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3rd Academic International Conference on Business,
Marketing and Management AICBMM 2016 (Oxford) &
5th International Conference on Interdisciplinary Social
Science Studies ICISSS 2016 (Oxford)

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FLE Learning



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AICBMM 2016 (Oxford) & 5th International Conference on Interdisciplinary Social
Science Studies ICISSS 2016 (Oxford)**

14th – 15th November 2016

Conference Abstracts e-Handbook

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1-AF08-4346

CORPORATE EARNINGS AND DIVIDENDS SMOOTHING IN AN ERA OF UNCLAIMED DIVIDENDS IN NIGERIA: A PANEL DATA ANALYSIS

Prof. Apedzan Emmanuel Kighir¹

This research investigates dividends smoothing among non financial companies trading on the Nigerian Stock Exchange in an era of unclaimed dividends between 2004 to 2013 .There has been a raging controversy among Regulatory Authorities, Company Executives, Registrars of Companies, Shareholders and the general public regarding the increasing incidence of unclaimed dividends in Nigeria. The objective of this study is to find out if corporate earnings management through dividends smoothing is implicated in unclaimed dividends among Nigerian non-financial firms. The research used panel data and employed Generalized Method of Moment as method of analysis. The research finds evidence of dividends-smoothing in this era of unclaimed dividends in Nigeria. The research concludes that dividends-smoothing is a trigger and red flag for unclaimed dividends, an output of earnings management. If earnings management and hence unclaimed dividends in Nigeria is allowed to continue it will lead to great consequences to the investors and corporate policy of government. It is believed that the research will assist investors and government in making informed decisions regarding dividends policy in Nigeria.

Keywords: Dividends Smoothing, Non Financial Companies, Nigerian Stock Exchange, Unclaimed Dividends, Corporate Earnings Management

2-AF39-4361

BUSINESS ETHICS IN SAUDI LISTED BANKS

Dr. Ibraheem Alshekmubarak²

This paper reports the findings of interviews with 17 employees at high levels of Saudi listed banks regarding the business ethics in Saudi listed banks. Perceptions were elicited regarding the nature of business ethics and the impact of the notion on the practices of Saudi listed bank. There was widespread agreement among the interviewees about the importance of business ethics in relation to a bank's success. As a result, each bank has its own compulsory ethical code that controls employee's behaviour with the aim of enhancing clients' confidence in the business. However, some of the interviewees were dissatisfied with the ethical codes currently in place, while others believed that their code itself is sufficient, but requires more monitoring.

Keywords: Business Ethics, accountability and Saudi banks.

3-AF38-4467

COULD M&A STRATEGY LEAD TO INTEGRATION SUCCESS IN CROSS-BORDER M&AS? THE ROLE OF THE PRE-M&A PERFORMANCES

Dr. Ziva Rozen-Bakher³

Due to many mergers and acquisitions (M&As) ending in failure, this study raises the question of whether M&A strategy could lead to integration success in cross-border M&As. The integration stage is considered to be the "weakest link" of the M&A strategy, particularly in cross-border M&As. The study presents a research model that examines the effects of the pre-M&A performances of the acquirer and the target on the prediction of the integration success in cross-border M&A. The study uses a sample that includes 34 cross-border M&As. The study highlights the differences between the acquirer and the target with regard to the prediction of integration success. The results of the study suggest that a larger target leads to a complicated integration process that ends in a failure of the integration stage in cross-border M&A, while a larger acquirer

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³ Dr. Ziva Rozen-Bakher, , Independent Researcher.

could help to pass the problematic integration stage. The results indicate that buying a small target in relation to the acquirer decreases the risks of the integration stage in cross-border M&A. The study reveals that a combination of a larger acquirer along with a smaller target can lead to integration success in cross-border M&A, particularly in cases of inefficient targets that have the potential to remove redundancies. The analysis of the study suggests that buying inefficient targets creates opportunities to remove redundancies, which positively influence the integration success, while buying profitable targets may hinder the possibilities to remove redundancies, which negatively influences the integration success. The study highlights the challenges in implementation of cross-border M&A strategy due to the problematic integration stage between two firms from two different countries that may lead to a failure of the cross-border M&A, particularly in cases of larger targets.

4-AG18-4450

EMERGING ROLE OF ARBITRATION IN IPR DISPUTES IN INTERNATIONAL CONTRACTS

Dr. Hemant Garg⁴ and Dr. (Prof). Sushil Gupta⁵

This paper is about the emerging role of arbitration in resolving intellectual property rights disputes under international contracts. Arbitration is a procedure in which a dispute is submitted, by agreement of the parties, to one or more arbitrators who make a binding decision on the dispute. In choosing arbitration, the parties opt for a private dispute resolution procedure instead of going to court. At its core, arbitration is a form of dispute resolution. In recent times, there is a trend of resolving the Intellectual Property disputes through arbitration. Intellectual Property comprises of variety of different intellectual property legal rights (IPRs) that enable their owners to protect in a variety of different ways various intangibles, such as ideas and inventions, creative expressions and date, and names and commercial reputations. Intellectual Property is protected through different ways including international treaties. Compliance of these treaties is now mandatory now, for members of the World trade Organization (WTO), under the Trade Related Aspects of Intellectual Property Rights (TRIPs) Agreement of 1994, which also mandates certain minimum standards for such rights. Various kinds of Intellectual property disputes involve disputes pertaining to patents, copyrights, trademarks and designs. In order to resolve such complex disputes smoothly, most of the International Contracts relating to IPRs now contain an arbitration clause, which ensures that these disputes are resolved out of court without going into expensive and lengthy litigation proceedings. The World Intellectual Property Organization, a specialized agency of the UN, dedicated to developing a balanced and accessible international intellectual property system, through its Arbitration and Mediation Center has played a very vital role in centralizing and facilitating the dispute resolution mechanism for disputes involving IPRs. The WIPO Center, in has developed Mediation, Arbitration, Expedited Arbitration and Expert Determination Rules. In recent years, the WIPO Center has become an established and specialized neutral and international dispute resolution provider for IP and technology disputes. Moreover, according to the World Intellectual Property Organization there are certain principles of International Arbitration, according to which, an international arbitration is consensual in nature, neutral in nature, a confidential process, enforceable for having finality and there is always a right to have choice of arbitrator. There are, however, distinct forms of arbitrable intellectual property disputes including traditional commercial disputes, international treaty-based arbitrations and fair, reasonable and non-discriminatory (FRAND) arbitrations. In addition to international legislation on arbitration as a tool of deciding IPRs, all countries have their own domestic laws as well. This paper discusses laws of Argentina, Belgium, China, and the United Kingdom. After going through the international and national arbitration laws relating to IPRs, there are multiple reasons that underscore the effectiveness of arbitration as a tool to resolve IPR disputes. This makes arbitration as the future of dispute resolution mechanisms.

Keyword: Arbitration, Intellectual Property Rights, IPRs, WIPO, dispute, International law, patents, copyrights, trademarks, designs, dispute resolution,

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⁵ Dr. (Prof). Sushil Gupta, OSD to Vice Chancellor, Central University Punjab.

6-AF04-4258

THE INFORMATION CONTENT OF CASH FLOWS COMPONENTS AND ACCOUNTING EARNINGS FOR EXPLAINING STOCK MARKET ACTIVITY: EMPIRICAL EVIDENCE FROM THE BANKING SECTOR IN EGYPT.

Dr. Osama Abouelela⁶

This study aims at highlighting the role of the information content of cash flows and accounting earnings in explaining changes in the Egyptian stock market activity. In achieving this objective, The followings shall be done: 1- Test the nature of the relationship between each of the cash flows from operating activities, investing activities and financing activities and stock returns and transactions volume and transactions value. 2- Test the nature of the relationship between each of the net profit before and after the deduction of extraordinary items and stock returns and transactions volume and transactions value. The results of multiple regression analyses show the information content of cash flows exceeds the information content of accounting earnings in the interpretation of changes in the transactions volume and transactions value.

7-AF25-4267

MIGRATION OF MILLENIALS FROM FACEBOOK TO OTHER SOCIAL NETWORKS: NEW ADVERTISING STRATEGIES IN DIGITAL MEDIA

Mrs. Ximena Ferro⁷

Since its creation in 2005, the social network Facebook had a huge growth due to the high demand of internet use for professional and personal purposes. Even though it was not the first social network -because before there were SixDegrees.com, Hi5 and MySpace- however Facebook was able to reach other segments that were not reached by the others. Facebook became popular among businesses, homemakers and all of those who needed contact with the world.

As any rebel kid, young people do not want to share the same party with their parents, that's why in the last few years, young people have stepped out of Facebook and found other unique virtual spaces that allow them to be left alone by their parents. This is how many social media have appeared such as Instagram, Twitter and lately Snapchat and Periscope.

This investigation pretends to understand the Millennial generation (those born between 1985 to 2000), who have a very different mentality from their antecessors, converting them in very complicated targets to please.

The research wants to discover which is the use that the Millenials are giving to the different networks, the daily time of use in each of these and the relationship that this group maintains with Facebook, which is still the most used social media in the world. This way, also, understand what strategy should the companies' use to effectively reach this generation.

Quantitative research was done to 220 students in Quito (Ecuador) in order to find their preferences and activities in different social networks, but also deep interviews to 20 students were also developed to generate profiles of use and connection with Facebook and the other networks. Three digital marketing professionals who are actively working in advertising agencies were interviewed to understand how brands in this country are approaching the generation of Millenials, who are very attractive to many brands, local and international. Traditional Marketing managers are having a hard time trying to reach younger audiences because these are no longer connected to the mass media (ATL), so they need to reach them in the environment they are more comfortable with.

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⁷ Mrs. Ximena Ferro, Lecturer, Universidad San Francisco de Quito.

8-AF17-4364

THE IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMERS OF LUXURIOUS CAR MARKET IN INDIA⁸

Mr. Mishank Hassanandani⁸

In last three decades, global markets are significantly changed. The information technology revolution has changed business dynamics and marketing practices of organizations. Today, consumers are more informed and competent to collect information from multiple sources about any products and services. The reviews are online and consumers are driven by social media in almost all products and services in global markets. The Indian economy is considerably improved after liberalization of economy in 1992. The population is also substantially increased in last three decades. Today, India is known as young nation, as the fifty percentage population is of youth. This youth is very tech savvy and prefer to use high tech gadgets in day to day life. The Smartphone sale is considerably increased in last decade. Now the latest smartphones are designed to operate multiple social media apps effectively. The Indian automobile market is also changed with the presence of renowned brands of global manufacturers. In India, still the car is considered as high involvement purchasing decision and people prefer to collect reviews from multiple sources prior to make buying decision. The basic objective of this paper is to understand impact of social media on Indian luxury car market. It also attempts to understand impact of social media on consumer decision making process in this segment. The outcomes of this paper identify and present effectiveness of various social media tools. The paper also focuses on how two different automobile companies with different origins practice internet marketing for sales and promotion of their luxurious cars.

Keywords: Automobile industries, social media marketing, sales and promotion

9-AF37-4501

'LINKING DESTINATION BRAND PERSONALITY, SELF CONGRUITY AND TOURISM BEHAVIOR: SPA RESORT CASE⁹

Dr. Rimante Hopeniene⁹

Despite a growing interest on destination branding among researchers, there has been little investigation of relationship among destination branding, social self-congruity, ideal-social self- congruity and tourist behavior. The aim of the study is to investigate the relationship between destination brand personality, self-congruity and tourist behavior in the case of the spa resort Druskininkai (Lithuania). This study uses four dimensions (actual self-congruity, ideal self-congruity, social self-congruity and ideal-social self- congruity) self-congruity to test the hypotheses.

Design/methodology/approach – using a web-based survey, 202 responses were used for analysis. Exploratory factor and regression analyses were employed to examine the research hypotheses.

Findings indicate that tourists link the destination brand personality with intentions to recommend and visit again the destination. The weak but statistically significant correlation has also identified between every dimension of self-congruity and intentions to recommend. It has noted that actual self-congruity, social self-congruity and intention to visit again the destination correlate weakly but statistically significantly. Meanwhile, there is no statistically significant correlation between social self-congruity and intentions to visit again the destination.

Research limitations/implications – This study has limitations for future research with regard to the generalization of the findings because this study focused on a sample of university students.

Originality/value – This study provides an initial contribution to the literature on the relationships between destination branding, social self-congruity, ideal-social self- congruity and tourist behavior in case of spa destination.

Keywords: destination brand personality, self-congruity, tourist behavior.

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⁹ Dr. Rimante Hopeniene, Associate Professor, Kaunas University of Technology.

10-AF36-4513

DEVELOPMENT OF CSR STRUCTURE: WHAT IS IMPORTANT TO CONSUMERS?

Dr. Agnė Gadeikienė¹⁰

Although CSR is becoming one of the relevant issues of modern business development, due to the lack of complex research into the phenomenon, it is still difficult to give an unambiguous definition of CSR nature, the ways of its recognition and possibilities for its practical application and development. Nevertheless, there are several aspects prevailing in the works of authors who analyse the corporate socially responsible (CSR) concept. This usually involves the approach that companies should be interested not only in profit and in following formal regulations, but also in engagement in the activities that render social value to stakeholders. Besides, CSR is commonly considered as voluntary corporate activity. Scientific discussions on unifying the CSR structure are ambiguous, which makes it complicated to reach consensus when arguing how CSR should be properly structured and which scientific position corresponds the objectives of its application best. Moreover, companies often choose to develop those CSR elements, which they consider as necessary, without any considerations of consumer opinion what is important to them in this field.

With reference to the above mentioned this research aims to describe CSR and its structure as well as to determine CSR structure development priorities in the case of banks operating in Lithuania.

Research methods: systematic and comparative analysis of scientific literature and secondary information sources, empirical research employing quantitative research method (questionnaire survey), factor, correlation and regression analysis.

Summarising the attitudes towards the description of CSR concept and its structure, authors of the paper proposes the definition of CSR encompassing both the most important elements of CSR concept and the main dimensions of the structure of CSR activity. Considering this, it is put forward that CSR should be perceived as voluntary implementation of company's principles and processes of economic, legal, ethical and philanthropic responsibilities, which enable the company to satisfy or exceed the expectations of stakeholders, their groups and entire society. Primary step in the implementation of CSR is associated with identification of principles echoing company's commitments. The principles formulated on the basis of economic, legal, ethical and philanthropic responsibilities materialise in particular programmes of CSR activity. When analysing the CSR structure from marketing perspective, it is purposeful to divide philanthropic responsibility to the categories of sponsorship, cause-related marketing and philanthropy identified.

The accomplished empirical research led to the analysis of bank CSR structure development priorities while assessing the correspondence of present situation with dimensions important to consumers. In the study of consumers' assessment of CSR currently implemented by banks and bank CSR initiatives important to them, the comparative methodology of stated and derived importance developed by Fontenot, Henke, Carson and Carson (2007) was applied. The dimensions of bank CSR activity were divided into four importance groups in terms of importance attributed by consumers according to this methodology. The comparison of identification of dimensions important to consumers and the results of secondary information sources (information available on bank websites about their CSR activity) analysis led to the distinction of priority trends of bank CSR activity development.

11-AF06-4040

A STUDY OF EXTREME VALUES FOR RICE CROP INSURANCE IN THAILAND USING THE AREA-YIELD INDEX APPROACH

Dr. Krittiya Duangmanee¹¹

As is well known, rice forms an integral part of Thais' staple diet. Besides, Thailand is the country with the fifth largest harvested area of rice in the world, yet - due to various factors, including the occurrence of natural disasters - its yields are lower than a number of nations whose crop area is considerably smaller. Taking as its starting point the fifth strategy set out in Thailand's 11th National Economic and Social Development Plan 2012–2016, this study emphasises the vital role played by the agricultural sector in enhancing the production base and improving the level of security of the domestic food supply,

¹⁰ Dr. Agnė Gadeikienė, Lecturer, Kaunas University of Technology.

¹¹ Dr. Krittiya Duangmanee, Lecturer, Prince of Songkla University.

along with the revenue this sector has afforded agricultural smallholders, its support for value creation in terms of goods and services, and its part in renewable-energy generation. Among the proposed instruments for meeting the targets of (1) ensuring that the agricultural sector is empowered and (2) boosting the income, job security and quality of life of those involved in it is crop insurance. This study, focusing on risk mitigation, presents a crop insurance approach addressing Thai farmers' interests that has historically not had a foothold there, referred to as area-yield index insurance. An analysis is conducted from 1995 to 2011 of six provinces in northeastern Thailand with the highest levels of rice production: Loei, Nakhonphanom, Nongbualamphu, Nongkhai, Sakonnakhon and Udonthani. From this and previous studies it clearly emerges that climate-related factors such as rainfall and rainy days have an influence on rice yields in the provinces investigated. A more detailed examination of some extreme values found in this process and the establishment of corresponding anticipated premium rates reveal five outliers, all of which relate to one province. Thus, premium rates are set without extreme values. This represents a highly satisfactory outcome, in particular for the five remaining provinces, since it implies that the adopted premium-calculation approach can be considered a robust method, as the presence of outliers does not overly influence the results without outliers.

12-AF33-4518

AN ANALYTICAL STUDY ON SOCIO DEMOGRAPHIC VARIABLES AFFECTING THE INVESTMENT PREFERENCES TOWARDS VARIOUS INVESTMENT AVENUES : WITH SPECIAL REFERENCE TO DEHRADUN CITY, INDIA.

Ms. Anugrah Rohini Lall¹²

The study attempts to find out the socio demographic variables affecting the investment preferences of the individual investors in the Dehradun city in India. The investors invest their surplus money in various investment avenues available in the financial market. Traditional finance theory states that investors think rationally and make conscious decisions based on various evaluations or using economic models. However various researchers have revealed a large amount of evidence that there are various factors that affects the investment preferences of the investors.

Each individual investor seeks to park their savings in most secure and liquid form. In this regard primary study is carried out to find out the impact of the socio demographic variables i.e age, gender and marital status on various investment avenue available. Primary study is conducted in Dehradun city in India on 100 respondents. The primary data is collected through Questionnaire. Based on the findings of the survey, the study examines the factor affecting the investment behaviour in the financial market. The study reveals that there are various factors that makes a significant relationship with the investment preferences hence affects the investors preference towards the investment avenues.

The study found out that there is a significant relationship between age, marital status and Investment preference. It also reveals that gender does not affect the investment preferences the study reveals that most of the people invest in bank fixed deposits followed by life insurance policies. Statistic tool chi square test and percentage analysis is used to analyze the data and The study will provide the better understanding regarding the investment avenues and helps in fund selection by the investors. The findings help to create awareness regarding the preference of investors for a particular investment avenues. It will be useful to design and develop financial product/ avenues that caters to the need of the investors.

13-AF34-4479

THE INFLUENCE OF INFORMATION PRIVACY ON B2C E-COMMERCE ON CLIENTS BEHAVIOUR IN SAUDI ARABIA

Dr. Haya Alshehri¹³

Customer using the Internet for their online shopping have privacy concerns that is found to be an obstacle to the continuing growth of e-commerce. In fact, the main reason behind the lack of understanding and accepting the usage of new Internet technologies of people in Arab nations is the fear of threats to personal privacy and financial security (Al Hosni et al. 2010).

¹² Ms. Anugrah Rohini Lall, Assistant Professor, DIT University.

¹³ Dr. Haya Alshehri, Researcher, University of Salford.

In E-Commerce, the absence of privacy policies is common (Duh, et al., 2001). Indeed, people in Saudi Arabia are concerned as there is as there are no laws or regulations protecting their personal information within the context of E-Commerce. This study aims to answer the question on whether the privacy of personal information plays a significant role in influencing the behavior of Saudi customers when purchasing online. Quantitative data was collected from 606 users in Saudi Arabia. The results show that clienteles are concerned with the privacy of their personal data and have a partiality in dealing with sellers who use clear polices for protecting their privacy policies to engage E-commerce. In reality, with the enhancement of the technological improvement, E-Commerce could possibly flourish in the circumstance of a suitable technical infrastructure of B2C E-Commerce being developed to support its implementation.

Key words: E-Commerce, Privacy, Saudi Arabia.

14-AF32-4515

MICROBREWERIES BOOM: CAUSE OR EFFECT OF CUSTOMERS' REQUIREMENTS CHANGE

Mr. Stanislav Tripes¹⁴

The Czech brewing industry has rapidly changed during last 25 years. The price wars caused bankruptcy of middle-sized breweries at the beginning of new millennium. Big industrial breweries were pressed by supermarket chains to produce unified cheap beer. The lagers and special beers were missing beer market as a result of communist era and supermarkets enter to the Czech Republic. The gab was an opportunity for micro and mini-breweries arises. This process has started in the year 2005 and the gap was slowly fulfilled. Around 400 mini and microbreweries are operating in the Czech Republic in 2016. The beer market is diversified and to customers are offered more than thousand different beers. The purpose of this paper is to uncover strategic decisions in brewing industry. The research question is if customers' requirements change cause the microbreweries boom or if the entrepreneurs' ideas to diversify the market started to change customers' consumption. The historical knowledge is important for strategy decisions of micro-breweries nowadays. Currently, the microbreweries owners usually started to brew beer as a hobby and later enhance the production. Some owners use the differentiation strategy, some proclaim the differentiation, but the production is based on low-cost strategy.

The qualitative approach was incorporated in form of historical research for gaining knowledge about industry development and strategic decisions during last 25 years. The primary and secondary sources were analyzed. The 5 microbreweries owners were interviewed. The second source of knowledge was based on newspaper articles searched in the server Anopress IT. The Czech newspaper, magazines, TV and radio broadcasting are stored at this server. The journal articles were searched via EBSCO and ProQuest Central databases. The results show that the microbreweries opinion leaders started the same way as industrial breweries – the low-cost strategy. Nevertheless, they were not successful and the market pressed them to use differentiation strategy – to produce special beers. These strategic changes were accepted by few customers and the trend of microbreweries started later. The market share of breweries is around 2% of whole beer production in the Czech Republic in 2015.

15-AF27-3087

COMMUNICATION- A TOOL TO REDUCE DEPRESSION, ANXIETY AND ALIENATION AMONG THE ADOLESCENTS

Dr. Kiran Mamgain¹⁵

Communication gap is a term widely used when it comes to psychological and behavior disorder in adolescents. It is observed that parent-child communication gap is not a common feature unless the adolescents are already showing psychiatric problems. Inner turmoil, however, as represented by feelings of misery and self-depreciation is quite frequent. Psychiatric conditions are common during adolescence than in middle childhood but the pattern of disorders changes in terms of an increase in depression and school refusal. Many adolescent psychiatric problems arise in early childhood but conditions

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¹⁵ Dr. Kiran Mamgain, Professor, DIT University.

arising for the first time during adolescence differ in important respect from those with an earlier onset. The parents sometimes busy in their own lives are not able to realize the gap. Hence communicating with the child at various levels makes a healthy take place. At different levels good communication is an important parenting skill. Parenting can be more enjoyable when positive parent – child relationship is established. Whether one is parenting a toddler or a teenager, good communication is the key to build self-esteem as well a mutual respect and to reduce communication gap.

Keywords: Adolescence, psychiatric disorder. follow-up

16-AF05-4231

THE FUTURE OF GDSS SUPPORTED MEETINGS: PERCEIVING THE VALUE AND THE NEED FOR COMPETITIVE STRATEGIES

Dr. Amer Al shishany¹⁶

Conducting meetings using GDSS, as a method for brainstorming solutions and decision-making in organizations, has not yet been disseminated and adopted by the majority of either businesses or public sectors. Observations and statistics from the field indicate that organizations have scant interest or no perception at all of this approach for decision-making process. This paper is devoted to investigate the reasons behind the lack of GDSS supported meetings' dissemination and suggests solutions for overcoming the challenges encountering the GDSS supported meetings' industry.

The paper reports on the results of a field study of 22 semi-structured intensive interviews conducted with users of GDSS meeting software, experienced facilitators, technical support experts and managers of GDSS meeting facilities. The research took place in real business environmental settings with interviewees whom used 'FacilitatePro', 'MeetingSphere' and "Spilter" GDSS meeting software.

17-AG06-4292

THE SMILE MODEL: 5 STEPS FOR SELF-INTRODUCTION

Dr. Thinnawat Sroikudrua¹⁷

The purposes of self-introduction are to introducing oneself and to impress others. Self-introduction can be formal and informal. The objective of this article is to apply the SMILE Model in self-introduction. Normally, a smile is a facial expression that can create impression in communication. The word SMILE in the SMILE Model consists of 5 letters which are related to 5 steps in self-introduction. First, S is Salutation or greeting at the beginning of self-introduction. Second, M is Mood or expressing an emotion in self-introduction. Third, I is Information which can be subcategorized into 2 types: I1 is facts (name, age, family, education, domicile, occupation, etc. of the speaker) and I2 is attitude or expressing opinion on any topic of interest and hobby. Fourth, L is Link or connection to create a relationship with the listener in the future. Fifth, E is End or the closing of self-introduction. In addition, these 5 letters, S-M-I-L-E, can also be 5 tips for self-introduction; i.e., S is self-confidence that a speaker needs to have when introducing himself; M is Motivation that the speaker has to generate for himself, especially on the advantages of self-introduction; I is Instrument or tools in communication (microphone, slides, and non-verbal language); L is Language which refers to language use and word choice that can create beautiful and interesting self-introduction; and E is Event or different situations in self-introduction which a speaker needs to take into consideration when introducing himself in various situations based on Ethnography of Communication). The researcher has employed the SMILE Model in the Public Speaking Course, and has found that the majority of the students like the SMILE model because it works very well when the students have to introduce themselves.

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¹⁷ Dr. Thinnawat Sroikudrua, Lecturer, Khon Kean University.

18-AG16-4318

BUDDHIST BELIEF AND SUPERSTITION IN THAI POLITICAL NEWS

Ms. Piyaporn Punkasirikul¹⁸

Buddhist Belief and Superstition in Thai Political News Buddhism and superstition usually run parallel in Thai society. The majority of Thais have had great trust in Buddhism together with superstition since in the past. Although we are now in the modern era with high technology, Thais still have great respect for superstition and make their daily decisions based on it. Consequently, discourse in Thai society is shaped by Buddhist belief and superstition. These pervasive beliefs can be clearly seen in public discourse such as news discourse. Buddhist belief and superstition are even perpetuated in the type of news which seems unrelated to them; i.e., political news. Therefore, the purposes of this study are to investigate how Buddhist belief and superstition are perpetuated in Thai political news and how such features function in Thai political news. The data of this study are political news articles and op-ed columns taken from Thairath, the largest-selling Thai daily newspaper, during October 1st-15th, 2013. For the analytical frameworks, this article employs Fairclough's critical discourse analysis (CDA), and Halliday's systemic functional grammar (SFG). The findings reveal that there are two discourse producers in this study: the journalists and the politicians. Buddhist belief and superstition are perpetuated in Thai political news via various kinds of linguistic features: lexical choices (Buddhist terms), metaphors, transitivity or types of verb in Halliday's SFG, idioms, and address terms. The newspaper presents Buddhist belief and superstition in political news in order to attract reader's attention because they are in line with Thai social values. Thai journalists use Buddhist belief and superstition in their news in order to make a compelling argument, to make a clear description on politician's thought and behavior, and to criticize the politicians. On the other hand, Thai politicians employ Buddhist belief and superstition in their speech to present self-positive image, to defend themselves, and to create negative image of the opponents. In sum, this study illustrates the dialectical relationship between language and society. Language is shaped by society in the sense that the discourse of Buddhism and superstition is created from the beliefs of Thai people in Buddhism and superstition. Also, language shapes society. The discourse of Buddhism and superstition influence Thai society in the sense that it categorizes people in society into good and bad persons. The ones who follow the practices of Buddhism and superstition are a good person, whereas those whose actions deviate from the practices of Buddhism and superstition are bad persons.

19-AG04-4348

FOR THE LOVE OF SMARTPHONES : ROLE OF SMARTPHONES IN SHAPING THE ROMANTIC RELATIONSHIPS OF THE YOUTH IN TURKEY

Dr. Esra Cizmeci¹⁹

Smartphones are essential in romantic relationships of youth today. Whereas some people think that they develop the bond between partners, others argue that they consume and destroy relationships quickly. This qualitative study aims to reveal how smartphones affect and shape the relationships of today's Turkish youth in general.

Results of this study demonstrate that smartphones have changed the nature of today's romantic relationships very much. Today, the youth of Turkey are expected to put their romantic partner at the center of their daily lives. Always being available through their smartphones has crucial importance for relationships in such a way that unavailability may cause conflicts among partners and lead to break ups. Therefore, young people in romantic relationships have to live very close to their smartphones for 7/24.

Furthermore, smartphones help partners to learn about each other better and easier thanks to the features of almost limitless texting via internet, sharing pictures, camera calls and social media, than they can do in real life meetings; so, they have essential importance at the start of romantic relationships. Social media accounts on smartphones have high significance in youth's romantic relationships in terms of providing both positive and negative material to couples. They are both used as leisure materials for conversation, and as a trigger of jealousy and mistrust about the other partner. This leads

¹⁸ Ms. Piyaporn Punkasirikul, Ph D Student, National Institute of Development Administration.

¹⁹ Dr. Esra Cizmeci, Lecturer, University of Yalova.

youth to try to check and control their partner's social media accounts (openly or secretly) on their smartphones, and therefore always be suspicious and feel insecure.

For the maintenance of the relationship, boys mostly expect from the smartphones to know of the whereabouts of their girlfriends, whereas girls have more romantic expectations from smartphones in their relationships like creative and surprising love messages on a daily basis, as a display of attention from their partners. In any cases, expectations of both sides seem to lead to excessive communication by smartphones in romantic relationships of today's youth, which turns partners into 'control freaks', and also causes the destruction of the relationships because of consuming all the subjects and feelings faster than normal.

Many researchers relate excessive mobile phone usage in young people's romantic relationships with Attachment Theory (1980, by Cindy Hazan & Phillip Shaver). Today's youth mostly live their romantic relationships parallel to the "anxious-preoccupied style" of this theory, which claims that such people are very much dependent on their partners, and they expect a lot of intimacy, approval and responsiveness from their partners to feel secure in their relationship. Smartphones is the tool of this expected attention for today's romantic relationships of the youth in Turkey, in such a way that the smartphone equals to the partner. Through a qualitative study consisting of 15 interviews with undergraduate students (of ages 20-25), this study aims to reveal a descriptive picture of those relationship dynamics shaped by smartphone usage, and give a significant foresight about the essence of future marriages.

20-AG11-4433

CHARACTERISTICS OF MESSAGE EXPOSURE IN DAILY LIFE OF STUDENTS

Mr. Wirat Wongpinunwatana²⁰

This research aimed at studying the characteristics of message exposure in daily life of the students majoring in Thai, Faculty of Humanities and Social Sciences, Khon Kaen University. Qualitative research was used to collect data by interviewing with 43 students majoring in Thai. The findings of the research were presented by using analytical research.

Research findings found that the highest level of students' message exposure was from internet on mobile phone, followed by television and magazine respectively. Length of message exposure via internet was 8-10 hours a day on the average because it was convenient, fast, and cheap. Content of the message was mostly about private matter and entertainment more than news and knowledge. Message exposure from internet caused attention deficit, intolerance of waiting, and low efficiency of finding main ideas of the message.

21-AG03-4273

CITIZEN JOURNALISM IN SOCIAL MEDIA: EXPLORING ITS IMPACT ON JOURNALISM AND SOCIAL CHANGE

Ms. Moza Alrawahi²¹

Unfettered access to information; including on politics, social problems, corruption, and any other sensitive issues that have a significant influence on people's lives is considered a central pillar of democracy and human development.

Thus, in order to ensure a sustainable human development and deliberative democracy, the press should play a crucial role in the public sphere by maintaining and achieving the balance between stability and change (Emerson 1970, 7), encouraging citizens to participate in the discussion of public issues (Habermas 1989) and therefore ensuring social benefits (Mill 1989, 36).

However, the role of media in civil society becomes an issue, as it functions to serve commercial interests and the state. The urgent need for social change has empowered the role of citizen journalism in many societies. The recent political unrest

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²¹ Ms. Moza Alrawahi, Ph.D Student, Cardiff University.

that sparkled in the Arab world caused major political changes in the region that led to the fall of robust and powerful regimes (Joseph 2012).

Therefore, in order to better understand how CJ has strengthened the democratic public sphere and brings social change, it is crucial to “examine its connections (or lack of) to information and communication organizations” (Thorsen and Allan 2009: 188).

Thus, this study emphasizes on how audience participation might surpass the mainstream media role as 1) a watchdog, witnessing events that have been missed by journalists; 2) as agenda setters, calling attention to social problems; 3) and as gatekeepers, incorporating balanced and inclusive coverage. Each role is vital to the quality of democratic deliberation in the public sphere.

Keywords: democracy, social change, Public Sphere, the internet, Citizen Journalism

22-AG20-4461

INSTITUTIONALIZATION OF “INDIA’S SOFT POWER” VIS-E-VIS STATE SPONSORED “CHINESE SOFT POWER

Mr. Phalak Vyas²²

The twenty first century is viewed to be the Asian century, where the two fastest growing economies of the world the rising China and the emerging India are situated. As China and so is India are leaving no stone unturned to expand their sphere of influence their foreign policies has become more extensive and vibrant in nature. Foreign policies along with culture and political values are the major sources of soft power as per Harvard Prof. Joseph Nye. Prof .Nye coined the term soft power as “the ability to get what you want through attraction rather than coercion or payments.” Though independent in nature soft power continues to grow without any initial support from the home country until and unless it turns into country’s national interest.

Needless to say Indian soft power has been in vogue for past many years it’s presence was felt way before the term came into existence, However the question arises does India have the capability to outshine China’s state driven “soft power” policy whereas India’s soft power has grown independently with not so much help from government, in comparison to its strategic and economic competitor who has used it’s soft power card vigorously on international platform. This paper aims to examine India’s soft power expertise in comparison to China’s state sponsored soft power policy. And, can New Delhi outshine the Beijing’s soft power aspirations with proper government backing.

23-AG12-4453

PRECARIOUS TRANSITION FROM SCHOOL TO WORK IN JAPAN

Prof. Masahiko Sano²³

We carried out the Youth Cohort Study of Japan (YCSJ), a major programme of longitudinal research to monitor the progress of youth transition from school to work in Japan between 2007 and 2011. The first survey was conducted when respondents, who were selected nationally through random sampling, were aged 20. Follow up surveys were then conducted annually for five years. The achieved sample sizes and response rates of the YCSJ for each year are as follows: 1678, 40.2% (2007); 1361, 82.0% (2008); 1141, 86.2% (2009); 1009, 90.7% (2010) and 891, 88.3% (2011). We use the YCSJ dataset to explore three main topics. First, we aim to develop an overview of youth transition to work and increases of precarity in youth labour markets. In terms of precarity, we examine the extent to which youths face increased vulnerabilities in the labour market through use of a variety of indexes such as low income, non-irregular jobs and unemployment. Second, we investigate which cohort is more likely to face greater precariousness. We found that most variables indicating disadvantageous conditions such as individual attributes, family socio-economic background, residential area and current job were the relevant risk factors having statistical significance. Third, we reveal disparities in work conditions, duties and opportunities to develop

²² Mr. Phalak Vyas, Post Graduate Student, Pandit Deendayal Petroleum University.

²³ Prof. Masahiko Sano, Professor, Osaka Electro-Communication University.

competence. Apparently, considerable structural disparities exist between genders and amongst transition types in terms of working conditions, work duties and opportunities to develop vocational ability.

24-AG15-4290

MOTIVATIONAL PERCEPTIONS TOWARDS LEARNING ENGLISH WITH MULTIMEDIA COMPUTER-ASSISTED ENGLISH WRITING

Ms. Sirin Sawangwan²⁴

Science, technology, engineering development and innovations are the essential key to improvement and are being brought forward at an increasingly rapid rate, thereby forcing engineering educators to adapt to new realities also they play a fundamental role in the creation of wealth, economic development and in the enhancement of the quality of life for all citizens. Furthermore, in the rapidly changing and development in technology and manufacturing industry has affected the national economies and education system of countries and must be continually reevaluated and revised. To make this process more manageable and to create programmes that more accurately reflect the demands of the marketplace, a curriculum revision process is presented. New challenges and new demands are making necessary to re-design curricula of technical and engineering education programmes with industry partnership and business sectors for global economy. The development of curricula should stress the need for flexibility in structure and modes of delivery of technical and engineering education programmes. The curriculum and syllabi in engineering education is dynamic as it shifts with societal requirements as well as student inputs. Therefore, the need for transformation in curriculum for all the higher education levels in general and engineering and technical educational in particular become necessary. The paper submits recommendation on further enhanced strategies that will help in the development of education in line with modern trends in curriculum issues. It concludes that for any meaningful advancement to be made in the education sector there must be conscious, deliberate, purposeful, directional policy formulation of the implementation of the curriculum.

25-AG17-4354

ERROR ANALYSIS CAUSED BY MOTHER TONGUE INTERFERENCE IN WRITTEN ENGLISH SENTENCES OF THAI UNDERGRADUATE EFL LEARNERS

Ms. Ubonrat Chanaroke²⁵

For EFL teachers, especially in Thailand, having students to write all error-free sentences has always been their goal and ambition. This study aims to explore the common types of grammatical errors made by Thai undergraduate EFL learners in their English sentence writing level by answering the following research question: What Thai linguistic features are transferred when Thai undergraduate EFL learners write English sentences? The research instrument is the translation test. The study was conducted in five months (from January to May 2016). Its purpose was to examine what Thai linguistic features contribute to the errors caused by mother tongue interference. The subjects were forty first-year students, majoring in Business English attending Communicative English structure course in a private higher educational institute in Thailand. The data for the question was derived from assigning the subjects to take the translation test; Thai to English sentence translation was analyzed to obtain the total number of errors in each error type. These errors were classified according to their number of frequency in the students' sentences. It was found that the most frequent and salient grammatical errors that were found in the students' translation test were the omission suffixes, especially in the third person singular nouns or pronouns, in plurality and, in past tense verb. This is because the difference between English and Thai. Thai has no suffixes for those structures. The data revealed that Thai undergraduate EFL learners make different types of grammatical errors, and most of these errors were due to mother tongue interference. In addition, the findings of this study also revealed that the English writing skill of Thai undergraduate EFL learners requires more reinforcement and improvement. Finally, the researcher hopes that the findings of this study could provide some benefits for improving the English writing skill in sentence level among Thai EFL learners. For future research, it was recommended that a larger sample size should be used in order to increase the

²⁴ Ms. Sirin Sawangwan, Ph.D. Student, National Institute of Development Administration (NIDA).

²⁵ Ms. Ubonrat Chanaroke, Ph.D. Student, National Institute of Development Administration.

degree of credibility. Also, if possible, the extent of overgeneralization, which is not less important than the error from mother tongue interference, should be studied as well.

Keyword: Error analysis (EA), Mother tongue interference, Interference transfer

26-AF13-4219

CORPORATE GOVERNANCE, TAX IMPUTATION SYSTEM AND DIVIDEND REINVESTMENT PLANS : EVIDENCE FROM AUSTRALIA

Mr. Hussein Abedi Shamsabadi²⁶

Having observed that a dividend reinvestment plan is not a legal requirement but has become popular among firms, we investigated determinants of the supply of DRP in the nexus of corporate governance, and imputation tax in Australia. Results indicate that better corporate governance, proxied by a self-constructed comprehensive governance index, leads to a better supply of DRP. Further analyses illustrate that the positive effect of governance on DRP is attenuated by franked dividend and heavily discounted DRP respectively, illustrating the importance of institutional settings to understand dividend policy. Our findings imply that good governance should consider a variety of clientele demands for dividend. Our finding also indicates the existence of diminishing marginal monitoring to scale of (free) cash flows.

Keywords: Dividend reinvestment plans, Corporate governance, Imputation tax, Dividend policy, Australia

JEL classification: G32,G34, G35, H25

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27-AF31-4322

ROLE OF COMMERCIAL TELEVISION CHANNELS IN REVIVING TRADITIONAL SPORTS VIEWERSHIP, WITH REFERENCE TO KABADDI AND HOCKEY IN INDIA

Ms. Upasana Purohit²⁷

Over the past decade television has grown as a profound medium for mass communication. With the advent of commercial channels and international production houses the reach and impact of television viewership can be prominently seen in all walks of life. Not only does it keep us updated with the recent news and happenings around the world; but it has also grown to be a great source of entertainment.

With reference to the sports industry specialized television channels and programs have helped revive several sports form that had long become commercially nonviable. We see a similar trend when we chart the commercial viability and popularity of Kabaddi and Hockey in India. The two sports forms have been considered an integral part of Indian sports but overtime had lost their charm and became commercially nonviable. Nevertheless, the start of Pro Kabaddi and Hockey India League; has seen the two sports form gain a new trajectory. Being telecast on popular channels, have helped them regain popularity.

The paper seeks to understand the role of television in reviving sports and making it commercially viable. It further aims to understand as to why do people watch a particular sport on television and what is the reason behind their growing likeliness. Further, the paper would draw a conclusion on how viewership makes sports telecast more commercially viable.

²⁶ Mr. Hussein Abedi Shamsabadi, PhD candidate, Griffith University.

²⁷ Ms. Upasana Purohit, Student, Pandit Deendayal Petroleum University.

28-AF20-4391

RAPID UPSWING OF PATANJALI AYURVED.

Ms. Riddhi Shah²⁸

Patanjali Ayurved, an unlisted, home-grown firm is becoming a threat to the listed companies! This research tries to deduce how a company incorporated a decade ago, namely, Patanjali Ayurved managed to become the fastest growing FMCG in India, with an expected revenue of Rs. 20,000 crore by fiscal year 2020. The research also tries to figure out whether and if the rise of the company will affect business prospects for the other companies or not. The basic objective of this secondary research is to understand the marketing strategies deployed by Patanjali Ayurved that made them the leaders in the FMCG industry of the country. The company employed what is called a "spiritual marketing" strategy on the credibility of Shri Ramdeva associated with the practice and promotion of yoga and healthy living in India. The alleged adulteration of FMCG products by other multi-national corporations was effectively used to market the company's own products, referring to them as home-made and free of chemicals and other synthetic materials. The company slowly and gradually got into almost every product line, ranging from toothpaste to wheat-flour. The company's CSR activities have been well promoted and used as a marketing tool and have successfully earned the company goodwill and helped attract customers. Also, the Make in India concept fired by the Government of India also acted as a catalyst to the company's already established "swadeshi" USP. The concept to forming this company was to link the rising destiny of millions of rural masses on the one hand and many more suffering and leading unhealthy urban lifestyle on the other. The vision of Respected Swami Ramdevji Maharaj, the renowned YOGA GURU and Sri Acharya Balkrishnaji, made the concept into writing through formation of the company "PATANJALI AYURVED LIMITED". Keywords : Patanjali Ayurved, Marketing, Marketing strategies, FMCG.

29-AF26-4412

INSIDER TRADING: A LOOK AT THE THAI STOCK MARKET

Dr. Duangporn Arbhasil²⁹

The study aims to explore insider trading cases in the Thai stock market. The aspects of study from the cases include: ground for criminal sanction, insiders, inside information, settled cases and cases filed for criminal complaints, the investigation process, and the criminal proceeding process. The research methodology is qualitative; the data is collected from the information made available to public by the Securities of Exchange and Commission (SEC), by the Stock Exchange of Thailand (SET), and from other relevant secondary sources. The scope of the study is settled cases of insider trading (27 cases) during the last ten years (year 2007-Q2 2016) and the insider trading cases filed for complaint (4 cases) during the last six years (year 2011 to Q2, 2016). The findings of insider trading in the Thai stock market are that: (1) Thailand follows the developed economies in prohibiting insider trading mainly based on the ground of unfairness or unequitable treatment to other shareholders. Unfairness is key ground for criminal sanction of insider trading. (2) Most insider trading cases are of classical type where corporate insiders trade securities of corporation on the basis of material, non-public information by virtue of their top position. (3) The number of cases with positive inside information roughly double those with negative inside information. (4) The settled cases largely outnumber the cases being filed for criminal complaint probably because the insiders see greater benefits from having the cases settled rather than being dragged to a longer period of police and court process. (5) The investigation process up until case settlement ranges between one and a half to five and a half years. (6) The criminal proceeding up until the case deems final is at minimum three and a half years but no longer than the prescription period of ten years. The study also finds that the law/ regulation regarding insider trading does not specify clearly the 'closed period' or the number of days that the insiders should refrain from trading before the announcement of information to the public. Besides, the tippee or the one who get information from corporate insiders has not been identified and penalized. In a nutshell, the study revealed that the penalization of insider trading is too light (insiders can pay fines, have the cases settled, and then resume their corporate positions) whereas the process of law enforcement is too long, probably due to the long process of a few concerned parties which may include the SEC, the SET, the police, the prosecutor, and the court. Suggestions

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²⁹ Dr. Duangporn Arbhasil, Lecturer / Associate Dean, Rangsit University.

include stricter and faster penalization of insiders, penalization of tippee, and clearer definition of 'closed period' of insider trading.

Keywords: Insider trading, Thai stock market, inside information, criminal sanction, unfairness

30-AF25A-4408

TODAY'S SUPERCONSUMER: BRAND INFIDELITY

Mrs. Ximena Ferro³⁰

The purpose of this investigation is to understand the consumer habits that human beings have as a result of the highest level of communication and information they are exposed to; to try to find the brand's efficient mechanisms in the conquest of their consumers. However, despite all the technological advances, the consumers are the ones that have changed the most. The new consumers know it all, they are able to access information of all the products they are looking for, and to compare them with the competition; they are more demanding because they know what they can get. It is a world where the consumer is no longer the naïve consumer it was once before; the Marketing experts are face to face with the Superconsumer.

The process of investigation was done with personal interviews and by observing the person's behavior, comparing different profiles (of age, gender and attitude) before, during and after the buying process. Comparisons were made regarding the buying methods used six years ago, and the current methods. While understanding the changes that have occurred thanks to technology and market knowledge.

The current Superconsumer feels more empowered in relation to the brands, because of the ongoing war that is constantly trying to conquer his business. One of the most interesting findings is that all generations have entered the digital shopping process. This process allows the consumer to be informed, to compare products and its benefits, which lead to better buying decisions; ultimately knowing that the companies must answer to any problems they may encounter. The Superconsumer is not age related, it is based on the buyer's attitude when deciding what kind of product they want to buy, or what brand to choose. For this reason, the research was done to different profiles of consumers: students, professionals and homemakers; women and men; and young, adult and old people.

The implementation of the results of this investigation will be to create correct marketing strategies, in terms of the quality of the consumer that the brand has, comparing them to the competition and to the new digital environment.

31-AG22-4460

DEFINING THE CONCEPT OF THE RIGHT TO PRIVACY IN ISLAMIC LAW

Mr. Sattam Eid Almutairi³¹

The conception of privacy differs from one society to another and from one culture to another. Indeed, what is generally held to be covered in this right or deemed to fall outside its scope is often changeable, even within one culture. This may explain the absence of a comprehensive definition of privacy, or at least of a consensus among scholars of comparative law about the essential elements of this right determine privacy violations in Islamic sharia'a law. According to Warren and Brandeis, the right to privacy is simply "the right to be left alone" while another commentator on the topic defines privacy as the claim of an individual, group or institution to decide for themselves when, how and to what extent information about them is disseminated to the public. Western scholars have comprehensively studied privacy in the context of many societies for the past century. No one has yet undertaken an exhaustive study of privacy in Islamic sharia'a law. However, there is a common belief in the West that "Islamic notions of privacy" is very different from their notions of privacy. Furthermore, it may be claimed that Muslim scholars treat privacy as a moral right rather than a legal one. I argue that the equivalent of modern ideas of privacy indeed exist in Islamic law, this can be clearly seen in several conceptual pairs and clusters used in the Quran and the Sunnah, as well as various practices demonstrated by Muhammad's companions. For example, the Holy Quran states that "Do not spy on one another" (49:12); "Do not enter any houses except your own homes unless you are

³⁰ Mrs. Ximena Ferro, Lecturer, Universidad San Francisco de Quito.

³¹ Mr. Sattam Eid Almutairi, PhD Student, University College Dublin.

sure of their occupants' consent" (24:27). The main purpose of this paper is to excavate an Islamic notion of privacy as a legally-protected right and as theorised by classical and modern Muslim scholars.

32-AG29-4516

POSSESSION AS KEY ELEMENT OF PROPERTY LAW: CONTINENTAL LAW AND COMMON LAW APPROACH (THE CASE OF RUSSIAN FEDERATION)

Ms. Ekaterina Papushina³²

The institute of possession is one of the most important elements of property rights.

In continental law countries possession is distinguished from ownership. Civil law scholars prefer to pay more attention to «to the conceptual perspective of possession"[1] and concentrate in searching for the general principle. However, countries of anglo-saxon system of law developed a completely different approach.

The legal framework in Russia does not set out possessory protection in its classical meaning, neither does it have the concept of possession as actual status.

Taking into account the abovementioned situation a good faith party of civil relations can not protect their possession, right of ownership and property rights in general.

In Russia as well as common law countries the law issues related to possession have not been thoroughly researched due to many reasons.

Some of the most valuable scholarly works have been published in the book of «Law and economics of possession», which apart from classic issues (first possession[2], adverse possession[3], ownership and possession[4], meaning of possession[5], possession is nine-tenths of the law[6]) also explores such aspects as possession as a notice, the heuristic of possession, explore the LightSquared dispute and others.

Author of the report believes that «practical approach» of common law which concentrate on context of specific legal issues and allows legal system identify potential problems and develop solution beforehand. It would allow the roman law countries to respond more dynamically to emerging problems.

In Russian law scholars pay much attention to theoretical side of the question but no practical solutions have been proposed with regard to possessory rights issues.

Considering the fact that an foreign law practices and legal research in common law countries allows to see the evolution of possession tendency and define method of solutions we can conclude that the such research is very topical and significant for the development of property law in both common law and continental law countries.

In the Law of common law countries and continental law countries possession is based on the postulate that possession is actual status, and legal protection will exist independently of the right. This report will provide the analysis of possession in the context of modern Russian civil law. The author will examine the pros and cons of common law approach and the possibility of its adoption in Russian civil law.

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33-AF23-4463

TESTING THE RANDOM WALK AND EFFICIENCY OF THE SAUDI STOCK MARKET (SSM)

Mr. Yazeed Bin Ateeq³³

The aim of this paper is to investigate how past information about historical share price affects current and future stock prices by testing the weak-form efficiency hypothesis in one of the largest stock market exchange, in the Middle East and North Africa i.e. the Saudi Stock Market Exchange. More particular, the original definition of market efficiency is provided by Fama (1970, p. 383) in his seminal paper:

“A market in which prices always “fully reflect” available information is called “efficient.”

However, a number of researchers, including (Butler and Malaikah, 1992, Khababa, 1998, Elango and Hussein, 2008, Onour, 2009, Al Ashikh, 2012) empirically proved the existence of market inefficiency in the Saudi stock market. They commented that since stock movements are not random, and equity returns are predictable, more statistical evidence is required in order to verify the hypotheses and go far by determining the level of the efficiency and find out the event that affects the level of the efficiency. Thus, this study will attempt to determine the level of the Saudi stock market efficiency. Then, will compare between the sectors index which the researcher has selected banking as a big sector and the small sector which would be the hotel and tourism index. In addition, the researcher has chosen the most important companies in the Saudi Stock Market as representatives of the Saudi stock market which are SOCCO, ALMARAI, TAWUNIYA and SAFECO. The reason for choosing these four companies is based on Samuelson (1998) who said that the efficient markets hypothesis works better for individual shares than it does for the aggregate stock market index. Finally, this study will attempt to determine the impact of major events during the whole year.

The objectives of this research are:

- To determine the level of efficiency of the Saudi stock market.
- Comparing the stock market data form (2005-2009), (2010-2015).
- To determine the impact of major events that affect weak form market efficiency, in certain days of the month such as during the Ramadan, Eid and the Saudi National day.

For analysis the data will be based on the comparison of data from Saudi stock market and using Non-overlapping Sub-samples by addressing the Effect of Major Events on Weak-form Market Efficiency. This can be done by using Time series data as the basis of economic forecasting, (ARIMA) model. Moreover, The ARIMA model produces clear data based on analysis of stochastic or probabilistic elements of an economic time series, which makes this unique, as it does not rely on constructing a simultaneous-equation model or a single-equation model.

Key words: Share Prices, Efficiency Market, Stock Market, Saudi Arabia

34-AG30-4503

A STUDY OF THE INTEGRATED PLATFORM DEVELOPMENT FOR ANALYZING ROAD DRIVING ENVIRONMENTS BASED ON VARIOUS DATA TYPES

Dr. In Taek Jung³⁴

With continuous development of Information Technology, we lived in a time of explosive data growth from data type to data volume. That is, the era of big data has come with the increased quantity and quality of available data in the expanded scope of time and space. In accordance with the flow of time like this, the government opened a variety of public data to private

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sector and recommended to use those actively. It is very important for researchers to how to make the best use of big data collected from various collection systems.

Traffic information collection systems has been evolving a survey method from fixed sensor survey such as fixed detector, video image detector etc. to mobile sensor survey such as smart phone, probe car, car navigation etc. In particular, the private sector has secured solid technologies to collect and store the big data created by individual car navigation systems. However, the public sector such as road weather information system, road transport information system etc., is still based on the fixed sensor-based data collection system. These systems have any of problems like restricting their operation, space scalability, and installation cost flexibility, compared to the mobile sensor-based systems. We need to the integrated system that is speedily and accurately collected the information of the road sections involving dangerous situations (road icing, road flooding, traffic congestion, and sudden situation) of traffic accident and to provide the information to the drivers in real time.

This paper suggested about the integrated platform system for analyzing road driving environment using various data types. Input data contains open public data and vehicle sensor data. Any of this, now is developing Sensor devices for observing various road driving environments (road surface temperature, air temperature, air humidity, and precipitation, traffic density, travel speed) in real time. This devices consist of radars, cameras, temperature sensors, and GPS. It is aims to be developed for installations in self-driving vehicles in the future. The framework of integrated platform system is divided into four parts such as data collection, data processing, data analysis, data application. The data fusion of open public data and vehicle sensor data in data processing also is very important to analyzing road driving environment. This system can be innovated related technologies including weather disaster prevention, road management and safety in the future. We carried out analysis with the field data collection using a vehicle sensor can be measured road surface temperature, air temperature, humidity of these. As a result, the road surface temperature and air temperature collected in the field were analyzed statistically that there are difference between two temperatures. Additionally, utilizations of vehicle sensor data were presented respectively for end users and operation managers Index terms: Open Public Data, Vehicle Sensor Data, Big Data, Platform, Road Driving Environments

35-AG24-4520

AN ANALYSIS OF STABILITY OF ROAD SIGNS USING WEATHER BIG DATA

Mr. Hong ki Sung³⁵

Social interest and demand on safety are soaring, and the issue of securing transportation stability is has become a priority. Bridges, roads, and road facilities are currently utilizing a facility maintenance system for securing stability and maintenance. The system is estimating facility safety ratings using the exterior evaluation ratings obtained from daily and routine inspections. Such estimation using the exterior evaluation may have difficulty considering the actual stability of structures. A system that can objectively evaluate structural stability as well as conduct effective maintenance needs to be developed. Also, as the big data with huge data generated in a rapid speed are available, an algorithm that can objectively evaluate and estimate the stability of road facilities needs to be developed. Therefore, in this study, a stability evaluation method of road facilities using weather big data was suggested. The effectiveness of the suggested method was verified through the stability analysis of road facilities using weather big data. In this study, the structural stability was analyzed by using the wind speed data of the mobile observation vehicle system and those observed by KMA. The structural stability analysis on the road signs using the wind speed data of the mobile observation vehicle system and KMA showed similar results, but the failure ratios due to instantaneous gusty winds showed much difference. It is expected that the stability of road users will be increased, and the national demand for safety will be met. In case of natural disasters, the existing stability evaluation system must inspect and perform maintenance for all the road facilities within the same administrative unit, but the suggested stability evaluation method may confine such activities to the specific road facilities of the roads where natural disasters occurred, thus increasing the convenience of maintenance and reducing the budget. Also, more objective stability of road facilities will be secured through the stability evaluation using weather big data.

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36-AG31-4505

JORDAN'S ARAB SPRING: THE SURVIVAL OF THE HASHIMITES

Ms. Jawaher Abdelhamid³⁶

The Arab Spring has loomed the streets of North Africa and the Levant through socioeconomic struggles and political conflicts, all of which have contributed to the spark of protests for regime and/or government change. After the swift movement of the Arab Spring from North Africa to Egypt and the Levant, it seemed viable for one to assume that the Hashimite Kingdom of Jordan was next in line. Such assumptions were built upon the increased popularity of the Muslim Brotherhood's political arm in Jordan, the IAF, and the economic struggles of the highly indebted economy of Jordan. The IAF's popularity is especially worrying because it is mostly supported by Palestinian-Jordanians, who constitute the majority of Jordan's populous. Given that the regime was challenged both politically and economically, one begins to question how the Hashimites were able to calm the Arab Spring in Jordan. Using Weber's classification of forms of legitimacy and Matheson's contributions to his theory, this paper puts forward that the Jordanian regime enjoys a unique combination of legitimacy by tradition, expertise, and charisma, which allowed it to contain the potential of the Arab Spring in Jordan. Legitimacy by tradition refers to the subjects' justification of obedience by religious and cultural norms, while legitimacy by expertise refers to justification by historical events that give the power-holder competent authority over the power subject. Legitimacy by charisma, on the other hand, is the strengthening of authority through personal, familial, and institutional charisma, all of which are derived from the power-holder's personal virtue. After illustrating the Hashimites' success at establishing state-society harmony through the above mentioned forms of legitimacy, this paper will focus on the significance of institutional strength in Jordan. It will argue that this strength is a result of the depersonalization of the Hashimites' charisma, and show that institutional effectiveness could be the reason behind the mildness of the Arab Spring in Jordan.

37-AG13-4373

THE PREDOMINANCE AND CAUSES OF NEUROLOGICAL DISORDERS FROM AN INDIAN PERSPECTIVE - AN EMPIRICAL STUDY

Ms. Himja Trivedi³⁷

Neurological disorders affect people in all countries, irrespective of age, sex, education or income. According to the 2006 WHO Report on Neurological disorders it has been estimated that about 6.8 million people die every year as a result of neurological disorders. According to the statistics of Cerebral palsy Foundation, around 17 million people have a condition called cerebral palsy globally. Autism society's Research tells us that about 1% of the population in The United States of America and United Kingdom suffers from autism. This type of data is relatively under-researched in developing countries. The objective was to understand the types of disorders and their ratios, causes and onset of these disorders, in order to understand their range and preponderance in the Indian Scenario. The Research is aimed to statistically look at the spread of certain child related neurological disorders in India through Sub sections like age group, causes (Pre natal Or Post Natal) Onset, So on and so forth. This research was conducted in collaboration with Health and Care foundation in the department concerned with the care and development of children with neurological disorders. The methodology used to gather the data was through pre-existing reports and unstructured interviews with the family members of the patients along with a assessment from the doctors in consultation. The data hence collected was with the consent of the Supervising Head of the Foundation. The sample size taken into account was 100 patients ranging from ages 1 to almost 40. The assessment was done through a statistical comparison across the data. The final output of the research gave a outlook towards the current trends in child related neurological disorders in a developing country and gives an insight into the probable future implications of the above. The data can further be used in order to detect the problem areas for the rise in these disorders and make a meaningful attempt towards reducing them or creating better aids to help better the condition.

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38-AG23-4438

HOW THE OBEDIENCE OF EXPLICIT CUES IN PUBLIC PLACES AFFECTS INDIVIDUAL'S AFFECT SCHEDULE

Ms. Annisa Rahmah³⁸

Previous researches have demonstrated that the presence of explicit cues affects individuals' affect. The precise and straightforwardness of the messages are identified as the characteristics that exist in every explicit cues, albeit in different forms: symbols, colors, verbal (written or spoken), etc. This research is not only aimed to investigate the relationship between external cues and individuals' affect schedule, but also to explore the probability of obedience as the moderating effect within the relationship. The research problem came up as there is a lack of explicit cues in public places across the cities in Indonesia. For example, there is no sufficient information on where on the platform people should be when the train stops, how they should make a line while waiting for the public transportation, or where on the pedestrian walkway or pedestrian bridge people should walk. This could lead to individuals' confusion, disturbance, and violation of personal space in public places due to the lack of information.

This research deployed a between-subject experimental design of 2 (explicit cues: present vs. absent) x 2 (obedience vs. no obedience) and use the Positive and Negative Affect Schedule extended version (PANAS-X) as the individuals' affect measurement. The explicit verbal rules and symbols were provided as explicit cues which was manipulated by varying its presence. Across the four conditions, participants were asked to walk down the hall passing the confederates, stay in the waiting room, and enter the experiment room to fill in the PANAS-X questionnaire. In the presence of explicit cues condition, cues were (1) the "walk here" signboards and arrow signs to indicate which side the participants and confederates could walk on, (2) solid black line that required the participants and confederates to stay within the lane and (3) yellow line that indicated where people should queue. The preliminary result indicated that there was significant effect of external cues in increasing individuals' positive affect. Furthermore, the analysis of two-way interaction model indicated there was significant effect of obedience within the model.

The result provides an advice for the government or public sectors in urban planning, especially in designing or redesigning public places. This ongoing research is therefore intended to make contributions to the literature on experimental psychology, cognitive psychology, social cognition, urban psychology, and proxemics. Furthermore, a cross-cultural replication studies would be beneficial to cast aspersions on the basic premises of the research, for cultural values could be a confounding variable to individual's level of obedience.

39-AG01-4095

JUSTICIABILITY OF ECONOMIC, SOCIAL AND CULTURAL RIGHTS IN NIGERIA: A CALL TO FOLLOW GLOBAL TRENDS

Mr. Oamen Philip Ebosetale³⁹

Economic, Social and Cultural Rights are almost universally justiciable or enforceable now, only to the existence of plethora of international instruments and domestic laws in this regard. From South Africa to India, the Constitutions and the Courts have over the years, protected and enforced these rights.

However, in developing nations such as Nigeria, Economic, Social and Cultural Rights still remain largely non – justiciable. In such countries, promotion and protection of human rights have been tilting in favour of Civil and Political Rights to the detriment of Economic, Social and Cultural Rights which are viewed as being mere government aspirations as distinct from enforceable rights. The provisions of Chapter II of the Constitution of the Federal Republic of Nigeria, 1999, which relate to Fundamental Objectives and Directive Principles of State Policy capture these non – justiciable rights. Despite the fact that Nigeria is a signatory to certain international instruments that are protective of Economic, Social and Cultural Rights, the Nigerian Court often find it difficult to enforce these rights because of the express constitutional provisions that they are generally non – justiciable.

³⁸ Ms. Annisa Rahmah, Undergraduate Student, University of Indonesia.

³⁹ Mr. Oamen Philip Ebosetale, Lecturer, Ambrose Alli University.

This paper examines the meaning of human rights, the jurisprudence and status of Economic, Social and Cultural Rights in Nigeria and a comparative discourse of the trends in South Africa, India and other similarly situated Jurisdictions. The author canvasses for a constitution amendment in Nigeria wherein Economic, Social and Cultural Rights, just like Civil and Political Rights, will be made justiciable and enforceable in Court, as opposed to the progressive realization approach suggested under the International Human Rights System. This will keep Nigeria in touch with global trends which favour the justiciability argument. The author further advocates a liberal or broad – minded approach from the Nigerian Judiciary. The Judges must bring judicial activism to bear with a view to protecting the Economic, Social and Cultural Rights of the citizens, rather than adhering to technicalities and defeatist interpretative approach. It has also been canvassed that the Non – Governmental Organisations should wake up in their sensitization obligations vis – a – vis the promotion and protection of the rights under consideration.

40-AG09-4358

METHODS OF DEDUCING ISLAMIC JURISTIC RULINGS RELATED TO CRIMES

Mr. Hajed Alotaibi⁴⁰

Despite the fact that Islamic criminal law's resources have been determined, the need of illuminating how to deduce Sharia rulings from them is a researchable gap as well as identifying methods in which Islamic rulings pertaining to crimes, criminal, victim and crime's impact should be interpreted. By utilizing documentary approach with inductive tool, herein the researcher will examine these factors providing some competitive examples pertaining to crime, criminal, victim and crime's impact upon community via an Islamic perspective.

41-AF09-4264

CONSUMER'S ATTITUDE AND BEHAVIOUR TO FRUIT CONSUMPTION IN OWERRI MUNICIPAL, IMO STATE, NIGERIA

Dr. Nneka Chidiebere-Mark⁴¹

Diets rich in fruits have been widely recommended for their health-promoting benefits. The study described the socio-economic characteristics of the respondents, identified the dominant fruits in the study area, assessed the frequency of consumption of five dominant fruits as well as determined the factors that influence consumers' attitude and behavior to fruit consumption. A multistage random sampling technique was adopted in the selection of eighty (80) respondents for the study. Primary data were obtained with the use of structured questionnaire. Data collected was analyzed using descriptive statistics, 3 point likert-type scale and the Heckman probit selection model. Results revealed that majority of the respondents were male, middle aged, educated, married, had mean household size of 7 persons, with mean monthly income of N75, 625 (\$381.9). Some dominant fruits in the area include orange, pineapple, paw-paw, guava, water melon, cucumber, banana etc. About 90.00% of the respondents agreed that fruits are essential for healthy living and majority (80%) had a favorable disposition to fruit consumption. Age and income were significantly related to consumers' attitude and behavior to consumption of fruits. Richer households consume more fruits and it is recommended that households diversify their sources of income to generate more income.

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42-AG14-4442

SMALL-WORLD NETWORK: DECODING THE TRANSIENT COMMUNITIES IN DIGITAL PLATFORMS

Mrs. Xu Zhang⁴²

This paper has been compiled based on my PhD research on an observation of how social capital can be formed in digital platforms. The motivation of doing this kind of research is to produce an understanding of the mechanisms of traditional Chinese social relationships “guanxi”, and how it can be immersed to social capital through social media platforms (Weibo and WeChat) by the target culture clusters.

As an observer, this research does not define variables or test a hypothesis. I will present a general discussion of the connection between social capital, guanxi and social networks. Social capital shows people consciously use the social network for greater social value. Every person has some certain social relations, but systematically operative behavior on social capital requires a better mode and more effective channel (Koniordos, 2005). Comparing with the social network under the priority of “rule” in western countries, Chinese society conducts interpersonal relationships by using “pseudo-families” to consolidate their social relations, which called “guanxi”. Social network sites (SNS) are platforms to manage personal social network. The key feature of SNS is ties are made explicit and recorded, it easier for individual search or build up new ties by self or others (Williams, 2008). Focus will shift on the specific fields of the changes of Chinese transient communities in the UK. The question is how do overseas students’ social networks help them to initiate and maintain social activity? Social networking is an activity intended to create new ties or sustain of existing social networks for personal or professional advantage. Weibo and WeChat breaks through the gap between the Chinese students in mainland and overseas, and brings a new “game rules” of interpersonal communication, individual interpersonal communication extend to an unprecedented wide range. Thus, discussion will centres on how the small-world network shaped the students’ feeling about living in the UK. Finally, the conceptual framework Guanxi 2.0 will be generally introduced.

43-AG28-4508

THE NECESSITY OF INSTITUTIONALIZED CHILDHOOD SOCIOLOGY IN TURKEY

Dr. Turkan FIRINCI ORMAN⁴³

In the face of growing number of studies of children in the Western World, there exist numbers of new empirical sociological and interdisciplinary studies on children in Turkey. However, the issue of childhood has been almost always neglected in social sciences in Turkey and as a result, childhood sociology is unfortunately not institutionalized there. This study will focus on the delay of theoretical development of childhood sociology in Turkey. From socialization to agency, children’s childhood in an academic domain will be firstly discussed. Secondly, it will be analyzed that although Turkish empirical studies on children showed the necessity of development of the better social policies, theoretical dullness prevents politicians to respect children’s voices as social actors, their capacity to be agents and to fully reach their rights as children. Finally, the possible historical and cultural reasons for the delay of development of childhood sociology in Turkey will be debated.

44-AG26-4514

ANTI-CORRUPTION AS A PROGRAMME OF GOVERNMENT : BETWEEN CENTRES OF CALCULATION AND LOCAL PRACTICES

Mrs. Maria Missoni⁴⁴

The paper looks at programmes of government and their implementation through managerial translations. It expressly connects to a stream of literature that has been developed mostly in the public sector accounting field and published in top

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accounting journals in the last couple of the decades. This literature offers a particular interpretation of public management transformation by looking at the role of specific “technologies” of governance, control and verification in translating abstract ideas of improvement into actual processes [Czarniawska, B., (2004), Callon, M. and Latour, B. (1981), Foucault, M. (1976, 1977), Lascoumes, P. and Le Gales (2007), Latour, B. (2005), Miller, P. and Rose, N. (1990, 1992), Newman, J. (2001), Sørensen, E. and Torfing, J. (2007)]. Following this stream of research we assume that programmes of government are not only sustained by political rationalities but also made visible and concrete by practices of calculation and measurement. We focus on one of these programmes - anti-corruption - in order to describe how this mechanism works at different levels. In particular, the question is the following: how does the translation mechanism of a programme of government work? In addition, what are the managerial tools that sustain its enactment? The first section outlines the contribution of an interdisciplinary approach to managerial literature. It deals with the moral matter (as part of moral form that sustains the political rationalities) and outlines its relation with anti-corruption development and “industrialization”. The case study concentrates on anti-corruption programme in Italy with particular attention to the last Italian anti-corruption law (n.190 of 2012). The empirical design analyses the translation of this programme through three main levels: international and regional organizations strategies, national level decision makers and organizational level. In addition, the research considers some meaningful documents produced before the enactment of the anti-corruption law (n.190 of 2012) describing the corruption level of Italy. At the end, it aims to comprehend the results produced by this translation process at organizational level, in particular for the regional administration of Friuli Venezia Giulia, an Italian autonomous region. The main results show a progressive introduction, in a period of economic crisis and (national) political de-legitimation, of managerial measures to fight corruption translated from international governance standards. This supposed internationally legacy, immanent in times of crises as well as worthy in scope, seems however unfruitful if: 1) expands bureaucratization (more procedures), (2) develops aseptic codes of conduct and ethics despite the political rationalities – mainly moral - upon these have been constructed and, (3) isolates “morality” as an individual matter instead of a common value.

Key words: anti-corruption, international organizations, morality, translation.

45-AG27-4517

PSYCHOLOGICAL ANALYSIS OF THE CHARACTERS OF WILLIAM SHAKESPEARE: A STUDY BASED ON 'THE TEMPEST'

Ms. Anamika Lall⁴⁵

This paper attempts to study psychoanalytical aspects in one of the famous play of Williams Shakespeare, The Tempest. The main elements of ‘Psychoanalytic Theory’ given by famous psychologist Sigmund Freud can be seen vividly in the play . Williams Shakespeare is known for the unique character formation which is quite different from other dramatist or play writers. He take the characters from different walks of life, they could be ‘ the most foolish king. Or the wisest fool in the king’s court’. His art work depicts the deeper understanding of human nature. He has the deep knowledge of human behaviour, their characters and psyche. The present study will through light on the personality of different characters from his one of the famous play "The Tempest" . To study and analyse the characters deeply, we will use the" Personality structure" as a tool, from "Psychoanalytic theory" of famous scientist Sigmund freud. After deep study and analyses I came to know that the Tempest has many complicated characters which has the tint of different element of the freud's personality structure. i.e . Id , Ego and Super ego. This study will help us to analyse and understand the different characters of William Shakespeare in quite new way. Not just for readability but this study will also help the readers and researchers to understand the characters of Novel, play or fiction with the help of Psychoanalytic theory of Sigmund Freud. The purpose of the study is to bring out different personalities and their understanding through psychoanalysis of various characters from the play , ‘The Tempest’ of William Shakespeare.

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46-AF22-4049

MAXIMIZING CUSTOMER SATISFACTION IN THE CONTEXT OF GLOBAL THINKING**Dr. Ma. Pagasa Nanette Rotairo⁴⁶**

The condition for development invites us to consider the ecological theatre to further businesses. These developments should be in line with that challenges climate change gives us. This study aims to develop the potential of the Hospitality Industry through maximizing customer satisfaction without compromising aspirations for a sustainable development. Using the theory of Dresner sustainable development, this study aims to highlight the environmental factors that threatens Hospitality Industry into formulating a groundwork for a green, and sustainable business which still inclined in furthering customer satisfaction. This study finds out that environmental issues are major threats on the future of Hospitality Industry. It also found, however, that it is possible to leverage this opportunity for an efficient customer-friendly service through a green revolution in business while not compromising profit. This study concludes that the Hospitality Industry's future can be secured through a green and sustainable schemes that secures customer satisfaction while maximizing profits.

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