

2017



## Oxford Conference Series: March 2017

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### Abstracts e-Handbook

5th Academic International Conference on Interdisciplinary Legal Studies AICILS 2017 (Oxford) & 3rd International Conference on Business, Economics, Management and Marketing ICBEMM 2017 (Oxford)

**Conference Venue:** University of Oxford, St. Anne's College, Oxford, United Kingdom

**Conference Dates:** 13<sup>th</sup>-15<sup>th</sup> March 2017



FLE Learning



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## Table of Contents

<b>Oxford Conference Series: March 2017</b> .....	<b>2</b>
<b>Behavioral Factors Influencing Investors' Decision and Performance: The Case of an Emerging Market</b> .....	<b>8</b>
PROF. SARWAR AHMED; DR. SAMIUL AHMED; AND TANZINA BINTE YOUSUF .....	8
<b>Arctic Energy, Environmental Concerns and Political Complexities</b> .....	<b>8</b>
DR. SANJAY KUMAR PRADHAN .....	8
<b>The Applicability of the More Favourable-Right-Provision on Enforcing Foreign Arbitral Awards under New York Convention of 1958.</b> .....	<b>9</b>
PROF. LAFI DARADKEH.....	9
<b>Factors Associated with Delinquency: An Analysis of What Contributes the Most in Delinquent Behavior at School</b> .....	<b>10</b>
DR. SARWAT SULTAN .....	10
<b>Corporate Governance Practices in the Banking Sector of Bangladesh: Do they really Matter?</b> .....	<b>10</b>
DR. SAMIUL AHMED; DR. SARWAR UDDIN AHMED, PROFESSOR AND DEAN, SCHOOL OF BUSINESS; AND RAHATUL ZANNAT.....	10
<b>Analysis of Social Shaping Internet Finance in China</b> .....	<b>11</b>
MS. XIAOHUI MA.....	11
<b>Panopticons Migrate Too and Give Birth to Criminals: The Case Study of a Turkish Muslim 'Sultan' in Elif Shafak's Honour</b> .....	<b>11</b>
MS. NOUR SEBLINI.....	11
<b>The Politics of Islamic Law and International Human Rights Law: Islam and UN Human Rights Treaty Ratification in the Gulf Cooperation Council (GCC) States</b> .....	<b>12</b>
MS. RACHEL GEORGE .....	12
<b>Changes in Asian-Pacific International Financial Orders - AIIB &amp; ADB</b> .....	<b>12</b>
DR. KATSUHIRO SASUGA .....	12
<b>Al-Qisas: The principle of life for life and limb for limb in Islamic law</b> .....	<b>13</b>
MS. NADA BALTO.....	13
<b>Equilibrium between Traditional Monarch Rule and Democracy Rule in Thai Kingship of the King Rama 9th</b> <b>14</b>	
DR. NATTAPAT RUGWONGWAN; MISS PIMTHAM URFUA; MISS YUPAPORN TARUNGSRI; AND MR. KRITSANA PHUENGNUSON .....	14
<b>The role of Thailand following the dispute between Thailand and Cambodia over the ownership of Preah Vihear Temple</b> .....	<b>14</b>
DR. SUNTHAN CHAYANON.....	14
<b>A Study of Popular Political Participation in Klonyong Subdistrict, Budhamondhol District, Nakornpatom Province, Thailand</b> .....	<b>16</b>
DR. WALLOP PIRIYAWATTHANA.....	16
<b>Good Governance for FDI</b> .....	<b>16</b>
MR. MALRAJ KIRIELLA.....	16
<b>The Development Pattern of Community Enterprise to Become Strengthen: A Case Study of Nakhon Cowboy, Bangkok Noi, Bangkok, Thailand</b> .....	<b>17</b>
DR. TIKHAMPORN PUNLUEKDEJ; AND DR. WIJITRA SRISORN, ASSISTANT PROFESSOR .....	17

<b>Resolutions of the unrest problems in Southern provinces: The people's perspective .....</b>	<b>18</b>
DR. LUEDECH GERDWICHAI.....	18
<b>Structural Equation Modeling of the Pariyatti Dhamma Schools' Performance Management in Thailand .....</b>	<b>18</b>
PROF.DR. UTHIT SIRIWAN; DR. SONGYASIN CHONPATATHIP; PROF.DR. NUTCHUDA THITIKALAYA; PROF.DR. CHOTIKA RAMABUT; AND ASSOC. PROF.DR. SOMSAK BOONPOO.....	18
<b>Valuing Real Options Using Displaced Implied Binomial Tree .....</b>	<b>19</b>
MR. SEIJI HARIKAE ; AND DR. JAMES S. DYER, PROFESSOR .....	19
<b>Financial Status and Achievement Analysis of Suan Sunandha Rajabhat University .....</b>	<b>20</b>
MRS. JUNEERUT JANNIT; AND MR. ANANTACHAI AEKA, LECTURER .....	20
<b>Methods of Educational Qualities on Higher Education into Practice: Case Study of North Eastern Region, Thailand.....</b>	<b>20</b>
MS. DUANGPHON SAENGTHONG; AND DR.CHUTIKARN SRIVIBOON, ASSISTANT PROFESSOR .....	20
<b>Role of Women Legislative Members in Domestic Workers Protection Law .....</b>	<b>21</b>
MR. SATYA LEGAWA KENCANA; MS. AMALYA FITRIA TJAJA; MR. CRISTIAN FERNANDES RIDO SOMBU UAS; AND MS. MARIA GODELIVA KRISTIANNINGRUM FERDINANDUS.....	21
<b>The motivation for developing English speaking skills, in the communications of the public transportation (Taxi Driver) .....</b>	<b>21</b>
DR. PORAMET SAENGON.....	21
<b>The Attitude of service quality, satisfaction, and behaviour of passengers for three low-cost carrier which offers the operating services in Thailand .....</b>	<b>22</b>
MS. ORAPHAN DECHA .....	22
<b>Information exposure, factors contributing to selection of restaurant services .....</b>	<b>23</b>
MR. EKGARONG VORASIHA.....	23
<b>Brand design for ice black coffee product of Tha Nam Samsen community , Dusit , Bangkok .....</b>	<b>23</b>
MS. KATHALEEYA CHANDA .....	23
<b>The Evaluation readiness of community enterprises branding in Samut Songkhram province .....</b>	<b>24</b>
MS. WILAILUK MEEPRACHA.....	24
<b>Guidelines for Increasing Participation in Community Development in Accordance with the Philosophy of Sufficiency Economy by the Local Government of Khlong Yong Council, Phuttha-monthon District, Nakhon Pathom Province .....</b>	<b>24</b>
MR. TAWAT PUMDARA .....	24
<b>Factors that affect purchasing behavior rental stores on the department stores in Bangkok.....</b>	<b>25</b>
DR. JIRAPORN BOONYING .....	25
<b>The Struggle for Chiang Tung: Loyalty and Territory on an Upper Southeast Asian Frontier,1800-1900.....</b>	<b>26</b>
MR. JOHN SMITH.....	26
<b>Factors Influencing the Decision to Undergo Cosmetic Surgery .....</b>	<b>26</b>
MS. SIRIWAN MANOWAN; AND DR. PREECHA PONGPENG, LECTURER.....	26
<b>Perception and Attitude of an Individual Investor towards Socially Responsible Investment in India.....</b>	<b>26</b>
MS. ANJUM UBAID SIDDIQUI .....	26
<b>Marketing Strategy of Community Enterprise Product, Nakhon Cowboy, Bangkok Noi .....</b>	<b>27</b>
DR. WIJITTRA SRISORN; AND DR. TIKHAMPORN PUNLUEKDEJ .....	27

<b>The Relationship of Members' Participation, Members' Citizenship and Loyalty and the Mediating Effect of Trust: An Explanative Study of Value Co-creation Behaviour among Credit Co-operatives Members in Sarawak, Borneo, Malaysia</b> .....	<b>28</b>
DR. JATI KASUMA ALI AND YUSMAN YACOB, POSTGRADUATE STUDENT.....	28
<b>Leadership of Executive and Members of Small and Micro Community Enterprise for Community Economy Sustainable Development</b> .....	<b>28</b>
MS. PANIDA NINAROON MRS.KANYANANT ANANMANA, LECTURER.....	28
<b>Performance competency development for operating staffs of lodging business in Ranong Province</b> .....	<b>29</b>
MS. CHOLPASSORN SITTHIWARONGCHAI.....	29
<b>The effect of leadership style on generation Y's organizational commitment; mediating effect of psychological empowerment</b> .....	<b>29</b>
MR. RIAN RIAN; AND DR. SHARMILA JAYASINGAM.....	29
<b>Marketing plan guidelines for sustainable community enterprise product; A case study of organic rice and chemical-free vegetables from Baan-Chanode community enterprise in Klong Yong-Lan Tak Fah Sub-District, Nakhonpathom Province, Thailand</b> .....	<b>30</b>
MRS. KANYANANT ANANMANA MS.PANIDA NINAROON, LECTURER; AND MRS.NOPARATH PHOOMIVUTHISARN, ASSISTANT PROFESSOR.....	30
<b>Development of working operation to improve the quality of the basic education</b> .....	<b>30</b>
MR. TAWATCHAI SUPEAN; AND DR.CHUTIKARN SRIVIBOON, ASSISTANT PROFESSOR .....	30
<b>Product Development and marketing strategy for Mangosteen Products</b> .....	<b>31</b>
DR. CHUTIKARN SRIVIBOON .....	31
<b>Authenticity in Leadership in the Context of Saudi Culture</b> .....	<b>31</b>
MR. MOHAMMAD ALGARNI.....	31
<b>Lingerie purchasing behavior of Thai women</b> .....	<b>32</b>
MS. NAMTHIP KLEEBBUABAN; AND MRS. KANYANANT ANANMANA, LECTURER .....	32
<b>The Effects of Quality of Service on the Loyalty of Outpatients</b> .....	<b>33</b>
MS. NATNICHAR KLEEBBUABARN MRS. ANOCHAR ROCHNAPANIT, LECTURER .....	33
<b>Strategic Management Plan for the Women Empowerment Funds</b> .....	<b>33</b>
MS. WIPADA SANGSAWANG MS.SIRIMAN WATTANA, LECTURER .....	33
<b>Happiness of university academic support staff in workplace</b> .....	<b>33</b>
MS. SUPAPORN PRACHONGJAI MRS.KANYANANT ANANMANA, LECTURER AND MS.PANIDA NINAROON, LECTURER.....	33
<b>Climate Change and Governance: Prospect in the Light of UNFCCC</b> .....	<b>34</b>
MR. SHUBHANG PAREKH .....	34
<b>Examining structural relationships among trust in government, perceived impacts, and community support of special economic zones in Thailand: A case study of Tak SEZ</b> .....	<b>35</b>
MR. HATHAIPUN SOONTHORNPIT.....	35
<b>Guidelines for Increasing Participation in Community Development in Accordance with the Philosophy of Samsen resident's who voted 2016 referendum</b> .....	<b>35</b>
MR. BARAMEEBOON SANGCHAN .....	35
<b>Military Interest Groups in the Mae Sot-Myawaddy Border Economy</b> .....	<b>36</b>
MS. SIRINYA SIRIYANUN .....	36

<b>The Community Enterprise Potential Assessment Model in Thailand .....</b>	<b>36</b>
MS. WILAILUK MEEPRACHA ; DR.TATRI TAIPHAPOON, ASSISTANT PROFESSOR; DR.ACHARA CHANDRACHAI, PROFESSOR EMERITUS; AND DR.SUKREE SINTHUPINYO, ASSISTANT PROFESSOR.....	36
<b>Quality of Life in Working and Attachment of Lecturers under University Affiliation.....</b>	<b>37</b>
MS. BOONYADA PAHASING; AND MS.CHOLPASSORN SITTHIWARONGCHAI, LECTURER .....	37
<b>Quality Management Format Across Sub-District Administrative Organization .....</b>	<b>37</b>
MR. NIYOM SUWANDEJ .....	37
<b>Service quality of public taxi operated by the taxi cooperative in Bangkok, Thailand .....</b>	<b>38</b>
MS. SUPATTRA PRANEE DR.CHISAKAN PAPAPANKAID, LECTURER; AND VARUNLUCK PAKJAIDEE, LECTURER .....	38
<b>Saving opinion of personnel of Suan Sunandha Rajabhat University .....</b>	<b>39</b>
MS. PANYADA CHANTAKIT MS.PANIDA NINAROON, LECTURER .....	39
<b>The legal issues relating to the admissibility of the forensic sciences expert witness in criminal court of Thailand.....</b>	<b>39</b>
DR. SUNTAREE BUCHITCHON.....	39
<b>Determining the age of juvenile's criminal liability in Islam .....</b>	<b>40</b>
MR. HAJED ALOTAIBI .....	40
<b>Regulating trade in the global commons: the case of deep seabed mining .....</b>	<b>40</b>
MS. SAYURI MOODLIAR.....	40
<b>The Production of Terror: An Empirical Analysis of the Impact of Human Capital and Socioeconomic Conditions on Participation in Terrorist Violence in Pakistan.....</b>	<b>41</b>
MR. LUQMAN SAEED; AND DR. SHABIB HAIDER SYED .....	41
<b>Impact of Soft Power in American Foreign Policy.....</b>	<b>42</b>
MR. ÇAĞLAR SÖKER.....	42
<b>Legal Framework of Corporation and Shirkah Al-Inan: A Comparison .....</b>	<b>43</b>
MS. HARTINIE ABD AZIZ .....	43
<b>The Relationship Between Nasal Septum Deviation and Rhinosinusitis in Soetomo Hospital-January 2017 ..</b>	<b>43</b>
MS. LIDYA PERTIWI SUHANDOKO.....	43
<b>Organ Trafficking in Indonesia: a Case study of Ethico-legal Analysis and Its Future Solution .....</b>	<b>44</b>
MR. FADHIAN AKBAR; MR. REZA HARYO YUDANTO ; MR. IMAMURAHMAN TASLIM, STUDENT; AND OKTAVINDA SAFITRY, DOCTOR. ....	44
<b>Multidiscipline Analysis of Rohingya Refugees Controversies in Indonesia Based On International Policy, Domestic Law, &amp; Medico Legal .....</b>	<b>45</b>
MR. MUHAMMAD AKBAR ; MR. ACHMAD RIZKI YONO; ABID ABDURRAHMAN ADONIS, STUDENT; ANNUR RIZA DEWI IMTICHANI, STUDENT; RIZKY SAPUTRA TELAUMBANUA, STUDENT; DR. AGUS PURWADIANTO, PROFESSOR. ....	45
<b>Conceptualization of Fair Exchange in Financial Consumer Contracts with A Specific Reference to Islamic Banking Business .....</b>	<b>46</b>
MR. AMINURASYED MAHPOP .....	46
<b>To What Extent Does the Law Need to Do More to Address Gendered Discrimination in Employee Dress Codes? .....</b>	<b>47</b>
MS. CHARLOTTE WERNER .....	47

<b>Effects of Dividend Policy and Total Current Assets on Share Price in the Food Processing Sector in India ....</b>	<b>47</b>
MS. SHREYA RATHI DR.ASHWIN DAVE, ASSOCIATE PROFESSOR.....	47
<b>The Case of Nyamwasa: The Thin Line between a 'Vulnerable' Asylum Seeker and an Excluded Asylum Seeker .....</b>	<b>48</b>
MRS. ADETOUN QUADRI KAFAYAT QUADRI.....	48
<b>Child Marriage: Medicolegal Approach under Indonesian Legal System and Future Ethico-Legal Implications .....</b>	<b>49</b>
MS. KARTIKA QONITA PUTRI; MS. RISA JAEHAN ; MS. EVA MARIA PUTRI SALSABILA; AND MS. ERZA PINAYUNGAN, STUDENT .....	49
<b>Factors Affecting the Development of Accounting Practices in Jordan: An Institutional Perspective .....</b>	<b>49</b>
DR. YASEAN TAHAT .....	49
<b>Students' Attitudes Towards Cheating Using Information Technology: A Comparative Study Between The USA And The Middle East' .....</b>	<b>50</b>
PROF. LUAY TAHAT NADA AL-MASRI.....	50
<b>Relationship between Professional Identity and Innovative Work Behaviour of Professional Nurses: The Moderating Effect of Leader Member Exchange .....</b>	<b>51</b>
MS. GENUINE NARZARY; AND PROF. SASMITA PALO .....	51
<b>Corporate Political Strategy- A Steel Sector Perspective .....</b>	<b>52</b>
MR. PUSHPAK CHATTERJEE DR. PARAMA BARAI.....	52
<b>Industrial Employment Stress and ITS Impact on Human Behaviour .....</b>	<b>52</b>
MS. AAYUSHI SHAH AND MS. SUPRIYA SUJAY PAL, LECTURER (SUPERVISOR) .....	52
<b>LIST of Listeners .....</b>	<b>53</b>
1. MS. NIMRA ABBAS.....	53
2. MR. JECHONIA ISLARY .....	53
3. MR. HANI ALAMIL .....	53
4. MS. NAEIMAH FAHAD ALMAWISHIR .....	53
5. MR. AHMED BALTO .....	53
6. MS SARAH BALTO.....	53
7. MR. ANTHONY SIJI AKINRINSOLA.....	53
8. MR. BERNARD O'BRIEN .....	53
9. PROF. HASSAN SALAMA.....	53
10. PROF. WAYNE YU.....	53
<b>CONFERENCE COMMITTEE MEMBERS.....</b>	<b>54</b>

1-AK07-4641

## **BEHAVIORAL FACTORS INFLUENCING INVESTORS' DECISION AND PERFORMANCE: THE CASE OF AN EMERGING MARKET**

PROF. SARWAR AHMED<sup>1</sup>; DR. SAMIUL AHMED; AND TANZINA BINTE YOUSUF

The purpose of this study is to explore the behavioral factors influencing individual investors' decisions and performance of their investments at an emerging market, Dhaka Stock Exchange (DSE). Furthermore, the extent of influence between the behavioral factors and investment-performance are also examined. In order to do so, a quantitative study was performed. A questionnaire was developed from previous studies and data were collected from individual investors in the DSE between 20 and 50 years of age. Primarily, the research investigates the existing theories in behavioral finance, based on which, hypotheses are proposed. Multiple regression models were used to test the hypotheses. The results show that there are four behavioral factors of heuristic theory: representativeness, availability bias, gamblers fallacy and anchoring and one factor of prospect theory: loss aversion affects positively on the investment performance of individual investors at the DSE. Other variables have moderate results and are reported to influence the investment performance at the very lower level. In contrast over confidence (heuristic theory), gamblers fallacy (heuristic theory), mental accounting (prospect theory), market information and moral hazard (herding effect) behaviors give the negative impact on the investment performance. This study also tries to find out the correlation between these behavioral factors and investment performance. It is worth mentioning that this study area has hardly been explored in Bangladesh where the markets resemble characteristics of other emerging economies in the region. Thus, it is expected that the global researchers would immensely benefit out of this research as knowing findings about this particular emerging market behavior that led to two major crashes in DSE in 1997 and 2011 could help relate results with their contexts. From a broader perspective, the research can also be used practically in the field of behavioral finance and stock market as the result strengthens the relation between them.

2-AM34-4793

## **ARCTIC ENERGY, ENVIRONMENTAL CONCERNS AND POLITICAL COMPLEXITIES**

DR. SANJAY KUMAR PRADHAN<sup>2</sup>

The Arctic region is home to 30% of the planet's undiscovered natural gas reserves and 13% of global undiscovered oil. The increasing involvement of littoral countries and their investments have resulted in growing production of oil and natural gas in the Arctic and Arctic region, and the present production constitutes one-tenth of the world's oil and a quarter of global natural gas. However, the present day production and future of drilling in the Arctic is highly contested i.e. debated, 'energy security vs. environmental sustainability'. Environmental risks and hazards, which are manifold and intertwined, are reflected through oil spill, release of toxins, emission of greenhouse gases, gas flaring, noise and melting of ice caps. Apart from these issues, the infrastructural networks such transport routes and facilities for energy exploration have serious implications on Arctic ecosystem and global environment. However, due to the protests by the civil societies and some countries, the Arctic stake holders, the Arctic

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<sup>1</sup> Prof. Sarwar Ahmed, Professor and Dean, Independent University.

<sup>2</sup> Dr. Sanjay Kumar Pradhan, Assistant Professor, Pandit Deendayal Petroleum University.



claimants and the energy companies have argued that they will be taking care of all the factors of concern for the sustainability of the Arctic, and mitigation or minimization of the adverse effects in the region. Likewise, international laws and regimes have been emerged to deal the menace. But, the overlapping zones, territorial disputes and poor political consensus on the Arctic landscape have weakened the sincerity and commitment of the littoral and other countries for the protection of fragile environment, while drilling for energy resources.

Taking into account all these aspects, the paper is intended to analyse the nature and extent of energy exploration in the Arctic region and its implications on environment and ecosystem, protest by the civil societies or other means, steps taken by the Arctic stake holders and companies to mitigate or minimize adverse effects of exploration, effectiveness of the laws and regimes, and critical evaluation of political cooperation among the countries for sustainability of the Arctic region.

**Key Words:** Arctic, energy, hazards, civil society, law and regimes, environment, politics, sustainability.

3-AM11-4612

### **THE APPLICABILITY OF THE MORE FAVOURABLE-RIGHT-PROVISION ON ENFORCING FOREIGN ARBITRAL AWARDS UNDER NEW YORK CONVENTION OF 1958.**

PROF. LAFI DARADKEH<sup>3</sup>

There are a number of regimes for recognition and enforcement in the state where recognition and enforcement are sought. Some regimes provide a number of conditions for enforcement and a number of grounds of refusal. At the same time, other regimes provide different conditions for enforcement and different grounds of refusal. They are connected with one another by means of the more favourable-right-provisions. In this situation, two or more regimes may claim jurisdiction to enforce the same foreign arbitral award. According to this connection, the winning party can bypass the provisions under which the losing party can resist enforcement. It is very often the case that the winning party can choose alternatively any regime from these regimes which represents his interest to enforce the arbitral award by virtue of the more favourable-right-provision.

That is to say, the grounds of refusal provided by the applicable regimes become a dead letter. According to this situation, it can be said that enforcing regimes are in favour of the winning party.

The common example of using the more favourable-right-provision is found in the USA, France, Belgium, and Germany. In these countries, it has been shown how, in practice, the local law may be more favourable to the recognition and enforcement than the New York Convention of 1958. Under the New York Convention, the losing party can resist enforcement if the arbitral award has been set aside or suspended in the country of origin. The courts of these States recognised and enforced the arbitral award according to their local laws on the basis of the more favourable-right-provision as provided by article VII of the New York Convention, even though the award was set aside in the country of origin.

Since the mandatory modes of enforcement are numerous, it then becomes important to show how can the winning party resort to a particular mode of enforcement as the more favourable one? And By which means can he do so?

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<sup>3</sup> Prof. Lafi Daradkeh, Professor, Yarmouk University.

4-AM24-4683

**FACTORS ASSOCIATED WITH DELINQUENCY: AN ANALYSIS OF WHAT CONTRIBUTES THE MOST IN DELINQUENT BEHAVIOR AT SCHOOL**DR. SARWAT SULTAN<sup>4</sup>

This study was designed to identify the most contributing risk factors associated with delinquent behavior among children at school. This cross-sectional study was conducted with a sample of 468 school children aged 13-15 years old; contacted at elementary schools in Multan city. This study is of particular importance for studying the different risk factors altogether; parental involvement, family conflict, involvement in school, classroom climate, victimization, and television violence at one in time to recognize the most contributing factor in accepting the delinquent behavior at school. Data were collected on a booklet comprising measures of all factors. Findings from a series of ordinary least squares (OLS) regression analysis demonstrated that low parental involvement ( $B = .17, p > .05$ ), high family conflict ( $B = 21, p > .01$ ), involvement in school ( $B = 26, p > .001$ ), classroom environment ( $B = 31, p > .001$ ), high victimization ( $B = 28, p > .01$ ), and TV violence ( $B = 20, p > .01$ ) were found the significant predictors of delinquent behavior. However, the classroom environment was identified as the most leading predictor ( $R^2 = .33, p > .01$ ) as whole for delinquent behavior at school than the other factors. Considering the present findings, it appears absolutely essential that classroom environment should be examined extensively in respect of its effects that in turn will result in a decrease of delinquent behavior among children at school.

5-AK05-4665

**CORPORATE GOVERNANCE PRACTICES IN THE BANKING SECTOR OF BANGLADESH: DO THEY REALLY MATTER?**DR. SAMIUL AHMED<sup>5</sup>; DR. SARWAR UDDIN AHMED, PROFESSOR AND DEAN, SCHOOL OF BUSINESS; AND RAHATUL ZANNAT

A well governed institution is expected to use its resources optimally and, thus, perform more efficiently and contribute positively to economic development of a nation. However, often, it can be seen that due to poor management of the stakeholders leads to less than optimal strategic directions for an institution. Due to recent global financial crisis and rising issues of the Bangladeshi banking sector, corporate governance is one of the factors that have gained considerable attention. Recent drive of the governance issues of the banking sector of Bangladesh is expected to bring positive change in the financial sector and, hence it is crucial to assess whether complying with governance codes lead to desired outcome or not. Specifically, the main purpose of this study is to examine the relationship between performances of commercial banks with corporate governance factor along with some internal and macroeconomic variables. Thus, the listed commercial banks in the Dhaka Stock Exchange (DSE) of Bangladesh were considered for the study. Subsequently, considering data availability of the time period (2011-2014), 29 listed commercial banks in the DSE have been considered and, hence Ordinary Least Squared (OLS) regression models were used through Eviews 8.0 for analyzing the data. Though the study shows a positive relation between corporate governance and performances of banks, the statistical insignificance of the relation raises concern regarding various issues of corporate governance in the financial sector of Bangladesh.

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<sup>4</sup> Dr. Sarwat Sultan, Chairperson, Bahauddin Zakariya University.

<sup>5</sup> Dr. Samiul Ahmed, Assistant Professor and Head, Independent University.

6-AK60-4819

**ANALYSIS OF SOCIAL SHAPING INTERNET FINANCE IN CHINA**MS. XIAOHUI MA<sup>6</sup>

Internet Finance is a new financial technology, it springs up from beginning of 2000s in China. Accompany with the economic development, Internet Finance has achieved remarkable development in China. China has a bank-based financial system, and also China's banking sector is under strict government intervention with regulations on banking market access and the range of products (Xiaohui, Zhixian & Qing, 2016). Financial market discipline gestates emergence and development of non-financial institution in China, for example Internet Finance. Internet finance has been rapidly expanding because explosive penetration of the Internet and mobile Internet as a good infrastructure has been laid in China. This paper bases on social-economic perspectives analyze what social elements is shaping Internet Finance in China. This paper take Alibaba for example to analyzed Internet finance in China to demonstrate what social factors effect this kind of non-financial institution in China.

Internet Finance is integration of Internet technology and financial activities, which provide services on payment and settlement, risk management and financial management. Different scholars has different definition on Internet Finance. Shahrokhi (2008) presents that Internet Finance is a third financing model which is different from indirect financing of bank and direct financing in capital market. Zhiwu (2014) maintains that Internet Finance is an extension of traditional financial service and it regulatory arbitrage taking advantage of the defect from Chinese financial system. There is no doubt, Internet Finance is a new model of financing sector where provide service by Internet technology and information communication technology. Internet Finance has contributed to market-driven financial liberalization while financial control and regulation in China have not kept up with fast growth of Internet Finance (Lei, 2014).

Internet Finance has been accepted and developed rapidly in China, because using Internet Finance is reducing transaction cost, facilitating market competition, enriching the finance implication, and pushing forward the financial reform. How to open up the "black box" of Internet Finance and analyse the social influences within and bearing upon them to control and promote new technology is the main objective for this paper.

7-AM02-4636

**PANOPTICONS MIGRATE TOO AND GIVE BIRTH TO CRIMINALS: THE CASE STUDY OF A TURKISH MUSLIM 'SULTAN' IN ELIF SHAFAK'S HONOUR**MS. NOUR SEBLINI<sup>7</sup>

Discussions of honor killings have often been limited to the study of gender roles and dynamics where a special emphasis is drawn on what relates to the controlled and sexualized woman body being punished and/or penetrated by a masculine oppressive murderer.

The present study indicates the extent of complexity of this issue as revealed in Elif Shafak's novel Honour (2012).

Shafak's work presents the case of a Muslim Turkish immigrant, Iskender, who commits an 'honor crime' against his own mother while living in England. The traumatic experience he lives will be negotiated through a contextualized analysis of the text. I argue that the very idea

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<sup>7</sup> Ms. Nour Seblini, Ph.D Student/ Spanish Instructor, Wayne State University.

of honor is strongly linked to social surveillance of traditional codes that undergo displacement with the killer's migrant community much more than the killer's own belief in the idea of honor itself. That is to say; honor killings can be caused by Foucault's panopticon in reverse.

The plot reflects how internalized surveillance encourages crime rather than hindering its commission. Ironically, the Muslim Turkish panopticon preserves the Foucauldian concept of discipline and punish. The protagonist, Iskender, is expected to adhere to his native home's values of honor through crime, but by doing so, his prison is born in both the British material and the Turkish emotional forms. Further examination of the topic in question will extend towards working on the project of Muslim immigrants' integration in Western societies.

8-AM21-4747

### **THE POLITICS OF ISLAMIC LAW AND INTERNATIONAL HUMAN RIGHTS LAW: ISLAM AND UN HUMAN RIGHTS TREATY RATIFICATION IN THE GULF COOPERATION COUNCIL (GCC) STATES**

MS. RACHEL GEORGE<sup>8</sup>

Modern international human rights law developed over the latter half of the 20th century to address a wide range of human rights issues. The number of such documents at the United Nations is large and growing. And yet, there is little evidence that these instruments make a difference. Nowhere does the evidence appear more glaring than in the Middle East and North Africa (MENA) region, where a high ratification record corresponds with relatively low compliance in human rights practice, supporting the claim that ratification is meaningless lip service. Despite poor compliance records, states in the Middle East have today voluntarily acceded to most UN human rights conventions. The resulting engagement has brought about an ongoing and vibrant discourse – particularly about human rights and Islam, which will be the focus of this paper. From Reservations, Understandings and Declarations about Islam submitted upon ratification, to ongoing dialogue at regular reporting meetings between state signatories and UN committee members, accession to the core human rights treaties has provoked a dynamic and evolving discussion about Islam and human rights at the UN. This paper outlines the nature and content of these discussions at the United Nations over time, examining dialogues resulting from MENA ratification of several conventions: The UN Convention Against Torture (CAT), the Convention on the Rights of the Child (CRC) and the Convention on the Elimination of all forms of Discrimination Against Women (CEDAW) throughout the 1970's, 1980's, 1990's to present-day. The paper will present how arguments about Islam and human rights have been shaped by interactions with UN human rights instruments over time, arguing that where UN human rights treaties have failed to result in improved human rights practices, they have provoked an evolving and variegated dialogue about Islam and human rights across the Middle East.

9-AK46-4767

### **CHANGES IN ASIAN-PACIFIC INTERNATIONAL FINANCIAL ORDERS - AIIB & ADB**

DR. KATSUHIRO SASUGA<sup>9</sup>

The primary purpose of this paper is to explain the nature and causes of the dynamic changes of international financial order in the Asia-Pacific region, especially by the establishment of

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<sup>9</sup> Dr. Katsuhiko Sasuga, Professor, Tokai University.

the AIIB (Asian Infrastructure Investment Bank). Conventional Multilateral Development Banks, such as the World Bank and the International Monetary Fund (IMF), have been led by the US, and in particular in Asia-Pacific area, the Asian Development Bank (ADB) has played the critical role in support for many developing countries. The establishment of the AIIB in 2015 can be seen as China's attempt to create another financial aid institution, accompanying with various impact on the current international financial order. With the China's active advancement in South China Sea, for example, it may raise some doubt over China's intent to challenge or replace the US dominating international orders.

The rise of the China's power cannot be understood independently of the global shifts among major countries. Its continued economic growth and the strong domestic demand have further stimulated to revise its international status and pursue more aggressive foreign economic relations. In this trend, the establishment of AIIB is not only regional multilateral economic institution, but it has some potential to materialize China's foreign policies, as seen in the case of the New Silk Road initiative. This paper seeks to examine interrelationships between China's domestic and foreign economic strategy and the impact of AIIB on regional financial order.

10-AM10-4712

### **AL-QISAS: THE PRINCIPLE OF LIFE FOR LIFE AND LIMB FOR LIMB IN ISLAMIC LAW**

MS. NADA BALTO<sup>10</sup>

The paper will analyze Qisas or retaliation law and examine its history, definitions, aims, conditions, and categories to form an in-depth understanding of the subject. How the commencement of Islam in region dealt with communal laws that rhymed with illicit norms and practices, and what amendments were required to streamline the justice system in the homicide cases. A brief history of those unlawful practices would clarify why an intermediation became mandatory. What social, moral, legal and political obligation it imposed on Muslims, what conditions were pre-defined in order to ensure smooth delivery of justice in Qisas cases, and what objectives were sought after through Qisas law. The paper will also discuss the admissibility of pardon in Qisas cases and other practices alien to the western justice system. The aims of Qisas law will be analyzed both as rule of law and a sacred phenomenon to uphold the supremacy of the God.

The aims and objectives of Qisas law will be discussed in light of their design to permit certain autonomies to both parties of crime. They are evaluated to form an understanding of Qisas law in particular and Islamic legal system in general. Who is most benefited by this law and whoever will face restriction under this law. The roles, responsibilities, and rights of all stakeholders involved will help to understand the clear application of the law. The further categorization is also done to effectively explain the law and its desired objectives.

Lastly, the paper will also analyze various conditions which are necessary to fulfill in all Qisas cases of both deliberate and accidental nature. The exact application of retribution and restitution is important in this regard since they administer the suitable punishment favored by the victim. The availability of adequate evidence, the suitable punishment, and ensured conveyance of chosen punishment all fall into necessary conditions of Al-Qisas law. The paper will discuss each by taking sacred sources of Quran and Sunna considerations as well as in accordance with Sharia law imposed in some Islamic countries. One such example of Qisas

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case in Kingdom of Saudi Arabia will help to understand the ‘eye-for-an-eye’ principle and right of pardon.

11-AM19-4703

### **EQUILIBRIUM BETWEEN TRADITIONAL MONARCH RULE AND DEMOCRACY RULE IN THAI KINGSHIP OF THE KING RAMA 9TH**

DR. NATTAPAT RUGWONGWAN<sup>11</sup>; MISS PIMTHAM URFUA; MISS YUPAPORN TARUNGSRI; AND MR. KRITSANA PHUENGNUSON

This study has two objectives for phenomena explanation of the political regime in kingship of the king Rama 9th of Thailand: H.M. King Bhumibol Adulyadej the Great. The regime is a constitutional monarchy that combined absolute monarchy and democracy. It can be said the the regime is an equilibrium system. The next objective is a comparative study between Thai traditional monarch rule and Thai democracy rule: constitutional monarchy rule. The Thai king must abide with both of the two rules when the king reigns the throne. The research methods in this study are a comparative study and a historical study. The comparative study is the study of king’s multifarious duties of Rama 9th in the period: 1946 – 2016. The study is also an analysis of Thai traditional monarch rule: the virtues of the king, the duties of a universal king and the royal acts of doing favor: and Thai constitution. Beside the historical study, the phenomena explanation of the king Rama 9th period and the phenomena are the equilibrium between two rules in one system. The results from the study found that two rules are conflict with each other because they come from different principle and background. However, king Rama 9th could balance both rules in an optimum stratagem. Many cases from his kingship can show that he can integrate both rules together.

12-AM17-4726

### **THE ROLE OF THAILAND FOLLOWING THE DISPUTE BETWEEN THAILAND AND CAMBODIA OVER THE OWNERSHIP OF PREAH VIHEAR TEMPLE**

DR. SUNTHAN CHAYANON<sup>12</sup>

This paper aims to study 1) the causes of dispute between Thailand and Cambodia over the ownership of Preah Vihear Temple, and 2) the role of Thailand on the dispute between Thailand and Cambodia over the ownership of Preah Vihear Temple. Using qualitative research methods, all the data had been collected through the secondary sources and interpreted with data analysis technique.

The findings revealed that:

1. In 1958, beginning of the conflict between Siam or Thailand and Cambodia over the whole territory of Preah Vihear Temple. Because of both countries had claimed to have sovereignty over the Preach Vihear Temple which is located on the promontory of the Dangrek Mountains between Kantharalak district in Sisaket Province of northeastern Thailand and Siem Reap and Stung Treng of Cambodia. According to the different maps which had been used by Thailand and Cambodia to claim the ownership along the border line of the Dangrek Mountains’ natural watershed causing the disputed land around the Preah Vihear Temple. In 1959, Cambodia requested the International Court of Justice (ICJ) in Hague of the Netherlands to interpret this case and Thailand had agreed with that. The judgment which it delivered on 15 June, 1962 by nine votes to three, finds that the Temple

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<sup>12</sup> Dr. Sunthan Chayanon, Lecturer, Suan Sunandha Rajabhat University.

of Preah Vihear is situated in territory under the sovereignty of Cambodia. However, Thai people are not happy with this judgment and the dispute between Thailand and Cambodia still continue and causing damage for the two countries.

2. In, 2005 after 40 years of peacefulness, Cambodia has claimed the territorial sovereignty on the overlapping area of 4.6 square kilometers following the Annex I map which France had made it. Moreover, Cambodia has requested that UNESCO World Heritage Committee inscribe the site of the Temple of Preah Vihear on the World Heritage List. However, Thailand under the Prime Minister General Surayud Chulanont had rejected it. He believed that Cambodia had claimed that because they wanted to have sovereignty over 4.6 square kilometers of Thailand. After that during the Prime Minister Samak Sundaravej, Thailand and Cambodia had better relationship which leading to the joint communique regarding the temple registration as long as that process must not affect the disputed borderline. However, the People's Alliance for Democracy had campaigned against the People Power Party government of Prime Minister Samak Sundaravej. Finally, the Thai Constitutional Court upheld judgment that the foreign minister's joint communique with Cambodia was unconstitutional. The protest had continued until the Prime Minister Abhisit Vejjajiva had protested the inscription of Preah Vihear Temple by UNESCO. These had brought to withdraw Thailand from the World Heritage Committee. However, on 8 July, 2008 the temple of Preah Vihear had been listed as the UNESCO's World Heritage. The relationship of Thai government Prime Minister Abhisit Vejjajiva from the Democrat Party with the Cambodia government Prime Minister Hun Sen has degradation. Soldiers of the two countries with a variety of weapons and artillery fire to fight. The damage to property have all fallen on both sides. It can be seen that the disputed over the Preah Vihear Temple had brought the two countries back to the World Court for the second time. In dispute about land area of 4.6 square kilometers. Meanwhile, the UN Security Council agreed to use the bilateral talks. On 18 July, 2011 the ICJ had introduced a temporary agreement for Thailand and Cambodia to withdraw their troops as well as to open the way to Cambodia for carrying people and materials to repair the temple.
3. The government of Prime Minister Yingluck Shinawatra who had followed the government of Prime Minister Abhisit Vejjajiva had continue taken part in litigation with Cambodia at the ICJ. By using the former lawyer, H. E. Mr. Virachai Plasai, the ambassador extraordinary and plenipotentiary of Thailand who had been working as the chief lawyer and foreign legal consultant. His work had been admired by the Thai people. The ICJ judgment on 11 November, 2013 the court stated that 1) Phu Ma-Khuela and comprises of 4.6 square kilometers that both side agreed was in dispute is not territory under the sovereignty of Cambodia, 2) Annex 1 map (1: 200,000) does not certify by the ICJ as the frontier line. However, it can be used only the north part of the disputed land following the judgment in 1962 that the frontier line between Cambodia and Thailand, in the disputed region in the neighborhood of the Temple, was the Annex I map line, 3) the boundary line which had been surrounded by barbed wire in 1962, was the unilateral action of the Thai government, and 4) the ICJ suggests both countries, Cambodia and Thailand must cooperate between themselves in protection of the site as a world heritage and emphasize the important of ensuring access to the Preah Vihear Temple from the Cambodian plain.

13-AM16-4727

### **A STUDY OF POPULAR POLITICAL PARTICIPATION IN KLONGYONG SUBDISTRICT, BUDHAMONDHOL DISTRICT, NAKORNPATOM PROVINCE, THAILAND**

DR. WALLOP PIRIYAWATTHANA<sup>13</sup>

This study examines popular political participation in Klongyong Sub District, Bhudhamondhol District, Nakornpatom province, Thailand. The purpose is to 1) study knowledge levels and understanding of the functions of the constitution, and 2) to examine the sources of knowledge and motivations for political participation. The research strategies that relate to these objectives are a literature review about political participation and the content of the Thai constitution, especially in regards to the right of Thai people in local management, and a sample survey consisting of 384 samples from 9780 people.

The major findings are: 1) The samples show a moderate level of knowledge regarding the Thai Constitution and local political participation. They report, however, a low level of participation in local government. 2) The factors that affect the level of participation are gender, educational level, group membership, and media consumption regarding the Thai constitution and local governance.

14-AM47-4829

### **GOOD GOVERNANCE FOR FDI**

MR. MALRAJ KIRIELLA<sup>14</sup>

The motives of MNCs have shifted from market-and resource seeking to efficiency seeking. This implies that conventional determinants of FDI such as natural resources, low labour costs and good infrastructure are now becoming relatively less important while less traditional determinants such as governance and economic freedom are becoming more important. Concept of good governance is an important factor in creating a more favourable climate for FDIs. Except corruption, the empirical investigation of the link between governance and FDI is limited, with few papers supporting the widespread view that good governance encourages FDI. Empirical Research Findings have shown that countries with good governance tend to receive more FDI. Furthermore, political risk, political instability, corruption and institutional factors have negatively impacted on FDI. In general, governance infrastructure represents attributes of legislation, regulation and legal systems that affect the security of property rights, transparency of government and legal processes. The paper tries to study the impact of good governance on FDI inflows. The impact of good governance indicators on the FDI inflows are analysed for eleven selected counties in South and South Eastern countries namely, Bangladesh, Cambodia, India, Indonesia, Malaysia, Thailand, Pakistan, Philippines, Sri Lanka, Thailand and Vietnam over the period 1996-2014 using panel data analysis. Main objectives of the study were to test magnitude of the impact of the six governance indicators on the foreign investment flows. The dependent variable in the model was FDI net inflows and the independent variables are the Six Worldwide Governance Indicators (WGI) i.e. Voice and Accountability, Political Stability and Absence of Violence, Government Effectiveness, Regulatory Quality, Rule of Law and Control of Corruption. GDP Growth used as a control variable. In order to measure the impact of governance indicators on the FDI entry, study used several tests. Study also used Panel data analysis using Hausman Test for Correlated Random

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<sup>14</sup> Mr. Malraj Kiriella, PhD Candidate, University of Colombo.



Effects to compare the fixed and random effects while the Fixed Effect Model used for Cross-section effects. The results indicated that three variables i.e. Political Stability, Regulatory Quality and Control of Corruption have a significant impact on FDI inflows in these countries. Further study used Spearman Correlation Coefficient Analysis for Country wise Analysis. In this analysis, Rule of Law is highly influential on FDI inflows of Bangladesh, Cambodia, Indonesia and Singapore. Political stability has strongly effected for FDI inflows in Cambodia, Indonesia, Singapore and Sri Lanka. Voice and Accountability has a considerable effect for FDI inflows in India and Indonesia. Control of Corruption has been a major factor for FDI inflows in Indonesia. Government Effectiveness has strongly influenced on FDI inflows to Indonesia, Philippines, Sri Lanka and Vietnam. Regulatory Quality has a significant effect on FDI inflows to Malaysia, Pakistan and Sri Lanka. GDP growth has a strong effect for FDI inflows for Bangladesh and Indonesia. In Sri Lankan context, attractiveness of FDI mainly influenced by Political Stability, Regulatory Quality and Government Effectiveness and it is required to formulate policy initiatives to improve these weak areas of governance to attract more FDI in to the country.

15-AK36-4762

**THE DEVELOPMENT PATTERN OF COMMUNITY ENTERPRISE TO BECOME STRENGTHEN: A CASE STUDY OF NAKHON COWBOY, BANGKOK NOI, BANGKOK, THAILAND**

DR. TIKHAMPORN PUNLUEKDEJ<sup>15</sup>; AND **DR. WIJITRA SRISORN, ASSISTANT PROFESSOR**

The study of “The Development Pattern of Community Enterprise to Become Strengthen: A Case Study of Nakhon Cowboy, Bangkok Noi, Bangkok, Thailand” is aimed at 1) the factors contributing to the success of the development pattern of community enterprise to become strengthen at Nakhon Cowboy, Bangkok Noi, Bangkok, Thailand, 2) the application of Nakhon Cowboy, Bangkok Noi, community enterprise development pattern on other communities to become strengthen, and 3) the erection of Nakhon Cowboy, Bangkok Noi community enterprise development pattern to become strengthen. The qualitative research method was employed in the study.

For the development methods of Nakhon Cowboy, Bangkok Noi community enterprise to become strengthen, the study found that 1) the management of community enterprise is accomplished based on group basis with regular meetings and marketing knowledge training, 2) there is a provision of various distribution channels, high product quality, product standard, technological selling method, and strong networks, 3) there must be mutual benefits and a fair and thorough benefit distribution, and 4) member participation is needed to organize activities and make decisions. The study also revealed that Nakhon Cowboy, Bangkok Noi community enterprise development pattern to become strengthen relied heavily on leader and leadership style.

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<sup>15</sup> Dr. Tikhamporn Punluekdej, Lecturer, Kasetsart University.

16-AM22-4732

## **RESOLUTIONS OF THE UNREST PROBLEMS IN SOUTHERN PROVINCES: THE PEOPLE'S PERSPECTIVE**

DR. LUEDECH GERDWICHAI<sup>16</sup>

This study aimed to survey people's attitudes towards the unrest problems in southern provinces. The researcher utilized mixed method as research methodology and used the survey as a lead to conduct a quantitative research and then utilized in-depth interviews to expand knowledge through qualitative findings and formed a theoretical model in term of inductive characteristics. The population in this research was people who lived in the 3 southern provinces, including Narathiwat, Pattani, Yala and 4 districts of Songkhla.

The findings concluded that;

Most of the sampling group of 2,500 people who lived in 3 provinces and 4 districts of Songkhla province were mostly female, aged between 25-33 years old, the majority were Muslims, level of education were high School or Sanawi (8-10), mainly domiciled in Narathiwat, married status, most of them were agriculturists, had monthly income of 3,000-6,000 Baht, and family income per year was 50,001 baht and above, and had their own lands and houses.

The attitudes of the people towards the unrest problems in southern provinces were classified by assigned group found that the people had overall attitudes of "agree with". As considering to each 7 assigned groups, it revealed that every group had "agree with" attitudes. The first priority was the education, religion, and cultural group followed respectively by the conflict resolution through peaceful approach group, the establishment of understanding of domestic and international tasks and human rights group, the security of life and property group, the development of potential area and people's quality of life group, the increasing of public efficiency and policy-driven group, the justice administration and the healing and restoration of the damaged and affected by unrest problems group.

17-AK54-4808

## **STRUCTURAL EQUATION MODELING OF THE PARIYATTI DHAMMA SCHOOLS' PERFORMANCE MANAGEMENT IN THAILAND**

PROF.DR. UTHIT SIRIWAN<sup>17</sup>; DR. SONGYASIN CHONPATATHIP<sup>18</sup>; PROF.DR. NUTCHUDA THITIKALAYA<sup>19</sup>; PROF.DR. CHOTIKA RAMABUT<sup>20</sup>; AND ASSOC. PROF.DR. SOMSAK BOONPOO<sup>21</sup>

Performance management is key indicator of success or failure of international public and private organizations which has become very important to organizational leaders and policy makers. The purpose of this research is to identify a causal relationship among change management, planning, visionary leadership and performance management of the Pariyatti Dhamma schools in Thailand. It also investigates model fit with empirical data. Data collected from conducting survey research supported the hypotheses posited on the basis of applying structural equation modeling (SEM). It was found that all variables have both direct and indirect causal relationship. It also found that the model fits with empirical data.

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<sup>18</sup> Dr. Songyasin Chonpatathip, Lecturer, Mahachulalongkorn Rajavidyalaya University.

<sup>19</sup> Prof.Dr. Nutchuda Thitikalaya, Full Professor/Faculty of Business, Charisma University (ASEAN Campus).

<sup>20</sup> Prof.Dr. Chotika Ramabut, Full Professor/Faculty of Business, Charisma University (ASEAN Campus).

<sup>21</sup> Assoc. Prof.Dr. Somsak Boonpoo, Associate Professor, Mahachulalongkorn Rajavidyalaya University.

**Keywords:** performance management, Pariyatti Dhamma school, Thailand, structural equation modeling (SEM)

22-AK45-4789

## VALUING REAL OPTIONS USING DISPLACED IMPLIED BINOMIAL TREE

MR. SEIJI HARIKAE<sup>22</sup> ; AND DR. JAMES S. DYER, PROFESSOR

The purpose of this research is to evaluate the real option by approximating the underlying stochastic process of project value with binomial tree.

Traditional approaches for real option valuation includes Monte Carlo method and partial differential equation method (PDE), which is not intuitive for managers to understand or explain and typically gets harder to evaluate real option in practice as the option becomes more complicated. Implied binomial method (IBT) is the approach to convert Monte Carlo simulation into Lattice structure to make the real option valuation simple and intuitive for practitioners. However, the underlying asset value in this approach has been restricted within positive region, which is not a good approximation in evaluating risky project.

We propose to introduce displaced implied binomial tree method (Displaced IBT) which approximates the terminal values of implied binomial tree by shifting the lower boundary of distribution. This approach enabled us to capture fat distribution of negative NPV which becomes more important in riskier projects and to add flexibility to stabilize the performance. This approach enables companies to take risks of underlying asset or production into account and forecast the cost and profit of the project more accurately.

The implied binomial tree is constructed to be consistent with underlying project values by using artificial European call option prices estimated by Monte Carlo simulation as calibration targets. For this purpose, we optimize the model parameters to minimize the differences between the call option price implied by Displaced IBT and the price by Monte Carlo simulation. To compare the performance of Displaced IBT method with alternative methods, we calculate the real option value of excavation project under various commodity price processes such as Heston process and regime-switching process. The calibration accuracy of Displaced IBT is more accurate and stable compared to the traditional binomial tree or ordinary implied binomial tree, especially when the probability of negative NPV is high in the underlying project distribution. The value of real option by Displaced IBT method is more accurate and stable than alternative methods regardless of underlying commodity process, which makes this approach the robust approach for valuing real option under uncertainties.

While keeping flexibility to evaluate various real options as that of ordinary IBT method, Displaced IBT method shows more accurate NPV distribution in negative region and is expected to provide more accurate real option valuation. One example is the option to abandon which is the option for companies to cease their project when the value of projects becomes lower than certain value. That level is usually much lower than the expected NPV, making the project sensitive to the NPV distribution around zero. Another example is deferment option in which companies have flexibility when to start the project. This option will be exercised when future NPV value is expected to be higher than current NPV value, making the option value sensitive to the lower region of current NPV distribution.

Beyond these advantages of Displaced IBT method, there are still spaces to be improved. One example is its conditional probabilities which is determined by binomial tree with simple weight function. Since proposed Displaced IBT method calibrate the parameters to artificial straddles, only the marginal distribution is calibrated to the original NPV distribution. It means

<sup>22</sup> Mr. Seiji Harikae, Student, The University of Texas at Austin.

that the conditional probabilities are not necessarily consistent with the original distribution, and thus the value of highly path-dependent option like Asian option may not be as accurate as path-independent option like the one in this study. To solve this issue, we need to adjust the Lattice structure in some way such as by adding flexibility in weight function to calibrate to path-dependent artificial option.

23-AK40-4714

### **FINANCIAL STATUS AND ACHIEVEMENT ANALYSIS OF SUAN SUNANDHA RAJABHAT UNIVERSITY**

MRS. JUNEERUT JANNIT<sup>23</sup>; AND **MR. ANANTACHAI AEKA, LECTURER**

The purpose of this study was to evaluate the factors influencing work exhaustion and its mediating role on turnover intentions in the context of manufacturing and services sector of Pakistan. The study is based on extensive review of literature and comprehensive statistical analysis (correlation, regression and mediation analysis). The results of this study support the view that work family conflict and perceived work overload are the major contributors of work exhaustion, fairness of reward is also important in the context of manufacturing concerns. The work exhaustion perfectly mediates between perceived work overload, work family conflict and turnover intentions. The paper demonstrates the importance of understanding on the job stressors for organizations while evaluating the role of work exhaustion on employee turnover intentions. The implications and future research direction are discussed.

24-AK41-4770

### **METHODS OF EDUCATIONAL QUALITIES ON HIGHER EDUCATION INTO PRACTICE: CASE STUDY OF NORTH EASTERN REGION, THAILAND**

MS. DUANGPHON SAENGTHONG<sup>24</sup>; AND **DR.CHUTIKARN SRIVIBOON, ASSISTANT PROFESSOR**

The purposes of this research were to 1) study the current situations of educational management problems, 2) organize the methods of qualities enhancement on higher education into practice. The samples used in this research were (1) educational service users, (2) organizations which used the man powers which were the products from education, or graduate users, (3) organizations related to the educational management, (4) community organizations and social sectors in the North Eastern Region, Thailand. The total samples were 209 persons. The data was collected by qualitative methods by organizing the focus group and by quantitative method by questionnaire. The data was analyzed by using main data analysis in order to bring the clear knowledge to organize and link according to the purposes, and propose the data in the new models

The research results found that 1) there were 7 aspects of educational situations and problems, which included the students/educational institutes, teachers production and development, as well as educational man powers, educational administration and management, educational opportunities, finance for education, technology for education, and laws of education. 2) Enhancement methods of higher education qualities into the practice consisted of 3 aspects, which included studying management, learning management, and management. These could organize 4 levels of development, which included; development level, improvement level, evolution level, and revolution level.

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<sup>24</sup> Ms. Duangphon Saengthong, Lecturer, Suan Sunandha Rajabhat University.

25-AM03-4538

**ROLE OF WOMEN LEGISLATIVE MEMBERS IN DOMESTIC WORKERS PROTECTION LAW**MR. SATYA LEGAWA KENCANA<sup>25</sup>; MS. AMALYA FITRIA TAJA<sup>26</sup>; MR. CRISTIAN FERNANDES RIDO SOMBU UAS<sup>27</sup>; AND MS. MARIA GODELIVA KRISTIANNINGRUM FERDINANDUS<sup>28</sup>

The phenomenon of patriarchy in Indonesian political system is one topic that need to be examined. Women legislative members are seen as not giving their maximum effort to create interests of women in the parliament. Quantitatively, women legislative members are less than men, for the majority parties in Indonesia still ‘use’ women to boost their number of voters. Thus, numbers of draft bills relating to women are not represented well although the presence of women in parliament becomes important. Their roles are needed, for example, for the formulation to the enactment of a bill such as the Domestic Workers Protection Law (UU PPRT). Domestic Workers Protection Bill (RUU PPRT) is one of the ‘stuck’ bills. Ideology platform, interests of legislative members, and logical thinking of women legislative members are the benchmark of why the bill is yet to be ratified. Domestic Workers Protection Bill is a bill that refers to the substance of ILO (International Labour Organization) 189 Convention on decent work situation for domestic workers that is considered important to be the foundation of protection, respect, promotion, and fulfillment of rights of the domestic workers. In this case, the role of women legislative members is required because the Domestic Workers Protection Bill also bond to the plight of women domestic workers. Physical and mental violence are some cases that often occur. Protection for women workers form sexual harassment is one of the thing to be fought for in the bill. However, the support from women legislative members toward the bill is relatively few and is not considered serious. If the bill is enacted, the workers, especially women workers can get more decent facilities.

30-AK15-4700

**THE MOTIVATION FOR DEVELOPING ENGLISH SPEAKING SKILLS, IN THE COMMUNICATIONS OF THE PUBLIC TRANSPORTATION (TAXI DRIVER)**DR. PORAMET SAENGON<sup>29</sup>

This research is quantitative research, aims to: 1) To study an attitude and behaviour for developing their English language skills to communicate and working of taxi driver. 2) To motivation of English communication skills and working of taxi driver, the sample consisted of 400 people which the researchers utilized the formula from the questionnaire of attitude and behaviour for developing on English communication skills of public transportation (taxi driver) at specific limits time between March – April 2016. By the computer programme it’s called “Confirm Factor Analysis: CFA”.

The results showed that the attitude has two components: 1) the importance of English learning  $\rho_c = .99$   $\rho_v = .98$  consists of eight factors such as English for technology, English for search engines and etc. 2) attitude towards the English development of English  $\rho_c = .99$   $\rho_v = .96$ , consisting of six such as foreigner friends for practice in language skills, more self-

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<sup>26</sup> Ms. Amalya Fitria Tjaja, Student, University of Indonesia.

<sup>27</sup> Mr. Cristian Fernandes Rido Sombu Uas, Student, University of Indonesia.

<sup>28</sup> Ms. Maria Godeliva Kristianningrum Ferdinandus, Student, University of Indonesia.

<sup>29</sup> Dr. Poramet Saengon, Assistant Professor, Suan Sunandha Rajabhat University.

confidence when communications and etc., Behavioural factors have three components: 1) the responsibility to develop speaking skills in English to communicate  $pc = .99$   $pv = .95$  includes five factors such as attend to training course, improving English communication skills and etc. 2) an attention to improve their spoken English for communication  $pc = .99$   $pv = .95$  composed of five factors such as taking note, revising after the class, and etc. 3) prepare for developing the skills in English communications  $pc = .98$   $pv = .93$  consists of six motivation factors such as planning for the schedule, practise in pronunciation, and etc.

1) the potential of their motivation  $pc = .99$   $pv = .91$  consists of four factors, 2) incentives content  $pc = .99$   $pv = .98$  consists of seven factors 3) incentives activities  $pc = .99$   $pv = .97$  consists of seven factors 4) incentives instructor or lecturer  $pc = .99$   $pv = .98$  includes nine factors.

31-AK37-4686

### **THE ATTITUDE OF SERVICE QUALITY, SATISFACTION, AND BEHAVIOUR OF PASSENGERS FOR THREE LOW-COST CARRIER WHICH OFFERS THE OPERATING SERVICES IN THAILAND**

MS. ORAPHAN DECHA<sup>30</sup>

The low-cost carriers or the budget airlines is the operation model on simplified routes with point-to-point transit services, it adopts all strategies business such as choice of the secondary airport, the ways of selling tickets, fast turn-around times, usually it will mainly focus on the short-haul flight routes between 400-600 nautical miles, even they without catering and entertainment services on flight. Such as the strategy will cut down the price to a lower-level and they can have saved will any benefit for the passengers. Low-cost carriers had changed the traditional idea of air travel. This paper presents the attitude of service quality, satisfaction, and behaviour of passengers for three low-cost carriers which offers the operating services in Thailand. The survey questionnaire was designed and administered to 110 respondents were collected by the passengers who ever used that services. The survey questionnaire was designed and administered to 110 passengers who had travelled of those three low-cost airlines are operating in Thailand which surveyed proceeding 1 weeks with the four hypotheses as service quality and passenger's satisfaction, satisfaction and word of mouth, satisfaction and repurchase intention, and satisfaction and feedback by using the performance component of the service quality scale is SERVPERF as an instrument. As the sampling found that the dimension's importance of service quality tested as flight schedules, flight attendants, tangibles, and ground staff; those things can be able to explaining the passenger satisfaction. Mostly influenced to passengers are flight schedule, it will be positive in word of mouth communication and get repurchase again for the next time. The passenger did not prefer to flight changing which they will be complaint the services. The sampling cannot define the causality impacts of service quality, satisfaction, and behaviour. Moreover, the satisfaction of airline industry is based on service quality. In additional, the research should have several satisfy factor. The study has not definitively established causality among the attitude of service quality, satisfaction, and behaviour intentions. Moreover, the satisfaction is based only on service quality. Further future research should have examined the causality and other possibility for the satisfaction factors. The managers of low-costs airline who did not traditionally placed a high priority on any quality that should be aware of the importance of service quality and passenger's satisfaction for determining the behavioural intentions of

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passengers by Low Cost Carriers. Keywords: Service quality, Customer satisfaction, Low-cost Carriers "

32-AK17-4704

### **INFORMATION EXPOSURE, FACTORS CONTRIBUTING TO SELECTION OF RESTAURANT SERVICES**

MR. EKGARONG VORASIHA<sup>31</sup>

This research "Information Exposure Contributing to Selection of Restaurant Services" is a survey research which aims to examine the exposure of information in the food industry, as well as factor behind the selection of restaurant services. It also seeks to study the opinion of the people towards customer services. Thus, the study will seek to find methods to develop marketing communication in the food sector. The targeted population in this study includes residents in Mahachai Subdistrict, Samut Sakhon Province. The results of the study show the demographic information of the sample population: majority are single females between 18-22 year-old with high vocational, technical certificate educational background; salary of more than 20,000 baht per month; most choose to consume fast food, casual dining, and buffet.

Information exposure in the food industry among the population shows that most people receive news through television, family members, and news publications. Factors that contribute to the choice of restaurants services are flavor, variety of dishes, cleanliness, and price. Most people give priorities to price and the quantity of the food, label that shows food price, the hours of operation, food tasting, and restaurant membership. As for the restaurant services, people wants fast and efficient services, friendly staff, and attentiveness to the customers.

33-AK18-4689

### **BRAND DESIGN FOR ICE BLACK COFFEE PRODUCT OF THA NAM SAMSEN COMMUNITY , DUSIT , BANGKOK**

MS. KATHALEEYA CHANDA<sup>32</sup>

The research on a brand design for ice black product of Tha Nam Samsen community, Dusit, Bangkok was aimed to 1) examine and design a logo for the product, and 2) assess the satisfaction towards the designed logo. The satisfaction assessment was divided into 4 aspects including content, illustration, design, and quality. Simple random sampling from a probability sampling approach was employed on 20 traders who ran their businesses in Tha Nam Samsen community, Dusit, Bangkok. There were 4 stages in this research. The first stage was focused on exploring fundamental data and information expected to be used to design and develop the logo. The second stage was when a logo was designed. The third stage was zoomed in on the quality assessment evaluated by the experts. Lastly , the product manufacturers' satisfaction towards the designed logo was analyzed. The statistics used in this study comprised percentage, mean, and standard deviation (SD).

The 5 aspects were considered in the assessment to obtain the product makers' satisfaction level. The first aspect was the simplicity of the logo which was rated at the maximum. In terms of memorability , timelessness, versatility, and appropriateness to users, the levels of satisfaction on these 4 aspects were high. The findings indicated that the designed

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logo for the product of Tha Nam Samsen community created immensely high level of satisfaction; therefore, it could be applied to use on the product sold in the market.

34-AK34-4706

### **THE EVALUATION READINESS OF COMMUNITY ENTERPRISES BRANDING IN SAMUT SONGKHRAM PROVINCE**

MS. WILAILUK MEEPRACHA<sup>33</sup>

The purpose of this study was to evaluate readiness of community enterprises branding. The sampling size were 399 participates who selected by sample random sampling technique in Samut songkhram province. Methodology used in the research was questionnaire with five characteristics rating scale and Confirmatory Factor Analysis (CFA) also defined as data analyzing tool.

The research results demonstrated five determinant factors namely; Context, Input, Process, Output and Outcome. Firstly, Context contained with two indicators. Secondly, Input comprised five indicators. Thirdly, Process consisted of four indicators. Fourthly, Output contained with two indicators and Finally, Outcome comprised two indicators.

The overall evaluation of the project showed that the high aspect was the Context ( = 4.54) followed by the Outcome ( = 4.53) and the least aspect was input evaluation ( =4.33). Confirmatory Factor Analysis (CFA) showed that the measurement model created by the researcher agreed with the empirical data by using Goodness of fit measures of Chi-Square ( ) value was 85..353, p-value=0.026, GFI= 0.988, AGFI=0.979,RMSEA= 0.019, SRMR=0.015, Construct Reliability : value was 0.944 and Variance Extracted : value was 0.552

35-AM23-4708

### **GUIDELINES FOR INCREASING PARTICIPATION IN COMMUNITY DEVELOPMENT IN ACCORDANCE WITH THE PHILOSOPHY OF SUFFICIENCY ECONOMY BY THE LOCAL GOVERNMENT OF KHLONG YONG COUNCIL, PHUTTHA-MONTHON DISTRICT, NAKHON PATHOM PROVINCE**

MR. TAWAT PUMDARA<sup>34</sup>

This research has three objectives. They are, 1) to study increasing participation in community development in accordance with the philosophy of sufficiency economy by a local government, 2) to compare participation in community development in different villages, and 3) to give suggestions in solving problems of community development for Khlong Yong Council The researcher was able to gather data from the 2,394 residents of Khlong Yong Council Village 2 and Village 4 in Phuthamonthon District, Nakhon Pathom Province by using a questionnaire. The statistics used to analyze the data include frequency, percentage, average, and standard deviation in t-test and f-test (one-way Anova) The results of the research are as follows. 1. The majority of the population of the area of Khlong Yong Council village 2 and village 4 are females aged 35 to 55 years with a high school education level. For the most part they do not have careers, but there is a portion who are employed as workers. The income level is between 5000 and 8000 baht, and the average length of time lived in the community is 10 years. 2. Participation in community development by the population of Khlong Yong Council village 2 and village 4, Phuthamonthon District, Nakhon Pathom Province. Total income is a medium level, and qualitative research indicates a higher level of participation in minor operations,

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including recognition and understanding of the administration of local leaders and decision making 3. Factors that influence participation in community development in Khlong Yong Council village 2 and village 4, Phuthamonthon District, Nakhon Pathom Province, include career. 4. Factors that do not influence participation in community development in Khlong Yong Council village 2 and village 4, Phuthamonthon District, Nakhon Pathom Province, include gender, age, education level, income, and length of time residing in the community. It is proposed that the headman (community leader) or government department assigned to take care of community work should spread participation in community development to those employed in different careers and allow for closer participation in order to create new perspectives on various forms of community self-development, and to allow for sustainable development and progress.

36-AK23-4691

### **FACTORS THAT AFFECT PURCHASING BEHAVIOR RENTAL STORES ON THE DEPARTMENT STORES IN BANGKOK**

DR. JIRAPORN BOONYING<sup>35</sup>

The purpose of this research was to study factors that affect purchasing behavior rental stores on the department stores in Bangkok. The survey aims to (1) study the personal information of customers shop in a shopping in Bangkok. (2) Study the purchasing behavior of customers shopping on the department stores in Bangkok. 3) To study the marketing mix of shops on the department stores in Bangkok. (4) To study the relationship between personal data with purchasing behavior rented shop on the department stores in Bangkok. (5) To study the relationship between marketing mix behavior purchase rental stores in shopping malls in Bangkok. The samples consisted of the purchase of rental stores on the department stores. Total of 400 people used in the study was a questionnaire. Data collection the researcher and research assistant distributed. And were self-statistics used were percentage, average, standard deviation. The chi-square and the Eta.

The results of this research show customers found that most women with a bachelor's degree. Private employee income per month 10,001-20,000 baht and the type of car used is private car respectively. Purchasing behavior store in a shopping mall in Bangkok, most often to purchase 2-4 times a month. Time to shop is during the day shopping with no involvement in the purchase. The reason for the purchase, since visited shopping malls. The average pay for each product 100-1000 baht. The marketing mix of rental stores in shopping malls in Bangkok. Overall customer opinions on the market factor. At a high level in descending order of importance of market factors on purchases. From descending below is the distribution channel. Marketing promotion the corporate image, price, service and product support staff. The personal data of customers, relationships with purchasing behavior rented shop in department stores in Bangkok. Significant statistically error at 0.05, which is consistent with the hypothesis. The marketing mix no relation to the purchasing behavior rented shop on the department stores in Bangkok. This is not consistent with the hypothesis

Keywords: Purchasing Behavior, Rental stores on the department stores, Marketing Mixes for rental stores, Bangkok

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37-AM13-4701

**THE STRUGGLE FOR CHIANG TUNG: LOYALTY AND TERRITORY ON AN UPPER SOUTHEAST ASIAN FRONTIER,1800-1900**MR. JOHN SMITH<sup>36</sup>

Chiang Tung, Chiang Mai, and Chiang Rung are three Tai-speaking cities in northern Southeast Asia, which, despite enjoying a shared history, culture, and language, became part of the separate states of Thailand, Burma, and China over the course of the nineteenth century. While geographic realities informed this division to an extent, the main driving factor was the growth of a culture of loyalty and a tradition of patronage in each of the three principalities. A series of military conflicts and political crises over the course of the early nineteenth century saw the major regional powers each attempt to gain ground, but these conflicts were invariably resolved by the actions and decisions of the highland Tai states rather than the lowland empires. The Tai states thus proved the main agents in the delineation of Thai, Burmese, and Chinese territories in upland Southeast Asia, and played a critical role in drawing the map of the region that we see today.

38-AK29-4710

**FACTORS INFLUENCING THE DECISION TO UNDERGO COSMETIC SURGERY**MS. SIRIWAN MANOWAN<sup>37</sup>; AND DR. PREECHA PONGPENG, LECTURER

The purposes of this research were to study if marketing mix has an influence to the perception, motivation, and decision to do cosmetic surgery, to study if sharing experience has an influence to the perception, motivation, and decision to do cosmetic surgery, and to study peer pressure had an influence to the perception, motivation, and decision to do cosmetic surgery. This is a mixed research method of qualitative and quantitative technique. A quota sampling and probability sampling method were utilized to obtain 400 samples. Also, five experts in the areas of cosmetic surgery were selected as a focus group for an in-depth interview to gain an in-sight knowledge. The findings revealed that marketing mix, sharing experience, and peer pressure had strong influence to the decision to undergo cosmetic surgery.

39-AK03-4635

**PERCEPTION AND ATTITUDE OF AN INDIVIDUAL INVESTOR TOWARDS SOCIALLY RESPONSIBLE INVESTMENT IN INDIA**MS. ANJUM UBAID SIDDIQUI<sup>38</sup>

Although there have been interesting insights into the investors' behaviour, motives and attitude in the studies related to investors attitude, nevertheless, it is true that they are limited theoretically. One of the main shortcomings in the state of existing literature is the predominant focus on descriptive) and comparative studies on the characteristics of investors who invest in SRI and those who do not. A very few include specific hypotheses that are tested. Many studies have shown the difference of perspective of SR and conventional investors but what affects this difference is left un-attempted.

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<sup>37</sup> Ms. Siriwan Manowan, Academic Support Officer, Suan Sunandha Rajabhat University.

<sup>38</sup> Ms. Anjum Ubaid Siddiqui, Phd Student, Aligarh Muslim University.

The contradictory findings about the demographic characteristics of the individual indicates the fact that there are other factors also which influence SR investment decision and demographics alone cannot explain Ethical investment behaviour.

Existing work has shown that there is a tradeoff between financial and social motives, the studies do not however, reflect where the breaking points are at which even socially responsible investors cannot make further trade-offs.

The literature indicates that there is basic difference in the way the investors view investing, but what effect, these differences in perspective, have on the actual decision to engage in SRI is unclear.

Lastly, extensive research on SRI has been done but most of them pertain to UK, US Netherland and Australia. Some studies related to Performance measurements have been undertaken in India but there is no known study on Individual Investors' perception and attitude towards socially responsible investment in Indian context and hence, there is no known study of the factors which guide the attitude of the individual investor whether or not to consider socially responsible investment. This forms the background of research proposal; to study the awareness level of this concept among the Indian retail investors and to examine whether the factors identified in previous studies are applicable to the Indian investors .

40-AK21-4707

## **MARKETING STRATEGY OF COMMUNITY ENTERPRISE PRODUCT, NAKHON COWBOY, BANGKOK NOI**

DR. WIJITTRA SRISORN<sup>39</sup>; AND **DR. TIKHAMPORN PUNLUEKDEJ**

This research is intended to analyze the pattern of marketing strategy of community enterprise product, Nakhon Cowboy, Bangkok Noi. The qualitative research method was employed in this study by utilizing the interview and focus group method. The participants were manufacturers, distributors and related officers comprising of 20 people.

The research discovered that the models of marketing strategy for the community enterprise products, Nakhon Cowboy, Bangkok Noi, concerning knowledge are attractive package, well-accepted brand name, product delicacy, product modernization, appropriate selling atmosphere, technological selling method, selling venue, convenient shopping, package design identified with the uniqueness of the product, production support, and production knowledge.

For the moral dimension, the research revealed that clear price tag, negotiation, product sample, environmental friendly product, quality control, product standard and label lead to the balance, sustainability and change of economics, social environment, culture, and religion.

**Key words:** Marketing strategy of community enterprise product

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41-AK58-4746

**THE RELATIONSHIP OF MEMBERS' PARTICIPATION, MEMBERS' CITIZENSHIP AND LOYALTY AND THE MEDIATING EFFECT OF TRUST: AN EXPLANATIVE STUDY OF VALUE CO-CREATION BEHAVIOUR AMONG CREDIT CO-OPERATIVES MEMBERS IN SARAWAK, BORNEO, MALAYSIA**

DR. JATI KASUMA ALI<sup>40</sup> AND YUSMAN YACOB, POSTGRADUATE STUDENT

The two dimensions of value co-creation behaviour from the perspectives of customer participation and customer citizenship and its effect on loyalty were examined in this present work. The customer in the context of this study refers to members of credit co-operative who have used credit services and facilities provided. As a member based organization, trust among members of co-operative play an important role in determining their loyalty. There are a number of studies on consumer trust and loyalty in marketing literatures, however, trust has been viewed as a possible determinant that linked value co-creation behaviour towards loyalty. In addition, little has been done with regard value co-creation behaviour study in the co-operative context in the developing economies. Hence, the present study lays the foundation by examining the effect of two dimensions of value co-creation behaviour on loyalty and the mediating effect of trust on the path relationship. The study adopted a quantitative approach by using self-administered questionnaire. The questionnaire was pre-tested and pilot-tested. A questionnaire was then circulated among the credit co-operatives members in Sarawak. A total of 600 copies of questionnaires were distributed and 395 usable copies were collected. The study utilizes variance-based structural equation modelling to perform the latent variable analysis. The result shows that members' participation has no significant effect on loyalty. However, members' citizenship has a significant effect on loyalty. The mediation analysis found that trust mediates for both relationships which are members' participation, members' citizenship on loyalty. The contribution of this present study stems the knowledge of the mediation effect of trust by incorporating value co-creation in the context of co-operatives that has filled the knowledge gap. This study also contributes to the research and management practice of value co-creation by delving into its effect on trust and eventual loyalty.

42-AK19-4688

**LEADERSHIP OF EXECUTIVE AND MEMBERS OF SMALL AND MICRO COMMUNITY ENTERPRISE FOR COMMUNITY ECONOMY SUSTAINABLE DEVELOPMENT**

MS. PANIDA NINAROON<sup>41</sup> MRS.KANYANANT ANANMANA, LECTURER

The purpose of this research is to investigate 1) the collective leadership of small and micro community enterprise and 2) the collective leadership affecting to the community economy sustainable development. This is a quantitative research. The data is collected from 192 of executive and members of small and micro community enterprise at Klongyong Sub – District, Phuthamonthon District, Nakhon Pathom Province, Thailand. The questionnaire was the instrument of the research. The data will be analyzed with statistical test such as percentage. Mean. Standard deviation and hypothesis testing in multiple regression analysis. The results showed as following: 1) the collective leadership of small and micro community enterprise was high and 2) the collective leadership has appositve effect to the community economy

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sustainable development. Finally, this research contributed executive and members of small and micro community enterprise practice based on the collective leadership for the community economy sustainable development policy.

43-AK16-4699

### **PERFORMANCE COMPETENCY DEVELOPMENT FOR OPERATING STAFFS OF LODGING BUSINESS IN RANONG PROVINCE**

MS. CHOLPASSORN SITTHIWARONGCHAI<sup>42</sup>

This research aimed to study performance competency development and to compare performance competency development for operating staffs of lodging business in Ranong Province by collecting data from a sample of 400 people and questionnaire was used as a research instrument. Therefore, questionnaire was composed with content validity and reliability and data were analyzed using frequency, percentage, average, standard deviation test, t-test, and analysis of variance.

The results revealed that: 1) the majority of operating staffs of lodging business in Ranong Province were female, aged 36-45 years old, had working experiences of 1-5 years, had average income less than 15,000 Baht per month, had educational level under Bachelor's degree, and worked as operating staff level 2) an overall and three dimensions of performance competency development for operating staffs of lodging business were in the high levels. The first dimension was the working position competency, the second dimension was the managerial competency and the third dimension was the core competency 3) male and female operating staffs of lodging business had different performance competency development especially in working position competency at statistical significance level of .05 which male operating staffs had better working position competency than female 4) operating staffs of lodging business who had different monthly income also had different performance competency development especially in working position competency at least one pair at statistical significance level of .05. In detail, operating staffs of lodging business who had average monthly income over 45, 001 Baht had less working position competency than who had monthly income under 15,001-25,000 baht and those who had income of 35,00-45,000 Baht per month.

44-AK50-4772

### **THE EFFECT OF LEADERSHIP STYLE ON GENERATION Y'S ORGANIZATIONAL COMMITMENT; MEDIATING EFFECT OF PSYCHOLOGICAL EMPOWERMENT**

MR. RIAN RIAN<sup>43</sup>; AND **DR. SHARMILA JAYASINGAM**

This research aims to examine the effect of paternalistic leadership (PL) and empowering leadership (EL) on generation Y's organizational commitment that was mediated by psychological empowerment (PE). The data was taken from 404 respondents (201 Malaysian respondents and 203 Indonesian respondents) of generation Y who had working experiences. The finding showed that the empowering leadership had greater effect on affective commitment and sense of belonging compare to paternalistic leadership. Another result showed that psychological empowerment (meaning) mediated the effect of both paternalistic leadership

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and empowering leadership on affective commitment and sense of belonging while psychological empowerment (competence, self-determination, impact) had no mediating effect on sense of belonging. The evidence from this study recommends the organizations to adopt empowering leadership style to manage their generation Y employees’

45-AK13-4725

**MARKETING PLAN GUIDELINES FOR SUSTAINABLE COMMUNITY ENTERPRISE PRODUCT; A CASE STUDY OF ORGANIC RICE AND CHEMICAL-FREE VEGETABLES FROM BAAN-CHANODE COMMUNITY ENTERPRISE IN KLONG YONG-LAN TAK FAH SUB-DISTRICT, NAKHONPATHOM PROVINCE, THAILAND**

MRS. KANYANANT ANANMANA<sup>44</sup> **MS.PANIDA NINAROON, LECTURER; AND MRS.NOPARATH PHOOMIVUTHISARN, ASSISTANT PROFESSOR**

The purpose of this research article was (1) to study customer behavior in purchasing organic rice and chemical-free vegetables from Baan-Chanode community enterprise in Klong Yong-Lan Tak Fah Sub-District, Nakhonpathom Province, Thailand (2) to study marketing factors that affected purchasing decision of organic rice and chemical-free vegetables from Baan-Chanode community enterprise in Klong Yong-Lan Tak Fah Sub-District, Nakhonpathom Province, Thailand. This study was a quantitative research study which utilized a questionnaire as a research instrument. The sample consisted of 400 people who purchased organic rice and chemical-free vegetables from Baan-Chanode community enterprise in Klong Yong-Lan Tak Fah Sub-District, Nakhonpathom Province, Thailand. Data was analyzed by a statistical package and presented in terms of frequency, percentage, mean, and standard deviation.

The outcome of this study was the marketing plan guidelines which designed to help community and community enterprise products to be more recognizable by customers and eventually became one important part that urged competitive advantage and sustainability.

46-AK28-4731

**DEVELOPMENT OF WORKING OPERATION TO IMPROVE THE QUALITY OF THE BASIC EDUCATION**

MR. TAWATCHAI SUPEAN<sup>45</sup>; AND **DR.CHUTIKARN SRIVIBOON, ASSISTANT PROFESSOR**

The purposes of this research were to 1) study the current situations of the basic education problems, 2) guidelines for development of working operation to improve the quality of the basic education in southern region of Thailand. The sampling composed of 419 persons. The data was collected by qualitative methods by organizing the focus group discussion and by quantitative method by questionnaire. The data was analyzed by using domain analysis in order to bring the clear knowledge to organize and link according to the purposes, and propose the data in the new models

The research results found that problem of education was education policy changed according to the frequently changing in government policies, strategic goals were unclear and inefficiency, corruption, practitioners did not implement the policy, variety of operations, lack of participation, the assessment did not comply with key performance indicators which could be defined as a guideline for the development of working operation to improve the quality of

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the basic education in four areas: 1) the strategic operation 2) the managerial and administrative operation 3) the action and 4) the evaluation.

47-AK26-4729

## **PRODUCT DEVELOPMENT AND MARKETING STRATEGY FOR MANGOSTEEN PRODUCTS**

DR. CHUTIKARN SRIVIBOON<sup>46</sup>

The research objectives aimed 1) to create product development strategy for mangosteen product 2) to create market development strategy for mangosteen product and 3) to study marketing opportunity for mangosteen product of agriculturists in Eastern Region, Thailand. Researchers utilized qualitative and quantitative research methods. In qualitative approach, main responders were processed mangosteen product distributors, agriculturists, experts and academicians while the sample in quantitative method was a group of customers those who used to buy or consume the processed mangosteen product from Eastern region agriculturists. The researchers collected data from documents analysis, depth interview, creating an open stage for expressing one's opinions and questionnaires. Data collected from questionnaires was analyzed by Descriptive Statistic including Frequency, Mean and Percentage. Measurement of influential levels of factors and was validated by triangulation method to interpret the answer of the research objective.

The findings revealed that 1) product development strategy for mangosteen product of agriculturists in Eastern Region, Thailand was to improve product quality in terms of packaging and branding. 2) product development strategy for mangosteen product of agriculturists in Eastern Region, Thailand was to develop market of mangosteen toffee and channel of distribution. 3) There were marketing opportunity for mangosteen product of agriculturists in Eastern Region, Thailand since there had more production of healthy processed products and consumption of mangosteen juice product gained more popularity. In the next 3 years, 5 years and 10 years would be even more popular because of the good quality. In addition, products such as cosmetics and cleaning products would have more attention. By extracting the nutrition from mangosteen's peel that used as an ingredient in many products since mangosteen had many benefits both in terms of treatment and cosmetic. Therefore, mangosteen toffee had a bright future out of other fruit toffee in the market today.

48-AK44-4776

## **AUTHENTICITY IN LEADERSHIP IN THE CONTEXT OF SAUDI CULTURE**

MR. MOHAMMAD ALGARNI<sup>47</sup>

One of the most recently developed theories in the field of leadership is authentic leadership (Anderson et al., 2016). Authentic leadership is built on the concept of authenticity, which is about being real and true to oneself (Boyraz, 2014). Although authentic leadership is still in early stages of development, various studies have explored how this new concept is utilised, understood, and operated. Despite the large increase in articles and studies on authentic leadership, the literature indicates that little is known about how it is viewed and how it works in non-western cultures, since most research represents a Western view of authenticity (Li et al., 2014). Recent research by Kokkoris and Kuhen (2014) found that the perception of

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authenticity differs between Western and Eastern cultures, and thus there is a need to explore perceptions of authenticity in leadership in other cultures before drawing general conclusions. This study explores how Saudi leaders and followers perceive the concept of authenticity in leadership and aims to understand how this arises from and is embedded in Saudi culture.

This exploratory study collected 36 semi-structured, face-to-face, in-depth interviews with 18 leaders and 18 followers from 18 organisations within six different private sector industries in Saudi Arabia. Both leaders and followers were selected as participants in order to yield richer and more comprehensive research results, since leaders and followers are the dyadic of the leadership process (Uhl-Bien, 2014). The data generated from the interviews was analysed thematically and inductively to serve the exploratory nature of this study.

The study presents finding pertaining to the identification and perception of authenticity in leadership within the Islamic and Saudi context. Secondly, eight distinct behaviours and practices of authenticity in leadership emerged. Thirdly, the challenges and obstacles of being authentic in leadership in the Saudi culture are explored. Fourthly, the influence of organisational culture on authenticity in leadership is discussed, and finally, the potential impact of authentic leadership in Saudi Arabia was considered at leader, follower and organisational levels.

This research addresses a significant gap in the literature by enhancing our understanding of authenticity in leadership in a non-Western culture. Furthermore, it is the first study which attempts to understand the concept of authenticity in leadership within Gulf Cooperation Council GCC cultures, specifically in the Saudi context. The study analysis yields another theoretical contribution by assessing the impact of religion in general, and Islam in particular, on authenticity in leadership. This research attempts to construct a theoretical framework of authenticity in leadership from the perspective of Saudi culture, and further contributes to the literature of cross-cultural leadership in that it links authenticity in leadership to cultural dimensions.

49-AK38-4760

## LINGERIE PURCHASING BEHAVIOR OF THAI WOMEN

MS. NAMTHIP KLEEBBUABAN<sup>48</sup>; AND **MRS. KANYANANT ANANMANA, LECTURER**

The objective of this research article was to study purchasing behaviors of Thai women in purchasing lingerie products. The sample group consisted of 3,000 Thai women aged from 25 to 45 years. The research tool was questionnaire and data was analyzed with percentage, mean, standard deviation and description. The findings revealed that the most thought-of-first and common brand was Wacoal. The frequency to buy lingerie was 2-3 times a month. The money spent in buying lingerie was 301-500 baht a time, and the participant bought 2 pieces a time, the price of which was 101-300 baht per piece. Comparing the satisfaction level of the lingerie price, it was found that the price was reasonable. When shopping in a department store, the participants bought a new piece of lingerie when the old one got worse in quality. The characteristic of lingerie commonly chosen was push-up bras. If the participant could design or choose the pattern by themselves, they would choose elastic, light and comfortable fabric, and the most popular color was black. The good characteristic of lingerie was that it was comfortable. The sales promotions that influenced the decision to buy were price discount, where 50% discount was reportedly desired, and product giveaway such as personal products. The factors influencing the Thai women's decision to purchase lingerie were in high levels. The most influential factors were product quality: durable and comfortable ( $\bar{x} = 3.93$ ),

<sup>48</sup> Ms. Namthip Kleebbuaban, Academic Support Officer, Suan Sunandha Rajabhat University.



followed by brand: of good image and well-known ( $\bar{x} = 3.87$ ), convenience in buying: available in department stores and common shops ( $\bar{x} = 3.86$ ), ability to push up and keep breasts in shape ( $\bar{x} = 3.85$ ) and appropriate size ( $\bar{x} = 3.84$ ).

50-AK30-4713

### **THE EFFECTS OF QUALITY OF SERVICE ON THE LOYALTY OF OUTPATIENTS**

MS. NATNICHAR KLEEBBUABARN<sup>49</sup> **MRS. ANOCHAR ROCHNAPANIT, LECTURER**

The purpose of this research was to study the quality of service and its effects on the loyalty of people who use the outpatient department, namely 400 outpatients of Vajira Hospital at Navamindradhiraj University's Faculty of Medicine (henceforth referred to as "Vajira Hospital"). The research tools used consist of surveys and multiple regression analysis. The findings are that (1) in the actual practice of meeting the needs of outpatients, Vajira Hospital received a very high average score in all areas. (2) Trustworthiness / reliability are aspects of quality of service which engender a sense of loyalty among users of the outpatient department with a statistical significance of 0.05.

51-AK32-4734

### **STRATEGIC MANAGEMENT PLAN FOR THE WOMEN EMPOWERMENT FUNDS**

MS. WIPADA SANGSAWANG<sup>50</sup> **MS.SIRIMAN WATTANA, LECTURER**

The purposes of this research were to study strategic management plan of women roles and empowerment, to study problems and obstacles in fund management for women roles, and to offer the strategic management plan for women empowerment funds. This was a mixed research between qualitative and quantitative method. A simple random sampling was utilized in order to obtain the samples. The results of the research offered the new strategic management plan for the women development funds that could response directly to the goals of the funds. The new strategic management included. It is imperative to suggest the four strategic management plan which were developing potentials for women, developing women career, developing women quality of life, and providing a transparency of women empowerment.

52-AK33-4728

### **HAPPINESS OF UNIVERSITY ACADEMIC SUPPORT STAFF IN WORKPLACE**

MS. SUPAPORN PRACHONGJAI<sup>51</sup> **MRS.KANYANANT ANANMANA, LECTURER AND MS.PANIDA NINARON, LECTURER**

This research aimed to 1) study the happiness for academic support staff in workplace 2) compare the individual factors on the level of happiness for academic support staff in workplace. The sample were 279 academic support staffs of Suan Sunandha Rajabhat University. The instruments used for data collection was a questionnaires. Data was analyzed by percentage, average, standard deviation, t-test and one-way ANOVA at statistical significant level of .05.

<sup>49</sup> Ms. Natnichar Kleebbuabarn, Academic Support Officer, Suan Sunandha Rajabhat University.

<sup>50</sup> Ms. Wipada Sangsawang, Academic Support Officer, Suan Sunandha Rajabhat University.

<sup>51</sup> Ms. Supaporn Prachongjai, Academic Support Staff, Suan Sunandha Rajabhat University.

The study revealed that 1) the happiness for academic support staff in workplace was at a high level in all aspects including social, family, work relaxation, relationships with colleagues, work environment, compensation, security in the workplace and career growth 2) the comparison of individual factors found that gender, age, education level, salary level, working years, and different types of staffs had different level of happiness in workplace at a statistically significant level of .05.

53-AM36-4814

## **CLIMATE CHANGE AND GOVERNANCE: PROSPECT IN THE LIGHT OF UNFCCC**

MR. SHUBHANG PAREKH<sup>52</sup>

In the wake of globalisation in present times and the past industrial growth, climate change and environmental degradation have emerged as acute challenges of our times. It has truly become a global phenomenon, not confined to any individual country or region. It is viewed that, with the rapid increase in climate change issues the problem of climate change has become one of the topmost subjects of major global dialogues and discourses, particularly after the Climate Change conference in Paris, in December 2015. If not addressed on time, we may soon have to face the wrath of an escalating crisis, especially in the absence of a global and coordinated response from the Copenhagen meeting of the Conference of Parties to the UN Framework Convention on Climate Change (UNFCCC). The success and failure of Copenhagen meeting will also determine the prospects of effective global governance, as there are many more global issues that also require global action.

The roots of UNFCCC date back to the Rio conference of 1992 where it was formed. It also viewed by the scholars that, in the following years, UNFCCC has identified various climate change threats and its dimensions such as mitigation and adaptation. But though there is a common principle on global action on climate change, the responsibilities and the capabilities differ greatly. As the issue of climate change emerged mainly due to the greenhouse gas emissions from the fossil-fuel based activities in the developed countries over the two centuries, it is commonly assumed that primarily, the developed countries must take action for climate change as they are more obligated to do so. But on the other side, the developing countries also have substantial, if not equal, obligations to sustain and control climate change. Looking at the changing global scenario on climate change and the urge to take efficient and useful steps in the direction of climate change, this paper will look into the role of UNFCCC as a global actor in climate change and to what extent it will be able to address these serious climate change issues. Secondly, how the UNFCCC will set an example for global governance in climate change in bringing countries together for a serious and common cause. Moreover, the paper will also try to answer till what extent the previous UNFCCC conferences have succeeded and what will be the main focus area of the next UNFCCC conference in Bonn, Germany, and what will be its prospect?

**Key Words:** UNFCCC, Climate Change, global governance, developed & developing countries, fossil fuel, greenhouse gases.

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<sup>52</sup> Mr. Shubhang Parekh, Post Graduate Student, Pandit Deendayal Petroleum University.

54-AM20-4687

### **EXAMINING STRUCTURAL RELATIONSHIPS AMONG TRUST IN GOVERNMENT, PERCEIVED IMPACTS, AND COMMUNITY SUPPORT OF SPECIAL ECONOMIC ZONES IN THAILAND: A CASE STUDY OF TAK SEZ**

MR. HATHAIPUN SOONTHORNPIT<sup>53</sup>

Special Economic Zones (SEZ) aimed at stimulating foreign direct investment (FDI) and rapid, export-led industrial growth. The essential characteristics of such schemes is that they allow the bypassing of particular social legislation or tax provisions which are perceived to be an impediment to progress or the competitiveness of an export-oriented activity. However, while SEZs has been a powerful instrument for economic growth and structural transformation in some countries, there are also many examples of failures in certain areas. Too often, zones are plagued with the same problems - unstable electricity, lack of water, heavy bureaucracy, inefficient and corrupt customs - that hinder investment in the wider economy. As a result, resistance to SEZs has been most strongly from the communities that are directly affected, and from popular organizations. Furthermore, little is known about livelihood consequences of the establishment of the SEZs, especially on affected communities. This study developed comprehensive model of residents' trust in government actors and their support for the Tak Special Economic Zone based on social exchange theory and institutional theory of political trust. The model was tested on a sample of 400 residents of the Mae Sot district, Tak province, Thailand, using confirmatory factor analysis and structural equation modeling procedure. The findings indicated a significant relationship between trust in government actors and resident's support for the Tak SEZs. The result also revealed that resident's perceptions of the benefits and costs of the Tak SEZs were significant determinants of resident's support of government. The study founded social exchange theory and institution theory of political trust were appropriate for explaining residents' trust in government actors and perceptions toward public support for SEZs project. It stresses the need for a more flexible and resident-oriented measurement of SEZs impacts, revealing that more trust in government actors and favorable perceptions of the economic, socio-cultural and environmental impacts lead to greater support. The researcher suggested that if public project is properly managed and developed, it can have beneficial political effects for government such as increasing their legitimacy among the public.

55-AM15-4695

### **GUIDELINES FOR INCREASING PARTICIPATION IN COMMUNITY DEVELOPMENT IN ACCORDANCE WITH THE PHILOSOPHY OF SAMSEN RESIDENT'S WHO VOTED 2016 REFERENDUM**

MR. BARAMEEBOON SANGCHAN<sup>54</sup>

Following the referendum on the draft Constitution of the Kingdom of Thailand B.E. which was held on 7 August 2016, it revealed that most voters approved this draft constitution. Nevertheless, in this study of Samsen Community's people who voted, they have their opinions about the political structure which are; Thailand is ready for the 2-party system, the qualification of the candidate should be graduated with a bachelor's degree, and the head of the government should come from the party with a majority vote. Additionally, they disagree

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<sup>53</sup> Mr. Hathaipun Soonthornpipit, Lecturer, Suan Sunandha Rajabhat University.

<sup>54</sup> Mr. Barameeboon Sangchan, Lecturer, Suan Sunandha Rajabhat University.

about the prime minister who comes from the senator's nomination, and the senator should not have the authority of controlling the independent entity.

56-AM14-4702

## **MILITARY INTEREST GROUPS IN THE MAE SOT-MYAWADDY BORDER ECONOMY**

MS. SIRINYA SIRIYANUN<sup>55</sup>

For most of its history, the Thai-Burmese border region of Mae Sot and Myawaddy has been peripheral to the concerns of the Thai and Burmese authorities. However, growing economic connectivity in mainland Southeast Asia promises to transform it into a regional economic crossroads, and it currently has the highest GDP of any region on the Thai-Burmese border. Rather than increasing the control of the central governments of Thailand and Burma, these economic changes have strengthened the Mae Sot-Myawaddy region's character as a border economy. A heavy and increasing military presence has led Thai and Burmese soldiers to join local non-state actors as one of the region's major interest groups, and has led to a proliferation of military-owned businesses and enterprises. The advent of a new period of military governance in Thailand indicates that the power of the military interest group will only strengthen. This raises risks of conflicts of interest with non-military interest groups and indicates that creating an equitable plan to develop the region should be made a high priority.

57-AK35-4735

## **THE COMMUNITY ENTERPRISE POTENTIAL ASSESSMENT MODEL IN THAILAND**

MS. WILAILUK MEEPRACHA<sup>56</sup> ; **DR.TATRI TAIPHAPON, ASSISTANT PROFESSOR; DR.ACHARA CHANDRACHAI, PROFESSOR EMERITUS; AND DR.SUKREE SINTHUPINYO, ASSISTANT PROFESSOR**

The community enterprises have been stimulated for driving sustainable economy in Thailand for more than 10 years. The registered community enterprises must be evaluated in order to promote and support the community enterprises by government agencies. However, there are still not enough researches carried out in the fields of evaluating the potential of community enterprises in Thailand. This paper reviews existing literature on the potential of community enterprise assessment and its factors to propose a suitable assessment framework. Methodology in the research was empirical research which involved in-depth interviews of 7 experts in related fields. In order to investigate the factors and potential indicators of community enterprise assessment model, the validity of the factors and indicators by 5 experts to verify the items objective congruence (IOC) with questionnaires was performed. The results showed that the criteria for assessing the potential of community enterprise to develop community enterprise includes 11 factors and 33 indicators as follows: leadership, Procedure, Resources, Product and service, Customers and Market, Knowledge and Information Management, Membership/Committee, Production, Financial and Accounting, Philosophy of Sufficiency Economy and Sustainability. Detailed factors and indicators in each component will be provided.

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<sup>55</sup> Ms. Sirinya Siriyanun, Lecturer, Suan Sunandha Rajabhat University.

<sup>56</sup> Ms. Wilailuk Meepracha, Ph.D. Student, Chulalongkorn University.

58-AK39-4761

**QUALITY OF LIFE IN WORKING AND ATTACHMENT OF LECTURERS UNDER UNIVERSITY AFFILIATION**MS. BOONYADA PAHASING<sup>57</sup>; AND MS.CHOLPASSORN SITHTHIWARONGCHAI, LECTURER

The objective of this research work is to study the relationship between the quality of life in working and the attachment of lecturers under Suan Sunandha Rajabhat University affiliation. The sample group included 140 lecturers under Suan Sunandha Rajabhat University affiliation. The research tools were questionnaires, and data were analyzed with percentage, mean, standard deviation and Pearson correlation, along with description. The findings revealed that the quality of life in working of the lecturers was in a high level in overall ( $\bar{x} = 3.72$ ). To be specific, fair and sufficient compensation was in the highest level, followed by pride in the profession and organization. The high aspects of quality of life of the lecturers were balance between work and family, safety and health, stability and professional advancement and opportunities to improve abilities. In terms of attachment of the lecturers to the organization, all of the 3 aspects were in high levels ( $\bar{x} = 3.66$ ), ranging from emotional attachment, which was the highest, followed by attachment to social norms and attachment to continuation. In terms of relationship between the quality of life in working and the attachment to the organization, it was found that fair and sufficient compensation, safety and health, opportunities to improve abilities, stability and professional advancement were related to emotional attachment, attachment to continuation and social norm, while balance between work and family was related to attachment to continuation and social norms.

59-AK25-4690

**QUALITY MANAGEMENT FORMAT ACROSS SUB-DISTRICT ADMINISTRATIVE ORGANIZATION**MR. NIYOM SUWANDEJ<sup>58</sup>

The goal of this research was to study about quality management format across sub-district administrative organization by interview using structured in-depth questionnaire format as a tool for collecting data from executives and other managers in total of 125 people. The sample groups were specially chosen from 10 of Mueang Samut Songkhram Sub-district administrative organization. Data were analyzed by using score from the questionnaires and findings a percentage of full score. The result showed the essential element of a concept idea in Quality management Format across the organization of Sub-District administrative Organization namely 1) Leadership: 100 percent of executives and managers who had a good score in behaviour or leading role affected to the organization. Leader had to know how to make idealistic and creative decision with a clear objective. A good leader had to work justly and be responsible when providing service and devote to the public that affect the whole society, 2) Training, 97.6 percent showed that there should be a training at least once a month. 92 percent gained more knowledge and understanding in particular topic from the training. 93.6 percent showed that the best and suitable training for organization was with tools or personal direct training emphasized on WALK Rally model and learning from the real situation. 3) Structure: there should have the direct command that supported service people. The practical

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<sup>57</sup> Ms. Boonyada Pahasing, Academic Support Officer, Suan Sunandha Rajabhat University.

<sup>58</sup> Mr. Niyom Suwandej, Lecturer, Suan Sunandha Rajabhat University.

organization should have to provide individual for the right job with effective communication. 4) Communication: crucial to organization and service. That drove the management forward and acted as a tool to future success. 5) Rewarding: 100 percent result showed that there should be rewarding criterion or requisition for employees who showed diligence, endurance, and responsibility to one's duty. 6) Evaluation process affected 96 percent of the service and organization development in improving potential of the organization. In conclusion, executives and manager of Mueang Samut Songkhram Sub-district administrative organization commented and proposed on the 6 main element of Quality management Format across Sub-District Administrative Organization have the highest score in the questionnaire.

60-AK24-4696

## **SERVICE QUALITY OF PUBLIC TAXI OPERATED BY THE TAXI COOPERATIVE IN BANGKOK, THAILAND**

MS. SUPATTRA PRANEE<sup>59</sup> DR.CHISAKAN PAPAPANKAID, LECTURER; AND VARUNLUCK PAKJAIDEE, LECTURER

This research aimed to study service quality of public taxi that operated by the taxi cooperative in Bangkok, Thailand. The researchers surveyed the group of the users of public taxi that operated by taxi cooperative in Bangkok area. The sample consisted of 400 people which the researchers utilized the formula from Taro Yamane's table to estimate the proportion of the population. It was expected that the population proportion equals to 0.5 and at a confidence level of 95percent. The researchers used convenience sampling method and used questionnaire as a research instrument to collect data from 400 passengers. The findings of service quality of public taxi that operated by the taxi cooperative in Bangkok, Thailand were classified in 4 dimensions as following. 1) Product factor; the majority of respondents were satisfied with the overall service quality of the product. The overall average was at a high level ( $\bar{X} = 3.53$  S.D. = 0.80). 2) Price factor; the majority of respondents were satisfied with the overall quality of service in term of price. The overall average was at a moderate level ( $\bar{X} = 3.19$  S.D. = 0.83). 3) People factor; the majority of respondents were satisfied with the overall quality of service people. The overall average was at a moderate level ( $\bar{X} = 3.33$  S.D. = 0.87). 4) Promotion factor; the majority of respondents were satisfied with the overall quality of service in term of promotion. The overall average was at a high level ( $\bar{X} = 3.50$  S.D. = 0.85). Moreover, the study suggested that the most three important issues in public taxi service that operated by the taxi cooperative that needed to rectify immediately were 1) taxi drivers refused to take passengers accounted for 61.5 percent 2) taxi drivers took the detour route accounted for 14.3 percent and 3) Taxi drivers expressed verbally in disrespectful manner represented for 5.8 percent. Furthermore, there were suggestions on the public taxi service including 1) taxi drivers should provide service to all passengers 2) taxi drivers should be careful when driving and must follow traffic rules and regulations 3) the taxi cars should be clean and in good conditions 4) taxi drivers should return the change to passengers in precise amount 5) taxi drivers should use polite words to passengers. **Keyword:** Service quality, Pubic taxi.

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<sup>59</sup> Ms. Supattra Pranee, Lecturer, Suan Sunandha Rajabhat University.

61-AK20-4705

**SAVING OPINION OF PERSONNEL OF SUAN SUNANDHA RAJABHAT UNIVERSITY**MS. PANYADA CHANTAKIT<sup>60</sup> **MS.PANIDA NINAROON, LECTURER**

The objectives of this research consist of (1) studying saving opinion of personnel of Suan Sunandha Rajabhat University, Bangkok; and (2) comparing saving opinion of personnel of Suan Sunandha Rajabhat University. The population selected for this research is 305 staffs working for Suan Sunandha Rajabhat University, Bangkok. The tool is questionnaire and statistics applied for this research are frequency, percentage, mean, standard deviation, t-test, and F-test. The findings are:

Most of respondents are female ages ranging from 20-30 olds, holding Bachelor's degree, their designations are supporting staff, average monthly income 15,001-20,000 Baht, and working period ranging from 1-5 years;

1. The overall saving opinion of personnel of Suan Sunandha Rajabhat University, Bangkok is high. When consider their revenues, It is found that saving opinion of personnel of Suan Sunandha Rajabhat University, Bangkok is high in three aspects including saving target, saving style, and saving opinion, respectively;
2. The difference in genders, age, education background, designation, average monthly income, and working period among staff of Suan Sunandha Rajabhat University, Bangkok affects to different opinion saving.

63-AM25-4748

**THE LEGAL ISSUES RELATING TO THE ADMISSIBILITY OF THE FORENSIC SCIENCES EXPERT WITNESS IN CRIMINAL COURT OF THAILAND**DR. SUNTAREE BUCHITCHON<sup>61</sup>

In the light of advance technologies, forensic sciences have played a great role in justice system of Thailand. However, there is a significant limitation of the use of forensic evidence in the criminal court of Thailand relating to the expertise of the justice team and the testimony of expert witnesses. The admissibility and reliability of the forensic evidence depend greatly on scientific expert who then become expert witness before the court of justice. It is proposed in this article for a reform of the law in Thailand to reflect the nature of forensic science. Taken into account the differences in social and legal status, the article examines the US Federal Rules of Law, the UK legislation, as well as the legislation of Germany and France to propose a model law regulating the testimony of the forensic expert in the criminal court of Thailand. The result shows that Thai legislation needs reform in three prospects. Firstly, there should be general standards that the trial court must use to assess the reliability and helpfulness of the expert testimony. Secondly, there should be a general format of report which the expert has to provide before testifying. Thirdly, the forensic expert qualification as well as the directory of court expert witness should be frequently updated to reflect the advance of sciences.

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<sup>60</sup> Ms. Panyada Chantakit, Academic support staff, Suan Sunandha Rajabhat University.

<sup>61</sup> Dr. Suntaree Buchitchon, Lecturer, Khon Kaen University, Nong Khai Campus.

64-AM28-4781

**DETERMINING THE AGE OF JUVENILE'S CRIMINAL LIABILITY IN ISLAM**MR. HAJED ALOTAIBI<sup>62</sup>

Adjudication upon juveniles and their criminal responsibility are different. One cause for this is that it depends on a variety of their age stages from birth till puberty. With this in mind, the Saudi juvenile system stated that the age of adulthood is 18 years old for boys and 30 years old for girls. However, judges (i.e. in their verdicts) are deciding according to Hanbali doctrine, which argues that the adulthood acquired either by natural signals like appearance of pubes or, if not, at the age of 15 years old to be fixed. Therefore, the contradictory could appear between theoretical( the statutes) and practical(judgment) sides. Meanwhile, great international concern in addition to different perspectives of Islamic scholars exist on determining the age of puberty. Herein, we will investigate this problem within Saudi Islamic law and provide some potential solutions.

The methodology used here is qualitative approach. Inductive method will be utilized so as to build and develop the existing theories on the age of juvenile criminal liability in Saudi. Therefore, we will deeply discuss relevant laws/instructions related to Saudi juvenile system. The upshot is that, the situation probably opens the door to projections and fluctuations since there are no well written nor revised rules pertaining to juveniles in Saudi. In other words, the discretion might be given to judges to decide about the age of puberty.

65-AM33-4809

**REGULATING TRADE IN THE GLOBAL COMMONS: THE CASE OF DEEP SEABED MINING**MS. SAYURI MOODLIAR<sup>63</sup>

Achieving sustainable economic development while exploiting natural resources has historically been challenging for regulators. With the impending depletion of terrestrial mineral and metal reserves, the unabated demand for these raw materials for the manufacture of products such as electric cars, wind turbines and electronic devices has led to the inevitable exploitation of marine resources. While international law instruments recognise the sovereignty of states to regulate activities that occur within their territorial boundaries, regulation becomes complex when extractive industries venture into the high seas which form part of the global commons or common heritage of all humankind. Global environmental politics, together with the influence of non-state actors such as non-governmental organisations and multinational corporations, exacerbate the conundrum that faces the international community in their efforts to devise effective regulatory instruments.

The International Seabed Authority has awarded contracts for exploration of the deep seabed in various areas of international waters, and the next step is to allow contractors to go ahead with mining the ocean's resources. In the past, international regulations in respect of trade have often been drafted only after the harmful effects to the global commons have been suffered and widely publicised. Examples of this include curbing the manufacturing of products containing CFCs that damage the ozone layer or banning trade in products of endangered species. With the mining of the deep seabed, however, the international community has the opportunity to proactively put in place financial mechanisms and environmental protective measures before contracts for its commercial exploitation are awarded.

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<sup>62</sup> Mr. Haged Alotaibi, Phd Student, Bangor University.

<sup>63</sup> Ms. Sayuri Moodliar, PhD Candidate, University of the Witwatersrand.



This paper examines the current and proposed international regulations in this regard, and critically analyses whether these instruments provide adequate environmental protection for the vulnerable marine ecosystem in which these extractive activities will occur. The analysis also considers the challenges that are inherent in this complex and fascinating convergence of ecology, economics and law.

66-AM08-4658

## **THE PRODUCTION OF TERROR: AN EMPIRICAL ANALYSIS OF THE IMPACT OF HUMAN CAPITAL AND SOCIOECONOMIC CONDITIONS ON PARTICIPATION IN TERRORIST VIOLENCE IN PAKISTAN**

MR. LUQMAN SAEED<sup>64</sup>; AND DR. SHABIB HAIDER SYED

Pakistan is a nuclear armed and politically fractious and volatile nation of over 180 million. Notorious within international community as one of the breeding grounds of religious radicalization, the terrorist threat emanating from Pakistan poses serious security challenges to the State and international peace. The proliferation of myriad terrorist outfits, many of whom are ideologically, operationally and logistically linked to international terrorist organizations such as Al Qaeda, ISIS and Taliban, hence indicating the international dimension of terrorism emanating from Pakistan, has drawn attention of scholars, particularly since 9/11, to investigate the issue. Although rich and insightful, but majority of scholarship that has emerged on the subject so far has remained focused on describing historical origin and evolution of terrorism in Pakistan.

Very few studies such as Christine Fair (2008, 2013) and Saeed and Syed (2016) have attempted to analyze terrorism, and particularly, terrorists background from socioeconomic perspective. While Fair assessed background socioeconomic features of militants fighting in Kashmir, Saeed and Syed (2016) developed and analyzed novel database on all types of terrorists from Pakistan. This study intends to extend the previous work of Saeed and Syed (2016) and poses two questions for investigation.

- 1) What is the nature of the impact of gains in human capital on preferences for participation in terrorist violence in Pakistan?
- 2) Are terrorists more likely to emerge from districts characterized by socioeconomic deprivation, religious conservativeness and population stresses?

In Saeed and Syed (2016) we found that terrorists in Pakistan are better educated than rest of the population. This study will attempt to determine the extent to which education contributes towards developing/discouraging preferences for participation in terrorism. The empirical analysis will be carried out by pooling dataset on terrorists (developed the author) with 16000 nationally representative sample of Pakistanis (obtained from Pakistan's Statistical Bureau). While controlling for relevant important factors, the study will measure the impact of human capital gains on participation in terrorism using relevant empirical methodology (such as probit or logit model). Curriculum taught in Pakistani educational institutions has been alleged to promote religious bigotry and chauvinism hence contributing towards developing radicalized worldview. This study will attempt to determine whether empirical evidence exists for gains in education to increase probability for participation in terrorist violence. Education is considered to be one of major counter terrorism tool and international community has provided substantial amount of aid to Pakistan to such an effect. This study will attempt to determine the effectiveness of such counter terrorism policy in case of Pakistan.

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<sup>64</sup> Mr. Luqman Saeed, Assistant Professor, Nur International University.

In second part, the study will explore relationship between terrorist supply and socioeconomic conditions using multivariate analysis. The relevant methodology such as Poisson or Negative Binomial Regression will be used to assess the significance of factors such as poverty, migration, religious conservativeness, religious seminaries etc. in explaining supply of terrorists from districts. This analysis is expected to help in identifying conditions and also the areas that are more likely to nurture terrorists in Pakistan. This, again, will be the first analysis of its kind in case of Pakistan. The study is expected to add to literature by focusing on the determinants of terrorist supply (measured by terrorist per million population) rather than terrorist activity (measured by terrorist incidents/casualties) that has been used as proxy for terrorism by majority of the studies hence highlighting conditions that are characteristics of areas that produces terrorism.

The dataset on terrorists is developed by the author and provides information on socioeconomic background, personality traits and demographic features of over 900 terrorists from Pakistan. This is unique dataset and will be used in the empirical analysis.

67-AM07-4675

## **IMPACT OF SOFT POWER IN AMERICAN FOREIGN POLICY**

MR. ÇAĞLAR SÖKER<sup>65</sup>

“Power” is a very important concept that is subjected to lots of studies and discussions in the discipline of International Relations which established after the World War I. Although it is associated to military power when it is enounced, “power” is not only consists of military power. Historical experiences and other various factors determined to rise new power concepts, like “economic power” and “soft power”.

Destruction of two World Wars in the beginning of 20th Century revealed results and costs of war. Lessons which was taken from this period incited states to be more cooperative and encouraged international institutionalization. In addition, with the help of technology and globalization process, international system began to be more complex and intricate. As a result, people, institutions and states have become much more dependent on each other. For example, a decision of American Central Bank (FED) can effect all world markets. A protest in Africa can reach all over the world and become international issue by media. In this world, effecting and convincing other country’s people has become necessity for nation-states. Traditional methods such as military power, coercion, threats, and sanctions have lost their priority and soft power is coming into prominence.

Soft power is very important aspect for the United States of America which is also mentioned as “Super Power”, “Hegemonic Power”, and “Dominant Power”. The US that has great political, economic, and cultural potential, needs soft power in order to enhance its capacity to convince, increase its attractiveness, and legitimize its politics.

The main object of this study was to analyze the place of soft power in American Foreign Policy. First of all, the concept of “Soft Power” is examined. Theoretical framework, discussions and critics of the concept was evaluated with the starting point of the definition of power. After that, various dimensions of US Soft Power were mentioned. Finally, the situation of US Soft Power after World War II was analyzed.

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<sup>65</sup> Mr. Çağlar SÖKER, Research Assistant & Student, Selçuk University.

68-AM48-4831

**LEGAL FRAMEWORK OF CORPORATION AND SHIRKAH AL-INAN: A COMPARISON**MS. HARTINIE ABD AZIZ<sup>66</sup>

Under the civil law, the metaphor of corporate personality is used to justify the existence of corporation as a legal person. As a creature of the statute, the existence, going concern and dissolution of a company is totally dependent on the Companies Act. Such principle is not found to be applicable to Shirkah al-Inan, which has been assumed by many Shariah scholars to be similar to a civil corporation.

With the recent vast and rapid development in Shari'ah compliance businesses such as Islamic banking and finance and halal products, it is important to study whether Shari'ah businesses could be carried out in a civil law business structure. This paper analyze the legal framework of civil corporations and compare them with Shirkah al-Inan to highlight the misconception of many scholars that Shirkah al-Inan is similar to a civil law corporation.

69-AM32-4806

**THE RELATIONSHIP BETWEEN NASAL SEPTUM DEVIATION AND RHINOSINUSITIS IN SOETOMO HOSPITAL-JANUARY 2017**MS. LIDYA PERTIWI SUHANDOKO<sup>67</sup>

Background: Rhino sinusitis affects 1 in 7 adults in the USA. Its prevalence varies from 6-15% depending on the climate and weather. In Indonesia, new cases of rhino sinusitis in adult patients who visit Rhinology Division of the Department of Otolaryngology-Jakarta Cipto Mangunkusumo during January-August 2005 was 435 patients. Data from the Ministry of Health of Indonesia in 2003 declare that the disease nose and sinuses was ranked 25th out of 50 major rankings disease pattern which is about 102,817 outpatients at the hospital. Besides being a very high prevalence of rhino sinusitis, rhino sinusitis can significantly degrade the quality of life of patients.

One of the anatomical factors that can affect rhino sinusitis is a nasal septum deviation. Nasal septum deviation can cause changes in airflow on cavum nasi, nasal cycles, and cleaning by mukocilier cells. Nasal septum deviation can be easily evaluated through rhinoscopy anterior. The relationship between the deviation of the nasal septum with rhino sinusitis is still unclear. In this study, the authors expect to know the relationship of the deviation of the nasal septum with acute or chronic rhino sinusitis.

**Material & methods:** The design of this study was an observational study with cross sectional study to determine the relationship between nasal septum deviation with rhino sinusitis. The relationship between nasal septum deviation and rhino sinusitis were prospectively evaluated in 56 patients. Nasal Septum deviation is stated by anterior rhinoscope. Out of 56 patients, 45 patients were included in the study. Patients with nasal polyp and nasal tumor were excluded from the study. Patients with nasal septum deviation were enrolled in the study group and patients without nasal septum deviation were enrolled in the control group.

**Results:** There was no statistically significant difference between nasal septum deviation group and non nasal septum deviation group in relation with rhino sinusitis ( $\alpha=0.05$ ).

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<sup>67</sup> Ms. Lidya Pertiwi Suhandoko, Medical Student, Universitas Airlangga.

**Conclusion:** The mild and moderate nasal septum deviation were not a risk factor for rhino sinusitis. Only severe deviation of the nasal septum itself is a risk factor for the development of rhino sinusitis. More detailed investigation is needed to define the relation between the nasal septal deviation and rhino sinusitis.

70-AM31-4810

## **ORGAN TRAFFICKING IN INDONESIA: A CASE STUDY OF ETHICO-LEGAL ANALYSIS AND ITS FUTURE SOLUTION**

MR. FADHIAN AKBAR<sup>68</sup>; MR. REZA HARYO YUDANTO<sup>69</sup> ; MR. IMAMURAHMAN TASLIM, STUDENT; AND OKTAVINDA SAFITRY, DOCTOR.

Transplantation is the transfer of organ from a donor to recipient with the aim to restore the function in the body. According to World Health Organization (WHO), Kidney transplantation is the most transplanted organ with 63,000 recipients annually.

In Indonesia, more than 100.000 end-stage renal disease patients need kidney donor to sustain their life. Kidney transplantation is preferable to hemodialysis due to improvement of quality of life. However, this condition was used by some people as organ trade opportunity. Many of problems stem from inequality between high demand from patients and low availability of organ donor. Poverty and economical motivation also predispose this practice.

At early 2016, Police of Indonesia found out the organ trafficking in Cipto-Mangunkusumo Hospital, Jakarta. Three brokers recruited some people to become kidney donor thus they could get profit from the trade with patients.

Practice of organ trafficking in some countries considered inappropriate, expensive and unethical. Under the Indonesian law, the organ donor should lies on humanity reason and does not expect for rewards. Although, there is a legal system which control this issue, the brokers could deceive the hospital and physician through fake documents and administration. Physician and health provider was not considered as the guilty parties since they had followed the standard operational procedure.

In this issue, we face a dilemma about how to increase the supply of organ transplant in a manner that is ethical and humane and how to prevent this organ trafficking. In this case study, we aim to discuss about organ trafficking, ethico-legal analysis with the comparison of another countries legal system, and find the solution for the problem.

**Method :** Search engines PubMed and Google Scholar with “Organ”, “Trafficking”, “Trade”, “Transplantation” and “Law” keywords were used to systematically find the organ trafficking study and its ethico-legal aspect. The case is reviewed using relevant literatures. We also review another country legal system about organ transplantation and compare with Indonesian legal system.

**Result:** WHO Guiding Principles has forbidding organ sales through regulating “The human body cannot be the subject of commercial transactions”. Singapore is the first country which decide to give incentive for the donor. Saudi Arabia also set this rule including life-time medical care for unrelated organ donors. Spain maximizes donations from deceased individuals by using professionals to identify potential donors in hospitals. Several country have the organization/ committee to regulate the transplantation organ and prevent trafficking such as United Network for Organ Sharing (UNOS; United States), National Organ Transplant Committee (NOTC; Singapore), and Saudi Centre of Organ Transplantation (SCOT; Saudi Arabia).

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**Conclusion :** In conclusion we offer some points. First, Indonesia should have clear and legal system on organ transplantation. Law enforcement is needed to ensure the compliance in practice. Second, We should enhance the centralized organization/ committee as Donor Pool to regulate the recipients priorities and verify the donor to prevent commercialization. Third, We should raise awareness to vulnerable people and protect them from organ trafficking.

**Keywords:** organ trafficking, transplantation, ethico-legal, Indonesian law

72-AM44-4763

## MULTIDISCIPLINE ANALYSIS OF ROHINGYA REFUGEES CONTROVERSIES IN INDONESIA BASED ON INTERNATIONAL POLICY, DOMESTIC LAW, & MEDICO LEGAL

MR. MUHAMMAD AKBAR<sup>70</sup> ; MR. ACHMAD RIZKI YONO<sup>71</sup>; ABID ABDURRAHMAN ADONIS, STUDENT; ANNUR RIZA DEWI IMTICHANI, STUDENT; RIZKY SAPUTRA TELAUMBANUA, STUDENT; DR. AGUS PURWADIANTO, PROFESSOR.

The Rohingya Question has been considered as one of the most severe humanitarian problem in modern Southeast Asia history. It raises huge concern from regional and global actors as the case has not been resolved yet after decades. Indonesia situates itself in special position over Rohingya problem historically, culturally, and politically. Historically, the archipelagic country possesses strong tie with Myanmar since Indonesian struggle for independence, especially in building common initiative (i.e. Asia-African Conference) and respect non-interference principles by defending each other in time of crises. Culturally, Indonesia as the world's largest Muslim country in the world shares concern on violence against Rohingya. Politically, Indonesia as the biggest nation and natural leader of ASEAN plays pivotal role on managing the issue on regional level. Given such complex relations with Myanmar, Indonesia is also a host country for Rohingya refugees that affects domestically and internationally on almost every aspect related to refugee. However Indonesia is non a signatory to the refugee convention. This convention outlines any core principle of refugees as well as the legal obligation of States to protect them which are non-refoulement, non-expulsion and non-discrimination. Those principles are considered as a rule of customary international law which is oriented by countries around the world. By then, Indonesia lacks of domestic framework for conducting asylum seekers such as Rohingya refugees which make them vulnerable to the deprivation of their rights. Rohingya refugees transits are detected as an illegal immigrant. As a result for being unlawfully present foreigners, they are detained in Immigration Detention Center of Indonesia in an indefinite period. Some of them are being lack of neither education nor health. In health perspective rohingya refugees are very suscepible to both mental and physical problem due to lack acces of health care facilities. Common health problems of the refugees include accidental injuries, hypothermia, gastrointestinal disease, pregnancy and delivery problem, nutrition disorder and chronic disease. Vulnerable individuals, especially elderly, child and woman are prone to respiratory infection and gastrointestinal illnessess. In another side, health provider also has to face barriers in provide health services due to difficulties in cross-cultural communication and disparate health practice belief. Health provider also has to encounter medicolegal aspect. Medicolegal aspect of refugee need to be considered to make a policy for refugee. Medico legal report usually requires the responsible clinician to state their opinion toward probems emerge from refugee. This article draws upon Indonesia comprehensive role in managing Rohingya refugee crisis. The authors address this

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case in legal, humanitarian, cultural, and political framework in order to propose possible solutions for Indonesian government and international community. This article believes the urgency of building complex foundation to begin comprehensive process for refugee in given framework that will likely overcome situation sustainably.

**Keyword:** Rohingya Refugees, International Refugee Convention, Domestic Law, Medico legal of Refugee

74-AM43-4828

## **CONCEPTUALIZATION OF FAIR EXCHANGE IN FINANCIAL CONSUMER CONTRACTS WITH A SPECIFIC REFERENCE TO ISLAMIC BANKING BUSINESS**

MR. AMINURASYED MAHPOP<sup>72</sup>

This paper aims to conceptualise the ‘fairness of terms on an account of consideration in financial consumer contracts’ with specific reference to the ‘sui generis’ contracts adopted in the Islamic banking business in Malaysia. The empirical evidence from the decided case laws and on various Islamic banking contracts which syndicates the Islamic nominate contracts with the use of hiyal (legal strategem) (for example, multiple sales in bai al-inah and murabahah contracts; purchase undertaking in musharakah contract; and profit equalisation reserve mechanism in mudarabah investment contract) demonstrates the anxiety among the legal actors of how the principles concerning adequacy of consideration in the classical contract law regime is formulated, hence the issue of fair exchange.

The theoretical debate in the common law regime and Shari’ah over the application of good faith principle at the pre-contractual stage and during the contract performance is the grounded theory of this research. A comparative study of the good faith principle in the common law countries of the United Kingdom and Australia as well as in Shari’ah is undertaken to conceptualise the fair exchange under study. The researcher assumes that the construction and interpretation of Islamic banking contracts should consider recognising the advantages of imposing good faith duties on negotiation and performance. The research first engages with a scientific concept for Islamization of knowledge in economics to examine the nature of the contractual relationship between a financial service provider and a financial consumer with the framework of Islamic banking business. The extent of Shari’ah jurisprudence adaptability to enable the Islamic banking business to be at the same level of playing field and benefits from the same economic results as its conventional counterpart forms part of the examination. Having examined the nature of the contractual relationship, the research further employs the Janus-faced concept as an intermediary concept with a view to provide a coherent legal reasoning in establishing a set of standards of what constitutes fair exchange in various forms of Islamic banking contracts.

The emergence of Islamic Financial Services Act 2013 brings about a new landscape of financial regulation for the protection of financial consumer in Malaysia. The Central Bank of Malaysia, being a regulatory body, is empowered, to specify, amongst other, standards relating to the fairness of terms in a financial consumer contract for financial services and products. As of the date, the Central Bank has not yet made available this standard. The standards, though are in the form of financial regulation in its nature, may also be used to inform the contract law to decide whether or not case law tests are satisfied on any given set of facts. It is expected to adduce a significant contribution to the literature in the law of Islamic finance generally and

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also, practical implication to the construction and interpretation of Islamic finance contracts which include those in Islamic banking business.

75-AM42-4787

### **TO WHAT EXTENT DOES THE LAW NEED TO DO MORE TO ADDRESS GENDERED DISCRIMINATION IN EMPLOYEE DRESS CODES?**

MS. CHARLOTTE WERNER<sup>73</sup>

This research achieved a first class mark in my Undergraduate Dissertation. It is of increasing relevance noting the Joint Report of the Women's and Equalities Committee and Parliamentary Inquiry on Workplace Dress (Jan 2017) and impending Parliamentary debate on this issue (March 2017).

Law and psychology interplay to demonstrate a mismatch; where non-conforming gender identities, perceptions of female sexuality and patriarchal attitudes in the UK are perpetuated, and perhaps even formed, by the operation of loopholes to discrimination. This piece will argue that legal reform is needed as a springboard and one effective method of achieving change in the area of gendered dress codes. It uses an analysis of discrimination and equality discourse surrounding binary gendered dress to argue that the law regulating women's dress is unsatisfactory; but that reform's current weaponry through notions such as "direct discrimination" are too high-threshold for the nuances of the existing situation. Satisfactory resolution through purely legal reform (Part Two) is proposed as jarring with barriers to effective reform; not least that objectifying women through their sex has tangible commercial benefits to weigh up against achieving true equality (Part Three), and that our concept of "what woman is" in finding solutions presents conceptual difficulty (Part Four). This abstract reasoning is interwoven and contextualised with the current "High Heels and Workplace Dress Code Inquiry". In putting forward ideas for legal reform, this Paper challenges whether immediate, substantive redress for codes endorsing particular requirements such as "high heels" should be the focus of reform, or whether consultation and extensive democratic debate should further probe whether our gendered focus through the Equality Act 2010 has flaws ab initio. In analysing why the law is framed as it is, it has also been necessary to acknowledge that many of the ideas underpinning current practice are entrenched and potentially patriarchal, and therefore the law must outline what is acceptable practice and operate as the catalyst for societal change.

76-AK57-4698

### **EFFECTS OF DIVIDEND POLICY AND TOTAL CURRENT ASSETS ON SHARE PRICE IN THE FOOD PROCESSING SECTOR IN INDIA**

MS. SHREYA RATHI<sup>74</sup> DR.ASHWIN DAVE, ASSOCIATE PROFESSOR

India is the world's second largest producer of food behind to China and has the potential of becoming the biggest in the food and agricultural sector. The total food production and processing in India is likely to double in next ten years and due to this there is an immense opportunity for large investments in food and food processing sector. Hence, the current study focuses to measure the impact of dividend per share and total current assets of the company on market price per share in food processing industry in India. The sample of 15 active companies is selected out of 47 companies listed at Bombay Stock Exchange (BSE). The data was

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collected for the period over 10 years from 2007 to 2016. For this study, Pearson's bivariate correlation analysis, descriptive statistics and linear regression was used by taking market price per share as the dependent variable and dividend per share and total current assets of the company as independent variables. The study found that both the independent variables have a significant relationship with the dependent variable. Dividend per share and total current assets are directly proportional to market price per share. The paper concludes from findings that the dividend policy on market price corroborates the relevance theory of dividend policy i.e. Walter's model and Gordon's model. Both these theories still holds true and have not become obsolete. The study even rejects Modigliani and Miller's irrelevance theory of dividend policy. The paper suggests that the companies should pay out more dividends per share and stop the conservative dividend policy as it gives good signals to the investor. It also recommends that further studies should not only focus on other factors affecting market price but also meticulously study each company separately so that the conclusions for cumulative data doesn't blur the real picture of each company.

77-AM37-4684

### **THE CASE OF NYAMWASA: THE THIN LINE BETWEEN A 'VULNERABLE' ASYLUM SEEKER AND AN EXCLUDED ASYLUM SEEKER**

MRS. ADETOUN QUADRI<sup>75</sup> **KAFAYAT QUADRI**

The legal status of a refugee is to a very large extent comprehensible but the framework for dealing with excluded asylum seekers is largely untouched especially in situations where it may be hard to differentiate between a potential refugee and an excluded asylum seeker. South Africa is a State Party to the 1951 Convention relating to the Status of Refugees and the 1967 Protocol and had subsequently integrated the Refugee Convention into its National Laws as the South African Refugees Act, No 130 of 1998. The case of Nyamwasa is pertaining to Faustin Kayumba Nyamwasa who was a former general of the Rwandan Patriotic Army and is suspected of being a war criminal but was granted a refugee status in South Africa in 2010. The Consortium for Refugees and Migrants in South Africa challenged the refugee status of Nyamwasa on the grounds that there was evidence to show that Nyamwasa had committed crimes against humanity, genocide and war crimes in Rwanda and the Democratic Republic of Congo and that by virtue of Section 4 of the South African Refugees Act 1998 and Article 1F of the Refugee Convention of 1951, the refugee status given to Nyamwasa was invalid. The fate of an excluded asylum-seeker is a problem of the world especially if the excluded asylum seeker is suspected to have committed crimes under the Rome Statute. In this regard, the only sensible option for a host country is to refer the excluded asylum seeker to the ICC discreetly in order for the Prosecutor of the ICC to investigate with the help of the host country. The host has to also keep a close watch on the excluded asylum seekers in order to be able to make an arrest on behalf of the ICC if the investigations of the Office of the Prosecutor exhibit a reasonable believe that crimes under the Rome Statute may have been committed. This paper would analyses the Nyamwasa case and the reasons for the decisions of the South African High Court to retain a refugee status for Nyamwasa and the Court's recent refusal to grant a leave of appeal. Recommendations would be made as to how the International Criminal Court via the Office of the Prosecutor can be involved through investigations to unravel the certainty of the true status that should be accorded to a suspected excluded asylum seeker.

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78-AM38-4790

### **CHILD MARRIAGE: MEDICOLEGAL APPROACH UNDER INDONESIAN LEGAL SYSTEM AND FUTURE ETHICO-LEGAL IMPLICATIONS**

MS. KARTIKA QONITA PUTRI<sup>76</sup>; MS. RISA JAEHAN<sup>77</sup> ; MS. EVA MARIA PUTRI SALSABILA<sup>78</sup>; AND **MS. ERZA PINAYUNGAN, STUDENT**

An estimated one out of seven girls under the age of 18 years old in Indonesia are already married based on the research of UNICEF in 2016. There are numerous factors that pushed the high rate of child marriage in Indonesia such as poverty, lack of education and patriarchal society. On the medical perspective, child marriage leads to higher risk of both physical and psychological health problems on children, such as obstetric fistula, obstructed labour, sexual-transmitted disease, cervix cancer and depression. Pregnancy on young girls poses many challenges. Since pregnancy suppresses the immune system of pregnant girls, they are at increased risk of acquiring disease like HIV and Malaria. Furthermore, children delivering children is said to be “too soon” for the young moms and is five to seven times more likely to die from the childbirth. As can be seen, child marriage violates the principle of non-maleficence. Meanwhile, the marriage regulation in Indonesia allows girls under 18 to marry, causing the ineffectiveness on child protection due to the inconsistency in defining adulthood itself. Reflecting on Syekh Puji’s case, a man who married a twelve years old girl and was sentenced for four years, this paper analyzes the debate on whether the girl has the capacity to consent for making the decision to marry Syekh Puji. He was charged for deceiving the girl, Lutfiana Ulfa, into marrying him. In spite of that, some arguments claim that the girl accepted Syekh Puji’s proposal wholeheartedly. In this case, ethical dilemmas arise in balancing the autonomy and non-maleficence in line with the existing law. This paper aims to present the future ethico-legal implications on future generations and marriage regulations with the proposed solutions. Firstly, Indonesia should revise the current marriage law to optimize child protection by aligning the age standard for marriage with the medical point of view. Secondly, the government shall arrange a regional regulation on families’ supervision regarding the practice of child marriage in each region. Lastly, each region should have a non-penal responsive policy on rewards for people’s participation on sex education by using peer groups in order to encourage youth involvement to raise awareness on reproductive health issues.

Keywords: child marriage; medicolegal; non-penal responsive policy; capacity to consent; special sex education.

81-AK62-4717

### **FACTORS AFFECTING THE DEVELOPMENT OF ACCOUNTING PRACTICES IN JORDAN: AN INSTITUTIONAL PERSPECTIVE**

DR. YASEAN TAHAT<sup>79</sup>

Building upon the institutional theory, this article examines institutional factors that affect the development of accounting practices in Jordan. In particular, the current study surveys the perceptions of 306 participants and 20 interviewees. A number of findings emerge from the current investigation. First, the early formation of accounting practices in Jordan has been

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affected by the legacy of Ottoman Empire's and the British colony's accounting systems. Second, the results indicate that government of Jordan (regulatory frameworks), pressures from international donors and large organizations (politico-economic factors), education and training/development (cultural inputs), and attracting foreign investments and getting access to international fund and trade (economic factors) have been influential influences in the development of accounting practices and the adoption of IAS/IFRS in Jordan. Finally, the findings reveal that "Secrecy" construct (a culture input) has been a problematic in the implementation of IAS/IFRS. This article provides some policy implications and contributions. It contributes to Jordan's policy developments including fundamental strategies in terms of attracting foreign investments to expand the economy and the international and regional trade. Second, it fills a gap in the international accounting research by empirically assessing how institutional influences impact the development of accounting practices including in emerging economies.

82-AK42-4750

### **STUDENTS' ATTITUDES TOWARDS CHEATING USING INFORMATION TECHNOLOGY: A COMPARATIVE STUDY BETWEEN THE USA AND THE MIDDLE EAST'**

PROF. LUAY TAHAT<sup>80</sup> **NADA AL-MASRI**

High-speed computer networks are transforming our world. Currently, more people than ever around the globe are collecting, handling and sharing important personal and organizational information at all levels. Specifically, business organizations today handle and manage tremendous amounts of information pertaining to a variety of business and non-business transactions, while information processing is available at one's fingertips. However, whilst the flexibility of information technology (IT) offers many potential benefits to our society and its organizations, it has also raises serious concerns and ethical dilemmas that need to be addressed, mandating the necessity to question ethical behavior in the IT context. We believe that this is crucial, given that the goal of information ethics is to integrate IT and human values, in order to advance and protect people's interests rather than do harm. Exploring business ethics has been, and will continue to be, one of the most popular research topics, particularly in the IT professional context. This paper aims at investigating the perceived difference between ethics in general, and IT ethics in particular. The study mainly investigates whether university students in the Middle East and their counterpart in the USA hold the same ethical values both in a traditional context and in IT context. Students experience different ethical choices during their years of study in the academic institute, and cheating is one the most prevalent ethical issue they face. This study then targets traditional cheating and cheating using IT to measure students' perceived difference between Ethics and IT Ethics. Questionnaires were administered to university students in the USA and in several Middle East countries. A total of 403 usable questionnaires were returned. The analysis results show that Middle East students have statistically significant higher ethical values when IT is not involved compared to IT-Ethics. For USA students on the other hand, no statistically significance difference was found between their perceptions of IT ethics compared to non-IT ethics, although the results surprisingly show that they have slightly higher ethical values when IT is involved compared to non-IT ethical actions. When comparing Middle East students with their counterpart USA students, the results show that USA students have higher ethical orientation for both IT and non-IT ethical actions

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83-AK10-4640

## **RELATIONSHIP BETWEEN PROFESSIONAL IDENTITY AND INNOVATIVE WORK BEHAVIOUR OF PROFESSIONAL NURSES: THE MODERATING EFFECT OF LEADER MEMBER EXCHANGE**

MS. GENUINE NARZARY<sup>81</sup>; AND **PROF. SASMITA PALO**

Nurses are the key component of health care institutions. They have unique understanding and position of being at the bedside where care occurs and possess a broad view of patient's needs. Nurses have potentials to have an impact on the success of their organizations and to support the successful transformation of nursing profession. Despite of those qualities and need of nurse services, skilled nurses are in shortfall in Indian health care industry. Due to such shortfall, the existing nurses require to be as efficient and productive as possible. Current research suggests that such effectiveness and efficiency can be achieved, amongst other things, by encouraging and developing innovative work behaviour of nurses.

Existing studies have recognized the impact of various micro and macro level factors on the innovative work behaviour of nurses. The current research examines the relationship between professional identity and innovative work behaviour of nurses with leader member exchange as a moderating variable specifically in Indian health care context. Amabile's (2012) componential theory of creativity is used as the theoretical framework to investigate relationships and test hypotheses generated from the literature.

The study was conducted using standardised questionnaires. Responses were gathered from 844 staff nurses working in 6 multi-specialty private and charitable trust hospitals located in Mumbai, the financial capital of India. Descriptive statistics result shows, mean of professional identity is 3.66, leader member exchange is 3.45 and innovative work behaviour is 3.31. The results indicate a low quality of leader member exchange. Structural Equation Modeling results indicate a significant (0.01) and positive (0.23) relationship between professional identity and innovative work behaviour; a significant (0.01) and positive (0.31) relationship between professional identity and leader member exchange; a significant (0.01) and positive (0.26) relationship between leader member exchange and innovative work behaviour. The results also reveal a significant (0.01) and negative (-0.10) moderating effect of leader member exchange between professional identity and innovative work behaviour of nurses. This indicates that the strength of relationship between the two variables reduces significantly with poor quality of leader member exchange.

In Indian context of nursing profession, low quality of leader member exchange is found and as a result leader member exchange is moderating negatively. It means quality of leader member exchange needs considerable improvement to enhance positive contribution along with professional identity to innovative work behaviour in complex multispecialty hospital environment. Early detection of low quality of leader member exchange can help in mitigating adverse effect between professional identity and innovative work behaviour. This research provides new implication for multispecialty hospital management to relook at and improve the leader member exchange to mitigate its adverse effect.

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84-AK06-4672

**CORPORATE POLITICAL STRATEGY- A STEEL SECTOR PERSPECTIVE**MR. PUSHPAK CHATTERJEE<sup>82</sup> DR. PARAMA BARAI

Government and business organisations in a country are two different pillars on which the economy of a country rests on. As these two are related as well as dependent on each other, it is equally important to have a balance in working relationships between the two. Steel industry which supports the overall manufacturing environment of the world plays an important role in the economic prosperity of any country. Steel sector globally is facing an unprecedented crisis, given falling steel demand and a highly volatile supply from the leading steel manufacturing organisations. As the organisations follow different strategies in response to the dynamic business environment, the study of these business environments has been proved to be a key differentiator in adopting those strategies. This paper aims at exploring some of these alternatives, particularly in response to the political environment which is uncertain and needs implicit and reactive decision making with a different viewpoint. This study aims at developing a comprehensive framework, to help a steel manufacturing organisation analyse its position vis-a-vis the steel industry as a whole as well as its competitors. The political environment of India is a rapidly changing environment because of changing regulatory policies of the government towards the organisations, particularly post globalization. Lobbying, which is prohibited in India by law, is present in different indirect forms, determinants of which are the key study factors of this paper. The study is aimed at the carbon and steel industry for last 10 years i.e. from 2006 to 2015, as the period experienced extraordinary pressures from the market due to changing patterns of steel demand and emergence of alternate sources of raw materials and energy. This is aimed through standard analytical techniques to measure the cost-benefit aspect of the political strategies, as well as the factors responsible for the execution of such strategies. The proposed model is based on the collective action theory which determines whether the managers of the steel producing companies become active in perusing their political strategy or not in response to the foreign as well as domestic competition. The political strategy of an organisation is correlated with respect to different parameters like market share, domestic steel demand, presence of organisational slack, financial ratios like debt-equity and current ratio etc. The relative importance of these factors with respect to the competitors and government are studied and reported.

85-AK48-4722

**INDUSTRIAL EMPLOYMENT STRESS AND ITS IMPACT ON HUMAN BEHAVIOUR**MS. AAYUSHI SHAH<sup>83</sup> AND MS. SUPRIYA SUJAY PAL, LECTURER (SUPERVISOR)

Stress is an inherent factor in any type of vocation or career. Occupational stress is a term used to define ongoing stress that is related to the workplace. Occupational stress is a major hazard for many workers or employees. Increased workloads, downsizing, overtime, hostile work environments, and shift work are just a few of the many causes of stressful working conditions an employee might face. This study on “INDUSTRIAL EMPLOYMENT STRESS AND IMPACT ON HUMAN BEHAVIOR” was aimed in finding of Occupational stress level among the employees of TAMIL NADU ELECTRICITY BOARD (TNEB) LTD. The research was studied among the employees of TNEB Head Quarters, Chennai, India. A sample of 200

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employees was taken to study the Occupational stress level. Descriptive research design was used. The structured questionnaire was used to measure the Occupational stress level among the employees of TNEB. The data was analyzed using T-score, t- test and 1 way Anova. The research revealed that the employees of TNEB perceived higher level of stress in Personal Strain and Personal Resources and mild to high level of Occupational Role. Further to this, the study also examined the pressure of stress level across the categories, age groups, post cadres and other demographic characteristics. A combination of organizational change and stress management is often the most useful approach for preventing stress at work. Both organizations and employees can employ strategies at organizational and individual levels. Generally, organizational level strategies include job procedure modification and employee assistance programs. Individual level strategies include taking vacation. Getting a realistic job preview to understand the normal workload and schedules of the job will also help people to identify whether or not the job fit them. A systematic review of stress-reduction techniques among healthcare workers found that cognitive behavioral training lowered emotional exhaustion and feelings of lack of personal accomplishment.

86-AM09-4658

### LIST OF LISTENERS

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