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BOOK OF ABSTRACTS

ARS-18

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ACADEMIC RESEARCH AND SOLUTIONS SOCIEDAD LIMITADA

Our Partner



**AKADEMIKA NUSA INTERNASIONAL
(ASSOCIATION OF SOCIAL SCIENCES AND
HUMANITIES)**

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Book of Abstracts

IRSBM-18, ITCIA-18, LBMES-18

Edited by

Prof. Dr. Perez M.

These abstracts are provided for all presenters who have submitted papers and have registered for the conference. Although every effort has been made to ensure accurate replication of these abstracts, the conference organizers cannot be held accountable for inaccuracies that may have occurred in their reproduction. Any changes made after the conference to either the content of the abstracts or presentation status will not be included in these proceedings. Thank you.

Contact Information:

Address: Calle Alarcon 66, Sant Adrian De Besos 08930, Barcelona, Spain

Website: <http://acrsolutions.org>

Email Address: support@acrsolutions.org

Scientific Committee

Scientific Committee Member	Affiliation
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Prof. Dr. Constantin Anechitoae	University of Constanta, Romania
Assoc. Prof. Dr. Mokhtar Ben Henda	Université Bordeaux Montaigne, France

Organizing Committee

Organizing Committee Member	Affiliation
Dr. Pérez M.	Conference Secretary
Mr. V.J. Pasola	Contact Person & Organizer
Mr. Juan García	Program Coordinator
Dr. T.I.K	Conference Chair ARS
Dr. Vincent W Ho	Conference Chair ANISSH
Ms Hungxin Li	Conference Supervisor

Welcome to Academic Research and Solutions Sociedad Limitada (ARS)

ARS provides an ideal academic platform for researchers to present the latest research findings and describe emerging technologies, and directions in Social Sciences, Business Management, Engineering and Natural Science issues. The conference seeks to contribute to presenting novel research results in all aspects of Social Sciences and Engineering. The conference aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results about all aspects of Engineering, Social and Applied Sciences. It also provides the premier interdisciplinary forum for scientists, engineers, and practitioners to present their latest research results, ideas, developments, and applications in all related areas. The conference will bring together leading academic scientists, researchers and scholars in the domain of interest from around the world. Our oncoming events of the successful conference series focusing on Engineering and Social Sciences. Hence, the scientific program focuses on current advances in the research, production and use with particular focus on their role in maintaining academic level in Engineering, Social & Applied Sciences and elevating the science level. The conference's goals are to provide a scientific forum for all international prestige scholars around the world and enable the interactive exchange of state-of-the-art knowledge. The conference will focus on evidence-based benefits proven in clinical trials and scientific experiments.

Best Regards,
Chairman of Conference
Prof. Dr. T.I.K.

Note to Participants

International Conference of Akademika Nusa Internasional is a platform that thrives to support the worldwide scholarly community to analyze the role played by the multidisciplinary innovations for the betterment of human societies. It also encourages academicians, practitioners, scientists, and scholars from various disciplines to come together and share their ideas about how they can make all the disciplines interact in an innovative way and to sort out the way to minimize the effect of challenges faced by the society. All the research work presented in this conference is truly exceptional, promising, and effective. These researches are designed to target the challenges that are faced by various sub-domains of the social sciences, business and economics, applied sciences, engineering and technology, health and medical sciences.

I would like to thank our honorable scientific and review committee for giving their precious time to the review process covering the papers presented in this conference. I am also highly obliged to the participants for being a part of our efforts to promote knowledge sharing and learning. We as scholars make an integral part of the leading educated class of the society that is responsible for benefitting the society with their knowledge. Let's get over all sorts of discrimination and take a look at the wider picture. Let's work together for the welfare of humanity for making the world a harmonious place to live and making it flourish in every aspect. Stay blessed.

Thank you.

Dr. Vincent W Ho

Hilton London Heathrow Airport Terminal 5

PROGRAM SCHEDULE

Conference Schedule

DAY 01 Saturday (May 12, 2018)

Venue: Hilton London Heathrow Airport Terminal 5

8:00 am – 08:15 am	Welcome Reception & Registration
08:15 am – 8:25 am	Welcome Remarks – Mr. Akawud - Conference Coordinator
08:25 am – 8:35 am	Opening Speech –Dr. T.I.K. (Ph.D.) - Conference Co-chair
08:35 am – 8:50 am	Keynote Speech- Prof. Rozhan Mohammed Idrus –Dean of the Centre for Graduate Studies (CGS) in the Universiti Sains Islam Malaysia
08:50 am – 9:05 am	Keynote Speech- Prof. Dr. Carsten Rennhak- Bundeswehr University Munich, Germany
09:05 am - 9:20 am	Group Photo Session & Ceremony
09:20 am – 09:35 am	Grand Networking Session and Tea Break

DAY 01 Saturday (May 12, 2018)

Session 001 (09:35 am – 1:00 pm)

Session Moderators: Mohammed Shamsul Hoque & Wan-Fadzilah Wan-Yusoff

Track 001: Business, Management, Social Sciences and Humanities Studies

Point of Discussion	Presenter
The Multidisciplinary Research at the Bauhaus (1919-1933) as a Historical Ideal of Artistic and Social Development. Female Student Contributions	Marisa Vadillo Rodriguez
Analyzing the Credibility of e-word-of-Mouth using Customer Reviews in Social Media	Carsten Rennhak
Using Participant GIS for Tribal Hunting Ground Mapping	Lai, Yu-Ching
Multidisciplinary Research into the Indigenous Knowledge Systems of South Africa, the Role of Lekgotla (People's Council) in Communities	Macdonald Rammala
Determinants of Financial Literacy for Elderly People: Evidence from Malaysia	Visyalini Selvadurai
Demystifying the Ethical Appeals and Gender Polarity Embedded in the Act of Persuasion Characterizing Television Commercials Targeted at Indian Kids	Apoorva Bharadwaj
A Comparative Survey of Intuitive Intelligence Teaching Styles Versus Emotional Intelligence Teaching Styles Among Philippine Normal University- Institute of Teaching and Learning Student Practice Teachers	Teresita S. Festin

DAY 01 Saturday (May 12, 2018)

Track 001: Business, Management, Social Sciences and Humanities Studies

Point of Discussion	Presenter
Teachers' and Students' Perceptions of the Academic and Socio-Emotional Benefits of Peer Tutoring	Afnan Almulla
Cross Section of Returns in GCC Markets	Bader Alhashel
Using Youtube in Advanced Level English Interpretation Lessons	Enkhmaa Tsegmid
Using Simulation in the Teaching of Online Statistics	Simcha Pollack
Define Defame - Can President Donald Trump Differentiate Criticism from Defamation?	Deborah S Kleiner
The Effect of Cultural Differences on Attitude, Perceived Usefulness and Perceived Ease-of-Use in Re-Purchasing Online Behavior: Study Case In Kuwait	Abdulaziz Albahouh
R & D Offshoring and Governance Mode- Evidence from Taiwan-Based Manufacturing Firms	Wen-Bin Chuang
Divorce without Financial Expenses in Croatia – Legal Regulation and Economic Dilemmas	Katarina Marošević & Nataša Lucić

Lunch Break (1:00 pm – 1:40 pm)

DAY 01 Saturday (May 12, 2018)

Workshop Session (1:40 pm – 3:00 pm)

Work Shop on

“How to Improve the Quality of Research Article and get published in Scopus/ISI Indexed Journals”

Panelists	Dr. T.I.K (Ph.D.)
Participants	All Participants

In this workshop, we will discuss how to improve the quality of research article and getting published in good quality journals. Publication is considered as a KPI achievement for academic staff. It is considered to be the best way to enjoy benefits and promotion as a faculty member. In this workshop trainer will shed light on how to identify a hot research topic, How to find a research gap, Importance of a catchy Research Paper Title, What Reviewers are looking in research article, What editors are expecting from authors, Major Reasons of article rejection in good journals, Steps and tips to improve article quality and content and Finding a relevant outlet for your research. Hope this workshop will help the participants improve their understanding about publication process.

DAY 01 Saturday (May 12, 2018)

Session 002 (3:00 pm – 5:00 pm)

Session Moderator: Bader Alhashel & Deborah S Kleiner

Track 001: Business, Management, Economic, Social Sciences and Humanities Studies

Point of Discussion	Presenter
A Health-Check of CLT in the Rural Primary Schools of Bangladesh	Mohammed Shamsul Hoque
Sustainability of Franchise Entrepreneurship and the Role of Trust	Wan-Fadzilah Wan-Yusoff
Leveraging on 4IR Technogogy for An Immersive and Collaborative Multidisciplinary Educational Landscape	Rozhan M. Idrus
Taking off the Developing Countries through an Innovative Triangle Model: A Study on the Prospects of Social and Small-Medium Enterprises (SSMES) In Bangladesh	Zamanur Rahman
Role of AACSB, PRME and Faculty to Reshape Businesses A Case of King Abdulaziz University's Economics and Admin Faculty	Mohammad Yamin
Implementing Quality Assurance in Vocational Education, Requirements & Obstacles: the College of Technological Studies, Kuwait, as a Case Study	Salah Al-Ali

DAY 01 Saturday (May 12, 2018)

Session 002 (3:00 pm – 5:00 pm)

Session Moderator: Bader Alhashel & Deborah S Kleiner

Track 001: Business, Management, Economic, Social Sciences and Humanities Studies

Point of Discussion	Presenter
The Impact of E-Learning in Algerian Schools: Comparative Studies Between National Sports High School and the Classical Schools in Algiers	Wissef Fassekh
Public Engagement: Talking Science to Laypersons as Perceived by Postgraduate Students in Jordan	Abdallah Khataybeh
Economic Effect In Intergenerational Equity	Beesley Revol
Evaluating the Logistics Performance of the EU Countries and EU Candidate Countries: COPRAS-G Application	Burcu Adiguzel Mercangoz
Job Insecurity and Job Outcomes: Moderating Role of Psychological Capital	Rizwana Rasheed

Tea Break (5:00 pm – 05:10 pm)

DAY 01 Saturday (May 12, 2018)

Session 003 (05:10 pm – 06:00 pm)

Session Moderator: Rozhan Mohammed Idrus

Track 002: Medicine, Health Engineering and Technology Sciences

Point of Discussion	Presenter
Modelling the Powertrain Configuration of Electric Vehicle for Reducing Energy Consumption	Mayank Srivastava
Nurturing National Dual Training System towards Government-Link Companies' Standard	Asnul Dahar Minghat
Determination of Hydroxyproline and the Effect of Smoking on Hydroxyproline Concentration in Urine	Betül İşiner Kaya
Healthy Sexuality Education for Adolescents with Developmental Disabilities: Collaborative Inter professional Practice	B. Lee Murray
Diagnostics and Monitoring of Bioprocesses for Biofuel production using Non-Conventional Approaches based on Fractal Analysis, State Observers, and Neural Networks	Hector Puebla
A Study on Ransomware Cryptographic Key Recovery Method through Analysis of Existing Recovery Cases	Daeun Kim

Closing Ceremony: (6:00 pm – 6:30 pm)

List of Conference Attendees

The following scholars/ practitioners/educationists who don't have any paper presentation, however they will attend the conference as delegates & observers.

Sr. No	Official ID	Name	Affiliation Details
1	LBMES-058-ANI101A	Ganiyu Ibrahim	Iqra Travels and Tour, Ghana
2	LBESS-18-132	Abdul Mohsen Almutlaq	Saudi Fund for Development, KSA



2nd Day- City Tour (May 13, 2018)

Gathering of Participants at the Lobby of Hilton London Heathrow Airport Terminal 5 at 2:00 pm. Departure: 2:30 pm for City Tour

Important Note: This tour is organized by Academic Research & Solutions SL and entry to this tour is free for all participants. You may also bring your Siblings/Family/Friends but you have to register for them on registration desk one day before the tour.



ARS-2018 Research Workshop

“How to Improve the Quality of a Research Article and get it published in Scopus/ISI-Indexed Journals”

Trainer: Dr. T.I.K (Ph.D.)

In this workshop, we will discuss how to improve the quality of a research article and get it published in good quality journals. Publication is considered as a KPI achievement for academic staff. It is considered to be the best way to enjoy benefits and promotion as a faculty member. In this workshop, trainer will shed light on how to identify a hot research topic, how to find a research gap, importance of a catchy Research Paper Title, what reviewers are looking for in a research article, what editors are expecting from the authors, major reasons of article rejection in good journals, steps and tips to improve article's quality and content, and finding a relevant outlet for your research. Hope this workshop will help the participants improve their understanding about the publication process.

**TRACK A: BUSINESS, ECONOMICS, SOCIAL SCIENCES &
HUMANITIES**

R&D Offshoring and Governance Mode Evidence from Taiwan-Based Manufacturing Firms

Assoc. Prof. Wen-Bin Chuang^{1*}, To-Han Chang²

Abstract The purpose of this study is to verify the potential difference in different governance decisions (captive and outsourcing mode) for a R&D offshoring firm. Due to the specific feature of technological assets, we particular pay attention to the relationships between governance decisions and the motivations to offshore R&D. This analysis takes advantage of the longitudinal dataset on Taiwan-based manufacturing firms for the period 2009-2012 and employs a propensity score method and the multinomial choice method to correct the bias from the effects of potential outcomes in observational data. We show that outsourcing mode bring a better firm productivity for exploitation-orientation firms, while captive mode is observed for exploration-orientation cases. With the transform of network integration from OEM arrangements to ODM arrangements in global value chain activities, a R&D offshoring firm will change their governance mode for the local environment to raise productivity. The results offer useful implication for academia and policy makers.

Keywords: Offshore R&D, Governance Decision, Network Transform, Global Value Chain and Taiwan-Based Firms.

¹Department of International Business Studies, National Chi-Nan University 1, University Rd., Puli, Nantou 545, Taiwan.

²Department of Culture and Creative Enterprise Management, Nanhua University 55, Section 1, Nanhua Rd., Darlin, Chiayi, Taiwan.

*Email: chuangwb@ncnu.edu.tw

Divorce without Financial Expenses in Croatia – Legal Regulation and Economic Dilemmas

Asist. Prof. Katarina Marošević^{1*}, Assist. Prof. Nataša Lucić²

Abstract In 2015 Croatia reformed family law legislation. Among other family law issues, divorce proceedings was changed significantly. This reform was mostly marked with strengthening of procedural rights of a child and simplification of divorce proceedings in situation of mutual agreement of spouses about parental responsibility issues. Croatian legislator introduced different mechanisms to help parents to achieve that kind of agreement, taking into great consideration importance of respect of all procedural rights of a child. The key issue is that the burden of costs of this mechanisms has been put on the state which open number of financial questions in relations to state and people involved in divorce process. This article will start with the analyses of divorce legal orders in Croatia with special regard to the new mandatory counselling proceeding. Economic issues of divorce proceedings with and without parental responsibility agreement will be discussed indicating financial dilemmas arising from it. Comparison of divorce proceeding case in accordance to Family act 2003 to divorce proceeding case in accordance to Family act 2015 will be conducted in order to bring conclusions about their financial differences. Authors will give their viewpoints about (dis)advantages of new Croatian approach of divorce without financial expenses for spouses, possibilities for taking this approach by other European countries and finally, directions for further scientific researches in this thematic area.

Keywords: Divorce Law, Spouses, Child, Financial Analyses, Economic Impacts.

^{1,2}Josip Juraj Strossmayer University, Faculty of Law Osijek.

*Email: kmarosev@pravos.hr, nlucic@pravos.hr

Role of AACSB, PRME and Faculty to Reshape Businesses; A Case of King Abdulaziz University's Economics and Admin Faculty

Dr. Mohammad Yamin^{1*}, Dr. Tameem Albassam², Dr. Seita Almandeel³

Abstract Association to Advance Collegiate Schools of Business (AACSB) is providing accreditation to hundreds of business schools and institutes around the world. As part of the process to gain accreditation, business faculties participate in a range of training programs, workshops, seminars, conferences, campus visits and other forms of regular meetings. In addition, AACSB liaises with business entities and provides consultation, guidance and networking of academic faculty members and business executives. The Business faculties, especially the ones accredited by AACSB, are expected to extend the role of guidance and networking, provide a platform to exchange views, and liaise with local entities of education and business on a continuous basis. Faculty of Economics and Administration (FEA) of the King Abdulaziz University is the first AACSB accredited faculty in Saudi Arabia. The FEA is also accredited by EPAS and AMBA, and a member of Principles for Responsible Management Education (PRME). The faculty has been encouraging and supporting other faculties in the country to undergo the AACSB accreditations and become a member of PRME. The FEA is also striving hard to support local businesses by way of organising seminars, conferences, symposia, workshops and lending targeted support on one to one basis. The aim of this article is to review the role and policies of AACSB, PRME, and the efforts of FEA in promoting awareness and help to the local businesses.

Keywords: Entrepreneurship, AACSB, Social Responsibility, Community Service, Academic Institutions.

^{1,2,3}Faculty of Economics and Administration, King Abdulaziz University, Jeddah, 21589, Saudi Arabia.

*Email: myamin@kau.edu.sa

Evaluating the Logistics Performance of the EU Countries and EU Candidate Countries: COPRAS-G Application

Bahadır Fatih Yıldırım^{1*}, Burcu Adıgüzel Mercangöz²

Abstract Logistics performance is an important driver on the competitiveness of countries economies. By understanding the importance of logistics performance, countries can improve their strategic plans of their economies. The World Bank is conducted a survey on approximately 1000 professionals working in international logistics operations in various (up to 166) countries and started to publish the Logistics Performance Index (LPI) by evaluating the countries logistics performances within six indicators. These indicators are named as customs, infrastructure, international shipment, logistics quality and competence, tracking and tracing, timeliness. The survey is conducted 5 times so far, in years 2007, 2010, 2012, 2014 and 2016. As LPI is the most important indicator for evaluating and benchmarking the logistics performance of the countries, we used the LPI index published by the World Bank. Although LPI gives us the opportunity to benchmark up to 166 countries, we benchmark only 28 EU Countries and 5 EU Candidate Counties in this study. The World Bank is used the Basic component analysis to weight the LPI indicators. In this study we used the fuzzy AHP technique for determining the weighting scores of six indicators of LPI. For evaluating the performance of the countries we used the COMPLEX Proportional Assessment of alternatives - Grey (COPRAS-G) method. COPRAS-G is a multicriteria decision making method. We calculate the gray numbers for all countries from five dataset between the years 2007 and 2016. Then we evaluate the countries according to the results. The importance of Logistics Performance is given at the first part of the study. Second part of the study, the literature is searched and Logistic Performance related studies are examined. Also we touch on the difference of our study in this section. At the third part of the study, COPRAS-G method is explained detailed. The data and the results of the study are given at the forth part. The suggestions for the further studies take place at the last part of the study.

Keywords: COPRAS G, Fuzzy AHP, Logistics Performance, Multicriteria Decision.

^{1,2}Istanbul University, Turkey.

*Email: burcua@istanbul.edu.tr; bahadirf.yildirim@istanbul.edu.tr

Analyzing The Credibility of Eword-of-Mouth using Customer Reviews in Social Media

Albon, Alexandra¹, Kraft, Patricia², Rennhak, Carsten^{3*}

Abstract Companies' marketing objectives include increasing product awareness among targeted consumers, providing information about product features, and reducing consumer resistance to buying the product. One of the modern tools to support these objectives in today's Social Media-driven world is eWord-of-Mouth. Empirical research shows that eWord-of-Mouth is relevant for a large percentage of consumers' buying decisions. eWord-of-Mouth marketing actively tries to influence and/or encourage Word-of-Mouth, e.g. by seeding a message in Social Media or by rewarding consumers/fans to engage in Word-of-Mouth, etc. As it is difficult to control eWord-of-Mouth, researchers are interested in identifying avenues to manage it for marketing purposes. Literature identifies credibility as the key factor for message adaption (e.g. Case et al. 2004, 660), but there is a lack of empirical evidence when it comes to identifying what drives credibility of eWord-of-Mouth. Our paper closes this gap by identifying key drivers of credibility in eWord-of-Mouth based on a comprehensive literature analysis and a field study using an online survey (n = 161). The results show that credibility is predominantly influenced by source, message and media credibility. Since Social Media sources are often anonymous, credibility surrogates need to be identified: our paper gives evidence that expertise/know how, style of speech and logic/structure of message reasoning are perceived as credibility drivers. Concerning media credibility ease of navigation/usability and structure were identified as key drivers. Visual elements and interactivity were not identified as significant drivers of media credibility. Based on our research management implications are generated enabling practitioners to explore the full potential of eWord-of-mouth.

Keywords: Eword-of-Mouth, Credibility, Word-of-Mouth, Social Media.

^{1,2}Munich Business School, Munich, Germany ³Universität der Bundeswehr, Munich, Germany

*Email: carsten.rennhak@unibw.de

The effect of cultural differences on attitude, Perceived usefulness and perceived ease-of-use in Re-Purchasing Online Behavior: Study Case in Kuwait

Abdulaziz Albahouh*

Abstract This research aims at studying the online buying behavior of Kuwaiti Internet users. It further looks into the various factors which contribute in making online buying decisions. In addition it looked into the current status of online stores of companies in Kuwait and range of products and services offered by them for online buying. An insight into the status of e-commerce revolution in the region is also included to assess its growth in countries with similar cultural background. to look at the quick changes in the environment of the internet, carefully that make a competitive business landscape for online repurchases. It creates challenges and opportunities for businesses and also to examine the elements that can affect the intentions of online consumers to repay the service and product. The purpose of the present study is supplying a literature that can help of online stakeholder. On top of that, the results reinforce many existing literature in the context of the online shopping factors effect on customer repurchase. It prepares for in advance functional information for controlling businesses particularly in online shopping factors effect on customer repurchase. The finding of this study is able to help to businessman in developing their internet and online shopping as well.

Keywords: Online Purchasing, SEM, Online Behavior, Regression analysis, OCE Model.

*Ministry of Justice – Department of legal advice and legislation, Kuwait.

*Email: alsaber.ssc@gmail.com

Demystifying the Ethical Appeals and Gender Polarity Embedded in the Act of Persuasion Characterizing Television Commercials Targeted at Indian Kids

Apoorva Bharadwaj^{1*}, Ritu Mehta²

Abstract This research examines commercials targeted at Indian kids aired on five popular kids' cable network channels from October 2017 through March 2018 in order to evaluate their ethics' meter. Data were collected comprising 308 ads and their content analysis was done following pre-set parameters of gender sensitivity, character propriety and persuasive strategy distilled from erstwhile studies aimed at kids. It was found that most of these kids' ads ratify the gender stereotypes sociologically prescribed in Indian society and in certain cases disseminate inappropriate behavioural patterns which can influence kids' psyche and tangentially impact their proclivity towards transgressed propensities. Potential exposition for these findings are presented instituting gender and culture theories. Some theories from business ethics are also recruited in order to decipher the ethical dilemma that characterizes the persuasive strategies deployed in ads targeted at kids in order to lure their gullible minds which are yet to develop a profound cognitive faculty in order to process the ulterior manipulative intent that drives these commercial screenings. This research endeavours to address the void that exists owing to a lack of study on Indian commercials targeting kids since a vast majority of studies done so far primarily focus on ads aired on television in United States, particularly narrowing their lens on food advertisements. Finally the paper concludes pointing at future directions for research and their implications for advertising tenets to be followed to capture the kids' volatile but prolific market in India.

Keywords: Advertising, Kids, Persuasion, Ethics, Communication, Gender, Indian Television, Content Analysis, Market, Behaviour.

^{1,2}Indian Institute of Management Calcutta, India.

*Email: apoorva@iimcal.ac.in

Economic Effect in Intergenerational Equity

Beesley Revol*

Abstract The situation is complicate in the world specifically for the people in Africa between 25 years and 34 years old; the emergence of the struggle of the ages, show the conflict in generations exchanged, intergenerational equity is at hand for the present generation, the matter remains conscientious for the management of intergenerational. The goal is to highlight the way of intergenerational in the best condition, in fact the macroeconomic situation making the equilibrium for the life cycle of population by observing the evolution of economic in the environment at last to orientate the people by the welfare of population without the problem for the elder. Then, approach of Mason and Lee can change the condition of transfer about life cycle of generation at last to have a demographic dividend recommended by the UNDP.

Keywords: Intergeneration, Equity, Economics, Population and Growth.

*Self Employed, Haiti.

*Email: beesley.2007@yahoo.fr

Cross Section of Returns in GCC Markets

Bader S. Alhashel*

Abstract It has been found that two variables, size and book-to-market equity, combine to capture the vast majority of the cross-sectional variation in average stock returns. We aim to investigate whether stock returns in the GCC markets are driven by the same documented drivers. We also intend to test for other variables such as leverage and PE ratio. We will conclude by examining which of the empirical asset pricing models (e.g. CAPM, Three-factor) best describes returns in the GCC markets.

Keywords: Value Effect; Three-Factor Model; Size Effect; GCC; Emerging Markets; CAPM; Expected Stock Returns; Asset Pricing.

*Kuwait University, Kuwait.

*Email: balhashel@cba.edu.kw

Implementing Quality Assurance in Vocational Education, Requirements & Obstacles: The College of Technological Studies, Kuwait, as a Case Study

Salah Al-Ali*

Abstract Vocational and technical education is concerned with preparing students for the world of work. The rapid change in society and transformation towards post industrialism present a significant challenge on vocational and technical education programs. Vocational and technical institutions must focus on building a reputation for enhancing student's capabilities for a specific job. On the other hand, industries would employ graduates that have specific level of knowledge, skills and attitudes for specialised field. As a result, vocational and technical institutions have to develop student's competencies that respond directly to the need of industry. Quality assurance refer to the characteristics of the programs that ensure proper learning programs that meet the criteria's set by the providers of vocational graduates. It can be described as a set of principles, code of conducts, methods of assessment and set of criteria's that assure quality in vocational education on provider level. Quality in vocational education is essential in improving the learning environments, enhancing student's capabilities, job prospects and meeting socio-economic goals. This paper would focus on the concept and importance of quality assurance in vocational and technical education with particular attention to the College of technological Studies, CTS. The paper would discuss the validity, requirements and obstacles that might hinder the implementation of quality assurance in the CTS. The paper would be based on field work that would encompasses a review of the related literature, questionnaires and personal interviews with the college deans, selected heads of academic departments, and staff. The outcomes of this research would propose the requirements and methodology to implement quality assurance in the CTS. The paper would conclude that unless the management of the CTS realised and appreciate the concept and application of quality assurance, industries would continue to rely on expatriate for years ahead.

Keywords: Vocational and technical Education, work quality assurance, developing Indigenous Manpower, Interaction between vocational and technical education and local industries and business, Kuwait.

* College of Technological Studies Kuwait, Kuwait.

* Email: drsalali@yahoo.com

Factors Affecting Consumption of Male Beauty Products

Zainab Mujtaba^{1*}, Quaid Farooq²

Abstract In the recent times, Men's beauty market has gained a lot of importance and therefore, the message is strong that men of all lifestyles and interests are becoming more interested in a thorough grooming routine, and probably this is the reason why Axe and some other brands have rebranded themselves too. By highlighting the factors, we have provided a business plan to the organizations who can take advantage of this new shift in the trend. Thus, since this particular trend is gaining utmost importance, we have talked about this emerging trend by discussing the factors that are affecting the male market for beauty products. Cleansers, sun blocks, face washers, conditioners, facial cares, etc. are becoming parts of men's grooming routines. The segment targeted was of men of age group 12-55 and the sample size of 202. This study will be very beneficial to such companies who make male beauty-oriented products as they can further customize and market themselves more appropriately as from a very minor niche, the beauty market for men is evolving as one of the fastest growing sectors of the cosmetics industry. The findings of our research revealed that all the independent variables have a noteworthy effect on consumption of male beauty products. However, the degree of relationship varies. We expect the makers of male beauty products to look at these factors in depth in order to target the men more effectively.

Keywords:Consumption, Products, Market.

^{1,2}Inavista Solutions, Pakistan.

*Email: zainabmk1995@gmail.com

Define Defame - Can President Donald Trump Differentiate Criticism from Defamation?

Deborah S Kleiner*

Abstract A 2016 article in USA Today identified an unprecedented 3,500 lawsuits involving President Donald Trump. Within this context of being very aggressive in his use of litigation, Trump has made threats during the contentious 2016 campaign for the American presidency to sue media outlets that published damaging articles about him. Although no actual suits have been filed, he has sued for libel in the past and it is not impossible that such litigation may yet be brought. In this presentation, the American law of defamation is explained and elucidated in light of Mr. Trump's earlier lawsuits. The possible success or failure of any potential suits filed as threatened during the presidential campaign is discussed.

Keywords: Criticism, President, Trump.

*St. John's University, USA.

*Email: deborahskleiner@gmail.com

The Multidisciplinary Research at the Bauhaus (1919-1933) as a Historical Ideal of Artistic and Social Development. Female Student Contributions

Vadillo, Marisa*

Abstract The German school of the Bauhaus (1919-1933) had turned, in only fourteen years, into a pedagogic, investigative and artistic model. Their new improved pedagogical example is defined by the way in which their different academic programs were based on the multidisciplinary of the classical arts, which until then had been separately classified in painting, sculpture and architecture. The Bauhaus constructive ideal was at the service of society, hence, its pedagogical method was oriented towards the formation of professionals, so they would be able to master the knowledge that allowed them to design everyday objects, and to create an architecture style based on a single-family dwelling unit. In other to produce functional, cheap products that were full of spirituality, they based their programs on formal, plastic or aesthetic theories whose origin lies on the artistic thought. Society was changed due to their artistic creations. The artists that were educated in the Bauhaus changed the history of the modern design, imposing an educational model that opened the doors to the kind of multidisciplinary research that nowadays we still support in contemporary art centres. Accordingly, one of the Bauhaus' most affected sectors by the training and multidisciplinary research was the group of female students who were educated in this famous centre, being known today as artists of recognized international prestige. This group of students changed the society with their historical contributions about furniture, creation in lamps, textiles or household objects. Therefore, it brought out a significant number of artists as Marianne Brandt (1893-1983) in metal, Anni Albers (1899-1994) and her fabrics, Alma Buscher (1899-1944) with her toys, Wera Meyer-Waldeck (1906-1964) with her objects or Margarete Leischner (1907-1970) in textiles, among others.

Keywords: Bauhaus, design, female, Albers, Buscher, Leischner, Brandt, Meyer-Waldeck.

*University of Seville, Spain.

*Email: marisavadillorodriguez@gmail.com

A Health-Check of CLT in the Rural Primary Schools of Bangladesh

Hoque, Mohammed, Shamsul^{1*}, Idrus, Rozhan bin Rozhan², Islam, Yousuf, Mahbubul³

Abstract Bangladesh ELT situation has been deteriorating gradually for the last four decades. Regional and national projects including ELTIP and EIA proved to be futile improving this situation, especially, in the rural primary schools of northern Bangladesh with 0% properly trained English teachers for implementing the current CLT curriculum. This article investigates the currently poor health-status of CLT at the primary schools of the selected rural Bangladesh. It aims to delve into the research gaps linked with the ELT practitioners' own English proficiency, skills and training needs, motivation for teaching and recommendations for improving ELT scenario including learner motivation and their social milieu. A mixed method of enquiry was carried on through a questionnaire survey, semi-structured interview with ten ELT teachers, ten teacher trainers, ten head-teachers and an informal workshop with these three sets of interviewees were used to validate the findings of the earlier questionnaire survey. The findings conclude that ineffective or no teacher training, non-availability of English subject teacher, insufficient instructional materials, poor teacher motivation, unhelpful learning environment, and learners' socio-economic background, poor theoretical knowledge of CLT and linguistic skills of the teachers are responsible for this deterioration. So, it is expected that implementation of an appropriate teacher training program for CLT to train at least two English subject teachers per school, production of pedagogically articulated instructional materials, inculcating a culture-oriented teaching-learning environment and a rigorous program of CPD including day-to-day guidance and supervision of the practitioners by experts of CLT would address the gaps prevailing in the ELT (and CLT) situation at the rural primary schools of Bangladesh.

Keywords: ELT, CLT, CPD, Decadence in ELT, Bangladesh.

^{1,3}Daffodil International University(DIU), Bangladesh ²University Sains Malaysia (USIM), Malaysia

*Email: hoque.eng@daffodilvarsity.edu.bd

Using Participant GIS for Tribal Hunting Ground Mapping

Lai, Yu-Ching^{1*}, Idrus, Rozhan bin Pei, Kurtis Jai-Chyi²

Abstract Hunting ground and traditional territory mapping can be crucial regarding indigenous community-based governance and sustainable environmental management yet remains a challenging task in Taiwan. Indigenous hunters usually can not verbally describe to researchers the exact location where their regular hunting activities take place, especially elders who use mother language for daily communication, nor can they depict their hunting ground on the map. However, hunters can always travel freely in the mountain since they are familiar with terrain and remember all landmarks of the area. To acquire hunters' hunting ground information in Nan-ao, Northeastern Taiwan, the participant GIS technique was used when conducting hunting activity interview. Individual hunter was interviewed at home and the virtual 3-D terrain was projected on their home TV using Google Earth Pro. The interviewer lowered the viewpoint of the virtual 3-D terrain to eye height. Follow directions of interviewee, the interviewer moved the image forward slowly as if the interviewee were talking in the trail. The descriptions of the interviewee during the virtual journey were mapped and document at the same time. The interviewer always reminded the interviewee when a specific terrain or landmark appears such as a giant rock, a creek convergence, lines of electrical tower, or landslide, and etc. The ArcGIS 10 GIS software was further used to generate maps and calculate quantitative landscape factors of hunting ground. A total of 7 hunters were interviewed and all of them, even for an elder of 90 years old, can accurately guide the interviewer to walk in a hunting path under canopy and precisely depict all landmarks on the ground that can not be seen when the 3-D image has not yet been enlarged. It is approved that using participant GIS can successfully obtain hunting ground allocation and transform qualitative data into quantitative information.

Keywords: C Community-Based Governance, Indigenous Hunter, Traditional Territory, Google Earth, Participatory Approach.

¹Huafan University, Taiwan ²National Dong Hwa University, Taiwan

*Email: yuching@cc.hfue.edu.tw

Leveraging on 4IR Technogogy for an Immersive and Collaborative Multidisciplinary Educational Landscape

Rozhan M. Idrus*

Abstract As technology becomes pervasive, the teaching and learning landscape is now capable of presenting an interoperable and seamless learning architecture to connect, integrate, and share a plethora of learning resources; multidisciplinary resources. The inter-linking and co-relations of among disciplines can be generated astoundingly. As we ask how higher education institutes would be affected by the Fourth Industrial Revolution and how the delivery of education will be transformed; it should be how teaching and learning can leverage on the 4IR technogogy. Currently, the words robotics, artificial intelligence, mobile computing, smartphone, virtual reality, Internet of Things, 3D printing, metadata, analytics, and other disruptive (not sure why it is said to be disruptive) technologies and applications are at the centre of what is conceived to be the 4th Industrial Revolution. These 'tools' should now be leveraged upon in teaching and utilize 4IR as a practice so that learners are immersed and collaborate in the 4IR environment. The new challenge upon educators and the ability to transform content in a multidisciplinary approach using enabling technologies to present a learning framework which is aligned to changed habit of Gen 'Z' and need for an innovation producing education and offer a transfixing learning experience that is imbibing, iterating, interpreting, interesting & innovating.

Keywords: Technology, Immersive, Education, Leveraging.

*Universiti Sains Islam Malaysia (USIM), Malaysia

*Email: rozhan@usim.edu.my

Multidisciplinary Research into the Indigenous Knowledge Systems of South Africa, the Role of Lekgotla (People's Council) in Communities

Macdonald Rammala^{1*}, Tsegai Ghebretekle²

Abstract South Africa exhibits an integrated legal system that consists of a hybrid legal approach from outside the African continent. In theory, African customary law is one such legal system that enjoys recognition in the constitution but the practicality of this legal system is not an easy process. Traditional knowledge of dispute resolution (customary law) is an oral law and therefore, it proves difficult to recollect all the oral teachings regarding the indigenous laws even though they are embedded in songs, dance, poems and idiomatic expressions. Lekgotla (Council of the people) is a customary law vehicle that carries the indigenous communities forward in terms of dispute resolution. Given the different cultures in South Africa, Lekgotla does exist in rural areas that are under traditional leadership. One such area is Makapanstad in which (customary law) is practiced and is embraced by the community. This paper will focus on multidisciplinary research into the knowledge bases of Lekgotla. The focus is on Makapanstad through an ongoing research project that began in 2016.

Keywords: ELT, CLT, CPD, Decadence in ELT, Bangladesh.

¹University of South Africa, South Africa ²University of Mekele, South Africa

*Email: rammamn@unisa.ac.za

Determinants of Financial Literacy for Elderly People: Evidence from Malaysia

Selvadurai, Visyalini^{1*}, Kenayathulla, Husaina, Banu², Siraj, Saedah³

Abstract The fundamental element in making informed financial decisions for retirement planning is financial literacy. In this current challenging global economic situation, numerous elderly people are facing challenges to live upon retirement with financial freedom and this problem is becoming increasingly essential. Thus, this quantitative study intended to identify the key determinants of financial literacy which are vital in financial planning for retirement among elderly people in Malaysia. Survey was carried out among 1239 elderly people who are aged 55 and above from Klang Valley, Malaysia. The data was analysed quantitatively using descriptive and inferential statistics in Statistical Package for the Social Sciences (SPSS) version 22. Binary logistic regression was used to identify the key determinants of financial literacy of elderly people population in Malaysia. The process also involved descriptive statistical analysis. Based on the analysis, education level, luxury amenities, minimum monthly expenses were identified as the significant determinants of financial literacy for elderly people. These findings provide essential insights to the policy makers and government to expose financial literacy education to every working individual regardless of their Socio Economic Status (SES) to aid them in financial planning and retire with financial freedom. In terms of theoretical contribution, the findings from this study may provide an opportunity to enrich the understanding of the financial literacy determinants that contribute towards financial retirement planning. Future researchers should compare the financial literacy determinants which contribute to financial retirement planning between low, medium and high income group of people. It will be interesting to find the results as these groups of people may have different perceptions on the determinants and they also may have different ways of planning their finance for retirement.

Keywords: Financial literacy, retirement planning, elderly people, survey, Malaysia.

^{1,2,3}Univeristy of Malaya, Malaysia, Malaysia

*Email: visya87@siswa.um.edu.my

A Comparative Survey of Intuitive Intelligence Teaching Styles Versus Emotional Intelligence Teaching Styles Among Pnu-Itl Student Practice Teachers

Teresita S. Festin*

Abstract The study examine the significant difference between Emotional Intelligence teaching styles and Intuitive Intelligence teaching styles among student practice teachers in Philippine Normal University – Institute of Teaching and Learning (PNU-ITL). It focuses on the importance of Emotional Intelligence and Intuitive Intelligence teaching styles in personal, academic, and career success's of the student practice teachers. The teachers role requires various abilities. One of such fundamental capacities in the contemporary world is emotional intelligence. Emotional and Intuitive aspects in the teaching process influence overall student's performance. Having high intelligence does not guarantee success, achievement, or happiness. This means that it is also important to recognize abilities such as deductive logical intelligence (skills for math, deduction) and verbal intelligence (the art of language) in addition to other intelligences of the same importance, like spatial (find one's bearings, picture oneself in three dimensions), musical (think in sounds and rhythms) and kinesthetic abilities (know how to use one's own body). Descriptive research design was adopted and proportionate stratified sampling was chosen for study. Questionnaires on Emotional and Intuitive Intelligences were distributed. The data were collected and analyzed to determine how often student practice teachers use emotional and Intuitive intelligences in their teaching styles. Result indicated that student practice teachers' use of Emotional Intelligence teaching styles obtained the mean of 3.98 and Intuitive Intelligence teaching style the mean of 3.955. The researcher also used t-test to assess whether the means of two groups were statistically different from each other. This analysis is appropriate in comparing the means of two groups (Emotional and Intuitive Intelligence teaching styles) and especially suited as the analysis for the posttest only two group randomized experimental design.

Keywords: Emotional, Intuitive, Teaching Styles.

*Philippine Normal University, Philippines

*Email: festinteresita@ymail.com

Teachers' and Students' Perceptions of the Academic and Socio-Emotional Benefits of Peer Tutoring

Afnan Almulla*

Abstract This study explored the perspectives of teachers and students regarding the academic and socio-emotional benefits of peer tutoring (PT) as a strategy to support students with specific learning difficulties (SpLD) in middle schools in Saudi Arabia. The research was prompted by the recent expansion of special education services in Saudi Arabia to include not only primary but also middle school students and the introduction of new teaching methods to enhance the learning experiences of SpLD students. These options differ from the predominant traditional teaching approaches in Saudi Arabia, which are increasingly perceived as inadequate for the preparation of students for the challenges of a modern, globalised society. For this reason, a qualitative case study was conducted in six inclusive schools, using interviews and observations to investigate the perceptions of 9 SEN teachers, 18 mainstream students and 19 SpLD students. The findings indicate that PT was perceived as an effective method for the provision of academic support for SpLD students and was associated with improved academic performance, motivation and participation. However, SEN teachers and students expressed different perceptions about the efficacy of this technique in supporting the development of social and emotional skills among SpLD students. This may be attributable to the lack of systematic planning and supervision before and during PT session, reflected in a lack of awareness among students regarding the objectives of PT programmes.

Keywords: Peer Tutoring, Peer Tutors, Peer Tutees, Specific Learning Difficulties, Academic and Socio-emotional experiences, Middle School.

*Warwick University, UK

*Email: afnan.a@outlook.com

The impact of E-learning in Algerian schools: comparative studies between National Sports High School and the classical schools in Algiers

Wissem Fassekh^{1*}, Rachid Alouane², Abdelatif Mechta³, Abdelkrim Ferguen⁴

Abstract A comparative longitudinal study was carried out between secondary school (secondary schools) schools with a view to an evaluation of the graduation rate of students from the classical institutions in Algiers and national sports school. This research work dealt with the impact of on-line learning as a tool used to help students in school schools in their studies because they receive ambivalent training, i. e. studies and sport at the same time so that they can take advantage of the lessons they missed during sports training or sports competitions, because they can't do the job. recover after returning home. It should be remembered, moreover, that so-called classical high schools do not benefit from this digital learning. In 2012, an electronic scientific platform was put in place to help students learn their lessons and reviews. This study used the method of analysis of the content. We have collected all the information from ONEC (in charge of organising national examinations in Algeria). The data collected covered the period from 2010 to 2014, we found that the 2010 rates are highest (81,48%) than the West college of Algiers (69,57%), followed by the year 2011 (71,55%), followed by the classics of the capital Algiers (69,49%); 2014 (38,89%), while conventional secondary schools recorded a negative (46,88%) and the inability to develop online learning and take other scientific measures to succeed. The educational process, where success in sports competitions is at the expense of the study. This study raises the following question: What is the impact of e-learning on the future of secondary schools and traditional schools? Should Algeria adopt online learning as an alternative to conventional education?

Keywords: E-Learning, National Sport High School , Educational Teaching Process.

^{1,2,3,4}University of Algiers 3, Algeria

*Email: fassekh-wisem@hotmail.fr

Economic Globalization-The MENA Region Experience Period Analysed (2011-2017)

Noura Abdel Maksoud Abdullah Eissa*

Abstract Economic globalization is a fact, an embryo created within the new global world, the new technological and media communications era. Globalization has reinforced both the strengths and the weaknesses of market capitalism by proving its efficiency and yet also proving the trade-off between efficiency and equity furthering the development gap between advanced and emerging MENA countries. This purpose of this study is to empirically analyse using panel data the impact of economic globalization in several Middle East and North Africa MENA region's economic performances. Period of analysis is from 2011 to 2017 collected for two groups GCC and non-GCC countries. In context, the elements of globalization include (a) individual country prerequisites for economic globalization (b) macroeconomic indicators (c) labour (d) capital flow (d) knowledge gap and (e) technology. The paper uses the KOF Index of Globalization along with the Generalized Method of Moments approach in its analysis covering three dimensions: the economic, social and political dimensions of globalization along with the impact of globalization on growth. Results indicate that for globalization to be effective in promoting economic growth, several necessary prerequisites are required: regional economic integration and better governmental policy integration. Not only are these prerequisites necessary but the results also indicate that globalization due to other external factors can sometimes have negative effects on economic conditions as in non-GCC countries and/or no significant results as in GCC countries.

Keywords: Regional Integration, KOF Index, Trade Liberalization, Economic Growth.

*Future University in Egypt, Egypt

*Email: nouraeissa@yahoo.com

Using YouTube in Advanced Level English Interpretation Lessons

Enkhmaa Tsegmid^{1*}, Tsengelmaa Tserendorj²

Abstract YouTube is one of the online materials that can be embedded in traditional classroom situations. In recent years YouTube has become more popular, especially among young adults at college and university level. Youtube provides English learners and classes with a new tool to improve all the skills of English language. It offers authentic examples of everyday English used by everyday people in everyday life. Teachers can dedicate certain amount of time during lessons allowing students to watch videos in English and quickly improve their pronunciation and comprehension skills through mimicry. Using YouTube in the ESL classroom can be fun and helpful, but it certainly needs some structure. Otherwise, class might turn into too much fun with less outcomes. As many researchers asserted that students get positive indicators when they watch nature and real life videos (Maness, 2004). Watching video in YouTube will help students to memorize the events more easily. As the researchers in this current study hope to make use of YouTube which makes the learning process not only more meaningful, but also with more enjoyment (Alimemaj, 2010).

Keywords: You Tube, Interpretation Lessons, Advanced Level English.

^{1,2}National University of Mongolia

*Email: orchmaa@yahoo.com

Using Simulation in the Teaching of Online Statistics

Simcha Pollack^{1*}, Leonard Presby²

Abstract An integrated set of simulation exercises that assist students to learn basic statistics will be described. The simulations are done either by individual students or as a group project. Students do them in parallel with the more traditional course material. This series of exercises graphically demonstrate descriptive and inferential statistical concepts in a way that, in the opinion of surveyed students, makes for better understanding of these abstract ideas. Numerical literacy is a core requirement for functioning well in the global economy and statistical thinking is a major component of that core. Unfortunately, many students find the abstract concepts of statistics difficult to assimilate. The mean, the primary formula in introductory statistics, is the focus of all the exercises. As means are calculated based on samples and samples are obtained from populations, we begin by defining a population whose parameter values are known and easily accessible. This distribution is readily obtained by employing the random number generator within Excel. Through repeated sampling from this population the student learns in concrete terms the meaning of such difficult notions as: the Central Limit Theorem; probability; interval estimation; hypothesis testing and the decision making errors alpha and beta. An added benefit is that students are given the opportunity to hone their computer and numerical skills. A description of the exercises and students' sample projects will be provided.

Keywords: Teaching, Online Statistics, Simulation.

¹St. John's University, USA ²William Patterson University, USA

*Email: pollacks@stjohns.edu

Sustainability of Franchise Entrepreneurship and the Role of Trust

Wan-Fadzilah Wan-Yusoff^{1*}, Raja-Rizal-Iskandar Raja-Hisham², G. Marthandan³, Sabarudin Zakaria⁴, Muhamad-Rahimi Ramli⁵

Abstract Franchise entrepreneurship in Malaysia has been aggressively promoted to develop the small and medium enterprise (SME) sector as it is considered as one business that can help nurture novice SME entrepreneurs by minimising uncertainties during the riskiest stages of business. In developed countries, franchise entrepreneurship has reached a matured stage but in developing countries the business model is yet to be widely embraced by SME entrepreneurs to venture into any business. However, despite its promising business model, the franchise turnover and failure remains high due to the divergence of franchisor and franchisee interests. Since the success and sustainability of any franchise relationship is dependent on the convergent of franchisor and franchisee goals, the objective of this study is to determine the role of trust in developing a sustainable model for a franchise entrepreneurship. The conceptual framework for this study was underpinned by the agency theory, social capital theory and the transaction cost theory. A multiple case study approach was adopted. Data was collected from the franchisor and franchisees of a local leading retail franchise and a licensed international food operator using some structured interview as well as content analysis of secondary data. Preliminary results showed that trusting relationship between the franchisee and the franchisor is one of the most important factors leading to entrepreneurial sustainability. These two parties must be held together by a common goal. Results of the study also identified some level of opportunistic behaviours by both franchisor-franchisee and licensor-licensee and the influence of social exchanges and transaction costs on their behaviour.

Keywords: Entrepreneurship; Franchise; Licensing; Sustainability; Trust; Small-Medium Enterprises; SMEs; Case-Study.

^{1,3,4,5} Multimedia University, Cyberjaya, Selangor, Malaysia ²Universiti Utara Malaysia, Sintok, Kedah, Malaysia

*Email: wanfadzilah@mmu.edu.my

Assessing the use of Social Media Networks as Collaborative Learning Supporting Tool: Cases of Two Universities

Norsharina Zabidi^{1*}

Abstract The reputation of social media networks nowadays is undeniable and retains as the essential domain in supporting the education context. The excellent potential makes the predominance of social media networks continues to grip the attention of today's learners. Nevertheless, there seems to be a little attention given to the evaluation of social media networks usage based on learner's choices, mainly as their collaborative learning supporting tool. Rather than trying to reach each scope of social media against education context, this research paper aims to assess the usage of social media networks as collaborative learning tools. Questionnaire surveys conducted at two selected universities. The majority of the student at two chosen universities respectively used WeChat and WhatsApp as their group work support tool. Besides, the research findings toward the frequency of use and length of time spent proved that both of the universities' students actively used their preferred social media networks as the collaborative supporting tool. Indeed, it is not surprising since the social media networks nowadays already serve as an integral part of student daily live. Conclusively the use of social media networks plays a significant role as an indispensable supporting tool for cooperative learning activities as well as transforming the collaborative learning environment.

Keywords: Social Media Networks, Collaborative Learning Supporting Tool, Education Setting and Higher Education.

*University of Manchester, UK

*Email: sharina_zb@yahoo.com

Role of AACSB, PRME and Faculty to Reshape Businesses A Case of King Abdulaziz University's Economics and Admin Faculty

Tameem Albassam^{1*}, Seita Almandeel², Mohammad Yamin³

Abstract Association to Advance Collegiate Schools of Business (AACSB) is providing accreditation to hundreds of business schools and institutes around the world. As part of the process to gain accreditation, business faculties participate in a range of training programs, workshops, seminars, conferences, campus visits and other forms of regular meetings. In addition, AACSB liaises with business entities and provides consultation, guidance and networking of academic faculty members and business executives. The Business faculties, especially the ones accredited by AACSB, are expected to extend the role of guidance and networking, provide a platform to exchange views, and liaise with local entities of education and business on a continuous basis. Faculty of Economics and Administration (FEA) of the King Abdulaziz University is the first AACSB accredited faculty in Saudi Arabia. The FEA is also accredited by EPAS and AMBA, and a member of Principles for Responsible Management Education (PRME). The faculty has been encouraging and supporting other faculties in the country to undergo the AACSB accreditations and become a member of PRME. The FEA is also striving hard to support local businesses by way of organising seminars, conferences, symposia, workshops and lending targeted support on one to one basis. The aim of this article is to review the role and policies of AACSB, PRME, and the efforts of FEA in promoting awareness and help to the local businesses.

Keywords: Business, Entrepreneurship, AACSB, Social Responsibility, Community Service, Academic Institutions.

^{1,2,3}King Abdulaziz University, Saudi Arabia

*Email: myamin@kau.edu.sa

Job Insecurity and Job Outcomes: Moderating Role of Psychological Capital

Rizwana Rasheed^{1*}, Olivier ROQUES²

Abstract Low employee performance, turnover intention and job stress as outcomes of insecurity in one's job are main threats for organizational sustainability and survival (Mottaz, 1986), but also creates stress among employees regarding the continuity of their jobs (Sverke, Hellgren & Naswall, 2002). To overcome this issue, researchers recently are paying lot of attention on those factors, which can moderate their adverse influences. Current research is aimed to investigate the effects of job insecurity on job outcomes (job stress, job performance and turnover intention). The role of psychological capital as a moderator (hope, optimism, efficacy and resilience) in reducing the harmful effects of job insecurity will also be explored in order to enhance the individuals well being working in an organization which will ultimately increase the societal well being by display of constructive role.

Keywords: Job Insecurity, Psychological Capital, Turnover Intentions, Job Stress, Job Performance, Conservation of Resource Theory.

^{1,2}IAE AIX Graduate School of Management France

*Email: riswana.rasheed@iae-aix.com, rizwana.rasheed1989@gmail.com

TRACK B: ENGINEERING TECHNOLOGY AND APPLIED SCIENCES

Diagnostics and Monitoring of Bioprocesses for Biofuel production using Non-Conventional Approaches based on Fractal Analysis, State Observers, and Neural Networks

Hector Puebla^{1*}, Eliseo Hernández-Martínez², Hilario Flores-Mejia³, Carlos Rocha-Lara⁴, Ricardo Aguilar-Lopez⁵, Norberto Flores Guzmán⁶

Abstract The growth and development of society depend on a reliable and sustainable supply of energy. For more than a century, fossil fuels have been extensively used to satisfy the needs of humans. However, concerns about the impact of the use of fossil fuels in global warming and acid rain have impulse the research on alternative fuels. Thus, in the last few years, a renewed interest in the production of fuels via biotechnological processes has emerged. Although biotechnological processes have been applied for several decades, they are still operated by rules of thumb, what is mainly due to the very high complexity of the process, as well as the lack of reliable, sterilizable and robust sensors for the on-line measurements of process key variables. Indeed, biotechnological processes are strongly influenced by several factors. Furthermore, the monitor of key variables could be expensive or in the worst case, unavailable. We have introduced recently the use of fractal analysis to obtain correlations between the physical variables and fractal parameters in a class of biotechnological processes. Indeed, the fractal analysis has been an effective diagnostic tool in the study of biological complex fluctuations, efficient in handling noise and robust to detect correlations between variables. In the literature, it has also been proposed soft-sensors or state observers, as well as artificial neural networks (ANN), to estimate unmeasured states in biological systems. An observer or state estimator is a dynamical system that reconstructs unmeasured states of a system using a base dynamical model of the system and available measurements. ANN resembles the structure of neurons in the brain to estimate variables from the available information of the process. In this work, we discuss the application of fractal analysis, state-observers, and ANN, for the estimation of unmeasured states, as well as its application for diagnosis purposes.

Keywords: Diagnostics, Monitoring, Bioprocesses, Fractal Analysis, State-observers, Neural Networks.

^{1,3,4}Universidad Autonoma Metropolitana-Azcapotzalco, Ciudad de México, México, ²Universidad Veracruzana - Xalapa, México, ⁵IPN-CINVESTAV, Ciudad de México, México, ⁶CIMAT, Guanajuato, México.

*Email: hpuebla@correo.azc.uam.mx

Modelling the Powertrain Configuration of Electric Vehicle for Reducing Energy Consumption

Mayank Srivastava^{1*}, Debraj Bhattacharjee², Manish Chandra³, Pranab K Dan⁴

Abstract This research aims to model the powertrain of an electric vehicle by optimising its components in order to minimize the energy consumption in a particular driving cycle. A typical electric vehicle powertrain consists of an electric motor, gearbox and the electric storage battery as power source, besides auxiliary components. Gear ratios, motor power rating and electric storage battery capacity are considered as parameter values for configuration optimisation of powertrain for reduced energy consumption. The mathematical expression, derived, for energy requirement in the driving cycle is used as the objective function for the optimisation problem and is solved with particle swarm optimization, an evolutionary optimization technique. The result shows a significant reduction in energy consumption, for an example case of powertrain with configuration values, retrieved from literature.

Keywords: Electric Vehicle Powertrain, Driving Cycle, Particle Swarm Optimization, Energy Consumption Reduction.

^{1,2,3,4}Indian Institute of Technology Kharagpur, India.

*Email: mayank.iitkgp97@gmail.com

Nurturing National Dual Training System Towards Government-Link Companies' Standard

Asnul Dahar Minghata^{1*}, Siti Salina Mustakimb²

Abstract Government-Link Companies is defined as companies with major commercial objectives and the Government has a control interest in the system, while National Dual Training System is listed in the Malaysia Education Plan which relates to the initiative of generating employment for skilled worker, developing a knowledgeable host, and producing workers with entrepreneurial skills and the ability to get and use other knowledge especially in the information of technology. This paper discuss strengths and weaknesses of NDTS implementation and its resolution towards GLC's satisfactions of (1) relevant curriculum with industry growth, (2) lecturers from industries, (3) Work-Based Learning Programme, (4) Industry Solely Concerned with Profiet, (5) Lack of Commitment from Industries, (6) Authorization Autonomous Controlled, and (7) Exchange of Expertise and Facilities.

Keywords: Government-Linked Companies, National Dual Training System Programme, Skills Development.

¹Universiti Teknologi Malaysia, Malaysia ²Universiti Putra Malaysia, Malaysia

*Email: asnul@utm.my, asnuldahar@gmail.com

A Study on Ransomware Cryptographic Key Recovery Method through Analysis of Existing Recovery Cases

Daeun Kim*

Abstract Every year new Ransomwares are appearing, such as Wannacry and Jaff, and the damage scale is increasing. Prevention such as data backup is important to defend Ransomware. So, AV companies and government agencies are more focused on prevention in advance. But research is needed into recovering ransomware infected file for the existing Ransomware victims and future victims. This paper analyzes the case of Ransomware being previously restored. We analyzed what technologies recovered Ransomware and refined them. By reviewing the existing recovery technologies, we will examine whether it can be applied to other Ransomware that has not been recovered so far. Finally, We summarize the processes of the currently recovered ransomware, We suggest a way to check the recoverability of the new Ransomware analysis.

Keywords: Existing Recovery Cases, Cryptographic Key , Analysis.

*Researcher ,KISA(Korea Internet & Security Agency) .

*Email: whale53@kisa.or.kr

TRACK C: HEALTH AND MEDICINE STUDIES

Determination of Hydroxyproline and the Effect of Smoking on Hydroxyproline Concentration In Urine

İşiner Kaya, Betül^{1*}, Dural, Emrah², Kendüzler, Erdal³, Söylemezoğlu, Tülin⁴

Abstract Hydroxyproline is the most important constituent of the collagen structure. Hydroxyproline does not join into the structure after the destruction of the collagen tissue and is excreted in the urine. For this reason, hydroxyproline is a display that expresses collagen metabolism. The measurement of hydroxyproline in urine also helps in the diagnosis, monitoring and treatment of many diseases. Many analytical methods have been developed and published for the determination of hydroxyproline in urine. In this perspective, it is important to evaluate the new method validation, which was developed for our study, for the hydroxyproline analysis in urine. In our study, the determination of hydroxyproline method was established and then the levels of hydroxyproline in urine of smokers and non-smokers were determined. The pH, temperature and time when the derivative is realized are highly influenced by the result of the hydroxyproline analysis. For ultra-violet detector determinations, the most suitable conditions for derivation were 90 ° C, pH value 9.5 and derivation time 20 min. For the determinations made by electrochemical detector, the most suitable conditions of derivation were found at 80 ° C, pH value of 12.5 and derivation time 10 minutes. A total of 48 urine specimens were obtained from volunteers who are smokers (n = 24) and non-smokers (n = 24). The difference between the levels of hydroxyproline in the urine of smokers and non-smokers was examined by SPSS with the independent t-test (95% confidence interval) and a significant difference between them was found. This difference statistically shows that cigarette smoking increases the concentration of hydroxyproline in the urine. Finally, by this study it is aimed and found that the smokers will make a difference in urine hydroxyproline level because they cause chemical changes on structures such as collagen and elastin, where hydroxyproline is very common.

Keywords: HPLC, Hydroxyproline, Smoking, Health.

^{1,3} Mehmet Akif Ersoy University, Turkey ² Cumhuriyet University, Turkey ⁴ Ankara University, Turkey

*Email: betulisiner@mehmetakif.edu.tr

Information Resources of Soil Nanoparticles Chemistry

Panova Elena^{1*}, Galina OleynikovaPanova Elena², Oleynikova Galina³

Abstract One of fundamental problems of soil science is studying the mobile migratory and capable forms of chemical elements. Colloidal particles (the size less than 1000 nanometers) play an important role by elements transport on a soil profile, can react with a mineral matrix and control availability of chemical elements. The most dangerous is transform chemical compounds into mobile forms which migrate into soils, ground water and involve into biocenoses. Modern methods of direct visual of nano-objects allowed to distinguish particles up to 0,25 nanometers in size. But definition of its chemical composition causes difficulties: the probe burns them through; detection limits of chemical elements are near 0,01%; chemistry of one particle doesn't reflect chemical specifics of a sample. Mobile forms of elements are associated with the soil nano-fraction which form ion, molecular and colloid systems. The NF is taken by water under special conditions and analyzed by the ICP MS. The detection limit is (soil/nano-fraction, ppm): U-0,01/0,00002; Tl-0,03/0,00006; Mo-1,0/0,0002; Cd-0,1/0,0006; Hg-0,005/0,0005; Te-1,0/0,002; Sb-0,1/0,0006; Bi-0,2/0,0001; As-0,6/0,001; Se-0,5/0,01; In-0,01/0,0002; Sc-0,1/0,0006; Au-0,002/0,0002; Ag-0,05/0,0001; Re-0,03/0,0001; Scientific basement for registration of ultra low concentrations of chemical elements in soil; 2) agricultural model of metals colloidal transport in a soil; 3) method of exploration of toxicants mobile forms in the environment; 4) to create new sorts of fertilizer based on the mobile forms of nutrients.

Keywords: Soil, Nanoparticles, Chemistry, Agricultures.

^{1,2}Saint-Petersburg State University, Russia. ³All Russian Geological Institute, Russia.

*Email: e.panova@spbu.ru

Design in Urban Space in Terms of Climate; Bioclimatic Comfort

Ekici Burçin^{1*}, Şişman Elif Ebru², Gültürk Pınar³

Abstract Bioclimatic comfort is the study of the relationship between living beings and climate and the environment in which humans have the healthiest climatic conditions. The bioclimatic comfort plays an important role in land use decisions in urban areas. The most efficient models for planning and design and determination of suitable regions for human health can be determined by making detailed analyzes on climate and evaluating these analyzes with a measurable method. Thus, healthy environments can be created by providing the most accurate distribution of areas for people's accommodation, nutrition, recreation and similar uses. In this research; the importance of bioclimatic comfort in urban design, the factors affecting bioclimatic comfort and the necessary methods for creation these spaces and the effects of plantation material on bioclimatic comfort in green space planning are explained. Thus, it has been aimed to encourage climate-friendly designs and to create spaces with more favorable climate characteristics in cities that have worsened living spaces due to increased industry and concrete.

Keywords: Urban Space, Bioclimatic Comfort, Landscape, Climate.

^{1,2,3}University of Namık Kemal, Turkey.

*Email: bekici@nku.edu.tr

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