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BOOK OF ABSTRACTS

MEALP-19

**2nd International Multidisciplinary Conference on
Education, Arts, Law, Business & Politics
February 09-10 / Amsterdam, Netherlands**

Organizaed by



ACADEMIC RESEARCH AND SOLUTIONS SOCIEDAD LIMITADA

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MEALP-19

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Prof. Dr. Perez M.

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Dr. T.I.K	Conference Secretary

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.



MEALP-19

Venue: Mercure Hotel Amsterdam City, Netherlands

PROGRAM SCHEDULE



Conference Schedule

DAY 01 Saturday (February 09, 2018)

Venue: Mercure Hotel Amsterdam City, Netherlands

09:00 am - 09:30 am	Welcome Reception & Registration
09:30 am - 09:40 am	Opening Ceremony
09:40 am - 09:50 am	Welcome Remarks - Dr. Perez M. - Conference Coordinator
09:50 am - 09:55 am	Introduction of Participants
09:55 am – 10:00 am	Group Photo Session
10:00 am – 10:30 am	Grand Networking Session and Tea Break

DAY 01 Saturday (February 09, 2018)

Session 001 (10:30 am - 12:30 pm)

Session Chair: Dr. Perez M.

Track A: Business, Economics, Social Sciences and Humanities

Point of Discussion	Presenter
Questioning Humanitarian Intervention in the 21st century: British domestic actors and horizontal foreign policy contestation during the Syrian crisis	Andrea Betti
A Corpus-based Study of 在 in Mandarin Chinese	Shelley Ching-yu Depner
The Performance of Dividend ETFs: The Study of the Spillover and Leverage Effects	Jo-Hui, Chen
Predicting, Quantifying, and 在 Assessing Achievement Motivation in 在 the ESL Classroom	Jonathan Austin Daniels
Effects of Marketing Strategies on the Performance of Retail Stores in Nigeria	Akpojivi-Edewor, Mercy Onome O
Effect of Variety of Capitalism Toward the Level of CSP	Mr Rifqi Septiano Halim
Music Preference & Life Situations – A Comparative Study of Trending Music	Devesh Ramakrishnan

Lunch Break (12:30 - 01:30pm)

Session 002 (01:30 pm – 02:30 pm)

Session Chair: Dr. Perez M.

Track A: Business, Economics, Social Sciences and Humanities

Point of Discussion	Presenter
Effects of Luxury Brand Level Within The Luxury Industry Towards the Level of Corporate Social Performance	Ms. Sarah Putri Kinanti
Investment Strategies of International Oil and Gas Companies	Pizengolts Vladimir Mikhailovich
Education Background and Innovation: Is CEO's Knowledge Helpful for Entrepreneurial Oriented Firms to Innovate?	Ms. Nabilla Bela Shafira
The Influence of Perceived MNE's CSR Performance on Corporate Reputation and The Moderating Effect of CSR Type in Emerging Markets	Ms. Salsabila Nurdhia Akbar

(02:30pm to 02:45pm)

Closing Ceremony

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	02-MEALP19-111A	Odaro, Douglas Osaghae	Department of Marketing Ogun State Institute of Technology Igbesa, Nigeria
2	02-MEALP19-115A	Litani Ascentia	Universitas Airlangga, Indonesia
3	02-MEALP19-107A	Egbi Edesiri Esther	Law firm Oluwatope Ajayi & Co, Nigeria
4	AMS-229-101A	Klaus Foraboschi	Voestalpine, Linz, Austria



2nd Day (February 10, 2019)

Whether visiting from overseas or interstate, delegates and guests are free to discover Netherlands and its surrounds by their own.



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

Questioning Humanitarian Intervention in the 21st Century: British Domestic Actors and Horizontal Foreign Policy Contestation during the Syrian Crisis

Andrea Betti*

Abstract At the end of the 1990s, Western states agreed on the necessity to invoke and implement the norms related to HI, with NATO intervention in Kosovo as the most ideal-typical example. Opposition to Operation Allied Force was mostly limited to a group of developing countries. Despite an unclear legal basis and several doubts on the feasibility of using force for humanitarian purposes, in 1998-9 NATO countries considered that the international community had to resort to the military instrument in order to stop the violations of human rights perpetrated by the Federal Republic of Yugoslavia against the civilian population of Kosovo, even in the absence of a legal authorization by the Security Council. Things have started to change since 9/11 and the decision of the United States (U.S) and the United Kingdom (UK) to invade Iraq in 2003. Despite several United Nations (UN) documents and the positive development of the World Summit Outcome in 2005, the Iraqi war arguably contributed to give HI a bad name. This article focuses on the 2013-15 British domestic debate on the possibility of using force against the Syrian government of Bashar Al Assad. The goal is to analyze how relevant domestic actors, namely the David Cameron's government and the political parties represented in the House of Commons, debated the concepts of R2P and engaged in several discursive strategies with the goal of influencing the decision on whether or not to intervene. The result was a rather confused debate, with the government facing several difficulties in convincing political actors about the legitimacy and viability of intervening in the Middle East. The perception of the failure of previous British governments of different ideological affiliations to carry out successful and useful interventions, especially in Iraq and Libya, favored the development of an "intersubjective understanding" that reflects a much more precarious consensus on R2P. The article explains how the memory of operations Iraqi Freedom against Saddam Hussein and Unified Protector against Muammar Gaddafi influenced the debate on whether to use force in Syria and shaped the perceptions of political parties by pushing them to claim a larger say in the disputes related to the legitimacy and feasibility of these operations. The Syrian debate emphasized the existence of partisan divisions about the role of Britain in the international system and reflected the will of British parties to problematize R2P by putting serious limitations to its invocation and operationalization.

Keywords: British Foreign Policy, Social Constructivism, Role Theory, Humanitarian Intervention, Responsibility to Protect, Syria

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A Corpus-based Study of 客 in Mandarin Chinese

Shelley Ching-yu Depner*

Abstract This study explores the life-form affixoid 客 ‘guest; person’ in Mandarin Chinese based on modified pattern analysis (Hunston & Francis 1999) and Mutual Information value (Hunston 2002). We inspect the dictionary senses of 客, analyze the distributional patterns of parts-of-speech, and co-appearing adjectives. The goal is to see what semantic domains are embedded in 客. More importantly, we intend to show the pragmatic patterns of 客 that correspond to its constructions. We used probes such as [-able 客] and [-tive 客 + NOUN] to locate the pragmatic patterns of 客. Three conceptualizations of 客, comprising the relations of three motions, were postulated after observing the collocation of 客 in corpus.

Keywords: Life-Form Study, Corpus Linguistics, Pattern Analysis, Person Affixoids, Presupposed Interlocutor

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The Performance of Dividend ETFs: The Study of the Spillover and Leverage Effects

Jo-Hui, Chen^{1*}, Dang Trung Kien²

Abstract Among a variety of Exchange-Traded Funds (ETFs), the dividend ETFs seem to expand in the number currently as of their concentration in looking for high yields and more stability for portfolios. This study applies the Generalized Autoregressive Conditional Heteroscedasticity-in-Mean-Autoregressive Moving Average (GARCH-M-ARMA) and the Exponentially Generalized Autoregressive Conditional Heteroscedasticity-in Mean Autoregressive Moving Average (EGARCH-M-ARMA) models to measure the spillover and the leverage effects from returns and return volatilities of high yield and low yield dividend ETFs on racing market stock indices, and vice versa. The findings show that the spillover effect in return is more happening in a group of low yield dividend ETFs, while the spillover effect on return volatilities is more dominant in a group of high yield dividend ETFs.

Keywords: Dividend ETFs, Spillover Effect, Leverage Effect, GARCH, EGARCH. JEL Classification: Financial Economics (G1)

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Predicting, Quantifying, and Assessing Achievement Motivation in the ESL Classroom

Jonathan Austin Daniels*

Abstract Educators often rely on achievements (i.e. grades) within the classroom as a measure of the classroom environment. However, if crafting a positive and nurturing classroom environment is the aim – one that takes into account the needs and expectations of the students themselves – then other methods of gathering feedback, such as classroom surveys, can be a valuable tool. The purpose this presentation is to outline the results of a survey given to first year Japanese university students majoring in law; the aim being to better understand their expectations and values regarding competency in English. These findings were used to identify a correlation between high attendance and approach-oriented motivation, and low attendance and failure-oriented motivation.

Keywords: Achievement, ESL, Expectancy, Motivation, Value

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Effects of Marketing Strategies on the Performance of Retail Stores in Nigeria

Akpojivi-Edewor, Mercy O.^{1*}, Obanor Christopher², Ajibike Abayomi A.³, Odaro Douglas O.⁴

Abstract In the present day business environment that is characterized by the increased competition among local and international companies, the emergence of more demanding customers and great technological advances has resulted in a complex market in the retail business. In this complex market environment, the marketing strategy of the company could be a competitive advantage versus other companies provided that they deliver services and values that not only meet the customer demands, but surpass them. Therefore, the firms' strategies should be characterized by a responsive work organization, based on co-operative relations not only within the firm but also in its relations with external partners such as customers, suppliers and competitors. The objective of the study was to determine the effects of marketing strategies on the performance of retail stores in Nigeria. The study adopted a cross sectional descriptive survey design. The population of the study comprised six retail stores. All the six registered firms were selected for the study. A questionnaire was used to collect data. The data was analyzed using descriptive statistics and regression models. The study established that the retail stores in have adopted several marketing strategies in order to improve their performance. The strategies used were product strategy, pricing strategy, physical evidence strategy. Product strategy enabled the retail stores to offer broad product line, stock products for different customer clusters, ensures that quality and reliability of the product offerings gain importance, utilize product design and technology in product development and that utilize early adopters for new product ideas and feedback. Pricing strategy was realistic and accurate, use of premium pricing on its products and price promotions and discounts. The use of marketing strategies resulted in increased sales, number of items sold, enhance purchase of products and increase market penetration of retail outlet.

Keywords: Marketing Strategies, Performance, Retail, Price Strategy, Product Strategy, Customer Cluster, Product Offerings

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Effects of Luxury Brand Level Within The Luxury Industry Towards the Level of Corporate Social Performance

Sarah Putri Kinanti*

Abstract The study is conducted to show whether being in a certain brand level within the luxury industry can be an antecedent towards the variation of corporate social performance by firms and brands in the luxury industry. Luxury industry is an industry where the firms that are included in it, sell very expensive goods in terms of price, the products are very expensive not just because of their brand value and symbolic benefits, but also because their production often involves the use of rare, precious materials and limited natural resources such as animal skins, fur, valuable gemstones (Luca, 2014). Luxury industry has a range of price point, therefore firms within the industry can be classified to levels based on the price point of which the products are offered. The classification of luxury firms or brands into specific levels are based on the level by Rambourg (2014), as the luxury industry comprised of several segments in this study I include apparel, automobile and luxury hospitality to the sample. The Conclusion shows the levels do not appear to have some kind of effect towards corporate social performance, it may be that even though the firms and brands have a different price point, they are still seen by customers and stakeholders as firms included in the luxury industry. Which means, they have the same problem, which is visibility and therefore instead of resulting in variation of Corporate Social Performance, it results in similar corporate social performance index conducted by these firms.

Keywords: Luxury, Industry, Corporate Social Performance

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Education Background and Innovation: Is CEO's Knowledge Helpful for Entrepreneurial Oriented Firms to Innovate?

Nabilla Bela Shafira *

Abstract A firm innovativeness is a clear indicator of competitiveness. For that reason, a firm must have skillful decision makers to accommodate the innovation process. As the strategic decision maker of the firm, the CEO uses their cognitive resources in the problem identification and problem-solving processes. Cognitive resources rooted in a person's intelligence and can be developed by gaining knowledge, competence and experience. In addition, a firm can improve their innovativeness by applying entrepreneurial orientation. A firm with an Entrepreneurial Orientation (EO) exhibit practices, behaviors, and philosophies that emphasize innovative, risk-taking, and proactive actions. This research attempts to assess the influence of a CEO's educational background on innovativeness of entrepreneurial oriented firm. I examine the proposed research questions using a sample of 154 European firms (chemical, pharma, materials). CEO educational background is measured by their knowledge width – the variety of academic majors achieved – and knowledge depth – education level and whether they have a degree in a firm-specific academic major. This research found that the CEO's depth of knowledge has a mixed influence towards firm innovativeness. The presence of firm-specific academic major in CEO's education background decreases firm innovativeness, while the higher education level increases a firm innovativeness.

Keywords: nVivo, nCapture, Discourse, Content Analysis.

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Effect of Variety of Capitalism Toward the Level of CSP

Rifqi Septiano Halim*

Abstract As an increasing pressure from the stakeholder, a company needs to take into account corporate social responsibility (CSR) in their strategy. They begin to see CSR as an opportunity to increase the growth of the company. Many independent agencies assess the corporate social performance (CSP) of the company. Therefore, we could see CSP as the outcome of what the company did relating to CSR. We can also relate to what the company did to the institutional level. Variety of capitalism is one of the frameworks that compare difference and similarities between countries. It divided the country into clustered of economies. Therefore, this paper aims to see how these varieties of capitalism are going to affect the level of CSP in their corresponding cluster. We use cross-sectional linear regression on the variety of capitalism with the CSP. The study use data from Thomson Reuters Asset4. The result shows that companies that operate in the CME cluster are better compare to the other cluster. This shows that the clustered of economies that the non-market strategy plays a role for building core competencies shows a high level of CSP. Cluster in which the institution is classified high will result in high level of CSP This is probably because to make the non-market party take side with your company, the company must comply with what the stakeholder party wants. In concluding, the company should take into account CSR in every place they conduct their business.

Keywords: Capitalism, CSP

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The Influence of Perceived MNE's CSR Performance on Corporate Reputation and the Moderating Effect of CSR Type in Emerging Markets

Salsabila Nurdhia Akbar*

Abstract The study is aimed to show whether perceived MNE's CSR performance can be a factor that positively influence corporate reputation, where CSR type ("do-good" CSR vs. "do-no-harm" CSR) act as the moderator on this relationship. To measure this relationship, this study focuses on the perception of stakeholders towards MNE's CSR performance, and this study focuses on the context of emerging markets. This study is an experimental study, in which manipulated scenarios incorporating the variables perceived CSR performance of a fictional MNE and CSR type are given to participants, where the participants are asked to measure corporate reputation based on the given scenarios. The empirical analysis shows insignificant relationship between perceived MNE's CSR performance, as well as insignificant interaction of CSR type on corporate reputation. This might be caused by the unawareness and unsupportiveness of stakeholders and the different perception of stakeholders in emerging markets towards CSR practices. Nevertheless, this study can contribute to further research regarding CSR in terms of stakeholders' perceptions, and in regards to CSR studies in emerging markets, as well as contribute to the extension of knowledge in regards of CSR type, and its effect in the relationship between perceived CSR performance and corporate reputation.

Keywords: CSR, Perceived CSR Performance, MNEs, Corporate Reputation

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Investment Strategies of International Oil and Gas Companies

Bystryakov Alexander Yakovlevich^{1*}, Kondratenko Nikolai Sergeevich², Pizengolts Vladimir Mikhailovich³

Abstract The decline in oil prices, which began in the second half of 2014, turned out to be a protracted phenomenon and was a serious challenge for the industry. Oil and gas companies, like the leading oil-producing countries, are forced to rebuild their strategies, adapting to the new realities of the market. The article gives a brief overview and analysis of strategies of the of the modern oil and gas market main players, a description of their strengths and weaknesses. The common strategic concepts and management solutions that are specific to each of the companies separately are being identified. For the purposes of this article, there are seven companies, which were included in the analysis: ExxonMobil, Chevron, BP, Royal Dutch Shell, Total, Eni and Statoil.

Keywords: Investing in Oil Production, Changing the Strategy, ExxonMobil, Chevron, BP, Royal Dutch Shell, Total, Eni, Statoil

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Music Preference & Life Situations – A Comparative Study of Trending Music

Devesh Ramakrishnan*

Abstract Over the past few years, numerous amounts of research have been conducted to determine on what basis do individuals prefer their music. However, the music individuals listen to is majorly connected to the emotions they feel, the situations they are in & the activities they are performing. This research aims at (a) understanding the music preferences of individuals in different situations (b) understanding the music preferences of college going students. The results showed that in situations which involved high-attention work soft and instrumental music was preferred most by the subjects whereas in situations which required low-attention more upbeat & popular music was preferred. The total music preferred the most by the subjects was Pop in most situations.

Keywords: Activities, Emotion, Music Genres, Music Preference & Situations

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