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1-BK26-6019

INTEGRATING THE EXPERIENCES AND VIEWPOINTS OF STUDENTS IN GRADUATE TRAINING: A QUALITATIVE STUDY OF FEMALE PARTICIPANTS IN FOUR AFRICAN UNIVERSITIES

PROF. PHILOMINA OKEKE-IHEJIRIKA[1]; AND PROF. SIBUSISO MOYO[2]

Debates on graduate training in African universities often involve major stakeholders such as university administrators, policymakers, funding agencies and scholars. These debates, for the most part, tell us very little about the experiences and viewpoints of the primary stakeholders – graduate students – a critical mass with valuable insights for identifying or developing best practices and policies. As a beginning point in addressing the gap, our pilot study explored the experiences of 35 female graduate students in four institutional contexts, using focus group interviews. The findings of our study highlight some important challenges that graduate students, particularly women, face in their academic pursuits: 1) - as a private journey with formally prescribed rules of engagement and responsibilities for all the parties concerned, and 2) as a social interactive space with its own internal gender dynamics that mediate the experiences of and training outcomes for men and women in different ways. Our findings not only identify huge gaps in literature that need to be filled, but also emphasize the need to involve students in debates about graduate programs. Our project was funded by the Carnegie Corporation of New York, the Council for the Development of Social and Economic Research in Africa (CODESRIA) and the University of Alberta, Canada. The findings of the study will form the basis for a comprehensive study on female and male post-graduate students in Sub-Saharan Africa aimed at improving existing policy and practice.

3-BL03-5964

THE CORROSIVE IMPLICATION OF CORRUPTION ON BUSINESS IN SOUTH AFRICA

PROF. MARIA MATSHIDISO KANJERE[3]

In recent years, South Africa has experienced an unprecedented level of corruption, which pervades the public and private sectors. Diverse corruption saga exists in government entities, parastatals, and private companies including auditing firms. It has become a natural fibre of the modern society that is driven by materialism. What is surprising is that the corruption that is happening at the small scale is being highly tolerated, people tend to focus on grand corruption. Therefore, this paper argues that corruption, irrespective of its size, is corrosive as it impacts negatively on the economic growth of South Africa, depletes the resources, discourages investors, distort flows to the stock market and hampers corporate governance.

Thus, an extensive literature review was conducted to study the implication of corrupt activities on business in South Africa. Findings from the literature showed amongst others that corruption has fermented economic policy uncertainty and political instability in the country, in the same vein corruption has also heightened job losses, unemployment, income inequality

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[2] Prof. Sibusiso Moyo, Deputy Vice Chancellor, Durban University of Technology.
[3] Prof. Maria Matshidiso Kanjere, Professor, University of Limpopo.

and the current downgrade of the South African economy to junk status. Hence, there is a marathon of commissions of enquiry that are aimed at investigating the anomalies in both government and private sector.

The corrosiveness of corruption knows no colour or creed, it has affected all the individuals and businesses alike. Although various initiatives to curb such corrupt activities have been put in place by public policy makers; the initiatives have not yet realised expectations. The paper recommends that in order for the initiatives in tackling corruption to succeed, they will have to be supported by all the structural organisations, businesses, individuals and all citizens of the Republic of South Africa. Furthermore, commission of enquiries will need to be placed under the judiciary to avoid political interference and to enhance their effectiveness and efficiency.

Key words: corruption, business, poverty, job losses, job creations, economy and sectors

4-BK24-6219

STAKEHOLDERS IN CULTURAL DEVELOPMENT: IMPACTS OF ART MARKETING AND ADVOCACY

DR. FANNY MING YAN CHUNG[4]

The cultural development in Hong Kong has been growing rapidly in the past decade. However, the role of different stakeholders who contributed to the rapid development is yet to be examined and highlighted in research and literature. This study aims to bridge the gap by examining the roles of different stakeholders and their impacts on promoting art, through the lens of Art Adoption Process suggested by the Hierarchy of Effects Model (Lavidge and Steiner, 1961): disinterest, interest, trial, positive evaluation, adoption, and confirmation. The behavior from the AIDA model implied how public perceived new interest through time, from awareness to interest, desire and action (Solis, 2011). Importantly, the Hierarchy of Effects Model evaluates the effectiveness and impacts of marketing and advocacy work of the organizations and how well it influences the target audience. This study considered the questions: What are the stakeholders' roles in marketing and advocating art to the public? What are the impacts and contributions made by different stakeholders in marketing and advocating art in the past decade?

To this end, mixed-methods approach was employed in this study. Structured interviews with art practitioners and managers were conducted to investigate the personal and professional viewpoints of the interviewees as regards certain issues on art development. Also, a questionnaire survey was employed to collect data on the public's views on art development. The findings indicate that all stakeholders, including art organizations, art associations, and the public, played a crucial part in raising the public's awareness at different stages of the art adoption process. The art organizations were found to play the role of intermediary that create, circulate and facilitate the ecosystem of art development; the art associations as educator that reach out the local and international community, and realize the aesthetic value of art; and the public as participants that plays the role of driving wheel of art development through firsthand participation.

Keywords: Cultural development, art marketing, art advocacy, aesthetics, public

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5-BK17-6198

A TRIADIC MODEL OF SELF-EVALUATION, MOTIVATION, AND SKILLS' DEVELOPMENT: A STUDY WITH FIRST-YEAR UNDERGRADUATES

MRS. EMAN FAISAL[5]

Objectives: This exploratory study aimed to explore how first-year undergraduates in a collectivist society, i.e. Saudi Arabia, develop their skills in light of the relationship between self-evaluation and motivation. This involved developing a triadic model showing the direct and indirect relationships between the three dimensions.
Design: To develop a triadic model, this mixed-methods research had two sequential stages: a qualitative investigation, and then a quantitative study.
Methods: Semi-structured interviews were conducted on university teachers, first-year undergraduates, and the students' family members. Three themes emerging from the analyses of the qualitative data (i.e. self-evaluation, motivation, and skills' development) informed the development of the questionnaire, which was administrated on a random, survey, sample of 2174 first-year undergraduates. The questionnaire's structural validity and Cronbach's α were investigated.
Results: The conceptual model was tested by following two steps. First, investigating the measurement model by using confirmatory factor analysis, and second, testing the structural model by using structural equation modelling. The model estimated (standardized) the direct and indirect relationships between the latent variables, which were all positive and significant. The model fit the data well (chi2 [df] = 316.714 [97]; $p < .001$; CFI = .948; TLI = .936; RMSEA [90% confidence interval] = .037 [.032-.041]; SRMR = .048). In detail, skills' development was associated with motivation ($\beta = .468^{***}$; S.E = .039; 95% CI [.391, .546]) and with self-evaluation ($\beta = .083^{*}$; S.E = .035; 95% CI [.015, .152]). Motivation was associated with self-evaluation ($\beta = .348^{***}$; S.E = .035; 95% CI [.285, .410]). The indirect association between self-evaluation and skills' development when motivation is a mediator, was significant ($\beta = .163^{***}$; S.E = .021; 95% CI [.121, .205]). Measurement and structural models were evaluated sequentially by using Mplus 7.2.
Conclusions: Even though self-evaluation has a positive relationship with skills' development, this relationship becomes stronger when a student is motivated. It would be worth investigating further the effect of other dimensions on students' skills' development, e.g. social encouragement, especially when taking into account that Saudi Arabia has a collectivist society that uses high-context communications.

[5] Mrs. Eman Faisal, Ph.D. Candidate, University of Cambridge.

6-BK19-6043

USING VIDEO ANNOTATION TOOL TO ENHANCE STUDENT-TEACHERS' REFLECTIVE THINKING AND COMMUNICATION SKILLS THROUGH A COLLABORATIVE LEARNING COMMUNITY

DR. MEI PO MABEL SHEK[6]

Reflective thinking skills and communication skills are the core competences of many professions, particularly in teacher education. With the advancement in information technology, video annotation tool (VAT), has been developed as medium to facilitate student-teacher's reflection in their communication skills. This study aims to investigate the effect of applying VAT on improving student-teachers' level of reflective thinking and communication competence. Eighty student-teachers from two classes of the course "Comprehensive School Guidance" in 2018 participated in this study. Participants were required to take two video shootings for their practices on consultation with parent and then uploaded the videos to a collaborative learning community at an e-platform. Among them, forty students were in non-VAT class where they posted an overall peer-comment in the learning community after viewing the video clips, while others in VAT class were instructed to create several video bookmarks of selected short video segments for giving peer-comments which allowed for simultaneous display of specific video segment and comment. Student-teachers were required to accomplish two reflective journals as well as pre- and post-questionnaire at an e-learning platform to review their own communication skills after each practice. The reflective journals were segmented into units of analysis, and each segment was rated according to the Ryan and Ryan (2013) 4-level model of reflective thinking, which included "reporting and responding", "relating", "reasoning" and "reconstructing" respectively. The average reflective thinking score obtained in each reflective note was the indicator of reflective thinking competence. Two 2 x 2 mixed ANOVAs were conducted to respectively examine whether student-teachers in the experimental (VAT) condition could improve their reflective thinking in their reflective journals and communication competence in their pre- and post-questionnaires more significantly than those in comparison (non-VAT) class over time. Focus group interviews were also conducted after the course to investigate how VAT could support students' learning process, and their perceptions of the strengths and limitations of using VAT. Statistical analysis revealed that in comparison to those in non-VAT group, student-teachers using VAT in peer-learning increased their average reflective thinking score in each of the reflective notes in reflective journals more significantly. Moreover, same analysis revealed that the use of VAT in peer-learning could not promote higher rise in communication competence over time. Future applications of VAT in reflective learning and skill practice in teacher education programme will be discussed.

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7-BL18-6122

EXPLAINING AND FORECASTING FOR THAI CLOTHING EXPORT UNDER ASEAN FREE TRADE AREA (AFTA)

MS. SUVEENA RUNGRODRUTTANAGORN[7]; DR.KWANRUETAI BOONYASANA; MS.SIRIPORN SILAPAVANICH; AND MS. KUNNIKA JAKOR

Thailand's textile industry plays a vital economic role as the major export industry as well as the main source of employment,and currently is renowned globally as a producer and exporter of textiles and clothing. In 2017, from a continental perspective, 63.9% of Thai exports by value were delivered to Asian countries, while 13.1% were sold to North American, 12.5% worth to Europe and just 2.9% going to Africa. However, with the yearly turnover of Thailand's garment industry slightly decreasing,international marketing is crucial in any response with a view towards future export growth.The purpose of this paper involves explaining and forecasting the export value of Thailand's clothing industry to the Association of Southeast Asian Nations (ASEAN)using a mixed-method of investigating the effects of intra-regional trade of the ASEAN Free Trade Area (AFTA) on Thai clothing export.

Documentary research indicates that Thailand is one of a limited number of countries in the world able to supply the complete textile industry chain from provision of raw materials, through the different steps of production processes to the finished end product. Furthermore, after the ASEAN Economic Community's creation in 2015, many efforts, not only in tariff elimination and reduction, but also in integrating industry-focused efforts aimed at removing non-tariff barriers, have had a positive impact on Thailand's textile industry.However, as a consequence of AFTA, Thai garment exports might suffer a decline with more manufacturers expanding to neighbouring ASEAN countries to exploit cheaper costs and more favourable tariff benefits.

In spite of this, the forecasting result of monthly data time series analysis for the period 2010 to 2017 shows that Thai clothing export will increase significantly from 2017 to 2021. Even though this is a good sign for Thailand's clothing industry, in order to capitalize on ASEAN market opportunities, textile producers and exporters need to consider upgrading their production towards technical textiles, as well as exploring product design to meet ASEAN consumer needs. Furthermore, in order to maintain Thailand's position in the global apparel industry, the Thai government and policy makers should look to improving tariff and other benefits for manufacturers, and continue cooperating with ASEAN countries with a view to future sustainability.

8-BL15-6365

UNDERSTANDING THE TAX MORALE OF SMALL AND MEDIUM ENTERPRISES: A SURVEY OF BUSINESS OWNERS

MS. HEMA SOONDRAM[8]; FARHEEN TORAUB; AND BHAVISH JUGURNATH

Taxpayer compliance research has tended to focus on why people evade their taxes rather than on why the vast majority of people do willingly comply with their tax obligations. This intrinsic willingness of complying with tax obligations is characterised as 'tax morale'. The main aim of this research is to seek out factors that affect the tax morale of small and medium enterprises in Mauritius. The factors were based on previous literature and were broadly categorised into

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[8] Ms. Hema Soondram, Senior Lecturer, University of Mauritius.

demographic, corporate and governmental. There is limited research on tax morale focussing on small and medium enterprises. A survey was conducted among 250 business owners and the results analysed. It was found that the majority of the owners have a relatively high tax morale.

9-BK08-5857

RE-CONCEPTUALIZING 'RATIONAL EXPECTANCY' THROUGH: EVOLUTIONARY PSYCHOLOGY, ANTHROPOLOGY, BEHAVIORAL GENETICS AND NEUROPSYCHOLOGY

MS. ASRA MAQBOOL[9]; AND MR. MUHAMMAD MUKARRAM, PHD SCHOLAR, SUPERIOR UNIVERSITY

Objective: The basic objective of writing this paper is to re-conceptualize the concept of 'Rational Expectancy' in postmodernism.

Convergence of Research: Based on the convergence of four sources of scientific research this paper will try to re-conceptualize the concept of 'Rational Expectancy'.

1. Evolutionary Psychology: Evolutionary psychology is basically the other name of modern Darwinism, evolutionary psychologists do not argues that all human are alike underneath.
2. Anthropology: (Study of past & present) Darwinian anthropologist have identified cultural universals with regards to gender relations, art and ritual, language and thought, and trading and competition.
3. Behavioral Genetics: Scientists have identified several genes thought to control human dispositions including the aspects of temperament and cognitive behavior.
4. Neuropsychology: Scientists in this field try to understand which part of brain control emotions and how chemicals in the brain affect thoughts and sensations.

Conclusion: In postmodernism evolutionary psychology help us in understanding the dynamics in human behavior and anthropology tells us how hardwired is human behavior. An individual' rational expectancy is based on his composition of behavioral genetics and unique neurological networks & modules. The knowledge management has provided the concept of 'Knowledge Worker', the one who use his 'Heart' 'Head' and 'Hand' not only for the discovery of knowledge but also for the delivery of knowledge. Moreover, the Service Science of IBM uses the concept of 'Actors', the one who use his knowledge and skills for the benefits of others.

Key words: Rational Expectancy, Evolutionary Psychology, Anthropology, Behavioral Genetics, Neuropsychology.

[9] Ms. Asra Maqbool, Phd Scholar, Taylor's University.

10-BL12-6200

DATA MINING METHODS IN FINANCIAL ECONOMICS

DR. SERPIL KAHRAMAN[10]

With the increase of financial globalization, there has been a need for methods to effectively forecasting financial statement. Nonetheless, large volume of financial data has far exceeded to analyze them by performing statistical of econometric methods. Data mining techniques are used to detect hidden trends and patterns (Han, J. et al. 2011).. Data mining has been applied to a several financial applications and operations. Financial data collected in the financial institutions are usually available which facilitates data mining. DBMS software provides to store and access great number of databases. The information technology has been expanding the focus of data mining to analysis text data, web data, time series or spatial data (Moin & Ahmed, 2012). Since 2000s the whole concept of financial transactions has been shifted to alternative distribution channels such as ATM, digital banking, internet banking, and telephone banking etc. which reduce operational costs. Data mining methods help to evaluate and monitor banks, stockholders, creditors, depositors and other players in financial economy (Mishkin, 1996). There are various areas in which data mining methods can be performed in financial economics include marketing, risk management, fraud detection and Customer Relation Management (CRM). Data mining might be the most important tool to reduce information asymmetry by extracting knowledge from the data. Financial markets are also source of fragility and instability in an economy. Mining financial data allows us for finding potentially successful and risky patterns. Data mining tools can be useful to detect all these factors, which may arise in financial economics. Not only can data mining help financial institutions to increase efficiency and reduce financial instability, it can also increase the liquidity level (cost and time) (Zhang & Zhou, 2004; Ngai, Xiu & Chau, 2009). Recent years, Data Mining is being used by many banks for customer segmentations, risk analysis, forecasting, marketing and other operational purposes. This study provides an overview of the concept of data mining in financial system.
Keywords: monetary economics, international finance, business intelligence, data mining.

11-BK18-5998

NOTIONS OF JUSTICE: SOUTH AFRICAN TEACHERS ENGAGE AND NEGOTIATE

PROF. LEILA KAJEE[11]

Education is imbued with power struggles, transgressions and dichotomies. It is certainly not a neutral entity. Schools, for instance, are capable of reproducing social inequalities, just as they are of transforming our social world. Freire (1970) recognized this duality: his point was that although education can serve to maintain opposing social orders, it is also used to liberate people and transform society. South African is no longer a new democracy, having overcome apartheid in more than two decades ago. However, the South African education system has long been a contentious one, with Jansen (2012), at one point, claiming that it could be a threat to our democracy. South African media is inundated with a deluge of reports of racism, violence and abuse is in schools. This paper argues that justice should be core to the classroom. I engage with multiple notions of justice, then report on a study conducted with teachers in the

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[11] Prof. Leila Kajee, Associate Professor, University of Johannesburg.

field on how they engage with justice. Interview and observation data is included. The paper concludes with implications for teaching and learning.

12-BK07-5824

ESSENCE AND IMPORTANCE OF ARTISTIC CONTENT IN MAJOR MUSIC WORKS

DR. VUSALA YUSIF AMIRBAYOVA[12]

The problem of the artistic content of musical works has deeply dealt with by musicologists and philosophers for centuries. Along with the theory of music has created a variety of theoretical exercises on the instrument of expression and, first of all, about grooming, melody, rhythm, harmony, polyphony, composition forms, the artistic and expressive possibilities of these elements havn't been missed by scientists. In particular, philosophy, aesthetics and art sciences have shown great scientific interest in the content and form, including the interaction between the artistic content and the artistic form in the works of art.

As is known, artistic content is considered to be the major categories that determines the essence of art works and longevity of works. The theory of music has long been involved in the study of the grooming and rhythmic elements of the art form in ancient times, and objective laws of the harmony, polyphony and composition in the classical period. Performing artists and composers have tried to reconcile these formal tools with the artistic content of the art, due to individual psychological sensation and aesthetic outlook. Art critics who interpret the art world of composers are not content with the analysis of formal elements, but have occasionally had to disclose their expressive and artistic qualities.

On the other hand, the philosophical foundations of musicology, or rather, the mutual relationship between the two categories, such as content and form, required the expression of the musical language. In addition to the expressive features of formal elements in order to cover the artistic context, concepts such as generalization through genres and styles, the content of dramaturgical content, and logical traitism have been used.

Having benefited from several scientific achievements of neighboring science, contemporary music has deeply penetrated the sphere of artistic content of music art, developed a new scientific methodology, methodologies and approaches to thoroughly investigate the problem. From this point of view, the new theory created by famous Russian musicologist professor V. Kholopova - special and distinctive content of music - draws attention with its different philosophical foundations and extensive coverage of historical periods of composer's art. The scientist applied his theory to the traditionally composed European composer's work and did not include the musical profession existing on other continents, and especially folklore creativity. The researcher strives to describe the triad (ideas, emotions, and objects) into the general content of music, in the context of compositions of different periods and cultures. In this regard, the artistic content of a large number of works has been deeply and thoroughly analyzed, the new philosophical basis which distinguishes from the Marxism-Leninism was also carefully studied. With refusing the dualism of the content and form of classical philosophy the author viewed the elements that were previously regarded as artistic forms as an exclusive music content and as a result, presented to V. Kholopova, who separates the artistic content of music the unique and exclusive content of this art field in its new theory.

Idea-artistic content which has been found in the creativity of Azerbaijani composers so far has been seriously investigated by musicologists. In the modern era, the issue has come

[12] Dr. Vusala Yusif Amirbayova, Piano Teacher, Sultan Qaboos University.

up with a new approach and has been explored more in detail. Like other national composers' creativity, in the works of Azerbaijani artisans which applied for the dissertation, The issue of artistic content was previously studied from the traditional point of view, and the analysis of formal elements has given greater advantage. However, researchers based on philosophical outlook have also been seriously engaged in investigating the artistic aspect which forms the unity with the form category. in this regard, prominent Russian-Soviet musicologist, academician B.V.Asafyev's remarkable scientific researches deserve attention. The prominent musicologist-scientist aimed to work out a method of scientific analysis of music in many books and articles and tried to solve it. the main goal of the research work is to bring together the ideas and artistic content of the composer's works with the technology and style lines.

13-BK32-6068

EFFECTS OF EMBEDDED STRETCH ANIMATION CLIPS ON LEARNERS' ATTENTION, PERFORMANCE, AND HEALTH STATUS

MRS. SY-CHYI WANG[13]; DR. JIN-YUAN CHERN

Information technology can help simplify our routine tasks and save us time and energy on the one hand; it may cause concerns about health and job performance on the other hand. To help alleviate the negative effects, there have been different inventions and strategies related to computer health behaviors. This study aimed to investigate the possible effects of stretch animation clips on users' perception of health status, emotion stat, learning performance, and task attention.

A serial of stretch animation clips presented in animated Gif format were developed, including stretch of head, neck and shoulder, waist, and hands. A 50-minute learning video was pre-divided into 6 sessions, based on the instructor's teaching flow. Each participant was asked to wear a brainwave biosensor for attention measurement during the experiment. The control group took no stretching interventions throughout the 6 learning videos. The experimental group was settled to watch the videos with embedded stretch clips before and after each clip.

An experimental design was conducted through questionnaire survey, face-to-face interview, and brainwave monitoring. In total, 60 college students were recruited. Overall, the two groups showed no significant difference in self-perceived health status or learning performance. However, the control group had a significantly higher level of self-perceived attention and a stronger sense of severity if they would incur any disease related to body/neck/back due to their current computer use behavior in the next 10 years. When measured with the brainwave monitor, the experimental group outperformed its counterpart for the level of attention in most sessions except for the beginning two sessions, i.e. Sessions 1 and 2.

In summary, while the two groups did not have significant difference in self-perceived health status and learning performance, the control group did show significantly stronger sense of severity and lower level of attention performance as measured by the Brainwave monitor. Intermittent stretch/break embedded in elearning materials is suggested to help relieve the learners' concern of health and boost their attention performance. As for the in-significance of health status and learning performance, part of the reason might be attributed to the short period of time that the experiment was running in the cross-sectional research design, and the performance test was memory-based concept or procedural knowledge. A longitudinal experiment and a different approach of performance test are also suggested for further studies.

[13] Mrs. Sy-Chyi Wang, Associate Professor, National Chiayi University.

14-BK34-6202

WHAT MAKES A GOOD SELF-ACCESS CENTER?

MS. MUNA AULLAD THANI[14]

The presenter will discuss the findings of a study that took place in the Self-Access Center (SAC) in the Center for Preparatory Studies (CPS) at Sultan Qaboos University in Muscat, Oman. SAC aims to encourage students to become autonomous learners and to give them freedom to select language-learning resources. The study focused on two areas to evaluate the effectiveness of SAC from students' perspectives: the available resources and the center's environment.

Data was collected from students who used SAC via an online questionnaire. The questionnaire asked students to rate their preferences for the available materials in the center (e.g., skills worksheets, grammar exercises, intensive reading exercises, and DVDs) and to share their opinions about the different aspects of the center's environment (e.g., furniture, space, location). In addition, students were invited to offer suggestions for the improvement of the center's services.

The results of the study showed that participants preferred easily accessible materials (e.g., skills worksheets with answer key) over materials that require more time and attention (e.g., DVDs). The presenter will give two main arguments based on the results of the study. The first is that students' use of the center and its materials is less a reflection of the students' awareness of the center's philosophy of autonomous learning and more about meeting class requirements. The presenter will introduce examples of class requirements that could lead students to select skills worksheets over other available materials. Second, the presenter will argue that in the context of this study the teacher plays a significant role in students' choices and will emphasize that a teacher in this context can encourage students to explore all available resources in SAC that are useful to their language proficiency. The presenter will also discuss how the effectiveness of SAC might be improved by changing its approach from fully autonomous learning to a teacher- or class-directed approach.

In the study, respondents generally expressed a positive attitude about the center's environment and layout, though a number of them expressed concern about the small total area of the center and number of available computers. The presenter will discuss the importance of the physical environment and layout of a center such as SAC.

The presenter will also discuss suggestions to improve SAC in CPS which are applicable to other such student access centers around the world, including the effective integration of online resources and the role of staff in facilitating the operation of SAC. The presenter will also discuss the importance of creating gender-specific areas in SAC, which is significant in the context of Oman. The presenter will conclude the presentation with suggestions for future research in this area of study.

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[14] Ms. Muna Aullad Thani, Language Instructor, Sultan Qaboos University.

15-BK33-6286

THE ABDOMEN: A COMPARATIVE HISTORY OF THE ANATOMICAL TERMS IN ENGLISH AND ROMANIAN

DR. ECATERINA PAVEL[15]

Etymology is often captivating as it provides remarkable information about the evolution of terms and their meanings. Albeit a field of innovation, medicine remains a domain essentially affiliated with Hippocrates' terminology, as far as anatomy is concerned. The main purpose of this paper is to trace the origins and development of the anatomical terms designating the abdominal cavity and its viscera (stomach, liver, gallbladder, pancreas, intestines, etc), as they appear in English and Romanian languages.

The better to explore this topic, I will compare and contrast the etymology of the analysed terms from a diachronic perspective, in order to identify to what extent these terms share a common history or indicate different origins (Greek, Latin, Slavic or Proto-German roots). Furthermore, I will investigate the cultural backgrounds, the literary references, the traditions and beliefs which have influenced the evolution of these words. Emerging from a Proto-Indo-European substratum and sharing a common background of beliefs, some of these terms appear to be analogous in their subtle connotations as well. In addition, I will explore the different subsidiary meanings of the terms by exploring the idiomatic expressions, phrases and other contextual uses of these words in the two languages. This morphological and semantic itinerary will reveal certain confluences in the evolution of the analysed anatomical terms.

The comparative analysis of these terms, based on their etymology, symbolism and cultural history, as they are used in English and Romanian, could provide a valuable perspective if we take into account that these languages can be viewed as instances of the two subgroups of the Indo-European family, the Germanic and the Romance languages, spoken in the modern Western countries.

16-BL17-6191

ROLE OF INDUSTRY CONTEXT IN THE FIRM ENVIRONMENTAL- FINANCIAL PERFORMANCE LINK: INSIGHTS FROM EXTRACTIVE SECTOR

DR. OLUSEGUN VINCENT[16]

Extant studies on the impact of corporate citizenship behaviour on firm financial performance have produced contradictory findings. Literature remains inconclusive largely due to faulty theorising and methodology. One key assumption is that the evidence from a particular research can be generalised across contexts, whereas these differ from industry to industry. A good example of an industry with theoretically and methodologically valid peculiarities is the extractive sector owing to the sector's centrality in the discourse on business role in climate change and environmental sustainability. We therefore argue for an idiographic perspective that allows theory and design that are sensitive to the industry's idiosyncrasies. In this paper, we draw on 94 firms that involve in extractive business based on the S&P 500 index. The results show that environmental performance has no significant association with extractive firms' financial performance. Meanwhile, results based on full data set (S&P 500 including the extractive firms) depict a significant positive relationship. This confirms our hunch regarding the idiosyncratic nature of the extractive industry. We discuss the implications of the study.

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15 Dr. Ecaterina Pavel, Assistant Professor, Transilvania University of Brasov.
16 Dr. Olusegun Vincent, Senior Lecturer, Pan Atlantic University.

Keywords: Environmental performance, financial performance, extractive sector, S&P500, positive/negative synergy hypothesis

17-BL11-6110

LEADING THE FINTECH INVESTMENTS: AN EMPIRICAL COUNTRY ANALYSIS

PROF. CLAUDIU BOTOC[17]; MARILEN PIRTEA, PROFESSOR; AND ALEXANDRU BOCIU, PHD STUDENT

Financial Technology (FinTech) revolution is one of the most promising industries in recent years, experiencing a continuous upward trend. The FinTech market is characterized by a rapidly growing number of start-ups and businesses without bank licenses (non-banks) and is comprised of four segments, Digital Payments, Alternative Financing, Alternative Lending and Personal Finance.

The use of financial technology (FinTech) has gained increasing attention in recent years for at least two premises. On the one hand Fintech investments largely rely on advanced new technologies in order to decrease the unit cost of financial intermediation, through faster payment services, easier operations to the customers, improved sharing of information. Such technology-driven changes have in the past occurred with the move from banking branches to ATM machines and from ATM machines to telephone and online banking. On the other hand, several renowned professionals foresee that it is likely to consume financial services with the aid of heart biometrics, face recognition as well as emerging IT apps.

The main aim of the paper is to analyse the prospective impact of economic and technological determinants on the emergence of future FinTech investments, for 49 of the world's leading digital economies, covering the period 2018-2022. Given that our study is a forward-based, the related challenge is whether Fintech will disrupt the financial system in a way that will decrease or increase undesirable properties. Using panel data models our results highlights that Fintech investments occur more frequently in countries with well-developed capital markets, where the latest technology is readily available and in countries with more mobile telephone subscriptions. Other control variables, like population, online banking penetration or new registered companies are significant and positively associated with future FinTech proxy. Therefore, the findings suggests that FinTech investments need not be left to chance, but active policies could influence the emergence of this industry.

18-BK35-6305

DOES CROSS-LISTING IN THE US IMPROVE INVESTMENT EFFICIENCY? EVIDENCE FROM UK CROSS-LISTINGS

DR. ABED AL-NASSER ABDALLAH[18]; AND WISSAM ABDALLAH

This paper examines whether managers of cross-listed firms improve corporate investment efficiency through learning from the stock market upon cross-listing. Using a sample of UK firms cross-listed on US regulated and unregulated stock markets, we find that cross-listed firms on unregulated markets invest more efficiently than non-cross-listed firms following cross-listing. The analysis of pre- and post-cross-listing shows that cross-listed firms improve

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their investment efficiency post cross-listing regardless of the location of cross-listing (i.e. regulated versus unregulated exchanges). Furthermore, we find firms with low level of private information embedded in their stock prices, and firms with higher board independence improve their investment post cross-listing. Our findings suggest that managers of cross-listed firms are guided by firm-specific characteristic more than by stock market signals when they embark on new investment projects. Moreover, we find evidence that cross-listed firms on regulated exchanges perform poorly after cross-listing, whereas those cross-listed on unregulated exchange experience high performance post cross-listing. This indicates that the listing and regulatory requirements imposed on cross-listed firms by the US Securities and Exchange Commission (SEC) do not effectively deter managers from investing in value-destroying projects.

19-BK29-6097

HOW SEX, GENDER, AND SEXUAL ORIENTATION INFLUENCE HIRING DECISIONS

DR. TRENTON MIZE[19]

Why do heterosexual women face disadvantages in the labor market? Gay men? Lesbian women? A person's sex and sexual orientation categories can influence how they are treated in interaction—and how they are evaluated when applying for jobs. In addition, a person's gender presentation—that is, how masculine or feminine they are perceived—also influences assessments and evaluations. However, these factors co-occur, making their unique influences difficult to assess. For example, someone who interviews a feminine female job applicant may assume she is heterosexual; someone who learns that a job applicant is a lesbian female may stereotype her as masculine. These overlaps make the unique—and intersecting—influences of these dimensions difficult to disentangle.

In this paper, I report two survey experiments designed to test the unique causal influence that sex categories, gender presentation, and sexual orientation have on evaluations of job applicants. To test the hypotheses, I recruited a diverse sample of hiring managers with a wide range of real world experience assessing job applicants. Potential job candidates are presented to the hiring managers for evaluations. The job candidates systematically vary as to whether they are (a) male or female, (b) masculine or feminine, and (c) heterosexual or gay/lesbian. The job candidates are identically qualified; only their sex category, gender presentation, and sexual orientation distinguish between them. The hiring managers then provide assessments of each potential applicant's competence, warmth and likeability, qualifications—and ultimately—whether they are seen as worthy of being hired or not.

The results suggest that the socially constructed aspects of gender—that is, how masculine of feminine an applicant is viewed—have primarily influence on the evaluations of the job applicants. When sex and sexual orientation categories are empirically separated from masculinity and femininity, they have little independent influence on the hiring managers' assessments. Additional results illustrate the importance of considering intersections not only of the job applicants themselves—but also with the hiring manager. Men and women hiring managers preference different traits of potential employees. Thus, while both men and women hiring managers similarly evaluate the competencies and skills of each job applicant, their recommendations for who to hire diverge because of different emphases on different traits. Across the two experimental studies, the findings are robust to indicating the masculinity and femininity of a job applicant via their behavior (Study 1) and via their hobbies and interests

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(Study 2). The findings underline the importance of considering sex, gender, and sexual orientation intersectionally and illustrate the fundamental importance of the socially constructed nature of gender.

20-BK11-6046

TRANSLANGUAGING AND CHILDREN'S NEGOTIATIONS OF IDENTITIES IN IMAGINATIVE PLAY: A LINGUISTIC ETHNOGRAPHY

MRS. SHARIFA AL BATTASHI[20]

The translanguaging turn has led to a burgeoning body of research which highlights the role of translanguaging as a multilingual practice in education, social interactions and identities yet young children remain largely absent in this scholarship. Conversely, research on young children highlights their active agency in performing and negotiating identities, including in imaginative play. However, the role of translanguaging in such processes is under explored due to the focus on conventional linguistic practices. Taking together, these two bodies of work suggest the relevance of considering the ways in which multilingual children use translanguaging practices to perform and negotiate intersectional identities. This is a timely issue given rising linguistic diversity in cities such as London and in the context of contradictory early years policy and curriculum: on the one hand supporting home languages and, on the other, promoting English language proficiency for school-readiness. The theoretical frame of this project will draw upon concepts from the sociology of childhood as an interpretive framework especially those relating to the social contributions of children, generational status and generational, social and linguistic inequalities. The work of Bakhtin on dialogism and heteroglossia will provide an additional theoretical lens to approach children's translanguaging as meaningful and situated social practice as well as potential tensions associated with its use in a formal educational setting.

A public preschool classroom in North London will be used as research setting to explore how notions related to language(s) and childhood are represented and enacted in the curriculum, policy and practice and the implications for children's identity negotiations. As the emphasis on school readiness in preschools focuses on the formal aspects of language, unconventional practices like translanguaging are taken as incorrect, incomplete and often unfavored. As such, imaginative play will be considered as key site where translanguaging may occur, and where children may engage in performances and negotiations of identities.

In attempting to uncover the connections and disjunctions associated with children's translanguaging practices and their relation to broader social discourses, policies, and curriculum, linguistic ethnography will be used as a key methodology. Detailed ethnographic descriptions, along with Fairclough's (2003) Critical Discourse Analysis as an analytical tool, will allow for interrogation of translanguaging practices and identity negotiations in play in relation to broader power relations.

KEYWORDS: Translanguaging, Identities, Early Childhood, Sociology of Childhood, Linguistic Ethnography, CDA

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21-BK25-6208

THE MAIN THEMES OF SOFT POLICING ADOPTION IN ABU DHABI POLICE: QUALITATIVE APPROACH

MR. MOHAMED ALHANAEE[21]

The concept of soft policing is under-researched world wide, while this concept remains completely novice in the UAE. Soft policing involves the participation, and communication of the public with police. Soft policing has been developed as a new discipline to traditional policing due to a need for a change in the approach of policing. The aim of this research is to investigate the adoption of soft policing in Abu Dhabi Police, as an approach for crime reduction, increasing participation and communication between the public and the police force.

Using a qualitative approach, data in this study are collected through 20 interviews based on 18 questions. The participants are recruited from different deparments, ages, ranks and levels of experiences to gain different perseptives about the application of soft policing in Abu Dhabi Police. The collected data will be analysed using Thematic Analysis as a framework to identify, analyse and report common patterns. Data analysis in this study aims to identify common themes emerging from the differences of opinions between senior and junior police officers. The main themes generated from the collected data are the following: Communication with Community, Public Cooperation, Trust Development, Avoiding Violence, Crime Reduction, Happy Petrol, Community Confidence, change, training, traffic violation, and Youth Police Gathering.

The contribution of this research comes from the fact that there are no similar studies not only in the UAE but also across the GCC region. The findings are also beneficial to Abu Dhabi police, in particular to its managers as there is an increasing emphasis across the police force to develop effective initiatives to strengthen communication channels, public cooperation, trust, and confidence between local community and the police. In addition, this study comes at a crucial time where managers have started to realise the importance of adopting soft policing in crime reduction and thus resulting in more involvement of the public in police operations. Finally, this research would benefit from further examination of the public opinion in order to investigate their awareness and understanding of the concept of soft policing.

22-BK23-6254

EXPANDING THE EXPLANATORY SPHERE OF RATIONAL CHOICE THEORY: BRIDGING RATIONAL CHOICE THEORY AND SOCIAL IDENTITY THEORY

MR. JAMAL ABDI[22]

Due to its fundamental assumption of self-interest, rational choice theory falls short in explaining essentially any behavior that does not wed with the selfish dictates of private utility maximization. In other words, rational choice theory falls short in explaining any “selfless” action undertaken in the name of an identity group. Any “selfless” action undertaken in the name of an identity group is considered irrational and thus beyond the explanatory sphere of rational choice theory. The purpose of this paper is to suggest expansion of rational choice theory´s explanatory sphere through bridging of rational choice theory and social identity theory, and in terms of interest(s), it is suggested that the clear distinction between the individual “self” and inescapable social group, e.g. race, is neutralized through bridging of

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rational choice theory and social identity theory. Hence, it is also argued that by pursuing the collective interest of an inescapable in-group, the individual is indeed pursuing its own interest, as the interests of the individual are inextricably linked to the interests of the whole group, and that the pursuit of private utility maximization, on the expense of an inescapable in-group, is irrational while pursuing the collective interests of an inescapable in-group is indeed rational. Therefore, through bridging of rational choice theory and social identity theory, the explanatory sphere of rational choice is expanded to include action undertaken in the name of a social group.

23-BK21-6150

TENDENCY OF INJUSTICE IN THE IMPLEMENTATION OF ''REDD+" BENEFIT SHARING SCHEME IN INDONESIA'

MS. KAHFIYA HASBI[23]

Since the REDD (Reducing Emissions from Deforestation and Forest Degradation) program was initiated, many indigenous communities have eavesdropped the issues that preserving forests can make money. However, the scheme for profit-sharing to those who take active actions to preserve the forest is still unclear. Under the Indonesian Department of Forestry, and the REDD+ (Reducing Emissions from Deforestation and Forest Degradation Plus) task force, most of the money will go to the central government in Capital City, Jakarta, and the remaining money will be disbursed to local governments.

As part of forest protector, it is very logic that indigenous communities should get a share from REDD+ project. However, the government in this country has yet to pay attention to the direct role of the community. Instead, the political elite in this country argue that the distribution of REDD+ should be focused on the "most threatened forest section", implicitly in the area used by companies under government permission to "destroy" the forest in running the business. They argue that it would be more effective if the government pays the REDD+ money to such companies as compensation, so the forests will remain sustained and the business will run well. Of course, many people disagreed, and this has led to the end of the REDD+ Task Force regime.

This paper aims to contribute in finding the reason why the REDD+ benefit sharing scheme is difficult to be applied in Indonesia even though this country has committed to the reduction of climate change. Indonesia was not only committed to reduce deforestation by itself, but also was willing to cooperate with international organizations and other countries to reach the objective. However, this commitment was full of challenges, especially in the disbursement of the deforestation money, integrity and transparency.

This paper is an analysis of the capacity of Government of Indonesia to induce the compliance with the REDD+, especially in benefit sharing scheme. The research is based on literature study. It focuses on the legal examination through the policies and legislations in Indonesia related to REDD+. The examination is conducted through the view of transnational legal process in the international compliance theory.

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24-BL10-6183

AGRICULTURE NEGOTIATION IN THE DOHA ROUND: WHY WE ARE HERE

MS. PRISCA RUMOKOY[24]

In the 1995 Uruguay Round, the members of the World Trade Organization (WTO) successfully agreed to bring the politically sensitive sector of agriculture under the WTO through the Agreement on Agriculture. The Agreement on Agriculture involves the issues of market access, export support, domestic support, and special and differential treatment for developing countries. Five years later, in the Doha Round, the WTO members pushed the agricultural negotiation forward. However, although the principal areas of the negotiation are similar, the outcome of the two multilateral negotiation rounds is strikingly different. Although the Uruguay Round successfully concluded, the Doha Round is at an impasse, even after some efforts to activate it. This posits the question of why the Doha Round cannot be concluded, even though it presents very similar content as the Uruguay Round. Most of the scholarship in this area has focused on why the Doha Round should have been completed, but all the studies are missing an analysis on why the Doha Round came to an impasse in the first place. Employing a qualitative method, this research utilized the comparative studies of the Uruguay Round and Doha Round, including the existing literature and archives on the negotiations, to obtain a better understanding of why, despite the similarities, the two negotiating rounds resulted in different outcomes. This paper argues that this is because of the increasingly active role that developing countries have been playing in the WTO negotiation because of their critical interests of food security. First, the rise of global food prices has greatly impacted the food security of developing countries. Second, developing countries now have more influential and coordinated voices in the WTO. Developing members have joined the battle among primarily developed country trading partners to fight for their interests. Unless their interest is taken into consideration, it is likely the Doha Round will not come to a resolution.

25-BL09-6309

MULTIMODAL TRANSPORT DOCUMENTS IN THE CONTEXT OF INTERNATIONAL TRADE LAW

MS. PIMKAMOL KONGPHOK[25]

The current cross-border transport of goods has been shifted from unimodal carriage of goods to an integrated multimodal transport where two or more modes of transport are involved in one journey under a single contract. This phenomenon is obviously a by-product of containerisation and technological developments in terms of transport operations and relevant infrastructure.

Despite the constant growth of containerisation and multimodal transport operations, the peculiar but true fact is that, in terms of regulatory framework, there has been no successful attempt that could achieve global uniformity. Almost four decades of the failure of the 1980 MT Convention, coupled with the hopeless situation of the 2009 Rotterdam Rules imply that the fragmented current legal framework on multimodal transport, a mixture of international unimodal conventions, regional/sub-regional agreements, national laws and standard contractual forms, will continue to be applicable to multimodal transport. Therefore, the issues of legal uncertainty and unpredictability, together with conflicts and inconsistencies still exist.

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In terms of multimodal transport documents, the number of this type of documents used in transport industry is significantly escalating as a result of the rapid growth of door-to-door transport. However, a lack of international set of rules regulating multimodal transport leads to the situation where the legal status and functions of multimodal transport are ambiguous and it can possibly jeopadise the legal value of this type of transport documents in various dimensions, not only for consignors and consignees under carriage of goods contracts, but also for buyers and sellers under sale of contracts as well as banks as examiners of required documents under letters of credit. Thus, an analysis of legal status and functions of multimodal transport documents in the context of international trade law is the main focus of this presentation.

To tackle with documentary issues, short-term and long-term solutions are proposed including, judicial recognition with regard to the legal status of multimodal transport documents in the same level as maritime bills of lading, an amendment of relevant statutes i.e. COGSA 1992 and the possibility of the future international convention on multimodal transport as an optimal long-term solution to cope with current conundrums regarding the use of multimodal transport documents.

Keywords: multimodal transport, multimodal transport documents, international trade law, sales of goods, letters of credit

26-BL13-6325

IMPACT OF SUPERVISION MECHANISM ON THE EARNINGS MANAGEMENT BEHAVIORS OF INTERNATIONAL DIVERSIFICATION FIRMS

PROF. YUNSHENG HSU[26]; AND YAN-JIE YANG

The purse of this paper is first to examine the substitution between accruals and real earnings management. And then to analysis the impact of international diversification on the substitution between accruals and real earnings management. Furthermore, to test whether supervision of international diversification, measured as information transparency and investor protection, would affect the substitutive effects.

The empirical results show that there are substitution between accruals earnings management and real earnings management. And international diversification increases information asymmetry, and then increases the incentive shifting to accruals earnings management from real earnings management, which might damage the firms' real value. The supervision mechanisms including information transparency and investor protection, are likely to decrease the use of accrual among earnings management and increase the use of real earnings management.

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27-BL16-6123

INFLUENCE OF INTEGRATED MARKETING COMMUNICATIONS IN ONLINE SOCIAL NETWORKING ON CLOTHING PURCHASE OF ASEAN CONSUMERS

DR. KWANRUETAI BOONYASANA[27]; ARTTAKARN SATTAYAPANICH; AND SURACHART BUACHUM

The Thai government reports that Thailand's garment industry supports the employment of 800,000 to one million workers, while the textile industry employs 200,000 people, making these two industries combined the second-most important employment sector in the country. However, both are facing major problems that demand attention, for example, labour costs, new design and product development, and especially marketing strategy. These concerns underpin the purpose of this paper which is to study the influence of Integrated Marketing Communications (IMC) in online social networking on clothing purchase of the Association of Southeast Asian Nations (ASEAN) market, which is expected to become the world's fourth largest market by 2030. The research instrument includes questions that provide descriptive statistics and enable analysis by way of a chi-square test.

From the selected sample of 470 ASEAN consumers, the findings show that subjects are influenced in their choice to purchase by IMC in online social networking, which includes advertising, sale promotion, public relations and direct marketing - except for subjects from Myanmar, Lao People's Democratic Republic and Cambodia, due to limited internet access. Although the biggest numbers of digital buyers are from the Philippines (25m), Vietnam (24m) and Malaysia (16m) respectively, Singapore e-commerce market is more mature. In the Philippines, Vietnam, Thailand and Indonesia, e-commerce is still at a very early stage remaining an important reservoir of growth for this international market.

Major differences in religion, culture and income levels across the ASEAN market would indicate that fashion designers, being involved with the intricate planning and detailing in creating the look of the garment, should take into consideration these factors in providing an end product aesthetically appealing to the diversity of consumers Moreover, even though creating IMC in online social networking gives rise to a certain branding aura, and could benefit Thailand’s broader digital marketing, entrepreneurs should focus their efforts on the networks that correspond best to their target consumers, in order to create a community of brand advocates, build trust, and receive feedback on customer experience.

28-BK20-6204

TRANSACTION SECURITY IN INDONESIAN ONLINE BUSINESS: WILL MARKETPLACE SERVICE PROVIDERS BE OUR NEW LEGITIMATE MEDIATOR?

MR. DANANG WIRAWAN[28]

The development of information and communication technology (ICT) is inevitable in the internet era. It leads to the world without borders (borderless) and changes people’s social behaviors. One of the significant changes is e-commerce.

People who live in the suburbs used to go to the market or certain shops miles away from their home. It costs them a lot in gas and time, not to mention that they do not necessarily find what they want. With e-commerce, where almost all people in the world are connected via

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internet, marketplaces switch from miles away into just 'one click away'. Instantly, people from different countries do not need to see the actual shop where virtual shops (Amazon, e-Bay or Alibaba) are just fine and it reduces a lot of costs for both seller and buyer.

However, this change is not free from bad faith, fraudulent and other illegitimate acts conducted either by the seller or the buyer. To protect the good faith in transaction, marketplace service providers then provide escrow service. Therefore, the marketplace providers will keep the money paid by the buyer until the transaction is complete without dispute (the buyer receives the product safe and sound without complain). Afterwards, they will send the money to the seller's account.

However, what if the transaction does not succeed, for example the buyer receives different product, the product is in low quality, the delivery is late or the product never arrives? The marketplace provider will then act as mediator in the case. It will judge the best possible way to resolve the problem. Next question is: how far is the authority for these marketplaces to resolve the dispute in online businesses?

This paper aims to analyze the legality and eligibility for marketplaces to conduct dispute resolution especially in Indonesian online business practices. Further, because the marketplace itself is now providing a type of financial service, then how does the Indonesian Financial Authority (Otoritas Jasa Keuangan / "OJK") regulates their activity in the market? The last but not least, this paper will also provide good recommendation for marketplace service providers and the government of Indonesia to protect online users as well as to create good and trustworthy online business activities.

29-BK12-5936

CREATION OF NARRATIVES IN THE MAZATEC INDIGENOUS LANGUAGE AS A METHOD TO ENCOURAGE THE USE OF THE LANGUAGE AND PROPAGATION IN THE NEW DIGITAL MEDIA.

MS. BETZABET GARCIA-MENDOZA[29]; AND DR. CARLOS R. JAIMEZ-GONZALEZ[30]

The United Nations Educational, Scientific and Cultural Organization (UNESCO) has declared the indigenous languages as intangible heritage of humanity, because they are an invaluable cultural wealth that must not be ignored. According to this organization, 97% of world population spoke 4% of the existing languages in the world in 2003, whereas in the remaining 3% of world population concentrated the majority of linguistic diversity with the 96% of the existing languages.

In the case of Mexico, according to the Catalog of National Indigenous Languages, which is published by the National Institute of Indigenous Languages, there is an important linguistic diversity conformed by 11 linguistic families, which have 68 linguistic groups with 364 variants. This situation puts Mexico as one of the countries with the greatest cultural and linguistic diversity in the American continent. However, indigenous languages are disappearing. In the beginning of the XIX century, 60% of the Mexican population spoke an indigenous language, but by the end of 2016 only 6.5% were able to speak an indigenous language. These figures demonstrate the process of linguistic displacement, which occurs when the majority of the speakers of a language A replace their use for another language B. The result in a particular community is that its speakers start using language B for communicating, and stop the use of language A.

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The mazatec indigenous language is spoken by 3.2% of the Mexican population that speak an indigenous language. The UNESCO Atlas of the World's Languages in Danger has catalogued the mazatec language in the category of vulnerable. For this reason, this research focuses on one of the many problems that are causing the extinction of indigenous languages, specifically the linguistic displacement of the mazatec language by the spanish language. It should be noticed that mazatec speakers have very few spaces for practicing written and spoken skills of their own language.

Some research propose the use of new information and communication technologies to boost the revitalization, development and rescue processes of indigenous languages. The use of indigenous languages in the media such as the Internet, provides them a new functional scope and gives them some status and visibility in the society. The majority of projects that have been carried out in Mexico regarding preservation and revitalization of indigenous languages have been focused on the translation of isolated words. According to some authors, digital systems should encourage the development of linguistic skills, such as speaking, listening, writing, and reading. Therefore, the creation of narratives is considered a suitable method to encourage writing in the mazatec language, specifically narratives related to their culture and traditions, because they involve words that only have a meaning in the mazatec language. Additionally, it has been observed that children and young people feel mostly identified if the contents and activities requested by a digital system are related to their culture.

This research focuses on the development of an online tool to generate narratives, using a comic format, where children and young people will be able to create their own stories in the mazatec language, related to the Cha Xó Ó tradition, which is a festivity that takes place on the day of the dead, it is also part of their culture and reinforce their identity. The online tool will allow to share the generated comics on social networks, which will give visibility and propagation of the mazatec language in the new digital media.

31-BK22-6203

NEW MEDIA CONTENT AND IT'S EFFECT ON EGYPTIAN FOOTBALL FANS' ENGAGEMENT AND LOYALTY

MS. JAILAN EL-BOUS[31] DR. AYMAN METWALLY AND DR. SHERIF HASSAN

A study was released by IMG consulting addressing the rising importance of social media in the daily lifestyle of a football fan and it demonstrated how the use of social media content became a must when communicating with football fans to reach high engagement from all fans of different ages in addition to the ongoing importance of traditional media (McLaren, 2015). Therefore, social media has become the window for brands and sport organizations to communicate and engage directly with the fans and moreover with younger audience whose direct interaction with their favorite team was formerly limited only to access paid-TV or buying ticket with high prices but now with the online platforms' era, fans are open to different online channels with athletes, teams and brands (Coulson, 2015).

(McLaren, 2015) states that more than 35% of UK football fans on Twitter follow their favorite teams and athletes and at the same time more than 40% of fans use their online platforms' account to follow scores and statistics during the game.

Football teams were faced with the huge impact of loyal fans and started focusing on communicating with them to build a strong fans' base. Egyptian football teams are not an exception, it is a big business that have a broad range of loyal fans, therefore a profound

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understanding of how these teams manage their social media in order to brand itself and effectively communicate with its fans will consequently increase their fans' loyalty.

The purpose of this paper is to investigate how social media content can lead to fans' engagement and its direct relation to football fans' attitudinal and behavioral loyalty in Egypt. Three preliminary Interviews were conducted for getting more insights about existing social media approaches in Egyptian football teams and how football fans' loyalty is identified and measured as well as 380 bilingual questionnaire were administered online and offline. The research methodology deployed is a mixed study using qualitative and quantitative techniques.

32-BK15-5893

EXPERIENCING AGGRESSION FROM DEMENTIA PATIENTS: MODERATING ROLE OF EMOTIONAL SUPPORT

MR. ABDULLAH HAFEEZ[32] DR. KIRAN NAUMAN, ASSISTANT PROFESSOR; MR. SHEZAD BUTT, ASSISTANT PROFESSOR; AND DR. NAUMAN AYUB, ASISSTANT PROFESSOR

This study examined the moderating role of emotional support on the relationship between dementia patients' aggression and health and job-related outcomes of nurses. Data was collected from nurses working in nursing homes that housed demented people. Aggressive behavior manifested by dementia patients can have serious consequences on the job outcome of nurses, to the extent that nurses may feel that the institution is somewhat at fault for the occurrence of such events. Depending on the nature and frequency, patients' aggression can have a range of adverse consequences on nurses' health and wellbeing. Research on emotional outcomes has demonstrated that victims often feel shocked, nervous, frightened, angered, embarrassed, humiliated, guilty, disappointed, and dejected. Prolonged exposure to aggression may lead to negative emotions like frustration, animosity, resentment, hatred, and sometimes a desire for revenge.Studies have revealed that being a target of dementia patients' aggression is associated with various undesirable consequences, like higher frequency of physical illness, increase in psychological distress, and decline in job satisfaction. Although there is now a considerable literature on aggression against nurses, little research has assessed the aggression from dementia patients or the factors that may buffer the detrimental outcomes of experiencing aggression. Results revealed that nurses who experience aggression from demented people are likely to have health issues, and show reduced engagement and satisfaction with their job. Moreover, emotional support significantly moderates the effects of aggression on health, job engagement and job satisfaction of nurses. It was found that when subjected to aggression, nurses who feel less emotionally supported, report more health issues, and lower job engagement and job satisfaction. To the best of the researchers' knowledge, this study is the first to integrate literature on dementia care with research on social support. It hopes to promote more research so that interventions for dealing with demented people's aggression can be developed.

Keywords: Aggression, dementia, emotional support, health, job-outcomes, nurse

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33-BK36-6121

THE EFFECTS OF SERVICE PROBLEM SEVERITY AND BRAND LOVE ON BRAND FORGIVENESS, BRAND AVOIDANCE AND BRAND REVENGE

DR. SIRIRAT RATTANAPITUK[33]

Service failures are unavoidable. Within their organisations, employees can frequently cause service failures, large and small alike. When this happens, it is the manager’s responsibility to manage and cope with the service failure, as well as to ensure that customers remain satisfied after said failure. Given this, the ability to deal with customer responses to service failure is a crucial skill for managers.

The purpose of this article is to investigate the effect of service problem severity and brand love on brand forgiveness, brand avoidance and brand revenge. In so doing, 170 students were asked to complete five-part questionnaires about a Starbucks coffee shop in Thailand. The researcher used the Structural Equation Model (SEM) to process the data, using the AMOS program. A factor analysis was performed. Only the items which exceeded a score of 0.70 for each factor were used in the later stages, at which point a reliability test of the scale was performed. The results showed that each factor had an excellent reliability score, with the Cronbach alpha of each exceeding .90. After the test of reliability, the structural equation model was used to analyse the model. The results showed that service problem severity has a positive impact on brand avoidance and brand revenge, and that it has a negative relationship with brand forgiveness. The results also showed that brand love has a positive relationship on brand forgiveness and that it has a negative relationship on brand avoidance and brand revenge.

To be more specific, when service failures did take place, customers tended to avoid, not forgive and take revenge on the service provider brand when the problem was more serious. However, a service provider brand can leverage its failure by creating brand love, since brand love can heal the problem. The more customers love the service provider brand, the more likely they are to forgive and not take revenge through a service provider brand. All in all, this article provides a theoretical contribution on brand love and service failure. Marketing managers will benefit from understanding how their service failure could be leveraged.
Keywords: Brand love, brand forgiveness, brand avoidance, brand revenge, service failure

34-BK37-6398

GENDERING VIOLENCE: THE OIL PARADOX, WOMEN AND CONFLICT IN THE NIGER DELTA OF NIGERIA

PROF. VICTOR OJAKOROTU[34]

The Niger Delta in Nigeria has attracted the attention of human rights activists and environmentalists over the years due to incessant violence arising from the policies enunciated by the Nigerian state and oil multinationals towards the local people. The grievances of these communities, which have fuelled the violence, are informed by at least three fundamental issues: one, environmental degradation that is by-product of oil exploitation; two, gross marginalization of the people of the Niger-Delta and, three, exclusion of the local people from access to oil wealth that has been generated from the region for over four decades.

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In spite of the fact that Nigeria is the world's sixth-largest oil exporter with billions of dollar accruing to the state yearly, this reality does not translate to physical development of the Niger Delta – the very locale which generates more than eighty percent of Nigeria's national wealth. The perceived insensitivity of the state and oil multinationals to the plight of the oil-bearing communities has, therefore, informed the recurrence of violence in different dimensions with serious consequences on both women and children in the region.

The impact of the condition of the Niger Delta on women and children has necessitated the involvement of women in the struggle against the activities of the Nigerian state and the oil multinationals in the region. To this end, women in the early '90s began to employ peaceful protest in the Niger Delta, which was a departure from the thirty-year long male-orchestrated violent method of resistance. Against the background of oil paradox in the Niger Delta, this paper will, inter alia, highlight the circumstances that stimulated women involvement in oil violence in the region, the responses of both the state and oil multinationals to women-led protests, and policy prescriptions which, if implemented, could arrest the cycle of violence in the Niger Delta.

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