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1-AV20-5454

OUTLAW BIKERS, METHAMPHETAMINE AND THE PRAGMATIC RATIONALE FOR CHANGE

DR. CARL BRADLEY

Outlaw Bikers are becoming more involved in the global economy and their participation can be seen in both the licit and illicit financial world. With their reputation for violence and para-military styled organisation, Outlaw Bikers are well-placed to control aspects of the shadow economies in which they operate. Aotearoa New Zealand is one of the largest users of methamphetamine per capita in the OECD with increased link between the drug trade and Outlaw Bikers, an illicit industry that is harming all sectors of the society. Outlaw biker groups appear to be moving in on this trade with a shift in how the character of the clubs look and behave. There is a potential for tensions to rise as some clubs become more organised in their criminal activity while others resist. International outlaw biker groups are increasing their presence in Aotearoa New Zealand, patching over older, traditional clubs. Some older clubs are also expanding their physical presence to control markets across the country. This paper will analyse the changes to the Biker culture through measuring some of these groups against the conservative/radical scale/continuum of the outlaw biker clubs and through the optic of pragmatism. Such a continuum helps locate and assess the criminality of individuals and/or a group with the conservative clubs holding strong to the tenets of the biker ideology, while the radicals move as an organised group with a focus more singularly to profiting from crime. Pragmatism has a utility on understanding the rationale for change while acknowledging organisational shifts that can alienate some members or draw others closer into the biker/crime nexus. Limited material exists in Aotearoa New Zealand on the outlaw bikers with a reliance on international examples, mainly Australia and the US, to help understand the local outlaw biker culture. This paper is intended to add to the meagre, but solid, research currently underway to develop a national understanding of outlaw biker culture.

2-AV29-5557

MEASURING THE SUCCESS AND FAILURE OF SMES (SERVICE INDUSTRY) BASED ON PZ&B SERVICE QUALITY DIMENSIONS IN RURAL AREAS: EVIDENCE FROM PAKISTAN

DR. NOOR MUHAMMAD; AND SUDDIYAS NAWAZ

This research paper measures the success and failure of SMEs (service) industry in the rural areas based on Parasuraman, Zeithamal & Berry (PZ&B) service quality five dimensions: tangibility; service reliability; responsiveness; assurance; and empathy perceived by entrepreneurs. In this study, a qualitative approach is taken based on semi-structured interviews from 19 different local entrepreneurs who have launched their service firms in the rural areas of Pakistan. We classify our sample firms into: (a) Successful businesses and; (b) Struggling businesses on the basis of their growth and entrepreneurial performance. The results show that successful businesses adopt all service dimensions including tangibility, reliability, responsiveness, assurance and empathy which ultimately foster their entrepreneurial growth. On the other hand, struggling businesses focus towards service reliability, responsiveness,

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assurance and empathy but ignoring the significance of tangibility element. The contribution of this research paper is twofold. First, it provides an empirical evidence that how small businesses (service) industry considers the success and failure of businesses using PZ&B dimensions. Second, the paper shows the significance of tangibility service dimension for the success of businesses in the rural areas in developing countries like Pakistan where there is a lack of proper infrastructure for local entrepreneurs who operate (SMEs) service industry.

3-AV40-5658

NATURE OF ETHICAL MIND: A BUDDHIST PERSPECTIVE
DR. RATUGAMAGE ASHA NIMALI FERNANDO³

Various types of unethical behaviours being reported all over the world. Corruption, sexual abuse, cheating, as well terrorism have become common things in many part of the world. Ethical values and humanism seem to fade away from human mind and behaviour. Most of the people in modern day used to say that “sometimes it is necessary to lie or cheat in order to succeed”.

The psychologist Howard Gardner said that it would be crucial in the 21st century for parents, educators, and community members to nurture the ethical minds of adolescents and young adults. The ethical mind is one, which makes individuals to recognize their roles and responsibilities as member of various national and international communities.

To develop responsible mind Buddhism has given a practical direction through morality, concentration and wisdom. The Dhamma tells people that if we are ethically pure, the practice if meditation will lead them upwards through a sequence of higher states of consciousness. It can then be used as the basis for a profound, liberating and understanding state of reality. The journey from Sila to Samadhi means the transition from morality to concentration or the development of ethical mind in human life. The purpose of this paper is that to evaluate the nature of ethical mind, which is identified in modern morality and compare it with Buddhist idea of ethics. In addition to that this will evaluate and analyse the Buddhist path to develop moral

4-AV54-5693

ADVERTISING AND CONSUMER PSYCHOLOGY IN QATAR: BEFORE AND AFTER THE GCC BLOCKADE
DR. EIMAN EISSA⁴

While Qatar had the highest GDP in 2016, it faced the dilemma of the GCC blockade in June 2017. This blockade had a direct effect on the Qatari community, whom united and showed clear signs of patriotism. With this unity, the consumer behavior changed. Consumers turned from the GCC food products that they were using for years to products that are local or from supporting countries.

This blockade was seen as an economic opportunity for the local brands as well as many international brands. It was a new market, since 40% of the food that was available came from blockade countries and consumers boycotted what was still available of these products. Many new brands entered the market and prospered in a short time.
This research examines the consumer psychology during this time-frame. It also examines the advertising techniques that affected the Qataris when selecting which brands to buy. This analysis is based on a survey with the Qatari consumers and an analysis of the advertising techniques used by the new brands entering the Qatari market.

5-AV45-5681

MOBILITY TRAP? – NEW MOBILITY IN CASE OF ELECTROMOBILITY IN A GERMAN REGIOPOLIS

MS. FERIHA ÖZDEMIR5; AND MR. CHRISTOPHE SAID6

Social mobility is undergoing a radical change and especially the development of electromobility in a mobile society is exposed to both, risks and chances. Electromobility is a new form of mobility and requires other conditions than previous mobility. The complexity of the problem calls for an inventive economy in which creative energy can develop. The goal is to explore domains in which substantial new ideas can rise, where creative people can find themselves and where they can contribute to solving dynamic and complex problems together with others.

The establishment of electromobile mobility, however, has a deeper meaning than just the exchange of technology. It means changing the framework conditions and a profound change in mobility culture in society. The traditional automobile and its infrastructure needs are the center point of all social planning processes. If the mobility culture is to change in the future, the context, thus the conditions for the use of private cars, has to be changed. This does not mean we strive for less mobility, but a different way of being mobile and using different types of mobile solutions. According to Sheller and Urri (2006), the automobile development lies in breaking the dominant role of cars (path-dependency) which results in a development deadlock.

Development towards new mobility is a transformation of values and a social change by introducing new social and economic structure changing mobility habits, practices and values. Mobility habits and concepts are strongly socially influenced. Younger generations currently undergo a transformation towards a sharing and collaborative economy that includes a mobility change to share automobiles instead of owing them.

This paper presents a research project with the goal to create the framework of electromobility in an urban and rural structured area with a high automobile- dependency. We work with the contextual-relational approach by integrating all actors in this process. This is a networked innovation cooperation with regional companies and the city council. Changing the mobility culture takes time and is unlikely. But it becomes possible by recreating the context and framework of mobility. The major results of our field study focus on two central factors: the mental approach to mobility options and the infrastructural conditions. User acceptance of electromobility is indicated to play a key role in terms of new mobility. The probability of rational justified changes is lower than raising the emotional perception by using and testing electromobility that has positive effects on its social acceptance. Users share positive contagious emotions that we know from crowd research. We call it the “coolness resp. flow factor” of electromobility.

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6 Mr. Christophe Said, Research Assistant and Ph.D. Student, University of Siegen.
ASSESSING DIMENSIONS OF BRAND PERSONALITY AMONG UTILITARIAN AND SYMBOLIC PRODUCTS: EVIDENCE FROM THAI CONSUMERS

DR. PARICHART WONGWEERANONCHAI

Research Background and Problem: Brand personality is considered one of the most important marketing concepts. Brand personality subject has gained attention from the marketing academicians and practitioners over three decades (Freling and Forbes, 2005). Previous several studies examined the brand personality traits of the utilitarian-symbolic products. However, little is known regarding the impact of the different product categories on the brand personality traits. Additionally, there were limited studies on brand personality traits for a variety of brands/product categories especially in Thailand.

Research Objective: In order to fill these gaps, the aim of the research is to serve as an exploratory research to examine and to compare consumer perceptions of five brand personality traits for /between utilitarian and symbolic products.

Research Method: The quantitative data was gathered by the use of the cross-sectional questionnaire survey. The sample of the study consisted of 420 Thai consumers who live in Bangkok. The proportionated stratified sampling procedures were used in this study in order to enhance the representativeness of the population (Wimmer and Dominick, 2011). The brand personality measures were based from original Aaker’s (1997) brand personality scale. The product category selection followed the symbolic-utilitarian framework (Ratchford, 1987) and Romero’s (2012) study. The data was analyzed with the descriptive statistics and hypothesis testing Paired Samples T-test.

Research Results:

The research revealed that the personality perceptions for utilitarian and symbolic brands differed to some extent. Additionally, based on the studied products, the utilitarian products were rated highest on competent personality trait. In contrast, the symbolic products were rated highest on exciting personality trait. The study extends the understanding of the brand personality traits for the utilitarian and symbolic products. It also provides the marketers and the advertisers with the brand personality benchmark for different types of products and brands.

RISK AVERSENESS & STATUS SIGNALING: EXAMINING THE EFFECTS OF CONSUMER WILLINGNESS TO BUY COUNTERFEIT LUXURY FASHION PRODUCTS

MR. AHMAD SOHAIL KHAN® DR. RIZWAN SHABIR

Counterfeiting luxury fashion products has been evolving a serious economic challenge for around entire marketing and branding industry of the globe. Predominantly, South-Asian countries are the major markets for luxury fashion counterfeits. Thus, drive of this research is to propose and experiment a model that incorporates few leading antecedents of consumer’s willingness to buy counterfeit fashion goods knowingly. Study reconnoiters socio-economic and socio-psychological appearances for counterfeit purchases. Therefore, it is proposed that subjective norms, risk averseness, status signaling and integrity are leading antecedents of consumers’ attitude and willingness to purchase counterfeit luxury fashion goods in South-

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8 Mr. Ahmad Sohail Khan, Lecturer, Government College University Faisalabad.
Asian context. The data were collected from 257 respondents belonging to three major cities of Pakistan. Fully-structured questionnaire has been used to test association amongst variables through Structural Equation Modeling (SEM) technique. The study examined that subjective norms of society and status signaling play vital role evolving consumer attitude towards counterfeits. Moreover, association between consumer attitude and willingness to purchase luxury counterfeits present a very strong mutual bonding. However, risk averseness and integrity have not contributed in fabrication of consumer attitude, because, consumer’s individual personality behavior affects his/her buying decision. Consumers typically purchase counterfeits at a low price trading-off product authenticity. As a common notion prevailing in the society that original authentic luxury fashion brands are neither available locally nor affordable. Theoretical perspective incorporates role of drive theory of motivation in local cultural context. The managerial perspective explored that brand prestige and popularity of authentic fashion brands face downturn due to counterfeit fashion products availability in local market. Furthermore, study reveals that buyers of counterfeit fashion products are mostly young adults and as they grow older their likelihood to purchase counterfeits drops off.

Keywords - Counterfeit goods, Risk Averseness, Status Signaling, Subjective Norms, Willingness to buy luxury fashion counterfeit

9-AY16-5579

HOW RETURN POLICIES’ EXCHANGE LENIENCY AFFECTS CONSUMER SATISFACTION AND REGRET

MR. DMYTRO MOISIEIEV9, AND DR. RADU DIMITRIU

Retailers often give their customers various opportunities to return purchases for an exchange or a full refund. These opportunities are regulated by retailers’ return policies. Through return policies, retailers try to balance preventing unwanted returns with the need to sell more and to demonstrate to customers the quality of the merchandise (Kirmani and Rao, 2000). Return policies vary in their leniency on several dimensions, one of which is exchange leniency: allowing returns for a product exchange is seen as less lenient than allowing returns for a full refund, but more lenient than not allowing returns at all (Janakiraman, Syrdal and Freling, 2016). Although retailers implement return policies that differ in exchange leniency, they know little of how consumers will react to them.

In this research we investigate how return policy exchange leniency influences consumers’ evaluation of their purchase decisions. We draw on the counterfactuals theory (Epstude and Roese, 2008) to explain this influence. We perform two experiments with a total of 177 Amazon Mechanical Turk panelists. In each experiment, consumers first make a choice and a purchase of a book out of 24 Amazon bestsellers and subsequently are randomly introduced to a return policy that allows: 1) no returns or 2) returns for an exchange or 3) returns for a full refund.

Participants in our studies were less satisfied with the book they had purchased if they could exchange it for another book than if they could either return it for a refund or if they could not change their decision. They also regretted their purchase more if they could exchange their book for another one, rather than if they could return it for a refund or if no returns are allowed. We thus find a U-shaped (inverted U-shaped) relationship between return policy exchange leniency and decision satisfaction (and consumer regret, respectively).

Furthermore, bias-corrected mediation analysis with 5,000 bootstrap resamples showed that this relationship is driven by counterfactual comparisons. Consumers who can exchange

9 Mr. Dmytro Moisieiev, PhD Researcher, Cranfield University.
their purchased item for another one keep making counterfactual comparisons after a purchase, i.e. they keep imagining having made a different, better choice and owning a different, better item. Since they do it more than either those who can return the purchased item for a refund or those who cannot return it at all, this decreases purchase satisfaction and increases regret.

Our results are alarming to retailers who implement exchange-only return policies (e.g. the UK-based SportsDirect on in-store purchases), as these contribute to decreased satisfaction with one’s purchase and increased regret. As retailers struggle to combat unwanted returns (Harris, 2010), we advise them to either allow returns for a full refund or not to accept returns at all as this will leave consumers more satisfied and less regretful. We contribute to the literature on return policies and their influence on consumer behaviour (Bower and Maxham, 2012; Kim and Wansink, 2012) by showing how return policy exchange leniency, which has not been studied by researchers, affects consumer evaluation of their purchases.

**10-AV48-5629**

**AFRICAN RESPONSE TO TRANSBOUNDARY MOVEMENT OF HAZARDOUS WASTES**

MR. JEAN CHRYSOSTOME KANAMUGIRE

Control or management of transboundary movement of hazardous wastes is a global challenge. The industries in the developed states generate hazardous wastes in their activities. Developed states have stringent laws and regulations for the disposal of hazardous wastes. The industries have to dispose hazardous wastes in an environmentally sound manner. Hazardous wastes have negative or harmful effects to the environment and human beings. It is a cost effective to dispose wastes in developed states. The industries trading in wastes target developing states mostly in Africa where they can dump the hazardous wastes. African states do not possess strict laws and policies for the protection of the environment and human lives. They also lack information to make an informed consent in the disposal of hazardous wastes. Convention on the Control of Transboundary Movement of Hazardous Wastes and their Disposal (Basel Convention) regulates the transboundary movement of hazardous wastes on an international level. However, the African states want a total ban on the movement of hazardous wastes from developed states on their territories. Convention on the Ban of Import into Africa and the Control of Transboundary Movement of Hazardous Wastes Within Africa (Bamako Convention) precludes the movement of hazardous wastes on the African continent from the other countries. However, waste trade between member states in Africa is permitted. Countries may trade in wastes provided the exporting state ensures that the wastes are disposed in an environmentally friendly manner in the importing state. This can strengthen the protection of the environment for both present and future generations. The paper opines that each state should dispose its hazardous wastes in an environmentally sound manner on its territory.

**Keywords:** Transboundary movement, hazardous wastes, disposal, environmentally sound manner, Africa
INSTAGRAM JOURNALISM – HOW UAE ONLINE NEWS WEBSITES USE INSTAGRAM IN DIGITAL STORYTELLING

DR. ALI RAFEEQ

Social media have become an integral part of the digital media ecosystem where news media are using them for visually compelling storytelling, enhance and promote content, and to drive engagement. In the US more than 36 percent of the daily newspapers have presence on Instagram and some major newspapers such as The New York Times are using the platform to showcase works of top photographers and videographers (Washington-Harmon, 2016). The seven-year-old platform, owned by Facebook, has more than 800 million active users worldwide and its popularity as a multimedia platform has dramatically increased active users from 13 million in 2013 surpassing microblogging site Twitter (Balakrishnan & Boorstin, 2017; Statista, 2017). In 2016 it launched Instagram Stories and increased the 15-second limit of its video to 60 seconds in 2016 giving news media an ideal platform for visual journalism (Lee, 2016). Instagram is the top photo and video sharing platform in the Middle East and 13% of the United Arab Emirates population are active Instagram users making them the highest among 22 Arab countries (Salem, 2017). All the leading newspapers in the UAE use Instagram including Social Networking Sites (SNS) such as Facebook and Twitter to tell stories and attract audiences to their digital and print products. This study explores how four major news outlets in the UAE – Al Bayan, Al Ethihad, Gulf News and The National – use Instagram in visual journalism. In this exploratory research we looked into the type of multimedia, engagement and how they were used in visual story telling. Initial findings show that most of the newspapers used Instagram in visual journalism and to promote content in the print publications.

NARRATIVE OF AGING IN POSTCOLONIAL BENGAL: A STUDY OF ‘THE SHADOW LINES’ AND ‘NAMESAKE’

MR. SONNET SARKER

‘Narrative’ word originates from Latin verb ‘narrate’. A narrative is important for the telling and the construction of a story, rather than the story itself. Therefore, narratives are recognized as, written or oral narratives which differentiate between the modes of storytelling. A narrative move towards age starts from the image of life as story and refers to the ways age identities are constituted in and through narratives. As a travelling concept, it helps to identify aging as a process through time, negotiating between personal conditions, aspirations and the outlook of the master narratives in which we are celebrated. Narratives of age range from the autobiographical to fictional and comprise oral accounts as well as illustration in literature and other art forms. There has been an emergent interest in narrative approaches within gerontology, a theoretical trend that is linked to Gerontology.

In my paper I would like to analyze the concept of Gerontology in the light of Postcolonial Bengal, India through the works of two prominent writers : Amitav Ghosh and Jhumpa Lahiri. A probable running meaning of Post colonialism is it engages with the experience of colonialism, its precedent and current effects, in both the micro level of

11 Dr. Ali Rafeeq, Assistant Professor, United Arab Emirates University.
12 Mr. Sonnet Sarker, Alumni, University of Delhi.
previously colonial societies as well as at the stage of more familiar widespread developments that are the consequences of empire. Moreover, Post colonialism engages in the argument of experience of different types such as those of migration, resistance, slavery, suppression, differences of place of origin, gender, race, and the imperial European racial discourse responses.

13-AV22-5514

FOUNDATIONS FOR WELFARE TO WORK: PARTICIPATION IN AUSTRALIAN GOVERNMENT-FUNDED FAMILY SERVICES AND THE EMPLOYABILITY AND EMPLOYMENT OUTCOMES OF WELFARE RECIPIENTS WITH YOUNG CHILDREN

MRS. TESS MCGIRR

The concept of employability is a central tenet of labour market activation programs and policies across welfare states. While traditionally directed towards the unemployed, policies to increase individuals’ employability and engagement with the workforce are increasingly being targeted to parents of young children. Despite its wide use, employability is a contested concept in the literature and policy practice, with many arguing that narrow definitions of employability result in policies which do not address underlying barriers to employment, ignore demand-side factors and social and historical contexts, and fail to promote the development of foundational skills and attributes which are integral to one’s level of employability. There is also limited understanding of how welfare recipients define employability and how they interact with the notion when working towards their employment aspirations. It has been theorised in the literature that, due to the diversity of factors which can pose a barrier to employment, supports and services can be drawn from a range of policy domains to address these barriers and increase employability. However, there is little empirical evidence of the impact of non-employment focussed social services on welfare recipients’ employability and employment outcomes.

This proposed mixed-methods, interdisciplinary PhD research project will make an original empirical contribution by examining the impact of non-employment focussed family programs on the employment of welfare recipients with young children in the Australian context. To facilitate this analysis, de-identified unit-level data on service participation will be linked with Australian social security data to provide information on the circumstances of welfare recipients as they move through family services, payment receipt and employment over time. A theoretical contribution will be made to the labour market literature by exploring how welfare recipients with young children perceive ‘employability’ and how the concept applies to their pathways to employment. Qualitative data will be collected by conducting semi-structured interviews and focus groups with a small number of welfare recipients in two regions of Australia. Interviews with family service staff will provide additional insight into the potential role of non-employment services in increasing the employability of welfare recipients with young children. It is envisaged that findings from the study will build evidence to further inform labour market activation policies and social service provision for welfare recipients with young children.

13 Mrs. Tess McGirr, PhD Student, Australian National University.
AN IN-DEPTH ANALYSIS OF CYBERCONFLICT: A CASE STUDY OF BRITISH MUSLIMS AND THE MOBILISATION OF THE #NOTINMYNAME MOVEMENT

MRS. KARTINI KAMARUZZAMAN

“So let the message go out from this hall that the extremists will never succeed in dividing us. Let the message go out that we know Islam is a religion of peace and it has nothing to do with the ideology of our enemies. Let us stand side by side with the British Muslims who are coming together and saying “not in my name” (Theresa May’s speech on terrorism and extremism, Conservative Party Conference, posted on 30 September 2014).

Recently, a plethora of contemporary social movements and conflict events have stormed the ICTs and social media platform. As a matter of fact, they perceive such mediums as potential hosts or alternatives to achieve mediation and propagate ideologies closely related to social movement activism and contention. For instance, one of the prominent cases is the #NotInMyName, a social media campaign/movement which was first mobilised by a group of British Muslims in September 2014 to retaliate against extremist and militant groups. Indeed, this particular movement is still ongoing and has received extensive coverage from both mass and online media. Based on existing viewership graphs, the social spread has managed to attract worldwide participation and involvement of people from diverse backgrounds and classes of society. Specifically, this includes activists, imams (prayer leaders), religious leaders, organisations, politicians and individual participants. Primarily, the main objective of this study is not solely on highlighting online activism per se, but it pertains to how the Internet, specifically social media are utilised to address and/or to change the conflict. Despite the fact that existing studies related to the involvement of British Muslims in social movements were mostly influenced and based on formal institutional partnership, this research aims to address less-structured, informal and grassroots type of social movement. Hence, to comprehend the dynamic of the #NotInMyName movement, this research employed the cyber-conflict framework as an analytical tool by integrating three distinct theories, namely (i) social movement theory, (ii) media theory (ICTs and the perspective of social media) and (iii) conflict theory. In particular, this research took into consideration various and interrelated sources such as qualitative semi structured interviews and online secondary data such as news articles, speech reports, activists’ websites, YouTube and Vine videos, and Twitter. Additionally, this research applied thematic analysis in order to identify emerging patterns and themes that are generated inductively and deductively from the raw data and theories. Whilst this research is still ongoing, it asserts the importance of dual modality environments of ethnoreligious and sociopolitical cyberconflict in the #NotInMyName movement. Ethnoreligious cyberconflict is expected to function in more networked approach, meanwhile, sociopolitical cyberconflict is expected to operate in more organised fashion.

14 Mrs. Kartini Kamaruzzaman, PhD Student, University of Leicester.
15-AV21-5486

GOOD MUSLIM; BAD MUSLIM: THE EXISTENCE OR ABSENCE OF CULTURAL TOLERANCE TOWARDS AMERICAN MUSLIMS IN LOS ANGELES?

MR. YU SHING HUNG

The Pew Research Center conducted a nationwide research in 2014 and aimed to find out religiously unaffiliated US citizens’ attitudes towards American Muslims. The results indicate that US citizens rated negatively toward American Muslims (The Guardian, 2015). A similar poll conducted by Mona Chalabi, a data editor from the Guardian, in 2015 demonstrates that 62% of White Americans, 36% of Hispanic Americans and 32% of African Americans held unfavorable opinions against American Muslims. The Guardian therefore suggests the existence of anti-Muslim and Islamophobic climate in the US. As one of the most culturally diverse counties in the US, Los Angeles has ongoingly occurred Islamophobic crimes. A recent example would be a lawsuit filed by 7 American Muslims in Los Angeles in 2016, where they were ordered to leave the Urth Caffe without a proper reason (Los Angeles Times, 2016). Based on the aforementioned nationwide study conducted by the Pew Research Center in 2014, a similar but more geographically specific research project is established and aims to find out religiously unaffiliated US citizens’ attitudes towards American Muslims in Los Angeles. Also, the project expands its exploration and looks at US citizens’ opinions towards the US as a country with cultural diversity and cultural tolerance. The project expects to question whether the enjoyment of cultural diversity does necessarily associate with the enjoyment of cultural tolerance and/or acceptance. If not, this project explores whether the ostensible cultural diversity in Los Angeles should be regarded as an exclusive diversity. In addition, since anti-Muslim sentiments and Islamophobic crimes have continuously occurred in Los Angeles, this project discovers whether religiously unaffiliated US citizens in Los Angeles are willing to make a “judgment call” against American Muslims. If yes, the project asks for their perceptions towards American Muslims. Otherwise, this research is interested in understanding how “good Muslims” and “bad Muslims” might be assessed fairly, reasonably and non-antagonistically from their points of view. This project conducts interviews with atheistic US citizens in Los Angeles. From the interview, all interviewees believe the Los Angeles is a county with cultural diversity but not necessarily with cultural tolerance. While none express negative views against American Muslims, the majority explain they have a wide network with different ethnic groups, including White Americans, African Americans and Asian Americans, however, not with American Muslims. Therefore, this suggests that Muslim communities might be comparatively segregated from the wider communities in Los Angeles. Almost all interviewees are reluctant to judge what is a “good” or “bad” Muslim, but they address personalities and characters should be the only measurement to grade individuals, regardless of their religions and ethnicities. However, some agree that negative stereotypes and labelling from mass media predominantly attribute to the anti-Muslim climate in Los Angeles, and also in the US. This project serves as an initial exploration among the topics of ethnic discrimination, cultural tolerance and exclusive diversity, in which a more representative research of its kind will be developed in the future.

15 Mr. Yu Shing Hung, Research Assistant & Independent Researcher, University of Warwick.
THE RELATIONSHIP BETWEEN BALAGHAH ASPECT AND NARRATIVE STRUCTURE IN THE STORY OF MOSES A.S. WITH THE PIOUS MAN

MR. MUZAMMIR ANAS; BADRI NAJIB ZUBIR; RADZUWAN AB. RASHID; NUR SALINA ISMAIL; ZANIRAH WAHAB; AND ENGKU SUHAIMI ENGKU ATEK

This study intends to unravel the balaghah aspect which supports the narrative structure of the story between Moses a.s. with the Pious Man in Surah al-Kahf as an effort to highlight the aesthetic value of the story. The two main elements of discussion are given the focal attention in the analysis, namely the balaghah aspects and the narrative structure to demonstrate the coordination between the two elements. This study applies the analytical method by extracting the aspects of balaghah through the conventional approach practiced and introduced by the Abd Al-Qāhir Al-Jurjānī. This approach explains the existence of the close relationship between the balaghah aspect and the narrative technique. The balaghah aspect is the element being analysed however this study attempts to relate the approach with the narrative structures. In analyzing Quranic texts related to Moses a.s. with the Pious Man, this study unravels the narrative structure found in the text by examining the balaghah aspects that support the structures. This analysis does not cover other available narratives which are not related to this particular story. This analysis also focuses on the word choice, the arrangement in the text, the rational of using the word and its implication, and the lesson and example derived from the narrative. Hence, with this approach, the analysis is expected to provide answers especially to the priority given by the Quran to certain utterances in supporting the narrative structure of this story in an effort to highlight the compatibility and harmony between the balaghah aspects and the narrative structure, which lure the readers towards the beauty and uniqueness of the language found in the Quran, while simultaneously contribute new findings from different aspects.

Keywords: balaghah; narrative; structure; al-Kahf; Moses.

GODDESSES AND WOMEN: THE DICHOTOMOUS COEXISTENCE OF RELIGIO-SOCIAL INFLECTED VISION OF INDIAN FEMINISM IN BAPSI SIDHWA'S WATER

MRS. SYRRINA HAQUE

This research explores the dichotomous coexistence of religio-social inflected vision of Indian feminism in the religiously constructed structure of goddesses and socially deconstructed hierarchical stature of women in Bapsi Sidhwa’s Water. In polytheistic religious construct/ideology there are multiple gods and goddesses, while there is a patriarchal order prevalent in the stature of gods and goddesses, the goddesses are religiously and socially venerated and feared by humans and never shown subservient to their consorts. The objective of the research is to gauge how Sidhwa’s narrative divulges the locus of the social construct of female gender -a woman, as sub-human in religio-social landscape where goddesses are revered and feared. The Hindu society is divided into four castes and sub-castes, within the castes there are divisions pertaining to gender and within the female gender there is further segmentation between ‘high-class’ Brahmin women and high-class Brahmin widows. Sidhwa’s rendition of Deepa Mehta’s Film Water shows the marginalized stature of Brahmin women due

16 Mr. Muzammir Anas, Lecturer, Sultan Zainal Abidin University.
17 Mrs. Syrrina Haque, Lecturer/Visiting Faculty, Kinnaird College for Women.
to their social stigma of widowhood. Sidhwa shows a further division within the widow home (the ashram) where widows are subjected to tyranny by yet another widow, Madhumati. She acquires power due to her economic stature despite her religiously defined social stature of the forsaken widow. She acquires this economic disparity through prostitution of other widows at the ashram. Thus, the religio-social inequality is dependent directly on the economic position of the woman. Paradoxically, in Hindu tradition goddesses are offered sacrifices and crowned accordingly, whilst the women of the society are enervated. The power is detracted from the women while the female deities are empowered unconditionally. Deification of female gender is juxtaposed to the sub-human stature of widows in particular and women in general. There is a gap in the research arena with reference to the dichotomous vision of goddesses and women. This research further elucidates the possibility of socially constructed power structures transmogrifying religious constructs as shown in Sidhwa’s Water.

The research employs the theological background of goddesses, religio-social imbrications of hierarchical order, and Michel Foucault’s work on power and religion to explicate the power dynamics of Indian feminism. Future researchers can explore the global ramifications of religio-social gender and power normativity incumbent upon religiously defined social order.

**Keywords:** goddesses, religious construct, social order, sub-human, widowhood

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**18-AV24-5538**

**ON CRITERIA FOR SELECTING MATERIAL FOR TEACHING ENGLISH FOR SPECIFIC PURPOSES**

DR. YULIA NIGMATZYANOVA; DR. NAILYA VALEEVA, PROFESSOR; DR. MARIA RUDNEVA, ASSOCIATE PROFESSOR; NATALIA MERKUSHINA (SENIOR LECTURER); AND RUMIYA KADEROVA (SENIOR LECTURER)

The paper presents the experience of the Department of Foreign Languages, Ecological Faculty, RUDN University in teaching the English language for specific purposes. The present research is an attempt to consider criteria for selecting study material for teaching English to advanced students of environmental faculties.

In the context of study hour reduction and the steady increase in requirements for language competence of ESP students, the basic criteria appear to be the following. First of all, teaching material should introduce students to the latest developments in a given subject area, be focused on the students’ future specialty. In other words, it must be useful, informative, and interesting from the professional point of view. Moreover, it is essential for teaching material to have a polemical focus (which implies discussing controversial issues, giving different points of view, criticism, comparison, clear author’s position) that provokes debate and discussion. To develop skills in oral and written communication we need to encourage students to speak out, express their points of view, give their comments and arguments on the issue under study. The last but not least, in terms of the language texts for study should be unadapted, authentic, rich in scientific terminology, with complicated grammatical constructions, coherent, logically arranged, and clear cut.

A case study of introducing Mark Lynas’s book “The God Species” into ESP curriculum is considered here. It is proved that this book can be used as teaching material since it meets

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18 Dr. Yulia Nigmatzyanova, Senior Lecturer, RUDN University.
all the criteria mentioned above. It is important because the number of specialized textbooks for students of this discipline is rather small. The results obtained are evaluated by the teachers as well as students.

We believe that this study contributes to the area of didactics and might be interesting for teachers of foreign languages.

**Keywords**: teaching and studying foreign languages, English for specific purposes (ESP), teaching material, selection criteria, case study.

19-AV35-5595

**VOCABULARY DEVELOPMENT: THE CASE STUDY OF MOOC IMPLEMENTATION**

DR. MARIA RUDNEVA

Professional vocabulary development has been considered a major challenge by a few researchers. Therefore, one of the most acute tasks for L2 instructors is developing an educational framework that would integrate blended learning approach, exposing the students to professional terminology occurring not only in a pedagogical context, but also as a part of authentic experience outside the classroom.

MOOCs foster step-by-step integration of authentic contexts into ESP classes alongside with increasing motivation as well as the number of hours invested by the students into mastering the target language. In February-March 2016 an experiment of MOOCs integration into ESP courses was conducted with the 2d year BA student of the Ecological faculty of RUDN University. The students were asked to participate in individual and group projects, besides, they were asked to write an extensive final essay on the issues considered by the MOOCs. A small corpus of MOOC-related essays was compiled in order to consider possibilities of professional vocabulary development via MOOCs.

To benchmark vocabulary development process, we compiled two more corpora:

1) The entire collection of MOOC scripts and articles, as a target vocabulary corpus.
2) The corpus of academic papers on Ecology written by the same students prior to MOOC exposure.

The purpose of this paper is to consider quantitative information elicited by double-contrastive research, comparing the 3 corpora and investigate the value of MOOCs for receptive and productive vocabulary development.

20-AV19-5162

**READINESS FOR ORGANISATIONAL CHANGE IN PUBLIC SECTOR HIGHER EDUCATIONAL INSTITUTIONS IN GHANA: EMPLOYEES’, MANAGERS AND POLICY MAKERS PERSPECTIVES**

MR. ISAAC NTIAMOAH

Organisations are continually confronting challenges to remain competitive and successful, which compels organisations to frequently reconsider their strategies, structures, policies, operations, processes and culture. Managing change successfully is nonetheless the main challenge in the change management domain because of huge human participation. Therefore,

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19 Dr. Maria Rudneva, Associate Professor, RUDN University.
20 Mr. Isaac Ntiamoah, PhD Student, University of Portsmouth.
organisational leaders, managers and change agents are eager to know how to inspire and successfully prepare employees for change situation.

The objective of this study is to investigate the essential and influential determining factors that influence employees, managers and policy makers’ readiness for organisational change in the public sector higher educational institutions of Ghana where many change reforms has been introduced recently.

A qualitative research approach will be applied in this doctoral research. Both in-depth and survey questionnaire interview techniques will be used for collecting data. The first group will be in-depth interviewed and will include senior management from the selected institutions. At least, two (2) senior managers or officers from each chosen institution will be selected, for a total of twenty (20) participants. The second group will be individual employees (non-managers) of the selected institutions who served prior to, during and after the change processes. The data would be analysed qualitatively by using the appropriate software such as promethee or google forms, all of which are designed mainly for the analysis of qualitative data of every type.

The anticipated outcome of this study may contribute to the literature on change management, particularly for Ghana and may assist the management, change agents and practitioners of human resources management and development, and organisational behaviour in assessing, designing and evaluating new or existing programmes for organisational change. It may also contribute to the limited so far knowledge on how employees, managers and policy makers’ from Ghana develop their readiness attitudes and behaviours to support organisational change.

21-AV55-5592

TALES TELL AND THEATER IMPACTS: IMPORTANCE OF ROLE-PLAYS AND THEATER IN MULTIDISCIPLINARY CLASSROOMS

MS. JACQOLINE AUSTIN

Art lies in the core of everything. In the world of pedagogy, art of story-telling, role-plays and theatrical performances strengthen teaching and learning. It is a great tool of self-expression, self-knowledge and self-empowerment, and a great way to promote learner autonomy and interactive and active learning without which the actuality of ‘student – centered classrooms’ and the popularity of ‘action-based research’ remains divorced from our educational systems and framework. Role-play is a great and valuable educational tool that can be used to augment experiential learning and hone the English language proficiency skills of learners; it aids in learning difficult concepts in multidisciplinary classrooms and plays a catalytic role in broadening the mental horizons and perspectives of learners. In the study included in this paper, 208 undergraduate students at a private University in Pakistan, enrolled in a basic English writing skills course from varied disciplines were examined and assessed. The students were divided into groups A & B of four sections each. Group A and group B were taught the same course content by the same instructor using English language as the only medium of instruction and communication, but group B had an additional component of role-plays/story-telling/theatre performances as part of their course pack/syllabus. Both the groups were assessed in the written and spoken test using the same rubric and tools. It was observed that all students (placed under group B) who practiced role-plays as part of the pedagogical framework had a higher score on each test as compared to group A, implying that role-play is a valuable

21 Ms. Jacqueline Austin, Assistant Professor, Forman Christian College.
education tool and should be included not only as an additional but essential component in the course content of multidisciplinary classes to enhance experiential learning.

22-AY20-5680

ROLE OF GOVERNANCE, RISK AND COMPLIANCE ON SUCCESSFUL PORTFOLIO PROJECT MANAGEMENT
MR. SAIF ALQUBAISI

Governance, Risk and Compliance; A methodology which is used for the betterment of a corporate decisions, both tactical and strategical. It will also directly affect corporate capacity to pick up an exhaustive comprehension of their risk. Furthermore, without a genuine comprehension of the considerable number of risks it confronts, the corporate can't settle on solid vital and strategic choices that push supportable cost efficiencies, quicken execution and drive gainful development. Overseeing risks in a project is best achieved through the portfolio methodology, in light of the fact that this methodology encourages the conformity and reallocation of assets among the tasks and takes into account the thought of extra portfolio risks and interdependencies between risks. During the last decades the emphasis on risk management has increased and the advocates of the school of thought relate it closely to the success of the project. It is a dynamic and complex process, including probability, risk identification, scheduling, and performance.

The world of business is more competitive than ever before where different aspect which were neglected in the past has gained significance, such as risk management. Risk management is an integrated process of identifying the potential problems and related activities needed across the project life. In the field of business today, the success of the project depends on the early and aggressive risk identification activities. The process primary depends on collaboration and coordination of the related stakeholders. Furthermore, an integrated approach is used to effectively mitigate and anticipate the risk, which can have a critical impact on the project.

Governance is another element which become popular in the recent years, especially after the fall of big business giants globally. The accountant relates it to compliance, lawyers relate it to rights and ownership, and economist relates it with conflict of interest and social responsibility. With efficient governance allows the in time identification of the possible risk and the related remedies.

Corporate governance focuses on developing and establishing a decision making architecture of the upper level to the front line which aims to strengthen the business model and maximize the performance which will eliminate risk and contribute to project value. The ultimate goal is the ensure accountability, timely disclosure of the information and authority. Research shows that corporate governance is equally important for the internal and external stakeholders. Achieving a certain level of sustainable compliance is considered a primary goal of the business where leaders are required to unveil new and unprecedented methods for reducing costs, improving business performance, and strengthening the decision making process. In short, in the competitive and fast paced business, the success of the business depends on attaining the balance between the risk and opportunities, which is becoming more complex with time as the number, budget, scope, programs, and projects.

The concept and application of portfolio management gained attention in this regard. It is a process of holistically looking across different process, analysing the strategic alignment and portfolio’s return on investment. It is a systematic process of the opting for the right

22 Mr. Saif Alqubaisi, PhD Candidate, Aston University.
programs and project for the corporate strategy. It translates and apply the strategic vision to the individual projects leading to a greatest potential efficiency.

GRC integrate isolated projects and programs in an efficient and effective business wide with control structure and assure strategic initiatives alignments with risk management process. Therefore, it is a branch of management, targeting to attain balance between the competing demands of stakeholders, regulators, market forces, and customers.

Portfolio GRC enjoys fundamental importance in the world of business and its success for government. This research is aiming to develop a relation between GRC and portfolio management which will facilitate the entity in strategically aligning the resources, and processes in the government sector.

23-AV49-5654

DOWRY DEATHS IN BIHAR AND ROLE OF SOCIAL WORKER
DR. NANDINI SAHAY23

Dowry deaths continue to be a stigma on our society. On an average, India has lost 9,000 women every year or 1 woman every hour due to dowry deaths between 2005-2012. Despite interventions like stringent laws and vigorous social campaigns, our outlook towards women has not transformed. As a result, there is no abatement in the crime. On the other hand, the incidence of this inhuman practice, reminiscent of medieval days, are on increase. Belonging to a state shamed by second ranking in dowry deaths (987 in 2016) and dowry related atrocities (4852 in 2016), it is but natural for a social work practitioner to delve into the complexity of this barbarous medieval practice, going on with impunity even in 21st century. The purpose of writing this article was to collect evidence on the dowry death incidents in Bihar which is reported in the newspapers and propose suitable intervention from social work perspective.

Methodology

A secondary research was conducted for this study. Government statistics and the provision of the Indian Penal Code was evaluated. The newspaper reports from June 2016 to September 2017 were closely followed in the leading dailies of Patna—the capital city of Bihar. This was done to look for the unfortunate incidence of dowry deaths which merit public attention. Every case of dowry atrocity culminating into death or physical disability or mysterious disappearance of the bride, as reported in the newspapers, is a literature in itself and has been covered in this study. The underlying objective is to analyse the reported cases of dowry death to arrive at the pattern and purpose. The intensity of the problem and reasons of dowry deaths happening in Bihar has been highlighted and possible role which a social worker can play in containing this social evil has been proposed in this research.

Findings

The incidents reported in the newspaper bring to the forefront the insatiable greed of dowry, the vulnerability of women, the futile role of panchayats, the attitude of the police to wait for an event to take a bizarre turn before initiating action and a perception amongst the criminals that they can evade arrest just by going into hiding for a few days. The situation is perplexing in that the legal safeguards against atrocities to women and interventions from time to time to remove the flaws in the laws, have not been able to eliminate the gap between the spirit of laws and its actual implementation. A large number of cases are suspected to be unreported. Even in the reported cases, the trial drags on for years and the rate of conviction is hardly 18 percent.

23 Dr. Nandini Sahay, Assistant Professor, Amity Institute of Social Sciences.
Recommended Role of Social Workers
Social worker’s role at the micro, meso and macro level across various sectors have been recommended in this study to challenge the deep-seated and rampant abuse of women in Bihar.

24-AV33-5602

AN ANTHROPOLOGICAL APPROACH TO ANGAMPORA AS A TRADITIONAL MARTIAL ART: CURRENT TRENDS AND VIEWS

MR. WILEGODA MUDALIGE CHARITH LAKSHAN24 WILEGODA MUDALIGE RAVINDRA PUSHPAKUMARA

Sri Lanka is a small island which has the great intangible cultural heritage of Angampora. It is considered as a very significant martial art. The martial art of Angampora has been changed due to different kinds of cultural changes. Angampora has been popularized among the modern generation. So for decades Angampora was suppressed. Early traditional Angampora masters taught this traditional martial art in secrecy. But also in the modern generation again it has been emerged. According to the research it was found that there is a new tendency to learn this precious martial art rather than other foreign martial art. Fifty youngsters were selected from Piliyanadala and Kalutara areas. Data was gathered through a questionnaire survey. However most of them haven’t found satisfied Angam masters. According to the results of this survey revealed the importance of conserving this traditional martial art. Because of that qualified Angam masters should be selected from the island. A national policy should be established for fulfilling this massive task. Via that impact of the fake Angam masters can be minimized. And also quality and status of this indigenous martial art. According to the results of the research it seems learning and preserving Angampora as a national necessity. So this traditional martial art should be protected for the future generation as an intangible cultural heritage.

Keywords – Culture, Angampora, Martial Art, Intangible, Generation

25-AV44-5671

CLASSICAL AND ALTERNATIVE METHODS OF PUNISHMENT: ECONOMIC COMPARISON BASED ON EUROPEAN EVIDENCE

MR. PETER KRISTOFIK25 DR. KAMILA BORSEKOVA, SENIOR RESEARCHER; DR. SAMUEL KORONY, SENIOR RESEARCHER, DR. PETER MIHOK, SENIOR RESEARCHER

As a reaction to overcrowding of prisons, alternative methods of punishment started to be implemented in the jurisdictions all over the world. Arguments advocating these alternatives are focused mostly on social and legal impact. The main goal of the paper is to compare classical method of punishment (execution of sentence in custody) with alternative methods of punishment from the economic point of view based on European evidence. Within alternative methods of punishment, the paper focuses on pre-trial detention, forms of probation or supervision before the sentence as well as after the sentence, mainly electronic monitoring and home arrest.

The basic motivation of the paper is to stress out the fact that besides the legal and social aspects, the alternative methods of punishment have significant economic dimensions both in

24 Mr. Wilegoda Mugalige Charith Lakshan, Student, University Of Sri Jayewardenepura.
25 Mr. Peter Kristofik, Associate Professor, Dean, Faculty of Economics, Matej Bel University.
criminal and civil law. Different forms of punishment – from incarceration to its alternatives (e.g. electronic monitoring, home arrest, probation or judicial supervision) impact the social economic well-being from explicitly budgetary perspective to broader socio-economic perspective measured by methods of social cost-benefit analysis.

In the paper, we use data based on statistical evidence from selected European countries for cost calculation of different methods of punishment. Further, we compare the costs related to imprisonment of individuals with alternative methods of punishment. Originality of our paper is in collection of unique data, their processing and overview of European custodial systems and methods of alternative punishments including their cost ratio. Paper brings an interesting economic overview of classical and alternative methods of punishments from European perspective and possible economic savings related with implementation of alternative punishment methods. In several countries in Europe, economic savings are significant and the system of punishment works more efficient in comparison to countries that do not implement alternative methods of punishment. In conclusion, paper highlights policy implications and outlines future research perspectives.

26-AV47-5667

ELECTRONIC MONITORING AS AN ALTERNATIVE FORM OF PUNISHMENT: AN EXPLORATORY STUDY BASED ON EUROPEAN EVIDENCE

DR. KAMILA BORSEKOVA; ASSOC. PROF. PETER KRIŠTOFÍK, DEAN; DR. SAMUEL KORÓNY, SENIOR RESEARCHER; DR. PETER MIHÓK, SENIOR RESEARCHER; AND ASSOC. PROF. ANNA VAŇOVÁ, VICE DEAN FOR DEVELOPMENT

Electronic monitoring is a relatively new tool in the field of criminal justice, invented in late 60’s of the 20th century. Due to overcrowding of prisons, its use and implementation is growing worldwide. For the time being, academia and practice lack the data and more robust information and experience related with implementation and exploitation of electronic monitoring across European countries.

The scientific objective of the paper is to analyze and evaluate an approach of electronic monitoring in European countries as an alternative form of punishment based on European evidence.

Novelty of the paper is in several levels. Firstly, the paper deals with accurate topic of electronic monitoring as an alternative form of punishment. This alternative form of punishment is an important and innovative tool of criminal and civil law. It may be assumed as an efficient tool decreasing costs for punishment and overcrowding of prisons in a modern and responsible society. At the same time, it allows to maintain family and community ties and allow person to be employed during the period of electronic monitoring. There are only a few studies related with implementation of electronic monitoring, mostly focused on the legal and criminal aspects of the matter. Secondly, our paper is oriented interdisciplinary, connecting law, crime and justice, economic and social aspects of electronic monitoring and thus it fills the gap in the research area. Thirdly, paper contains original data and the robust overview of prison statistics, indicators related to life in custody and overview of European countries that implemented system of electronic monitoring as a supervision before the sentence or after the sentence. Based on European evidence and by using several mathematical and statistical methods, paper brings an original comparison of classical form of punishment and alternative form of punishment – electronic monitoring. It highlights the main pros and cons of the both approaches as well as their obstacles and controversies. This exploratory study brings several

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26 Dr. Kamila Borsekova, Head of Research and Innovation Centre, Matej Bel University.
practical implication and policy recommendations, and opens an enormous space for further research.

The paper is one of the starting points for further investigation and implementation of extensive empirical research within the project of basic research APVV 15-0437 Interdisciplinary approach to electronic monitoring of accused and convicted persons in Slovakia.

27-AV53-5709

TRANSFORMATION FROM CIVIL LAW PRINCIPLES TO COMMON LAW PRINCIPLES IN MARITIME POLLUTION CASES UNDER INDONESIAN LAW

MRS. IRMA RACHMAWATI MARUF27 DR. DEWI INDRIANI

Strict Liability has been known in Indonesian law because Indonesia ratified many International conventions in the last 1990s. In Indonesian Tort Law system, strict liability has been especially compared with the fault Liability. In Indonesian Tort Law regarding to article 1365 of the Civil Code, fault liability must fulfill 3 elements: fault, loss, relationship between loss and fault. In Article 536 Commercial Code said that "all the collisions was due to his fault", which means that the plaintiff must prove whether the accident was his fault or not. It means that The Commercial Code is based on the principle of liability namely fault liability. This is different from the rules of environmental pollution on the Environmental Law and the International Convention on the Marine Environment pollution which use the principle as adopted from strict liability. In Article 87 of the Environmental Management Act 32 of 2009 stated that the necessity to prove the fault of the defendant previously is no longer necessary. This provision is lex specialist in the lawsuit of legal action in general and obligation to pay compensation to the victim arises immediately. Strict Liability will be applied in some cases of maritime law as regulated by International Convention on Civil Liability for Oil Pollution Damage, 1969 as amended by 1992 (CLC Convention). Otherwise, in many environmental case court decisions, fault liability is still used as a basis of the decisions. This lawsuit polarized Article 1365 of Indonesian Civil Code with the Strict Liability Principle of the Environment Laws. Many panels of the judges rejected the plaintiffs legal opinion to implement strict liability. With the specific rule of compensation principle in environment cases the implementation of Article 1365 of Indonesian Civil Code which adheres the principle of fault liability is no longer relevant. Thus, the compensation system in marine pollution has two basis: strict liability or fault liability. In Indonesian Tort Law, eventhough strict liability is not a new law, it is still hard to apply it and hence, some obstacles must be solved. The development of legal liability especially the change of fault liability concept becomes strict liability in the cases of pollution and ship collision is deemed necessary. The methodology used is to analyze key provisions of relevant laws impacted upon the liability with the specifications of analytical description. The research was conducted by legal materials through library and field research, and then analyzed with qualitative method. Based on the results of this study, it is obvious that Indonesia must comply Strict Liability in the case of environmental pollution, while Based on Fault Liability can still be used in another case of Tort law case except Environmental Pollution case.

27 Mrs. Irma Rachmawati Maruf, Associate Professor, Universitas Pasundan.
28-AV51-5406

CONTINUITY AND TRANSFORMATION OF THE EU POLICY TOWARDS THE KURDISH ISSUE IN TURKEY AND IRAQ

MS. DARYNA DVORNICHENKO

The relations of the European Union with the Middle East are characterized primarily by instability resulting from tensions there. The region is commonly regarded as a center of Islamic extremism. The terrorist threat from organizations based in the countries of the region, as well as increasing Muslim migration to Europe contribute to the EU's intensifying engagement in the region. The Kurdish factor plays a significant role in shaping EU policy towards the Middle East region. However, the EU does not devote attention to the Kurdish question evenly, focusing primarily on the issues around the Kurds in Turkey.

The objective of this paper is a complex scientific analysis of the evolution of the EU's relations with Iraqi and Turkish Kurdistan and the identification of the preconditions that lead to a tectonic shift in the relations between Europe and the Iraqi Kurds at the beginning of the XXI century. A thorough understanding of the EU's foreign policy strategy towards Iraqi and Turkish Kurdistan allowed the authors to select the most appropriate mechanisms for the cooperation within a united Europe as well as the crisis prevention at the regional and interregional levels. The authors identify the basic trends and patterns of the EU's foreign policy towards the Turkish and Iraqi Kurds. The current political dynamics in the Middle East allow to draw a conclusion about the shift in the EU foreign policy paradigm towards those countries, where the Kurdish minority resides, and the Kurds themselves.

29-AV06-5429

RECRUITMENT, FORMING OF CADRES, AND FINANCIAL MANAGEMENT OF POLITICAL PARTY IN NORTH SUMATERA, INDONESIA

DR. MURYANTO AMIN WALID MUSTHAF ASEMBIRING

The recruitment of political party for a political position in local level in Indonesia mostly done in a transactional way through party elites in the local level. The management of party does not apply the democratic principle on the party recruitment and regeneration at the local level so that the chosen officer or government often exposed by legal issue and an ineffective government. This study aims to analyze the recruitment model of a political party in North Sumatera for the political position (governor and mayor).

By using qualitative research method through Focus Group Discussion (FGD) and in-depth interview with political party elites, academics, elements of government and political party observer society in North Sumatera. Research result shows that the recruitment conducted by the political party to become a political officer is transactional. Most of them do not have complete documents of the recruitment process at the local level. Some of the parties which owning complete documents, inconsistently conduct the recruitment process as mentioned in documents. The recruitment of political party in local level also push aside the potential cadres because of political fund matter.

28 Ms. Daryna Dvornichenko, Associate Professor, National University.
29 Dr. Muryanto Amin, Dean, University of Sumatera Utara.
Keywords: political recruitment, political party, recruitment model, political transaction, local politics

30-AY02-5316

THE SUCCESS FACTORS OF MOBILE MARKETING VIA SMARTPHONES IN RETAIL

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This research aims to investigate and analyse the success factors related to the application of mobile marketing via smartphones in the retail industry through the synthesis of the findings in the field of digital marketing communications, especially mobile marketing. To accomplish this aim, the researcher adopts a systematic approach for the literature review which is considered original work due to the application of rigorous methodological approaches. The research at this stage of development is theory-based and enhanced by secondary data. Theoretical considerations from the literature are further conceptually developed to construct a mobile marketing provisional framework towards empirical validation. With rapid advancements in digital technologies, research studies focusing on digital technology adoption have shorter validity periods in comparison with other studies. For example, the Short Message Service (SMS) is not the only mobile marketing communication channel especially after the widespread propagation of advanced mobile devices such as smartphones, tablets, and phablets from 2012 onwards where various mobile marketing communication tools such as mobile websites, mobile applications and ambient media have emerged (Varnali et al., 2011; Reisinger, 2012; Klein, 2013).

The research presents some gaps and inconsistencies which were identified by the researcher during the systematic review of qualified literature sources. The most important research gap is that the topic of mobile marketing via smartphones has attracted little attention even though it is important to both marketing executives and marketing researchers, but marketers are simply basing their decisions on anecdotal case studies and reports published in the popular press (Persaud and Azhar, 2012). Permission-less communications is a significant inconsistency because most organizations tend to ignore the drawbacks of permission-less mobile marketing communication with their customers. In fact, obtaining consumers’ consent and sending them relevant messages guarantee successful mobile marketing campaigns because consumers who do not give permission to get marketing messages to their mobile devices, perceive unsolicited marketing communications as an invasion of their privacy. Furthermore, there is no commonly accepted framework for mobile marketing because a proper conceptualization of mobile marketing is still missing. Vrontis et al. (2016) and Smith (2017) state that there is no agreement on an explicit definition of mobile marketing that captures the true nature of the phenomenon. Therefore, the scope of mobile marketing is still vague. The mobile marketing domain requires continual researcher attention due to the rapidly changing nature of the technology infrastructure and the business environments because the existing strategies and business models can quickly become obsolete due to the emergence of new technologies and consumer trends (Oztas, 2015; Seema and Joyce, 2015). Although there is substantial progress in the field of mobile marketing, academic research is still in its infancy and can offer fruitful research avenues.

30 Ms. Monaliz Amirkhanpour, PhD Researcher, University of Gloucestershire.
Structurally, the paper identifies some contextual factors related to the success of mobile marketing in retail which are used to develop a conceptual framework for empirical validation in the retail sector of Cyprus.

**31-AY04-5436**

**DO SERVICE BLUEPRINTS MAKE A SIGNIFICANT DIFFERENCE IN STRATEGY EFFICIENCY TO A MARKETING SERVICE ORGANIZATION?**

DR. SUSAN SILVERSTONE

With the significant growth of services in the US economy (http://www.businessinsider.com/growth-of-us-services-economy-2014-9) extra care must be devoted to the marketing of Services.

Shostack in her landmark paper Journal of Marketing, April 1977 stated, “To truly expand marketing's conceptual boundaries requires a framework which accommodates intangibility instead of denying it. Such a frame-work must give equal descriptive weight to the components of "service" as it does to the concept of "product. She continues, “A "molecular" model offers opportunities for visualization and management of a total market entity. It reflects the fact that a market entity can be partly tangible and partly intangible, without diminishing the importance of either characteristic. Not only can the potential be seen for picturing and dealing with multiple elements, rather than a thing, but the concept of dominance can lead to enriched considerations of the priorities and approach that may be required of a marketer. Moreover, the model suggests the scientific analogy that if market entities have multiple elements, a deliberate or inadvertent change in a single element may completely alter the entity,

One approach for visualizing service systems is a mapping technique called "blueprinting" (Shostack 1984). Blueprinting is a holistic method of seeing in snapshot form, what is essentially a dynamic, living phenomenon. According to Lovelock (1984) he noted that the difficulty of researching service "attributes" for positioning purposes, which is caused at least partly by the inherent ambiguity and subjectivity of verbal descriptions. Blueprints provide visible portraits to which consumers can react, and which can facilitate exploration of more parts of the service system than just its processes. Blueprints can be used to educate consumers, focus their evaluative input on various aspects of the service system, elicit comparative or competitive assessments, and generate specific responses to contemplated changes or new services.

A service blue print is a picture or map that portrays the customer experience and the service system, so that different people involved in providing the service can understand it objectively, regardless of their roles or their individual points of view. They are particularly useful at the design stage of service development.

The process of designing a blueprint involves the consideration of several issues:

1. Identifying processes.
2. Isolating fail points
3. Establishing time frame.

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31 Dr. Susan Silverstone, Professor, National University.
This paper will take a closer look at the Boarding Process of Airplanes. By utilizing a Service Blueprint, 

This is a controversial topic. There are many considerations that need to be recognized: the airline company, the employees, (on the ground and in the air), the clients/the passengers, the flight and all the many costs (human and financial) involved. This paper will review the past, current and future methods.

32-AY15-5569

A STUDY ON EMPLOYEE READINESS FOR TECHNOLOGY ACCEPTANCE OF DECISION SUPPORT SYSTEMS IN E-BUSINESS ENVIRONMENT

MR. FAWAD AHMED

This paper proposes a methodology for application of a conceptual model developed as part of an ongoing doctoral research to investigate the effects of employees’ readiness for E-business on technology acceptance with respect to use of a new technology, a Decision Support System (DSS) software helping integrate functions across multiple departments which in turn would be helpful for an improved data-driven decision-making by managers. The proposed research model is based on two empirical studies; one is the employee readiness for E-business (EREB) by Jung-Yu & Chorng-Shyong and the other is Davis’ technology acceptance model (TAM). Prior research mostly focuses on adoption of technologies from the client’s perspective, an organization’s point of view or from a country’s perspective. This study proposes much less discussed aspect of Employee’s readiness for E-business and technology acceptance. Transitioning into an e-business is a change process that may include receiving new innovations, amendments in process flow, upgrading business forms and hierarchical modifications or administrative overhaul. Such change has to be backed up by a substantial number of partners including clients, suppliers, and particularly, employees. As indicated by earlier reviews, readiness is not merely a physical development, in fact a blend of emotions and cognitions that intervene learning and lead to successful implementation of new operations. Employee’s support of such initiatives shows readiness. The rationale behind picking TAM for this study was that TAM has been experimented and upheld through validations, applications, and replications. Perceived usefulness (PU) is characterized as an imminent consumers subjective opinion as to whether utilizing a particular technology could add to the fulfillment of individual objectives. PEOU is incorporated as an exogenous variable that indirectly affects actual usage through PU. As against previous works related on technology adoption, the items capturing behavioral intention to use were modified to adapt for measurement of actual use directly affected by perceived usefulness. To test the hypotheses, a survey shall be conducted with more than 200 employees from call centre industry related to travel and tourism, operating additional back-end support offices abroad. The results of the study are expected to show that EREB model has an influence on perceived ease of use and perceived usefulness leading to actual use of technology. Instrument proposed in this study is a 7-point likert scale based on multiple instruments empirically tested in prior studies. In order to detect potential multicollinearity problems, Pearson’s correlation coefficients shall be computed for all items of the survey instrument. Benchmarks shall be set up with a P-value of .05 and Chronbach alpha of minimum .70 for each item. Moreover, model fit shall be ascertained through CFI, GFI, NFI and RMSEA. Step by step hierarchical multiple regression is planned to check for relationship between independent, mediating and dependent variables through R-Square values. This study will be amongst the few that investigate employees’ acceptance and usage of modern

32 Mr. Fawad Ahmed, PhD Candidate, Wuhan University of Technology.
technologies through TAM, as against previous trend of focus on customers and organizational change.

33-AY09-4992

ENTREPRENEURSHIP: A PATHWAY FOR CONFLICT RESOLUTION – A CASE STUDY OF THE NIGER DELTA 30,000 EX-MILITANTS

MRS. MARGARET IFEOMA ABAZIE-HUMPHREY

Some scholars have argued that one of the ways of resolving conflicts in Africa is to further deepen the poverty reduction strategies by engaging the potential possible primary actors of conflict with means of sustainable livelihood through empowerment programmes. In the sustainable reintegration programme of the Niger Delta Amnesty DDR programme, the engagement/empowerment of ex-militants as holders of micro-level on firms or entrepreneurs is the driving force of the final phase of the reintegration programme. There is an increasing body of evidence which indicates that entrepreneurship can halt conflict process and mobilization. Drawing on the rich empirical literature on the 30,000 ex-militants, and the article takes a further step in theory building by proposing entrepreneurship as a way of overcoming the legacies of fighting and violent conflict mired with economic stagnation and contraction.

KEY WORDS: Entrepreneurship, 30,000 ex-militants of Niger Delta, DDR, Conflict resolution

34-AY21-5479

CONTEMPORARY SUSTAINABILITY STATUS OF THE BANKING SECTOR OF BANGLADESH

MR. MOHAMMAD FAHAD NOOR

Over the years the roles and contribution of financial sector have evolved through the adaption and implementation of sustainable activities. Financial institutions have been financing investments in agricultural, industrial and energy sectors which have significant social and environmental impacts. Despite initiatives are focused in engaging higher social aims to support development goals, the sustainability agenda provides both risks and opportunity to banks and their strategic choice. Incorporating sustainability into banking activities questions the possible repercussions it might pose on the business itself. Banks being socially responsible has been a growing phenomenon across the world. Banks in Bangladesh has yet to consider these issues in their social activities. Banks in Bangladesh has grown highly into corporate social responsibilities but the extents to which they can actually make a significant difference are still pursued. Classical finance theorists strongly believe that corporate social responsibility initiatives do not maximize firm value; there is a costly shift in firm resources. On the other hand stakeholder theorists argue that pursuing multiple social objectives does not necessarily have adverse impact on shareholder interests. This paper discusses the impact of banks’ engagement in sustainable financing on their sustainability. The study reveals lack of significance of the ESG factors over the performances of the commercial banks of Bangladesh. Though socially responsible acts are expected to have a positive impact on the performance of

33 Mrs. Margaret Ifeoma Abazie-Humphrey, Principal Reintegration Officer, Office of the Special Adviser to the President on Niger Delta.
34 Mr. Mohammad Fahad Noor, Lecturer, Independent University.
a firm but as mentioned in the literature review, contrasting results are not uncommon. In this paper, other than the environmental issue, all other ESG factors showed positive relation to ROA though none of them have statistically significant relation to it. However, except non-performing loan, other control variables do reveal statistically significant relation to ROA though all the control variables show desired signs. Although, the insignificance of the most of the ESG factors with the ROA indicate that the market may not be sophisticated enough to appreciate the long term impact of the ESG factors in the business initiatives yet. The study has some limitations as well. The study has considered only the private commercial banks and, hence, it might be hard to generalize the result for the overall banking sector of Bangladesh. A thorough study is deemed necessary in order to get a comprehensive view of the sector.

35-AY24-5485

BKASH BANGLADESH: UNLEASHING THE OPPORTUNITIES OF MOBILE FINANCIAL SERVICES

MS. ZAKIA JAMAL35; MOHAMMAD FAHAD NOOR, LECTURER, SUMAN SAHA, LECTURER

Bangladesh is considered as one of the fastest growing economy in the south east asia. According to Asian Development Bank, Bangladesh’s economy grew by 7% in 2016 and the sixth year in a row that GDP growth was greater than 6% but still majority of the population are not getting access to the banking services. As the economy is growing major portion of the rural people are shifting to cities for better job facilities. They need to send money to their families. bKash Bangladesh has introduced mobile financial services to tap this unbanked segment of the population. Main challenge for bKash is to provide service in a way that only requires basic mobile phone (not smart phone). Techno savvy criminals became another challenge for bKash, fraudulent messages are delivered to company’s valuable clients and they became the victim of fraudster activities. As developing nation fraudster activities, robbery is common phenomena, keeping that in mind government, central bank and security services are giving top priority to this matter to ensure hassle free and secured financial services. bKash has also included remittance service to its portfolio. The basic business model of bKash is to generate revenue from transaction fees. From inception to now bKash has enjoyed tremendous growth and success as country’s pioneer mobile financial service providers. The success of bKash reached in the level where the term ‘bKash’ became synonymous to mobile money transfer to people. In recent times bKash is facing competition from other mobile financial service providers and it make them to think about repositioned the brand. bKash’s target customer was rural people or unbanked people so changing perception toward the brand became enormous challenging issue for bKash. bKash wants to make their service available for everyone. They are thinking of going to niche market to mass market. This case analyze how bKash works, what are the reasons for bKash’s success and what kind of challenges bKash is facing. Will it be possible for bKash to change the perception of consumers and make it a universal brand in mobile financial service industry.

35 Ms. Zakia Jamal, Lecturer, Independent University.
36-AV09-5460

EXPLORING THE MEANINGS OF GENIUS THROUGH THE FEMALE PROTAGONIST IN "BAD GENIUS," THAILAND'S 2017 BLOCKBUSTER FILM

DR. POGKRONG BOON-LONG

Grossing more than one hundred million Baht, "Bad Genius" is a phenomenon in Thai cinema for its critical messages. The film presents the life experience of Lynn, an intelligent high school girl hired to cheat in an international academic examination. Lynn's mistake in consequence causes a great change to her attitudes toward education and living. This study aims to explore the meanings of genius relating to Lynn, the main character of "Bad Genius." The concepts of semiology and gender are employed for data analysis of the film as a representation. In addition, the theory of film genre is adopted to do analysis in this study. The author finds out that the meanings of genius in this film are distinctively conveyed through the portrayal of the female protagonist who learns from her infamous failures of academic life. Making use of the thriller genre, the filmmaker creates some nerve-racking sequences within the storyline significantly depicting a dangerous game in the exam fields in which the main character takes her adventure and learns through.

The meanings of genius presented in this drama thriller are vividly highlighted by such a storyline and the use of the genre. Notably, those meanings tend to make audiences feel uplifted.

**Keywords:** Female Character, Thai Education, Thai Film, Thai Youth on Film

37-AV26-5245

WATCHING FEATURE-LENGTH FILM TO IMPROVE LISTENING SKILL AND USE OF ENGLISH

DR. SAENGCHAN HEMCHUA

Film is a good resource for learning English. It provides a variety of language with a visual context. It is particularly enjoyable and motivating. Previous studies recommended that it was not a good idea to show the entire film in the English class since it was not what a teaching and learning activity should have been. This empirical study took a challenge and investigated whether watching feature-length film could improve EFL (English as a foreign language) university students’ listening skill and use of English. It also examined student feedback towards film. Participants were 102 non-English majors studying at a Thai university. They individually watched six selected popular films from a software package with English and Thai subtitles, an extensive glossary of vocabulary and a quiz focused on vocabulary, grammar, and comprehension at the end of each film for six consecutive weeks. They watched each film once a week and there was no interruption or any teaching activities while watching each film. Results from the pretest and posttest (Oxford Online Placement Test) on listening comprehension and use of English showed that 25 percent of the participants increased their CEFR (The Common European Framework of Reference for Languages) level from A1 to A2 whereas 75 percent of them remained the same CEFR level (A1=participants could understand and use basic everyday expressions, could ask and answer questions about personal details, could interact with others when they spoke clearly and slowly/ A2= participants could understand sentences and frequently used expressions, could communicate and describe simple

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36 Dr. Pogkrong Boon-Long, Assistant Professor, Thammasat University.
37 Dr. Saengchan Hemchua, Assistant Professor, Srinakharinwirote University.
aspects). Results from student feedback revealed that they were positive about learning English through film. They said that they learnt new vocabulary and were more accustomed to English accents and film motivated them to learn English further. Since the participants in this study were university students, their learning styles might affect the learning outcome. Pedagogical implications on learning English through film are discussed.

38-AV41-5375

TRANSLATIONAL RESEARCH IN MUSIC

PROF. VALERIE ROSS38

Broadly speaking, translational research applies findings from basic science to enhance human health and well-being. This relatively new term is normally used in the field of medicine to denote highly interdisciplinary research that combines various disciplines, resources, expertise and techniques to promote development in prevention, diagnosis and therapies by ‘translating’ fundamental research into medical practice and health outcomes (Cohrs et al. 2014; Woolf, 2008).

However, the understanding and application of translational research in the field of creative arts is at its infancy. This paper addresses some of the challenges in conducting translational research in the social sciences and humanities in general and specifically, in the field of music research.

It proposes translational research in music as an extension of interdisciplinary research with an aim to produce creative outputs that are targeted to enhance community-wellness and the well-being of specific groups. It examines the selection of methodological approaches from experimental conditions to the applications of practice-led research outputs in clinical environments and in social settings. It makes reference to two recent interdisciplinary music studies.

The first study involved observations of occupational therapists conducting sensory integration therapy for children with autism spectrum disorder. Five distinct sensory techniques were extrapolated and ‘translated’ into musical rhythms, flow and sonic textures. Applying electroacoustic composition techniques, original musical segments were then created to harmonize and synchronize with the therapeutic motions.

The second study involved the examination of music played to assist devotees enter into a trance state during body-piercing ceremonies at Thaipusam, a Hindu Festival which has become an annual international spectacle observed by thousands of spectators (ABC News 2016). Building on psychoanalysis theories, it explores how the sound of Hindu devotional songs and the rhythmic pulsations of accompanying traditional Indian drums (pambai, urumi, tavil) played by specialist Kavadi ensembles appear to facilitate evocation, stimulating audiation (Edwin Gordon) through continuous mental hearing and translation, thereby assisting the devotees to attain spiritual transcendence / wellness via trance inducement in fulfilling their vows.

The paper postulates that music facilitates transference, a psychological phenomenon characterised by the unconscious redirection and projection of emotions and feelings from one person to another (Sigmund Freud 1895). Once the ‘projections’ are recognised, a particular form of rapport and emotional bond, or transference, is achieved between individuals (such as a therapist and the patient), creating a sphere or structures of collective unconsciousness (Carl Jung, 1981). In conclusion, it argues how music is inherently ‘translational’ when (re)applied

38 Prof. Valerie Ross, Deputy Dean of Research & Industry Linkage, Universiti Teknologi MARA.
or practiced in targeted environments and that translational research in music has much scope for exploration.

39-AV42-5635

A STUDY ON PHILOSOPHY OF ARCHITECTURE AND MUSIC: DECONSTRUCTIVISM IN ARCHITECTURE AND BRITISH ROCK & HEAVY METAL MUSIC

MR. MEHMET KASAP

Music and architecture always have a close relationship as Vitruvius points in his book called "the ten books on architecture" or like in Goethe's famous quote: “architecture is frozen music.". Developments in communication and electronic technology made this relationship much closer. But, this relationship getting closer was much more about the philosophical approaches used in the design of creations; than the design principles like the use of ratios or technology with the effect of postmodernism, unlike the industrial revolution. Deconstructivism took all these and made the philosophies of the way of design of music and architecture united with its new own view. With taking deconstructivist architecture and British rock and heavy metal music as clear examples to compare; this study is about the similarities between the deconstructivist architecture and deconstructivist music as British hard rock and the new wave of British heavy metal music through their philosophies. It underlines the similarities like the reasons behind their design approaches and the way of expression style of the architectural and the musical creations. Bernard Tschumi's thoughts in his books, his essays and his design approaches around Jack Derrida's philosophy take places in this study as the main points of deconstructivist architecture, while songs, albums, album covers and video clips of the British rock bands take place for the deconstructivist music. At both sides, the study focuses on the philosophy behind them compare them with using these points. This comparison shows us how British hard rock and the new wave of British heavy metal music had been using those philosophical principles in music much more before in the deconstructivist architects did in architecture. As an interpretation, that means architecture goes behind the music and will flow it in the new ages. This study also hopes to help the researchers and designers at their studies with the architecture of future through understanding the music of today and tomorrow.

Keywords: Architecture Theory, Music, Deconstructivism, British Rock, New Wave Of British Heavy Metal

40-AV11-5492

EYE MOVEMENT MEASURE TESTING THE SWITCHING COST IN THE PURE CHINESE AND CODE-SWITCHING CONTEXTS

PROF. LIQIN WU

Early code-switching studies indicated that a code-switch during comprehension of visually presented words led to a switch cost in individual’s performance. Evidence was presented to indicate that in a bilingual priming paradigm, bilinguals took longer to respond to targets preceded by a different language prime than a same language prime. However, later studies have shown that there is no significant cost incurred by inter-sentential language switching and

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39 Mr. Mehmet Kasap, Lecturer, Dumlupinar University.
40 Prof. Liqin Wu, Professor, Anhui University of Finance & Economics.
mixing when bilinguals read sentences for comprehension. When making metalinguistic judgments and performing non-comprehension based tasks, switch costs were evident but there was no evidence to support the hypothesis that there is a cost at the switch site when bilinguals read a mixed sentence. In this research, the eye movement measure was used to test the switching cost in the pure Chinese and code-switching contexts. There were two types of materials as stimuli: one was pure Chinese paragraphs, the other was Chinese-English paragraphs, i.e., code-switching sentences in Chinese paragraphs. Five factors were considered: first fixation duration (FFD) (ms), fixation time total (FTT) (ms), fixation count (FC) (ms), revisits count (RC) (ms), and dwell time (DT) (ms). Then eye movements within the scope of AOI in the pure Chinese and code-switching contexts were compared respectively, and the switch cost in the code-switching contexts was examined. Through the paired sample t-test, and by analyzing the heat maps, it was found that the subjects’ scores in the code-switching contexts were higher than those in the Chinese ones; that if a switching cost did occur, it was not necessarily at the switching site; technical words in alternating languages did impair performance even when the switch occurred at a sentence boundary.

Key Words: eye movement measure; switch cost; Chinese; code-switching

41-AV16-5537

EMPTY NEST SYNDROME : WHEN PARENTAL OVERPROTECTION, LONELINESS AND STRESS INTRUDE PARENT’S LIFE

MS. JAISMEEN KAUR41; AND DR. MANDEEP KAUR, ASSISTANT PROFESSOR

Empty nest syndrome is a negative or unhappy feeling or emotional distress which parents experience when their children leave home to achieve further milestones of their life which is the most difficult and painful phase in the parent’s life. The feelings which parents experience during this phase may vary, some parents may experience eustress whereas some may experience distress. The objective of the present study was to see the group differences (high/low on empty nest syndrome) on loneliness, parent’s attachment style (secure/preoccupied) and stress resilience. The sample size for the group was 100 parents whose children left home for educational and professional growth from past 1-2 years. The age range of participants was 45-65 years. The standardised questionnaires used for this study were Empty Nest Syndrome scale by I.C. Mbaeze and Elochukwu Ukwandu (2011), UCLA Loneliness Scale version 3 by D.Rusell (1990), Relationship Scales Questionnaire by Griffin and Bartholomew (1994) and Stress Resiliency Profile by Kenneth W .Thomas and Walter G. Tyman (1974). The standardised tool used for the analysis was One Way ANOVA. The study recommended that parents high on empty nest syndrome were higher on loneliness and preoccupied attachment style whereas low on stress resilience as compared to those low on empty nest syndrome. Findings of the study were in line with the hypothesis framed. Implications and future suggestions were also discussed and highlighted.

Keywords: Empty nest syndrome, Loneliness, Parental Overprotection and Stress Resilience.

41 Ms. Jaismeen Kaur, Research Scholar, Punjabi University.
THE INFLUENCE OF ORGANISATIONAL CULTURE ON INTEGRATED MARKETING COMMUNICATIONS STRATEGIES IN HIGHER EDUCATION IN SAUDI ARABIA

MRS. NASIEM ALYAMI

Integrated Marketing Communication Strategy (IMCS) is a complicated concept, which reflects organisations' intentions to craft various elements of marketing and different channels of communications so that all will work collaboratively and consistently in order to influence the marketplace or stakeholders (Caemmerer, 2009). Comparatively, Organisational Culture (OC), as Schein (2016) states, holds all different aspects of an organisation and holds its unique identity. Hence, Balmer and Wilson (1998) advise marketers to gain a deep understanding of OC prior to discussing questions of corporate branding, corporate marketing programmes and corporate identity management. In terms of understanding how universities market their brands, Harrower (2011) shares her experience on how the mismatch between OC and marketing strategy was deemed disastrous. She states the problem was with the poor understanding of the client’s culture by the marketing agency. The chemistry between both organisations needed a great deal of work. She further suggests that marketing agencies need to understand the core values of OC in order to create the right chemistry. This view concurs with Pickton and Broderick (2004), who insist that companies must leave no possibility for error, no patience for miscommunication, and no time for confusion. Melnikova et al. (2016) add that in non-profit organisations, such as universities, creating an effective IMCS can be a serious dilemma without having the spirit of OC that is suitable for competitors, while at the same time remaining stable and strong to protect the brand.

Among all these arguments about the influences of OC aspects that may impact on IMCs to sell the brand, there is a little evidence from higher education institutions especially in Arab Gulf is provided in the literature. This research aims to contribute to the literature by evaluating how the aspects of OC may influence the way in which Public and Private Saudi's higher education institutions (HEIs) are creating their IMCS to sell the brand. Therefore, the overarching research question of this study is: How do aspects of organisational culture influence the integrated marketing communications strategies of higher education institutions in Saudi Arabia?

In order to answer this question a multiple-exploratory case study design is adopted. The researcher is taking the interpretivism-qualitative stance in order to collect opinions and perspectives from decision makers and marketers who are involved in making IMC policies and the strategies to sell the brand. The researcher intends to use multiple-qualitative data collection methods namely semi-structured interviews, observation, document analysis and field note to collect her data. This research is now in the stage of developing interviews' scripts towards conducting pilot study.

Key words: integrated marketing communications strategies; organisational culture; higher education institutions; universities; Saudi Arabia.

42 Mrs. Nasiem Alyami, Student, Manchester Metropolitan University.
SANSKRITIZATION: ACQUIESCENCE OR ASSERTION? A CRITICAL STUDY OF DALIT AGENCY IN CONTEMPORARY INDIA

MS. SANCHI JAIN

Sanskritization, a term coined by the anthropologist, M.N. Srinivas, refers to a cultural process through which the lower castes emulate the customs, rituals and ideology of the upper castes in order to claim social status and mobility in India. This process has been going on for centuries and is prevalent among the lower caste communities throughout India (Srinivas 2003). Ethnographic studies (Moffat 1979, Mosse 1994, Charsley 1998, Kunnath 2012) have pointed out that the Dalits embrace Sanskritization to attain respect and dignity. This raises some important questions on the very nature of Dalit subjectivity. Does the wide-spread practice of Sanskritization among the Dalit communities point to their acceptance of Brahminical values that degrade them as the ideal norms? Or does Sanskritization for them, become a means to challenge the caste norms by demonstrating that they are no different from Brahmans in their customs and rituals? In examining these questions, in this essay, I critically engage with the larger debates on structure and agency in relation to the subaltern groups: the influence of social structure in determining their lives (acquiescence) and their ability to challenge the social structure (assertion). This essay highlights the limitations of privileging one perspective over other in providing knowledge about the beliefs and actions of the subordinated groups. Therefore, in engaging with the concept of Sanskritization, this essay attempts to provide a more nuanced understanding of the everyday world of the Dalits by going beyond the structure-agency dichotomy. In order to do this, I draw on Pierre Bourdieu’s (1977) concept of Habitus to explain both acquiescence and assertion, not as diametrically opposed to each other, but forming a dialectical relationship that shapes the culture and practices of Dalit communities in contemporary India.

Keywords: sanskritization, Dalits, structure, agency, habitus

HONOR KILLING: INTER CASTE WED LOCKS – A SOCIAL EVIL?

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Killing in the name of honor is a practice carried on world-wide. Majority of the victims are those who marry from different religions or castes. They become the victims of 'Social Excommunication'. The process usually involves panicked inter-caste couples eloping from fear of reaction of the society. In turn the girl's family files a police complaint accusing the husband of having abducted their daughter. The police arrest the couple and he girl is forced to back home. Here she is confined, abused and sometimes killed. The brutal truth about such societies is that these people kill for honor and do not consider act as a crime. The rights guaranteed under the Constitution are violated.

This paper deals on causes of honor killing, the laws related to it and also the case of BhagvanDass v. State (NCT of Delhi) . In this case the Apex court stated that there was nothing

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‘honorable’ about ‘honor killings’, and they are nothing but barbaric and brutal murders by bigoted, persons with feudal minds.

Keywords: Honor-killing, Social Excommunication and inter caste couples

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THE GLOBAL PROPAGANDA OF ISIS AND THE ROLE OF SOCIAL MEDIA PLATFORMS

MS. KAJOL SHAH

This paper is written with the aim of exploring into the use and misuse of social media which cost many countries lives of their civilians, uprooting of their government and the loss of many minds to the idea of Jihad and Sharia law believer. The world’s reaction was only reactive and not proactive appalling as it is that the highly boasted intelligence agencies of the world failed to spot a terrorist government in the rising and if they did spot it why weren’t they prepared. The leading handlers of the ISIS which have managed to set up a whole state are in their mid-twenties and thirties while Leaders having a technological gap has proven fatal for millions of lives. How did we fail to see the rise of such a disturbing human propaganda equivalent to the outrages of the holocaust? The leading superpowers of the world are said to run the world to their benefit, whose benefit was it to lead to the Rise of the Islamic State? As the Islamic State is currently fading after military intervention by Russia and the US, the elimination of threat seems like an act of sweeping under the rug rather than a constructive solution to the threat of revolution as predicted by Samuel Huntington in his theory of “Clash of Civilizations”. The Islamic State’s slogan is “Baqiya wa Tatamaddad” which means remaining and expanding which gives us the rise to the main question to address, can the Islamic State be wiped to be a faint history chapter or will it rise again? There are certain steps that might help in preventing an outburst of Jihad and mass killings that we can take which I aim to discuss and explore chances of co-existence between the existing world order and the Islamic revolution. The main purpose of this research paper is to develop an understanding of the wide reaching epidemic that took place over the internet and how it broke out into an unexpected pandemonium of medieval ism and realism and yet rose to be a technological sound media conglomerate. The mass use of religion and religious text to disassociate and justify violence and inhuman treatment of others who don’t comply is something which had a rare birth in the 21st Century which most of the public fails to comprehend. This paper is an attempt to gain clarity for all. As the young generation of this world does our opinion matter? And can we help to connect with the world with the technology at hand and dissolve our intolerance towards different religions? These are the question that I aim to address in this paper.

Keywords: Sharia law, Islamic state, future “Clash of civilizations”, technology, media influence, role of the youth

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UTOPIAN NARRATIVES TO REALISM: THE CASE OF BOLLYWOOD REVOLUTION

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From the point of its inception in 1913, cinema has been an eminent part of the popular culture. It is one of the most popular mediums of Mass Communication. From the times when approximately 200 films were made in 1930’s till date, when we have more than 1000 films made per annum, Bollywood industry has undergone multiple revolutionary innovations. When the culture of cinema began, it was an activity of entertainment so that people could forget the harsh reality but after the development of this medium and its recognition as a major art form, it started reflecting the realities of life and the objective was not limited to just entertainment. Films started to become a reflection of reality and reality too had implications from popular films. Realism is a relatively new concept in Bollywood. It was initiated on a creative experimental basis which was welcomed by a major part of the Indians along with a small international audience. The primary objective of this research is to shed some light on the perspective of audience as to why this acceptance was seen.

This major shift in the industry was due to the initiative taken by a few directors who were willing to take this risk. This in turn was widely appreciated by the audience. The paper will also conduct content analysis of the interviews of of these film makers. Though secondary in nature, these interviews helps one dwar some insight into the mind of the filmmakers.

The practical implications of this research paper will help the directors/filmmakers understand these fluctuating perspectives of the audience so that they can cater to the interests of their audience in the most satisfying manner, thus leading to the sustenance and growth of the film industry.

Keywords: Bollywood, Realism, Magical Realism, Viewership, Cinema.

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