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Keynote Speech

1-Q30-2393

INFLATION AVERSION AND ENDOGENOUS POLITICAL PARTIES IN A MODEL OF DELEGATED MONETARY POLICY MAKING**Prof. Sanjeev Sobhee¹**

Ever since the papers published by Kydland and Prescott (1977), Sargent and Wallace (1981) and Barro and Gordon (1983) in which the conflicting roles of the fiscal and monetary agents are revealed through dynamic inconsistency theories, interest in the area including central bank independence has largely been aroused. Creation of surprises by the fiscal agent brings about real effects, but generates all along higher inflation rates than anticipated hence leading to dynamically inconsistent outcomes for inflation and unemployment rates. On the other hand, in conventional politico-economic setting, for instance, Nordhaus (1975) and Hibbs (1977), have shown under what conditions political parties could become endogenous in policy making including monetary policy making.

These models revealed that central banks lack independence, while monetary policy may be severely biased and dictated by the fiscal agent. Debt monetization is the channel through which the monetary agent might be cornered by the fiscal agent. In the debate of separation of powers with respect to monetary policy making between the government and an independent agent, Rogoff (1985) introduced a scenario where monetary policy could be delegated to a more inflation-averse monetary agent than the government itself. The delegated monetary agent in this case is found to successfully achieve lower inflation rates, both actual and expected, but ends up with greater variability of output.

This paper shows that if politico-economic models of government are integrated in the study of Rogoff's (1985), the optimal outcomes would be biased. The degree of inflation-aversion is the main parameter that becomes politically endogenous. We indeed integrate the Hibbsian model of partisan cycles with that of Rogoff's. In fact, in the Hibbs's model, parties have partisan preferences. Rightist governments aim at combating inflation, albeit at the expense of higher unemployment rates while the leftist, on the contrary, fights unemployment at the expense of higher inflation rates. As such, monetary policy becomes. Hence, we consider two mutually exclusive scenarios of an incumbent government under conditions of Leftist and Rightist. In the presence of a Leftist government, it would be most likely that expected and actual inflation rates would vary more and output less as compared to the standard results of Rogoff. Alternatively, in the presence of a Rightist government, expected and actual inflation rates would vary less while output would vary more. Moreover, inflation variability would most likely follow a cycle depending on which type of government is in office. The testable implications of the model are also discussed for future empirical research using real life data sets.

Day ONE Session ONESession chaired by **Dr. Noel Maranon****Presentation Group:** Interdisciplinary Social Science Studies**Conference Room** - Tsuzuki Lecture Theatre

2-Q16-2269

THE NATIONAL VILLAIN - A UNIQUE LENS TO OBSERVE POLITICAL RELATIONSHIPS AND CONFLICTS.**Dr. Tamar Tauber-Pauzner²**

The suggested study seeks to create a conceptual framework for studying the "national villain". The "national villain", although being one of the key characters making up national identities and narratives, has not yet earned methodological theorization. This study aspires to present the myth of the "national villain" as a unique lens, through which we can observe political relationships and conflicts. Through the image, we can expose profound layers of the relations between groups;

¹ Prof. Sanjeev Sobhee, Professor, University of Mauritius.

² Dr. Tamar Tauber-Pauzner, Visiting Post-Doctoral Scholar, Sciences Po-CERI, CERI, Paris / Tel-Aviv Jaffa collage.

reach a compound understanding of the group identity; and comprehend the relations and conflicts between the groups. The study begins with conceptualizing the “national villain”. Next, it will investigate two “national villain” figures, and use them to look at the dynamics of national relationships and conflict: the image of “national villain” Yasser Arafat in the Israeli-Palestinian conflict; and the image of “national villain” Fidel Castro in the relationship between the US and Cuba. This study calls for a parallel study to reflect upon the national group on the other side of the divide, in order to learn about it and understand it. Such study can complete and expand the landscape.

Although the literature dealing in nationality in general and national identity specifically is vast, it appears to lack a methodological conceptualization of the “villain”. The research field of construing national identities has yielded several central concepts, such as the “national hero” and the “significant other”. The suggested study will use these concepts to formulate the conception of the “national villain” as a personal manifestation of the absolute national “other”. This study seeks to increase our understanding of political culture in general, and of conflicts and relationships between national groups in particular. The study aspires to do so while adopting the perception that strong political symbols are forged into a concrete form, making them simpler for people to relate to, and grasp. The “national villain”, so the study will claim for the first time, is one of them, and is essential for the profound understanding of national identities.

Understanding the political dimension requires acknowledging the symbolic dimension. In many aspects, the story told by the suggested study deals with the relationship between people and symbols; in the mutual ways they shape each other. The human tendency to anthropomorphize/personify political players and institutes is highly relevant, since it concerns the division of the modern world to states and considers the national group as the main unit of reference. Two assumptions should be noted: The first, the symbolic world is mandatory for perceiving political relationships and conflicts. This study is based on the notion that understanding a conflict or relationship without using a system of images is impossible. The second, the suggested interpretation of the relationship or conflict, intentionally concerns only one side - the side construing and observing the villain. Naturally, such study requires an honest intention to get to know these cultures in depth. An additional goal of this study is to comment on these cultures, as they are reflected by the villain image.

3-Q45-2457

THE LINK BETWEEN SUSTAINABILITY AND INCOME INEQUALITY IN SUB-SAHARAN AFRICA

Ms. Ourvashi Bissoon³

Sub-Saharan Africa is one of the most resource- rich regions in the world but it is also one of the poorest while growth has not entirely evaded Sub- Saharan Africa. In fact, during the 2000s, six of the world’s ten fastest-growth countries were found in Africa. However, this growth has not trickled down to all the segments of the population. In 2010, six out of the 10 most unequal countries in terms of income worldwide were in Sub-Saharan Africa (AfDB, 2012). The divide is very large in certain countries; for instance, in Zambia, the richest 10 per cent earn a total income which is 42 times that of the poorest 10 per cent and the inequalities seem to be further widening in many Sub-Saharan African countries. According to the Harvard Business Review (2014), it is time to realise that income inequality is also a sustainability issue as income inequality has harmful effects on society that leave future generations worse off. Neumayer (2011) theoretically examines the various channels that may link inequality in various dimensions of human development including income inequality to both weak and strong sustainability, addressing both directions of causality. In particular, Neumayer argues that there are many avenues through which rising inequalities lead to both increasing weak and strong un-sustainability and vice versa, both within and between nations. As such, the impact of (un)sustainability on income inequality has not been tested empirically. This may be particularly interesting and important in the context of Sub-Saharan Africa characterised by natural resources rich countries, increasing levels of FDI, widening income inequalities and in general weak institutional quality. Therefore, this paper aims to bridge this gap in the literature. To empirically assess the impact of (un)sustainability in Sub-Saharan Africa on income inequality, a panel data analysis has been undertaken for 30 countries over thirty-five years. The time horizon spans the period 1980-2014. The genuine savings (GS) rate, a measure of weak sustainability developed by the World Bank, which assumes the substitutability between different forms of capital is used and the Gini coefficient is used as the measure of income inequality. A Kuznetsian function is estimated. Potential endogeneity and reverse causality have been addressed and tests of robustness have been carried out. After controlling for population density and the female participation rate, the results indicate the existence of a Kuznets Curve for the sample of countries under consideration. Furthermore, most of the

³ Ms. Ourvashi Bissoon, Lecturer, University of Mauritius.

Sub-Saharan African countries tend to have consistently negative GS rates depicting a state of weak unsustainability. The findings show that countries that are consistently weakly unsustainable experience increased within country income inequality over time. Weak unsustainability also leads to declining future economic performance and thus undermines the ability of the government to provide future public goods. The least well off are likely to be negatively affected in both cases.

4-Q41-2459

MORE WAR PLEASE; WE ARE CULTURED: PREVALENT ASPECTS OF CULTURE OF RESISTANCE IN THE CONTEXT OF IRAN.

Dr. Somaiyeh Hanaee⁴

This paper examines one of the fundamental and leading properties of culture of dissent — in the context of Iran - which is narratives of resistance. Narratives of resistance generate ideas in a way through which the legitimacy and morality of a state is presented, challenged, doubted or eliminated altogether. As a result, they are one of the influential genes in determining the characteristics of sociopolitical movements, be it peaceful or conflictual. These narratives and their generated culture — in the context of Iran - are predominantly shaped and reshaped by two main phenomena: exile and Shi'ism. Understanding these two is - therefore - essential for reading narratives of dissent which are leading figures in influencing culture of resistance. It is also necessary to explore the paramount roles both concepts of exile and Shi'ism play in staging sociocultural and/or sociopolitical climate changes.

The cultural products of exile, for the most part, aim to expose and through it resist oppression. Even though the narratives of exile set out to resist enforced displacement they can instead perpetuate exile. To shed more light on this matter, this paper will use two cultural products of exile: Reading Lolita in Tehran a memoir by Azar Nafisi and My Tehran for Sale, a film by Granaz Moussavi. Studying the ways through which these works approach the concepts of home, exile, tragedy and morality show that these secular works of exile unintentionally share - in a great deal - essential values of Shi'ism. Using these examples, this paper will reflect on the both concepts of exile and Shi'ism and through their comparative readings will show how their mutual relationship gives birth to a Janus-faced culture of resistance; it is both constructive and destructive which comes as a peaceful mean but — generally — ends in an unending war.

Day ONE Session TWO

Session chaired by **Prof. Sanjeev Sobhee**

Presentation Group: Interdisciplinary Social Science Studies

Conference Room - Tsuzuki Lecture Theatre

5-Q6-2252

REDEFINING THE SUNSET YEARS: THE LIVED EXPERIENCES OF RETIRED UNIVERSITY EDUCATORS ON BRIDGE EMPLOYMENT

Dr. Noel Maranon⁵

The purpose of this qualitative inquiry is to dig into the lived experiences of retired university educators who are engaged in bridge employment at University of St. La Salle, a private Catholic educational institution.

The study uses purposeful sampling, more specifically, criterion sampling, wherein only the participants who met the criteria set by the researcher were included in the study. The participants of the study are nine previously retired faculty and administrators who have returned to the University for paid work. The study did not include the retired personnel with staff positions, only those with faculty and administrative experiences.

Data were gathered using semi-structured in-depth interviews that were recorded, transcribed, validated, analyzed and interpreted by the researcher following Moustakas' approach in analyzing lived experiences.

Among the major impetus for bridge work include the monetary and non-monetary gains of the job. While the financial consideration still figures in their decision, other non-monetary and intrinsic values came out like the need for generativity,

⁴ Dr. Somaiyeh Hanaee, Researcher, University of Huddersfield.

⁵ Dr. Noel Maranon, Professor, University of St. La Salle.

socialization, service, continuity and purpose, among others. Insights of the participants reveal that doing bridge work in USLS is a highly therapeutic and spiritual experience for most of these workers. The work has propelled them to strive for higher-order needs that go beyond the practical, day-to-day considerations for survival. This time, the participants are speaking of purpose, meaning and spirituality which are characteristic of their developmental age.

The final insights reveal that these workers are aware that their present job is a big part of their self-definition and how others define them. They are also realistic of the fact that their external and internal realities are changing and somehow, they have to keep up with these necessary changes. They now see this job as propelling them to be creative in finding ways and means to continue doing the Lasallian core value of zeal for service even if they soon would eventually go out of USLS. In essence, these bridge workers have redefined and reinvented the face of work: the idea of working extends far beyond one's career and that retirement is a misnomer, it is just merely a changing of tires and continuing the Lasallian mission of "teaching minds, touching hearts and transforming minds" as long as they live. The final insights reveal that these bridge workers have painted a new face of work in their sunset years.

This study hopes to contribute to the almost non-existent literature on bridge employment in the county. It also aims to provide an empirical data for schools and other industries to take a closer look on their retirees and to exercise social responsibility in ensuring that these prized workers are taken care of and their expertise is put to good use. The data generated from this study can help develop strategies, specialized training, support systems, programs and laws that can protect the welfare of the aging population whose expertise, maturity and experience can benefit a lot of people if they return to work.

6-Q7-2365

SINCE I HAD ALREADY LEARNED THREE LANGUAGES BEFOREHAND, LEARNING THE FOURTH ONE NAMELY ENGLISH WAS MUCH EASIER." REFLECTIONS OF MULTILINGUAL PUPILS WITH A MIGRATION BACKGROUND ON THEIR INDIVIDUAL ENGLISH LEARNING PROCESS

Dr. Senem Aydin⁶

Every third child in Germany has a migration background. This means every third child uses a language or languages other than German in their families. Seen from this perspective, it can be argued that multilingualism at German schools emerges to a great extent from migration and to lesser extent from formal foreign language education. Although migration-related linguistic heterogeneity has become a part of school life in Germany, the needs of pupils with a migration background have been neglected in multilingualism and foreign language education research. The European Union pursues the goal that European citizens should learn at least two languages in addition to their mother tongue. Although this multilingualism policy is positioned at the heart of the diversity discourse, actual language learning patterns at schools foster hierarchy of languages, not diversity. While "elite languages" commonly taught in schools have been regarded as advantageous for pupils learning additional foreign languages, minority languages, especially Turkish and Arabic, have been considered to be impediments to language learning.

Even if there is ample evidence confirming that multilingual pupils, owing to their psycho-linguistic disposition for language learning, are advantaged when compared to their monolingual peers, much of the research has had a deficit-oriented nature mainly focusing on linguistic failures of such learners. In this sense, there is an urgent need for a change in perspective, namely for a resource-oriented research. Instead of posing questions like "Why are pupils with migration background underachievers in school?" and "What problems do they experience?", researchers should be asking "What are the strengths of these pupils?" and "What are their language learning experiences?"

With this goal in mind, the present post-doctoral project investigates grammar school pupils with a Turkish-Arab migration background from grade 8 to 12, who had a very good mark in English in their final school report, to find out what factors they especially perceive useful in the process of learning English. This study considers resource-oriented questions, e.g. how their experiences of first language acquisition and learning a second language (German) can help them to learn the primary foreign language in the curriculum (English). Moreover, their operating language learning strategies and preferences for school as well as individual learning strategies are explored to serve as best-practice-models.

⁶ Dr. Senem Aydin, Associate Professor & Chairwoman, University of Erfurt.

To achieve this goal, Grounded Theory Methodology has been applied for which an online-questionnaire and problem-centered interviews were implemented as research instruments.

In this presentation, the preliminary findings of the empirical study will be demonstrated. Moreover, a brief review of literature, the background and methodology of the research will be introduced to provide the participants with a deeper insight into the topic for a comprehensive discussion.

7-Q46-2337

IPAD IN MUSIC EDUCATION: A CASE STUDY OF COLLABORATIVE LEARNING WITH DYSLEXIC LEARNERS

Prof. Michele Della Ventura⁷

Over the last decade, technological evolution, alongside the development of new learning theories and the more accurate hypotheses on how the brain works, has produced absolutely unprecedented communication tools that offer a range of opportunities that may contribute to transforming teaching and improving learning. By integrating images, sounds and animations, the hypermedia environments dramatically increased the emotional involvement of the user.

Information and Communication Technology, both in the off-line and on-line form, provides work environments which, by their very nature, support and facilitate, and even require, an usage in collaborative modalities. As a matter of fact, the computer becomes a tool which privileges and emphasizes group work and cooperative learning. Work is carried out under a highly independent regime and, on every side of the project, the group members must find an agreement and a shared solution. There is a high level of interaction and it requires constant collective renegotiation and continuous readjustments of the personal settings.

This work modality is based on the concept of motivation, "an inner state which awakens the individual's desire for a purpose and maintains their efforts pointed towards a certain direction for a certain amount of time": an assumption which refers to the student in general, be them non-dyslexic, or dyslexic.

In both cases, even if to a different extent, the motivation diminishes or is entirely absent when the learning difficulties of a certain discipline increase.

In view of all these considerations, targeted projects were realized in school, in the last few years, which entailed the use of ICT in a cooperative modality, with the engagement of small groups of students among which there were dyslexic individuals as well.

One of the didactic/disciplinary areas that does not use ICT or uses it very little is the area of music education: an area that engages various disciplines (music history, acoustics and psychoacoustics, music informatics, music technologies, theory, analysis and composition) which are heterogeneous as far as the modalities in which lessons are taught in the classroom are concerned.

This absence (or near absence) of ICT in the lessons stands out as a disadvantage for the dyslexic students.

This study analyzes the effects on learning and on teaching of the Music Technology discipline (in the Music Institutes of Secondary Education), stemming from the introduction of the iPad (device) in the classroom. The introduction of the iPad in the classroom was a choice of the teacher who evaluated the opportunities that the device can open up, based on his own pedagogical perspective and the learning needs of the normally bled students and of the students affected by Specific Learning Disabilities (SLD) as dyslexia.

The study highlights, on the one hand, a substantial improvement of the learning process of the students (in general) thanks to the impact that the iPad had on their motivation.

On the other hand, a reduction of the delay in the completion of the teaching program.

⁷ Prof. Michele Della Ventura, Professor, Music Academy "Studio Musica".

8-Q49-2346

HIGH ENGAGEMENT FOR EFFECTIVE PROBLEM SOLVING PROCESSES

Mr. Nawaf Alreshidi⁸ and Prof Victor Lally

Engagement levels of students in learning processes may correlate with their readiness to learn, motivation level, and awareness of what and how they would be assessed. Student engagement in learning processes could be improved through problem based learning in mathematics. Important factors in this engagement include possession of prerequisite knowledge or/and skills by all students, suitably motivating problems, and knowledge of the assessment process. If students are not adequately prepared, their motivation will be reduced. Interesting and relevant problems can effectively motivate students' learning, when they feel confidence to solve it. Lack of preparedness in some students can negatively affect not only their own learning but also the performance of the teacher. This would then lead to negative effects on all student outcomes.

The purpose of the research

This paper will attempt to link theory to practice in problem based learning for more effective problem solving processes.

Methodology

The research will attempt to identify the barriers to high engagement in problem solving processes. The research then will attempt to overcome those obstacles, to narrow the gap between theory and practice.

Conclusion

The result of this research could provide any teaching instruction, particularly PBL, with effective principles which can lead to improved outcomes.

Keywords: PBL, problem solving, motivation, prerequisite knowledge or/and skills, mathematics education.

9-Q39-2325

INFLUENCE OF RELIGION ON LANGUAGE USE: A SOCIOPRAGMATIC STUDY ON THE INFLUENCE OF RELIGION ON SPEECH ACTS PERFORMANCE

Mr. Ali Alsohaibani⁹

Language and religion have both been considered by researchers (e.g. Tillich, 1968; Geertz, 1993; Schiffman, 1996) as distinguishing and influential components of culture that interact with and influence each other. In an attempt to understand the relationship between religion and language, this study aims to examine the influence of religion on language as a communicative means, focusing on the effect of Islam and Islamic values and beliefs on the everyday language of Saudi speakers of Arabic. To explore the extent of religion's influence on language use, the study focuses on the use of religious expressions in the performance of speech acts. It attempts to answer the following questions, which will in turn demonstrate the extent of religion's influence on language use: what is the actual presence of religious expressions in the interlocutors' speech acts? What are the pragmatic and sociopragmatic functions of the religious expressions that are used in the interlocutors' speech acts? Are there any religious motivations behind the use of religious expressions in the interlocutors' speech acts? How do different variables (age, gender and religiosity) influence the interlocutors' use of religious expressions?

To answer these questions, this empirical study investigates certain religious expressions and words in the daily speech of Saudi speakers of Arabic through analysing specific speech acts (i.e. greeting, requesting, thanking, congratulating, promising, complimenting and apologising). Speech acts, as a way of analysing communicative language to explore religion's influence on language use, have been chosen because they represent a type of linguistic discourse that occurs in everyday interactions and are recognised as having many cultural and social norms (Meier, 2010). This study mainly uses qualitative analysis based on speech act theory (SAT) (Austin, 1962; Searle, 1969; Searle et al., 1980) and politeness theory (PT) (Brown and Levinson, 1987). In addition to these theories, the researcher uses theological and ideological considerations as an additional framework. Quantitative approaches are also used to measure the actual presence and frequency of religious expressions and words in order to generate statistical representations of the linguistic phenomenon and to consider different variables.

⁸ Mr. Nawaf Alreshidi, Student, University of Glasgow.

⁹ Mr. Ali Alsohaibani, PhD Student, University of East Anglia.

The research employs three approaches to collect the data: role plays to elicit linguistic discourse for analysis; ethnographic interviews to probe the motivations behind their language use; and the experimental measurement of participants' linguistic awareness to examine their recognition of the presence and function of certain religious expressions. It has been found that religious expressions play a significant role in the performance of certain speech acts and have great influence in performing the three levels of certain speech acts: locutionary acts, illocutionary acts and perlocutionary acts. In addition, religious expressions have been found to contribute to the degree of the positive and negative politeness of specific speech acts. Moreover, the participants' responses reveal awareness of the religious and ideological motivations behind the use of religious expressions.

Day ONE Session THREE

Session chaired by **Dr. Somaiyeh Hanaee**

Presentation Group: Interdisciplinary Social Science Studies

Conference Room - Tsuzuki Lecture Theatre

10-Q12-2223

EVALUATION THE POLITICAL ROLES OF SOCIAL MEDIA :INDICATORS AND PROPOSED MODEL

Prof. Elsayed Darwish¹⁰

Despite the rising interest in employing social networks in politics, it is not accompanied by thoroughness theoretical and intellectual analyzes of the roles of social media in politics, which can help in understanding the limitations and possibilities of social networks.

This paper identifies the indicators by which to evaluate the performance of social networks in politics.

The paper divides those indicators to:

Media related indicators, which focus on the roles of social media in publishing events , encouraging participation and expanding the public dialogue.

Political Indicators, which define the dimensions of the political roles of social networks, and the extent to which they can play the role of the political institutions and mobilizing the public beyond a group or a party.

Indicators related to the availability of interactivity on social media, which analyze the roles of social media in creating horizontal, balanced and interactive dialogue among its members and with other groups and networks

Indicators related to the tactics and strategies of political communication used by the social media to reach their audience.

The paper also discusses several indicators related to social and methods of political communication used by social media.

The paper proposes several models to assess the roles of social media: the informative, communicative, interactive, networked models.

The proposed model expect from the social media to go beyond the traditional roles of mass media to be more interactive, networked with other online and no-online networks and groups and seek to create live and interactive dialogue with others to pave the way for a real political change.

11-Q38-2453

TRAPPED BY NATIONALISM: TURKISH CINEMATIC VISION ON THE FUTURE OF THE EARTH

Dr. Aysun Akan¹¹

Director Çetin İnanç's film *Dünyayı Kurtaran Adam* (1982), *The Man Who Saved the World*, also known as the Turkish Star Wars is one of the first fantastic movies made in Turkey. Although the film has been widely criticised for taking images and

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¹¹ Dr. Aysun Akan, Assistant Professor, Izmir University of Economics.

characters from the Star Wars, Raiders of the Lost Ark and other well-known American movies of the time it has become a cult-movie. The famous opening tirade by a voice over gives an account of how the nuclear weapons and wars between different nations brought about the destruction of the earth and the remaining earth population living under the captivity of the evil forces in the space. The film is about the adventure of two Turkish fighters set out on a journey to defeat the evil forces and secure a home for the remaining human population of the world.

Far from developing and articulating a distinct cinematic and ideological vision, rather unsuccessfully, the *Man Who Saved the World* reproduce the popular USA cinematic discourse and borrows from the popular Turkish nationalist and Islamic thought on the nuclear and ecological problems the world face and on the future of the earth. I will argue that the lack of understanding of the destructive use of technology is related to the economic underdevelopment and technological backwardness and the lack of intellectual reflection on these problems in the 1980s Turkey. Both in its criticisms of the problems of the earth face and the image of the other worlds and other worldly creatures the *Man Who Saved the World* is entrapped by the conventional thinking of the time the movie was made.

12-13-Q51-2358

REIMAGINING THE ROLE OF LOCAL LEGISLATIVE DATA IN INFORMING THE PUBLIC

Mr. Zachary Josephson¹² and Ms. Amy Umaretiya¹³

Reimagining the Role of Local Legislative Data in Informing the Public In the United States, several resources exist to analyze federal legislative data in a manner that makes it digestible and useful for the electorate to make informed decisions when voting; unfortunately, at state and local levels they does not exist. In the state of Arizona specifically, legislatively mandated records are published in obtuse forms that make it difficult for voters to even find simple voting histories for their representatives in the state legislature. This is problematic to the integrity of the democratic system. If government data is published so that constituents can have access to information, it ought to be presented in a way that informs their ability to vote. This should hold true at all levels of government, not just at the top. The first objective of this paper is to re-publish data concerning state legislators, both in terms of governance and campaigns, in changeable, interactive formats on a public web-based presentation system. Users can create and manipulate visuals to display potential correlations, or lack thereof, between factors such as political party, legislative topics, bill sponsorships, and campaign contributions. From this, the website can track what types of manipulations are most common. The second objective of the paper is to analyze the information voters are seeking about their representation in each legislative district, and compare that to the messaging used in the campaigns that were run in those districts in order to determine if any sort of relationship exists between the two. Because no other resources exist in Arizona for voters to obtain such information about their legislature, this paper will accurately be able to gauge what the majority of information seeking-voters are concerned about, and because change within the state government is much more tangible and immediate, further investigations will be able to determine if knowledge of those concerns will have an impact on future legislation.

14-Q19-2184

THE EPISTEMOLOGY OF PUBLIC OPINION IN PUBLIC POLICIES

Mr. Anandhapadmanabhan Vijayakumar¹⁴ and Sanjana Banerjee

Democracy as a political philosophy is entrenched in philosophical paradoxes, with the realms on the interpretation of its doctrine, interspersed into a mutually contesting public sphere, highly potential in terms of its diversity of perspectives born out of countless varying sources. A quintessential understanding of this ecosystem is always marred by the complex and ambiguous constellation of perspectives, often flawed due to multiple restrictions, misconceptions and generalized conclusions, various socio-psychological phenomena, coupled with the obscurity and complexity of the subject as such. For this reason, an analysis that vantage a public policy and the public opinion behind it appear deeply deceptive in its views towards achieving a consistent and progressive outlook on the subject matter.

The Public policy in today's political context is largely a monument of administrative reflexivity and the lack of inventiveness and plurality to the study of knowledge systems operating behind the public sphere and its socio-political, cultural and

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¹⁴ Mr. Anandhapadmanabhan Vijayakumar, Student, National University of Advanced Legal Studies.

economic context has often yielded public policies which are erratic and short sighted, while confusing hyperbolic and short term solution to real time achievements.

Governance and policy making is no longer seen just as a statistic exercise of state influence. The realms of its governmentality has expanded to articulating ideas on democratization of knowledge and in perceiving diverse notions evolving out of these knowledge systems in assessing, analyzing and conceiving public policies.

The purpose of this paper is to analyze the public opinion in the background of the knowledge systems operating behind it, both positive and negative, and to discuss the developing of public policies in analysis to it.

Day ONE Session FOUR

Session chaired by **Prof. Michele Della Ventura**

Presentation Group: Interdisciplinary Social Science Studies

Conference Room - Tsuzuki Lecture Theatre

15-Q29-2266

BODIES, BEARDS AND BURQAS: AN ANALYSIS OF AMBIGUOUS DISCOURSE WITHIN THE COUNTER TERRORISM ACT 2015

Ms. Sherife Tekdal¹⁵

This research analyses the role of ambiguous discourse surrounding the impeditive measures within the Counter Terrorism and Security (CTS) Act 2015, under Chapter I: Powers to Seize Travel Documents within the United Kingdom (U.K.) under the Terrorism Act 2000. The tool, which I define as ambiguous discourse, will seek to develop an understanding that whilst being ambiguous, ostensibly heralds unambiguous effects, and as a result becomes a mean to be utilized by policy-makers in designing such policies. The research argues that a series of revisions made to the CTS Act will henceforth define the measures taken against suspected terrorist activity solely on the grounds of discretionary “reasonable suspicion”, in which I argue works to maintain regulative border patrolling, rendering and constructing the “other” as a security threat to society and contributes to the increasing policing of the state crafted upon individual subjectivities of the acting officers. The analysis draws from citizenship and securitization literature to draw attention to the discriminatory implications and stereotypical assumptions born from ambiguous discourse, which I discuss, legitimizes the fostering of social division especially impeding for Muslim individuals and ethnic/religious minorities whom are visibly distinct. My contention posed within this analysis follows through that ambiguous discourse within punitive measures becomes a new site for regulation and disciplining on “other” bodies. This in turn becomes attained through discursive; “means of language and semiotic systems of reproduction”¹ language, working as a tool in navigating a shift from an instrumentalist definition to an intrinsic subjectivity based on interpretation.

16-Q35-2441

THE CHARACTERISTICS OF TRADITIONAL KNOWLEDGE RELATED TO MEDICINAL PLANTS OF INDIGENOUS PEOPLE: A CASE STUDY OF THE BATEK OF KUALA KOH, GUA MUSANG, KELANTAN, MALAYSIA

Mr. Amran Alias¹⁶ and Emeritus Professor Dato' Dr. Hood Salleh

Indigenous people play a vital role in maintaining forest biodiversity and its eco-system due to the heavy interdependence of the two for the survival of each other. The potential value of medicinal plants obtained from forests as a result of the utilisation of the traditional knowledge of indigenous communities is enormous. Despite tremendous financial potential that could be derived from valuable traditional knowledge known to them, in many instances, the indigenous communities worldwide have not been benefited much from it. In Malaysia, much has been studied and written on the variety, richness, usefulness and value of the knowledge of the indigenous communities especially the knowledge related to medicinal plants. Not much however, is made known on how the knowledge is being managed at the community level particularly on the existing characteristics of this knowledge. Is there still traditional knowledge related to medicinal plants being practiced at

¹⁵ Ms. Sherife Tekdal, Graduate Student, London School of Economics and Political Sciences (LSE).

¹⁶ Mr. Amran Alias, Phd Student, National University of Malaysia (UKM).

indigenous community level? In what forms can they be found? How is it currently being practiced? The objective of this case study is to understand the existing management practice and the characteristics of traditional knowledge of medicinal plants known to the (indigenous) community of Batek in Kuala Koh which is located in Gua Musang District in the State of Kelantan, Malaysia. This study employs an interpretive ethnographic approach of data gathering whereby in-depth interviews with selected community members were carried out to obtain their views and the outcome is interpreted based on the researcher's interpretation. This is complimented with participant observation and researcher's participation in daily activities of the communities over some extended period of time. Repeated stays with the community were undertaken over the period of 2013-2015. To compliment this primary data, secondary data was also gathered from academic researches and electronic materials. The gathered data was interpreted, analysed and arranged taking into consideration the definition of traditional knowledge that can be found as compiled by the Secretariat of the 17th Session of Intergovernmental Committee (IGC) on Intellectual Property and Genetic Resources, Traditional Knowledge and Folklore, 2010. The finding of this study revealed that the traditional knowledge related to medicinal plants that can be found at the study site is characterised by unfixed, non-documented, non-codified, sacred, potentially disclosed, potentially no longer in control of the indigenous community, TK as such, indigenous, collectively held and was commercialised. These forms were shaped by two main factors namely the attitudes of the Batek community and the lack of awareness on intrinsic and extrinsic values of their traditional knowledge. This study has also recommended that the findings to be incorporated in the relevant policy formulation especially on matters related to biodiversity management including in the protection of the traditional knowledge related to medicinal plants of the indigenous community in Malaysia.

17-Q20-2345

CENTERING ON MARGINS: RECOUNTING STIGMA, SOCIAL EXCLUSION AND PSYCHOLOGICAL TRAUMA OF THE GAY/MSM'S OF NORTH BENGAL, INDIA.

Ms. Lhamu Tshering Dukpa¹⁷

The sorting of human sexuality into strict oppositions of hetero and homo-normative culture engenders hierarchical and hegemonic arrangements within the matrices of a certain social setting. The oppositional frame also ensures the maintenance of differences between the two, justifying the arbitrary need to categorize subjects. Generally, in most modern cultures, one can notice an urgency to establish a working coherent model of the two sexualities where the former (heterosexuality) is considered 'normal' and the other (homosexuality) aberrant. This act of privileging one over the other produces a multitude of negative effects upon the marginal bodies at various levels. The paper therefore centers on pertinent issues like stigma, psychological trauma and social exclusion that noticeably seems to plague the Gay/MSM's of North Bengal, India almost in a recurrent fashion. It can therefore be surmised that the societal persecution exists primarily because of the presence of such a rigid dichotomous scheme. The bastion of support extended from the legal quarters of the country (India) (re-criminalizing section 377, 2013) also provides necessary sanction for the differentiation of natural and unnatural sexualities spawning in the process a host of brutal events like rape, prostitution and the lack of social support from family. The institutionalization of hetero and homosexual identities along with the respective labeling of normal and non-normal orientations by the mainstream society expunges any scope for sexual fluidity thereby impeding the emergence of liberal spaces.

The paper also attempts to present an elucidation of the 'everyday problems' fraught with difficult circumstances confronted by the supposed 'anomalous' Gay/MSM subjects of our times within the spatial sites of (Siliguri and Darjeeling) North Bengal, India.

KEYWORDS: Emotional and Physical Trauma of MSM's, Social Abhorrence and Stigma, lack of sensitization, the natural and unnatural divide of hetero and homo-normative orientations and paucity of financial aid.

¹⁷ Ms. Lhamu Tshering Dukpa, PhD Scholar, Sikkim University.

18-Q53-2405

DEVELOPING SOCIOCULTURAL APPROACHES AND RECONCEPTUALISING THE PLAY-PEDAGOGY RELATIONSHIP: MALAYSIAN EXPERIENCES.

Dr. Norsuhaily Abu Bakar¹⁸ and Pia Christensen, University of Leeds, UK

This paper examines contemporary developments in play and pedagogy in early childhood education settings, drawing on Malaysian policies and international play scholarship. Play is also located within contemporary discourses about quality and effectiveness, with a specific focus on “Educational” play (Wood, 2010). Although policy texts and policy-oriented research have provided positive validations for play as integral to ‘effective practice’, there remain significant challenges in conceptualizing the play-pedagogy relationship.

The study reported here, explored and analysed some of the challenges inherent to incorporating play into preschool classroom. The research sought to identify any factors that constrain or influence teachers’ implementation of the play approach in four different settings. This paper draws on structured observations, as well as interview data on the perceptions and understandings of teachers, school administrators and parents.

A sociocultural theoretical lens was used to interpret observations and to analyze the interview data. Research findings reveal that teachers give more weight to the instrumental value rather than intrinsic value of play. Play serves multiple functions which including recreation function, learning function, developmental function, revelatory function, and class management function in the kindergarten practice. Three main forms of play were found in kindergarten daily routines including play as independent activities, play as components in curriculum, and play as time-fillers. Priority is given to teacher-initiated play rather than children-initiated play.

Keywords: Sociocultural lens, play-pedagogy, early childhood.

19-Q31-2412

FINANCIAL LITERACY OF YOUNG PEOPLE IN THE CZECH REPUBLIC: RESEARCH INTO FACTORS AND COMPARISON OF SELECTED GROUPS

Mr. Josef Nesleha¹⁹

The financial literacy has become a part of education in the whole world in the last years. Children at primary schools start to be exposed to issues related to the financial literacy, continuing at secondary schools, where this knowledge is developed and followed by universities with higher level of this education. Moreover, these facts are completed by range of workshops, lectures and other programmes, usually conducted by government, authorities, non-governmental organizations or individuals, serving for providing citizens with better conditions to become familiar with basics of financial literacy.

As a consequence of this, financial literacy needs to be measured, especially in terms of young people whose participation in economic world might influence the future of our welfare. Most of existing studies are devoted to subjective assessment of respondent’s financial literacy or summarizing particular areas where people have stronger or weaker level of the literacy, but there is evident lack of analysing predictors of financial literacy and comparison of different groups enabling educational institutions to aim at particular area of financial literacy.

The goal of the submitted article is to provide results concerning the research whose target is to find out whether exist some gaps between different groups of people in the Czech Republic in terms of financial literacy, especially comparison of male’s and female’s financial literacy and comparison of rural and urban population. The target audience of the research are people at the age between 18 and 30 years whose permanent residence is in the Czech Republic. Besides comparison of particular groups, another target is to analyse predictors of level of financial literacy causing different level of financial literacy.

The research is based on a questionnaire which consists of two parts - the first is devoted to demographic information about respondents, while the second one consists of 16 questions testing respondent’s financial literacy in the field of money and

¹⁸ Dr. Norsuhaily Abu Bakar, Academician, University Sultan Zainal Abidin.

¹⁹ Mr. Josef Nesleha, Doctoral Student, Faculty of Economics and Administration, Masaryk University.

price literacy. The tested areas are personal finance, interest rates, inflation, bank products, macroeconomic indicators and other related fields. The used methods are descriptive statistics, t-tests and linear regression.

20-Q22-2483

CIVIL LAW AND DEVELOPMENT OF HEALTH TECHNOLOGY - PARTICULAR PROBLEMS

Mr. Albert Pielak²⁰

Beyond a shadow of a doubt issues associated with development of medical sciences and health care arouse much controversy and pose a serious challenges to the institutions of civil law.

This speech scrutinize one of these controversies, namely the conflict between the protection of the anonymity of sperm donors and the right of IVF child to know their biological identity.

Which of these interests should be given priority?

I would like to put aside any discussion related to the ethical acceptability of assisted reproductive technology. I will not carry out assessments in this regard, but I would like to focus on the consequences that the assisted reproductive procedures have in the legal sphere of the child, and so – the issues related to the child status and family situation.

Legislation of European countries is profoundly divided in this matter.

Considered problem is associated with heterologous insemination and surrogacy (as in the case of homologous artificial insemination marital status of the child coincides with a biological reality)

In order to discuss these issues, it is worth to adapt a research method of critical realism. To eliminate any misperception errors, the topic will be presented from the viewpoint of the following perspectives:

1. business,
2. anthropological,
3. medical science,
4. eugenic,
5. moral.

In this context arises association with the graphics of Maurits Escher (1898-1972) named "Relativity", where an image that appears to the eyes of the observer changes depending on the perspective.

The speech will also cover also legal aspects related to this issue with the special emphasis put on:

1. article 7 of the Convention on the Rights of the Child,
2. the principle of respect and protection of human dignity,
3. article 8 of European Convention on Human Rights,
4. Miculić vs. Croatia and Jaggi vs. Switzerland cases.

²⁰ Mr. Albert Pielak, Student, University of Warsaw.

Day TWO Session ONESession chaired by **Dr. Sanem Kulak Gökçe****Presentation Group:** Interdisciplinary Social Science Studies**Conference Room -** Tsuzuki Lecture Theatre

21-Q57-2131

AN ANALYSIS OF IMPACTS OF CROSS-CULTURAL INFLUENCE OF MULTI-NATIONALITY IDENTITIES ON PURCHASE DECISIONS/GLOBAL ECONOMY**Mr. Adetunji Olawale²¹ and Olawale Ogunbayo**

Olawale Adetunji omobaorunjior@hotmail.com Department of Marketing, Moshood Abiola Polytechnic, Nigeria

ABSTRACT Despite the continuous attempts and struggles of various society in protecting their culture, through findings, culture have continued to show that it cannot survive in isolation. This research work seeks to identify the changing phases of cultural practice as well as the influence on global economy. It is just imperative to establish (if any) the wisdom in cross-cultural practices, multi-nationality identities and economic development. Provision of counter-arguments that moderate the emerging opinions as well as provide a useful update on current academic research and thinking. Culture and Multi-National identity as a widely discussed and studied discipline with emphasis on analysis, planning, implementation, and control designed to create, build, and maintain beneficial exchanges remain an important concept in understanding consumer buying behaviour. **Keywords:** Culture, Cross-culture, Nationality, Decision, Economy, Exchange, Behaviour.

22-Q25-2404

COINTEGRATION TESTING WITH ENVIRONMENTAL KUZNETS CURVE DATA**Dr. Georgi Kalchev²²**

The Environmental Kuznets Curve hypothesizes an inverted-U relationship between a certain pollution indicator and GDP per capita. Grossman and Krueger (1991) first introduced the curve. As the country becomes more developed and reaches a certain point of GDP per capita, pollution level starts declining. David Stern, however, notices that the hypothesis rose to prominence because few people paid attention to the econometric issues involved, such as serial dependence or stochastic trends in time series data. This paper tests this hypothesis for Bulgaria, an emerging economy that has experienced a change from a centrally planned economy to a market economy. It plans to overcome the shortcomings of other studies by testing for issues with the data. Several indicators of pollution are used in a time series framework. Tests for integration and cointegration are carried out. One country studies provide a supplemental picture to panel data studies that have been done. Jalil et al. (2010) suggest that a time series analysis for a single country may provide better framework to study the relationship. Some support for the hypothesis is found.

23-Q34-2452

THE EFFECTS OF LEADERS' TRAITS AND TRANSFORMATIONAL LEADERSHIP ON ADAPTIVE WORK PERFORMANCE**Mr. Arwan Sabri²³ and Associate Prof Dr. Wan Shahrazad Wan Sulaiman, Fatimah Wati Halim and Arena Che Kasim**

One of the success of an organization is the result of the functions of leadership as a clear and systematic briefing, share inspiration and vision and has followers who are able to work with the leaders. Leaders who have the trait and style of effective leadership capable of mobilizing their performance more effectively to the success of the organization. Therefore, this study was conducted to address four objectives, namely: examining the relationship variables leaders traits with transformational leadership; leaders traits variable relationship with the performance of adaptive; transformational leadership relationship with job performance and the effect of variable adaptive trait leaders and leadership to transform

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²² Dr. Georgi Kalchev, Assistant Professor of Economics, American University in Bulgaria.

²³ Mr. Arwan Sabri, Phd Student, National University of Malaysia.

the performance of adaptive work. This study used a cross-sectional survey of 370 respondents, Administrative and Diplomatic Officer (ADO) Grade M44 to M54 in the Ministry of Finance, Economic Planning Unit, Implementation Coordination Unit, Prime Minister's Office and the Ministry of Defence by purposive sampling. This study used a questionnaire containing four sections, namely NEO-Five Factor Inventory (NEO-FFI), Multifactor Leadership Questionnaire (MLQ)-Self form (MLQ), and Job Adaptability Inventory (JAI) and respondents' personal information. Pearson correlation results showed a positive and significant correlation between the characteristics of the trait leader, leadership transformation and adaptive performance. The result of multiple regression showed that transformational leadership was a significant predictor of job performance adaptive. Keywords: Leader traits, leadership transformation, Adaptive Job Performance

24-Q56-2347

IN ITS 20TH ANNIVERSARY, WILL DAYTON PEACE AGREEMENT CONTINUE OR COMPLETE ITS MISSION?

Mr. Halit TURAN²⁴, Serdal AKYÜZ and Mehmet ÖZTÜRK

The General Framework Agreement for Peace in Bosnia and Herzegovina (GFAP), commonly known as Dayton Peace Agreement, was signed by Aliya Izzetbegović on behalf of Bosnia and Herzegovina, by Franko Tudjman on behalf of Croatia and by Slobodan Milosević on behalf of the Federal Republic of Yugoslavia in December 1995 in Paris. The main purpose of the Dayton Agreement was to end war and the agreement is consisted of terms that will satisfy all three ethnic groups. The intrinsic of the agreement contains not only the conditions for providing peace in the period after war in Bosnia and Herzegovina, but also determines the official framework for the future state-building and normalization processes. This agreement is one of the most challenging issues in the contemporary peace studies scholarship. It is clear that this agreement has created an exceptional state structure, which Bosnia and Herzegovina has still executed for 20 years. Since the signing of the treaty, Bosnia and Herzegovina administrative and bureaucratic structure is in the stand with the utmost complexity and the solutions put forward to reform has blocked the system. The agreement, signed reluctantly by warring sides to end war, has carried out reaching the present day. Issues such as complex and divided state structure, presence of undemocratic High Representative Office and economic stagnation lead to questioning the sustainability of the agreement. Demonstrations held by unemployed people in the early of 2014 can be seen as a symptom of discontent about low economic wealth level which is a clear consequence of agreement. This paper lays out the influences of problems stemmed from the agreement on the future of country especially in terms of economic issues.

25-Q48-2437

ORGANIZATIONAL IDENTIFICATION: THE PSYCHOLOGICAL MECHANISM ON EMPLOYEES' INTERNALIZED LEGITIMACY WITH CSR CASES

Ms. Myung Moon²⁵, Hooseok Lee, Student and Sunju Choi, Students

Recently, there is large discussion between organization theorists to engender employees' identification with organization (Ashforth, 2001; DiSanza & Bullis, 1999; Elsbach, 1999; Kreiner & Ashforth, 2004; Pratt, 2000). The main question is what makes person defined him or her as a part of organization? and what effect would identification have on the person and organization? Organizational identification is "cognition of membership of a group and the value and emotional significance attached to this membership" (Tajfel, 1978: 63). Ashforth & Mael (1989) demonstrated about identification which concerns the perception of "oneness" with an organization. According to social identity theory, individual in society need for self-categorization themselves and self-enhancement, which requires that group membership be rewarding (Turner, 1987). Social identity theory conveys the extent to individual perspectives him/her as belonging to the group and as being a typical member in it (Smidts, Pruyn, & Riel, 2001). During identification process, the affective component (feelings of pride in being part of the organization or feeling acknowledged in it) is important in the creation of a positive image of their organization, or achieving a "positive social identity" (Tajfel, 1982: 24).

Employees who identify strongly with their organizations are more likely to show a supportive attitude toward organizations (Ashforth & Mael, 1989), and to make decisions that are consistent with organizational objectives (Simon, 1997). The more

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²⁵ Ms. Myung Moon, Doctoral Student, Sungkyunkwan University.

an individual identifies with an organization, the more likely he or she is to take the organization's perspective and to act in the organization's best interest (Dutton et al., 1994; Mael & Ashforth, 1992). However, when employee disidentification and repulsion on organization's mission, value, or centrally direction would induce negative outcomes, such as turnover could be harmful to the organization. Identification and internalization are often closely associated in practice (Mael & Ashforth, 1992). According to Mael & Ashforth's (1992) perspective, to encouraged identification, internalization, which refers to the incorporation of values and assumption within the self as guiding principle through internalized organizations' mission, value, and practice. Internal transfer of practice is important for all types of organizations which induce "isomorphic" with among employees driven by legitimacy motives (Kostova & Roth, 2002). By internalizing the practices could use to achieve inter-organizational legitimacy (Meyer & Rowan, 1977). Legitimacy is important because the sense of perceived obligation involved in leads to voluntary deference behavior (Tylor, 1990). According to central perspective of institutional theory is shared similar environment among organization makes similar practice to employees (DiMaggio & Powell, 1983; Kostova & Roth, 2002; Meyer & Rowan, 1977). In the other word, when the practice, as like formal, public, or ceremonial adaption is to achieve legitimacy motives, the employees at the recipient would go on to develop positive attitudes toward the practice and increase contextual performance. Based on above argument, we suggest serial mediator effect model to investigate employees' psychological mechanism on relationship between internalized legitimacy on organizational practice and employees' contextual performance, via organizational identification and involvement.

We collected survey data from 177 participants within single organization, to reduce influence of firm specific characteristic. To test the statistical significance of indirect effect, further put on bootstrapping (Hayes, 2009). PROCESS is used as a computational tool for path-analysis-based mediation analysis (Hayes, 2012). In these analysis, mediation is significant if the 95% bias corrected confidence intervals for the indirect effect do not include 0 (Preacher & Hayes, 2004). Results in our analysis are based upon 10,000 bootstrapped samples and are controlled for the effect of demographic variables. The results are as follow: First, the relationship internalized legitimacy on organizational practice and employees' contextual performance is positive significant (.013, .379). Second, internalized legitimacy on organizational practice has positive significant effects on employees' contextual performance via organizational identification and employees' involvement. Especially, indirect effect of internalized legitimacy on organizational practice and employees' contextual performance flow including organizational identification and involvement is also significant on 95.00 level of confidence (.028, .133).

This present study establish the employees' psychological mechanism to identification on organization and positive outcomes by examining internalized legitimacy on organizational performance, organizational identification, involvement and employees' contextual performance variables associated with the four dimensions of the model, and implications for the expanded model would be potential contribution for organizational identification research.

26-27-Q42-2462

A GENERAL CONCEPT OF DESIGNING AND EXECUTING A COMMUNICATION STRATEGY

Ms. Kristyna Bohmova²⁶ Ms. Hana Demelova²⁷

This paper deals with a new concept of designing a communication strategy. The approaches to marketing communication strategies went through a long process of evolution in the last few centuries. Nowadays, due to the big amount of marketing messages, the consumer might become resistant to them. Therefore, creating a successful communication strategy (or a campaign) is getting harder. As a consequence of this trend, a communication campaign design needs to be well thought and based on relevant data, just as it may require more sophisticated procedures than ever.

The goal of this paper is to provide a general concept of designing a communication campaign, so that a marketer does not miss any of the important steps. The first section of this paper deals with several carefully selected approaches to communication campaign design. Various concepts, such as the Kotler's and Keller's, the Pelsmacker's or the SOSTAC model, are compared and analyzed. Some of the models have previously been criticized in reviewed journals. Published case studies on successful communication campaigns are also used as a demonstration of important steps that are missing in some of the concepts.

The comparison and combination of these concepts result in a complex, procedural approach to designing a communication campaign. It is an eleven stage model. In the next section of the paper, the model is reduced to seven logically built steps:

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²⁷ Ms. Hana Demelova, Ph.D. Candidate, Masaryk University - Faculty of Economics and Administration.

Situational Analysis, Communication Goal, Strategy, Schedule, Budget, Alternatives and Implementation and Control. Some of the stages comprise more activities. E.g. the first step (Situational Analysis) includes following sub-analyses: competition, opportunities, goal markets, customer and product positioning. The analyses are conducted from the point of view of marketing communication, as we are only dealing with communication strategies. The third step (Strategy) includes message, creative, communication and media strategy. Every step is described individually in the paper.

This approach has already been used to design a communication campaign for a particular product (food supplement in the Czech Republic). However, as the results are not yet available to be measured, the practical example is not included in the paper. However, as the concept itself is based on reviewed journals, it can be expected to be complete and applicable.

Day TWO Session TWO

Session chaired by **Mr. Adetunji Olawale**

Presentation Group: Interdisciplinary Social Science Studies

Conference Room - Tsuzuki Lecture Theatre

28-Q55-2297

THE EFFECTS OF IRREGULAR MIGRATION ON INTERNAL SECURITY FROM DIFFERENT ASPECTS OF SECURITY

Mr. Muzaffer Topgöl²⁸ and Hasan Ataç, Post Graduate Student

The changes that the post-cold era brought, has revealed new approaches for the security concept which has a significant impact on international relations. In this day and age, security is not considered not only from military perspective but also from economic, political, sociological dimensions. Based on the changing security environment new impacts of migration have occurred. Up to the present time; it is encountered that communities have migrated for variety of reasons such as natural disasters, famine, wars, economic problems, and several theories have been put forth to define or find a solution for migration within its changing nature. Examining of migration theories denotes that the circumstances under which they appear reflect political, social, and economic conditions of their age. But nowadays the migration is proceeded to be conferred as a type of war. It is also qualified as a transnational crime because of its outcomes and interpreted in a different dimension owing to its effects on the health and education areas. Social security dimension in the context of expanding concept of security; when dealing with the safety of people and social groups with the assumption that national unity and identity are threatened, it sees immigrants as a source of threat. The human security assesses the safety of individuals in terms of survival and quality of life. Changes in the standard of living under the influence of immigrants and possible terrorist acts can be seen as a threat source in this type of security. Economic security of the individuals and the regional changes at the micro level created by the immigrants are covered issues of economic security. Due to the factors such as terrorism and civil war, the increasing numbers of displaced people who have taken refugee status affect the countries, whether it is near or far to the crisis areas, in the new and different dimensions of security, so the irregular migration concept has become a major problem to be dogged not only by national perspective but also international security and international relations. In this study, the term of immigration will be evaluated through international law. Especially "Non-refoulement Principle" will be talked over from different points of view. The place of the irregular and illegal immigration in the changing security sphere will be revealed and the effects of the irregular migration to short-term, mid-term and long-term security issues will be assessed through human and social security aspects. In order to analyze the threats for the human security; the parameters such as living conditions of the immigrants, the ratio of the genders, birth rate occasions, the education circumstances of the immigrant children and the effects of the illegal passing on the public order will be evaluated. The outcomes of the problem areas for the human security and the demographic alteration resulting from the human flow of displaced people will be discussed thorough social security extent. The fizzling economic diversity, which has shown up by irregular migration, will be presented within the scope of economic dimension of security.

Keywords: Irregular Migration, The Changing Dimensions of Security, Human Security, Social Security.

²⁸ Mr. Muzaffer Topgöl, Post Graduate Student, Turkish Land War Academy.

29-Q50-2429

HOW TO BUFFER THE NEGATIVE IMPACT OF STIGMA? THE MODERATION ROLE OF DIALECTICAL THINKING

Ms. Xue YANG²⁹ and Professor Winnie W. S. Mak

Background

Dialectical thinking refers to the acceptance of contradiction and change. People perceiving mental illness stigma from the public (perceived public stigma) tend to endorse and apply the public stigma to themselves (internalized stigma). The internalized stigma may reduce their help-seeking when they have mental illness (self-stigma of seeking help). Also, both perceived public stigma and self-stigma may reduce well-being. Dialectical thinking may buffer these relationships because it emphasizes accepting both positive and negative aspects of others and the self. The present study examined the moderation effect of dialectical thinking.

Method

Three hundred sixty-five college students (104 male; mean age = 19.71, SD = 1.28) were recruited in Hong Kong and completed questionnaires on dialectical thinking, perceived public stigma, internalized stigma, self-stigma of seeking help, and well-being (emotional, social, and psychological dimensions).

Results

Self-stigma of seeking help was significantly related to lower well-being and its subscales ($p < .05$). As dialectical thinking increased, the negative relationships of self-stigma of seeking help with emotional well-being and social well-being significantly reduced. The interaction between dialectical thinking and self-stigma of seeking help on emotional well-being was significant, $\beta = .10$, $p = .048$, 95% CI [.001, .184], Cohen's $f^2 = .086$. Simple slope test showed that self-stigma of seeking help was significantly correlated with less emotional well-being when dialectical thinking was low, $\beta = -.35$, $t = -5.59$, $p < .001$; when dialectical thinking was high, the association became weaker, $\beta = -.16$, $t = -2.54$, $p = .01$. The interaction between dialectical thinking and self-stigma of seeking help on social well-being was significant, $\beta = .13$, $p = .016$, 95% CI [.024, .226], Cohen's $f^2 = .046$. Simple slope test showed that self-stigma of seeking help was significantly correlated with less social well-being when dialectical thinking was low, $\beta = -.27$, $t = -3.50$, $p = .001$; when dialectical thinking was high, the association was not significant, $\beta = -.02$, $t = -.23$, $p = .82$.

Also, the moderation effect of dialectical thinking on the relationship between perceived public stigma and social well-being was marginally significant, $\beta = .09$, $p = .09$, 90% CI [.002, .172], Cohen's $f^2 = .036$. Perceived public stigma was significantly correlated with less social well-being when dialectical thinking was low, $\beta = -.23$, $t = -3.01$, $p = .003$; when dialectical thinking was high, the association was not significant, $\beta = -.06$, $t = -.71$, $p = .48$.

Although perceived public stigma increased internalized stigma, which could further induce self-stigma of seeking help, high dialectical thinking positively related with internalized stigma ($\beta = -.09$, $p < .05$). The interaction between dialectical thinking and perceived public stigma was not significant, $p > .05$.

Conclusion

Our study demonstrated that dialectical thinking served as a buffer in the stigma-related process. Findings extend on the current theory of stigma and are enlightening for future application of dialectical thinking on stigma reduction as well as well-being promotion efforts among both non-stigmatized and stigmatized groups

²⁹ Ms. Xue YANG, Ph.D Candidate, The Chinese University of Hong Kong.

30-Q40-2460

THE IMPORTANCE OF FREEDOM OF EXPRESSION FOR FIGHTING CORRUPTION AND STRENGTHENING DEMOCRACY

Mrs. Monica Faria³⁰

Regarding freedom of opinion and expression, the 1948 Universal Declaration of Human Rights (art. 19) and the International Covenant on Civil and Political Rights (ICCPR) are essential documents for deliberative democracy, because they express achievements of freedom that ensure one's ability to express their opinions and to seek and receive information, without fear of reprisal from governments or of censorship. These human rights may be used as important mechanisms in fighting corruption and strengthening the democratic process. Taking Brazilian society as the object of our analysis, the subject proposed herein approaches the achievement of freedom of expression and opinion in Brazil; current corruption in Brazil and its effects; and the importance of freedom of opinion and expression in fighting corruption and strengthening democracy.

Initially, it is important to note that, from the 1964 military coup d'état to the promulgation of the 1988 democratic Constitution, Brazilian society had its freedom castrated for years, under dictatorship governments marked by rigorous censorship of communication vehicles, repression in the artistic, cultural and student fields; and even the torture and murder of those who opposed the regime. Even with the political opening that begun in 1978, it was only with the promulgation of the 1988 Constitution that Brazilian society achieved actual redemocratization and had its freedom of opinion and expression assured. Unfortunately, however, this recovery of political and civil rights was followed by an increasingly complex and sophisticated corruption scheme, which was institutionalized and reached its apex over the last 13 years, resulting in the loss of credibility of governors and politicians in general, disincentive to (national and foreign) investments, and disastrous effects to the country's economy, with pernicious effects throughout society. However, although corruption may also compromise the credibility of important communication vehicles, diversification of the means of accessing information (Internet, social networks, etc.) and preservation of the freedom of expression and demonstration became important instruments to fight corruption in Brazil, as well as to survey and perfect democracy, including by exercising social pressure on governors. The fact is that, like any other right, freedom (including that of opinion and expression) cannot be achieved without struggle; and to the example of other human rights, it is not stationary, requiring vigilance to maintain what has already been reached and a permanent pursuit of its perfecting and strengthening, in order to build a fairer and more balanced society.

Examining its importance in fighting Brazilian corruption, which is the focus of this abstract, is only part of several theses that examine the risks of retrocess and degradation of deliberative democracy in Brazil, among the history of authoritative governments in Latin-American countries – which still exist, although naming themselves as democratic.

31-Q23-2415

WHAT IS HOME OF THE FEMALE INMATES?

Dr. Sanem Kulak Gökçe³¹

What is Home for the Women Inmates

My doctorate fieldwork is related with power and hierarchy among female inmates in closed female prison was made between March 2011-2012 in order to hear the voices of convict women, to examine how they understand and perceive each other and how they fictionalize the relationship among women. The frame of the research consists of examination of positioning of women related with themselves and their status in an environment where there are no men, to understand how they configure their relationships, to observe their daily experiences within the order they recreated and to examine the social frame they created out of the community and away from their families and environments. The dispatch of women convicts, who have lost their freedom by being imprisoned and who are defined as "forgotten criminals" in literature, to a prison in another city thus tearing them further apart from their families in spatial and physical means, unintentionally cause their punishment to be heavier. Within this scope the meaning differences and similarities of prison concept in spatial and memorial means among recently imprisoned women and women who have stayed in prison for a long time will be explained

³⁰ Mrs. Monica Faria, Master Student of Law, Catholic University of Petropolis.

³¹ Dr. Sanem Kulak Gökçe, Anthropologist, Yeditepe University.

in this study. The memory perceptions of recently imprisoned women and the recreated home concept and relevantly formed family and friendship bonds of women who have stayed/will stay for a long time or even a life time in prison, will be compared. The relationships established between recently imprisoned women and women who have been in prison for a long time and the way how they perceive each other constitutes the basis of this study.

Day TWO Session THREE

Session chaired by **Ms. Sherife Tekdal**

Presentation Group: Interdisciplinary Social Science Studies

Conference Room - Tsuzuki Lecture Theatre

32-Q37-2451

THE INFULENCE OF CORPORATE GOVERNANCE ON PROTECTING MINORITY SHAREHOLDERS' RIGHTS IN THE SAUDI STOCK MARKET: A COMPARATIVE STUDY.

Mr. Abdullah Alkahtani³²

Despite heightened international recognition of the importance of corporate governance in reinforcing the financial stability and restoring the confidence of investors, minority shareholders' rights (especially those from developing countries, including Saudi Arabia) still suffer some forms of expropriation at the hands of majority shareholders. The main concern is that most listed corporations in Saudi stock market still act under control and dominance of controlling shareholders. Thus, this dominance gives them an absolute power to use the money supplied to the company and the company resources to maximize their personal goals and selfish interests at the expense of minority shareholders' interests.

The primary aim of this thesis was to examine the influence of corporate governance mechanisms on the protection of minority shareholders' rights in Saudi Arabia. In order to explore this issue, the internal and external mechanisms of corporate governance were compared between the UK and Saudi Arabia. The choice of the UK as a benchmark for comparison was motivated by its global reputation in terms of good corporate governance practices. Besides this, the comparison highlighted the differences and similarities between the two jurisdictions in corporate governance practices, and thus examined the possibilities of transplanting some of the UK corporate governance practices to help improve the situation in Saudi Arabia.

Based on these comparisons, three key findings were highlighted: (1) corporate governance practice in the UK and Saudi Arabia reflects some elements of a global standard of good corporate governance; (2) the concentrated share ownership structure in Saudi Arabia contributes to the abuse and expropriation of the rights of minority shareholders; and (3) the Saudi security market has a legal system that is characterized by weak protection of the rights of minority shareholders.

Taken together, these findings suggest that the Saudi corporate governance system would be better for minority shareholders if its laws and regulations were modified to ensure adequate protection of the minority shareholders' rights. Importantly, adopting some of the UK corporate governance practices would steer significant changes in the way that corporations are governed in Saudi Arabia, such as encouraging the use of electronic voting, granting minority shareholders easy access to company's information and the use of derivative action against the abuse of board members, and also reinforcing the role and independence of the board of directors.

33-Q14-2312

SOCIAL CONSOLIDATIONS IN TURKEY AND ALAWITES

Mr. Birol Topuz³³

All societies have different religious groups. Some of them have a long historical process, some of them not. Times to times these differences can be understood as a reason to divide societies or countries. On the other side, these types of things can be accepted as affluence. For some people these diversities are part of multiculturalism or multi-religions. To keep a harmony

³² Mr. Abdullah Alkahtani, PhD Student, University of Westminster.

³³ Mr. Birol Topuz, Senior Lecturer, Qafqaz University.

in the societies, this should be accepted firstly. After only taking this position against this matter, a step may be taken forward to dialogue.

It is concluded that the Turkish Alawites Community faced different concerns due to different reasons and these different concerns required different sustainability strategies. To reach at a healthy society, especially religious differences should be seen as social prosperities. Then, the ways of living together in the same area ought to be searched all together by mutual interdependency. Differences of the denominations in the communities should not be recognized, firstly, as fractures in the societies. Their identities, ethnical belongings should be admitted. Everybody in the society should feel themselves as a main part of that society. It should be felt them by formal or informal operations done by both state and nongovernmental organizations. If it is need, religious exceptionalism should be run in positively to keep the harmony in the country. Furthermore, another fact should be aware of that people be supposed to not feel themselves different from you by belonging another sub-denomination such as Alewites in Turkey.

In this article, both Sunnites and Alawites views will be evaluated to understand the real socio-religious position of Alawite people in Turkey. The importance of interfaith dialogue will be put forward in terms of social reconciliation. The functions of religious residences, unions, governmental centers will be analyzed as well. The significance of nongovernmental organizations will be also touched in details.

34-Q36-2418

YOUNG REPRESENTATIVES OF THE CREATIVE CLASS AS A FACTOR OF CITY COMPETITIVENESS GROWTH.

Ms. Karolina Jedrych³⁴

This article is an introduction to analyzing the main problem of the city's politics in the contest of growth, competitiveness and influx of young and creative people. The new market economy and knowledge - based economy is still a new idea in post communism countries. Creative class is still a small group of population. Creative people didn't have a chance to develop themselves earlier. A lot of them choose academic centers and cities, which can help them with a free individual development and with an unhampered business growth. Bigger urban centers are ready to meet the expectations and needs of young and creative people. Also cities which absorb young and creative people increase their competitiveness. It is necessary, to see how quality of life, lifestyle, cultural climate of a city, and business agglomeration are connected to migration of young people.

The main goal of the article, is a discussion with the conception of creative class by Richard Florida, who shows in his book "The Rise of the Creative Class", how creative class influences economic development, cities and academic centers. The phenomenon of three famous factors: Technology, Talent and Tolerance, shows only a good aspects of creative classes. The purpose of this research is to answer the question, what makes young and creative people decide choosing concrete city as a place to live? How it looks like in post communism countries? Is it really necessary to be creative? Right now, social capital and creative capital are the most important elements which form an economy. That's the reason, why it is so crucial to support young and creative people. It is a chance for a better economic, cultural and social growth. The connection between a knowledge intensive business and a business cluster is clear and should be continually developed and supported.

35-Q2-2246

FANON CONTRA SARTRE: SEEING BEYOND DOUBLE CONSCIOUSNESS

Mr. Everette Richardson³⁵

The crisis of Black people, as Franz Fanon conceives it, is even direr than colonial objectification sought to impose. Removed from subjectivity and the center of responsible choice and action, the Black person ceases to be. The goal must be to recover a defining self-consciousness, to transcend a cultural dialectic between Black and White in favor of what Fanon describes as "get[ting] lost in the night of the absolute, the only condition for attaining self-consciousness." Using Sartre's Anti-Semite and Jew as a foil, Fanon takes exception to Sartre's characterization of "Negritude . . . as the weak stage of a dialectical progression" in favor of the assertion of a non-objectified consciousness that Fanon says is "committed to experience, knows

³⁴ Ms. Karolina Jedrych, Student, Institute of Sociology of the Jagiellonian University.

³⁵ Mr. Everette Richardson, Masters Student, Loyola Marymount University.

nothing, has to know nothing, of the essence and determination of its being.” Fanon imagines that Black people can reclaim and reconstitute their self-consciousness only through the evisceration of the objectifying presence.

The primary texts explored include, Franz Fanon’s *Black Skin White Mask*, Fanon’s *Wretched of the Earth*, with special attention to Jean Paul Sartre’s introduction. Additionally, I explore W.E.B. Du Bois’s *The Souls of Black Folk*, Aimé Césaire’s *Discourse on Colonialism*, Jean Paul Sartre’s “Black Orpheus” and *Anti-Semite and Jew*, among a few others.

Authors who have worked extensively on this subject and are engaged in this paper include Lewis Gordon’s *An Introduction to Africana Philosophy* and *Existential Africana*, and Jonathan Judaken’s “Sartre Multidirectional Memory, and the Holocaust in the Age of Decolonization” and *Sartre on Racism*.

Judaken uncovers the interplay between Sartre and Fanon, and Gordon provides careful analysis of these Africana contributors in general, my contribution is focused on showing the significance of Fanon’s answer to colonial objectification, which I claim is the assertion of Black Consciousness as a defining identity. I conclude by stating that “Fanon goes further.” Fanon does not envision half or partial measures as being effective—such measures as Du Bois conceives. Fanon stresses the veil of objectification must be utterly destroyed in order for the full consciousness of subjectivity and its freedoms of self-determination to be realized in the fullness of Black Consciousness.

36-Q24-2436

CODE-SWITCHING IN CLASSROOMS: EXPLORING PURPOSES AND NEEDS OF CODE-SWITCHING FROM STUDENTS PERSPECTIVE

Ms. Tehseen Zahra³⁶, Prof. Dr. Wasima Shehzad, Dean Faculty of Social Sciences, Air University and Akhtar Abbas, Lecturer Faculty of Social Sciences, Air University

Language use in classrooms is a bourgeois altercation among linguists and academicians as they carry different points of view regarding use of language in academy. Some linguists believe that code-switching is an essential part of academic discourse as it is an important communal mechanism which sets specific social roles and boundaries of communication and controls social net-working from functionalist perspective while some suggest that mutual intelligibility may not be possible if the learners switch their language during communication. These paradoxical approaches create a need to explore the use of language in Pakistani classrooms. This study delves into language variation in Pakistani classrooms. Triangulation is deployed for data collection and data analysis. Keeping in view the objectives of the study, questionnaire has been designed and distributed among post-graduate students and lectures have been recorded and transcribed to authenticate the data collected through questionnaires. Thirty postgraduate classrooms have been recorded. The recorded data has been transcribed and verified through questionnaires. For female classrooms, almost 755 minutes have been recorded and 61507 words have been transcribed. For male instructors, 765 minutes have been recorded and total transcribed words are 64834. Findings reveal the purposes of code-switching with a focus on English in relation to Urdu in Pakistani classrooms and students’ perspective and suggestions regarding use of language in classrooms. Although code-switching perform various functions in classrooms but this study has been delimited to seven functions of code-switching in classrooms: elucidation, giving instruction, translation, change/introduce the topic, asking question, telling jokes and building argument. Pakistan is a multi-lingual country and it has rich linguistic diversity where people use five indigenous languages and many regional languages and medium of instruction in classrooms is a serious concern for academicians. This study portrays present situation and describes future implications from students’ perspective.

Key words: code-switching, regional language, mother language, modernization, nationalism

³⁶ Ms. Tehseen Zahra, PhD Scholar, Air University, University of Birmingham.

Day TWO Session FOUR

Session chaired by **Mr. Everette Richardson**

Presentation Group: Interdisciplinary Social Science Studies

Conference Room - Tsuzuki Lecture Theatre

37-Q15-2407

Y-EMPOWER: A MODEL FOR YOUTH EMPOWERMENT THROUGH YOUTH ACTIVISM

Dr. Sophia Petriashvili³⁷ and Giorgos Filippou

A widespread perception exists that youth are incapable of engaging in productive, democratic efforts to improve their communities. Even in institutions created to 'develop' youth, young people often face ambivalence from adults regarding their ability to participate in real world decision making and action. Governments around the world also grow increasingly concerned about the instability that can come from disillusioned and excluded youth. Societies where young boys and girls cannot find their place become fragile and malfunctioning. Societal growth cannot be achieved when young people no longer believe they can make a difference.

In April 2012, World Vision MEER launched a multicounty program country (Albania, Armenia, Bosnia-Herzegovina, Georgia, Lebanon, Pakistan and Romania) aimed at transforming young boys and girls into activists driving positive social change in their communities. The program was based on the Y-Empower model, which assumes that youth engaged in community activism, experiences less adultism (defined as adults' belief that they are better than youth and thus entitled to act on behalf of youth without their agreement) and as a result, feels more empowered. This presentation will share and discuss the results of a quasi-experimental evaluation carried out in 2014, aimed at the analysis of the outcomes and testing the theoretical validity of the Y-Empower model.

Consistent with the Theory of Change, results confirm that the more youth are actively engaged in community transformation (increased activism), the more they feel valued and acknowledged as partners by adults (reduced adultism), which in turn contributes to an increased sense of empowerment. The results were validated based on comparisons between experimental and control group data using analyses of variance (independent samples T-tests). Across all countries, youth from program sites were found to be significantly more active than Youth in non-program areas. Also, while both groups shared similar socio-political characteristics, Youth enrolled in the Y-Empower model reacted to those challenges with action, taking the initiative to transform their communities into better places to live and develop.

The presentation will include key learning and challenges from the implementation of this project, including a cost analysis reflecting the monetary value of outcome level change. Plans for the expansion of the model in more countries in the region are explored.

38-Q26-2442

THE IMPACT OF DIRECT DEMOCRACY ON DEMOCRATIC CONSOLIDATION: A STUDY OF THE BALTIC COUNTRIES

Ms. Juliane Charlotte Wagenaar³⁸

Long-standing democracies in Europe are increasingly confronted with indications that trust in their representative democratic institutions is declining. This is reflected in survey outcomes on citizens' trust in politicians, parties, parliaments and other institutions and in decreasing voter turn-out at elections. In several countries, deliberative projects, such as citizen panels and experimental referenda have been initiated in an attempt to involve and activate citizens and to enhance their

³⁷ Dr. Sophia Petriashvili, Youth Empowerment Learning Hub Lead, World Vision International in Middle East and Eastern Europe Region.

³⁸ Ms. Juliane Charlotte Wagenaar, Lecturer, Leiden University.

influence on governmental decision making in an era of increasing individualisation and strong mass and social media influences on citizens.

Most of the literature on deliberative or direct democracy focuses on long-standing democracies that, despite facing this decline, generally still tend to be more stable democracies than countries that experienced a process of democratic transition more recently. However, considering the fast rate at which these newer democracies have consolidated, issues may arise for these democracies in the near future. In current literature on democratic consolidation, as well as in practice such as international democratisation aid programmes and electoral observation missions, representative elements of democracy are the only focus of democracy. Whilst representative elements such as elections, political parties and parliaments are undeniably essential elements of a consolidated democracy, we should wonder, in the light of declining trust in these traditional institutions, whether it would be fruitful to combine the democratic consolidation literature with literature on the effects of direct democracy on the quality of democracy and institutional trust. The inclusion of elements of direct democracy from an early stage might prove to be a favourable step in ensuring stable democracy over the long term.

The proposed research will focus in particular on the democratic consolidation process of the Baltic countries and adheres to the central research question: "How do elements of direct democracy impact on the consolidation of the state of democracy in the Baltic countries?" The research will build on the wealth of literature on the consolidation of the Baltic democracies, analysing their transition process and the development of state institutions on the one hand and the position of civil society and the introduction and influence, or lack thereof, of direct democratic elements on the other. Qualitative accounts of the three countries will provide insights that have the potential to benefit on-going and future democratisation process and may benefit international aid programmes such as those employed in the European Neighbourhood.

39-Q32-2445

RELIGIOUS VALUES OF SOCIAL WORK IN CHILD CASE MANAGEMENT

Mr. Sopian Brahim³⁹ and Dr. Mohd Suhaimi Mohamad

This study aimed to explore the religious values demonstrated by child case worker in child case management in Malaysia. This paper discussed the cultural competence in social practice. This research was qualitative with grounded theory approach. Four sessions of focused group discussion (FGD) were conducted involving a total of 27 caseworkers in the Klang Valley. The study found that the religious values which practices in child case management are Islamic value, humanisation value and family based value. This study is important for policy makers to take into account the capacity and the needs of the child's caseworker in accordance with the national social work competency framework. It is expected that the child case management will improve systematically in line with the national standards. Keywords—religious value, child case management, social work.

40-Q33-2449

THE THREATS OF ILLICIT DRUG'S SYNDICATES AND HUMAN SECURITY IN MALAYSIA

Mr. Mohamad Daud Hj Druis⁴⁰, Associate Prof Dr. Zarina Othman and Dr. Nor Azizan Idris

In Today's contemporary global security, it is not only the state that plays the role in all actions, but the non-state actors also do have their own roles. With the end of Cold War, discussions on security in Southeast Asia are moving toward non-traditional security threats. These threats include human trafficking and drugs trade. The problem arises when the non-state actors act excessively and break the norms and law of the civil society. Drug syndicate is among the actors who commit crimes that sometimes crosses the national or regional borders. This article discuss how the role of the non-state actors become a treat to human security in Malaysia. Using neoliberalism approach, this article debates on the role played by the non-state actor, that is the drug syndicate, has affected the human security in Malaysia. The study was conducted based on qualitative methodology and data was obtained from fieldwork. Primary data was obtained through observation and semi-structured interviews. While semi structured interviews were conducted with informants from government agencies, non-governmental agencies and academic scholars. Likewise, interview sessions were centered on drug victims and prisoners.

³⁹ Mr. Sopian Brahim, Phd Student, National University of Malaysia (UKM).

⁴⁰ Mr. Mohamad Daud Hj Druis, Phd Student, National University of Malaysia.

Secondary data was also gathered from academic write-ups and electronic materials to complement the primary data. The outcome of the study found that the involvement of syndicates in recruiting victims as drug traffickers is increasing in trend. Efforts taken by Malaysian Government to curb the recruitment of the drug addicts is less effective and this has effected especially the human security in Malaysia. This study proposes a number of approaches for a more proactive and effective policy overcoming the threat to human security posed by non-state actors.

Keywords: drug victims, non-state actors, neoliberalism, human security, drug

41-Q47-2417

IMPACT OF TV ADVERTISING ON YOUTH BUYING BEHAVIOR: A CONTENT ANALYSIS

Ms. Namra Nadeem⁴¹

Purpose: This study investigates trends in the use of research methodologies and publications in television advertising and its impact on youth literature across geographical regions and suggests possible future research opportunities.

Design/methodology/approach: This study involved a content analysis of 95 articles published between 1970 and 2014. The study investigates methodological developments in the use of research methodologies in terms of research design, data collection method, sample size, respondent type, statistical techniques, reliability, validity, pre/pilot test, time horizon, sampling methodology, number of authors, respondent regions and also focuses on publication trends in terms of authorship type, authorship collaboration, authorship per study, journals in terms of highest publications and most prolific universities.

Findings: Most of the studies were empirical quantitative. North America has shown a rising trend as majority of the research is conducted there other areas such as Europe, Australia and Asia showed a declining trend. There is a great opportunity to carry out research on the relevant field in other areas of the world.

Research implications: Though I have selected a few articles and journals for this study but the study is an aid to researchers intent on publishing their work. Methodological and publication trends provide directions for designing research projects.

Practical Implications: Publication trends and methodological trend analysis provides a direction for future research work

Originality/value: The paper provides a detailed analysis of the advertising literature by using cross tabulations that have not been performed in previous content analysis based literature reviews in advertising. This study will act as a platform for future research studies.

Keywords: Television advertising, Youth and Buying Behavior.

42-Q54-2413

THE ROLE AND THE IMPORTANCE OF MOBILE GENDARMARIE BATTALIONS IN ÇANAKKALE LAND BATTLES

Mr. Hasan Ataç⁴²

One of the unknown aspects of Çanakkale Battles is that the importance and contributions of Mobile Gendarmarie Battalion have not been fully understood. It was because the battles of the troops which were deployed more in interior parts of Gallipoli Peninsula, and the contributions of battle on level tactical troops were not considered as much as the studies on strategical or operative level troops.

When the operation field and battle plans are examined, instead of deploying along the coast to put the forces with a power at zero level landing on the coast out of action, the main battle components are seen to have deployed as strong reserves in the more inner areas. The negative effect of the field on the great troop operation reveals the need for time in order to use the intervention forces. "Time" emerged as the main factor in victory as a result of giving intervention opportunity to the troops. While ordering his soldiers in Conkbayırı to die rather than fight, Lieutenant Colonel Mustafa Kemal, the Commander of the 19th division, also emphasized the significance of time. In this respect, the contribution of Mobile Gendarmarie Battalion

⁴¹ Ms. Namra Nadeem, Lecturer, Lahore School of Economics.

⁴² Mr. Hasan Ataç, Post Graduate Student, Turkish Land War Academy.

which saved time for the troops to intervene can be clearly seen. During the study were used the memoirs and the works written by military institutions based on the recordsources under the light of the notes taken during the trips to the region.

By preventing the enemies from capturing the area, Mobile Gendarmerie Battalions had an important role in Battles of Kerevizdere, Kireçtepe and Alçitepe which were of great importance among the battles. The success of these battalions was expressed with compliment by both Turkish and foreign commanders that participated in the war. During the battles the losses of armed forces commissioned to keep the security and order brought about the formation of the regions deficient in state authority.

LIST OF LISTENERS

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