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1-BF05-5527**COST VERSUS PERFORMANCE BASED EMPLOYEE HR ATTRIBUTIONS AND TASK PERFORMANCE MODERATED BY CORE SELF-EVALUATIONS: EVIDENCE FROM A COLLECTIVIST CULTURAL CONTEXT.**DR. AMNA YOUSAF¹

Much of the extant research adopts a purely management-centric approach in exploring the influence of the HRM on employee outcomes with employees being (passive) receivers of HRM. Employee HR attributions are neglected in the research linking HRM to outcomes, which has recently generated calls from various researchers. In response to this, the current study investigated if employee performance based HR attributions and cost based HR attributions could distinctly impact their task performance in a collectivist cultural context. Furthermore, we examined the moderating role played by employees personality attributes (core self-evaluations) to influence the HRM attribution-task performance relationship. Multi source data was collected from 272 professionals in a large bank located in Pakistan (line managers of work units responded on task performance, of their subordinates while data on HR attributions, and CSE was collected directly from employees) and analysed using multiple regression to obtain results. It was found that performance based HR attributions were positively related to task performance, while cost based HR attributions were negatively related to task performance. Moreover, core self-evaluations strengthened the positive relationship between performance based HR attributions and task performance while these weakened the negative relationship between cost based HR attributions and task performance. The study findings may be linked with pluralist approach of management in suggesting that HR attributions are multi-dimensional with unique employee outcomes. This is suggestive of the idea that employees do perceive and attribute fundamental differences between their interests and those of management as indicated by pluralist perspective. The study has important contributions to make to SHRM literature as well as practice. This study is not only the first to integrate HRM attribution theory and employee performance but we also address a call to focus on the effect of personality variables in examining if the attribution relationship to outcome is affected by those.

Key Words: Performance based HR attributions; Cost based HR attributions; Task Performance; Core Self Evaluations; Collectivist Cultural Context

2-BF27-5634**THE DETERMINANTS OF AIRPORT OPERATIONAL STRATEGIES TOWARDS THE REGIONAL SUSTAINABLE APPROACH: A CASE STUDY OF PALMERSTON NORTH AIRPORT**DR. ESWARANATHAN EHAMBARANATHAN² SHAGESHEELA MURUGASU

Over a century ago, it was highly impossible for humans to travel to cities separated by a long physical distance. Airports then were almost not existent and its function was certainly

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² Dr. Eswaranathan Ehambaranathan, Lecturer, Universal College of Learning.

unknown by many. Today, airports are essential in every city as airports integrate with individuals, the economy, social activities as well as portray the symbol of growth. Regardless of its operational capacity, airports are known for the creation of wealth, employment, knowledge as well as the contribution towards the regional tourism and the economy.

Thus, this paper is designed to explore the importance of Palmerston North Airport in the region as well as highlight its past and present operational activities and strategies. Palmerston North Airport which is located in the Manawatu region, New Zealand has been providing commercial and general aviation services since the 1930s. Since then, the Palmerston North airport has not only been considered as the transport hub but also has been an important element of the city's landmark and infrastructure as it provides the access route to several regional business achievements. Operationally, the airport has been a regional hub providing domestic connectivity to several other districts such as Ruapehu, Rangitikei, Wanganui, Tararua, Horowhenua and other areas in Manawatu. In fact, in 1990s Palmerston North Airport was recognised as an international airport and operated flights to and from Australia and Fiji. However, during the economic downturn in 2008 as well as stiff competition in the New Zealand aviation market, it had left the airport abruptly disconnecting its international services. Thus, up to date, the average air traffic growth and its small airport capacity have remained a constant challenge for the airport to progress and develop further. Therefore, based on its past and present strengths as well as weaknesses, this paper highlights and concludes the airport's future operational opportunities and threats as well as its determinants towards the region sustainability.

3-BD22-5793

EXPLORING UNDERGRADUATE NURSING STUDENTS' PERCEPTIONS ABOUT USING PORTFOLIOS IN NURSING EDUCATION

DR. MAHA AL-MADANI³

Academic programs typically emphasise initial and continuing performance assessments and evaluations for nursing students, to ensure safe professional practices in the workplace. In the mid of 1980s, Student portfolios developed as an educational tool and many of nursing education used portfolios as an assessment strategy for both formative and summative assessment. This study used a descriptive and exploratory design to obtain undergraduate nursing students' perceptions about portfolio used in their clinical education. A questionnaire was distributed at the end of each semester to all undergraduate nursing students in all study years and levels. The finding showed that students identified many issues and concerns regarding portfolio guidelines, including their time-consuming nature and need for clarification of faculty and student roles. This study highlights the obstacles that nursing students face when preparing portfolios and reports on potential deficits and areas for improvement. To conclude, this study reflects how nurse educators should be aware of the process of student portfolio preparation. In addition, the results will be of particular interest to faculty aiming to identify the challenges surrounding portfolio use.

³ Dr. Maha Al-Madani, Assistant Professor, Imam Abdulrahman Bin Faisal University (IAU).

4-BD13-5747**INDONESIAN LANGUAGE LEARNING AS A FOREIGN EDUCATION: A COMMUNICATION APPROACH IN CULTURE**MRS. RITA DESTIWATI⁴

BIPA (Indonesian Foreign Speaker) is a learning method for Indonesian language that is very useful for strengthening the Indonesian language. History of BIPA (Indonesian Foreign Speaker) is that the Indonesian language is a language that we should be introduced to all corners of the world in order to raise the pride and dignity of Indonesian language into an international language that wants to internationalize the Indonesian language in the UN so it can go bigger. In the context of intercultural communication there are people inside and outside who do not like to communicate with the Indonesian language. Due to dislike and do not want to communicate with others and do not want to see the affairs of others. In the context of intercultural communication for example if we ask about the situation they do not like to tell about the privacy area, they do not like to be asked the exclusive and foreigners who come to Indonesia is considered strange by the Indonesian people because the foreigner's posture and physical differences of Indonesian People. the is not too visible but if strangers from Europe certainly Indonesian people see it strange and must ask some countries why interested in learning Indonesian, because the language is not difficult to learn. The method is qualitative with observation and interview. The result of the study found that learning Indonesian as a foreign speaker shows a very good dynamics of interest in intercultural communication, both within Indonesian and also outsiders who are so interested in Indonesian. Although there are interesting dynamics seen from the context of cultural communication.

Keywords: BIPA, communication, intercultural, speaker, Indonesian language and education.

5-BF16-5748**THE EFFECTS OF HUE AND CHROMA COMBINATIONS ON PURCHASE INTENTION: A VIRTUAL REALITY EXPERIMENTAL RESEARCH**PROF. GUNTALEE RUENROM⁵ AND DR. AKE PATTARATANAKUN⁶

The growth of the service business such as spa, resort, health club indicate the customers' interest in the relaxing service business. Color is one of the most visualized physical evidences that could help customers perceive the relaxing atmosphere embedded in the service. Although the influence of colors on emotion led behavior has been previously studied, there are various dimensions of colors to be further investigated.

To our knowledge, very limited studies have explored the effect of color combinations to stimulate the decision making in a relaxing service business. More studies are needed in order to gain better understanding of consumer buying decision in this particular business. The main research question was whether the mix or the combination of colors (hues) with different intensities (chromas) or saturation can induce consumer behavioral intention to purchase the relaxing service. And if this will be the case, which combination of colors intensity can induce their purchase intention. In sum, the research questions are:

⁴ Mrs. Rita Destiwati, Lecturer, Telkom University.

⁵ Prof. Guntalee Ruenrom, Professor, Chulalongkorn University.

⁶ Dr. Ake Pattaratanakun, Professor, Chulalongkorn University.

1. What are combinations of colors and their intensities that impact consumer purchase intention in the relaxing service business?
2. How does the combination of colors and their intensities impact on consumer purchase intention in the relaxing service business?

The data from VR experiments reveal that while color has significant impact on purchase intention for the relaxing service, the intensity of color does not have impact on the intention. It is also suggested that the relaxing service business should apply the same color rather than using different colors to induce consumers' purchasing intention. The underlining reasons for the effects are "pleasing to the eyes" and "feeling relaxing."

The research findings enhance better understanding of the combination of colors and their intensities on purchasing intention in the context of relaxing service. The results could create interest among the interior designers and the management of the relaxing service business.

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7-BF22-5676

EUROPEAN ENTREPRENEURIAL ACTIVITY IN A CHANGING MACROECONOMIC ENVIRONMENT

DR. IRINA BILAN⁷ DR. ANGELA ROMAN, ASSOCIATE PROFESSOR

The major role of entrepreneurship in enhancing economic growth, job creation and innovation, but also in increasing the productivity and competitiveness of national economies has prompted the intensification of researchers and decision makers' concern about investigating the factors that affect its dynamics in different countries and regions. Against this background, our paper aims to assess the impact of some variables from the macroeconomic environment on the development of entrepreneurial activity in eighteen developed and emerging European Union countries, over the period 2003-2015. Our research is grounded on data from the Global Entrepreneurship Monitor (GEM) and the World Bank, and uses the fixed-effects panel data estimation technique. Three alternative indicators have been considered as proxy for the level of entrepreneurial activity, namely the early-stage entrepreneurial activity rate, the nascent entrepreneurship rate, and the new business start-ups rate. As independent variables, we have taken into account several macroeconomic indicators with potential impact on entrepreneurial activity, namely GDP per capita, unemployment, inflation, total tax rate, foreign direct investment, domestic credit to private sector by banks, stock market capitalization to GDP, and public debt. The results of our research largely confirm those of previous empirical studies on the determinants of entrepreneurship and indicate that many of the selected explanatory variables significantly affect the dynamics of entrepreneurial activity in our sample countries. Thus, the most relevant macroeconomic factors are found to be GDP per capita, unemployment, inflation, total tax, foreign direct investment and domestic credit, although their impact differs, in some respects, depending on the stages of the entrepreneurial process. Overall, our research underlines the major importance of ensuring a stable, solid and healthy macroeconomic environment for the development of entrepreneurial activities in a country, both from the perspective of starting-up new businesses and expanding the existing ones.

⁷ Dr. Irina Bilan, Associate Professor, Alexandru Ioan Cuza University of Iasi.

8-BF11-5696**INVESTIGATING THE RELATIONSHIP BETWEEN EXCESS LIQUIDITY AND PRODUCTIVITY: EVIDENCE FROM THE CHINA ECONOMY**MR. TIANYU WANG⁸ **KUI-WAI LI**

A loose financial policy through the provision of loans and fiscal subsidies to state-owned enterprises and households has long been practiced in China, though financial liberalization since the 1980s has revitalized banks and other institutions. By using provincial data, this paper attempts to show the relationship between liquidity and productivity in post-reform. China's total factor productivity growth has been estimated by the Malmquist index. A total of three regression models have been employed and the findings support the inverse relationship between liquidity and productivity, especially since 2008. China's loose financial policy that promoted "cash-richness" must be reexamined as excess liquidity coexisted with decline in total factor productivity. In addition, increase of 1% in excess liquidity would result in 0.60% loss in TFP due to market distortion.

9-BD06-5493**CRITERIA FOR MEASURING RESILIENCE OF YOUTH-OWNED SMALL RETAIL BUSINESSES IN SELECTED RURAL AREAS OF VHEMBE DISTRICT, SOUTH AFRICA**MR. SIMBARASHE KATIVHU⁹ **DR MARIZVIKURU MANJORO & PROF JOSEPH FRANCIS**

Various government and private sector-led initiatives have been introduced in the past to promote the involvement of youth in small retail businesses. This was done in order to counter high unemployment and poverty rates among the youth. However, high failure rates consistently frustrate these noble efforts. Even though this is the case, there is limited understanding of the characteristics of resilient youth-run small retail businesses, nor are the factors that predispose them to the high failure rate well-known. The gravity of this situation becomes even more magnified when considered in tandem with the high youth unemployment rate in the Limpopo Province. This situation demands taking urgent action to foster resilience in the youth-run small retail businesses. Thus, the current study focused on identifying the major threats to business, factors of resilience and a set of objective criteria for use in measuring resilience. The study was conducted in Vhembe District. A mixed study approach was employed in two phases. The participants were selected using both snowball and purposive sampling procedures. Data was collected using semi-structured interview guides and questionnaires, respectively. Qualitative data was analysed using Atlas ti version 7 software while the Statistical Package for Social Scientist software (SPSS; version 24) was utilised for quantitative data. Results indicated that the major threats to small retail business are influenced by location, resources and socio-economic environment. The factors that either promote or weaken resilience also differed with location, size of the business and resources available. The criteria for measuring resilience included three major elements that are detection, prevention and adaptation techniques. It was also revealed that mostly localised resilience techniques were used. However, most of the businesses were not resilient.

⁸ Mr. Tianyu WANG, PhD Candidate, City University of Hong Kong.

⁹ Mr. Simbarashe Kativhu, PhD student, University of Venda.

10-BF12-5714**INFORMATION CONTENT OF RISK AND ASSETS PRICING**MR. OMAR ALMANIA¹⁰

The scandals and bankruptcy of several high profile corporations in recent decades encouraged the users of firms' financial reports to require more risk disclosure in order to assess the level of risk engaged in by firms and how it is being managed. Therefore, when a firm discloses less risk-related information in its annual report, the investors would face more difficulties in predicting future cash flows. As a result, the investors will ask for a higher rate of return because of the increased information risk. In other words, firms with a low level of risk disclosure (high information risk or uncertainty) are expected to have a higher cost of capital. The objective of this study is to address the current gap in the disclosure literature by investigating the impact of the risk communication on cost of capital in a developing economy (Saudi Arabia). The sample consists of all non-financial listed firms on the Saudi Stock Exchange. All data was collected manually from the annual reports of 122 firms from 2012 to 2015 using content analysis in order to assess risk disclosure level. Cost of capital is measured using the Weighted Average Cost of Capital model. The analysis of OLS regression illustrates that risk communication is negatively associated with cost of capital as hypothesised. The finding is significant at the 5% level.

11-BF21-5578**FINANCIAL REGULATIONS AND INSOLVENCY RISK: EMPIRICAL EVIDENCE FROM COMMERCIAL BANKS OF PAKISTAN**MS. SHUMAILA ZEB¹¹

The proposed study aims to investigate insolvency risk of commercial banks of Pakistan. Furthermore, it empirically estimates the effect of already implemented financial regulations on the insolvency risk of banks. The banks are divided into three sub-samples i.e., large, small and medium banks as per their asset structure. To carry out the empirical analysis, a balanced bank-level panel data covering the period 2008-2016 is used. The Z-score is used for calculating the insolvency risk of each bank. The panel regression is used to investigate the relationship between financial regulations and insolvency risk of commercial banks. The empiric reveal that the financial regulations enforced by State Bank of Pakistan have significant impacts on the insolvency risk of commercial banks. The results further indicate that loan ratio and Reserve ratio are positively, while current ratio and non-performing loan ratio are negatively significant to the insolvency risk of commercial banks. However, capital adequacy ratio does not affect the insolvency risk of banks of Pakistan. The results provide useful insight to the regulators and policy makers regarding the efficacy of already implemented financial regulations on the commercial banks of Pakistan.

¹⁰ Mr. Omar Almania, PhD student, University of Glasgow.

¹¹ Ms. Shumaila ZEB, Assistant Professor, Shaheed Zulfikar Ali Bhutto Institute of Science and Technology (SZABIST).

12-BF32-5816**BOARD DIVERSITY, FINANCIAL PERFORMANCE AND CORPORATE GOVERNANCE**MR. AHMAD ALGAFARI¹²

In this paper, the business case for board diversity is examined. The business case is that board diversity:

- 1) improves directors' independence which in turn influence positively their ability to monitor effectively.
- 2) brings about diversity in ideas and prospective which enhance the decision-making process and enhance creativity and unusual but brilliant approaches to complex problems.
- 3) diverse directors enhance the quality of information provided by the boards to managers due to their unique experiences and knowledge.
- 4) diverse directors facilitate access to diverse resources in the external environment of a firm due to their contacts or expert knowledge in certain fields.
- 5) signals positively and appeal to an organisation's stakeholders, suppliers, consumers and markets
- 6) board diversity brings about legitimacy to the corporation that appeal to both insiders and outsiders.

We examine the relationship between board diversity, performance of firms and corporate governance as seen in CEO turnover and compensation plans. Our sample consist of all firms listed in S&P 500 between 2007 and 2015. The results show positive effect of board diversity on performance of firms as far as ethnic diversity is concerned. However, we do not find conclusive evidence that such positive effect is channelled through committees' assignment. We find no evidence of positive or negative relationship between gender diversity and firm financial performance. Additionally, we find that ethnic diversity increases the sensitivity of CEO turnover to firm profitability and also influence CEO compensation by increasing equity pay which makes CEO interests consistent with shareholders' interest but find no evidence of similar effect from gender diversity.

13-BD20-5657**ROLE OF HUMAN RESOURCE MANAGEMENT PRACTICES IN THE DEVELOPMENT OF MINT COUNTRIES: IMPLICATIONS FOR PAKISTAN**MS. SANA AHMED¹³ MUHAMMAD SAAD

This paper aims to explore the human resource management practices of a group of four highest growth rate economies namely; Mexico, Indonesia, Nigeria and Turkey. These countries have achieved stability in the economic, political and socio-cultural context while establishing themselves in an international industrial and business arena. This achievement has primarily been due to their strong network of small and medium sized enterprises, which enabled them to progress in the business context on world map. However, all four nations have attributed negligible attention to human resources practices and their implementation. The paper aims to study the main HR functions that the organizations in these countries have taken up and their

¹² Mr. Ahmad Algafari, PhD Student, Glasgow University.

¹³ Ms. Sana Ahmed, Assistant Professor, National University of Sciences and Technology (NUST).

adoption of business strategies, challenges and the measures for improvement that need to be taken by these organizations, to ensure that the countries remain on the road of economic development.

The research also analyzes the factors that have played a significant role in driving change in the implementation of these practices, the varying human resource practices adopted with respect to recruitment and selection, training and development, compensation and benefit and performance management practices by applying the Hofstede framework. This research also analyzes the social and cultural forces that have constantly played a significant role in driving change in the implementation of these practices. The findings of this thesis are related to the cultural, political and economic context of these nations and the role these forces have played in shaping the strategic development of human resource practices in these countries. Also the findings are discussed/ related to the business environment and HR practices of Pakistan.

14-BF28-5815

HRO EFFECTIVENESS: A SERVICE PERFORMANCE PERSPECTIVE

MS. SIEW CHEN SIM¹⁴

In the past decade, there has been significant growth in services outsourcing in scale and scope (Rhodes et al., 2016); growing strong at rates of 12 percent to 26 percent across functions (Deloitte, 2014). This includes human resource outsourcing (HRO) which involves placing HR activities outside an organisation's boundary. Globally, HRO is one of the fastest growing segment of business process outsourcing (Cullen, Lacity and Willcocks, 2014) and is projected to increase by 8.5% year over year through 2019, developing into a \$100 billion market (Deloitte, 2016).

The pressure of increased competition, downsizing, rapid growth or decline, globalisation as well as restructuring in the business world continue to drive organisations to look to HR outsourcing (HRO) for better performance and cost advantages. However, against this background The extant HRO literature is found to concentrate on the client's sourcing decisions such as when and what firms should and should not outsource (Lievens and Corte, 2008; Sim et al., 2016) which shows that there remain huge knowledge gaps beyond the make or buy decisions. In particular, HRO effectiveness from the service quality perspective has not been adequately researched especially when it was reported that overall service quality of the provider was found to be the most important factor in deciding early termination of an outsourcing contract or back sourcing (Deloitte, 2012; 2016). Meanwhile, organisations are urged to regularly assess their satisfaction with provider services (Deloitte, 2016).

Taking this into consideration, HRO effectiveness is defined as the extent to which HRO prescribed service quality objectives made up of service outcome quality and service process quality are met satisfactorily which in turn result in client loyalty in this study. 1304 companies were randomly selected and 258 valid questionnaires were returned (19.8% response rate). The data was analysed using PLS-SEM version 3.0 (Ringle, Wende and Becker, 2015). The most significant contribution of this study is that HRO service outcome quality and HRO service process quality are both tested as formative constructs together with other reflective constructs and both significantly affect client satisfaction. Although there have been much debates in the literature about the inapplicability of SERVPERF developed by Cronin and Taylor (1992) in B2B context, such as HRO, the findings in this study showed otherwise. HRO service process quality was found to be relatively much more important than HRO outcome quality in

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influencing client satisfaction. Client satisfaction was found to fully mediate the relationships between HRO service outcome quality and HRO service process quality on client loyalty. Client satisfaction was found to be significantly influencing client loyalty.

15-BF23-5818

THE RELATIONSHIP BETWEEN CUSTOMER-ORIENTED SERVICE BEHAVIOR, INTERNAL MARKET ORIENTATION, AND SERVICE CLIMATE

MS. LING-HUA WENG¹⁵ **PROF. SHUN-CHING HORNG**

This study explores the relationship of external market orientation, internal market orientation, service climate and employees' market-orientated behavior in the Food & Beverage industries in Taiwan, China and the United States. This is one of few studies that bring together the related market orientation constructs within international cross-culture perspectives. The result shows that employees' market-oriented behaviors will be influenced positively by market-oriented culture, employee perceived service climate, as well as internal market orientation. While the market-oriented behavior will be formed more explicitly (the effect is larger) if market-oriented culture mediated by internal market orientation, which is in turn mediated by service climate. There were 615 valid samples collected, consisting of 200 from Taiwan, 210 from China, and 205 from US.

Keywords: market orientation, internal marketing, service climate, bootstrapping.

16-BF29-5570

FRONTIER MARKETS AND SUBPRIME FINANCIAL CRISES: AN ECONOPHYSICS APPROACH

MS. WAHBEEAH MOHTI¹⁶ **ANDREIA DIONÍSIO; ISABEL VIEIRA; AND PAULO FERREIRA**

This study investigates contagion effects of the subprime financial crisis on frontier stock markets. We use Detrended Fluctuation Analysis to examine non-linear dependence in the series, and Detrended Cross-Correlation Analysis to assess cross correlation between the US and each frontier market in our sample. The cross correlation coefficients suggest that there are positive and significant links between the US stock market and most of the stock markets in other countries in America and in Europe. For African, Middle Eastern and Asian markets, correlation coefficients are not significant before the crisis but, in most cases, increase in value in crisis period. Our analysis suggests that the effect of the subprime financial crisis on frontier markets was short lived.

¹⁵ Ms. Ling-Hua Weng, Ph.D. Student, National Chengchi University.

¹⁶ Ms. Wahbeeah Mohti, PhD Scholar, Universidade de Évora.

17-BF01-5583

ASSET SPECIFICITY AND PARTNERS' OPPORTUNISTIC BEHAVIOR: COMPARATIVE EFFICACY OF CONTRACT AND TRUSTMS. CHENXI SHI¹⁷ MR. HONGJIANG YAO¹⁸ PROF. WENXUE LYU¹⁹ MR. YIMING ZHANG²⁰
DR. YONGQIANG CHEN, PROFESSOR;

Purpose – In inter-organizational transactions, one party invests in substantial transaction-specific assets, and the other party may take advantage of them and engage in opportunistic behavior. To safeguard transactions, the parties employ complex contracts and trust simultaneously. However, which one of these governance mechanisms is more effective remains unclear. This paper aims to investigate the relationship between asset specificity and partners' opportunistic behavior (both strong and weak forms), including examining and comparing the effectiveness of contract and trust.

Design/methodology/approach – Research data were collected from 228 project managers or contract managers in Chinese construction industry. Several interviews were conducted to refine the constructs and measurements. The hypotheses were tested and verified with the help of SPSS 20.0.

Findings – The empirical results indicate that asset specificity is positive associated with partners' strong form and weak form opportunistic behavior and the effect of asset specificity on weak form is stronger. In addition, this research confirms the moderating effects of contract on the relationship between asset specificity and opportunistic behavior (both strong and weak forms), and the moderating effect of trust on the relationship between asset specificity and only weak form opportunistic behavior. Moreover, contract is more effective on mitigating strong form opportunistic behavior while there is little significant difference between the effectiveness of contract and trust on reducing weak form opportunistic behavior.

Research limitations/implications – First, the authors only concerns about one party; the partner side should also participate in the survey. Second, this research views governance mechanisms from an overall perspective and future nuanced research should focus on multidimensional conceptualization of contract and trust.

Practical implications – The authors recommend that managers should be cautious of not only strong form opportunistic behavior, but also weak form. Additionally, to curtail strong form opportunistic behavior resulted from asset specificity, parties should emphasize the importance of complex contracts.

Originality/value – This research makes three important theoretical contributions to the understanding of TCE and governance mechanisms. First, this research enriches the proposition of TCE by indicating that partners engage in more weak form opportunistic behavior than strong form as asset specificity increases. Second, this paper integrates the antecedent and consequence of contract and trust in a more complete model. Finally, the findings help to have a nuanced and advanced understanding of the relative effectiveness of complex contracts or high level of trust under different problems of transactions.

Keywords: Asset specificity; Opportunistic behavior; Contract; Trust.

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¹⁸ Mr. Hongjiang Yao, Postgraduate Student, Tianjin University.

¹⁹ Prof. Wenxue Lyu, Professor, Tianjin University.

²⁰ Mr. Yiming Zhang, Undergraduate student, Tianjin University.

21-BF09-5652

THE IMPACT OF GREEN INNOVATION ON ORGANIZATIONAL PERFORMANCE IN DIFFERENT INDUSTRIES OF PAKISTANMRS. MAIRA ASIF²¹ SANA AHMED

This paper is an exploratory research on the concept of green innovation and practices of different organizations in Pakistan and its impact on their performance. In developing countries like Pakistan, organizations are “now” taking into consideration green practices in various aspects of businesses due to emergence of environmental concerns worldwide. Such practices are formally regulated in many developed countries where codes of conducts, laws, and regulations have been imposed for quite sometime. Unfortunately this is not the case in most of the developing countries. A couple of multinational organizations in Pakistan have adapted to self-initiated green practices within the organizations while the rest remain alien to the concept. Innovation is relatively a new concept dealing with untraditional approaches to conduct different business activities and there is no doubt that the organizations must be able to adapt and constantly innovate if they wish to survive not only in product and service offerings but also in business processes. According to the European Commission’s Innovation Policy, economic globalization has changed the world economic order in a remarkably short period of time, bringing new opportunities and new challenges. Green innovation is normally seen as a way to evaluate the degree of green commitment in general. Green innovation is important in organizations because it helps conserve environment which is order of the day. Green innovation could be in the form of product innovation and process innovation. This paper examines both forms in detail and their impact on the organizational performance. Green product innovation is positively associated with better organizational performance, however past researches pertaining to the topic were conducted in developed countries and very few studies can be seen in Pakistani context. The results of this research indicate that the green marketing and environmental facilities have a lot of advantages not only for environment and society but for organizations as well. Green facilities help organization to go for green innovation and build such products, which are environment friendly. It not only helps increasing the performance of the organization but it also helps in building a positive and good brand image. Thus to compete, organizations doing business in Pakistan must also become more inventive, react better to consumer needs and preferences and address global and environmental challenges and concerns by bringing innovation in business processes. The aim of the paper is to generate discussion/ comments on the topic of green innovation and bring those ideas back home.

²¹ Mrs. Maira Asif, Postgraduate Student, National University of Sciences and Technology (NUST).

22-BD10-5767

A COMPARATIVE STUDY ON ZAKAT MANAGEMENT LAW BETWEEN INDONESIA AND NEIGHBOURING COUNTRIESDR. IRMA RACHMAWATI MARUF²² **PROFESSOR ALI ANWAR**

The increasing use of ship for the carriage of goods, oil, passengers has been very useful for the growth of the industry and has benefit for all parties. Otherwise there are any aspects of the hazards associated with pollution maritime been neglected in the past. Whereas it needs an advance attention from the regulatory body and the general public as well. Marine environment plays a very important role in maintaining the balance in the global ecosystem as a whole. Damage the environment will result in long-term weakness. The method used in this study is a juridical normative with the specifications of analytical description. The research was conducted by collecting primary, secondary and tertiary legal materials through library and field research, and then analyzed with qualitative method. Based on the results of this study, it is obvious that: Every year ship accidents never decrease even though the government has made improvement in the regulations on sea feasibility not only in national law but also in ratifying several international conventions. Factors concerning Business Shipping are insufficient marine transportation safety, high risk, high cost of marine safety and marine environmental pollution.

23-BD09-5616

ENVIRONMENTAL HEALTH: DEVELOPMENT RESERVOIR OF JATIGEDEDR. JUNARDI HARAHA²³ **PROF. DR. OPAN S SUWARTAPRADJA**

Environmental health is a society that is part of an environment that is interconnected with each other that can support a healthy environment in accordance with global reference as a container to become an integral part of society and health. Health is influenced by the environment that influences such as where existing development in existing reservoir aspect is done construction of reservoir in a development. The method used is qualitative method with the key question of this article is one which aspect of environmental health that exist in affected area Jati Gede, West Java, Indonesia. The results of the study found that environmental aspects that bring about the number of plants and animals that exist in the area of Jati Gede is not found anymore due to the construction of Jati Gede dam. This means that in the environment and health in the area of Jati Gede comes from environmental problems that come from things that smell and comes from biotic and abiotic.

Keywords: Jati Gede, Resettlement, Culture, Health and Environment

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²³ Dr. Junardi Harahap, Lecturer, Universitas Padjadjaran.

24-BF14-5689**VALIDATION STUDY OF PUBLIC ACCEPTANCE ON WILLINGNESS TO PAY (PAWP) ON MAXIMUM DEMAND (MD) CHARGE IN MALAYSIA**

DR. W MUHAMMAD ZAINUDDIN WAN ABDULLAH²⁴ WAN NUR RAHINI AZNIE BINTI ZAINUDIN, SENIOR LECTURER.

Currently, the Malaysia Electricity Supply Industry (MESI) Reform aims for their society to pay for cost-reflective electricity price. One of the possible way to achieve this is by having all electricity customers to pay a fair share of electricity producing cost which include Maximum Demand (MD) charge. This study has conducted a pilot survey as a precedence survey focusing on this issue. Hence, it is the purpose of this paper to clarify and validate on the dimensionality of the instruments of Public Acceptance on Willingness to Pay (PAWP) on MD charge that include willingness to pay MD charge, understanding on electricity bills, understanding on electricity pricing and awareness on amount electricity consumption using validation study. This is important to ensure the instruments of PAWP on MD charge are reliable and valid measurements among Malaysian electricity customers. The study had conducted exploratory factor analysis (EFA), confirmatory factor analysis (CFA), discriminant validity, convergent validity and reliability of Cronbach's Alpha on a survey of 154 Malaysian electricity users. The factor structure was assessed using EFA, unidimensionality of measurement model was tested using CFA, items' discriminant and convergence were tested using correlation and internal consistency of reliability between items were established using item-total correlations Cronbach's Alpha. The EFA of this study produced a total of four variables under the instruments of PAWP on MD charge as found in the literatures. All the revised variables in the instruments of PAWP on MD charge had achieved the discriminant validity, convergence validity and internal consistency of reliability. Based on the result of the validation study, the validated instruments to be used on PAWP on MD among Malaysian electricity customers include willingness to pay MD charge, understanding of electricity information and awareness on amount electricity consumption. However, since this paper is based on pilot survey, larger sample size survey should be considered for future work.

25-BF15-5690**A PROPOSED MODEL TO IMPROVE PUBLIC PARTICIPATION TOWARDS RENEWABLE ENERGY DEVELOPMENT (PPRED) IN MALAYSIA THROUGH VALIDATION STUDY**

DR. WAN NUR RAHINI AZNIE ZAINUDDIN²⁵ W MUHAMMAD ZAINUDDIN BIN WAN ABDULLAH, SENIOR LECTURER.

Due to the early development of Renewable Energy (RE) as an alternative source of energy in Malaysia, there are still limited instrument being developed from a survey questionnaire that could be used as a measurement of the public awareness and participation on RE development. Based on the data of the conducted pilot survey on Public Participation towards Renewable Energy Development (PPRED), it is the purpose of this paper to clarify and validate on the dimensionality of the instruments of PPRED using validation study. These instruments include

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²⁵ Dr. Wan Nur Rahini Aznie Zainuddin, Senior Lecturer, Universiti Sains Islam Malaysia.

willingness to pay on energy generated from RE, public awareness on RE, degree of knowledge on RE, willingness to adopt RE technology, environmental concern and attitude towards RE usage. This is crucial to ensure the instruments of PPRED are appropriate and valid measurement among Malaysian. Using a survey of 172 respondents, an exploratory factor analysis (EFA) was used to assess the factor structure, confirmatory factor analysis (CFA) was used to test unidimensionality of measurement model, the items' discriminant and convergence was measured using correlation and lastly, the item-total correlations Cronbach's Alpha was applied to established the internal consistency of reliability between items. The results of EFA indicated all items of the instruments of PPRED were loaded onto six variables as proposed by literatures. Using CFA, unidimensionality of the variables underlying the measurement model were tested and achieved. Furthermore, all the variables in the instruments of PPRED had achieved the discriminant validity, convergence validity and internal consistency of reliability. Finally, the validated instruments to be used on PPRED among Malaysian respondents are willingness to pay on energy generated from RE, public awareness on RE, degree of knowledge on RE, willingness to adopt RE technology, environmental concern and attitude towards RE usage. However, validated instruments may vary depending on development and acceptance of RE in a particular country.

26-BF18-5710

COMPETITIVE PRODUCT PRICING, EXTENDED PRODUCER RESPONSIBILITY AND THE CIRCULAR ECONOMY

MR. SUKHRAJ TAKHAR²⁶ **DR KAPILA LIYANANGE**

This paper examines the role of competitive product pricing in line with emerging trends towards extended producer responsibility (EPR) and the circular economy. In an increasingly competitive environment selling products at the most competitive price has become common place.

In contrast, EPR relates to understanding the environmental costs for a product through based on closed loop product life cycle states (make, use, dispose). These environmental costs are then expected to be consumed in the sales price of a product.

The circular economy goes beyond the traditional closed loop manufacturing lifecycle state by using sustainable methodologies (raw material, work in progress, consumer use, repair / reuse, to finally disposal or recycle materials into secondary raw materials).

This paper contributes to sustainability literature by identifying a research gap relating to product pricing models, EPR and the needs of a circular economy. The research reported here was designed to address how theoretical and real-world models could potentially work to address the research gap.

The data presented in this paper will enable manufacturers to develop more applicable pricing models.

²⁶ Mr. Sukhraj Takhar, PhD Student, University of Derby.

27-BD07-5096**ECONOMIC IMPLICATIONS OF ACADEMIC PERFORMANCE OF TERTIARY EDUCATION STUDENTS IN VOCATIONAL AND SCIENCE EDUCATION COURSES**MR. TAIWO OLAYANJU²⁷ AND MR. EBENEZER OJE²⁸

Despite the over-saturatedness of the job market, there is still a high level of patronage for all forms of tertiary education by both the employed and the unemployed. This results in the yearly mass turn out of graduates with varying academic performances ranging from passes, merits, credits and even distinctions. The purpose of this study is to establish the quantity of graduates that fall into each of the levels as determinants of eventual economic implication of these results for the nation and the world, bearing in mind the recession the world is currently going through. Correlational research design was adopted. The population comprised all the Science and Vocational Education Students of the Federal College of Education (Technical), Akoka, Lagos for 2015/2016 academic session. All the students were used for the study and so no sampling was done. Two hypotheses guided the study. The College generated academic performance results in form of Cumulative Grade Point Average (CGPA) of the students constituted the secondary data used. The data were analysed with mean, standard deviation and t-test statistics. The finding shows that there is a significant difference between the performance of Science and Vocational students and in favour of the Science students. It also shows that less than one percent of the students fall into the distinctions category, less than thirty two percent (32%) had credits, while others had either merits or passes. Based on this, it was concluded that majority of the graduates may not be able to start any job on their own but result to looking for white collar jobs. It was therefore recommended that all stakeholders in the fields of education should ensure that students are drilled to better mastery of their course contents and courses be made highly practical oriented. This will help to ensure that graduates will practice on their own at creating self-employment.

29-BD25-5822**CITIZENSHIP EDUCATION THROUGH NON-FORMAL LEARNING IN KOREA**DR. SUN YOUNG PARK²⁹

The biggest local education authority called Gyeonggi Provincial Office of Education in Korea passed legislation on democratic citizenship education in school in 2015. Yet the concept of citizenship is defined in a different way in the diverse educational contexts due to the short history of citizenship education provision in the Korea. How to help young people with practising citizenship is much more controversial than any other education subject. This study begins from the assumption that young people can develop how to practice citizenship through participating in non-formal learning such as youth work activities and programmes. The aims of this study are firstly to explore the concept of citizenship both in the Korean context and in the global community. Secondly, this study aims to discover the notion of non-formal learning such as youth work including the history and actual condition in relation to citizenship

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²⁸ Mr. Ebenezer Oje, Lecturer, Federal College Of Education (Technical).

²⁹ Dr. Sun Young Park, Assistant Professor, Korea National Sport Univeristy.

education. The third aim is to find out the practising methods for citizenship through youth work programmes, non-formal learning.

In conclusion, this research has found several pertinent points regarding the practice of citizenship in Korean educational contexts for young people. Firstly, although the provision of citizenship education is important through both formal and non-formal learning there were several challenges in order to promote citizenship education. Secondly, there was lack of concern on non-formal learning in educational setting; in contrast formal education was too much valued in the exam-oriented school environment. Finally, this study found and suggest that citizenship education can be delivered through both formal and non-formal learning and in particular, non-formal learning can play an important role in practising citizenship for young people due to the nature of citizenship.

30-BD01-5522

FACULTY DEVELOPMENT IN EGYPT IN THE 21ST CENTURY: AN EXPLORATORY STUDY.

MS. NORAN ELDEBECKY³⁰

Faculty members teaching in the 21st century face pressing challenges of accelerated advancement in their disciplines, pedagogy, and technology. With these challenges, come the myriad roles of faculty in teaching, research and community service. To navigate successfully between these three pillars and to face the 21st century challenges, faculty development comprehensive initiatives are needed. In Egypt, faculty development started systematically only at the beginning of the 21st century. Thus, it is important to explore the effectiveness of faculty development initiatives from faculty's perspectives. As such, the purpose of this qualitative study is to explore faculty's perceptions of comprehensive faculty development initiatives offered by Egyptian universities inside their premises for faculty professional development. The sample included 16 faculty members from one public university and one private. The main instrument was semi-structure interviews. Thematic analysis was used for data analysis with the help of NVIVO@11 software. The main results show that faculty members had different perceptions regarding formal faculty development initiatives that could be grouped into four themes: benefits, both academic and social; motivations and feelings, such as frustration from the current faculty development initiatives and some extrinsic motivations that could help them attend more initiatives; challenges, such as the one-size-fits-all system and needs, such as the need for more variety of topics, second more practical workshops; and finally a need for more discipline specific workshops. Implications presented can guide future faculty development initiatives to better meet faculty's needs.

31-BD29-5814

DISTANCE BETWEEN THE STATE AND ITS PEOPLE : THE CASE STUDY OF PRIMARY DROPOUT ISSUE IN LAOS

MRS. ITTHIDA GNANGNOUVONG³¹

The research investigates the distance between the Lao state and its people by examining a particular government policy, a "progressive promotion," to deal with the problem of primary school dropouts. An achievement of this policy - a temporary reduction in the school dropouts

³⁰ Ms. Noran Eldebecky, Language Instructor, German University in Cairo.

³¹ Mrs. Itthida Gngangnouvong, PhD Candidate, Keio University.

and its failure -- the return shortly to the old habit of leaving the school as other needs require the children to do so illustrate the distance between the government (the state) and its people, the limited ability of the central government to make difference in local people's life. The implications of this distance may be found in other policy areas.

32-BD24-5765

WHAT DEVELOPMENT PROGRAMMES DO MIDDLE MANAGERS WANT FROM THEIR UNIVERSITY IN A DYNAMIC HIGHER EDUCATION INSTITUTIONS (HEIS) SETTING

MR. MOHAMED SAMEER MUGHAL³² **ANDREW D. ROSS, PROFESSOR**

The landscape of UK Higher Education Institution is currently facing changes and challenges. This is affecting Middle Managers (MM) in their job roles. MM contribute to the success of HEIs by balancing the equilibrium. MM pass organization strategies from senior staff towards to junior staff. Yet, changes and challenges are exerting pressures and workloads for MM in their day-to-day working functions. Current development programmes provisions by Human Resources (HR) departments in such HEIs are not workable, applicable, and matching the true essence and requirements of who suggest that programmes offered by HR are too generic to suit their precise needs and need tailor made espousal to work in their pertinent job roles.

Methodologies- This study aims to capture demands of MM Development Needs (DN) by means of a conceptual model as a conclusive part of the research that was divided in 2 phases. Phase 1 initiated by carrying out 2 pilot interviews with a retired emeritus status professor and HR programmes development coordinator. Key themes from the pilot and literature review subsidized into formulation of 22 set of questions (Kvale and Brinkmann) in form of a questionnaire instrument for data collection relating to the qualitative part of the study.

Data strategy and collection consisted of purposeful sampling of 12 semi structured interviews (n=12) lasting approximately an hour for all participants. The MM interviewed were at faculty and departmental levels who included; Deans (n=2), Head of Departments (n=4), Subject leaders (n=2), and lastly Programme leaders (n=4). Participants recruitment was carried out via emails and snowballing technique. The interviews transcribed (verbatim) and managed using Computer Assisted Qualitative Data Analysis (CAQDAS). using Nvivo ver.11 software. Data analysis was done using Miles and Huberman inductive approach of positivistic style grounded theory, whereby key themes and categories emerged from the rich data collected. The data was precisely coded and classified into case studies (Robert Yin); with a main case study (New University), sub cases (4 classes of MM) and embedded cases (12 individual MMs).

Major findings-An interim conceptual model emerged from analyzing the data with main concepts that included; Key performance indicators (KPI's), HEI Effectiveness & Outlook, Practices, Processes & Procedures, Support Mechanisms, Student Events, Rules, Regulations & Policies, Career Progression, Reporting/Accountability, Changes and Challenges, and lastly Skills & Attributes.

Conclusion- Dynamic elements affecting MM such as; increase in government pressures, student numbers, irrelevant development programmes, bureaucratic structures, transparency and accountability, organization policies, skills sets... can only be confronted by employing structured development programmes originated by HR that are not generically provided.

³² Mr. Mohamed Sameer Mughal, PhD Scholar, Liverpool John Moores University.

Future work- Phase 2 (Quantitative method) of the study plans to validate the interim conceptual model externally through fully completed online survey questionnaire (Bram Oppenheim) from various external HEIs (n=150). The total sample targeted is 1500 MM. Author contribution focuses on enhancing management theory and to narrow the gap existing between by HR and MM development provision.

Keywords— Development Needs (DN), Higher Education Institutions (HEIs), Human Resources (HR), Middle Managers (MM).

33-BD23-5790

BECOMING LIKE-NATIVES AND MULTILINGUALS: A POSTSTRUCTURALIST ORIENTATION TO IMAGINED IDENTITY AND AGENCY

MS. SOUAD SMAILI³³

Do learners of English as a foreign language (EFL) develop imagined identities that determine their roles in the target community? Are these imagined identities attached to other identities they assert as multilinguals within the social context? How does relations of power foster the complexity and multiplicity of the new identities; and how does this allow the students to shape their agentive self in language learning? To explore these questions, a forum theatre course was carried out at the University of Bejaia, Algeria. The students involved in this course were undergraduates aged between 19 and 31 years old. These participants possess a rich linguistic repertoire thanks to their language status, that is; being multilinguals with multiple language roles who make use of Berber as their mother tongue; Arabic as their first language; French and English as foreign languages. These languages are brought into the course designed in this study in the form of autobiographical narratives, scenarios, and performances on the stage. The theatrical course was also designed to meet pedagogical learning outcomes such as promoting change in the way students learn English at Bejaia University through integrating such innovative course. This study follows a poststructuralist framework, which is highly grounded in Norton's perspective on identity (Norton, 2000) and Bourdieu's understanding of power relations in language use (Bourdieu, 1991). It also adopts interpretive phenomenology as a research design in which in-depth interviews were conducted with the participants. Additionally, their stories were collected to enhance our analysis. Participants conversation in the theatrical scripts written in the three languages: English, French, and Arabic were considered in the analysis. The findings will be extended and explored further in the conference presentation and the final paper to be provided for publication.

Key words: Imagined identities, multilingualism, power relation, agency.

³³ Ms. Souad Smaili, PhD Student, University of Northampton.

34-BD16-5749**A SYSTEMATIC REVIEW OF RESEARCH UNDERTAKEN INTO THE USE OF DIGITAL STORYTELLING AS A PEDAGOGICAL TOOL IN THE LANGUAGE CLASSROOM.**

MRS. LIZZIE ABDERRAHIM³⁴ **FATIH MEHMET CIGERCI, HARRAN UNIVERSITY, ASSISTANT PROFESSOR**

There is a burgeoning interest in the use of digital storytelling and consequently an abundance of published material is available. The rationale for undertaking a systematic review is therefore to facilitate an understanding of the range and depth of published material, specifically that relating to the use of digital storytelling in language teaching.

OBJECTIVES:

- A. To review research undertaken between 2007 and 2017 focusing on the use of digital storytelling as a pedagogical tool in the teaching of languages.
- B. To provide a comprehensive analysis of those research activities using a rubric detailing
 - 1. Research Focus:
 - ☐ 1st (native) or 2nd (foreign) language
 - ☐ Skill: Literacy (reading and writing), Speaking, Listening
 - ☐ Attitude / Engagement / Motivation
 - 2. Author(s)
 - 3. Date published
 - 4. Location
 - ☐ Geographical
 - ☐ Venue (school etc.)
 - 5. Participants
 - ☐ Age (young learners, teenagers, adults)
 - ☐ Gender
 - ☐ Level (elementary, intermediate, advanced)
 - 6. Duration
 - 7. Digital Storytelling Tools
 - 8. Storytelling Approach
 - 9. Research Methodology
 - 10. Analysis of the data
 - 11. Conclusion(s)
- C. To provide a critical analysis of the rubric data

SECTIONS:

- 1. Introduction:
 - ☐ Definition of digital storytelling
 - ☐ The power of storytelling and the development of digital storytelling.
 - ☐ Diversity and range of disciplines using digital storytelling as a pedagogical tool.
- 2. Digital Storytelling in Language Teaching:
 - ☐ Speaking
 - ☐ Listening

³⁴ Mrs. Lizzie Abderrahim, Doctoral Student, Rovira i Virgili University.

- ☐ Literacy (Reading and Writing)
- 3. Identification of Published Research:
 - ☐ Parameters
 - ☐ Search process
- 4. Rubric Data:
 - Discussion of the data identified through the systemic review
- 5. Conclusions:
 - Critical appraisal of the rubric data.

35-BD26-5817

UN GLOBAL COMPACT: IMPLEMENTING LABOUR STANDARDS FOR THE ELIMINATION OF DISCRIMINATION IN EMPLOYMENT AND OCCUPATION

DR. FATMA DEMIR³⁵

This paper reviews the best business policies and practices of labour standards for the elimination of discrimination in employment and occupation towards the United Nations Global Compact.

The United Nations Global Compact is the initiative of the United Nations. It aims to encourage businesses worldwide to adopt sustainable and social responsible policies and practices, and to report on their implementation. The elimination of discrimination in employment and occupation is the sixth principle of the United Nations Global Compact in the area of labour standards. Business policies and practices are critical issue to eliminating discrimination which arises in a variety of work life activities, including access to employment, to particular occupations, promotions and to training and vocational guidance.

In this perspective, businesses should support the elimination of discrimination of employment and occupation to implementing labour standards of the UN Global Compact.

The study provides a comparative analysis of the different business policies and practices of labour standards for the elimination of discrimination in employment and occupation principle of the United Nations Global Compact.

In this study, the elimination of discrimination in employment and occupation principle in the area of labour standards of the United Nations Global Compact is analyzed in the first section. In the second section, the case studies of the best business policies and practices to implementing labour standards of the United Nations Global Compact are analyzed.

Keywords: global compact, labour standards, employment, occupation, training

36-BD18-5777

INTERNATIONAL ENVIRONMENTAL LAWS AND HUMAN RIGHTS ISSUES

DR. SUSHIL GUPTA³⁶ AND MS POONAM DHAWAN³⁷

The linkages between human rights and the environment are multi-dimensional and reciprocal, and advancing goals in either field has the potential to promote the achievement of goals in the other. There has been a dramatic increase in the appreciation of and work surrounding these important linkages in recent years, including through a collaboration between the UN

³⁵ Dr. Fatma Demir, Assistant Professor, Girne American University.

³⁶ Dr. Sushil Gupta, Associate Professor, Lovely Professional University.

³⁷ Ms Poonam Dhawan, PhD Student, Sant Baba Bhag Singh University.

Environment Programme (UNEP), the office of the High Commissioner for Human Rights (OHCHR) and the Independent Expert on Human Rights and the Environment, to achieve a sound knowledge base on human rights and environment linkages. In 1972, the Stockholm Declaration on the Human Environment proclaimed that, “Man has the fundamental right to freedom, equality and adequate conditions of life, in an environment of a quality that permits a life of dignity and well-being. However, after four decades of discussions concerning the linkages between human rights and the environment, key developments have contributed to the international community’s understanding of these linkages. A significant number of international instruments, including both treaties and international resolutions and declarations, have elucidated certain aspects of the human rights and the environment connection. The Rio Declaration on Environment and Development, for example, emphasizes the need to integrate environment and development in order to achieve sustainable development and allow for a healthy and productive life in harmony with nature. A number of multilateral environmental agreements (MEAs) recognize the link between the environment and human health and well-being, and many MEAs include provisions regarding disclosure of environmental information and public participation in decision-making. Similarly, human rights treaties in the Americas and Africa explicitly refer to the right to live in a healthy environment in varying formulations. The treaty bodies overseeing the implementation of the universal human rights conventions have produced general comments linking the rights protected under the respective instrument with environmental issues.

38-BF24-5804

SPEED OF INTERNATIONALIZATION AND SMES SURVIVAL

MS. CHOI JIHYE³⁸ JANGWOO LEE

This study analyzed the effect of speed of internationalization on firm survival. Although the importance of time-based competition has increased, there have been many studies on the speed of internationalization because the number of companies attempting rapid internationalization in the international market has increased. Preceding studies on the speed of internationalization are divided into two groups : gradually internationalization theories and born-global theories. In addition, Korea is an export-oriented country, and due to this situation, most of small and medium-sized(SMEs) enterprises with small exports try to internationalization, and in fact, many companies have successfully advanced and survived. Since much research on internationalization focuses on firm performance, research on firm survival as a dependent variable is relatively insufficient. Furthermore, research has not yet been conducted to identify other factors that affect the relationship between speed of internationalization and firm survival. Therefore, this study is based on the long-term theoretical basis of the resource based view(RBV) and demonstrates whether the resources possessed by the firm can improve its survival ability by using the three slack resources classified by Bourgeois and Singh(1983). The analysis target is to investigate Korea SMEs engaged in manufacturing industry from 1998 to 2016 (1) How speed of internationalization affects the survival of a firm, (2) The research model and the hypothesis were verified to clarify how the effect of speed of internationalization on firm survival varies according to each slack resources. As a result, we could confirm the U-shaped curve relation between speed of internationalization and firm survival, this relationship was found to be positively related to firm survival as firms had available and potential slack. In other words, the higher the speed of internationalization and the higher the level of available

³⁸ Ms. Choi Jihye, Master's Student, Kyungpook National University.

and potential slack, the more positive the firm survival. Therefore, it is suggested that systematic and effective management of slack resources should be pursued by identifying what resources are more important for the survival of SMEs that are successfully entering the international market despite their limited resources.

39-BF25-5805

HOW DOES INTERNATIONALIZATION STRATEGY INFLUENCE THE SURVIVAL OF SMES?

MR. BYUNGHOON LEE³⁹ **JANGWOO LEE**

This research explored the effect of internationalization strategy on firm survival in Korea's Small and medium-sized enterprises (SMEs). First, we analyzed the effects of export and foreign direct investment (FDI) activities on firm survival, and then confirmed the effect of the two activities on firm survival. In addition, this research explored the three-way interaction effect considering the effects of industry globalization on external competition factors. While research on SMEs focuses mostly on performance, research on the relationship between internationalization strategy and SMEs survival is insufficient. This research examines the effects of internationalization strategies in the manufacturing industry that were listed on KOSPI and KOSDAQ from 1998 to 2016 (1) which internationalization strategy is beneficial for enhancing the survival of SMEs (2) this research developed and verified a research model to investigate the effect of high pressure on industry globalization in internationalization strategy.

Export activity has been traditionally regarded as the first step to entering international markets serving as a platform for future international expansions. Through these activities, SMEs can quickly gain access to international markets with little capital investment, giving them the opportunity to gain experience in international markets. FDI is an important strategy because the scope of business is geographically limited. Industry globalization is an important economic phenomenon that fundamentally changes the conditions of competition faced by companies due to the continuous globalization of markets and industries, thus affecting the corporate globalization strategy. The results of the research found that export activity has a negative impact on the survival of SMEs, and FDI activities have a positive effect on the survival of SMEs, and the three-way interaction effect of industry globalization has a negative effect on the survival of SMEs.

To summarize the implications of this research, SMEs, which are relatively small and resource constrained compared to large corporations, also suggest the need for internationalization, it also suggests that external competition factors such as industry globalization should be considered in the internationalization strategy.

40-BD21-5810

VALIDITY OF MIXED METHODS APPROACH IN ISLAMIC STUDIES : SAUDI JUVENILES' SYSTEM AS A CASE STUDY

MR. HAJED ALOTAIBI⁴⁰

Al'assaf (2014) argued that both deductive and inductive approaches are just tools or methods in a qualitative approach. Consequently, there could be no clear relationship between a design

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⁴⁰ Mr. Hajed Alotaibi, PhD Researcher, Bangor University.

and method of collecting data using a qualitative approach rather than a quantitative one and this may open the door for potential bias. Therefore, Deshpand (1983) strongly advised researchers to re-balance between inductive and deductive methods so that the bias in researches be minimised. Furthermore, this advantage can be achieved through two steps; firstly, by using a qualitative approach (i.e. inductive method) when we generate a new theory. Secondly, by utilising a quantitative method (i.e. deductive approach) while we examine that theory. Therefore, the researcher thinks that the suitable design for his study can be mixing between explanatory and exploratory sequential mixed method. While the explanatory begins with quantitative data (collecting and analysing), then employs these results in order to give a greater depth of understanding of the topic, the exploratory starts off by using qualitative data, then uses quantitative data to develop the criteria for the topic (i.e. suggesting potential solutions for certain problems such as determining juveniles' ages of criminal liability in Islam).

41-BD28-5820

THE IMPACT OF GLOBALIZATION ON OBESITY

MS. KEIKO KANNO⁴¹

The purpose of this paper is to provide a comprehensive analysis of the potential impacts of globalization on the sharp rise in the rates of obesity and associated diseases. I explore dynamic factors contributing to obesity, such as the growing income inequality, economic insecurity, and rapid lifestyle changes, all of which are associated with globalization. While globalization can be seen to have tremendous impacts on health, such health concerns are often omitted from the discussions around globalization and socioeconomic changes. In this paper, I argue that obesity requires more holistic and multidimensional approaches beyond disciplines to understand the highly complex and interrelated economic, sociocultural, and biomedical factors, as obesity is not utterly monocausal as it may appear. Globalization has introduced a highly competitive society and given rise to social and economic uncertainty and anxiety among workers and consumers (Offer, 2012). Such anxiety may cause higher levels of toxic daily stress, which can trigger or exacerbate serious health problems including cardiovascular diseases such as stroke and cardiomyopathy. Studies have shown that glucocorticoids, hormones released in a stressful condition, may be a dominant factor accountable for the predisposition to obesity and abdominal obesity (Bjorntorp, 2001; Rosmond et al. 1998). Moreover, consumers today are increasingly exposed to fast-food and precooked food, which are more affordable and time-saving than fresh and nutritious food. Such inexpensive, unhealthy food contains high calories and poor nutrition, which could lead to reduced immunity and productivity, as well as impaired mental health in the long term. Meanwhile, instead of today's stressful, fast-paced, and highly competitive globalized society, individuals alone are often blamed for obesity even though obesity can be argued as a "personal disorder that is mostly inflicted by society" (Offer, 2012). The obese suffer from discrimination in society in addition to intricate health disadvantages including higher chances of developing hypertension, type 2 diabetes, and numerous other diseases and disorders. Health education campaigns for obesity prevention and reduction often contain weight-stigmatizing visual content, which may have adverse health consequences (Pearl et al. 2015). Health education sometimes results in perpetuating weight stigma such as obesity as a result of laziness and lacking self-discipline. This paper proceeds by highlighting the significance of understanding the progressive, multiple

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causes of obesity and their relation to globalization, as opposed to the negative assumptions of obesity as a simple consequence of individual inactivity or low willpower.

42-BF19-5778

CRYPTOCURRENCY, THE SOCIO-LEGAL AND FINANCIAL IMPACTS ON GLOBAL ECONOMY

DR. HEMANT GARG⁴² AND MR. VATTANPREET SINGH SANDHU⁴³

When blockchain white papers were presented, the international community has been observing with bated breath the effects of the new form of currency. The situation became more intense with the introduction of blockchain technology and Bitcoin a bit later. While the initial stages of development look promising, financial investors, managers, and economists cannot help but question the wisdom in changing the fundamentals of international trade, finance and commerce. This paper investigates the socio-legal impacts of cryptocurrency using various stakeholder perspectives. Then it looks into the financial impacts that cryptocurrency such as Bitcoin will have on global economies before investigating their effects on the global economic order.

44-BD12-5751

ANALYSIS OF CHARACTER EDUCATION IMPLEMENTATION AMONG ADOLESCENT

MRS. SITTI HUTARI MULYANI TARI⁴⁴ KRISNOVA NASTASIA; MUTIANA PRATIWI; HENNY JULIUS; RIO ANDHIKA PUTRA; BILLY HENDRIK; MUHAMMAD RIDWAN; AND KHAIDZIR ISMAIL

In Indonesia, character education programs have been established, both in the hidden and formal curriculum. It is established under Pancasila (national ideology) and the values contained therein. Unresolved adolescent problems is one of the reasons for inhibiting the moral development of adolescent. Based on this the government instructed to apply character education. At the same time, the university is one means to achieve good moral development through character education. Universities are considered to have the ability to address problems that occur in adolescents, especially late adolescents. In this study, researchers want to analyze the character education that has been implemented and has been obliged by the government of Indonesia. In this case the Indonesian government wants the university to contribute through character education to build better adolescent morale. In this study also described the level of adolescent age of experts namely; early adolescents, middle adolescents and late adolescents. This study aims to analyze the application of character education in normal late adolescents (18-22) years. The statistical population of this study was 1,764 students consisting of female and male students. The research method used is a quantitative method, with the scale that has been tested its validity to the respondents who have followed the character of the education course. This research is more directed to developmental psychology. This article also provides the results of character education implementation based on gender, age and origin of the faculty. Interviews and observations show that adolescents who take a character education course in the first year show better results, with the hypothesis that the adolescent is

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accompanied by environmental control. Samples were given treatment (character education course) at different times, and various results were obtained after the level of implementation was measured. Different results were found in adolescents who attended courses at the end of the 4th year, namely the lack of character education implementation in everyday life compared to adolescents who had taken the course at the beginning of the first semester.

Keywords— Character Education, Late Adolescence, Higher Education student

45-BD30-5823

DRUG VIOLENCE: CAN ITS PRESENCE BE TURNED INTO A POSITIVE DEVELOPMENT? THE CASE OF TEJALPA, A DRUG VIOLENCE HOT SPOT IN CENTRAL MEXICO

MS. LUISA ISABEL HERNÁNDEZ GONZÁLEZ⁴⁵

The present research calls attention to the increasing involvement of the Mexican government in the drug trafficking issue. Government's direct confrontation of drug cartels has resulted in a boost and expansion of drug violence, as well as an increase of local drug markets. This research aims to understand how people living in a drug violence hot spot, in central Mexico, cope with major signs of violence in their living environment, as well as their strategies to keep their normal conduct of life. In the various rounds of fieldwork from 2013-2017, the following ironical developments have been found. Drug violence has been sustained regardless of residents' protective actions. These actions establish differences among the various groups of people living in the community: imposing divisions and barriers, creating stereotypes, and restricting mobility. These responses do not necessarily decrease the likelihood of becoming a victim, but they do increase residents' levels of fear, leading them to strengthen protective actions. Drug violence affects all groups in different ways, making their already sharp inequalities even more pronounced. Drug violence presence allows residents to reinforce and justify their isolation from other groups. No matter how scary and extreme drug violence impact might be, it does not consume residents' daily concerns. Drug violence presence is just one among many other worries, more familiar and likely to happen, that dissipate its significance in residents' daily lives. Drug violence leads residents to focus more in their immediate problems, but at the same time it diminishes their importance. Despite the many worries majority of residents have and how difficult their life might be, at least they haven't been victims yet. Majority of residents feel thankful and better off than others who have been victims.

46-BD10A-5767

LAW ENFORCEMENT FOR MARINE POLLUTION FROM SHIPPING BUSINESS ACTIVITIES IN INDONESIAN BORDER SEA (THE MALACCA STRAIT CASES)

DR. IRMA RACHMAWATI MARUF⁴⁶ **PROFESSOR ALI ANWAR**

The increasing use of ship for the carriage of goods, oil, passengers has been very useful for the growth of the industry and has benefit for all parties. Otherwise there are any aspects of the hazards associated with pollution maritime been neglected in the past. Malacca Straits have

⁴⁵ Ms. Luisa Isabel Hernández González, PhD Student, KEIO University.

⁴⁶ Dr. Irma Rachmawati Maruf, Lecturer, Universitas Pasundan.

small size and high volume of traffic and the straits remain as one of the most important shipping lanes in the world. An estimated one-third of world's trade passes through the Malacca straits. These narrow and heavily trafficked areas provide pollution for their shipping activity. Whereas it needs an advance attention from the regulatory body and the general public as well. Marine environment plays a very important role in maintaining the balance in the global ecosystem as a whole. Damage the environment will result in long-term weakness. Singapore, Indonesia and Malaysia have been co-operating to eliminate pollution in Malacca Straits but until now there is no unified operational structured: lines of command and technical assistance to enforce the law in pollution cases. The method used in this study is an analytical description. The research was conducted by collecting primary, secondary and tertiary legal materials through library and field research, and then analyzed with qualitative method. Based on the results of this study, it is obvious that: Every year ship accidents never decrease even though the government has made improvement in the regulations on sea feasibility not only in national law but also in ratifying several international conventions. Factors concerning Business Shipping are insufficient marine transportation safety, high risk, high cost of marine safety and marine environmental pollution . Indonesia and the neighbouring countries have to delevelop their co-operation for greater maritime law enforcement within Malacca straits.

47-BD09A-5760

COMMUNITY EMPOWERMENT BASED ON CULTURE AND LIVESTOCK: AN ANALYSIS OF ECONOMIC EMPOWERMENT IN RESPECT TO THE IMPACT OF DEVELOPMENT

DR. JUNARDI HARAHA⁴⁷ **ENDANG SUJANA**

Empowerment is a viable solution for development cases that can help affected communities. The development that occurs certainly has an impact on the community that inevitably must be well received, because development usually brings things that are sometimes unpleasant for affected people, for example the people affected by the construction of the dam. This is thought to be a solution for affected communities that must have an impact on the economies of people affected by development. Certainly in terms of bringing to the values of the traditions that exist in the affected areas and also based on livestock that is used as a tool to obtain the welfare of the community. The method used is qualitative method by observation and interview, with research location in Sukamenak village, Sumedang regency, West Java, Indonesian. The results of the study found that the community is helped by the farms that serve as a solution for the community. The existing community also feel happy because it is in accordance with the breeding culture like ducks that already exist in the community in Indonesia. Because the community-based aspects of the benefits provided better because closer to the culture owned by the community. Many developments that can be well run as a result of seeing the culture of society in the community.

Keywords: Empowerment, economy, development, livestock, duck and impact.

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48-BF10-5642**IMPACT OF GST ON INDIAN FMCG SECTOR**MR. RISHI BAFNA⁴⁸

International economy has considerably changed in last three decades due to information technology revolution and globalization of world economy. Today, consumers are more informed and they have greater bargaining power in almost all markets. Globally, governments are also following free markets practices and now very few markets are operated under conformist regimes. Today, the Indian consumers are more brand savvy and they have multiple access of online and offline markets. The Indian markets are also flourished with the brands of multinational organization in almost all products and service categories. To strengthen the economy and also to make it more attractive for global investment, GST (Goods and Services Tax) was in the wish list of central government from many years. The previous government was not able to pass the GST bill because of lack of support of other coalition parties. But the present, BJP government with the perfect majority in both the houses has passed GST bill recently. This paper attempts to understand business implication of the GST on value delivery networks in Indian FMCG (Fast Moving Consumer Goods) sector and also aims to understand its impact on business & marketing strategies of corporate which are operational in Indian markets. The findings of this paper highlight long and short term implication of GST on business strategies of MNCs and Indian organizations of FMCG sector. It also presents impact of this bill on supply chain strategies of FMCG companies of Indian markets.

Key words: MNC (Multinational companies), SCM (supply chain management), FMCG (Fast moving consumer goods), GST (Goods and Services Tax)

49-BD15-5641**IDENTIFYING THE ECONOMIC EFFECT OF PRIVATIZATION ON HEALTH SECTOR**MR. LAKSHAY GOEL⁴⁹

Privatization has made great macro and microeconomic impact all over the globe. This essay is concerned with the impact of privatization on the health sector of Jaipur, a city in Rajasthan, India, and its influence on different objectives of the economy i.e. Economic Growth and Employment. Medical Tourism and its impacts are evaluated in context of effectiveness of privatizing the health sector.

The introduction portrays the opportunities with the sector to expand through a private sector means. Though there are certain cons of healthcare sector expanding its footprint over private sector, like high price charged for surgeries, whose solutions are embedded under the essay's conclusion.

Pricing structure is put up through a primary research which justifies that which of the hospital is charging more, whether it is the government or the private. It will be identified that whether the consumers' demand has shifted forward or backward which is determined in order to cater whether the pricing strategies are justified or not. The opportunity over medical health care services is also identified and the competition will justify the lowering price.

⁴⁸ Mr. Rishi Bafna, Student, Pandit Deendayal Petroleum University.

⁴⁹ Mr. Lakshay Goel, Student, Pandit Deendayal Petroleum University.

Later the impact of privatization over the two macroeconomic objectives are appraised i.e. measure of employment and economic growth. The boom in the sector is validated and identified through facts and figures and an economic diagram is established in order to extrapolate the data and make it precise. Role of medical tourism will also be adhered which brings foreign money to the economy. This all will be encompassed in a conclusion and it will help to determine whether the hypothesis made is justify or not . Conclusion will also state certain policies that other countries have executed in order to overshadow the cons in privatized healthcare sector.

Keywords: Employment, Economic Growth, Health Care, Medical Tourism, and Privatization.

50-BF30-5750

WOMEN ENTREPRENEURSHIP IN INDIA: CHALLENGES AND STRUGGLES

MS. HIMISHA PARMAR⁵⁰

This paper emphasis on India's leading women entrepreneurs and the struggle in the work and life as a female. India is a country of 1.324 billion people, to which there are 944 females to every 1000 males. Women entrepreneurship is gaining in India in the wake of economic liberalization and globalization. There exists a surfeit of successful business women entrepreneurs both in social and economic fields in India. India is known for the most number of females CEO's in banking sector compared to the whole world. The primary objective of the paper is to discover hardships of a female entrepreneurs working in India. Females of 21st Century India are troubled and have to go through various kinds of challenges at work place and life. This paper is supported by the data and research of a primary survey.

51-BF08-5695

AN INTELLIGENT SYSTEM FOR FINANCIAL DISTRESS PREDICTIONS

PROF. SHIAN-CHANG HUANG⁵¹

Big data analysis and cloud computing are becoming increasingly involved in the area of business and management. The high computation capability enables one to apply intelligent analysis utilizing large amounts of business data. Mining high-dimensional data is a crucial component in many application domains. Financial data mining or big data analysis, such as that involved in predicting distress or bankruptcies, have become a popular topic owing to the late-2000s financial crisis. The objective of this research is to develop an intelligent and reliable system for financial distress predictions.

Recently, many approaches from data mining to artificial intelligence have been developed for solving the above problems. These approaches include inductive learning (Han et al., 1996; Shaw and Gentry, 1998), case-based reasoning (Bryant, 1997; Buta, 1994), neural networks (Bortiz and Kennedy, 1995; Coakley and Brown, 2000; Jo and Han, 1996; Nasir et al., 2000; Tang and Chi, 2005), rough set theory (Dimitras et al., 1999; Ahn et al., 2000), and support vector machines (SVMs) (Wu et al., 2006; Hua et al., 2007). In financial distress prediction, large amount of data can be collected from financial markets. The performances of traditional methods are not satisfactory in dealing with such type of high-dimensional data.

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⁵¹ Prof. Shian-Chang Huang, Professor, National Changhua University of Education.

High-dimensional data from financial statements and stock markets generally degrade the performance of a prediction (or classification) system due to the curse of dimensionality. To address these problems, this study employs kernel canonical correlation analysis (KCCA) to develop a new prediction system, where KCCA searches feature vectors for inputs and outputs such that the correlations between the feature vectors are mutually maximized. The feature vectors then serve as the inputs of our classifier to improve classification performance and reduce computational loading. Empirical results showed that the proposed systems are more accurate and robust than traditional classifiers, and KCCA outperforms conventional dimensionality reduction methods in big data analysis.

52-BF38-5694

A-SCORE: DEVELOPMENT AND TESTING OF AUGMENTED DISTRESS PREDICTION MODEL: A COMPARATIVE STUDY ON DEVELOPED AND EMERGING MARKET

MS. SUMAIRA ASHRAF⁵² DR. ELISABETE G.S. FÉLIX, ASSISTANT PROFESSOR; AND DR. ZÉLIA SERRASQUEIRO, PROFESSOR

Literary writings have an excellent place in multidisciplinary disciplines of studies. These writings read by various scholars not only particularly literary viewpoint, but also to draw their implication in other related fields. The leadership theories written and practiced today are based on modern management scientific studies. The ancient Sanskrit literature has been written thousands of years ago and we can find an ample source of knowledge which is relevant in modern era. These extraordinary works of literature have described the roles of a leader and differentiate them according to their Guna or qualities (the leaders depict since form their birth and society). The technique of Sama –Dama–Danda–Bheda has its universal implication and proved to be a powerful way adopted by a ruler or a king as a leader to control and direct his followers. Ancient scholars named Kautilya and Chanakya has written many texts over it and described its applicability to win over life's circumstances. Various academics of modern era admitted the significance of these theories in leader's functions. We have drawn inferences by studying these theories and compare with modern concepts of leadership and categorize a leader according to his/her potentials or attributes. We also described the prominence of time management (an essential part of leadership), and food (a basic requirement for living) he/she intakes has a clear effect on the mind and body which ultimately affects the smooth operations of personal and professional life as well. Primordial literature has its own theories and techniques on leadership. It is an indigenous approach to study the leadership from ethnic perspective and we defined it as our hypothesis. The findings that we get from the literary works that, these writings have a strong inference in management studies of leadership and describing the character of a leader. They enriched the area of management by providing a much broader aspect based on literature.

⁵² Ms. Sumaira Ashraf, Student, University of Evora.

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