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Interdisciplinary Social Science Studies  
Conference Abstracts e-Handbook

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## 4th International Conference on Interdisciplinary Social Science Studies

4<sup>th</sup> - 6<sup>th</sup> July 2016

### Conference Abstracts e-Handbook

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1-X11-2803

## **IMPROVING THE ASSESSMENT PRACTICES IN MULTI-GRADE CLASSROOMS**

**Prof. Matshidiso Taole<sup>1</sup>**

Assessment is a fundamental component of teaching and learning process, because it is only by measuring the demonstrated output of the learner that it can be determined whether the required knowledge and skills have been successfully attained. The Multi-grade teaching approach of education is receiving attention as a model that can provide viable opportunity for educational delivery in remote rural areas. Multi-grade refers to a situation where different grades or levels of learners are taught by one teacher in the same classroom. Multi-grade classes do not lend themselves to traditional models of graded assessment, based on summative measures of curriculum coverage and tied to a particular grade level content. As a result, teachers in the Multi-grade context experience challenges when assessing learners in different grades in the same classroom. This article investigates the effectiveness of the existing assessment practices in Multi-grade classrooms and determines factors that affect the implementation of the assessment in Multi grade classrooms. The article employed a qualitative approach of data collection by using observations, reflective journals and semi-structured interviews. The case study design was utilized using action research methodology. Data was analyzed qualitatively. Strategies to enhance assessment practices in multi-grade schools and also inform policy formulation are suggested. In addition, and implementation regarding Multi-grade assessment practices and teaching and contribute towards bringing the practice into prominence and giving much-needed coherence to mono and Multi-grade teaching in the teacher education system.

2-X4-2779

## **TEACHING ABOUT ECONOMIC AND SOCIAL INEQUALITY IN SOCIAL SCIENCES CLASSROOMS IN SOUTH AFRICA**

**Prof. Suriamurthee Moonsamy Maistry<sup>2</sup>**

South Africa is a country of stark contrasts, with opulence co-existing alongside poverty. Historically the issue of class has been narrowly linked to race, yet in present day South Africa, economic inequality and poverty know no racial boundary. Teachers often struggle to integrate these issues into the curriculum in a meaningful way. South African education has witnessed significant curriculum reform. While some teachers view this as a daunting endeavour, others disturb this assumption and embrace the opportunity and challenge of curriculum development especially as it relates to addressing the nation's transformation agenda. This paper focuses on the experiences of a novice primary school economics teacher as she engaged with the challenge of curriculum development in economics. It examines how a teacher's cultural capital influenced her ability to interpret and enact the economics curriculum in ways that offer meaningful opportunities to explore issues of economic and social inequality through innovative pedagogy

3-X6-2806

## **LANGUAGE LEARNING STRATEGIES OF THAI STUDENTS: A CASE STUDY IN THE NORTHEAST OF THAILAND**

**Dr. Parichart Toomnan<sup>3</sup>**

This paper presents the results of a comparative investigation into the language learning strategies of Thai university students. The purpose of the present study was: 1) to examine the frequency of language learning strategy use employed by students studying at Khon Kaen University, Nong Khai Campus (KKU, NKC) in the Northeast of Thailand; 2) to explore whether the choices of LLSs vary significantly through the enjoyment of English learning and the patterns of significant variations, if they exist at all; 3) to investigate the underlying factor of strategies reported employed by the students. Subjects for the

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study were three hundred and fifty-three undergraduate students. The study revealed the students' reported moderate frequency of LLS use at the overall and category levels. The frequency of students' overall strategy use varied significantly according to the enjoyment of English learning. Significant variations were found in all the four COG, SCI, MET, and AFF categories in terms of enjoyment of English learning. Implications of the study are presented and discussed.

4-X29-2860

## **WOMEN'S AND MEN'S GENDER IDEOLOGIES: THE HOUSEHOLD VS. THE LABOUR MARKET**

**Dr. Asli E. Mert<sup>4</sup>**

This research investigates the gender ideologies of Turkish women and men regarding their attitudes towards female employment and sharing the household-related responsibilities. The main focus is on how the domestic division of labour is structured by the recognition of the non-egalitarian share of housework in late 2000s and early 2010s. As women undertake the vast majority of the (female) housework, their perception of the fairness in terms of domestic division of labour is mostly internalised as default. While particularly highly educated women advocate for the importance of women's paid work by a rate of 99%, their gender ideology regarding the domestic division of labour refers to a (socially structured) acceptance of the double burden. Also, the finding that women's employment status and increasing wages do not create a significant difference in their share of the (female) housework eliminate the time availability and resource bargaining hypotheses as explanations for the imbalanced domestic division of labour while strengthening the validity of gender ideology explanation for the allocation of domestic responsibilities in the household.

As Turkish men support women's paid work in theory by arguing in favor of female employment, their support in practice (which is their contribution to (female) household tasks) remains at a highly inadequate level. Indeed, the marginal effects after a bivariate probit analysis demonstrate that the predicted probability of men both arguing that women's work is appropriate and performing female housework (simultaneously) is only .04. This picture underlines the fact that both women and men, and particularly those who are highly educated, have a positive attitude towards women's paid work. However, as a major barrier to women's careers, the imbalanced domestic division of labour is acknowledged as a pattern of a natural role allocation. The findings refer to the importance of reinforcing gender equality in the share of women's and men's roles starting from the socialisation process and schooling (by implementing a gender-neutral curriculum), and continuing via media campaigns, supportive social policies and an egalitarian political discourse. Furthermore, it is highlighted that improving men's involvement in the household as husbands and fathers as much as supporting women's employment need to be a major step towards an equal share of household responsibilities mainly for the sake of women's career trajectories.

5-X28-4007

## **INDIAN ENGLISH: IDIOSYNCRASIES AND INTELLIGIBILITY**

**Ms. Pramod Rai<sup>5</sup>**

Abstract

Indian English: Idiosyncrasies and Intelligibility

English has been labeled as a global language, an international language, and its spread across the globe has given it the status of a medium that is inevitably essential to place one on an international platform. The purpose of this study is to address the dilemma of the Indian students regarding which English to follow – British, American or Indian. It arises out of different approaches towards the language -the Romantic model that advocates native standards and the Rationalist model that accepts the inevitable “pluricentricity” of English. The idiosyncrasies of Indian English that make it unintelligible to British

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and American English speakers pose a problem at the home front as well on account of its complex multilingual situation which results in transfer from Indian languages like Hindi, Punjabi, Gujrati, Telgu etc through interference of mother tongue. The paper brings out the idiosyncrasies of Indian English that make it unintelligible. It also deals with how this issue can be dealt with on a national level by working on developing a neutral accent. On an international level, it shows the problems faced mutually when Indian English speakers interact with native speakers. Since bilingualism is rare, international intelligibility is possible through mutual efforts as it is a process of give and take and cannot be seen from the traditional one-sided perspective. The Indian speaker with adequate linguistic competence can work his way through by focusing not on isolated words but situational context and exposing himself to familiarity with the language. To work towards mutual intelligibility, the native speaker can

develop an attitude of tolerance and respect for the differences which are inevitable. Codification of Indian English is a giant step forward as it will define which aspects of it are errors and which can be called features that mark it as a variety in its own right. This clarification is vital to the issue of intelligibility.

**6-X27-2978**

## **CROSS-CULTURAL COMMUNICATION: KNOWLEDGE AND UNDERSTANDING OF CHINESE STUDENTS MAJORING IN THAI**

**Mr. Wirat Wongpinunwatana<sup>6</sup>**

This qualitative research aimed to explore knowledge and understanding of Thai language and culture in cross-cultural communication of Thai major Chinese students at the Faculty of Humanities and Social Sciences, Khon Kaen University. The research methodology was the in-depth interview collecting data from 14 Chinese students, and the data presentation was analytical research.

As a result, Chinese students as a sender and receiver will have an effective communication based on 5 central aspects including communication skills, attitudes, knowledge, social system and culture. Positive attitudes towards Thai people and society will help the students to acquire Thai language rapidly and have better understanding of Thai culture. Thai social system and culture will be the facilitation of communication skills development. More importantly, informal communication with Thai companions will allow the Chinese students to perfectly know about characteristic of Thai people and Thai social context. The best way of communicating is face-to-face communication and online communication, respectively.

**7-X35-3044**

## **THE INCREASE IN DIVORCE RATES AMONGST SIKHS: BRITISH ASIAN PERSPECTIVES**

**Mr. Mandeep Singh Sehmi<sup>7</sup>**

This paper will discuss British Asian Sikh attitudes towards marriage in the 21st century, with a key focus on both the horizontal relationship between husband and wife and the vertical relationship between a person and God. In much of the world, the rate of divorce has recently increased whilst a rise in cohabitation (pre-marital, non-marital and post-marital) has also delayed people from entering marriage and remarriage. These global trends have a significant effect on people's identities and lives. Although many researchers have focused on issues associated with marital instability and dissolution in black and white communities (Curran, Utley, and Muraco 2010), Latina communities (McNamee and Raley 2011), Hispanic communities (Bulanda and Brown 2007) as well as within Christianity and Islam (Naidoo 2001; Woods 2006), there has been little research on marriage and divorce among Sikhs. Sikhs are a growing population in the UK, for example, there is a rise from the 2001 census of 336,179 Sikhs (Singh and Tatla 2006) to 423,000 in the 2011 census. Specifically, this paper seeks to contribute to this area by understanding developments in British Asian Sikh attitudes towards divorce and spirituality. Although the Sikh Dharam does not endorse divorce, there has been a steady increase in marital dissolution within the British Sikh community. The paper will discuss interviews that were conducted around the UK, consisting of men and women, Amrit Dhari (initiated or baptised Sikhs) and non-Amrit Dhari Sikhs who were either, single, married, divorced or experiencing a

<sup>6</sup> Mr. Wirat Wongpinunwatana, Assistant Professor, Khon Kaen University.

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divorce and how they have constructed their attitudes towards marriage and divorce. Drawing on Grounded Theory to qualitatively analyse these interviews, the paper provides original insights into this aspect of British Sikhs' attitudes, social relations and spiritual identities.

Key words: Marriage, Divorce, Relationships, Cohabitation, Spirituality, Sri Guru Granth Sahib Ji, Love, Commitment, Horizontal and Vertical Relationships

**8-X7-2883**

## **SHAIKH FARID UD DIN MASOOD LIFE AND WORK**

**Dr. Asma Qadri<sup>8</sup>**

SHAIKH FARID UDDIN MASOOD LIFE AND WORK

Shaikh Farid Uddin masood is one of the most prominent figures in the history of Sufism in South Asia.

He is the first Punjabi poet from 13th century. Through this research paper will try to relate Farid's life and poetry with music and with his socio-economic system as well as with present time.

The research is based on the book written by Ameer Hassan Sijzi. The book name " Fwaid Ul Fawad " is a record of conversations of the writer and Nizam Uddin of Dehli (successor of Farid Uddin Masood).

This book was written from 28th January 1308 to 5th September 1322. Nizam uddin tells us about Farid's way of living and his views on various aspects of life. Through this research will try to relate the poetry with Farid's practical life. So that we may come to know that its not a poetry of imagination only but it's a practice of working class with whom Farid spend his whole life

key words : Farid uddin masood, nizam uddin, fwaid ul fwad

**9-X26-3003**

## **TONE VARIATION BY AGE GROUP OF UDON THANI PHUAN**

**Dr. Supakit Buakaw<sup>9</sup>**

Tone Variation by Age Group of Udon Thani Phuan

The Phuan language belongs to Southwestern Tai branch of Tai language family and was classified to be a member of PH group of Southwestern Tai branch as same as Lao, Phu Tai, and Siamese or Standard Thai. This paper is the sociolinguistic study of tones in Phuan. The aim of the study is to explore phonetic and phonological variation in tone systems of Phuan. The research question is how the tones are varied according to age group. The data were collected from Phuan speakers residing at Ban Phue of Udon Thani province from three age groups: old generation (over 60), middle generation (35-45), and young generation (15-25). A set of 60 words was used to examine the pattern of tone splits and coalescence. These words are pronounced in isolation and the recorded sounds were acoustically analyzed by using Praat speech software program. The theoretical framework of this study is based on the checklist for determining tones in Tai dialects or Gedney's (1972) Tone box, which was reconstructed in the Proto-Tai language: the tone A B and C for smooth syllables and tone D for checked syllable. The number of tone is based on tone splits and mergers, which are conditioned by phonetic characteristic of initial consonants. The result shows that Udon Thani Phuan has six tones; Tone 1 (A1), Tone 2 (A234), Tone 3 (B123), Tone 4 (B2), Tone 5 (C1), and Tone 6 (C234). The pattern of tone merger and split can be described as follows: A1-234, B123-4, C1-234, DL123-4, DS123-4, and B1 = DL123, C234 = DS123, A123 = DLDS4. The tone patterns of female and male speakers are identical in term of tone split and coalescence. Udon Thani Phuan, moreover, shows a basic split or bipartition, which is based on voicing of Proto-initial consonants across tones categories B, DL and DS. However, the significant differences in tone

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characteristics among the three generations are found. It can be concluded that the tone of Udon Thani Phuan has been phonetically changed.

**10-X19-3090**

## **THE FUTURE GOVERNANCE OF HONG KONG AFTER THE UMBRELLA MOVEMENT: FROM TEXT TO CONTEXT**

**Mr. La Li<sup>10</sup>**

In 2014, triggered by the dissatisfaction of the proposed election method drafted by the National People's Congress of China, tens of thousands of citizens in Hong Kong occupied the main streets of the city, appealing for 'true universal suffrage'. This protest, known as 'Umbrella Movement' or 'Occupy Central', was marked as a major social event took place in Hong Kong since the handover, and would have far-reaching impacts on the future governance of Hong Kong. This research employs a combination of computer-assisted content analysis (T-LAB 9.1) and Critical Discourse Analysis to study the political discourses of the Hong Kong government during the protest period. It argues that with the 'slam of doors' of the democratic reform, the long-employed official discourse of an impending democratic regime deigned by the central government became almost an open deception. Unable to change the central decision, the government had to shift its discourse and leaned more closely towards the central government, emphasised their principle-agent contract and use more repressive and patriarchal tone against the people. Based on the observation of the raising of a more repressive political discourse, this article indicates with examples that the post-movement governance of Hong Kong would follow a more authoritative and more pro-Beijing style.

**11-X30-2862**

## **THE FUTURE OF IRAN'S AMBITION IN LATIN AMERICA AFTER THE NUCLEAR DEAL**

**Dr. Hanan Alhajeri<sup>11</sup>**

The Iranian presence in Latin America has been raising important questions lately among scholars and analysts of the region, especially after the lifting of imposed sanctions in January 2016. These questions are related to the future of Iran's Latin American presence, its mediums, and channels. But first we should take into consideration the Iranian presence in Latin America and its goals and strategies. The main questions that this paper attempts to answer are:

- 1- Why did Iran attempt to strengthen its presence in Latin America, especially from 2005 to 2015 (the Iran deal was reached in July 2015)?
- 2- Was this attempt successful and in what aspects?
- 3- What are the strategies Iran used to establish a strong and beneficial presence in Latin America?
- 4- What is the future of Iran's presence in Latin America?

**12-X33-2841**

## **DESIGN AS A CULTURAL ISSUE: TOYS DESIGN ASPECTS IN BRAZIL, A DEVELOPING COUNTRY**

**Dr. Denise Dantas<sup>12</sup>**

This paper presents an overview about Brazilian Toys Design nowadays considering cultural, industrial and marketing aspects. It highlights the influence of Brazilian late industrialization and international mass culture to establish the rupture between

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<sup>10</sup> Mr. La Li, Student, University of Hong Kong.

<sup>11</sup> Dr. Hanan Alhajeri, Assistant Professor, Kuwait University.

<sup>12</sup> Dr. Denise Dantas, Assistant Professor, University of São Paulo.

the local culture of play, this own material manifestation and what Brazilian Toy Market offer to children. It discusses how toys and playing are responsible for our childhood memories and if design seen as a social and cultural issue can construct a bridge to connect both local and global influences to redeem the richness of Brazilian culture. Design is an important discipline that is responsible for constructing our material culture. International Council of Societies of Industrial Design (ICSID) define industrial design as "... a strategic problem-solving process that drives innovation, builds business success and leads to a better quality of life through innovative products, systems, services and experiences." (ICSID, 2015). Brazil is a developing country where design had a late introduction, in the middle of Twenty Century (Niemeyer, 1998). The principal aspect to be considered about this is the latest industrialization of the country, which was initiated only after the 1st. World War (Cano, 2015). Brazil is a colonized country and because of that, it has a very heterogeneous culture that includes African, European, North American and Asiatic references and Indigenous as well. As a multicultural country, Brazilian culture incorporates all of these cultural manifestations not as a mimesis but as a "miscegenation", doing a local interpretation for foreign contributions (Moraes, 2006). The exuberance of Brazilian culture on playing and toys are brilliantly showed in "Território do Brincar" (Territory of Playing), a film made by David Reeks and Renata Meirelles (2015) and "Tarja Branca" ("White Stripe" ), a film by Cacau Rhoden (2014). Nonetheless, the formal toy market in Brazil does not reflect this richness and it is more like a mimesis of foreign references. Play and toys are the most important cultural references to children. Through them, they can build their country references. In this paper, we compare two aspects of toys and playing in Brazil: 1. Products present in two biggest stores in São Paulo in terms of national or international cultural references, like licensed characters products, for example; 2. the relation between these data and the references presents in two quoted films. The first data collection was a quantitative expression of the offering. The second aspect compares the presented data on selected films and the cultural references in current products sold to children in Brazil to understand how many of them are representative about Brazilian culture. The result of this analysis shows the impact of mass culture and foreign influence on Toy Industry in Brazil. To conclude, this paper discusses how Toy Design activity is an important social and cultural issue in a transdisciplinary approach and if it is able to establish a resistant point of marketing and business view about design to preserve local culture in developing countries.

13-X36-4052

## APPLICATION OF GOOD GOVERNANCE CONCEPT THROUGH THE EUROPEAN E-JUSTICE SYSTEM

Ms. Jagna Mucha<sup>13</sup>

ABSTRACT:

The study looked at financial motivation and its influence on performance of teachers in Government Senior High Schools in Ghana. The sample of the study consisted of 207 public senior high schools drawn from a population of 535. A total of 621 questionnaires were distributed to teachers working in various public senior high schools out of which 520 representing 83.74% were retrieved. The respondents that constituted the sample were drawn using convenience sampling. The researchers used Chi Square to assess the independence between financial motivation and performance of teachers which was measured using the pass rate of students at the West Africa Examination Council. From the Chi Square test statistic and analyzes of questionnaires retrieved from respondents, it was realized that there is association between financial motivation (Single Spine) and performance of teachers at public senior high schools. The study concluded by advising that for financial motivation to continue to serve as motivators in the long run, it is crucial to manage other variables that are associated with it.

Keywords: financial motivation, teachers, performance, Senior High Schools, Ghana

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<sup>13</sup> Ms. Jagna Mucha, PhD Candidate, University of Warsaw.

14-X34-3061

## **TOWARDS A TYPOLOGICAL APPROACH FOR CLASSIFICATION OF PRIVATE MILITARY AND SECURITY CONTRACTORS**

**Mr. Daniel Gough<sup>14</sup>**

Private military and security companies have come to feature prominently in the context of modern global and national. Private contractors currently represent the front lines of the War on Terror, outnumber public police by three to one on US soil and represent the largest publically traded company on the London Stock Exchange. Despite the exponential growth of PMSCs however, the majority of academic and political dialogue relating to PMSCs rely upon one-dimensional approaches.

Since the emergence of Executive Outcomes in Africa, and more recently Blackwater in Iraq, there remains a tendency to discuss PMSCs and the privatisation of security, within the context of warfare. These examinations have primarily started from the premise that their existence represents an illegitimate, and illicit, use of violence concluding that PMSCs should be classed alongside mercenaries. Alternatively, the sector of private security services, including the likes of G4S and Securitas. These are most commonly discussed as a natural, and legitimate market supplement to state policing.

Ultimately however, modern PMSCs undertake such a range of activities that attempts to examine them as homogenous groups are plagued by difficulties. And whilst isolated incidences have attracted critique, this paper considers a more foundational need to accurately and effectively examine the increased prevalence of PMSCs.

This paper proposes a criteria for a nuanced classification framework for PMSCs, capable of addressing the changing nature of globalised violence. Specifically, it identifies three criteria necessary for an accurate and comprehensive examination of PMSC activities, in a manner capable of identifying the relevant structural relationships between their exercise of violence and the individuals affected by this.

The first of these is the relationship between the PMSC and the local community, in particular whether the contractors represent the local population as employees or external forces. The second is the relationship between the funding party and the local population, focussing upon the geographical location and public/private nature of the employers, in order to establish the nature of the relationship between the local population and the interests being protected. The third is the form of security, and level of violence, offered by the PMSC, with particular reference to variations within defensive and offensive operations.

Through emphasising the ability of PSMCs to change the balance of power within societies and their communities, this method of classification is capable of both highlighting their potential to directly affect the local population, but also identifying the secondary impact of their use may. In particular, the examination of non-linear organisation structures provides an insight into the ability of private violence to exert undue influence over communities, particularly with regard to economic development and extractive concessions. Specifically this classification provides a tool for analysing the propensity of certain types of PMSC, to be utilised to circumvent local attitudes, legal accountability and direct action, to protect the interests of one party against another.

Finally, utilising this approach increases the ability for future regulatory examinations to interact with traditional state-centric systems, including human rights, to establish legal and social accountability in a targeted manner.

15-X31-2981

## **THE POLITICS OF INTERNATIONAL LAW OF CONFLICT MANAGEMENT: A CASE STUDY OF BANGLADESH CONFLICT MANAGEMENT.**

**Mrs. Humayra Mishu<sup>15</sup>**

The Politics of International Law of Conflict Management: A Case Study of Bangladesh Conflict Management.

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This paper explores the management of border disputes on the India-Bangladesh frontier, looking at specific aspects of land border disputes. Drawing on a critical theory approach which problematizes the politics of international law, it asks how Bangladesh has been able to pursue its interests in a complex dispute where its relationship with a much more powerful actor –India- are all the more difficult because of the colonial and post-colonial history. The specific approach used is taken from Martti Koskenniemi, who has argued that international legal theories tend to universalise conflicts which are better understood as specific problems that arise in specific historical and political contexts, and that it is the politics of a dispute rather than the legal dimensions as law which shape both the process and the possibilities of their resolution. The paper will ask how effective the available means for conflict resolution have been and will analyse why the ongoing border disputes between India and Bangladesh have proved so intractable. It also takes the opportunity to critique and develop Koskenniemi's contribution to the analysis of conflict since his work has been used to examine a number of different kinds of dispute, including some post-colonial conflicts but has not so far been used in the specific analysis of border disputes. The methods used are to examine the substantive issues between the two countries, their history and geography, and then to examine more closely how the disputes are seen, defined and acted upon by key players on both sides. The paper will include case study analysis drawing on evidence from both side, but the primary focus is the weaker actor, making sense of Bangladesh's response to attempts to dominate its border policies by a much larger country which was also, in the early 1970s, the sponsor of its independence. The conclusions will include a critical appraisal of the process of negotiation and the interlocking of legal and political argument in the management of the conflict.

16-X9-2950

## **BLAME ATTRIBUTIONS AMONG CHILD SEXUAL ABUSE SURVIVORS AND DISCLOSURE OF THE ABUSE**

**Dr. David Canton-Cortes<sup>16</sup> and Dr. Maria Rosario Cortes; Dr. Jose Canton**

**Abstract Title:** Blame Attributions Among Child Sexual Abuse Survivors and Disclosure of the Abuse **Abstract:** Child sexual abuse (CSA) disclosure is critical for survivor's psychosocial adjustment later in life. The aim of the present study was to analyze the relationship between attributions of blame for child sexual abuse by the victim and the disclosure of the abuse to parents or caregivers while controlling for characteristics of the abuse. Female college students between 17 and 24 years of age ( $M = 19.44$ ,  $SD = 1.64$ ) from a southern Spanish University were surveyed. Of 1547 respondents, 153 (9.90%) reported having suffered some form of CSA before the age of 15. Information about the characteristics of abuse (age of onset, type of abuse suffered, continuity of abuse, and relationship with and age of the perpetrator) and the existence of abuse disclosure by the survivor was obtained from a self-reported questionnaire developed for the present study. The Attributions of Responsibility and Blame Scale (McMillen & Zuravin, 1997) was used to assess attributions made about CSA (self-blame, perpetrator blame and family blame). The results of a logistic regression model was statistically significant,  $\chi^2(9) = 43.856$ ,  $p < .001$ . The model explained 41% (Nagelkerke  $R^2$ ) of the variance of abuse disclosure and correctly classified 85.6% of cases. Survivor disclosure was 5.50 times more likely to occur when the perpetrator was not a family member ( $Wald = 8.14$ ,  $p < .01$ ) and 3.95 times more likely to occur when there was not physical contact with the perpetrator ( $Wald = 4.30$ ,  $p < .05$ ). The occurrence of disclosure was also related to increased perpetrator age ( $Wald = 4.83$ ,  $p < .05$ ). With regard to the attributions of blame, the occurrence of disclosure was related to lower scores on self-blame ( $Wald = 6.78$ ,  $p < .01$ ) and higher scores on family blame ( $Wald = 9.67$ ,  $p < .001$ ). However, no relationship was found between perpetrator blame and disclosure of abuse. The results confirm the idea that not only self-blame attributions, but also family blame attributions are critical to the decision of a CSA victim to disclose abuse. The possibility that children who do not disclose abuse have a greater need to deny the occurrence of abuse, or have more confusion about being abused is discussed. Attributions of blame should be taken into serious consideration when evaluating children for possible sexual abuse.

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17-X8-2875

## AN ANALYSIS OF DRUG PROBLEMS IN THAILAND

**Dr. Krisanaphong Poothakool<sup>17</sup>**

The Limited Liability Partnership(LLP) is viewed as an alternative corporate business vehicle that provides the benefits of limited liability in partnership but allows its members the flexibility of organising their internal structure as a partnership based on a mutually arrived agreement. The study focuses on giving an overview on the LLPs and their need with respect to India. It also focuses on the very important aspect that is Taxation of LLPs.this paper also discusses various issues that LLPs encounter, moreover it discusses the Possible Business Models under LLP and some suggestions for effective implementation of LLP. The paper attempts to introduce to the concept of Limited Liability Partnerships in India along with the need of setting up the Limited Liability Partnerships in place of partnerships and limited companies. The paper covers various taxation aspects in view of Limited Liability Partnerships that covers Income Tax, Wealth Tax, Service Tax and Sales Tax/Value Added Tax. The paper also attempts to highlight the issues pertaining to them that need to be addressed in order to effectively implement the Limited Liability Partnerships in India. The researcher also took note of various Possible Business Structures in Limited Liability Partnerships along with few suggestions. The paper concludes that in near future, more Limited Liability Partnerships will come into existence given its advantages over the partnership and company form of organization in India.

18-X15-3079

## A STUDY IN ETHNO-PHOTOGRAPHY: RESEARCHING VISUAL MEMORY THROUGH THE SAMPLES OF PARIETAL ART FROM THE ANCIENT CITY HATTUSA AND THE DUDUK MOUNTAIN.

**Prof. Cem Kagan UZUNOZ<sup>18</sup>**

A Study in Ethno-Photography: Researching Visual Memory through the Samples of Parietal Art from the Ancient City Hattusa and the Duduk Mountain

Abstract

The most significant phase experienced by humankind since its anthropological past is making observations. Of course, the idea of photographing and documenting, one of the most important interactions of the visual world today, compulsorily brings lighting design to the mind. Actually, many discoveries like photography, film, etc. that are created by the employment of light and camera together, mostly guide the memory of the humankind.

The most important factor that holds memory and a person together is the interpretation of light and eyesight. Actually, it's the photographer himself/herself, who visualizes the memory. Therefore, the matter of the people's incomprehension of the creation that is realized by the incorporation of the idea defined as framing reality, and the thoughts of the person, who shot the photo, under dramatic and romantic influences lead people to believe that photography is no art. However, photography is the expression of the way the artist defines, judges the world and also what it represents for him/her. The act of collecting the visible elements of fictional story starts as soon as the lens is directed towards the subject. Figures are given their meanings by the shared language of the world and the artist triggers the shutter. While today implications of the world of technology created the digital memory, it also brings forth an explanation from visual to intellectual for us and increases the radius of action of the documentarist.

The study consists of a series of samples realized on humanistic, photographic and intellectual levels. As for methodology, two separate areas have been used. As for the sampling, a series of photographs taken to document the parietal art of ancient city of Hattusa, the capital of Hittites, and Duduk Mountain as a section of the history of Ancient Anatolia have been used.

Developed here as a method that shows the unity and unrewindability of history, and the fate of the humankind, visual saturation method is made available for the scientific needs.

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In other words, following this research method that is presented as “Storytelling through photography”, it is presented to interdisciplinary researchers through monographs on this subject. Via this visual documentation method, some parietal art works of Ancient Anatolia, and Ancient City of Hattusa have been photographed.

Thus, to support the documentation function of photography in other fields, analysis was made by utilizing an ethno-photographic point of view. This study reminds us, primarily, the settling of civilization, and then the “Archeology of knowledge, as defined by Foucault, through the eyes of photography artist and science.

Keywords: Photography, Art, Documentation, Memory, History, Light, Hattusa, Duduk Mountain, Archeology of Knowledge, Ethno-Photography.

19-X22-3086

## HOW WILL THE PARSIS BE REMEMBERED?

**Ms. Snober Sataravala<sup>19</sup>**

When a community is rendered voiceless, not due to disempowerment but due to extinction, one of the major sources used to resurrect its past reality is textual evidence. This paper tries to understand how the Parsi community will be remembered when there are no more living Parsis to speak for it.

The Parsis are an ancient community originally from the Achaemenian Empire (559BC-330BC) in Persia which boasted mighty rulers like Cyrus and Darius. After surviving the threat of Alexander the Great, then resurrected by Ardeshir from the Sassan dynasty (226 AD-641AD), once again the religion was threatened in 632 AD by the Arabs from the south. The invasion was so complete that people today cannot conceive of a non-Islamic Iran.

A small band of devoted Zoroastrians fled over the mountains to India. These are the original Parsis. They eventually landed at Sanjan (Gujarat, India) in 936 AD/ 716 AD (the dates are debatable) where the Hindu ruler, Jadhav Rana gave them conditional asylum. In a nutshell, the myth is that he said—no taking converts, adopt local culture and customs and Parsi religious beliefs and customs must be followed in private. Partially due to this, the Parsi population has declined alarmingly and stands at about 75,000 today. In short, Parsis are Indian Zoroastrians who have evolved their own idiosyncratic culture which has made them both loved and respected but also the butt of fond and gentle ridicule.

Although literature is fiction, fabricating stories that are not true, it draws upon real people and real situations to construct this simulacrum or mirage of a world that existed at some point in the past. However, the construct is always steered by power. Thus, who writes and for whom, at what point in history are they writing, what time in history are they depicting? Why? What is the dominant discourse of that time? These are important questions which must be addressed.

This paper is part of a minor research project which focuses on written evidence in novels under four paradigms of the queer, the fool, the entrepreneur/ drug dealer and the antichrist with the concern that the Parsis may be reconstructed to feed the appetite for the sensational and exotic. In particular, it examines the title of Friedrich Nietzsche’s book *Thus Spoke Zarathustra* (1883-1891) which has nothing to do with Zarathustra, the Parsi prophet, but appropriates his name to loosely signify a kind of antichrist who proclaims that God is dead and man is superman. Nietzsche unintentionally inspired other people to create in that name without caring to know anything about it. Ironically, the Parsis will be dead, nobody will read the book but people will all know Zarathustra’s sayings as what Nietzsche wrote into existence in his book.

All these paradigms become traces of the signifier Parsi but exploring which one will dominate over the others to generate a simulacrum that will persist in the minds of future generations is the purpose of this research.

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20-X3-2786

## **THE EUROPEAN COURT OF HUMAN RIGHTS: AN ANALYSIS FROM PERSPECTIVES OF INCLUSION AND THE RECOGNITION OF DIFFERENCES IN IDENTITY**

**Mrs. Vanessa Capistrano Ferreira<sup>20</sup>**

Based on a factual analysis of cases of racism and intolerance (Article 14 of the European Convention on Human Rights) tried by the European Court of Human Rights, this study seeks to identify the current limits to the promotion of social inclusion and the recognition of differences in Europe. Within the perspective of Jürgen Habermas's Reconstructive Theory of Law and Axel Honneth's Theory of Recognition, we are able to dispute the supposedly exclusivist application of human rights in Europe through the exposure of jurisprudential failings, which have substantially compromised their effectiveness and democratic legitimacy within the social sphere. We will also argue for the consequences of a system of rights put into effect and legitimized by the particularistic means of a majority-Western culture that hides the arbitrariness and oppression to which continually inferiorized groups not included in modern law are subjected. Finally, we also hope to question the very judicial order of the democratic Rechtsstaat in an attempt to see beyond its vicissitudes in the international context in light of the possible emancipatory consequences today.

This investigation will use the rational reconstruction method as a methodological procedure in order to interpret the current jurisprudence of the European Court. The focus will include the most representative cases intended to combat identity-based discrimination in Europe (violations of Article 14 of the ECHR), such as those that are outlined in the official documents known as the Country Fact Sheets (1959-2010) and the Factsheet – Racial Discrimination (2013). The cases of Sander v. the United Kingdom (Application 34129/96), Velikova v. Bulgaria (Application 41488/98), Anguelova v. Bulgaria (Application 38361/97), and Nachova v. Bulgaria (Application 43577/98, 43579/98) were selected as examples of jurisprudence to be considered in this study. In terms of analyses, this study seeks to outline the most current criticisms of the interactions between European social subjects and Western political-legal institutions of protection while still exposing its failings in terms of recognizing differences in identity and hurdles to social inclusion. In order to improve the theoretical landscape proposed, authors such as Hemme Battjes, Marie-Bénédicte Dembour, Betty Hart, Anuscheh Farahat, and Yasemin Soysal will be considered. Thus, the development of this study shall be centered around a predominantly bibliographical and document-based investigation which focuses on a methodological and theoretical pluralism in order to integrate and articulate a variety of pragmatic attitudes and perspectives on research.

The expected result is to show the problems of continued omissions by the European Court involving the recognition of other ways of life, thus testing the hypothesis that traditional frameworks are still present in the Court's deliberations. This presence affects not only the existing egalitarian premisses within the political and philosophical conceptualization of the Rechtsstaat, but primarily the resolidarization of the social ties brought about in the recognition of the specificities of each person and of all people, without inferiorization or discrimination. Thus, this study focuses on the urgent need for the expansion of the rights of equality and respect by considering the principle of difference as a broad form of social inclusion.

21-X2-2771

## **BLUE OCEAN BUSINESS MODEL THROUGH PUBLIC PRIVATE PARTNERSHIP FOR RECLAIMED WATER**

**Ms. Varshali Sharma<sup>21</sup>**

This paper presents a sustainable business-model with uncontested market space based on social-economics-environment-innovation platform to optimally utilize the infrastructure assets through Public-Private-Partnership. The idea creates a Blue-Ocean for a business with participants being Government, entrepreneur and farmer. Government-agencies operate and maintain Domestic-Sewage-Treatment-Plants to treat the domestic-waste-water up to secondary-treatment-level. This treated-waste-water which is perennial and rich in nutrients, has been a non-revenue/little-revenue asset for these agencies. Its use in agriculture can solve problem of uncertainty of water in agriculture and save potable water for drinking purpose. The business model presented in this paper is based on commercial utilization of treated-waste-water for agriculture. The model incorporates sustaining technology of automatic micro-irrigation to avoid the problem of pathogens; increases yield

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and save water and labor. This model includes sharing of revenue between entrepreneur and government-agency through sale of treated waste-water. The model also involves role of Agriculture-University for maximum returns to farmer. This value innovative model brings riches to entrepreneur, farmer and government-agency by optimal utilization of existing infrastructure resource. The innovation of the model is in the fact that the capacity of buyer (farmer) is enhanced to make Business-Model sustainable while the resource is in full control of seller. The Business Model presented in this paper draws its strength from well-established principles of Blue-Ocean, Public-Private-Partnership, Use of Technology and Knowledge Management and Optimal utilization of available resources to create, deliver, and capture value, in economic and social context. Treated waste water is a precious resource rich in nutrients and perennial. Its use in agriculture can increase yield and substitute water demand in it to save potable water. This resource can be translated in to a revenue source to Urban Local Bodies by utilizing strength of Private sector through Public-Private-Partnership. The paper presents a commercially viable and sustainable Platform Business model in which Urban Local Body, Entrepreneur and Farmer are the participants and Agriculture University, Government and Non-Government Organization are the supporting bodies. This Business Model is based on the concept that Entrepreneur shall have the rights to sale treated waste water of guaranteed quality to Farmers at a cost determined as per market demand. Entrepreneur shall share his profits with ULB decided in transparent manner for a concession period long enough to ensure desired profits to Entrepreneur. The buyer shall be provided technical knowledge of best quality from experts of agriculture to ensure maximum yield of crops which can bring maximum profits to him. By enhancing the capacity of buyer product can be sold at a suitable price necessary for a sustainable Business. In water scarce regions it may turned into monopoly business. The subsidies and other facilities given by Government for using automatic drip irrigation are also integrated in the Business Model which makes it more appealing. This value based Business Model makes use of latest technologies in water sector and irrigation sector. It deploys automatic micro-irrigation, SCADA, flow meters, temperature and moisture sensors, internet, mobile phone etc. This model creates a Blue-Ocean backed by sustaining technologies and innovative marketing.

**22-X23-2918**

## **REVIVING MEMORY: THE FORGOTTEN STORIES OF NAGALAND**

**Ms. Yang Yu Peh<sup>22</sup>**

This paper investigates how art can serve as a means to preserve cultural heritage, focusing on the preservation of endangered folktales of the Naga people in North East India. The focus of the research is on the younger generation of Naga people, whose lives negotiate the impact of globalisation. This project is an interdisciplinary collaboration between an artist linguists and the oral speakers to produce two bilingual illustrated reading books in the Mongsen dialect of Ao, a Tibeto-Burman language, and Tenyidie, an Angami-Pochuri language and English.

The children of Nagaland have participated in drawing workshops to glean imagery to be used as references for the illustrations of the traditional Naga folktales. These drawings were incorporated into the artist's illustrations of the traditional Naga folktales for the first time.

There is also an examination on how the illustrations of the folktales express the political climate of Nagaland. This includes how the audience could contribute to the artwork themselves by interacting with the images, as well as methods and considerations that could maximize the potential of the illustrations to impact the communities' enjoyment, interest and comprehension of the folktale. The Naga community have been engaged throughout the work process.

With the absence of a writing tradition, folktales and myths were passed down from generation to generation through their oral literature. The illustrated folktales thus play a vital role in reviving the Nagas' traditional customs and beliefs in the minds of the new generation, who are already experiencing a loss of their culture, which the Naga's are very forthright in acknowledging. This paper discusses matters of utmost importance in working with communities to develop early reading materials using art in a collaborative, interdisciplinary process and taking into consideration concerns of all participants.

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23-X16-3097

## **MANAGEMENT BY OBJECTIVE AS AN INSTRUMENT FOR ORGANIZATIONAL PERFORMANCE CASE: MITANYEN CO OPERATIVE CREDIT UNION LTD CAMEROON**

**Mr. Ndikum Yanick Bile Mofor<sup>23</sup>**

The main aim of this study is to examine Management by Objectives as an instrument for organizational performance with focus on Mitanyen Co-operative Credit Union Ltd. Management by objectives (MBO) has been advocated as a tool to improve management effectiveness for over twenty-five years. Drucker (1954) first advocated MBO as a systematic approach to setting objectives that would lead to improved organizational performance and employee satisfaction. A multitude of private sector business organizations and public sector organizations have implemented some form of MBO. The major problem of this study is that management of companies in Cameroon lack sufficient techniques to make them manage effectively. One of the many problems facing the business community of Cameroon has been the problem of integrating the objectives of the employees with that of the organization for the achievement of the organizational goal. Paul Hersey et al (1988) points four basic components of the MBO system. The researcher will examine the impact of MBO on the performance of Mitanyen Co-operative Credit Union Ltd. This research paper should be of help to any manager at any organizational level who is interested in improving on the quality of output of his organization. Management by objective is not only a managerial strategy to achieve co-ordinated goals, but it is also a popular management techniques that cuts across several disciplines such as; Business sector, Educational sector, Government, Health care and non-profit organization. The study also seeks to examine the various problems affecting management by objective as an instrument for organizational performance and the level of participation of both managers and employees in the setting of goals to be achieved in the organization. Data was collected from both primary and secondary sources. The major sources of primary data were direct oral interview and questionnaire which was conducted among the staff. The statistical test of proportion (Z-test) was applied in analyzing the data. The major findings of the study were: MBO helps to obtain total commitment of all employees to work together in order to achieve a common goal; that good and prompt salary, promotion as when due, good relationship with management and recognition of achievement improves performance of the workers and by so doing enhances organizational performance when management by objectives is being adopted. In practical terms, the operations of management by objective requires that each manager of a unit draws up their departmental objectives with his subordinates in line with the centrally stipulated corporate objectives and mission.

24-X17-3098

## **ASSESSING THE IMPACT OF RISK MANAGEMENT IN REUCING THE RISK OF FINANCIAL INSTITUTIONS IN CAMEROON**

**Mr. Fotso Clarence Carden<sup>24</sup>**

Risk management is a rapidly developing discipline and there are many and varied views and descriptions of what risk management involves, how it should be conducted and what it is for. Market risk, in particular, is an area that has received increasing attention in the last decades as financial institutions' trading activities have significantly grown. This paper examines the link between risk management in financial institutions and their profitability and solvency with special reference to Cameroon and why some of these financial institutions have failed. Over the last two decades, the growth of the finance sector has witnessed the collapse of prominent financial institutions who suffered turbulent economic turmoils as a result of poor risk management both directly and indirectly that saw the banking sector shaken to its roots. The Banking regulatory bodies of Cameroon (COBAC, MINFI, NCC, BEAC, APECAM) have put in place regulations to curb risk in financial institutions which may result from adverse trading conditions causing multiple or major financial institutions to fail. However, the partial supervision of financial institutions by COBAC due to lack of resources only goes a long way to increase the risk faced by financial institutions in Cameroon. Poor implementation and application of these regulations vis a vie constant economic changes and challenges points out the flaws in the risk management system of financial institutions in Cameroon. (Mishkin, 2010) explains sound risk management procedures. Risk management is a constant challenge to all financial institutions. Banks need to consistently develop and improve their operational and technical practices. The study adopted

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correlation research design where data was retrieved from IMF country reports No 09/51 2009, COBAC reports 2011, financial statements of BICEC, CAMPOST, and Credit Foncier du Cameroun. Multiple regressions were applied to assess the impact of liquidity risk on bank solvency. A bank's success lies in its ability to assume and aggregate risk within tolerable and manageable limits

25-X32-4019

## **INDUSTRIAL POLICY DESIGN WITH INPUT-OUTPUT MATRIX AND GENETIC ALGORITHMS**

**Dr. Federico Quesada<sup>25</sup>**

There is a strong tradition in Economic Structural Thinking in Latin America. A new tendency within this trend called Neo-Structuralism is an open research field willing to exchange with other economics schools of thinking, particularly Neo-Keynesianism; and also with other Social Sciences, among those Demography, Political Sciences and Sociology. Public Policy design, and especially industrial policy, has always being one of the main concerns of the Structural School of thought, and new theoretical and empirical proposals are exposed, with the inclusion of genetic algorithms (GA) in the industrial policy formulation process. Since the inclusion of GA in evolutionary economics study, the focus of GA research have centered mostly on Theoretical strategic issues by using binary encoding techniques, and critics have stated that this research instrument cannot show internal selection, and therefore does not represent economic agents learning ability in an accurate manner. In order to solve this problem with draw from Neo-Structural findings and propose a new approach in Industrial Policy Design with empirical data extracted from Input-Output matrixes. This instrument can also be encode using binary techniques, however is computed sporadically in most countries. Arguments are presented to devote more resources to compute national input-output matrixes on a yearly basis. With this instrument, binary encoding trough matrix arithmetic manipulation would allow for microeconomic simulation to achieve enhance results on a national level, and can also show economic agents learning ability by drawing from real life data.

Keywords: Neo-Keynesianism, Neo-Structuralism, Industrial Policy Design, Genetic Algorithms, Input-Output Matrices

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