

2017



2nd Academic International Conference on
Multi-Disciplinary Studies and Education
Abstracts e-Handbook

Conference Venue: University of Cambridge Newnham
College, Cambridge, United Kingdom
Conference Dates: 23rd-25th January 2017



FLE Learning



2nd Academic International Conference on Multi-Disciplinary Studies and Education

23rd-25th January 2017

Conference Abstracts e-Handbook

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Format for citing papers

Author surname, initial(s). (2017). Title of paper. In Proceedings of the 2nd Academic International Conference on Multi-Disciplinary Studies and Education, (pp. xx-xx). Cambridge, January 23rd- 25th, 2017.

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Table of Contents

Changes in Accounting Education: are we ready?	5
PROF. ROZAINUN ABDUL AZIZ AND ZURAEDA IBRAHIM	5
How do you teach like a man? Politics and perceptions of men working with young children.	5
DR. SUZANNE O' KEEFFE	5
Japanese EFL Student Perception of Gender Representation	6
MR. NICHOLAS MUSTY	6
What influences demand for legal aid in Poland. Empirical analysis using logit model and bayesian model averaging.....	6
PROF. WALDEMAR FLORCZAK.....	6
Association between different type of stress and sleep quality in multi-ethnic population in Asia.....	7
DR. NANG EI EI KHAING USHASHREE DIVAKAR; KRISTER JARBRINK; NURAINI NAZEHA; MING KEAT SNG; NANTHINI VISVALINGAM; GERARD DUNLEAVY; MICHAEL SOLJAK; GEORGE CHRISTOPOULOS; KIAN WOON KWOK; CHEE KIONG SOH; AND JOSIP CAR	7
The causal relationship among planning, commitment, implementation and organizational change in ASEAN	8
DR. SONGYASIN CHONPATATHIP; DR. CHAIWAT PANPHET; DR. SIRINPUN YANTARAT; PROF. DR. NUTCHUDA THITIKALAYA; PROF. DR. CHOTIKA RAMABUT; AND PROF. DR. UTHIT SIRIWAN	8
Work-Based Learning: Management and Accounting Services Business Model (MAAS Model) & Its Constructivist Framework.....	8
DR. ZURAEDA IBRAHIM ZAFIRUDDIN BAHARUM; SITI MARIAM MANSOR; PROF DR ROZAINUN HJ. ABD. AZI;AND DR NOR FARIZAL MOHAMED	8
Swedish Fatherhood: Dual-Carer Model	9
MS. TINGTING TAN	9
The suitable graphic design on food products packaging for Japanese elderly person	9
DR. PIBOOL WAIJITTRAGUM	9
Ethical and Medicolegal Analysis of Legal Sanction in Act about Child Protection of Indonesia to Child Sexual Abuse Perpetrator	10
MR. MUHAMAD DZADIT TAQWA; MS. NIKEN RACHMA SAYEKTI; MR. REGAR ADI TRIANTO; AND MS. BAIQ KIRANA DYAHNINGRUM MANDASARI.....	10
L1: The Most Valuable Resource of an English Language Learner.....	10
MR. MICHAEL LALREMTLUANGA	10
Moderating Role of the Forgiveness between Vengeance and Aggression in Pakistan Murderers	11
MR. MUHAMMAD AQEEL DR.TANVIR AKHTAR	11
Do you want to blow off some steam or self-heal?.....	11
DR. HYE RIM LEE; PROF. EUI JUN JEONG; MR. JOON HYUN JEON; AND MR. SUNG JE LEE	11
The Healthy and Clean Behaviour for 6th Grade Students in Air Itam, Indonesia.....	12
DR. IMYADELNA IBMA NILA UTAMA DR. AYU PUTRIE TURISSIA WIGATI; DR. FRANZ ZAKHARIA SIMANJUNTAK; DR. INAYAH SHAHAB; AND DR. REINALDI ELANOVA RAMSCHIE	12

The Scope of Harmonization of Private Law and Foreign Investment Law Disciplines in Internationalization of Legal Education: A closer look at the role of laws governing international sale of goods and foreign investment	13
DR. MURUGA PERUMAL RAMASWAMY	13
Effects of Paternity: A Comparative Study to Analyze the Organizations's Support in India and USA	13
MS. AAYUSHI DALAL.....	13
A study on Consumer Involvement & Brand Positioning Strategies in Indian Automobile Sector.	14
MR. POOJAN SHAH	14
3G or 4G : A Predilection for Millennial Generation of Indian Society.....	14
MR. RISHI PRAJAPATI DR, ASHVIN DAVE (SUPERVISOR).....	14
Understanding the Effectiveness of Branding Strategies in Car Rental Service Business in India.....	15
MR. VRAJESH CHOKSHI DR, ASHVIN DAVE (SUPERVISOR)	15
Business Feasibility of Online Marketing of Food and Beverages Products in India.....	15
MS. DIMPY SHAH DR, ASHVIN DAVE (SUPERVISOR).....	15
Hypochondria: An ingrained mental illness.....	16
MS. AESHA PATEL.....	16
Academic stress and suicidal tendencies among young adults in India	16
MS. AISHWARYA JOSHI DR. NEETA SINHA.....	16
The Role of Empathy in Psychotherapy.....	17
MS. SHAMA KELLOGG DR. NEETA SINHA (SUPERVISOR)	17
The Concept of Equal Pay: Analyzing Inequality in the Hospitality Sector with the perspective of Employees in Ahmedabad, Gujarat.....	17
MS. VEDI GOENKA MS. SUPRIYA PAL (SUPERVISOR).....	17
Impact of Innovative Marketing Strategies to Enhance the Pester Power of Children in Indian Food and Beverage Industry.....	18
MS. RISHITA CHOUDHARY	18
CONFERENCE COMMITTEE MEMBERS.....	19

1-AH49-4604

CHANGES IN ACCOUNTING EDUCATION: ARE WE READY?

Prof. Rozainun Abdul Aziz¹ and Zuraeda Ibrahim

The purpose of this study is to present current landscape about accounting education. Much has been deliberated on framework for accounting education, framework for competency assessment, employability skills and competencies required.

The aim of this study is to offer a perspective of the landscape and show how issues can be aligned for better reinforcement of accounting education. The current issue warranted by the literature and practice is with the accounting education framework that points out to changes and challenges due to current demands from the industries and regulators.

The methodology used in this study is action-based research. Policies and guidelines from relevant authorities are presented. Accounting Education is presented as a perspective within the said fraternity. Representatives from three stakeholders group voice out their opinions, based on interview questions.

An analysis method of pattern-matching between the findings and objectives were made, before suggesting how to align. Key success factors for the three stakeholders group were identified afterwards. Results show concerns and positive input from stakeholders relating to skills, employability, policies, process and partnership. There is an inclination for a comprehensive accounting education alignment framework. It is also noted that there is a preference for more technical-based approach and market-driven style of learning, which all stakeholders should promote together, with impact.

It is hoped that this study has shared some insights into accounting education for all stakeholders to consider in their own portfolio, for the betterment of current and future employable talents.

Keywords: accounting education, landscape and alignment framework, future accounting talents.

2-AH23-4596

HOW DO YOU TEACH LIKE A MAN? POLITICS AND PERCEPTIONS OF MEN WORKING WITH YOUNG CHILDREN.

Dr. Suzanne O' Keeffe²

The history of men has taught us that there has only been one form of 'man': dominant and powerful. The role of a man in society was once clear, coherent, and secure. Today, being a man has become more complex and confusing. Considerable international research on gender engages with masculinities, masculinities in schools and men in non-traditional occupations. What is missing from the debate on masculinities is an account that connects the voices of men with their individual daily experiences. This presentation details a four-year study of eleven male Irish primary teachers and evaluates the relationship between men, care and work. Inspired by feminism and poststructuralism, the research design consists of three interconnected yet distinct phases of interviews. It examines diverse understandings of care, explores the public and private worlds of masculinities and evaluates how various social relations are charged with formal and informal meanings of masculinities. It provides a platform for male teachers' voices to be heard, offering fresh insights into the complexities and challenges that they face both inside and outside contemporary Irish schools. It encourages new ways of thinking about men who teach young children and intends to serve as a catalyst to further explore masculinities in contemporary primary schools. This presentation aims to advance new dialogues between masculinities and femininities by bringing together historical and recent perspectives of masculinities and critically engaging with issues central to poststructuralism such as researcher-participant relationships and the co-construction of knowledge. This presentation is a creative offering towards our responsibility as teachers, researchers and scholars to produce more research that is in response to the experiences, desires and needs of marginalised groups. It will be of particular interest to those educationalists interested in promoting gender

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equality in schools, as well as all those interested in bringing fresh evaluations of key gender issues to the debate on education and feminisation.

3-AH31-4579

JAPANESE EFL STUDENT PERCEPTION OF GENDER REPRESENTATION

Mr. Nicholas Musty³

Although gender inequality remains prevalent in most of the world, the balance in favour of male participants in society is more noticeable in some societies than it is in the UK. To a greater extent than in the English speaking world, power dimensions in Japan act generally in favour of males (Gender Gap Report, 2016). In a relatively homogenous country, one area where there is an opportunity to interface with international culture is in the EFL classroom, but where this reinforces familiar gender roles, the status quo is strengthened (Sakita, 1995). However, some teachers prefer to reflect society as it really stands, avoiding controversial topics in the classroom (Kızılaslan, 2010). This research reports on a survey of Japanese university students' attitudes towards gender representation in society, including that of the EFL classroom. For this research, one hundred and fifty five respondents, all of whom attend a private university in western Japan, gave their answers to a questionnaire. They were asked for their perceptions of gender representation in Japan as well as in English speaking countries, with reference to society in general, language and the EFL classroom. In general, there was a recognition that society discriminates against women to some extent, and that this applies in Japan more than it does in the Anglosphere. Both female and male participants claimed to be concerned about gender issues in society as a whole, were comparatively less conscious of imbalance in the Japanese language, but were satisfied about the existing role distribution in the English classroom. Comments suggested that this sample were not as pessimistic about Japan's gender roles as the Gender Gap Report (2016). It remains to be seen whether the open attitudes of students will spread through society, or whether their relative optimism will lead to a repression of a desire for change and a reversion to stereotype.

4-AH36-4634

WHAT INFLUENCES DEMAND FOR LEGAL AID IN POLAND. EMPIRICAL ANALYSIS USING LOGIT MODEL AND BAYESIAN MODEL AVERAGING

Prof. Waldemar Florczak⁴

Common access to legal aid is a prerequisite of citizens' empowerment and their actual equality of opportunity. Yet, it is only recently that, after years of apparently feigned actions, on August 5th 2015 the Polish Parliament finally enacted the Act on Legal Aid and Legal Education, launched since January 1st 2016. This means that Poland has joined the broad group of democratic states in which actual access to legal advice is not constrained by financial resources of her citizens. This act had been precluded by broad investigations into the mechanisms of informal legal aid system in Poland that had existed before the reform was launched.

One of the issues subject to those investigations were the estimates of the existent demand on legal aid so that the reform could adequately determine eligibility criteria to guarantee access to legal aid within the envisaged budget. The criteria were attached mainly to income level of the legal aid recipients and the Act on Legal Aid and Legal Education was given moderately rising funds until the year 2025, apparently to accommodate inflation. This implicitly means that demand on legal aid is supposed to remain constant in the years to come.

The aim of this paper to identify – by means of relevant literature survey – and the to quantify – by means of questionnaire individual panel data – the impact of relevant factors affecting demand on legal aid in Poland. The set of explanatory variables contains objective factors – such as income, age, education, gender, marital status, place of residence, occupational status - as well as subjective ones, such as personal attitude towards law, knowledge of law, social capital or charity activity. It follows from the results obtained on a representative sample of 1050 adult Poles by means of the logit model that the number of

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factors influencing the occurrence of a legal problem is large, the factors themselves being beyond the scope of direct and intentional impact of the state. Thereby, it seems reasonable to allocate the funds devoted to the funding and functioning of the reformed legal aid system in Poland on the basis of the population size criterion. In view of the relative scarcity of quantitative research into the issues raised in the paper bayesian model averaging method has been also used to confirm/reject the conclusions draw on the basis of the logit model. However, this has not altered the afore-mentioned conclusions in any significant way.

5-AH39-4627

ASSOCIATION BETWEEN DIFFERENT TYPE OF STRESS AND SLEEP QUALITY IN MULTI-ETHNIC POPULATION IN ASIA

Dr. Nang Ei Ei Khaing⁵ Ushashree Divakar; Krister Jarbrink; Nuraini Nazeha; Ming Keat Sng; Nanthini Visvalingam; Gerard Dunleavy; Michael Soljak; George Christopoulos; Kian Woon Kwok; Chee Kiong Soh; and Josip Car

Background

Sleep quality is associated with cardiovascular diseases (1), diabetes (2), hypertension (3), cardiovascular and all-cause mortality (4, 5). The American Heart Association recommends that sleep behaviour is addressed in order to promote cardiovascular health (6). Stress is found to be an independent predictor of sleep quality (7, 8). However, this association may be varied by type of stress. Hence, in this study we investigated whether specific stress may have different impact on sleep quality.

Method

This was a cross-sectional study of 207 full-time employees working in aboveground and underground offices in Singapore. Stress at home or at work (never, some stress, several stress and permanent stress) and financial stress (none, little stress, moderate stress and high stress) were captured by 4 point Likert-scale questionnaire. Spearman rank correlation was used to test the association among different type of stress. Sleep quality was assessed using the Pittsburgh Sleep Quality Index (PSQI) (9). Poor sleep quality was defined as PSQI score > 5 (9). Factors associated with poor sleep quality with p-value < 0.5 in the univariate analysis were included in the multivariate models. Univariate and multivariate logistic regression were conducted to determine the association between stress and poor sleep quality. The participants with the two highest levels of stress were compared to those with the two lowest levels in association with sleep quality.

Results

Poor sleep quality was prevalent among 37 per cent of our study participants. There was a higher prevalence of poor sleep quality among Malay participants compared to participants from other ethnic groups. The correlations of stress at work with stress at home and financial stress were 0.35 (p value <0.0001) and 0.22 (p value=0.001) respectively and the correlation between stress at home and financial stress was 0.28 (p value <0.0001). Stress at work (odd ratios: 2.23, 95% confidence interval: 1.18-4.21) but not at home (odd ratios: 2.80, 95% confidence interval: 0.96-8.20) or financial stress (odd ratios: 1.73, 95% confidence interval: 0.89-3.34) was significantly associated with poor sleep quality. This observed association between stress at work and sleep quality (odd ratios: 3.35, 95% confidence interval: 1.60-7.05) did not change much after adjusting for education, ethnicity, years of work, average monthly income, time spent on sedentary and shift work. Stress at work (odd ratios: 2.92, 95% confidence interval: 1.34-6.32) was an independent predictor of sleep quality even after adjusting for stress at home, financial stress and potential confounders.

Conclusion

In our study, we found that stress at work had a greater impact on sleep quality, compared to stress at home or financial stresses. These findings emphasize the need for stress management program in primary health prevention. Therefore, in addition to promoting healthy diet and active lifestyle as an intervention for reducing modifiable cardiovascular risk factors, it is important that workplaces put in place certain health programs that can address the psychological wellbeing of the workers.

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6-AH50-4668

THE CAUSAL RELATIONSHIP AMONG PLANNING, COMMITMENT, IMPLEMENTATION AND ORGANIZATIONAL CHANGE IN ASEAN

Dr. Songyasin Chonpatathip⁶; Dr. Chaiwat Panphet⁷; Dr. Sirinpun Yantararat⁸; Prof. Dr. Nutchuda Thitikalaya⁹; Prof. Dr. Chotika Ramabut¹⁰; and Prof. Dr. Uthit Siriwan¹¹

Organizational change is major interested topic in Asean organizational context. This paper aimed to study the causal relationship among planning, commitment, implementation and organizational change in the Asean region and to develop the Asean organizational change model. Related research and literature review in the area of planning, commitment, implementation and organizational change were investigated and discussed here. Six hundred and fifty Questionnaires were collected from both public and private organizations in the Asean nine countries: Thailand, Myanmar, Cambodia, Laos, Vietnam, Singapore, Malaysia, Brunei & Indonesia. Research results reveal that the model fits with empirical data. Hypothesis testing also supported this model. Discussion about significant change of globalization that influenced the Asean organizations also provided. Research results, research limitations and future research directions are discussed.

12-AH44-4653

WORK-BASED LEARNING: MANAGEMENT AND ACCOUNTING SERVICES BUSINESS MODEL (MAAS MODEL) & ITS CONSTRUCTIVIST FRAMEWORK

Dr. Zuraeda Ibrahim¹² Zafiruddin Baharum; Siti Mariam Mansor; Prof Dr Rozainun Hj. Abd. Azi; and Dr Nor Farizal Mohamed

Feedbacks from the industries partners stated that majority of the accounting graduates are still lacking of essential skills and technical experiences due to the current education systems that concentrate more on theoretical subjects without implementing the practical sides of it. One of the contributing factors is the lecturers are unable to relate the lessons they teach to the students with the one practically used by the industries. Additionally, students have less initiative in solving the real-life problems efficiently. Accordingly, these will create refusal on the part of employers to hire the graduates as their workforce. This kind of employment rejection will trigger another significant problem that is; decreasing rate of graduate employability. In due course, the responsibility to curb this problem lies with the higher learning institutions (HILs). HILs should ensure that their graduates and lecturers possess required knowledge and skills specifically on the specialization criteria demanded by the industries. Therefore, Management and Accounting Services Business Model (MAAS Model) is a business model that initiates collaborations between universities (lecturers and students), industries (business entities) and audit, management and accounting services firms to materialise the two years with university, and two years with industries (2u2i) and integrated cumulative grade performance average (iCGPA) concepts introduced by the Ministry of Higher Education, Malaysia. The real life setting of management and accounting services firm in a university would lead to the creation of new experiences, new knowledge, offers a possibility to screen out interesting development on areas where the link between theories and experiences are still lacking. This setting incorporates work-based learning model, and assists Malaysian universities and government to increase number of Bumiputera accountants and Bumiputera entrepreneurs. Additionally, it provides respective faculty with independent sources of income; thereafter reduces faculty economic dependence on government allocations, and promotes financial sustainability.

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13-AH37-4630

SWEDISH FATHERHOOD: DUAL-CARER MODEL

Ms. Tingting TAN¹³

Head to any Swedish streets on weekdays and weekends, you will easily come across Swedish proud “Latte mommy” and “Latte daddy” who are pushing prams and sharing coffee with each other while feeding their babies in cafés and/or parks in any Swedish city or town. The dual-earner and dual-carer model is promoted as an ideal gender equal option by scholars. Furthermore, the factors and causes underlying the dual-earner and dual-carer model in Sweden are becoming increasingly valued. However, there is little systematic and comprehensive research on this part. Therefore, after illustrating Swedish paths of shifting fatherhood, this paper attempts to go further and shed light on two main questions as follows: A) Why have Swedes become preferred Dual-Earner Model in recent history? What kinds of factors promote Swedes to become much more gender equal in public sphere? B) Why have Swedes taken steps towards Dual-Carer Model since 1980s? Based on the process of shifting Swedish attitude and practice on fatherhood, four factors are identified to shape gender and parental roles, especially Swedish dual-earner model, namely, plural feminist cultures and three-wave feminist movements; women-friendly policy; high educated women; organizational cultural, economic conditions factors. Moreover, in Sweden’s efforts to achieve real gender equality in both public and private sphere, a series of father-friendly policies, especially the three times parental leave reforms, help Sweden to transform from a traditional hegemonic masculinity country to a dual-carer model society and one of the most generous father-friendly welfare states and the most “comprehensive egalitarian” parental leave policy countries over the past 70 years. Although some researchers criticized that Swedish gender equality attitudes do not always translate into more egalitarian behaviours in the family, fatherhood and parenthood are in transition towards a more involved and emotional fathers/parents. Hegemonic ideals of masculinity and parenthood are being challenged, and Swedish fathers have been taking greater responsibility of housework and childcare.

14-AH33-4560

THE SUITABLE GRAPHIC DESIGN ON FOOD PRODUCTS PACKAGING FOR JAPANESE ELDERLY PERSON

Dr. Pibool Waijittragum¹⁴

The purposes of this research are 1) Study concepts and styles of the graphic design on Japanese food products packaging. 2) Study the consumer behaviors of Japanese elderly person within food products packaging. 3) Apply the research results to graphic design on Thai food products packaging for Japanese elderly person. Research methodology was using qualitative research method combined with quantitative research method. The samples size as are: 8 specialists of Japanese graphic design and packaging design were interviewed. The questionnaire of 351 Japanese elderly person who live in Thailand were studied. In addition, a field survey of 300 samples of Japanese food products packaging. Data analysis will be according to the source of Japanese elderly person of Japanese community in Thailand and the design elements of Japanese food products packaging, consists of: picture, typographic, color scheme and graphic motif.

The results will be a guideline to apply the graphic design elements on Thai food products packaging which suitable to Japanese elderly person, as are: 1) Most of Japanese food products packaging always appears with; a vivid style of picture, Japanese typography; Kanji, Hiragana and Katakana, with standout pictogram, bright tone color, Japanese motifs, calligraphy and flower motifs 2) The consumer behaviors of Japanese elderly person within food products packaging; always seeking for the package which consist a big vivid illustrate, Japanese motifs, calligraphy and flower motifs, useful pictogram to guide home users. 3) Japanese elderly person which 70 years old and over were needs the functions of the packaging more than the beauty issue. The approach to communicate to the Japanese elderly person as are; using stunning picture, readable text and description words, vivid color but gentle and harmony. 4) The difference of opinion between male and female, as are: the female has higher requirement than male for motifs, brand name, product description, illustrate style, color scheme and the variety of Thai foods.

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15-AH40-4633

ETHICAL AND MEDICOLEGAL ANALYSIS OF LEGAL SANCTION IN ACT ABOUT CHILD PROTECTION OF INDONESIA TO CHILD SEXUAL ABUSE PERPETRATOR

Mr. Muhamad Dzadit Taqwa¹⁵; Ms. Niken Rachma Sayekti¹⁶; Mr. Regar Adi Trianto¹⁷; and Ms. Baiq Kirana Dyahningrum Mandasari¹⁸

Cases about child sexual abuse in Indonesia have been increasing lately. The first case that caught public attention is the case happened in Jakarta International School (JIS) about Neil Bentlemen raping his students without any guilty feeling after judge's verdict. Earlier in 2016, there was also a case about fourteen young men took turns raping a 14 years old female child, named Yuyun, until she died. Based on that fact, the Minister of Social Affair of Indonesia, Khofifah Indar Parawansa, has given a reactive respond by proposing chemical castration as an additional action to child sexual abuse perpetrator and it is already legalized by President Joko Widodo through Presidential Regulation Replacing Act Number 1, 2016, about The Second Change of Act Number 23, 2002, about Child Protection. In the consideration part of the regulation, government considers chemical castration would give deterrent effect to the perpetrator. However, the Minister of Health Affair of Indonesia and Indonesian Medical Association (IMA) have rejected chemical castration as an additional action to the perpetrator as there are no any significant correlations between treating the perpetrator by chemical castration and decreasing child sexual abuse. Hereafter, medical involvement as the executor to treat the perpetrator by chemical castration will breach the medical ethic in Indonesia. Moreover, many side effects, even deadly effect, will emerge by its usage. According to this group, sexual abuse shall be solved by compatible solution fit to its causes. Chemical castration is the only solution to the hormonal disorder type of the perpetrator; otherwise, it is not a compatible solution to solve the other type of perpetrator. In the other hand, according to Indonesian law, since the perpetrators will be punished by particular punishments, especially being imprisoned in jail, the sexual and mental abuse they get from other criminals in jail would become another rising problem government should notice about. Taking a case study of enforcing Presidential Regulation Replacing Act Number 1, 2016, regulating about chemical castration, we aim to present the implication of chemical castration rejection by the Minister of Health Affair of Indonesia and IMA to child sexual abuse, and giving the medical-field solution to the enforcement of Presidential Regulation Replacing Act Number 1, 2016. This mean is meant to reach its objectives to solve child sexual abuse phenomenon comprehensively by involving medical role through conducting assessment, determining the right dose of chemical castration, monitoring the side effects emerged by its usage, and treating psychotherapy.

Keywords: child sexual abuse, chemical castration, medical role, Presidential Regulation Replacing Act Number 1, 2016.

19-AH13-4401

L1: THE MOST VALUABLE RESOURCE OF AN ENGLISH LANGUAGE LEARNER

Mr. Michael Lalremtuanga¹⁹

This paper is an investigation into the contribution of bilingual method of teaching English and the role of the mother tongue in learning English as a second/foreign language. The practical part deals with a piece of research carried out in teaching environment using questionnaires and interviews with the teachers as well as students and analyses teachers' usage of mother tongue in their own teaching. The findings of the study in general are that bilingualism is a very valuable resource in teaching aids and facilitates in learning L2. There are differences between bilingual and monolingual teachers in that the former have much richer resources on which to draw. There are added insights which come from circumstantial or elective bilingual experience, from being a non-native English speaker, and from formal and informal learning experience. These propositions are discussed in the light of the writings of critical theorists to give a wider perspective on bilingualism as a

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teaching aid. It is suggested that bilingualism as a teaching aid should become a legitimate topic for discussion and further research.

20-AH17-4534

MODERATING ROLE OF THE FORGIVENESS BETWEEN VENGEANCE AND AGGRESSION IN PAKISTAN MURDERERS

Mr. Muhammad Aqeel²⁰ and Dr. Tanvir Akhtar

The present study aim was to investigate the moderating role of forgiveness between vengeance and aggression in Pakistan murderers. Random sampling technique was used based on cross-sectional design. Sample comprised of 103 murderers (male, n= 41; female, n= 62) who were taken from the central jail of Rawalpindi, Pakistan. Age ranged from 18-60. Three scales were employed to measure aggression, forgiveness and vengeance of murderers. The results revealed that forgiveness was negatively significant correlated with vengeance ($r = -.55, p < .001$), aggression ($r = -.27, p < .001$) and verbal Aggression ($r = -.33, p < .001$) in Pakistan murderers. Results also revealed that vengeance was positively significant correlated with aggression ($r = .54, p < .001$), physical aggression ($r = .48, p < .001$), and verbal aggression ($r = .45, p < .001$) in Pakistan murderers. Our analysis results revealed that forgiveness was significant moderator between vengeance and aggression in Pakistan murderers. Recommendations of the study are that murderers can equally be benefited by an intervention addressing forgiveness. This study would be helpful for clinical and jail setting to resolve the issue related to aggression, forgiveness and vengeance in Pakistan murderers.

21-AH03-4441

DO YOU WANT TO BLOW OFF SOME STEAM OR SELF-HEAL?

Dr. Hye Rim Lee²¹; Prof. Eui Jun Jeong²²; Mr. Joon Hyun Jeon²³; and Mr. Sung Je Lee²⁴

Favorite gaming activity might be beneficial for players with a propensity for negative emotions, as explained by the use and gratification and mood management theories. The question remains what the underlying factors are that help players repair their mood within the framework of mood regulation. To address this gap in the literature, this study approached the issue with a therapeutic framework that combines catharsis, the generic model of psychotherapy, and real life and online self-efficacy. We conducted a path model analysis on data obtained from 1500 Korean gamers (age 19 to 50 years) on how therapeutic catharsis seeking and real life and online self-efficacy influence aggression, depression, and loneliness including generalized sub-constructs of each factor.

The results indicate that therapeutic catharsis seeking was negatively related only to aggression via favorite game playing. Interestingly, real life self-efficacy was negatively related to depression and loneliness. Thus, aggression could be affected by therapeutic catharsis seeking. On the other hand, depression and loneliness could be affected by self-efficacy. In other words, therapeutic catharsis seeking was a primary therapeutic predictor for alleviating aggression, while real life-self efficacy was a focal therapeutic predictor for decreasing depression and loneliness. The findings from our study serve as a starting point for further examinations of players' therapeutic predictors for alleviating negative emotions and for elucidating the underlying therapeutic mechanisms of preferred game use and mental health.

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25-AH35-4618

THE HEALTHY AND CLEAN BEHAVIOUR FOR 6TH GRADE STUDENTS IN AIR ITAM, INDONESIA

Dr. Imyadelna Ibma Nila Utama²⁵ Dr. Ayu Putrie Turissia Wigati; Dr. Franz Zakharia Simanjuntak; Dr. Inayah Shahab; and Dr. Reinaldi Elanova Ramschie

Background

The Healthy and Clean Behaviour or in Indonesia it was called “Perilaku Hidup Bersih Sehat” (PHBS) are one of the Health Government’s program. The Healthy and Clean Behaviour program is an effort to give an experience to learn or to create a condition in a person as an individual, as a part of their family, as a part of group and as a part of the community with giving them an information and an educate to enhance their knowledge and their attitude about the program through advocacy, social support and empowerment. One of The Healthy and Clean Behaviour program is implemented in school. Many of the primary school in Air Itam’s district have a dirty environment, even though all the students especially the 6th grade students have been educated by their teachers frequently about The Healthy and Clean Behaviour (PHBS).

Objective

To determine the knowledge, the attitude and the behaviour of all students in primary schools at Air Itam district, Indonesia.

Methods

Descriptional study with cross sectional approach. The samples were taken from the 6th grade students from one of the primary schools in Air Itam.

Result

The students who participate in this research are 58,83 % girl and 41,17 % boys. The student’s age who participate in this research are 75,53% 11 years old, 14,71% 12 years old, 8,82% are 10 years old and 2,94% are 13 years old.

The student’s knowledge about The Healthy and Clean Behaviour (PHBS) are 97,06% in a good category and 2,94% in an average category. The student’s attitude on The Healthy and Clean Behaviour (PHBS) are 76,47% in an average category and 23,53% in a good category. The student’s behavior about The Healthy and Clean Behaviour (PHBS) are 100% in a good category.

Conclusion

The research showed that all students in the school were educated well by the teachers. The students also have a good attitude and acceptance understanding about The Healthy and Clean Behaviour (PHBS).

Recommendation

This research should be a continuing research in Air Itam to know the knowledge and attitude about The Healthy and Clean Behaviour (PHBS) in other primary school in Air Itam. All teachers and parents have to give an example to their students and children.

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26-AH56-4681

THE SCOPE OF HARMONIZATION OF PRIVATE LAW AND FOREIGN INVESTMENT LAW DISCIPLINES IN INTERNATIONALIZATION OF LEGAL EDUCATION: A CLOSER LOOK AT THE ROLE OF LAWS GOVERNING INTERNATIONAL SALE OF GOODS AND FOREIGN INVESTMENT

Dr. Muruga Perumal Ramaswamy²⁶

Unlike many other disciplinary studies that have universal characteristics, legal education is very much jurisdiction specific. As laws are inherently domestic and students attaining professional qualifications in law are generally qualified to practice law in the respective jurisdictions only, internationalization of legal education has always been a challenging proposition. However, in the past major law schools in prominent jurisdictions still managed to gain international characteristics, most of which could be attributed to concrete factors like similarity in legal systems, recognition of their legal qualifications in foreign jurisdictions and their strength in offering fundamental common elements of legal education in diverse jurisdictions like jurisprudence or legal science or legal skills. Among such factors, the teaching of public international law stood out as specialization that had a distinctive appeal due to its universal characteristic and common application to different jurisdictions. With the onset of globalization and the ensuing consolidation of international legal regimes, the significance of teaching of international law subjects for achieving internationalization of legal education has drastically increased. In this context, the proposed paper seeks to examine the scope of harmonization of private law and foreign investment law in seeking the internationalization of legal education. The proposed paper will first examine the phenomenon of the internationalization of legal education and identify distinctive elements that may be attributed to the attractiveness of a law school curricular beyond its own operative jurisdiction. The paper will then assess the role of the specific fields of international law governing harmonization of private law (distinct from private international law or conflict of law which is essentially domestic in characteristic) and foreign investments in the process of internationalization of legal education and investigate the scope of these two areas for seeking a wider international appeal. The paper will then attempt to argue the significance of international harmonization of the law governing international sale of goods with a specific reference to the United Nations Convention on International Sale of Goods (CISG) as an essential corollary of the free trade and globalization for any internationalization of legal education agenda. The paper will then examine how far the diversity among domestic foreign investment laws along with the relatively strong international regime on settlement on investment disputes impacts its attractiveness as a viable subject for internationalization of legal education. Reference will be made the legal education curriculum relating to international sale of goods and foreign investment laws in key common law and civil law jurisdictions including those that are not parties to the CISG and emerging markets like BRICS and how these subjects have been or not been tapped to its fullest potential by the law schools in increasing their attractiveness as an international institution of legal education

26A-AH29-4591

EFFECTS OF PATERNITY: A COMPARATIVE STUDY TO ANALYZE THE ORGANIZATIONS'S SUPPORT IN INDIA AND USA

Ms. Aayushi Dalal²⁷

It is the mother who bears the child in her womb for 9 months. It is typically rooted in the Indian culture that it is solely the responsibility of women to take care of the children and as a result the gender roles are stereotyped. Instead of a 50-50 partnership in parenting the child, it is hackneyed that men take the responsibility of the bread earner while women nurture the children by staying at home. Thus, mothers are considered to be more psychologically connected to the children than fathers. But the current society is observing role dilution of parents which can create a gap in understanding from the organization's perspective. This is the basis of the study. The emergence of women into the job market has forever changed how society views the traditional roles of fathers and mothers. Feminism and financial power has reformed the classic parenting model. This has given rise to a more open and flexible society consequently emphasizing the father's importance

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in the well being of the child while also being capable caretakers and disciplinarians. This study focuses on analyzing the comparative differences of the organizational policies with respect to the employees who have children below the age of 21 in India and USA. A sample size of 150 fathers- 75 from India and 75 from USA was selected and a structured survey was carried out which had several open ended as well as closed ended questions probing to the issue. It was made sure that the environmental factors had as minimal effect as possible on the subjects. The findings of this research would materialize a framework for organizations to understand how the policies are impacting their employees lives while also throwing light upon father's involvement in the child's life. This would not only ameliorate the "father-child" relationship but also make organization more sympathetic towards their employees.

Keywords— Paternity, Child Development, Psychology, Gender Role, Organization Policy.

27-AH34-4434

A STUDY ON CONSUMER INVOLVEMENT & BRAND POSITIONING STRATEGIES IN INDIAN AUTOMOBILE SECTOR.

Mr. Poojan Shah²⁸

The globalization of world economy has changed market dynamics in last three decades. Today, consumers are more informed and having strong bargaining domination in almost all Indian markets. Before liberalization of Indian economy, Indian auto sector was very limited in terms of market size and scale of operations. Very few brands were available and auto manufactures were enjoying oligopoly. Things have changed drastically in last three decades. Now, Indian auto markets are flourished with foreign and Indian brands. The Indian auto sector is now becoming more consumer centric & corporate are putting all their effort to maintain long term association with potential market segments. The paper tries to highlights the impact of festivals and events on consumers buying decisions and practices. Survey to interpret the importance of brand and role of brand involvement. Features, performance or service which of them holds an upper hand in Indian market. Changing strategies of marketing and providing various types of payment options and credit facilities to consumer have also been noted. How global companies have customized and created products according to the need of Indian consumer to meet their expectations. Various consumer mindset and ideology which an Indian automobile consumer possess have been discussed. The form in which growing information technology has been included in automobiles for innovation and better product experience. This paper attempts to understand impact of brand on consumer buying behavior and also tries to identify unique brand positioning strategies in Indian automobile markets.

Key Words: IMC (Integrated marketing communication), ISCM (Integrated Supply Chain Management), SIAM (Society of Indian Automobile Manufacture), Brand positioning, Involvement of features and performance, Preset mindset of Indian Consumers, Growing marketing strategies and various payment options.

28-AH28-4588

3G OR 4G : A PREDILECTION FOR MILLENNIAL GENERATION OF INDIAN SOCIETY

Mr. Rishi Prajapati²⁹ and **Dr. Ashvin Dave (Supervisor)**

3G is the abbreviation of third generation of wireless mobile telecommunication technologies. 3G is a mode that finds application in wireless voice telephony, mobile internet access, fixed wireless internet access, video calls and mobile TV. It also provides mobile broadband access to smartphones and mobile modems in laptops and computers. The first 3G networks were introduced in 1998, followed by 4G networks in 2008. 4G is the abbreviation of fourth generation of wireless mobile telecommunication technologies. 4G is termed to be the advanced form of 3G. 4G was firstly introduced in South Korea in 2007. Many abstracts have floated researches that depicted the diversity and similarity between the third and the fourth generation of wireless mobile telecommunications technology, whereas this abstract reflects the study that focuses on analyzing the preference between 3G versus 4G given by the elite group of the Indian society who are known as adolescents

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or the Millennial Generation aging from 18 years to 25 years. The Millennial Generation was chosen for this study as they have the easiest access to the latest technology. A sample was selected and a structured survey was carried out which had several closed ended as well as open ended questions, to aggregate the result of this study. It was made sure that the effect of environmental factors on the subjects was as minimal as possible. The data analysis comprised of primary data collection reflecting it as quantitative research. The rationale behind this research is to give brief idea of how 3G and 4G are accepted by the Millennial Generation in India. The findings of this research would materialize a framework which depicts whether Millennial Generation would prefer 4G over 3G or vice versa.

29-AH25-4589

UNDERSTANDING THE EFFECTIVENESS OF BRANDING STRATEGIES IN CAR RENTAL SERVICE BUSINESS IN INDIA

Mr. Vrajesh Chokshi³⁰ and Dr. Ashvin Dave (Supervisor)

In last three decades, the global economy is substantially changed. Today, we are living in highly inter-connected world. The global markets are more open and consumers are well informed about products and services. The information technology revolution has broken all barriers in global business. The E-commerce has given opportunities of global trades to corporate. The IT is extensively used in almost all industries. After liberalization in 1992, the Indian economy is also significantly changed. The IT (information technology) and ITES (IT enable services) are extensively used in supply chain management. In India, previously car rental service business was dominated by local organization and operated through local contact. This industry is very lucrative and to catch this opportunity, many new corporate have ventured into e-commerce car rental service business in India. As the market is very competitive, branding is also very important part of marketing strategy. Now, the E-commerce portals those are in car rental business in India have realized the importance of the same and have started usage of all types of communication channel to promote their brand in different Indian markets. At consumer side, the awareness is also being considerably increased due to marketing communication campaign run by these companies. This paper aims to understand effectiveness of branding strategies in car rental business in India and also tries to identify unique promotional strategies to consolidate brand image of this business in different Indian markets.

30-AH27-4590

BUSINESS FEASIBILITY OF ONLINE MARKETING OF FOOD AND BEVERAGES PRODUCTS IN INDIA

Ms. Dimpy Shah³¹ and Dr. Ashvin Dave (Supervisor)

The global economy has substantially changed in last three decades. Now almost all markets are transparent and visible for global customers. The corporates are now no more reliant on local markets for trade. The information technology revolution has changed business dynamics and marketing practices of corporate. The markets are divided into two different formats: traditional and virtual. In very short span of time, many e-commerce portals have captured global market. This strategy is well supported by global delivery system of multinational logistic companies. Now the markets are dealing with global supply chain networks, which are more demand driven and customer oriented. The corporate have realized importance of supply chain integration and marketing in this competitive environment. The Indian markets are also significantly affected with all these changes. In terms of population, India is in second place after China. In terms of demography, almost half of the population is of youth. It has been observed that the Indian youth are more inclined towards e-commerce and prefer to buy goods from web portal. Initially, this trend was observed in Indian service sector, textile and electronic goods and now further extended in other product categories. The FMCG companies have also recognized this change and started integration of their supply chain with e-commerce platform. This paper attempts to understand contemporary marketing practices of corporate in e-commerce business in Indian food and beverages segment and also tries to identify innovative marketing practices for

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proper execution of their strategies. The findings are mainly focused on supply chain re-integration and brand building strategies with proper utilization of social media.

Keywords : FMCG (Fast Moving Consumer Goods), ISCM (Integrated supply chain management), RFID (Radio Frequency Identification), traditional and virtual formats

31-AH22-4439

HYPOCHONDRIA: AN INGRAINED MENTAL ILLNESS

Ms. Aesha Patel³²

Hypochondriasis: is a disorder in which one has the unfounded belief that one is suffering from a serious illness. It is a tormenting psychological catch which has been torturing people since seventeenth century and has been demonstrated by the research done by Sarah Jones on (11th December 2015) hypochondria. The primary feature of hypochondriasis is excessive fear of having a serious disease and even after conducting several medical tests the reassurance to the patient is short lived. The factors that contribute to this mental illness are a family history of hypochondria, psychiatric disorder such as depression anxiety, or personality disorder, stressful experience with their own loved ones these factors have been recognized by the Mount Sinai hospital of New York City. This research aims to study how hypochondria affect college students. The sample size taken into consideration was a group of 200 participants out of which 100 were female and 100 were male. The research was conducted through a questionnaire filled by both male and female. They were required to fill a questionnaire that was divided into two parts. The first part was the collection of demographic data and the second part was designed by the research team based on the DSM IV to cover most aspects that dealt with understanding the characteristics of the people suffering from hypochondriasis. The data was collected with the consent of the participants. The findings of research were aimed at uncovering how hypochondriasis is a factor that contributes towards the vulnerability of an individual. This paper was also an attempt to explore the increasing effects and trends of hypochondria on the new generation.

32-AH47-4502

ACADEMIC STRESS AND SUICIDAL TENDENCIES AMONG YOUNG ADULTS IN INDIA

Ms. Aishwarya Joshi³³ and Dr. Neeta Sinha

In today's ultra competitive environment, there are different determinants that act as stressors on students which affect their mental well being, some of the major stressors include peer and parental pressure. Studies on stress and suicidal ideation have a great importance in the present era and have become an important topic in academic circles. Academic stress can result into a lot of psychological changes within students which can sometimes bring out negative effects, such as sudden drop in grades, depression, general fatigue, aggression and sometimes even suicide can be one of the outcome. This becomes an increasing concern regarding academic stress and its relationship with mental health problems among young adults in India.

Suicide is the third leading cause of death among modern youth and second leading cause of death among college students. India's suicides are a result of its traditionalist middle-income residents transitioning to an increasingly globalised landscape, experts say. A common cause for concern is the pressure from parents to do well in the national board examinations, especially for Class XII, before finishing school. As scores in these exams often determine college admissions and subsequent employment opportunities, students aged 16-18 are often subjected to undue pressure at home to succeed. When they don't, suicide becomes a way out.

Therefore, this qualitative study focuses on factors contributing to academic stress and suicidal behaviour in young adults in India. Furthermore, it also intends to formulate possible preventions such as counseling programs being a remedial component in educational settings, which could help to build stress coping strategies that can be adopted by students and

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their parents for encouraging to maintain a healthy mental state of mind while aiming to envision a fall in the suicidal tendencies in India.

33-AH48-4526

THE ROLE OF EMPATHY IN PSYCHOTHERAPY

Ms. Shama Kellogg³⁴ and Dr. Neeta Sinha (Supervisor)

In Psychotherapy, three aspects are identified as imperative to ensure a therapeutic climate that facilitates growth and change. These aspects include genuineness or congruence, an attitude of unconditional positive regard and empathy or empathic curiosity. Each aspect plays a complementary role to one another and once integrated, provides a mechanism through which change in an individual can be initiated.

According to Tolan (2007), Empathy is a means of demonstrating, through communication, that someone is heard and understood. It is the capacity to understand or feel what another person is experiencing from within the other being's frame of reference. Psychotherapy is a collaborative treatment used by a psychiatrist or psychologist for treating mental health problems which in turn helps you learn about your condition and your moods, feelings, thoughts and behaviours. So, in a Psychotherapeutic context, empathy refers to a therapist perceiving a client's experience, understanding the corresponding emotions of that experience and conveying this understanding to the client in a manner that will enable the client to feel entirely at ease about their situation.

This paper explores the role of empathy in psychotherapy through identifying the components intrinsic to empathy, their role in creating a truly empathic environment, the use of empathy in psychotherapy and the possible effects empathy can have when displayed in an effective manner. It also focuses on the importance of psychotherapy in the acknowledgement of the persons involved and the relationship between those participating in the therapeutic relationship rather than the method or technique used to conduct the therapy.

In today's world, an individual's mental health has proved to be the greatest contribution to his or her proper functioning in any social setting, resulting in the emerging role of empathy involved in daily life as well as initiation of a critical analysis of empathy and its role in psychotherapy.

34-AH26-4587

THE CONCEPT OF EQUAL PAY: ANALYZING INEQUALITY IN THE HOSPITALITY SECTOR WITH THE PERSPECTIVE OF EMPLOYEES IN AHMEDABAD, GUJARAT

Ms. Vedi Goenka³⁵ and Ms. Supriya Pal (Supervisor)

Inequality refers to unequal treatment or perceptions of individuals based on any particular trait. It arises from differences in socially constructed roles. Women are usually characterized as inferior and weak, who are dependent on their male counterparts. Even though it is claimed that both the genders have been given equal rights, inequality has always been prevalent in the Indian society, from personal to professional front. There are different types of inequality that persists in the corporate world such as Age Inequality, Gender Inequality, Tenure Inequality and so on. Consequently, Wage Inequality occurs when employees are equally qualified and perform the same task but, one group of employees is paid more than the other. Hospitality sector is one of the emerging sectors in Gujarat which also experiences a lot of organizational dynamics. The proposed paper focuses on the concept of Equal Pay which states that pay should be based on the kind and quality of work done and not according to any other aspects. An exploratory attempt to understand the existence of inequality in the Hospitality sector on the basis of income is made in this research. The myth that wage discrimination has always favoured men over similarly qualified women is analyzed in this research paper. A structured survey of a sample, representative of the employees of the Hospitality sector is being carried out in this study. An attempt to keep the effects of the environmental factors to a minimum level is made.

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35-AH30-4527

IMPACT OF INNOVATIVE MARKETING STRATEGIES TO ENHANCE THE PESTER POWER OF CHILDREN IN INDIAN FOOD AND BEVERAGE INDUSTRY

Ms. Rishita Choudhary³⁶

In the last three decades, the Indian economy has massively changed after liberalization, globalization and other supportive government policies. People now have more purchasing power along with more awareness and acceptance of multinational brands.

The society has moved from joint families to nuclear families with one or two children at the most. During early age, children are exposed to different types of media like television, radio, social and print media, etc.

The modern family is an inclusive environment, in which nearly everything is shared, and parents encourage and empower their kids and hence have started involving their children in the decision making process even in the case of high end products

The Indian market is now flourished with foreign brands and these corporates are using multiple routes to influence the buying behavior of consumers and customers. This has been specifically been observed in the case of Food and Beverage industry. The foreign brands or multinational companies have recognized the impact of children's opinion on brand selection in consumable items. They follow the strategy of "catch them young" or "cradle to grave".

This paper primarily focuses on understanding and measuring the impact of various media on the influence of children on the buying behavior of their parents. It also attempts to identify innovative marketing strategies to make this process more effective in Indian markets. The major findings highlight the impact of social media on children, effectiveness of video commercials and importance of POP (Point of Purchase) display to target children as consumers.

Keywords: Integrated Marketing Communication, Pester power, Brand equity pyramid, POP (Point of Purchase) display, Guerilla marketing

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