociocultural norms that impact parental decisions on their young daughters marrying adult partners. The sociocultural norms are often rooted in upholding patriarchy values. The controlling factor of upholding patriarchy and societal belief are influential aspects that girls are valued less over boys that related to their neglect in basic education, as well as her rights to control over her sexuality in forced female mutilation. In India, girls are treated as a property, an economic resource, where there is monetary exchange to be gain to a financially burdened family. The implications of young girls marrying adult man have devastating consequences in childhood trauma. As soon as the girls are set for marrying, their access to education and economic freedom may be impeded or totally deprived. Child brides may be as young as below 15 years old faces with partners appallingly above 50 years old and therefore are in subjected to sexual and domestic subservience. Physical and sexual violence are prevalent in marriages involving children and older partners. There are no efforts to shield the girls from abusive husbands. Complaints have In some communities with the society's approval, clerics defy legal restrictions on the legal age of marriage where 18 years old in international laws to be legal. Because of the young age, girls will dramatically face short and long-term physical health problems. These girls face higher risks of injury and death when the girls are physically underdeveloped to handle sexual encounters. And, early pregnancy also accounts for significant risks in 0-1-year-old infant deaths born to mothers below the age of 18 (UNICEF, 2016) and a common child birthing deaths for young mothers. The paper is a review literature on child brides marrying adult partners, specifically to understand the forces behind parental decision that result in the correlation of the long term social and psychological implications associated with child marriages.</p> <p>Keywords: child marriages; child brides; patriarchy; societal beliefs; economic resources; trauma; adolescent pregnancy; childbirth; infant and maternal mortality.</p>
 <p>Israel Joseph R. Soberano GICICSSH1703057</p>	<p><b>Gay Man or Transwoman: A Metaethical Discourse on Their Lived Experiences</b></p> <p>Israel Joseph R. Soberano PhD in Philosophy student De La Salle University, Manila, Philippines</p> <p><b>Abstract</b></p> <p>This paper focuses on the moral aspects to the life of any gay man residing in the Philippines. When a discourse about them is made, it is quite inevitable not to deal with issues like the growing number of HIV cases in the country, their unorthodox life choices and the perceived immorality of their actions. But in spite of the criticisms that are hurled against them, we have progressed with regard to how they are treated. In 2013, GMA network aired, My Husband's Lover. Prior to its showing, nobody really dared to dwell on such an issue at least in the mainstream media. As a result, people learn to have a more profound understanding of the members of the LGBTQ community.</p> <p>In this paper, I will inquire about the lived experiences of gay men and even transgender women. There are some people who tend to display their natural contempt for the members of LGBTQ. There are also some people who are a bit welcoming because generally speaking, the members of this group are tolerated but not their actions. After that, I would like to show that the principles of meta-ethics can be applied to the discourse on gender and homosexuality.</p>



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**The Life of Police Captain Valeriano Salazar Abanador**

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**ABSTRACT**

Much has been said about the Balangiga incident during the Filipino-American War where it is considered by some as the greatest defeat of the Americans during that era of conflict in the Philippines. The Americans would call it the Balangiga Massacre, Filipinos would call it the Balangiga Encounter, while in this paper, it will be referred to as the Balangiga Attack. Some national historians attribute such success to Gen. Vicente Lukban and Col. Eugenio Daza. However, the reality is, the Balangiga Attack was designed and primarily executed by a native of Balangiga itself who happened to be the Chief of Police in the area. He was Police Captain Valeriano Salazar Abanador.

Apoy Vale as what he is fondly called by his family and peers was a quiet but brave person. As described by eyewitnesses, he was never a quarrelsome type of individual. In fact, as chief of police, he was a model of peace and friendship in his town that even when he already advancing in age chaos was one of his primary dislikes.

The Balangiga Attack was not only his major contribution to the country's colorful history as he was a public servant in his hometown, hence a handful of contributions are attributable to him.

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**AQUINAS AND UTANG NA LOOB**

**Sheldon Ives G. Agaton, Ph.D.**  
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**Abstract**

Utang na Loob is one of the values that is admirable among Filipinos. This particular practice brings out the sense of gratitude towards one another who has shown love, assistance and generosity. Gratitude is a virtue and the practice of it creates a wonderful character on the person – a character exemplary enough that others might want to look up to.

This value is however imperfect. It is susceptible to abuse and misuse among Filipinos themselves. The establishment of it on a person might be an opportunity of the other to ask for something which is not in congruence with law, morals and prudence so to speak. But because of its pressing issue, the indebted person may be trapped and coerced in making decisions which is against his will but nonetheless commits the act out of Utang na Loob.

St. Thomas Aquinas notions of Intellect and Will will be the guiding philosophy that will be injected to the notion of Utang na Loob. This Thomistic philosophy will scrutinize and regulate man's practice of Utang na Loob so that the latter will no longer be subject to misconception and malpractice among people especially Filipinos. Their convergence and divergence will eventually create a model which will result into better decision-making on the part of the human person despite presence of Utang na Loob.




 <p><b>Dennis M. Bautista</b> GICICSSH1703060</p>	<p style="text-align: center;"><b>BAYANIHAN: A Case Study in a Barangay in Tanauan Leyte</b></p> <p style="text-align: center;"><b>Dennis M. Bautista, M.A.T.</b> Leyte Normal University, Tacloban City, Philippines 6500</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Man by nature is a social being and was created to co-exist with others. Beings cannot afford to live by themselves because their existence depends on other being. The nature of all being is to be with others that is why they need to live in a community. Community life involves many things that may include, voluntary, reciprocal and communal work. This tradition is commonly called it in the Philippines as “bayanihan”. This study conducted in a rural area of Leyte, Philippines would revitalize this Filipino value among its local inhabitants. The idea of helping another person appears to be automatic on the part of the Filipinos themselves especially in times of great need. They still practice and keep the said tradition alive even in a time when technology is starting to change some aspects man’s life.</p> <p><b>Keywords:</b> Filipino Values, Bayanihan, Voluntary Assistance, Reciprocity, Communal Work</p>
<p><b>Maorong Jiang</b> GICICSSH1703061</p>	<p style="text-align: center;"><b>Political Philosophy on China’s Hong Kong Position: A Case Study of Social Science Autopsy</b></p> <p style="text-align: center;"><b>Maorong Jiang, PhD</b> Associate Professor Political Science, Creighton University, Omaha, NE, USA</p> <p style="text-align: center;"><b>Abstract</b></p> <p>With the last few years, Beijing has shown in effect, troubling signs of unwillingness to fully abide by its international commitments in matters such as the political autonomy of Hong Kong. In spite of widespread protests against the ruling in Hong Kong and elsewhere, the Chinese government has continued to weaken its previous commitment to the One Country Two Systems (OCTS) model. The ramifications of China’s loss of its credibility are numerous and complex, affecting not only relations with Taiwan but also other areas. What is behind the political philosophy on China’s Hong Kong Position? This research project aims to make the Hong Kong issue a social science case study autopsy to further investigate two questions. First, what role does economic growth play in the shaping and evolution of the PRC’s OCTS policies? Second, if there is a relationship between China’s economic growth and peace-making with Hong Kong, what impact might this have on China’s future as an emerging world power in the 21th century? This is of particular concern given the ongoing question of China-Taiwan reunification and the emergence of the Trans-Pacific Partnership (TPP) from among China’s competitors around the Pacific Rim. How OCTS is implemented today, and how those policies evolve, along with economic factors, will have significant effects on China’s credibility in the Asia-Pacific region and beyond.</p>
<p><b>Dilfraz Singh</b> GICICSSH1703062</p>	<p style="text-align: center;"><b>An Empirical Analysis Of India's Merchandise Trade Relations With UAE</b></p> <p style="text-align: center;"><b>Dilfraz Singh</b> Assistant Professor, Lovely Professional University, Punjab, India</p> <p style="text-align: center;"><b>Monalisa Singh</b></p>


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	<p style="text-align: center;"><b>Doctoral Candidate, Charles Sturt University, Australia</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>India and UAE are the two significant emerging economies of the world with strong history of tenderness. After liberalization both have finished hasty progress. The bilateral trade between the countries has absolutely influence on the economic setting of world trade. The trade relation between India and UAE is developing its own incentive and enthusiasm. UAE's share in Indian exports and Imports increased from 4.41 per cent and 3.39 per cent in 2001 to 2015 to 9.71 per cent and 6.45 per cent in 2013-14 respectively. During the period of 2000-01 to 2013-14, the real growth rates of Indian exports to and imports from UAE grew at sophisticated rate than its overall exports and imports. The biological relations between India and UAE turned to be decent one, which absolutely affected their trade relations. The trade between these two enormous economies has been identified as the most functional and trustworthy gadget, in recognizing the impact on the dynamism of the global economy and its vibrant growth speed. It is in this perspective of their fluctuating enactment; the present study makes an effort to appraise that how the mutual trade between the two countries becomes as a tool in escalating their corporation for their joint compensations in the coming time.</p> <p><b>Keywords: India, Merchandise Trade, UAE, complementarity.</b></p>
<p><b>Mansooreh Rahmani</b> <b>GICICSSH1703065</b></p>	<p style="text-align: center;">A study on self-reported shyness and self-esteem in bilingual and monolingual students in Gorgan, Iran</p> <p style="text-align: center;"><b>Mansooreh Rahmani</b> Young Researchers and Elite Club, Gorgan Branch, Islamic Azad University, Gorgan, Iran</p> <p style="text-align: center;"><b>Bahram Bakhtiari Saeed</b> Department of Psychology, Gorgan Branch, Islamic Azad University, Gorgan, Iran</p> <p style="text-align: center;"><b>Behzad Khormali</b> Department of Psychology, Gorgan Branch, Islamic Azad University, Gorgan, Iran</p> <p style="text-align: center;"><b>Elham Moghasem</b> Department of Psychology, Azadshahr Branch, Islamic Azad University, Azadshahr, Iran</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The present study aimed at comparing self-reported shyness and self-esteem between monolingual and bilingual students as well as boys and girls in each group. Also, the present study determined the correlation between these variables in both monolingual and bilingual students. For this aim, 300 Kazakh (150 girls and 150 boys) and 300 Persian (150 girls and 150 boys) students were randomly selected from fifth-grade elementary school students of Gorgan, Iran. All the Kazakh students could speak Persian language without any problem. Self-reported shyness and self-esteem of the participants were determined via the Persian-version of the Children's Shyness Questionnaire (CSQ) and the Rosenberg Self-Esteem Scale (RSES), respectively. The results of independent</p>

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	<p>samples t-tests showed that there were no significant differences in self-reported shyness and self-esteem between boys and girls in both monolingual and bilingual groups (<math>p&gt;0.05</math>), whereas there were significant differences in self-reported shyness and self-esteem between Kazakh and Persian students (<math>p&lt;0.05</math>). Furthermore, the results of Pearson' correlation coefficient analysis revealed that self-reported shyness was significantly and negatively correlated with self-esteem in both groups (<math>p&lt;0.05</math>). It is concluded that social and/or lexical issues could explain higher level of shyness and lower self-esteem in bilingual minority students.</p> <p><b>Keywords:</b> self-reported shyness, self-esteem, Kazakh, Persian.</p>
<p><b>Muhammad Naveed</b> GICICSSH1703067</p>	<p style="text-align: center;"><b>Drone Strikes and Stock Market Behavior</b></p> <p style="text-align: center;"><b>Muhammad Naveed</b> Bahria University Islamabad, Department of Management Sciences, Pakistan</p> <p style="text-align: center;"><b>Osman Bin Saif</b> Bahria University Islamabad, Department of Management Sciences, Pakistan</p> <p style="text-align: center;"><b>Prof. Dr. Hafiz Mushtaq Ahmad</b> Bahria University Islamabad, Department of Management Sciences, Pakistan</p> <p style="text-align: center;"><b>Abstract</b></p> <p><b>Purpose:</b> This study aims to examine the effect of drone strikes (counter – terrorism) on stock returns. The sample of the study consist of pro-active drone strikes, performed by the US forces against terrorist operating in Pakistan, with significant media coverage, including leading international channels.</p> <p><b>Design/Methodology/Approach:</b> The study use event methodology to determine the impact of each drone strike on the Pakistani equity market. The theoretical underpinning of the study is provided by the recent behavioral finance literature on stock market anomalies in the formation of asset pricing and investor's decision making.</p> <p><b>Findings:</b> On average the findings of the study exhibit a statistically significant positive equity market reaction to prominent successful drone strikes. The initial market response of most drone strike remains negative and then revives according to the event specific characteristics and expected ramification.</p> <p><b>Originality:</b> Unlike the various previous studies expounded in literature on terror effects, this is the first study to examine the market reaction to prominent drone strikes as counter-terrorism operations.</p> <p><b>Keywords:</b> Drone Strikes, Event Study, PSX-100 index, Counter terrorism</p>
 <p><b>Gabriella Buttarazzi</b> GICICSSH1703069</p>	<p style="text-align: center;"><b>Studying The Self in Society: International Communications as a Self-Reflexive Discipline</b></p> <p style="text-align: center;"><b>Gabriella Buttarazzi</b> University of Nottingham Ningbo China, School of Education</p> <p style="text-align: center;"><b>Abstract</b></p> <p><b>International Communications (IC)</b> is a broad discipline, bearing great similarity to sociology and media related disciplines. Much of the material delivered the IC programme at the University of Nottingham Ningbo China (UNNC) positions the individual's relationship with society and culture at the heart of academic inquiry. Without undergoing a process of critical first-person inquiry, university</p>

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	<p>students may only engage superficially with the material presented.</p> <p>In order to better understand the concepts and theories which frame the academic discourses in IC, self-reflexive pedagogical approaches to encouraging students to engage with the material are by now, considered highly conducive to learning. These self-reflexive pedagogical approaches, although challenging for teachers to adopt due to their personal nature, can be adopted with caution in a number of ways through lectures, seminars and different forms of assessment. Self-reflexive pedagogical approaches include writing reflectively, maintaining learning logs, selecting and justifying topics for written assignments to their teachers that demonstrates their personal interest, examining real-world examples and case studies for exemplification and clarification, integrating mindfulness tasks for understanding challenging, deep-rooted issues in some of the contentious and sensitive topics covered, such as taste cultures, gender, sexualities, race, censorship, and freedom of speech.</p> <p><b>Keywords:</b> Higher Education Pedagogy (HEP), Higher Education, Education Research, The Self, Society, Culture, Self-reflexivity, Self-reflexive Pedagogical Approaches, International Communications, University Disciplines, Social Science Research, Teaching and Learning.</p>
 <p style="text-align: center;"><b>Yuni Syeila</b> GICICSSH1703070</p>	<p style="text-align: center;"><b>Indonesia's Ship Sinking Policy: an Analytical Approach</b></p> <p style="text-align: center;"><b>Yuni Syeila</b> Universitas Islam Indonesia</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This paper aims to identify several factors behind the implementation of Indonesia's ship sinking policy over foreign illegal fishing in the fishery territory of Indonesia. Illegal fishing practices which are conducted by Foreign fisherman in Indonesia has been occurring for years, as consequences it has been implicating to financial loss and threaten the sustainability of marine biota in Indonesia. In line with Jokowi's National development policy called as "Wawasan Maritim" which is based on maritime principle, and the purposed to establish Indonesia as world's maritime center, This program is prompted by the government of President Joko Widodo in 2014. In which is formulated as law enforcement in order to conserve Indonesia's natural resource and National sovereignty. Therefore, to determine the factors driving the rationale behind this policy, the concept of Policy Making by William D. Coplin and Charles W. Kegley will be used through three indicators. First, Domestic Politics that is encouraged by political parties or actors with certain interest. Second, Military Capacity Alliance reflected by the lack of control in term of maritime border of Indonesia by the security authority. Third, the International Context that is aligned with international maritime law.</p> <p><b>Keywords :</b> Governance, Sovereignty</p>
<p style="text-align: center;"><b>King Evangelista</b> GICICSSH1703078</p>	<p style="text-align: center;"><b>Beyond Life and Death: An Inquiry on the Lives of Philippine Army Doctors</b></p> <p style="text-align: center;"><b>Evangelista, K.</b> Manila Science High School, Philippines</p> <p style="text-align: center;"><b>Laurente, H.</b> Manila Science High School, Philippines</p> <p style="text-align: center;"><b>Superable, D.</b></p>

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	<p style="text-align: center;"><b>Manila Science High School, Philippines</b></p> <p style="text-align: center;"><b>Romualdo, J.</b>  <b>Manila Science High School, Philippines</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>The Military is a historical institution, dating back to ancient times, that strives to protect and care for the well-being of a nation and its interests. Ever since the advent of the Industrial Age, technology and science have rapidly advanced for the betterment of society. Thus, institutions such as the Military have to conform to these changes and develop new strategies that will aid them in fulfilling their role as the guardians of peace and integrity. In this academic endeavor, the researchers studied one such result brought about by these conformities, the Army Doctor. The study focused on the lived experiences of army doctors based on the circumstances that they encounter in and out of the field. The use of qualitative means, particularly the utilization of the phenomenological approach as the method of the study, provided the researchers a means of expediting valuable data from the key participants. An in- depth interview was conducted on three Army Doctors of different ranks who work for either the Army General Hospital or the Armed Forces of the Philippines Medical Center. The data gathered was transcribed and analyzed wherein the similarities and differences of the responses were elucidated on. A diagram was created, epitomized by the themes and meanings that were made by the researchers. The results of this endeavor were used to construct a better understanding of the lives of Philippine Army Doctors, which can act as a spring board for future researches in line with this field and a means to publicize the importance of the roles of Army Doctors in the Philippines.</p> <p><b>Key words: Lived Experiences, Army Doctors, Qualitative, PhenomenologyA</b></p>
<p><b>Dr. Ranida Pingmoung</b>  <b>GICICSSH1703083</b></p>	<p style="text-align: center;"><b>Integration of Community Forest Management of Ban Rongborn, Phan District, Chiangrai Province, Thailand</b></p> <p style="text-align: center;"><b>Dr. Ranida Pingmoung</b>  <b>School of Social Sciences, Chiang Rai Rajabhat University, 80 Moo 9</b>  <b>Phaholyothin Road, Ban doo, Muang District, Chiang Rai Province, 57100,</b>  <b>Thailand</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>The objective of this research was to study the integration of community forest management of Ban Rongborn, Phan District, Chiangrai Province, Thailand. The study was conducted and collected data with community leaders and involved organizations. The research instruments were observation, in-depth interview, and focus group. The study was found that the condition of the forest was changed to be the combination of Deciduous Dipterocarp forest and Mixed Deciduous forest. Besides, there were more Dendrocalamus membranaceus in the forest. The community depended on taking advantage of the forest, both direct and indirect by using as food, herb and ritual use as well as natural resource learning. The integration of community forest management was a combination of traditional culture and belief management and application management learned from various parties associated with changes in social contexts.</p> <p><b>Key words : Management, Integration, Community Forest</b></p>
<p><b>Supara Tiwong</b></p>	<p><b>Recipes and Nutritional Value for Local Food of Ethnic Groups in Wawee Sub-</b></p>

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<p><b>GICICSSH1703084</b></p>	<p style="text-align: center;">district Community, Mae Suai District, Chiang Rai Province, Thailand</p> <p style="text-align: center;"><b>Supara Tiwong</b>  <b>Professor, Home Economics Program, School of Social Sciences, Chiang Rai Rajabhat University Thailand</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>The objective of this research was to study Recipes and Nutritional Value Local Food of Ethnic Groups in Wawee Sub-district Community, Mae Suai District, and Chiang Rai Province, Thailand. And to develop healthy ethnic food recipe, and to upgrade healthy ethnic food of Wawee Sub-district Community, Mae Suai District, Chiang Rai Province, Thailand. The research design underpinned qualitative approach. The population was 7 ethnic food specialists including Akha, Lahu, Lisu, Pga K'nyau, Mien, Yunnan Chinese, and Tai Yai in Wawee Sub-district, Mae Suai District, Chiang Rai Province Thailand. The instruments were interview form, satisfaction evaluation form, and observation form. The data was analyzed by using descriptive research, frequency and percentage. This research Recipes of local food among 7 ethnic groups on 64 ethnic food as follows, Cooking methods included currying, steaming, and grilling. Organic vegetables planted within the house compound or plants in the nature surrounding of the community area based its season were collected for cooking. This showed the means to exploit their local wisdoms for acquiring food sources without paying many expenses on buying. Condiments were seasoning power and salt. Favored delicious food. Food preservation was pickling for year-long food availability. They held indigenous knowledge on herbs for cooking which inherited from their ancestors. Foods indicated the relationship with spirit and fortune telling. These held vital roles in the ways of life of the community and they illustrated the identity of being ethnic group. Nutritional values on 64 ethnic food items provided the average energy of 451.72 Kilocalories per meal with proportion of carbohydrates, protein and fat at 60, 15 and 25 percent respectively. Important minerals and vitamins were calcium, vitamin A, potassium and B1 vitamin. These food items were a balance menu for adults on moderate heavy job. Development of healthy ethnic recipes was proposed by adding meat and local herbal vegetables for better nutrition dishes.  <b>Keywords: Recipes, Nutritional value, Local food of ethnic groups,</b></p>
<p><b>Gaudencio M. Dimaano</b>  <b>GICICSSH1703085</b></p>	<p style="text-align: center;"><b>Uses of ICT in Improving Summative Assessment Results</b></p> <p style="text-align: center;"><b>Gaudencio M. Dimaano</b>  <b>Department of Education, District of Bay, Laguna, Philippines</b></p> <p style="text-align: center;"><b>Marissa A. Carandang</b>  <b>Department of Education, District of Bay, Laguna, Philippines</b></p> <p style="text-align: center;"><b>Jonathan M. Delos Santos</b>  <b>Department of Education, District of Bay, Laguna, Philippines</b></p> <p style="text-align: center;"><b>April C. Barrera</b>  <b>Department of Education, District of Bay, Laguna, Philippines</b></p> <p style="text-align: center;"><b>Dina S. Pangga</b>  <b>Department of Education, District of Bay, Laguna, Philippines</b></p>

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	<p style="text-align: center;"><b>Abstract</b></p> <p>This action research sought to determine the effect of integrating ICT in improving the summative assessment results. Teacher-made test was utilized with 15 item questions about understanding and knowledge skills of grade 11 students. The research finding shows that there were mean average scores of 6 and 10 in the formative and summative test results, respectively. Hence, there were general average standard deviation of 1.69 in the formative assessment and 1.97 in the summative assessments, separately. Likewise, it was hypothetically stated that there are significant differences between mean and standard deviation on both formative and summative assessments results after the using the ICT. The researcher recommends the following; The Integration of ICT must be strengthened in all subjects to further improve the summative assessment results. The school should provide the senior high school an Information and Communication Technology (ICT) to empower the pedagogical strategies among their teachers. Finally, the researcher recommended for a more relevant research about students and teacher's skills and attitudes towards ICT integration in their respective classroom in the schools in the District of Bay.</p> <p><b>Keywords:</b> uses of ICT, formative assessment and summative assessment</p>
<p><b>Dr. Bajrangi Yadav</b> GICICSSH1703086</p>	<p style="text-align: center;"><b>Understanding Of Human Psychology, Relations And Changing Beliefs Of Values Systems And Attitude</b></p> <p style="text-align: center;"><b>Dr. Bajrangi Yadav</b> Assistant Professor of Psychology, Department of Psychology, K.N.I.P.S.S., Sultanpur (U.P.), India Ex. Research Investigator, Indian Council of Social Science Research (ICSSR), Ministry of HRD, New Delhi, Govt. of India</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The aim of this study was to observe the human psychology, relationship and changing beliefs and values systems. 400 Intermediate School Teachers (200 Male and 200 Female) from Ayodhya, Faizabad and Sultanpur city of Uttar Pradesh were randomly selected to participate in the study. Female teachers who have shown strong understanding of human psychology and relationships scored higher a various dimensions of changing beliefs and values systems as compared to their counterpart.</p> <p><b>Key Words:</b> Human Psychology, relationships, changing beliefs, values systems.</p>
<p><b>Nakarín Namjaidee</b> GICICSSH1703087</p>	<p style="text-align: center;"><b>Overseas Chinese group role. In Muang District, Chiang Rai province. After the 1895</b></p> <p style="text-align: center;"><b>Mr. Nakarin Namjaidee</b> School of social sciences, Chiang Rai Rajabhat University, Chiang Rai, Thailand</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This study is a qualitative research using methods of local historical research By studying local papers exploring investment areas ,in-depth interviews in Chinese leaders of Chiang Rai, the spiritual leader of religious beliefs.To collect the data. History of important events, important landmarks Describe the makeup of the conceptual linkages. Important role of overseas Chinese groups with local history. Development and changes of Chiang Rai after 1855 onwards.</p> <p>The study found that the overseas Chinese immigrant in Chiang Rai province and</p>

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	<p>consists of 5 groups are Teochew ,Guangdong, Hokkien, Hakka and Hainan, by Hakka group is the largest group Divided into 3 Chinese immigrant wave is squirrel 1 King Rama v- King Rama vi 1851- 1868 ,Squirrel 2 nd after the open The railway Lampang province 1916. Squirrel 3 World War II Later immigrants arriving in Chiang Rai, important role on the economic, social, cultural and political aspects of local.An important extension, such as Ongasuwan, Chongsuthotnamni, Tiyapairach, etc.</p> <p>Overseas Chinese groups deemed to be one group that has key role in the expansion of Chiang Rai until the present.The study of local history is a tools aware local of the historical culture, to the conservation-conscious and tenacious cultural resource.</p>
<p><b>Jamaree Prasunin</b> GICICSSH1703088</p>	<p style="text-align: center;"><b>Empowering Elderly Leader : A Case of Dong Mada Community, Maelao District, Chiang Rai Province, THAILAND</b></p> <p style="text-align: center;"><b>Jamaree Prasunin</b> Social Development at School of social Sciences, Chiang Rai Rajabhat University, Thailand</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This study aimed to research: 1) well-being in living of elders; 2) potential of elderly leaders; and 3) community empowerment for developing the well-being of elderly people in Dong Mada Sub-district, Maelao District, Chiang Rai Province. The sample group was 384 elderly people in Dong Mada Sub-district. Academic research using mix methods, quantitative and qualitative, was adopted to collect data with questionnaire, interviews, and community forum in the community of Dong Mada Sub-district, Maelao District, Chiang Rai Province.</p> <p>The results of this research found as follows. The aspects of well-being in elderly: average score of absolutely living levels were good physical health with 4.62 points (full score was 5 points) by giving the importance to eat a healthy diet. Leaders and potential corresponding to the concepts of self-reliance of the community, it revealed that the potential to develop the elderly side on self-reliance in technology was the most with 4.50 points, and to empower leaders' potential in developing health of elderly people and oriented leadership in the community representing respectively. In order to create immune to change and capacity building in person, well-being by a good quality of life for all four sides included Health, Mental, Social, and Intellectual.</p> <p><b>Key words : Empowering Elderly Leader, Well-being, Empowerment</b></p>
<p><b>Pimsub Pimpisut</b> GICICSSH1703089</p>	<p style="text-align: center;"><b>The value of food culture. "Kanomjeen-numjaew" cultural capital for tourism in Chiang Saen and wiang Chiang Saen district municipality. Chiang Rai.</b></p> <p style="text-align: center;"><b>Pimsub Pimpisut</b> School of Social Sciences, Chiang Rai Rajabhat University, Chiang Rai, Thailand</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This article is a part of the studies in the development of the social capital of the Tambon wiang Chiang Saen To a special area for sustainable tourism of the municipal community, tumbol wiang Chiang Saen. Chiang Saen district Chiang Rai. From A group of local restaurants in wiang Chiang Saen. And a group of housewives wiang Nua. wiang Chiang Saen, Chiang Saen district Chiang Rai. By means of interviews and group discussions The study found that: The local cuisine at Chiang Saen is "Kanomjeen-numjaew" a totally awesome soup noodles, which local people can adapt to local food becomes simplified recipes nowadays. To</p>

	<p>develop, as part of the identity of Chiang Saen's residents. Is 1) is part of the "Khan-Toke" to wicker food tray welcome visitors and 2) Kanomjeen 3 soup which include Kanomjeen Num-ya , Kanomjeen Num-Ngiaw and Kanomjeen Num-jaew .Where is the social capital in the economy and the strengthening of sustainable tourism of the municipality, wiang Chiang Saen Chiang Saen district Chiang Rai.</p> <p><b>Keywords:</b> Kanomjeen Num-jaew ,The sustainable tourism</p>
<p><b>Noppachai Fongissara</b> GICICSSH1703090</p>	<p style="text-align: center;"><b>Problems and Impacts on Multicultural Ethnic Societies in the Special Economic Border Zone, Mae Sai District, Chiang Rai Province</b></p> <p style="text-align: center;"><b>Noppachai Fongissara</b> Lecturer at School of Social Sciences, Chiang Rai Rajabhat University, Thailand</p> <p style="text-align: center;"><b>Sasipat Mekara</b> Lecturer at School of Social Sciences, Chiang Rai Rajabhat University, Thailand</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The research objectives include 1. Investigating problems and impacts happening in different multicultural ethnic societies in the special economic border zone, Mae Sai District, Chiang Rai Province and 2. Studying possible solutions according to the problems and the impacts found among these ethnic societies. In order to achieve the purposes of this study, the research employs mixed methods research which covers three types of data collection tools: a questionnaire, a semi structural interview and participatory observation with the research participants residing in Mae Sai District, Chiang Rai Province. The findings reveal that there are four main problems which affect the uneasiness of these ethnic societies. The first problem refers to the ambiguous and unclear explanations presented by the SEZ policy makers to the local ethnic people. The second problem refers to the inter-cultural communication competence between SEZ representatives and the local ethnic people. The local ethnic leaders lack competence in Central Thai communication and the SEZ lack competence in ethnic cultures. Thirdly, the problem of employment is made difficult because of poor policies concerning fair employment between local residence and illegal immigrants. Lastly, there are environmental problems concerning road expansion, building construction and water resource management infringing on ethnic cultural lands. According to these four problems, participants felt frustrated and confused about offering solutions. Most agree that there is a need for better communication between the ethnic groups and SEZ policy makers. They also agree that better inter-cultural communication competence is vital in providing for better understanding between the participating parties. They emphatically say that clear and fair laws by the government should be used concerning employment in the SEZ. Finally, there should be discussions and meetings with the local ethnic groups prior to construction of roads, building of buildings and encroachment into cultural lands.</p> <p><b>Keywords:</b> special economic zones, multicultural society, ethnic groups, and Mae Sai district</p>
<p><b>Sasiphat Mekara</b> GICICSSH1703091</p>	<p style="text-align: center;"><b>Adaptation of Semi-Urbanization Change in Rural Community: A case study of Dong Mada municipality, Mae Lao District, Chiang Rai province</b></p> <p style="text-align: center;"><b>Sasiphat Mekara</b> Lecturer Social Sciences, Chiang Rai Rajabhat University, Thailand</p>

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	<p style="text-align: center;"><b>Noppachai Fongissara</b> Lecturer Social Sciences, Chiang Rai Rajabhat University, Thailand</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This research aims to study urban context and development of urbanization in Tambon Dong Mada and the adaptation performance of the community in the semi-urban semi-rural society in Dong Mada area. The instrumental analysis uses the concept of urbanization process and theories of adaptation. The sample was purposively selected from population of 15 villages of Municipality Dong Mada and the target group for data collection is consisted of local leaders, government and the involved organizations.</p> <p>The result of the study indicated that way of life of the people in the community are simple , peaceful and followed practices of the religious belief, as majority are Buddhists and earned a living from farming. After having a development policy passed down from a central administration, the entering of current major development come into the area and had influenced social organization and cultural systems. The pattern of urbanization has been an influential factor in Dong Mada area concurrent with the government development policies. This policy is clearly visible and it may be divided into two main issues. The first issue is the evidence that community had received one million Baht per village policy, derived from village and urban community fund, this policy began with government populist policies. The second issue is the entering form of contact farming. On the issue of the adaptation performance of the communities found a positive impact that people have a better life and increasing educational opportunity. The community had increased an employment and able to apply new technology in conjunction with education development. However, the negative impact found adversely affected to individuals that modern technology has made traditional agriculture began disappeared. However, an adaptive approach of the new generation that the technology should be used in an appropriate manner that the combination of an applied modern technology to integrate into traditional adaptation of rural construct for appropriate management.</p>
<p style="text-align: center;"><b>Natthiya</b> Watthanasirisat GICICSSH1703092</p>	<p style="text-align: center;"><b>Food security and Community Development Policy</b></p> <p style="text-align: center;"><b>Natthiya Watthanasirisat</b> Affiliation: Social Science, Chaingrai Rajabhat University, Chaingrai, Thailand</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This paper focused on the community food security and reliance on natural resources in the district Wawi, Mae Suai, Chiang Rai, Thailand where 8 ethnic groups; Yunnan Chinese, Karen, Akha, Lisu, Tai Yai, Mien, Lahu and northern Thai people are living. This qualitative paper used food security theory and community development policy, Thai government's management policy on the hill tribe. Semi-structured interviews and observation methodology was used in this paper.</p> <p>This paper will present about community development policy started in 1992 and the impact of Thai government's management towards the hill tribe at the Wawi area. After they moved from China, Myanmar and northern Thailand into Wawi area, their livelihood was depending on three things such as forest products, tea farming, and other crops. They brought some crop seeds with them (eggplant, onion, sesame, and varieties of other vegetable seeds) from the area where they moved from. They used traditional farming methods for example, ethnic Lahu's</p>

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	<p>“Cha-Kue”, the ritual dance that performed before start farming. Their livelihood was depended only the natural recourses available around their area before Thai government’s community development policy 1992. After the utilizing the community development policy, the ethnic in Wawi can access easily into the modern market system and the government has encouraged them to plant crops to meet market demand. They are allowed to plant the crops in some limited area, the nation park. The impact of the community development policy is that the ethnic hill tribes in Wawi are restricted to access the natural resources in the forest now a day.</p>
<p><b>Dr. Leahc. Navarro</b> GICICSSH1703093</p>	<p style="text-align: center;"><b>Technology Integration Using Outcome Based Education Approach In Teaching Introductory Physics</b></p> <p style="text-align: center;"><b>Dr. Leahc. Navarro</b> Cavite State University- Naic, Bucana, Naic, Cavite, Philippines</p> <p style="text-align: center;"><b>ABSTRACT</b></p> <p>The study was focused on determining the effectiveness of an outcome-based education approach for technology integration in teaching introductory physics among second year BSIT/BSCS students of Cavite State University enrolled in six (6) chosen campuses during the second semester of school year 2014-2015. Through Purposive sampling and census method three hundred fifty nine (359) students and eight (8) instructors were used as participants respectively. The researcher used Quasi-experimental research design. Seven (7) instruments were employed in the study. Three hypotheses were tested at <math>p &lt; 0.05</math> level of significance using t-test independent mean, standard deviation, percentage and Analysis of Co-Variance(ANCOVA).The result suggests that the technology integration intervention used for physics instruction utilized by the experimental group was effective in improving the students’ test scores. Results revealed the rejection of three null hypotheses tested thus, development of learning plans employing Technology Integrated Strategy (TIS) using outcome based education approach is highly recommended to actively involve the students in the teaching-learning process. The study conducted was limited in determining the effectiveness of TIS in teaching physics, therefore it is recommended to replicate the study in other discipline and the instrument crafted by the researcher may be used by other institution in promoting technology integrated lesson presentations. Administrators are highly encouraged to initiate the conduct of workshop about the use of TIS on various disciplines through continuing education program. <b>Key words: Technology Integrated Strategy (TIS), Students’ Achievement.</b></p>
<p><b>Malee Muakkul</b> GICICSSH1703094</p>	<p style="text-align: center;"><b>Transferring technology on standard quality for crispy cassava’s To obtain FDA certification</b></p> <p style="text-align: center;"><b>Assistant Profssor Malee Muakkul</b> Local Products Research Development Centre, School of Sociences, Chiang Rai Rajabhat University, Thailand</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Based on the research and development (R&amp;D), the purposes of this study, entitled” Upgrading Sob Rouk Village’s Crispy Cassava Production”, aimed to transfer good hygienic practice-based food processing served for the effective food management of crispy cassava producers living in Sob Rouk village, Chiang Saen District, Chiang Rai Province, and counseling services and good manufacturing</p>

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	<p>practice -based (GMP) food examination issued of the 193rd Public Health Ministry, as well as to upgrade the processing of crispy cassava production labeled with its Food and Drug Administration.</p> <p>The findings of the study were as follows:</p> <p>The management of technological transferring on food production organized by crispy cassava's Sam Liam Thong Kham community directly affected not only padaga-flavored crispy cassava production that have been officially certified by the Food and Drug Administration with the Food Act of Thailand Ref. No. 57-2-04442-2-0004, but also coconut-favored crispy cassava production with the Food Act of Thailand Ref. No. 57-2-04442-2-0005 and are being processed by Chiang Rai Provincial Public Health Office with GMP manufacturer. As a result, their crispy cassava was officially selected as the 2010 four-class OTOP award, and the producers' annual profits dramatically increase 20 % of crispy cassava production.</p>
<p>Md. Shamsuddoha GICICSSH1703095</p>	<p><b>Refugees In India During The Liberation War Of Bangladesh And Human Rights: A Historical Analysis</b></p> <p>Md. Shamsuddoha Lecturer, Bangladesh Studies, BRAC Institute of Languages, BRAC University, 66, Mohakhali, Dhaka-1212, Bangladesh</p> <p><b>Abstract</b></p> <p>In 1947, British India was divided into two countries based on the majority of religion which gave the birth of independent India and Pakistan. As East Bengal (Bangladesh) had a Muslim majority, it joined with Pakistan even being 1400 miles aloof from West Pakistan. Eventually this distance was covered by India. Soon, this geographical barrier turned into a fatal disunity which was multiplied by many other born deformities existed between two wings of Pakistan in terms of Language, culture, tradition and moreover by elitist arrogance of West Pakistani leaders. Instead of breezing these gaps Pakistani leaders increased the dissatisfaction in East Pakistan by denying popular demands. This reflected in the election of 1970 where East Pakistani political party Awami League got a landslide victory not only in the Provincial Assembly of East Pakistan but also in the National Assembly of Pakistan. Surprisingly, instead of showing respect to the mandate of the people by handing over the power to the elected leader Bongobondhu Sheikh Mujibur Rahman, West Pakistani leaders started procrastinating and killing unarmed Bengali people through launching "Operation Search Light" in the midnight of 25th March, 1971. The magnitude of the massacre was so high that thousands of people died in the first few days and approximately 10 million people fled from Bangladesh crossing the border and took shelter in India as refugees leaving their home, jobs, and all other means of living .UNHCR described it as the highest number of refugees in the short time after the 2nd World War. These refugees sheltered mainly in West Bengal, Bihar, Assam, Tripura and Meghalaya. India also hosted this huge number of refugees cordially and helped them in many ways. But the number was so high that being a developing country it was not easy for India to treat them with all they needed for solvent living. Even only giving shelter was not a mere contribution from Indian side because it at least helped these massive number of people to be spared from becoming victim of genocide committed by West Pakistani soldiers in the then East Pakistan. There were also some international supports to help refugees but all these could not fully stop the sufferings and the death pole in the refugee</p>

	<p>camps. Hence, this paper is an attempt to explore the ruthless condition of refugees sheltered in India from Bangladesh in 1971. The humanitarian role played by India to deal with refugees will also be highlighted and analyzed from historical perspective.</p> <p><b>Keywords:</b> human rights, international support, liberation war of Bangladesh, role of India, refugee</p>
 <p style="text-align: center;"><b>Sufi Amin</b> GICICSSH1703097</p>	<p style="text-align: center;"><b>Integrating Peace Education in Pre-Service Teachers Training Programs In Pakistan</b></p> <p style="text-align: center;"><b>Sufi Amin</b> PhD Scholar, International Islamic University Islamabad, Pakistan</p> <p style="text-align: center;"><b>Prof. Dr. N. B. Jumani</b> Dean Faculty of Social Sciences, International Islamic University Islamabad, Pakistan</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Peace Education is one of the emerging developments of the 21th century in teachers training programs in all over the world. Most of the countries integrates peace education in their teachers training programs. The key purpose of peace education in teacher training is to develop the skills, attitudes and knowledge of prospective teachers. The key purpose of the current study was to examine the integration of peace education in pre-service teachers training programs in Pakistan. The key objectives of the current research were: (1) to examine the perception of teacher’s educators regarding peace education in teachers training programs in Pakistan. (2) To examine the perception of prospective teacher’s regarding peace education in teachers training programs in Pakistan. (3) To suggest ways of integrating peace education in pre-service teachers training programs in Pakistan. It was a quantitative research as well as the nature of the study was survey type. The population of the current study was five universities of Islamabad, Pakistan. 55 teacher educators and 255 prospective teachers were randomly selected for current study. Questionnaires were used as a research tools. The data were analyzed by the help of SPSS (Version, 20). A modern Statistical method e.g percentage, frequency and Mean Score was used for data analysis and interpretation. Result was obtained in the form of tables.</p> <p><b>Key Words:</b> Integrating, Peace Education, Pre-Service Teachers Training Programs, Skills</p>
<p style="text-align: center;"><b>Keishalyn Caye R. Balano</b> GICICSSH1703098</p>	<p style="text-align: center;"><b>Memorable Moral Messages and Moral Position among Filipino Collegiate Students</b></p> <p style="text-align: center;"><b>Keishalyn Caye R. Balano</b> Polytechnic University of the Philippines, Manila, Philippines</p> <p style="text-align: center;"><b>Jaycelle Mae C. Tabilin</b> Polytechnic University of the Philippines, Manila, Philippines</p> <p style="text-align: center;"><b>Mary Anne Janet R. Mellendo</b> Polytechnic University of the Philippines, Manila, Philippines</p> <p style="text-align: center;"><b>Dr. Racidon P. Bernarte</b> Polytechnic University of the Philippines, Manila, Philippines</p>

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	<p style="text-align: center;"><b>Abstract</b></p> <p>Moral development plays an important role in shaping life decisions including moral positions. Different moral positions are results of individual perspectives of right and wrong. In Kohlberg's Moral Development theory, parents/guardians are considered to be the primary responsible for teaching children of what is good and bad. However, as part of child's growth, moral maturity occurs. Given this mental change, this study focused on the primary source of memorable moral messages received by 395 collegiate students and the relationship of these messages to their moral position. Moral position was weighted based on five moral issues namely abortion, homosexuality, premarital sex, substance abuse, and teenage pregnancy while, moral messages are categorically labelled into five moral domains which are relational ethics, self-honouring behaviour, honesty/fraudulence, harmful acts and respecting higher authority. Through survey method, it was found that great majority of the respondents received moral messages from their mothers. And interestingly, findings also show that there are only few moral messages parallel to the moral position of the respondents. Thus, there is no significant relationship between memorable moral messages and moral position of the respondents. This leads to possibilities that other agents can be the source of the moral position of students. Further study that scopes effect of other agents that may have greater effect to students' moral belief is encourage.</p> <p><b>Keywords:</b> moral messages, moral position, moral issues, memorable, moral development</p>
<p><b>Lelar Treeaekanukul</b> <b>GICICSSH1703099</b></p>	<p style="text-align: center;"><b>Community Capital Management for Supporting Sustainable Tourism of Special Zone in Wiang Chiang Saen Municipality Community, Chiang Saen District, Chiang Rai Province</b></p> <p style="text-align: center;"><b>Mrs. Lelar Treeaekanukul</b> <b>Assistant Professor Dr., Lecturer at School of Social Sciences, Chiang Rai Rajabhat University, Chiang Rai Province, Thailand</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>This research aimed to study community capitals, knowledge management, community capitals systematizing, awareness rising in worthiness of community capitals, analysis and development of community capitals for Supporting Sustainable Tourism of Special Zone in Wiang Chiang Saen Municipality Community, Chiang Saen District, Chiang Rai Province. The research was done in mix methodology: the qualitative methods by field observation, focus group discussion of local wisdom, the representatives from government and non-government institutions, and in-depth interview of key informants totally 40 persons. The quantitative method was done by collecting the data from activities arrangement for raise awareness in worthiness of community capitals with 15 students from Rajaprajanugroh 15 (Wiangkao-saenpuwittayaprasat) and 21 students from Chiangsaen Wittayakom School totally 36 students.</p> <p>The results of the study revealed that the potential of Chiang Saen Municipality Community as natural area where was rich of histories, narrative legends, ancient ruins and antiques. Furthermore, the local wisdoms were intelligent in works and various locality products. Moreover, there were five strength community capitals supporting Chiang Saen Municipality Community to be the sustainable tourism area, such as, histories, foods, traditions and cultures, handicrafts, music, and art</p>

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	<p>dancing. If these capitals were clearly visible, they could be value-added and income-increased for people in the community. The important factors to push sustainable tourism was making children and youths who would acquire, take care and develop Chiang Saen Municipality Community in the future to be conscious in self-esteem and self-acceptance, and to be raised awareness, known status and their roles so that they would be proud of the community capitals and accompany with conservation and development for Supporting Sustainable Tourism of Special Zone in Wiang Chiang Saen Municipality Community. Keywords : Community Capital, Community Capital Management, Sustainable Tourism of Special Zone</p>
<p><b>Ho, David Wai Lun</b> GICICSSH1703100</p>	<p style="text-align: center;"><b>Social class and its latest development: Hong Kong experience</b></p> <p style="text-align: center;"><b>Ho, David Wai Lun</b> Teaching Fellow, Department of General Education, Technological and Higher Education Institute of Hong Kong</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Everybody is born into a social setting consisted of various elements including culture and language. Among all of the elements, social class has long been regarded as one of the most influential element on the road to success. For decades, there is a long-standing belief that that being a decent social class member is a crucial for success. The so-called decent often refers to upper class or middle class. Nevertheless, it seems that the number of young people who are not concerned about their membership among individuals of their class are increasing. What significant factors challenge our long standing belief and value and make young people to have a different perspective to their identification have become a hot topic. Orwell &amp; Hoggart (2001) raises a good point for the changes and demonstrates that class distinctions do not die; they merely learn new ways of expressing themselves. However, have we ever thought that we still have a need to understand what the factors to foster the dilapidation of class? The present study will have a brief discussion to the notion of social class and explore the possible reasons behind the alternative options of the current generation in their life-course. <b>Keyword: Hong Kong, Middle Class, Social Class</b></p>
<p><b>Aminu Habibu</b> GICICSSH1703101</p>	<p style="text-align: center;"><b>Management of Private Collection of Selected Islamic Scholars in Kano Metropolis</b></p> <p style="text-align: center;"><b>Aminu Habibu</b> University Library, Bayero University, Kano</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The study investigates the nature of the collection of Islamic scholars in Kano metropolis and how they are manages in terms of resources generation, organization, preservation, and access. The study also investigates the challenges faced by the Islamic scholars in the management of their collections, and the strategies to put in place to address the challenges. Purposive sampling was used in which the leaders of the three major Islamic sects in Kano namely: Tijjaniyya, Qadiriyya and Izala were selected as the respondents for the study based on the size of their collection, approachability, and leadership position. Personal interview and observation was used as the instruments for data collection. The</p>

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	<p>result shows that, the collections of the Islamic scholars contain both printed and non-printed materials. The resources are generated through purchases, inheritance, gift/donations, exchange and self-authorship. The organization of the collection is based on the subject content of the materials. The collections were housed in separate rooms with proper care and handling. The users are family members, trusted friends and disciples. The major challenges associated with the management of their collections are lack of involvement of the Government and librarians in providing assistance and professional advice to the Islamic scholars on modern methods of managing libraries. The strategies to address the problems include seeking advice from professional librarians; liaise with libraries documentation centers for advice and training on basic routines of library services, employments of librarians and acquisition of modern library facilities for proper care and utilization of their collections.</p> <p><b>Keywords: Islamic Scholars, Private Collection, Management</b></p>
<p><b>Mohamad Idham Hj. Md Razak</b>  <b>GICICSSH1703102</b></p>	<p style="text-align: center;"><b>Career Driver Among Undergraduates In Universiti Teknologi Mara, Melaka Branch</b></p> <p style="text-align: center;"><b>Mohamad Idham Hj. Md Razak</b>  <b>Lecturer in Economics, Melaka, Malaysia</b></p> <p style="text-align: center;"><b>Mohd Masrizat Abdul Latif</b>  <b>Senior Lecturer in Accounting, Melaka, Malaysia</b></p> <p style="text-align: center;"><b>Associate Professor Sabariah Mahat</b>  <b>Senior Lecturer in Business Management, Melaka, Malaysia</b></p> <p style="text-align: center;"><b>Asliza Mohd Yusof</b>  <b>Senior Lecturer in Tourism Management, Melaka, Malaysia</b></p> <p style="text-align: center;"><b>Zahara Ramli</b>  <b>Senior Lecturer in Arts and Design, Melaka Malaysia</b></p> <p style="text-align: center;"><b>Wan Muhammad Zulkifli Wan Ahmad</b>  <b>Lecturer in Arts and Design, Melaka, Malaysia</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Presently, there are limited studies done in Malaysia that look on career drivers that drive the undergraduates in choosing their career and study on the factors that influence the drivers. Demographic factors such as gender, parental occupational status, cultures, educational background and ethnicity may influence the undergraduates in determine their career drivers. Therefore, the present study are trying to fill the gap by perform research on career drivers for the selected respondents; undergraduates in Universiti Teknologi MARA, Melaka Branch based on different demographic variables thus able to contribute to the body of knowledge and the real practice.</p> <p><b>Keywords: gender, parental occupational status, cultures, educational background, ethnicity</b></p>
<p><b>Dr Drew Cottle</b>  <b>GICICSSH1703103</b></p>	<p style="text-align: center;"><b>The Role of Political parties in NEPAL'S PEACE building process</b></p> <p style="text-align: center;"><b>Dr Drew Cottle</b>  <b>Western Sydney University, Australia</b></p>

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	<p style="text-align: center;"><b>Mr Sunil Thapa</b> Western Sydney University, Australia</p> <p style="text-align: center;"><b>Abstract</b></p> <p>After ten years of civil war in Nepal (1996 - 2006) the combatant forces brokered the Comprehensive Peace Accord (CPA). The war had ended but peace was never established and Nepal's political economy remains weak and barely functioning. The CPA has been inoperative because of power struggles of the numerous parliamentary political parties in the post-insurgency Nepalese governments. The political parties see no use for the CPA in these power struggles. Their sole and continuing objective is to secure political power. The causes of and the problems created by the civil war have been ignored in the power struggles of the parliamentary parties. The peace process in Nepal is now paralysed. The political parties have ignored, avoided, isolated and derailed the peace building process in Nepal. This paper analyses the political reality the paralysed peace process in Nepal. It also examines how the activities of political parties have deliberately failed to bring the process of peace building to Nepal. And finally, it proposes practical peace building measures by which peace building could occur in Nepal which would bypass the power struggles of the political parties in Nepal. <b>Keywords:</b> achievements, failures, paralysing, personal interests, democratic activities</p>
<p><b>Akshat Kumar Singh</b> GICICSSH1703104</p>	<p style="text-align: center;"><b>A Modern Concept of Integrated Development: Sustainable Model Based on Direct Application of Technical Research to Rural Areas Applying Demand-Driven Initiatives</b></p> <p style="text-align: center;"><b>Prince Kumar</b> Indian Institute of Technology Roorkee, Roorkee - Haridwar Highway, Uttarakhand, India</p> <p style="text-align: center;"><b>Akshat Kumar Singh</b> Indian Institute of Technology Roorkee, Roorkee - Haridwar Highway, Uttarakhand, India</p> <p style="text-align: center;"><b>Abstract</b></p> <p>'Unnat Bharat Abhiyan' (UBA) is a project initiated by the Ministry of Human Resource Development (MHRD), Government of India. Under the aegis of UBA, IIT Roorkee has adopted five villages namely, Beladi-Salhapur, Chharba, Chandpur, Meerpur and Mohand. UBA aims to achieve demand driven sustainable development through technical intervention. Our mission can be conceptualized as a movement to enable processes that connect institutes of higher education with local communities to address the development challenges of rural India through participatory processes and appropriate technologies for accelerating sustainable growth. UBA model helps the research community to directly understand the needs of the people and then drive the research work directly for the benefits of people. It also acts as a facilitator for effective implementation of government policies at ground level. UBA follows a tactical action plan: identifying and comprehending the problem, resource mapping and creating a database, ideating the technical solution, integrating the efforts of stakeholders, and finally implementing the solution.</p>

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	<p>UBA also aims to sensitize students of IIT Roorkee with rural ethos and develop a sense of social responsibility amongst them.</p> <p>UBA IIT Roorkee has worked in different areas of development. Information &amp; Communication Technology (ICT) initiative focuses on promoting computer education among kids. Several researches have been implemented at ground level, including self-cleaning Bio Lavatories, River Bed Filtration System and Bio Sand Filter for better utilization of river water. Biogas Plants and ‘Unnat Chulha’ (efficient firewood stove) have been installed, reducing emissions of greenhouse gasses. LED lights were distributed through Corporate social responsibility (CSR) on a large scale. Several initiatives have been launched to prevent degradation of crops caused by monkeys, wild boars and other wild animals. Health Camps, Career Counselling Camps and various Awareness Camps have also been organized for the welfare of villagers.</p> <p><b>Keywords:</b> UBA, Unnat Chulha, CSR, ICT</p>
<p><b>Catherine Gaile C. Bansag</b>  <b>GICICSSH1703106</b></p>	<p style="text-align: center;"><b>The Correlation between Sexual Satisfaction and Length of Relationship among Elderly Lesbians</b></p> <p style="text-align: center;"><b>Catherine Gaile C. Bansag</b>  <b>De La Salle University – Dasmariñas</b></p> <p style="text-align: center;"><b>Lyka Angelique Q. Maluya</b>  <b>De La Salle University – Dasmariñas</b></p> <p style="text-align: center;"><b>Aidellyn C. Parejas</b>  <b>De La Salle University – Dasmariñas</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>It is often assumed that sexual satisfaction “dries up with age.” In particular, Stein (2016) proposed that seniors lose interest in sex or are expected to be asexual with age. Interestingly, however, a Swedish research in 2015 stated to the contrary that sexual satisfaction of old age people increases over time. In views of this conflicting evidence, this research on sexual satisfaction conducted but with a very unique sample, i.e. elderly lesbians. Using a correlational design involving 51 elderly lesbians sought first, to describe the length of relationship of elderly lesbians, to characterize the level of sexual satisfaction of elderly lesbians and to determine possible relationship between these two variables. Results show that there is no significant relationship between Sexual Satisfaction and Length of Relationship among Elderly Lesbians.</p> <p><b>Keywords-</b>sexual satisfaction, length of relationship, elderly lesbians, sexual response cycle, Sternberg’s Theory of Love</p>
<p><b>Ebru Canan-Sokullu</b>  <b>GICICSSH1703107</b></p>	<p style="text-align: center;"><b>Teaching Politics In Turkey: Diversification Of Approaches And Methods</b></p> <p style="text-align: center;"><b>Ebru Canan-Sokullu</b>  <b>Bahçeşehir University, İstanbul-Turkey</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>This paper will explore into the contemporary approaches and methods of teaching politics in Turkey. History of Politics and International Relations teaching in Turkey over five decades have shown us that the transition from classical hierarchical model of teaching to in-class democratic setting at higher education institutions was very slow until the 2000s when the private foundation</p>

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	<p>universities opened up. Since then the didactic approaches and methods have diversified at a rapid pace. This paper focusing on the post-2000s period will analyses this shift with specific reference to the use of technology (i.e. simulation, gamification and e-learning), methods to deal with difficulties particularly in teaching theory and methods to the students of politics and international relations in Turkish higher education institutions. The data will come from curriculum data, student survey and case studies of simulation, digital games specifically adopted in courses examined for the purpose of the paper collected between 2010 and 2014.</p> <p><b>Keywords: politics, teaching, digitalization, e-learning, method</b></p>
<p><b>Ricardo S. Ruiz</b> GICICSSH1703108</p>	<p style="text-align: center;"><b>Critical Success Factors In Management Of Ecotourism Sites In The Province Of Rizal, Philippines</b></p> <p style="text-align: center;"><b>Ricardo S. Ruiz</b> Centro Escolar University, Manila, Philippines</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Globally, Ecotourism is a known trend in the tourism sector nowadays in all corners of the world. A lot of research journals and articles about critical success factors have been made in all sectors in different industries (including ecotourism), discussing the accomplishment of the sector in their country and/or the locality especially on their practices. However, none of these articles discussed as to the success factors of ecotourism sites on how these places influenced the tourist and the sector in terms of awareness in supporting of the aims of ecotourism particularly here in the Philippines. Hence, this is one of the objectives of the author: To identify the critical success factors of ecotourism sites in Rizal province in terms of policy implementation and site management.</p> <p>The study used two different research methods: Qualitative and Quantitative Research and was conducted in selected ecotourism sites in the province of Rizal, Philippines based on these variables: policy implementation and site management. These variables helped the author determine the information needed in getting its success factors. Results of the study showed that all ecotourism sites are following the policies set by the national government based on NIPAS Act of 2008. However, in site management, results showed that ecotourism sites that is governed by local government are more successful compared to sites governed by national government due to quick dissemination of policies to be implemented which makes it as a success factor for the ecotourism site. Another result show that LGU members and business enterprises showed that they are better oriented on the policies and management practices of the sites compared to local residents and non-government organizations as they are the ones who directly implement and follow such laws.</p> <p><b>Keywords: Ecotourism; Critical Success Factors; Ecotourism Sites, Policy Implementation; Site Management</b></p>
 <p><b>CHERRY C. FAVOR</b></p>	<p style="text-align: center;"><b>Implication of Classroom Climate and Gender Role in the Academic Performance of Secondary Laboratory High School</b></p> <p style="text-align: center;"><b>CHERRY C. FAVOR, Sc. D.</b> Southern Luzon State University Judge Guillermo Eleazar , Philippines</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This study focuses on the effect of classroom climate that includes students'</p>

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<b>GICICSSH1703109</b>	<p>perception on school surroundings, students' behavior in carrying out their task as student, teachers' attitude in doing their roles and students involvement for school activities. A descriptive survey method was used to measure the effect of classroom climate in the academic performance of the respondents. Gathered data are analyzed and presented in tabular and textual form. Pearson Product Moment Coefficient Correlation (PPMCC) or the <math>r</math> – value analysis were used to show the significant relationship between the student academic performance and their perception on their classroom climate. And t- test was used to measure the significant differences on the respondent's perception of classroom climate.</p> <p>The Result reveals that Classroom condition has no effect on the respondents' academics performance in Grade 7, Grade 9 and Grade 10 that performed very satisfactory while Grade 8 students performed satisfactory on their academic performance. More so, the results shows that there no significant differences in male and female perception of classroom climate.</p>
<b>Selin Sert Sutcu</b> <b>GICICSSH1703114</b>	<p style="text-align: center;"><b>Extreme Performance In Turkish Law</b></p> <p style="text-align: center;"><b>Selin Sert Sutcu</b> Faculty of law,Akdeniz University, Antalya, Turkey</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Over-performance is a new regulation introduced in the Turkish debts law. In the event that a contract is concluded with this arrangement and the debt is not executed due to an event which is not anticipated by the parties and is not anticipated, it may be requested by the judge to arrange the contract according to the new conditions. This article will be applied especially in terms of foreign currency debts</p>
<b>Mehri Yasami</b> <b>GICICSSH1703115</b>	<p style="text-align: center;"><b>Homestay Tourism: From The Distant Past Up To Present</b></p> <p style="text-align: center;"><b>Mehri Yasami</b> Faculty of Economic and Mangement, university Putra Malaysia, Kuala Lumpur, Malaysia</p> <p style="text-align: center;"><b>Khairil Wahidin Bin Awang</b> Faculty of Economic and Management, university Putra Malaysia, Kuala Lumpur, Malaysia</p> <p style="text-align: center;"><b>Kenny Teoh</b> Faculty of Economic and Management, university Putra Malaysia, Kuala Lumpur, Malaysia</p> <p style="text-align: center;"><b>Abstract</b></p> <p>While homestay tourism as an effective catalyst for socio-economic development in the rural areas has been widely discussed in the tourism literature, very few studies have investigated the historic roots and evolutionary path of homestay. This study conducted a thorough review of homestay history in order to explain what factor gave rise to the homestay tourism and what significant forces in the modern society have shaped the contemporary homestay tourism. This paper shows that the business of homestay, from its earliest days as in the past shares the characteristics of the homestay tourism as we know it today. It also acknowledges how homestay tourism has evolved through societies' religious beliefs, financial incentives, nobles' hunger for novel cultural experience,</p>

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	<p>environmental awareness, enhanced demands for solitude, poverty reduction, and sustainable tourism development over centuries. Furthermore, it clarifies that the modern tourists consider homestay as an alternative lodging experience to the normal chain hotels due to its capability in creating a short relaxing break in a homelike atmosphere allowing them to experience host culture and pristine nature in more authentic way.</p> <p><b>Keywords:</b> Community- based tourism approach, Homestay tourism, Local community</p>
<p style="text-align: center;"><b>Puja Singh</b>  <b>GICICSSH1703116</b></p>	<p style="text-align: center;"><b>A Study of the Relationship Between Entrepreneurial Orientation and Enterprise Performance with Women’s Empowerment as a Mediator</b></p> <p style="text-align: center;"><b>Puja Singh</b>  <b>Master’s in Business Administration, Panyapiwat Institute of Management</b>  <b>Bangkok, Thailand</b></p> <p style="text-align: center;"><b>Sumit Sharma</b>  <b>Master’s in Business Administration, Assumption University, Bangkok, Thailand</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Entrepreneurship focused projects and enterprises have been at the heart of women’s development work for quite some time now. Kiva, Acumen Fund, BRAC and many other organizations have based much of their work on the providing access to and promoting entrepreneurial ventures focused on women and their work. It is important to determine the efficacy and efficiency of this sector of entrepreneurship to improve process and outcomes. This research builds into this need to understand the relationship between the entrepreneurship orientation and personal and social empowerment of the primary managers of these enterprises, the women entrepreneurs.</p> <p>This study takes two conceptual frameworks and combines them to build a unique conceptual framework for this particular sub-sector of entrepreneurship. This study posits women’s empowerment as a contributing factor in the relationship between entrepreneurial orientation and enterprise performance and measures the mediating effect of women’s empowerment in the relationship. The sample data for the research is collected from the women members of a cooperative farming enterprise from Nawalparasi District of Nepal. The methodology used to examine this relationship is Structural Equational Modeling. After a preliminary Exploratory Factor Analysis was performed in the data collected, the data was added to the conceptual framework model for a Confirmatory Factor Analysis. The model fit was ensured with all fit indicators under accepted standards. The result showed some significant relations and some insignificant relationships.</p> <p>The research concludes that the theoretically implied role of women’s empowerment in entrepreneurial empowerment of women in rural businesses can be empirically proven. This has wide spread implications in the work done is such frameworks by government and non-government institutions. Such studies done for individual project areas and entrepreneurial ventures will lead to a better understanding of the impact of these indicators on the success of the project and achieving better impact in the livelihoods of women concerned.</p> <p><b>Keywords:</b> Entrepreneurship, Women’s Empowerment, Women’s Entrepreneurship</p>
<p><b>Xianthe Diana F. Gomez</b></p>	<p style="text-align: center;"><b>A House is Not A Home: A Study on the Relationships of Filipino Children in</b></p>

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<p>GICICSSH1703117</p>	<p><b>Conflict with the Law with their Attachment Figures</b></p> <p><b>Hannah Luz G. Awitan</b></p> <p><b>Xianthe Diana F. Gomez</b> University of the Philippines</p> <p><b>Pia Isabela C. Marcelino</b> Jasmine G. Reginio</p> <p><b>Abstract</b></p> <p>The study aimed to investigate the relationship between children in conflict with the law (CICL) and their attachment figures by examining the kind of upbringing the children received, their present relationship with these attachment figures, the measures they recommended to involve their attachment figures in their intervention, and the coping mechanisms they employed inside the institution. Individual interviews were held with nine CICL (5 female, 4 male) and one child at risk (male). These interviews were transcribed and thematic analysis was used to identify overarching themes in the children's narratives. We found that the male participants were loosely monitored and raised by non-traditional families, and relied on external support systems as they were growing up, and had a gap between them and their parental figures in the present. Their recommendations involved getting more time and attention from others, and they coped inside the institution by turning to each other or to religion. The female participants were raised in warm, supportive, and stable homes, and were strongly attached to their families. Their recommendations centered around fulfilling their social and emotional needs, and they coped inside the institution by establishing support systems there. In general, CICL's upbringing affected their image of a family, and this image influenced their interactions with other people and the coping mechanisms they employed while inside the institution.</p> <p><b>Keywords:</b> CICL, parents, attachment figures, intervention</p>
 <p><b>Seyed Hadi Marjaie</b> GICICSSH1703118</p>	<p><b>Education and Higher Education in Persian-speaking Countries: A Comparative Study in Iran, Afghanistan and Tajikistan using some basic indicators</b></p> <p><b>Seyed Hadi Marjaie, PhD</b> Assistant Professor of Sociology, Department of Comparative Studies in Higher Education, Institute of Research and Planning in Higher Education (IRPHE), Tehran, IRAN</p> <p><b>Fahimeh Ahmadian Yazdi</b> PhD Candidate in Library and Information Science, University of Mysore, Mysore, India</p> <p><b>Abstract</b></p> <p>Development of Persian-speaking societies can be considered an important aim for the regional planning in West Asia. However, education is one of the most important engines of the sustainable development in the human societies that its monitoring is very important. Objective of this article is to investigate basic indicators in education and higher education in Iran, Afghanistan and Tajikistan using a comparative study approach. A closer look at the demographic features of three leading Persian-speaking Countries indicates that they, with about 120</p>

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	<p>million populations that about 60 million of them are under 24 years old, have great potentials in affecting the future of West Asia.</p> <p>Comparing the population pyramid of three reveals that Afghanistan, Tajikistan and Iran have 66, 56 and 41 percent of the population under 24 years old, respectively, and the age structural transition has opened far-reaching demographic window opportunity for the future development for Afghanistan and Tajikistan than Iran. About 36 million of these countries are in school age, and Afghanistan and in Iran have lowest and highest rates of enrollment in secondary schools and universities. Official Statistics indicate that in 2014 the government of Afghanistan, Tajikistan and Iran has been spent, respectively, 4.8, 4.02 and 2.95 percent of gross domestic product (GDP) in education which Afghanistan has been invested over Iran and Tajikistan. Percentage of the total educational budget out of total governmental resources for Tajikistan, Afghanistan and Iran, is 18.1, 18.4 and 19.67 percent, respectively. The literacy rate in Afghanistan with 38 percent is at the lowest level among Persian-speaking societies. Iran has first ranking among three Persian-speaking societies in terms of higher education infrastructure.</p> <p><b>Keywords:</b> Comparative Study in Education, Persian-speaking Countries, Indicators of education.</p>
 <p><b>Ms. Thittayawadee Intarangkul</b> GICICSSH1703119</p>	<p style="text-align: center;"><b>Health Promotion of the Elderly in Ban Kruat District, Buriram Province</b></p> <p style="text-align: center;"><b>Ms. Thittayawadee Intarangkul</b> Faculty of Nursing, Western University, Buriram Province, Buriram, Thailand</p> <p style="text-align: center;"><b>Abstract</b></p> <p>There is concern that the ageing of the population in Thailand will put unsustainable pressure on public spending, with particular concerns about rising health costs and the ability of the health system to serve the increasing numbers of older people needing care. Undoubtedly, ageing will present challenges to the health-care system given the larger number of older people, the fact that many health conditions and, associated disability become more common with age, and that older people are higher users of health services. This study analyses the key areas of challenge for the health system as it adapts to an ageing population. It then sets out ways Thailand's health system needs to adjust to meet the issue of an ageing population. Specifically, the purpose of the study was to study health promotion for the elderly in Ban Kruat District Buriram Province, Thailand. The study area is in Ban Lahansai, Tambon Hin Lad, Amphur Ban Kruad, Buriram Province. The methodology used in this study is qualitative research. The sample group is specifically selected, which consists of five elderly people aged more than 60 years old and 5 community leaders that reside in Ban LahanSai, TambonHin Lad, Amphur Ban Kruad, Buriram Province. The study uses Qualitative Methodology of Ethnographic, In-depth interview technique, note taking from focus group discussion and content analysis. This case study found that the current policies and practices of health promotion for the elderly in Thailand is not suitable for the elderly age group.</p> <p><b>Keywords:</b> Elderly, Health promotion</p>
<p><b>Mouliza Krithopher Donna Sweinstani</b> GICICSSH1703120</p>	<p style="text-align: center;"><b>Political Recruitment Of Chinese-Indonesian Women Candidate: Study On Pdi Perjuangan Recruitment In Nominating Chinese-Indonesian Woman Candidate In Semarang City Legislative Election 2014</b></p> <p style="text-align: center;"><b>Mouliza Krithopher Donna Sweinstani, M.IP</b></p>


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	<p>Department of Political Science, University of Indonesia, Jakarta, Indonesia</p> <p><b>Chusnul Mariyah, Ph.D</b> Department of Political Science, University of Indonesia, Jakarta, Indonesia</p> <p><b>Abstract</b></p> <p>This research aims to explain the dynamics of Chinese-Indonesian Women in their candidacy in local legislative elections 2014 seen from the political recruitment conducted by PDI Perjuangan, the only party that can seat Chinese women candidate in DPRD Semarang City. This study will provide a new perspective in the study of the activities of Chinese –Indonesian women in politics because it is not only sees them as voters, but also as candidates. This study will also provide a new perspective on the study of women's political recruitment because the authors add ethnic background variables to the women's candidates. Using qualitative methods by conducting in-depth interviews to PDI-Perjuangan elites in Semarang City and analyzing the result using political recruitment theory, based on Pippa Norris theory, Chinese-Indonesian Women's recruitment in PDI Perjuangan is based on party ideology that upholds diversity as well as the popular values and the role of the party elite as the gatekeeper that gives assessment of the resources offered by legislative candidates, where the decisive ones are the social resources, financial resources, and network resources. The author also found additional factors that Pippa Norris did not mention; those are cultural capital and relationships with male political elites. Besides, political recruitment conducted by PDI Perjuangan to Chinese-Indonesian Women Candidate was an open political recruitment, while usually it conducts the close mechanism one. Meanwhile, when viewed from the political recruitment typology according to Geddes, this recruitment is a kind of Immediate Survival that does not consider the competence of candidates and aims to foster good relations with the Chinese group in Semarang City. This recruitment is patronage and only takes into consideration to the candidate resources, especially financial and network resources (which is owned by the husband's candidates). Therefore, we can infer that the factors influencing the party recruiting Chinese-Indonesian Women in PDI Perjuangan Semarang are the political system of the country, the party's internal democracy, and the candidate's capitals including social capitals, network capitals, kinship with the elite, and one new capitals, culture, which are all supported by the candidate's financial capital.</p> <p><b>Keywords:</b> PDI-Perjuangan, Chinese-Indonesian Women Candidate, Semarang, Political Recruitment, Legislative Election</p>
 <p><b>Hamid Sarmadi</b> GICICSSH1703121</p>	<p><b>Globalization and its effects on democratic systems at authoritarian edge of Persian Gulf countries in outlook of Francis Fukuyama and Samuel Huntington theories</b></p> <p><b>Hamid Sarmadi</b> Ph.D of Ppolitical Science, Department of Politics and Law, Science and Research Branch Islamic Azad University, Tehran, Iran</p> <p><b>Mortaza Badri</b> Ph.D Student of Ppolitical Science, Department of Politics and Law, Science and Research Branch Islamic Azad University, Tehran, Iran</p> <p><b>Abstract</b></p>

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	<p>Terms formation like that globalization, world village, information era, lattice society and international common language indicate rising substantial changes in our peripheral circumstance. Today rate of life changes is very fast with widely range effect that intensifies modernity dynamics. Today we are in subject appearance of global industry communications, formation of transnational institutions, fade of political borders, structural and institutional similarity of societies, internationalization of local issues, increase of social interactions and communications bulk and other common global challenges. All of this changes realizable in globalization paradigm. This phenomenon with its increaser validation along with global language, realize unprecedented level of transnational and human communications. Globalization by this methods rescue little and vulnerable framework of societies from restrict of local features and combine them with big and national organizations along with social different backgrounds that has been agent of political, economic and cultural orders in global scale. According with process, even increased critical outlook of life, cultural arena of life alter to challenge sphere that with increasing of resistant forms, considered fundamental questions about social and cultural power ties. According to this process expect that in political dimension. Globalization facilitate with creation potential preparation prerequisite for many non-democratic Persian Gulf edge countries for reduction democracy like that extend of compare and political participation. Writers believe that foundation of democratic systems in globalization era that its main feature is extension of human communication by communication networks, strengthen democratization process and evaluate any political and social transform in this regions. In framework of Francis Fukuyama and Samuel Huntington theories should be said the democracy is inevitable fate for authoritarian Persian Gulf edge countries and Arab spring prelude of democratization and forth wave in non-democratic regions.</p> <p><b>Keywords:</b> Democratization – globalization - authoritarian edge of Persian Gulf countries - Francis Fukuyama and Samuel Huntington</p>
<p><b>Tridivesh Singh Maini</b> <b>GICICSSH1703122</b></p>	<p style="text-align: center;"><b>Trump's foreign policy and impact on South Asia</b></p> <p style="text-align: center;"><b>Tridivesh Singh Maini</b> Foreign Policy Analyst, Jindal School of International Affairs, OP Jindal Global University, Sonipat</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This paper will first provide an overview of some of Donald Trump's key steps in the context of ties with Japan, China, Korea and Iran. It will give an overview of some of the key takeaways from meetings with the Japanese PM, and Chinese President.</p> <p>Based on Trump's announcements on the US role in the Asia-Pacific, as well as relations with Iran the paper will then analyze the likely impact of US ties with South Asia, especially India. The paper will also examine Trump's approach towards Pakistan and Afghanistan. The thrust of the paper will be on strategic convergences between US and Japan, Korea and India, as well as the economic differences between the two. The paper will then analyze how the US will deal with both these issues and whether Trump is likely to be flexible not just in the strategic sphere, but economic sphere as well. The paper will also give examples of how Trump has moved away from some of the election announcements he had made.</p>



 <p><b>Joni Firmansyah</b> GICICSSH1703123</p>	<p style="text-align: center;"><b>Electability of Indonesian Celebrities Candidates on National Legislative Election in 2014</b></p> <p style="text-align: center;"><b>Joni Firmansyah &amp; Kamarudin, Department of Political Science, Faculty of Social and Political Science, University of Indonesia</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>The involvement of celebrities in politics is not new. Almost in every election, celebrity becomes a magnet for political parties, both as campaigners and as candidates. It is an interesting thing for political parties to involve celebrities in the elections because they have high exposure because their portions appear in the media and are known by the people much larger. So with the capital, celebrities are considered significant in boosting the vote of political parties.</p> <p>This research used qualitative approach methods and literature review. Methods of data collected were the process of depth interview and derived from the previous research literature.</p> <p>Some political parties make celebrities as a political capital that includes the popularity of capital, social capital and economic capital. In election 2014, the number of celebrities who participated in the election as many as 74 candidates, but the number of celebrity elected stagnant or the same as the previous election, only 20 candidates. Based on the political capital it has, celebrities have a tendency to be easily chosen. In this research, will be explained some of the reasons why celebrities can be selected and why celebrities are also not selected. For selected celebrities, they prepare elections very well, strategize, build a winning team and prepare work programs and real actions. While unelected celebrities, the absence of work programs, the absence of a strategy and only relying on the popularity and support of the party, are factors that make them fail in the election or not elected. The findings in this research reveal that popularity is not a guarantee a celebrity can be elected. Although they have political capital, but if they do not strategize well then they will lose in the election.</p> <p><b>Keywords:</b> Selection of Celebrity, Celebrity Politics, Indonesian Legislative Election 2014</p>
<p><b>Rury Uswatun Hasanah</b> GICICSSH1703124</p>	<p style="text-align: center;"><b>Political opportunities of labor movement in post-reform: a case study of the resistance movement of Indonesian railways workers union (spka) against pt. Kereta api (persero) in 2001-2005</b></p> <p style="text-align: center;"><b>Rury Uswatun Hasanah</b> Department of Political Science, University of Indonesia, Jakarta, Indonesia,</p> <p style="text-align: center;"><b>Meidi Kosandi</b> Department of Political Science, University of Indonesia, Jakarta, Indonesia,</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The momentum of freedom after the New Order regime was exploited by railway workers to establish the Indonesian Railways Workers Union (SPKA) on 13 September 1999. The existence of the SPKA became a place in voicing demands on the return of civil servant status and improving the welfare of employees. Based on the Minister of Transportation Decree Number 18/ Kp601 / Phb-1992 concerning Dismissal of Employees as Civil Servants of the Railway Service Company (PJKA), workers lose their rights as civil servants and switched status</p>



	<p>to employees of the Railway Public Corporation (Perumka). The Polemic of employment status became increasingly complicated and confusing when the company transformed its status into PT. KA (Persero). The status change initially gave a new hope to them because the company promised to improve their welfare. Unfortunately, existing conditions indicated that they received low salaries. This study aims to explain how the SPKA movement takes advantage of political opportunities in order to urge the government and PT. KA (Persero) to fulfill their demands. Using a documentary study and depth interview, this paper was built in descriptive-analytical way that helped the authors in explaining the political opportunities that were open after the Reformation. The author found four forms of political opportunities in this movement, namely the reorganization of SPKA, the openness of political access in Post-Reform, improving the business climate in Indonesia, and management problems of PT. KA (Persero). By exploiting these political opportunities, SPKA had more important bargaining position to the government and PT. KA (Persero) so that their demands were ultimately fulfilled. In addition, the author identified the pattern of SPKA resistance as organized and peaceful. The form of actions taken by SPKA is in the form of rallies, lobbying DPR, holding meetings with Directors of PT. KA (Persero), and strike plan.</p> <p><b>Keywords:</b> Labor movement, Political opportunities, Post-Reform, SPKA, and PT. KA (Persero)</p>
<p><b>Bustami Rahman</b>  <b>GICICSSH1703125</b></p>	<p style="text-align: center;"><b>INVOLUTION IN INDONESIAN CIVILIZATION: A Historical Review of Social and Political Behavior of Indonesian Society since Independence</b></p> <p style="text-align: center;"><b>Bustami Rahman</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>This paper begins with crucial inquiries about the process of Indonesian civilization growth: Why is Indonesian self-identity different from that of its neighboring nations? Did something wrong happen in its process of self-making? How exactly did this nation come into being in relation with the role of actors involved in that process? The questions above will be responded with hypothetical answers through a historical review of social and political behavior of Indonesian society since its independence. Indonesia's self-making process will be reviewed back from during the period of its independence to see how its civilization grew in comparison to other nations around it. Is it true that the revolution of independence had broken the links of this nation's civilization growth process, or is there another cause? Compared to its neighboring nations whose civilization growths are evolutionary, Indonesia's civilization growth is involutional and will not change anytime soon. This paper aims to analyze it in a hypothetical review. The implication of this paper is the suggestion for Indonesian nation to be alert to the potential continuation of conflicts that may perpetuate the involution process, which can hamper Indonesia's civilization growth.</p> <p><b>Keywords:</b> civilization, evolution, involution, social &amp; political behavior, self-identity, self-making.</p>
<p><b>Azizah Nurhidayah</b>  <b>GICICSSH1703126</b></p>	<p style="text-align: center;"><b>The Implementation Of Merauke Integrated Food And Energy Estate (Mifee) Policy: The Study Of Land Mapping By Indonesian National Land Agency 2010 - 2014</b></p> <p style="text-align: center;"><b>Azizah Nurhidayah</b>  <b>Department of Political Science, Universitas Indonesia, Jakarta, Indonesia</b></p>

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	<p style="text-align: center;"><b>Abstract</b></p> <p>This study aims at explaining the political dynamics in the implementation of the Merauke Integrated Food and Energy Estate (MIFEE) policy in 2010 - 2014 based on mapping of ulayat land by the National Land Agency .This topic is important to examine because land issues which related to development policies often occur since last decades, but the solution offered by the Indonesia government is still minimum. Therefore, it needs further research to get the solution on this land issues. The subject of this research is the National Land Agency as a state institution that has tasks related to land policy maker. One of the National Land Agency’s tasks is to conduct surveys, measurements and mapping in the field of land. Since this research focuses on the period of President Susilo Bambang Yudhoyono took office, the years of 2010-2014 was taken as the research period.</p> <p>The method used in this research is qualitative reserch by conducting in-depth interviews with the Head of the Indonesian National Land Agency and Deputy Chief of surveying, measuring and mapping, then analyzing the results by using the function theory of State by Miriam Budiardjo, which the state is an organization in which territory can legally enforce its power against all other classes of power and can set the goals of the common life. The researcher sees that the National Land Agency as the holder of power over the land has not been maximal yet in carrying out its duties. Since the mapping that has not been done yet, it leads to conflicts involving indigenous people who own ulayat land and investors. Then the researcher uses the implementation theory by Merilee S. Grindle to see the success of policy implementation that can be influenced by two big variables, namely content of policy and context of implementation. The reserach finding shows that in terms of the content of policy that the MIFEE project consists of target groups, the benefits received by the target groups, and the changes provided by this policy, but these contents was supported by minimal resources. While the context of implementation includes the power, interests and strategies owned by the actors involved in the implementation of policies, the characteristics of institutions and the regime in power, the compliance and responsiveness of the target group.</p> <p><b>Keywords:</b> policy implementation, MIFEE, National Land Agency, ulayat land</p>
 <p style="text-align: center;"><b>Aureli Lojo</b> GICICSSH1703127</p>	<p style="text-align: center;"><b>Chinese tourist experiences and local perceptions. The case of Barcelona (Spain)</b></p> <p style="text-align: center;"><b>Aureli Lojo</b> Autonomous University of Barcelona, Barcelona, Spain</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Chinese tourism has greatly expanded in recent decades and has recently arrived in Barcelona. Understanding these new tourists and their experiences is necessary to comprehend the emerging trends and respond to new opportunities. Tourism is an agent of economic growth for the city but requires balance in the relationship between tourists, residents, local attractions, and service companies. Chinese tourism in Barcelona is analysed from two data sources: the Chinese blogosphere, reflecting the tourist experience in Barcelona, and local press, reflecting local perceptions of Chinese tourists.</p> <p><b>Keywords:</b> Chinese tourism, Barcelona, urban tourism, emerging markets, tourists’ experiences.</p>
<p style="text-align: center;"><b>Sitwat Farooq</b></p>	<p style="text-align: center;"><b>Effects Of Cousin Marriages On Adverse Pregnancy Outcomes Among Women</b></p>

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<p>GICICSSH1703130</p>	<p><b>In Pakistan: A Secondary Analysis Of Data From The Pakistan Demographic And Health Survey 2012-13</b></p> <p>Sonia Omer, Sitwat Farooq Dept. of Social Work, University of the Punjab</p> <p>Sadia Jabeen Dept. of Sociology, Virtual University of Pakistan</p> <p><b>Abstract</b></p> <p>Preference for consanguineous marriages is significantly high in South Asian populations and Pakistan is no exception. Pakistan is one of the countries most prone to favour consanguineous marriages and has one of the highest rates of consanguineous marriages in the region. Current study conducted on this significant issue highlights the adverse effects of cousin marriages on maternal and child health. This study explores the effects of cousin marriages on adverse pregnancy outcomes, namely still births, abortions, miscarriages and termination. The study findings reveal that cousin marriages have severe impacts on maternal and child health. Rates of abortion, termination and still births are found to be higher among females having consanguineous marriages The data also showed limited access or permission to have consultation in consanguineous marriages as most of the respondents do not even fulfill the standard criteria of antenatal visits during pregnancy Such study concludes that in Pakistan, consanguinity not only contributes to the negative effects on maternal and child health but also reinforces adoption of past and outdated behavior patterns among the masses. Keywords: Consanguineous marriages, cousin marriage &amp; pregnancy outcomes, miscarriages, sociological indicators, consanguinity in South Asia</p>
<p>Cynthia Ayu Manggarani GICICSSH1703131</p>	<p><b>Trying to Buy a New Product: What Does Advertising Do Nowadays?</b></p> <p>Cynthia Ayu Manggarani, SE Master of Science in Management Faculty of Economics and Business Gadjah Mada</p> <p>Prof. Basu Swastha Dharmmesta, MBA Universitas Gadjah Mada</p> <p><b>Abstract</b></p> <p>This research is conducted based on marketers' concern about whether a new products offered by a company would be acceptable by its existing customer or not. These concerns arise since generally consumers are tend to doubt the quality of a new product which is unobvious. Despite the overabundant and saturating advertising in todays' market, this research tries to prove that advertising is still considered effective to strengthen consumers' intention to try a new product offered by a particular company. The most popular skin clinic in Indonesia named Natasha Skin Care is chosen to be the object of this research. The topic in this research is discussed based on Theory of Trying developed by Bagozzi and Warshaw (1990), a theory that is still quite under-researched compared to the previous theory explaining about human actions such as Theory of Planned Behavior. Samples are 550 customers of Natasha Skin Care who have or have been using Natasha products, other than the new hair products, for at least 6</p>

	<p>months. Results shows that customers would have the intention to buy the new product if only they have a strong motivation to achieve a particular goal, in this case, try to get a good hair. In fact, advertising also becomes the important determinant to strengthen consumers' attitude toward trying a new product offered by the company, and also strengthening their intention to try. Recommendations from the study are that the content of advertising should be emphasized on elevating consumers' willingness to achieve a particular goal, and convince them that the goal would be crucial for them in the future.</p> <p><b>Keywords:</b> theory of trying, advertising, intention, new product</p>
<p><b>Amrita Basu Roy Chowdhury</b> <b>GICICSSH1703132</b></p>	<p style="text-align: center;"><b>Mapping Gender Identities in Indian Print Advertisement, 1991-2010</b></p> <p style="text-align: center;"><b>Amrita Basu Roy Chowdhury</b> Senior Research Fellow, School of Women's Studies, Jadavpur University, India, Kolkata-700032</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Liberalization, along with globalization, ushered in new changes in every sphere of the Indian society - be it economic, social, political or cultural. The rapid economic growth, mingled with an expansion of the middle class and with the proliferation of the global culture, has led to the development of a rise in the culture of consumption. Leela Fernandes (2000) in her article 'Restructuring the New Middle Class in Liberalizing India' points out that the policies of economic liberalization commenced in the 1990s have produced a major debate on the role of the urban middle class in contemporary India. This debate was centered on the role of the urban middle class in the context of a culture of consumption which developed as newer commodities became available with the onset of liberalization. As researchers attempt to study and explain how mass communication affects our society, advertisements become a popular field for study. Although its messages may be short, they are often powerful, persuasive, and influential in shaping the attitude and the behaviour of the society at large. In Ogilvy on Advertising, where David Ogilvy (1985) writes about some major aspects of advertisements, he states that, advertisements are more of a medium of information rather than being just a source of mere entertainment or creativity. In Goffman's (1979) terms, advertising serves to define, or frame reality and thus the social impact of advertising cannot be overlooked. Advertising can also be defined as something paid for mass media communication, and a means of managing and controlling the consumer markets (Brierley 1995). It is clear that advertisers seem quite willing to exploit our gender identities in order to sell products. Consumerism fuelled by the economic growth of urban middle class through the 90s made it possible for Indian women to venture out and explore new career paths, such as working in media or call centres or in the medical transcription industry. Steve Derne in his seminal work 'The (limited) effect of cultural globalization in India: implications for cultural theory' (2005) has asserted that middle class Indian adopt a new sort of consumerism, demonstrate wealth and allow women's greater freedom of movement in public. Malini Bhattacharya in her essay 'Culture' has stated that the advertisements in the nineties highlight a remarkable increase in the "consumption oriented spending and a gradual but significant change towards targeting women as consumers to a large extent." (Bhattacharya, 2005: 104) There has been a shift in the stereotyping of the image of woman as represented in advertisements on television, in newspaper and so on. The form of 'femininity' as portrayed in advertisements underwent considerable changes with the</p>

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	<p>emergence of globalization and open market. Prior to 1990s, women were represented in advertisements either as daughter/housewife/mother or as the seductress. The image of the woman as a seductress remained unchanged with the advent of globalization. However, there were significant changes in the image of the woman as daughter/housewife/mother. Though mother/daughter/wife is in her stereotypical role, her appearance and the language of the text in which she appears is liberated from the typical stereotyping of the docile domesticity of the Indian society. This is very much evident in the image of ‘Whirlpool Lady’ who performs all the ‘tasks’ smoothly—from washing clothes to preparing ‘ice-magic’ item (washing machine ad: “Mummy Ka Magic Chalega Kya?”). In this advertisement the woman is an active housewife performing all her duties to fulfill the needs of the family members. But here we see her comfortable in jeans and short hair. To be a good housewife/ mother she does not need to put on saree or wear a bindi. But again question remains regarding the notion of ‘liberty’—is the notion measured simply in terms of use of attire by a woman?</p> <p><b>Area of Study:</b> The title of my paper indicates that this paper proposes to concentrate on the advertisements published in one of the Indian languages that is Bengali from 1991 to 2010. I have selected two mostly circulated Bengali newspapers (Ananda Bazaar Patrika and Bartaman) of each year as per reports of the Audit Bureau of Circulation (ABC) which ranks newspapers published in different languages every year. For this particular research paper, I will concentrate on the product advertisements of the above mentioned period.</p> <p><b>Objective of the Study:</b></p> <p>My objective is to explore how the gender identities and roles have been constructed/ changed in Bengali print advertisement during post-globalized era and to locate the change/ shift in the images.</p> <p><b>Methodology:</b> My study employs a descriptive qualitative content analysis. In one of its enunciations, qualitative content analysis differs from quantitative because it employs inductive, subjective, theory generating processes while quantitative research deals with processes that are deductive, objective, and theory testing (McNabb, 2002).</p> <p><b>Keywords:</b> Advertisement, Gender, Globalization, Middle Class, Patriarchy</p>
<p><b>Dr. Taksina Krairach</b>  <b>GICICSSH1703133</b></p>	<p style="text-align: center;"><b>Preservation and Support the Health Care Wisdom of The elderlies in Northeastern Thailand</b></p> <p style="text-align: center;"><b>Dr. Taksina Krairach</b>  <b>Faculty of Nursing, Western University Buriram Campus</b></p> <p style="text-align: center;"><b>Abstracts</b></p> <p>This research is a qualitative research. The purpose is to find the health care wisdom of the elderlies in northeastern Thailand, to develop the potential of teaching the wisdom of the elderlies in northeastern Thailand. The study area is Ban Pho Community, Mahasarakham Province. Ninety persons of informant groups are the elderlies with wisdom, students, teachers and the general public in the community. Collect data using participatory observation method, in-depth interview, group discussion and synthesis, analysis interpreted by inductive and interdisciplinary methods. The duration of research is one year.</p> <p>The result were found that the most elderly people have at least 1-2 health care wisdoms, such as wisdom in herbal for health care, local cuisine cooking and confectionery from vegetable and natural ingredients and without toxic and chemicals, traditional massage, folk music, folk games and folk dance. The</p>


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	<p>researcher developed the elderly the teaching skills, and led the elderly to transfer knowledge to their grandchildren at elementary schools and the community. After one academic year, the students began to see the value of the elderly different from the past, that they thought "old people are not worth much, they are just waiting to die," as well as have a better understanding about the value of folk wisdom than in the past that they were interested about only technologies and modern things, but now they have intention to preserve the wisdom and making it sustainable for the community.</p>
 <p>Wanitcha Sumanat GICICSSH1703143</p>	<p><b>Exploring Cultural Identities of Thai ESP Learners through Conflict Management Styles in Business Negotiation Letters</b></p> <p>Wanitcha Sumanat Department of Business English, Faculty of Business Administration, Rajamangala University of Technology, Phra Nakhon (RMUTP)</p> <p><b>ABSTRACT</b></p> <p>International negotiations are vital in today's business world; thus, Thai students have been taught and trained to write business negotiation letters in school to get themselves ready for the expanding global market. This research explores cultural identities of Thai learners of English for Specific Purpose (ESP) through their conflict management styles in the letters. The data are collected from the letters, composed by first-year students who had received more than six years of English education prior to the experiment. The data are analyzed, based on the Ting-Toomey's (2005) taxonomies of conflict styles. The results show that the subjects often use "avoiding conflict" style when negotiating with a foreign business counterpart along with "compromising/integrating" style. In addition, the subjects who are from high-context culture often use direct approach in written-language negotiations, which is contradictory to their nature. The results can have implications for L2 teachers in that they should take measures to familiarize their students with conflict management styles when negotiating with business counterparts from different cultural backgrounds and show them how to employ conflict management styles appropriately.</p> <p><b>Keywords:</b> Cultural Identities, English for Specific Purpose (ESP), Business Negotiation Letters, Cross-Cultural Communication, Conflict Management Styles</p>
 <p>Dr. Merissa Ocampo GICICSSH1703170</p>	<p><b>Perceived Anxiety of EFL Teachers and Learners of Grammar in a CALL Environment Classroom</b></p> <p>Merissa Ocampo Department Of Child Study, Faculty Of Children s Welfare, Fukushima Gakuen University, Japan</p> <p><b>Abstract</b></p> <p>This exploratory study is about the forgotten Foreign Language Anxiety of both EFL teachers and learners in a Computer Assisted Language Learning (CALL) environment. Many studies focused on the students' anxieties however many overlooked the possibility that teachers may also experience the feeling of anxiety, potentially harming foreign language teaching delivery. The result of this study revealed that teachers experienced a double impact of the intense feeling of anxiety and worries on how to cope up with teaching Grammar, Communication, and Reading with a combination of CALL gadgets in a CALL environment. While English learners did not have such impact on following the instructions on</p>

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	<p>how to use the gadgets as they were computer major. It only revealed that learners were deeply anxious about the sudden shift of using computer screen and whiteboard as one of the accumulated concerns. Keywords: Anxiety, CALL Environment, motivation, Family Environment Mode Approach (FEMA).</p> <hr/> <p><b>Japanese Students' Mindset and Motivation in Studying English Grammar and Reading</b> Merissa Braza Ocampo Fukushima Gakuen University, Japan</p> <p><b>Abstract</b> Understanding deeply the intrinsic and extrinsic types of the motivation of Japanese University students had shed an important light on their mindset and beliefs in learning English Grammar and Reading. The findings revealed that Japanese students' mindset were still more on fixed-mindset with a little growth mindset which indicates that they still needed to be motivated to be more pro-failures to succeed. Also, this study found out that 98% of the students were extrinsically motivated in learning English grammar and reading as they were included in their curriculum. Keywords: Mindset, Motivation, Intrinsic, extrinsic</p>
 <p><b>Joni Firmansyah</b> GICICSSH1703134</p>	<p><b>Selection of Legislative Candidates from Celebrities in Indonesian Legislative Election in 2014 (Case Study Comparison of Selected and Unselected Celebrity)</b> Joni Firmansyah Department of Political Science, Faculty of Social and Political Science, University of Indonesia, Depok, Indonesia</p> <p><b>Kamarudin</b> Department of Political Science, Faculty of Social and Political Science, University of Indonesia</p> <p><b>Abstract</b> The involvement of celebrities in politics is not new. Almost in every election, celebrity becomes a magnet for political parties, both as campaigners and as candidates It is an interesting thing for political parties to involve celebrities in the elections because they have high exposure because their portions appear in the media and are known by the people much larger. So with the capital, celebrities are considered significant in boosting the vote of political parties. This research used qualitative approach methods and literature review. Methods of data collected were the process of depth interview and derived from the previous research literature. Some political parties make celebrities as a political capital that includes the popularity of capital, social capital and economic capital. In election 2014, the number of celebrities who participated in the election as many as 74 candidates, but the number of celebrity elected stagnant or the same as the previous election, only 20 candidates. Based on the political capital it has, celebrities have a tendency to be easily chosen. In this research, will be explained some of the reasons why celebrities can be selected and why celebrities are also not selected. For selected celebrities, they prepare elections very well, strategize, build a winning team and prepare work programs and real actions. While unselected</p>

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	<p>celebrities, the absence of work programs, the absence of a strategy and only relying on the popularity and support of the party, are factors that make them fail in the election or not elected. The findings in this research reveal that popularity is not a guarantee a celebrity can be elected. Although they have political capital, but if they do not strategize well then they will lose in the election.</p> <p><b>Keywords:</b> Selection of Celebrity, Celebrity Politics, Indonesian Legislative Election 2014</p>
<p style="text-align: center;"><b>Chompunuch Jittithavorn GICICSSH1703135</b></p>	<p style="text-align: center;"><b>Push-Pull Motivation Factors on Thai Gen Y tourists and their Travel Intentions towards Discover Thainess Tourism</b></p> <p style="text-align: center;"><b>Sasithorn Phonkaew</b>  <b>Hospitality and Tourism Management Department, Martin de tours School of Management and Economics, Assumption University of Thailand</b></p> <p style="text-align: center;"><b>Chompunuch Jittithavorn</b>  <b>Career Science Department, Faculty of Humanities, Kasetsart University</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>The study explored Thai Gen Y tourists (aged 17-36) and their push-pull motivations for travelling in Thailand, their travel satisfaction and travel intention towards Discover Thainess tourism based on a quantitative research. A total 343 usable survey questionnaires were used for data collection and data analysis. Findings revealed that Knowledge and Social Relation as Push Motivations and Atmosphere as Pull Motivations significantly affected satisfaction for travelling in Thailand, whereas Atmosphere of destination had the highest effect. Satisfaction was also found affecting Thai Gen Y tourists' travel intention, and the younger group aged 17-23 had the least travel intention towards Discover Thainess tourism compared to other age groups in Gen Y.</p> <p><b>Keywords:</b> Thai Gen Y, Tourists, Push-pull motivations, Travel Intention, Discover Thainess</p>
<p style="text-align: center;"><b>Nofia Fitri GICICSSH1703136</b></p>	<p style="text-align: center;"><b>The Indonesian Counterterrorism Policy: How the National Agency for Combating Terrorism Preventing the Radicalization within the Internet</b></p> <p style="text-align: center;"><b>Julian Adrin Pasha</b>  <b>University of Indonesia, Department of Political Science, INDONESIA</b></p> <p style="text-align: center;"><b>Nofia Fitri</b>  <b>Department of Political Science/Faculty of Social and Political Science, University of Indonesia, Depok, Indonesia</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Currently, the Indonesian government has tried to focus on countering the emergence of modern terrorism, whereas the online media have been used by groups of terrorists as an instrument of information gathering, propaganda, recruitment and mobilization, fundraising, up to communication and networking. This article describes how the Indonesian government through the National Agency for Combating Terrorism (BNPT) on responding the trend of cyberterrorism with the counterterrorism policy that aims for addressing the radicalism as one of the roots of terrorism itself. Based on the previous researches about the effectiveness of internet as a new media for terrorism and by</p>

	<p>interviewing some qualified informants, this qualitative research found that the BNPT's policy on countering the internet radicalization has been implemented by the program of online deradicalization. The online deradicalization is divided between deradicalization and counter-radicalism as a preventive action through the counter-narration of social media towards the propaganda of radicals' ideology. BNPT within its policy also relies on the facts about the increasing of amount of internet users, especially young people. Therefore, BNPT creates a Youth Peace Cyber Ambassador. BNPT also has created a computer tool of media analysis for monitoring the internet from radicalization, besides of doing blocking into some radical websites.</p> <p><b>Keywords: Counterterrorism, Radicalism, Internet, Public Policy, BNPT</b></p>
<p><b>Muhammad Afzal</b> GICICSSH1703137</p>	<p style="text-align: center;"><b>Egyptian Revolution: The End Of Hosni Mubarak's Thirty Year Authoritarian Rule</b></p> <p style="text-align: center;"><b>Muhammad Afzal</b> serving as visiting lecturer at History &amp; Pakistan Studies department of Government College University Faisalabad, Punjab, Pakistan</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This paper attempts to examine the events of Egyptian revolution of 2011 and resultantly the removal of long-term authoritarian ruler Hosni Mubarak. It also highlights the role and efforts of the youth of Egypt to change the regime to bring democracy in the country. Moreover, this paper highlights the causes which led the Egyptians to come out of their houses to dethrone Hosni Mubarak. It is described that the continuous state of emergency, excessive and unlimited powers of law enforcement agencies, extra judicial orders of the Interior Ministry, and the success of Tunisians to dethrone long-term autocratic ruler Zen el Abidin Bin Ali forced the Egyptians to go against the autocratic ruler and to demand for change the regime. The excessive use of power by the governmental authorities to curb the protesters is also the part of this research. This research also throws light on the role played by the military and other law enforcement agencies during this revolution. It also explores how the social media was used during these protests and how it helped to spread the news of the events of these protests. Along with Hosni Mubarak, this paper slightly describes the earlier authoritarian rulers of Egypt. It also explores that what tactics were used by the Egyptian autocratic rulers to prolong their rules.</p>
<p><b>Dr. Abdul Qadir Mushtaq</b> GICICSSH1703138</p>	<p style="text-align: center;"><b>Arab Uprising: Its Causes And Consequences</b></p> <p style="text-align: center;"><b>Dr. Abdul Qadir Mushtaq</b> Assistant Professor and Chairman of department of History &amp; Pakistan Studies departmnet of Government College University Faisalabad, Punjab, Pakistan</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This paper attempts to examine the causes of the Arab Uprisings in Middle Eastern states. It also highlights the events of the civil uprisings which led to the removal of some rulers. Moreover this paper tries to predict the consequences of these widespread protests on the region as well as on the surrounding states. It also explores how the social media was used during these protests and how it helped to spread the news of the events of these protests. It also extends that through these uprisings and civil clashes, protesters succeeded to dethrone long-term Authoritarian rulers of Tunis, Libya, and Egypt while some economic and</p>

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	<p>social rights were granted to citizens of Oman, Saudi Arabia, Morocco and Bahrain. Furthermore, it explores that Tunis was one of the victims of Arab Spring which succeeded to get the real fruits of the revolution while all other states could not succeeded to achieve their all desired goals.</p>
 <p>Ramchandraiah M GICICSSH1703141</p>	<p><b>Dalit women participation and empowerment through the panchayat raj institutions. A study in Telangana state</b></p> <p><b>Ramchandraiah M</b> <b>University of Hyderabad</b></p> <p><b>Abstract</b></p> <p>A 'bottom-up' process of transforming gender power relations, through individuals or groups developing awareness of women's subordination and building their capacity to challenge it. The term 'empowerment' is now widely used in development agency policy and programme documents, in general, but also specifically in relation to women.</p> <p>Central to the concept of women's empowerment is an understanding of power itself. Women's empowerment does not imply women taking over control previously held by men, but rather the need to transform the nature of power relations. Power may be understood as 'power within,' or self-confidence, 'power with', or the capacity to organize with others towards a common purpose, and the 'power to' effect change and take decisions, rather than 'power over' others.</p> <p>Women's participation in mainstream political activity has important implications for the broader arena of governance in any country. Direct political participation and empowerment of Dalit women in local governance is a central human right in itself and enables the realization of a host of other human rights. In India Caste has played an instrumental role in raising issues related to the more marginalized among women. In a highly hierarchical and dominated society, women belonging to the lower castes have lesser access to public fore, which is compounded by their gender. This exclusion makes it difficult for these women to represent and articulate the voices of their constituencies and their demands are often overlooked or subsumed by the dominant sections of the society.</p> <p>Women's empowerment is one of the core objectives of the Panchayat in India. Women in India are awfully underrepresented in political institutions. The political power, access to decision making and authority are the critical prerequisites for women's equality in the process of nation building. The 73rd amendment has mandated representation of at least one-third women through election instead, of the earlier token one or two women nominated by the government or co-opted by the predominantly influential, powerful male membership/leadership of these Panchayats. It is a significant step in the political history of independent India. They demand analysis to determine, that the way Dalit women are enabled to claim their right to actively political participation in local governance, and the extent to which this participation is an effective tool for empowerment and realization of human rights for excluded social groups. In particular, to make an impact at the policy planning and program administration level in each and every locality of our vast country. The present paper discusses how Dalit women getting empowerment and in-between period facing the problems through the panchayat raj institutions in Telangana and to study the extent of participation of Dalit women elected representative in panchayat raj institutions.</p>

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<p>Amadea Farras GICICSSH1703142</p>	<p><b>Keywords: Panchayat raj, Dalit Women, Empowerment and Participation.</b></p> <p><b>Dividend Payout of Family Firms Across ASEAN Countries</b></p> <p><b>Amadea Farras</b> School of Business and Management, Institute of Technology Bandung, Bandung, Indonesia</p> <p><b>Yunieta Anny Nainggolan</b> School of Business and Management, Institute of Technology Bandung, Bandung, Indonesia</p> <p><b>Abstract</b> ASEAN Economic Community will soon embody free and open investment market for country members of ASEAN after creating a highly integrated and cohesive economy environment. Investors need to know more about the characteristic of various companies across ASEAN to widen their investments. To provide the information about character towards dividend of firms in ASEAN, especially family firms that dominate the market, this research compares the dividend payout exercised by each of country member. Moreover, this research also analyses founding family influences on dividend payout in ASEAN countries listed in high liquidity index from 2012-2016. Descriptive statistics is used to compare the dividend paid for the last 5 years based on historical data. To test some factors hypothesized to be influencing dividend payout, multilinear regression is used with ownership structure, family stake, reputation, legal system, and investor protection as independent variables and dividend payout ratio as dependent variable. We hypothesise founding family firms tend to pay more dividend due to high agency conflict occurs in Asian business group. <b>Keywords: Founding family firm, dividends, legal system</b></p>
<p>Ebrahim Gazidari GICICSSH1703144</p>	<p><b>The relationship between psychological capital components and creativity: mediator role of quality of work life (a case study)</b></p> <p><b>Ebrahim Gazidari</b> Master of Arts(MA), Education psychology Department, Tehran University, Tehran, Iran</p> <p><b>Abstract</b> <b>Introduction:</b> The aim of present research was the relationship between psychological capital components, quality of work life and creativity. <b>Method:</b> The study method was descriptive-survey. The population was the staff in Urmia University (N=480), from which, 214 people were selected through simple random sampling method. Three questionnaires namely, “Psychological Capital” (Luthans, 2007), “Creativity” (Moghimi, 2008) and “Quality of Work Life” (researcher made) were used to collect data. Validity of the questionnaires was approved by the Specialists and their reliability was calculated using Cronbach's Alpha. <b>Results:</b> The findings obtained using the Path analysis showed that psychological capital of employees above average and their creativity below of average. Also, psychological capital was significant positive relationship with quality of work life and creativity. <b>Conclusion:</b> If people have been satisfactory in terms of quality of work life, Also, have the perseverance necessary to achieve the objectives, Innovative behavior</p>

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	<p>will be expected from them. Key words: Psychological Capital, Creativity, Quality of Work Life.</p> <hr/> <p><b>Analyses of relationship between entrepreneurial personality characteristics and Mental Health in Students</b></p> <p><b>Ebrahim Gazidari</b> Master of Arts(MA), Education psychology Department, Tehran University, Tehran, Iran</p> <p><b>Abstract</b></p> <p><b>Background:</b> Mental health is currently one the much debated issues. It aims at keeping the personal and social psyche safe and healthy such that the everyday job is done with the highest degree of efficiency and the subject has good interrelations with the society about him or her. Undoubtedly, mental health plays a critical role in ensuring the dynamism and efficiency of every society.</p> <p><b>Purpose:</b> The main objective of the present study, was examining of relationships between entrepreneurial personalities characteristics of students and Mental Health.</p> <p><b>Method:</b> The research method was descriptive survey. Population of the study included all the students of the Urmia University in 2015-2016 academic year that using the random sampling 375 persons were selected. For assessing the research variables, the participants completed two measures: entrepreneurial personality characteristics Goldberg &amp; Hillier (1972) and Mental Health Ahmadpour Daryani (1999). For determining of Questionnaire validity according to experts and for estimating reliability, Cronbach's alpha formula is used. MANOVA and Regression were used to analyze data.</p> <p><b>Finding:</b> the MANOVA results showed that there is a significant relationship between entrepreneurial personality characteristics dimensions and Mental Health dimensions; the Regression results showed that each dimensions of entrepreneurial personality characteristics (creativity, Need for Achievement, Risk Taking, Locus of control, Independence) were significant predictors of Mental Health dimensions.</p> <p><b>Conclusion:</b> In general, it can be concluded that entrepreneurial personality characteristics in students can guarantee their mental health. People with entrepreneurial personality characteristics, have better mental health.</p> <p><b>Keywords:</b> entrepreneurial personality characteristics, Mental Health, physical complaints, social functioning, anxiety, depression.</p>
<p><b>Nurgül SELEK</b> <b>GICICSSH1703145</b></p>	<p><b>A Marketing Investigation For Consumer Behaviors In The Fast Food Sector By Local And Global Market Preferences</b></p> <p><b>Sümeyye Nur KARA</b> Selçuk University, Graduate Student</p> <p><b>Nurgül SELEK</b> Selçuk University, Graduate Student</p> <p><b>Ayşe Ece AK</b> Selçuk University, Graduate Student</p> <p><b>Abstract</b></p>

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	<p>Since consumption is an indispensable part of life, the food sector, which we constantly consume, is very important for consumers and producers as well as the marketing field that brings together the producer and the consumer. The changes that have taken place in order to keep up with the pace of life and to save time have caused the fast food sector which we can position as a sub-sector within the food sector. Fast food, which is prepared in a short time and used for quick consumption and fast food, is mostly consumed by students as it is cheaper in price as well as time.</p> <p>In this context, the aim of this study is to examine consumer behaviors and make suggestions for the firm in this market, in favor of a completely local fast food brand against the giant global brand that keeps the fast food industry as part of the food industry. In this direction, firstly literature information about brand preference, consumer behavior and fast food sector is included. In the research section of the study, there are findings about the in-depth interviewing of the behaviors of the students of a local firm in Konya to prefer that brand to a global brand.</p> <p>The findings of the study are remarkable and contain information that is advisory to domestic brands who want to keep on the market. It is sometimes observed that consumers are willing to prefer the domestic brand and not too much awareness, but there are ethnocentric reasons as well as reasons such as health and hygiene, among the reasons for wanting to prefer the domestic brand. In particular, it has been found out that consumers do not look very warm in self-service; It has been determined that the domestic brands subject to the survey are very nice to apply the unlimited beverages and that such an application is not implemented even by global firms in the country as a deficiency.</p> <p><b>Key words:</b> Brand Preference, Consumer Behavior, Fast Food, In - depth Interview, Fast Consumption.</p>
<p><b>Dr. Dimithri Devinda Jayagoda</b> GICICSSH1703146</p>	<p style="text-align: center;"><b>Locals building a Sustainable, developing city. An example from the Puerto Princesa, Philippines</b></p> <p style="text-align: center;"><b>Dr. Dimithri Devinda Jayagoda</b> Saegis Campus</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Former mayor Edward Hagedorn and officials have set their vision to see the City of Puerto Princesa, on Palawan Island in the Philippines, as “a model city in sustainable development.” This vision is continually placed in practice even the mayor changed. This paper discusses how people have committed to accomplish this vision and also how they have contributed to Puerto Princesa being recognized as the “City in the Forest” of the Philippines. The objective of this study is to give voice to this unique development model.</p> <p>Especially participatory research method is used in this study. This study is conducted in the form of a case study. Qualitative data are mostly used but at the same time quantitative data are also used to prove qualitative descriptions as a mixed methodology. Data gathering techniques used in this study are interviews, focus groups, surveys, photography, participatory observations, action research and desk research. Field work and observations were conducted in several visits in the field throughout 2010 to 2014.</p> <p>Local community, policy makers, academia and politicians of the city are in agreement that the community is fully aware of the benefits of these projects. Puerto Princesa is environmentally blessed city and local community is putting</p>

	<p>efforts to maintain and increase the environmentally soundness of this tourism destination. Research findings further prove that mangroves and forest cover in Puerto Princesa has increased during the last two decades based on government records. Rich biodiversity, environmental protection and natural beauty are continuously attracting several local and international visitors to the city of Puerto Princesa.</p> <p><b>Keywords:</b> Environmental security, Local community, Love affair with Nature, Sustainable development. Sustainable tourism.</p>
<p><b>Zahra Mostakmeli</b>  <b>GICICSSH1703147</b></p>	<p style="text-align: center;"><b>The relationship between social capital and teachers' burnout in elementary schools of Mashhad</b></p> <p style="text-align: center;"><b>Zahra Mostakmeli</b>  <b>Educational Management Department, Ferdowsi University of Mashhad, Mashhad, Iran</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>In occupations such as teaching, one of the mainly visible problems is burnout. There are Several factors associated with burnout, one of which is social capital. Due to the fact that, social capital is widely accepted as a main property for maintaining health, efficiency of organizations, and vivacity of working place, the present study aims to investigate the relationship between social capital and teachers' burnout in elementary schools of Mashhad. The study seeks to examine the relationship between social capital in elementary schools of the city and teachers' burnout rate; moreover, the relationship between the two aforementioned variables.</p> <p><b>Keywords:</b> burnout, social capital, teachers' of elementary schools</p>
<p><b>Qonita Putri Firdausa</b>  <b>GICICSSH1703148</b></p>	<p style="text-align: center;"><b>Education Tourism in Yogyakarta: Amenity and Management for Tourists with Disabilities</b></p> <p style="text-align: center;"><b>Qonita Putri Firdausa</b>  <b>Universitas Gadjah Mada, Yogyakarta, Indonesia</b></p> <p style="text-align: center;"><b>Febri Handoyo</b>  <b>Universitas Gadjah Mada, Yogyakarta, Indonesia</b></p> <p style="text-align: center;"><b>Qonita Putri Firdausa</b>  <b>Universitas Gadjah Mada, Yogyakarta, Indonesia</b></p> <p style="text-align: center;"><b>Febri Handoyo</b>  <b>Universitas Gadjah Mada, Yogyakarta, Indonesia</b></p> <p style="text-align: center;"><b>Anggit Novitariasari</b>  <b>Universitas Gadjah Mada, Yogyakarta, Indonesia</b></p> <p style="text-align: center;"><b>Ashila Fitra Hani</b>  <b>Universitas Gadjah Mada, Yogyakarta, Indonesia</b></p> <p style="text-align: center;"><b>Aufi Nidau Sholihah</b>  <b>Universitas Gadjah Mada, Yogyakarta, Indonesia</b></p> <p style="text-align: center;"><b>Handayani Rahayuningsih</b></p>

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	<p style="text-align: center;"><b>Universitas Gadjah Mada, Yogyakarta, Indonesia</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Every child has the same rights, although they have special needs like children with disabilities. One of them is to enjoy tourism objects. Adequate facilities are needed to support them to enjoy the tourism objects. This research tried to identify whether tourist destinations already provide amenity to support children with disabilities and what kind of amenity which are needed by children with disabilities in tourist destination. We chose Keraton Yogyakarta (Sultan Palace) as our research Object. We used barrier free tourism and amenity theories to examine whether those tourist destinations already support children with disabilities. We used qualitative method that consists of observation, literature studies and interview. The interview was needed to get the data from Tourism and Cultural Board of Yogyakarta, tourist destinations management, and the children with disabilities. Observation and literature studies were used to compare theories, facts, and opinions. Through this research, we hoped that we can give suggestion to the stake holders, so they can improve the amenity and management of the tourist destinations, to make sure every child can enjoy tourist attractions, get new experiences and knowledges.</p> <p><b>Keywords:</b> Children with disabilities, education tourism, barrier free tourism, amenity, qualitative method.</p>
<p><b>Preenon Bagchi</b>  <b>GICICSSH1703140</b></p>	<p style="text-align: center;"><b>The bio-psychological implication of happiness Implicated in neurological disorders' ministrations</b></p> <p style="text-align: center;"><b>Preenon Bagchi</b>  <b>Padmashree Institute of Management &amp; Sciences, Bangalore, Karnataka, India.</b>  <b>Sarvasumana Association, Bangalore, Karnataka, India</b></p> <p style="text-align: center;"><b>Ajit Kar</b>  <b>Sarvasumana Association, Bangalore, Karnataka, India</b>  <b>3Satsang Herbal Research Laboratory, Satsang, Deoghar, Jharkhand, India.</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Happiness is a mental or emotional state of well-being characterized by positive or pleasant emotions ranging from contentment to intense joy. Psychologists have used several models including bio-psychosocial and PERMA models to explain happiness suggesting that happiness is attained when our biological, psychological and sociological needs are met in a balance way attaining pleasure, engagement, relationships, and accomplishments. Studies with humans have shown that high levels of some neurotransmitters can increase feelings of elation (happiness) and euphoria while their low levels have been linked to feelings of depression or unhappiness. Again, Yoga, Chanting, Kirtan &amp; Meditation involves higher but controlled secretions of the neurotransmitters resulting intense happiness. In addition to the neurotransmitters, certain hormones also have the role in the mechanics of happiness.</p>
<p><b>CHIU man chung Andy</b>  <b>GICICSSH1703058</b></p>	<p style="text-align: center;"><b>De-aging Family Law: Re-engineering Children-Adult / Parents Machine</b></p> <p style="text-align: center;"><b>CHIU man chung Andy</b>  <b>Department of Law and Business, Hong Kong Shue Yan University, Hong Kong</b></p> <p style="text-align: center;"><b>Abstract</b></p>

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	<p>The consultation paper and a related bill were issued by the Hong Kong Government in 2015. They discussed, in the context of child custody, the possibility of replacing the traditional concept of parental rights with parental responsibility, aiming to construct and provide stronger entrenchment of the best interests of children. This paper investigates whether the proposal can manufacture better protection on the one hand, while on the other, genuinely enhancing children's rights, by using four different jurisprudential paradigms – Deleuze, Zizek, Buddhist and Daosit. The author argues that only by de-aging law, can children's rights and voices be respected.</p>
 <p>Prof. R. Lalitha S Fernando, PhD. GICICSSH1703063</p>	<p><b>Determinants of Academic Performance of Undergraduates of the Faculty of Management Studies and Commerce of the University of Sri Jayewardenepura in Sri Lanka</b></p> <p>Prof. R. Lalitha S Fernando, PhD. Head of Department of Public Administration, University of Sri Jayewardenepura, Nugegoda, Sri Lanka</p> <p><b>Abstract</b></p> <p>The selection of students to state universities of Sri Lanka is highly competitive. Only a limited number of students are selected based on merit and a quota system. Students with a higher Z-score at the Advance Level of the General Certificate Examination (G.C.E A/L) are qualified for a placement at a state university. According to the University Grant Commission in Sri Lanka, the majority of students who are qualified for the university admission with the best results under the Commerce Stream is selected for the Faculty of Management Studies and Commerce of the University of Sri Jayewardenepura as their first preference. However, it has been recorded that a considerable number of students of the Faculty was unable to complete the degree at their first attempt. The main purpose of this study is to identify the most significant factors influencing the academic performance of the undergraduates of the Faculty. A systematic random sample of two hundred students representing the second, third and the fourth year of student population of the Faculty in the year 2010 was selected. The data was obtained through a structured questionnaire. Descriptive statistics, factor analysis, reliability analysis, correlation analysis and stepwise multiple regression were used for data analysis. It was found that self-determination, time management, English knowledge and students' attendance on lectures are positively and significantly (at <math>P &lt; 0.001</math>) affecting the academic performance. Among them, self-determination was the most influential factor which alone explains 46.4 percent of variance in academic performance of the undergraduates. Also the library usage and self-motivation have shown significant (at <math>p &lt; .01</math>) and positive association with academic performance. Further, active learning has also shown significant (at <math>p &lt; 0.05</math>) and positive association with the academic performance. Those variables altogether were found to explain 69 percent of variance in academic performance of the undergraduates. The implication of this study for improving students' academic performance of the undergraduates of this Faculty is also outlined.</p>



**Michael B. ALEYOMI**  
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**The Challenges Of Citizen Diplomacy In Nigeria Project**

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**ABSTRACT**

This research is developed out of the convergence of two related concerns about the study of Nigeria project. The first, which is the core and a more normative interest to this study, is a desire to evaluate the hold back to achieving the plights of Nigerian citizens both at home and abroad. The second is the need to assess the effectiveness of government initiatives towards Nigeria project. The promotion of the general welfare of the citizens and securing liberty for all towards positive perception, both at home and abroad is an incontrovertible project of any state. However, avid reader and scholar of Nigerian polity will notice laxity in the application of citizen diplomacy, which is the Nigeria's policy thrust for image building. Hence, this piece underscores the challenges towards Nigeria project and enunciates the way forward for Nigeria's regeneration. Utilizing both primary and secondary data, which is qualitatively and systematically analyzed through triangulation technique, the study reveals unnecessary but obvious wide gulf between the Nigerian state and its citizens. It posits that this intricately complementary domain aids the country's image crisis. Among every other thing, the paper recommends a combination of socioeconomic, politico-security and diplomatic strategies towards enhancing the welfare of the Nigerian citizens, as well as, improving the rebranding efforts of Nigerian government.

**Keywords: Citizen-Diplomacy, welfare, image-building, Nigeria-project**



**Dr. Siriporn Dabphet**  
GICICSSH1703068

**The Histories of Everyday Life in the Early the Nineteenth-Century Thailand**


**Dr. Siriporn Dabphet**  
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**Abstract**

This research examined everyday lives of ordinary people in the early the nineteenth-century Thailand. Methodologies used to study the histories of everyday life in the past are microhistory and cultural approaches. Using the approaches is to recover the material and mental worlds of people living in the past. The society at that time was illiterate. Primary sources thus used in the study are official documents, complaint, laws, lawsuits, investigation and judgments. These official sources provided useful information concerning everyday lives of ordinary people and contributed to our understanding of the lives and experiences of ordinary people from a variety of perspectives. The histories of everyday life reflected on the past experiences about aspects of social and cultural history. It represented the society, attitude, belief, and culture at that time.

**Keywords- The Histories of Everyday Life, Early Bangkok, Primary Sources**

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 <p style="text-align: center;"><b>TANG DUE AU</b>  <b>GICICSSH1703078</b></p>	<p style="text-align: center;"><b>Open innovation and reverse knowledge sharing in SMEs: The case of an emerging economy</b></p> <p style="text-align: center;"><b>TANG DUE AU</b>  <b>Department of Business Administration, Asia University, Taiwan</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Small- and medium-sized enterprises (SMEs) are confronted with harsh market conditions because of their focused business portfolio, specialized knowledge basis and the shortage of technical capabilities. Enterprises have been embracing innovative ways of doing business to facilitate their business operations. Knowledge plays an essential role in enterprises' innovation and internationalization process. The question of how SMEs effectively attract not only internal but external knowledge to develop new products and services is a required issue. The adoption of Open innovation is one of the most appropriate ways to acquire reverse knowledge sharing – a backward knowledge flow from open business communities. Based on a questionnaire survey collected from 84 SMEs in Vietnam, this paper takes an empirical step to examine the effect of Open innovation on reverse knowledge sharing. The overall findings revealed that (1) technology exploitation activities enhance the level of knowledge about technology and product; (2) technology exploration activities enhance the amount of primary knowledge from external stakeholders.</p> <p><b>Key Words:</b>  <b>Open innovation, reverse knowledge sharing, SMEs, Vietnam</b></p>
<p style="text-align: center;"><b>Dr. S. Sudha</b>  <b>GICICSSH1703080</b></p>	<p style="text-align: center;"><b>Socio Economic Case Study On Irrula Community At Kanchipai Village, Thiruvallur District</b></p> <p style="text-align: center;"><b>Dr. S. Sudha</b>  <b>Associate Professor and Research Supervisor, School of Management Studies, Vels University</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>The aim of the study is to assess the socio-educational status of Irula tribe in the village called Kanchipadi in Thiruvallur district which one of the backward regions of this district. <b>Objective:</b> The study focussed on the survey income, occupation, education status parameters. <b>Methodology:</b> The method used in the research is a survey method for the research study. <b>Findings:</b> The Findings and recommendations of the study have been documented. The main findings of the study are that Irrula community people have not sent their children continuously to schools. These tribes have not entered in to government jobs right from ancestors' period. They lack in the knowledge of government programs offered to them. <b>Future scope:</b> In-depth study required about this community.</p> <p><b>Key words:</b> Irrula tribes, Tribal development, socio economic status.</p>
<p style="text-align: center;"><b>Gaudencio M. Dimaano</b>  <b>GICICSSH1703085</b></p>	<p style="text-align: center;"><b>Uses of ICT in Improving Summative Assessment Results</b></p> <p style="text-align: center;"><b>Gaudencio M. Dimaano</b>  <b>Department of Education, District of Bay, Laguna, Philippines</b></p> <p style="text-align: center;"><b>Marissa A. Carandang</b>  <b>Jonathan M. Delos Santos</b>  <b>April C. Barrera</b></p>

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	<p style="text-align: center;"><b>Dina S. Pangga</b> Department of Education, District of Bay, Laguna, Philippines</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This action research sought to determine the effect of integrating ICT in improving the summative assessment results. Teacher-made test was utilized with 15 item questions about understanding and knowledge skills of grade 11 students. The research finding shows that there were mean average scores of 6 and 10 in the formative and summative test results, respectively. Hence, there were general average standard deviation of 1.69 in the formative assessment and 1.97 in the summative assessments, separately. Likewise, it was hypothetically stated that there are significant differences between mean and standard deviation on both formative and summative assessments results after the using the ICT. The researcher recommends the following; The Integration of ICT must be strengthened in all subjects to further improve the summative assessment results. The school should provide the senior high school an Information and Communication Technology (ICT) to empower the pedagogical strategies among their teachers. Finally, the researcher recommended for a more relevant research about students and teacher's skills and attitudes towards ICT integration in their respective classroom in the schools in the District of Bay.</p> <p><b>Keywords:</b> uses of ICT, formative assessment and summative assessment</p>
<p><b>Richard Q. Capulong</b> GICICSSH1703096</p>	<p style="text-align: center;"><b>A Comparative Analysis Of Sartre's And Foucault's Concepts Of Subject And Freedom</b></p> <p style="text-align: center;"><b>Richard Q. Capulong</b> De La Salle University Graduate School of Philosophy, Taft Avenue, Manila, Philippines</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The concept of subject is significantly linked to the concept of freedom for the latter is thought to be an important aspect of subjectivity. Sartre's subject, the pour-soi, is described as a being-for-itself that is ontologically free and has no pre-given essence. Pour-soi has also its freedom in situation, the way by which one creates an essence for himself/herself. Foucault rejects the idea of a self-governing subject and insists on the influences of discourses and disciplinary practices in the emergence of the subject. If the subject is free, then this freedom is the way for him/her to recreate himself/herself. In this paper, I argue that both Sartre and Foucault agreed on the impermanence of the subject's essence, but Foucault's subject has actually a pre-conditioned essence since it is formed as a consequence of the prevailing discourses and disciplinary practices. Freedom is both important for both of them. Primarily for Sartre, it is the way to create one's essence. For Foucault, freedom is not about creating one's essence but it is more on understanding the prevailing historical constraints that have molded us into becoming certain kinds of being. While Sartre's freedom is the means to create one's very own essence, Foucault's concept of freedom as experimentation is about undoing and reconstructing the historically constrained subject. But freedom itself is a kind historical force that conditions us to become a specific kind of beings.</p> <p>Thus, the paper aims to look at the converging and diverging points of the two philosophers on the concept of subject and the relevance of freedom in the creation/recreation of this subject.</p>

	<p>Keywords: Freedom, Subject, Postmodernism , Sartre, Foucault</p>
 <p>Dr. Y. Samuel P W GICICSSH1703105</p>	<p><b>Social Reform Movement for Emancipation of Women in 19th and 20th Century India: A Study of Pandita Ramabai</b></p> <p>Dr. Y. Samuel P W Assistant Professor, Smt. CHM College, Ulhasnagar -3, Maharashtra, India</p> <p><b>Abstract</b></p> <p>In the history of socio cultural reform movement of India in the 19th and 20th century, important women have played a very prominent role in the empowerment of women. Pandita Ramabai was one such woman. Pandita Ramabai was a pioneer in the field of women's education and reform work for widows. The life and work of Pandita Ramabai (1858-1922) is immensely important today for understanding the social and religious reform movement in Maharashtra.</p> <p>Ramabai lost her parents in the famine years of 1871 and 1878. After the death of her parents, Ramabai survived with her brother with whom she traveled from the South to North-West India, and then to Calcutta. She was examined by the highly qualified men of Calcutta who conferred upon her the title of 'Saraswati'-'The Goddess of Wisdom' and called her Pandita. Very few women in the History of India have received such distinction. Ramabai's reform career in Maharashtra was launched with the Arya Mahila Samaj, established by her on 1st June 1882 in Pune. The Arya Mahila Samaj worked for the promotion of education among women, the emancipation of women and delivering them from evil customs such as child marriage. After visiting England and America, she returned to India and established a number of institutions for the emancipation of women.</p> <p>The paper attempts to examine the massive contribution of Pandita Ramabai to the social reform movement not only in Maharashtra, but in India as well.</p>
 <p>Suriya Klangrit GICICSSH1703110</p>	<p><b>Values Which Reflected From Patterns On Pra-Guam Silver Bead Of Khmer People In Kha Wao Sinarin Village Surin Province, Thailand</b></p> <p>Suriya Klangrit Faculty of Arts and Sciences, Western University, Buriram Province, Thailand</p> <p><b>Abstract</b></p> <p>This article aims to present of the study 1) to study of the physical the patterns on Pra-guam Silver bead 2) To study the base beliefs of patterns on Pra-guam Silver bead 3) to Study the doctrines which reflected the patterns on Pra-guam Silver bead 4) To Study the Value which reflected from the patterns on Pra-guam Silver bead. The qualitative research methodology was used in this study by using in-depth-interviews, Participation and Observation. The key participant of the study who were Monks, Experts, Academics and Artisans in Kha-Wao Sinarin Village Surin Province, Thailand. The results were The patterns consist of the ancient patterns transferred from ancestors there were 1) the patterns which represent were 1) lotus flower 2) Ma-Yom seed 3) Phigool flower 4) Hae and 5) Jarl. The beliefs from the pattern on Pra-guam Silver bead 1) Lotus flower came from the base of belief in Holy Symbolism 2) Hae came from the base on belief in Ghost or Devil 3) Jarl came from the belief base on the Power of black Magic 4) Ma-Yom Seed came from the belief base of Popularity 5) Phigool flower came from the belief base on Symbolized by Ritual. The Doctrine which reflect the patterns on</p>

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	<p>Pra-guam Silver bead were 1) Lotus flower is a Cultural Symbol to reflect about respectfulness and humility 2) Hae is a Cultural Symbol to reflect about carefully thinking and solving problems in appropriate ways 3) Jarl is a Cultural symbol to reflect about uncertainly of living and trying to do good things 4) Ma-Yom seed is a Cultural Symbol to reflect about carefully Thinking and Circumspection 5) Phigool flower is a Cultural Symbol to reflect about the equality of humanity and justice. The Value of the patterns on Pra-Guam Silver bead, Cultural Symbol reflected the 1) extrinsic values about spiritual anchor on faith and life safety and 2) Intrinsic Values were physical beauty on ethnical identity art or design. Keywords: Values, Pattern, Pra-Guam Silver Bead, Khmer People</p>
<p>LI, Sui Sum Bosco GICICSSH1703111</p>	<p style="text-align: center;"><b>Hong Kong Bilinguals' Online Texting Practices: How ICT tools shape our Coding Habit?</b></p> <p style="text-align: center;">LI, Sui Sum Bosco Department of English, Faculty of Arts, Chu Hai College of Higher Education</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Nowadays, the flourishing of Information Communication Technologies (ICT) are found to be influencing almost every aspect of our lives. 'Netizens' are given various possibilities to interact with the others constructing different identities in the online context. Traditionally valued text, forms of language and authorship and discourse structures are found to take new formats in the virtual space. The proposed study targets to investigate major linguistic strategies related to texting practices that Hong Kong English bilinguals employ in specific online contexts including social media and instant messaging platforms. The study highlights the relationship between forms of language and new Information Communication Technologies (ICT) in the information age by investigating language use among Hong Kong bilinguals in the virtual context. The study aims to foster better understanding in culturally-specific linguistic practices in the online context. Keywords: Information Communication Technologies, new forms of language, texting practices</p>
<p>Dr.Yasothara Siripaphapagon GICICSSH1703128</p>	<p style="text-align: center;"><b>Bai Sai : Buddhism innovation as a sacrifice to promote constancy way of life of Thai – Khmer group in Muang District, Surin Province, Thailand</b></p> <p style="text-align: center;">Dr. Yasothara Siripaphapagon Buddhist studies, MCU Univeristy, Thailand</p> <p style="text-align: center;">Dr. Suthat pratoomkaew Phramaha Chotniphitphon Phoncharoen</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Bai Sai or Bai Si was presented in Thai-Khmer Surin ceremony since long time ago. The important of Bai Sai was showed as a sign to communicate or pay respect to the high respectful subjects such as Phra Rattanatrai (Buddhist triple gems), parents, ancestors or spirits souls. It is a sign of respectful, praising and trust. It was also a sacrifice object to show respect and acceptance. Bai Si making process used to create people morale in order to encourage their living. Bai Si is a cultural heritage remains in Thai-Khmer community until nowadays. Keywords : Bai Sai, Way of life, Thai-Khmer group</p>
<p>Assist. Prof. Karisanadh</p>	<p style="text-align: center;"><b>Participatory Good Governance for Local Culture Development on Chang Pi</b></p>

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**Abstract**

There were 3 proposes of this study included 1) to study development of tourism on participatory administration 2) to study participation of people in Chang Pi community, Chang Pi Sub-District, Srikoraphume District, Surin Province and 3) to study good governance principle using in participation of people in Chang Pi community.

The result was found that Chang Pi village had developed tourism based on cultural tourism according to government policy to increase attractions, distribute income to local people and preserve cultural to maintain identity of community. Participation in community, there was a process to manage role and responsibility clearly. There was community alignment by accepting their role and duty harmoniously. The good governance principle which people in Chang Pi village have participatory guideline practice were rule of law, principle of engagement, value and unity. People in Chang Pi village used those good governance principles in development process and community participation prominently.



**Keywords:** Tourism in Thailand have developed since after the second world war. The government considered tourism as a section which important to economic system, induce income to country and distribute to people. It was one of strategy to solve economic crisis. So, the way to attract tourist to visit in reasonable price with great response was tried to find out (Jarinya Charoensuksai :2002). The development of historical site, Chang Pi sanctuary, is one of national strategy in order to develop economic situation. Tourism economy development is different from others such as agriculture and industry. While other economic activities need to use resources for benefit but cultural tourism need to preserve natural resources and historical sites in order to attract tourists. These attractions help people to relax themselves from stress, rush and competition situation. Tourism created career, income, income distribution and historical site preservation. This historical site, Chang Pi sanctuary, was built from laterite and sandstone as a place for illness treatment and religion ceremony

(Phra Sompan Chakaroh : 2015-1). Moreover, Department of Arts had found ancient objects, sculptures, which showed contemporary history between Hindu Brahmin religion and Mahayana Buddhism. It was mentioned in history that this sanctuary was Arokaya Sala which built in the 7th Jayavarman period.

People in Chang Pi community had a simple ways of life, harmony, culture, tradition, ceremony and even their language. The identity and outstanding of Chang Pi sub-district was found as follow. It was an ancient community with an long history. Their local culture were

Medical god parade ceremony, Chang Pi worship annually, fertility worship to agricultural product and weather (Yasothara siripaprapagon: 2017:3) Moreover, there were local products created from local wisdom such as peacock pattern silk

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	<p>weaving, tradition herbs, organic jasmine rice, Joal Ma Muad ceremony. Those community cultures of Chang Pi became to be cultural attraction showed their tradition and activities through language, belief system, ceremony, vision, modesty, knowledge system, and regulations including habits. Moreover, there was a material culture included housing, fine arts, idols and sculptures (Chiraphon Siwatthanakunkit :2011). The participation of people in community related to management systematically on tourism development was interested to study because of its outstanding and well known nowadays. Good governance policy was used in the community participation on social, economy and culture structural system.</p>
 <p><b>Merissa Braza Ocampo</b> GICICSSH1703170</p>	<p><b>Japanese Students' Mindset and Motivation in Studying English Grammar and Reading</b></p> <p><b>Merissa Braza Ocampo</b> Fukushima Gakuen University, Japan</p> <p><b>Abstract</b></p> <p>Understanding deeply the intrinsic and extrinsic types of the motivation of Japanese University students had shed an important light on their mindset and beliefs in learning English Grammar and Reading. The findings revealed that Japanese students' mindset were still more on fixed-mindset with a little growth mindset which indicates that they still needed to be motivated to be more pro-failures to succeed. Also, this study found out that 98% of the students were extrinsically motivated in learning English grammar and reading as they were included in their curriculum.</p> <p><b>Keywords:</b> Mindset, Motivation, Intrinsic, extrinsic</p>
 <p><b>Israel Joseph R. Soberano</b> YRSICSSH1703051</p>	<p><b>Gay Man or Transwoman: A Met ethical Discourse on Their Lived Experiences</b></p> <p><b>Israel Joseph R. Soberano</b> PhD in Philosophy student, De La Salle University, Manila, Philippines</p> <p><b>Abstract</b></p> <p>This paper focuses on the moral aspects to the life of any gay man residing in the Philippines. When a discourse about them is made, it is quite inevitable not to deal with issues like the growing number of HIV cases in the country, their unorthodox life choices and the perceived immorality of their actions. But in spite of the criticisms that are hurled against them, we have progressed with regard to how they are treated. In 2013, GMA network aired, My Husband's Lover. Prior to its showing, nobody really dared to dwell on such an issue at least in the mainstream media. As a result, people learn to have a more profound understanding of the members of the LGBTQ community.</p> <p>In this paper, I will inquire about the lived experiences of gay men and even transgender women. There are some people who tend to display their natural contempt for the members of LGBTQ. There are also some people who are a bit welcoming because generally speaking, the members of this group are tolerated but not their actions. After that, I would like to show that the principles of meta-ethics can be applied to the discourse on gender and homosexuality.</p>

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**Michael B. ALEYOMI**  
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**THE CHALLENGES OF CITIZEN DIPLOMACY IN NIGERIA PROJECT**

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**ABSTRACT**

This research is developed out of the convergence of two related concerns about the study of Nigeria project. The first, which is the core and a more normative interest to this study, is a desire to evaluate the hold back to achieving the plights of Nigerian citizens both at home and abroad. The second is the need to assess the effectiveness of government initiatives towards Nigeria project. The promotion of the general welfare of the citizens and securing liberty for all towards positive perception, both at home and abroad is an incontrovertible project of any state. However, avid reader and scholar of Nigerian polity will notice laxity in the application of citizen diplomacy, which is the Nigeria's policy thrust for image building. Hence, this piece underscores the challenges towards Nigeria project and enunciates the way forward for Nigeria's regeneration. Utilizing both primary and secondary data, which is qualitatively and systematically analyzed through triangulation technique, the study reveals unnecessary but obvious wide gulf between the Nigerian state and its citizens. It posits that this intricately complementary domain aids the country's image crisis. Among every other thing, the paper recommends a combination of socioeconomic, politico-security and diplomatic strategies towards enhancing the welfare of the Nigerian citizens, as well as, improving the rebranding efforts of Nigerian government.

**Keywords: Citizen-Diplomacy, welfare, image-building, Nigeria-project**



**Mehri YASAMI**  
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**Homestay Tourism: from the Distant Past up to Present**

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**Abstract**

While homestay tourism as an effective catalyst for socio-economic development in the rural areas has been widely discussed in the tourism literature, very few studies have investigated the historic roots and evolutionary path of homestay. This study conducted a thorough review of homestay history in order to explain what factor gave rise to the homestay tourism and what significant forces in the modern society have shaped the contemporary homestay tourism. This paper shows that the business of homestay, from its earliest days as in the past shares the characteristics of the homestay tourism as we know it today. It also acknowledges how homestay tourism has been evolved through societies' religious beliefs, financial incentives, nobles' hunger for novel cultural experience, environmental awareness, enhanced demands for solitude, poverty reduction, and sustainable tourism development over centuries. Furthermore, it clarifies that the modern tourists consider homestay as an alternative lodging experience to the




	<p>normal chain hotels due to its capability in creating a short relaxing break in a homelike atmosphere allowing them to experience host culture and pristine nature in more authentic way. Keywords: CBT approach, homestay tourism, local community.</p>
<p>Assoc. Prof. Dr. Wasana Kaewla GICICBMLS1703069</p>	<p>Local Craft-manship Wisdom on community health system of Khmer Ethnic Groups in Surin province, Thailand and Siamreap province, Cambodia</p> <p>Assoc. Prof. Dr. Wasana Kaewla Surindra Rajabhat University, Science and Technology</p> <p><b>ABSTRACT</b></p> <p>This research purposed Local craftsmanship wisdom attainment preparing materials, craftsmanship and compares the elements of craftsmanship in Community Health Systems ethnic Khmer Surin, Thailand and Siem Reap, Cambodia. A Qualitative research, as an ethnography data were collected by interview, in-depth interviews and participant observation. Using semi-structured interviews and researcher was an important tool in data collection which conducted in two areas of the province of Surin, Thailand and Siem Reap, Cambodia.</p> <p>The main key informants were the priest, monk helper, patients and care givers, patients' relatives Folk Philosopher Including a feminist local healer called Ma-Maud, Number of them total of 45 cases were analyzed, synthesis and conclusion based on systems thinking. Decoding intellectual and cultural interpretation of the wisdom was done (Claude levi-strauss. 1986) and (Clifford Geertz. 1973).</p> <p>The study found that local craftsmanship wisdom could available in lifestyle, traditions and rituals of the community health system in Khmer Surin ethnic groups, Thailand by composition and procedures similar to the Cambodian province of Siem Reap in Cambodia, where the mountains are blocked by border of Phanom Dong Rak mountains with latent art in a person, including materials, time, place the rituals of the Khmer Surin, and Cambodia. This is intended to mental stability and to build morale is important.</p> <p>Handcrafts role in community health system in the two areas have some form of the cone bevel tighten up the teacher's dismissal order on the ground floor of a fairy and the supernatural. Fabricated from local materials under natural conditions using the trunk and leaves of banana trees, coconut, jackfruit, leaves of Bodhi tree, Indian coral tree, Blady grass and artificial materials are used to make durable parts, Crepe paper, colored paper, foam and paper, glossy pearl flake with age.</p> <p>Artifacts that reflect the role of handicrafts in the health system, including community health called KURU which generator bevel invited teachers and deity's layers. The ritual are indispensable components in a central place is adorned marquee ceremony called majority pillars stock. The artifacts that reflect the role of the ceremony of the basic psychological treatment in the community, including nine Square tray, Betel nut blocks (set of four bevel). pieces of Brahmanism and Buddhism worship set, Birth worship set.</p> <p>Local craftsmanship wisdom in Community Health Systems has inherited a rich cultural heritage since the preparation of the materials, including the ceremony, combined with the traditional beliefs about ghosts, Brahmanism and Buddhism respect on belief and faith to accept. The cooperation for the purpose of the ritual is being wisdom that the community has a significant role to the local level, public health and should be upgraded to a service of the community.</p>

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 <p>LE, KE-DUC GICICBMLS1703077</p>	<p><b>Keywords : Community Health Systems, local wisdom, Ethnic, handicrafts</b></p> <p><b>APPLYING DEA WINDOW ANALYSIS METHOD TO EVALUATING ASIA-PACIFIC AVIATION INDUSTRY TECHNICAL EFFICIENCY</b></p> <p><b>WANG, LAI-WANG</b> Department of Industrial Engineering and Management, National Kaohsiung University of Applied Sciences, Taiwan</p> <p><b>LE, KE-DUC</b> Department of Industrial Engineering and Management, National Kaohsiung University of Applied Sciences, Taiwan</p> <p><b>Abstract</b> This research aims to measure the relative efficiency of aviation industry in Asia-Pacific region and also identify the performance trend of this industry by observed time. In this research, non-parametric technique called Data Envelopment Analysis (DEA) is employed in which Window analysis is used to obtain the efficiency score as well as the performance trend of 10 main airlines in Asia-Pacific region for the period of 2011-2015. The results of window analysis method revealed that most airlines perform well and showed that the slight increase trend during period 2011-2015.</p> <p><b>Keywords</b> Aviation Industry, Data Envelopment Analysis, Window Analysis, Technical Efficiency.</p>
 <p>Nguyen, Thi-Duong GICICBMLS1703078</p>	<p><b>A COMPARATIVE STUDY ON VIETNAMESE COMMERCIAL BANK'S EFFICIENCY: INTERMEDIATION APPROACH VERSUS PROFIT-BASED APPROACH</b></p> <p><b>Yu, Min-Chun Yu</b> Department of Business Administration, National Kaohsiung University of Applied Sciences, Kaohsiung 807, Taiwan</p> <p><b>Wang, Chia-Nan Wang</b> Departments of Industrial Engineering and Management, National Kaohsiung University of Applied Sciences, Kaohsiung 807, Taiwan</p> <p><b>Nguyen, Thi-Duong</b> Departments of Industrial Engineering and Management, National Kaohsiung University of Applied Sciences, Kaohsiung 807, Taiwan</p> <p><b>Abstract</b> Since banking system is considered as the lifeblood of the national economy in Vietnam with its activity encompasses all socio-economy, evaluating bank's performance efficiency is one of the important subjects for societies in general and for the banks in particular. Many researchers have researched in this field. However, there are not many researches focusing on comparing the differences results causing by using the different approaches. The main purpose of this research work is firstly to evaluate the efficiency of commercial banks in Vietnam generally, then to make the comparison between the intermediation approach's results and profit-based approach's in order to find out the differences. The non-parametric approaches- Data Envelopment Analysis (DEA) is used to evaluate</p>

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	<p>efficiency of Vietnamese commercial banks during the period 2010-2015 Keywords: DEA; Efficiency of commercial banks, intermediation approach; profit-based approach</p>
 <p style="text-align: center;"><b>Le, Van-Kien</b> GICICBMLS1703079</p>	<p style="text-align: center;"><b>Evaluating Efficiency of the hydropower of companies in Vietnam the period from 2013 to 2016</b></p> <p style="text-align: center;"><b>Wang, Lai-Wang</b> Department of Industrial Engineering and Management, National Kaohsiung University of Applied Sciences, Taiwan</p> <p style="text-align: center;"><b>Le, Van-Kien</b> Department of Industrial Engineering and Management, National Kaohsiung University of Applied Sciences, Taiwan</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Electricity is plays an important role in people’s life since it is used a major source of human to create the light, operate equipment and engine. As the growth of economic is required, lots of hydropower companies have been built to provide electricity in Vietnam. In order to know about developing process in every period, the research applies Window Model for estimating the efficiency variation of 11 hydropower companies in period from 2013 to 2016. By analysing input and output factors of hydropower companies in Vietnam, the result shows that CHP, TMP, TBC, S4A, DRL keep stable in this period. In addition, Malmquist index uses for evaluating the efficiency change on progress over periods.</p> <p>Keywords: Electric, Window Model, Malmquist index, hydropower, input and output factors</p>
<p><b>Monalisha Khakhlari</b> GICICSSH1703139</p>	<p style="text-align: center;"><b>Medieval Assam: an analytical account of British Travellers</b></p> <p style="text-align: center;"><b>Monalisha Khakhlari</b> Ph.D Research Scholar</p> <p>Travel writing focus on some preconceived notion, as Lewis Strauss stated, “Travel books have preserved the illusion of something which no longer exists.” The European travellers show the idea of hardening European superiority leading to the manipulation of Orientalist theory which led Edward Said to coin the term Orientalism, describing the correlation between occident and orient as an asymmetrical one. Nevertheless, travel account are regarded as primary source materials that bring immense value to the study of past in corroboration with other sources of the period. Assam, though a fascinating state on a strategic frontier of India was not a popular destination in the earlier period. However, certain commercial interest and a spirit of adventure led a small number of foreigner’s including travellers, scholars, invaders, traders, soldiers, religious reformers and missionaries to this region. No doubt the accounts of British travellers such as Ralph Fitch, Alexander Dow, Captain Welsh and John Peter Wade had enhanced the history of Medieval Assam. Yet we see the seed of certain stereotypes being sowed that affect the received understanding of Assam later also.</p> <p>Therefore, the present paper with the correlation of primary and secondary sources would seek to examine the motives of travellers and stereotypical presence that they made based on certain assumptions. It is also an attempt to</p>

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	<p>analyze the devices of representations and dominant ideologies that led to sheer depictions of the travellers' imagination and perception which influence the considerate knowledge in contemporary period. The importance of this research proposal is to cover up the ignored sources for writing the medieval history of Assam, which, in turn, brings out significance of the study.</p> <p><b>Keywords-</b> Travel writing, representation, self, other, notional presumption</p>
<p><b>Ramkumar S</b> GICICBMLS1703073</p>	<p><b>Organizational Values and its impact on Learning Attitude: A Study with stakeholder's perspective</b></p> <p><b>Balajai Rao PSV</b> Professor &amp; Head, Department of Business Administration, Vidyavardhaka College of Engineering, Mysore, Karnataka</p> <p><b>Ramkumar S</b> Department of Business Administration, Vidyavardhaka College of Engineering, Mysore, Karnataka</p> <p><b>Abstract</b></p> <p>The changing paradigm of the educational research requires more focus on attention to modify the design of classroom delivery as well as creating appropriate value for the effective learning environment. It is understood that the new paradigm of innovative andragogy has to address the management of adults especially the millennial who are the native of technology. Since the technology grows with this new generation and vice versa, the institutional values should also be changed so as to address the attitude problem of this audience group. Though it is evident that an institution should focus more on technology enabled campus, the other side of argument is also inevitable that it concerns about the Learning questions of present generation. Of course, the technology can facilitate the learning process, but not as an alternative. Hence, this paper tries to explore the importance of value based organization and its impact on the learning attitude of millennial with reference to the higher education institutions of Mysore city. For this purpose, the authors have studied the above said problem in few structured organizations who have committed to provide higher education to the student community. The hypotheses are tested after conducting a survey which is designed with the help of constructed scales with regard to the employing variables. The findings of this study addressed the linkages between the organizational (institutional) values and its impact on learning attitude of the present generation student community.</p> <p><b>Key Words:</b> Organizational Values, Learning Attitude, Adult Education, Value-based Education &amp; Millennial</p>

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