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Table of Contents

1-CC07-1193

EXPLORING THE AFRICAN MIGRANTS' DECISIONS TO MIGRATE TO NEW ZEALAND

Dr. Olufemi Omisakin[1]

Migration is the movement of people from one geographic location to another. It can be either domestic or international. This study focuses on international migration. Individuals or groups who decide to leave the shores of one country to go to another with the intention of living there for a year or more are considered international migrants (Vore, 2015). The study discusses how and why migrants migrate voluntarily and why they may be forced to migrate.

The study examines the decision factors causing Africans to migrate to New Zealand. Three schools of thought (the push and pull, structuralist and transnational) in the migration literature were used to evaluate the motives of participants in the study. An interpretive study approach was used to collect data. Thematic analysis was used to analyse the data collected. Findings revealed that participants migrated for work, career development, children welfare, quality of life, environment, and security.

Keywords: Migration, push and pull, transnational, structuralist.

2-CC31-1144

CRIMINOLOGICAL THEORY ON SUICIDAL ACTS

Dr. Myunghoon Roh[2]

Suicidal acts are a serious problem. The main reason for the lack of attention by criminologists is that the suicidal acts are not criminal offences in the USA. Discussions, in the current research, are based on the stream analogy of lethal violence that both suicide and homicide are the two sides of the same phenomena. After complicated mechanisms and interdisciplinary theories for suicidal acts are examined, author suggests the criminology theories can explain the suicidal acts and the mechanisms from risk factors to suicidal acts. Current discussion brings more opportunity for further theoretical and empirical investigation on the suicidal acts by criminologists.

3-CC32-1263

ISLAMOPHOBIA: COLLEGE STUDENTS' PERCEPTIONS AND EXPERIENCES

Dr. Packiaraj Arumugham[3]; and Dr. Attapol Kuanliang[4]

The purpose of this study was to examine the perceptions of non-Muslim college students from three majors (social work, engineering, and criminal justice) with regard to islamophobia and also to find out the experiences of Muslim students on college campus. The study participants (N=190) were selected by following stratified random sampling procedure. Using Lee, Gibbons, Thomson, and Timani's Islamophobia scale, which is a 16 item, 5-point Likert-type scale, data was collected. The collected data was entered into SPSS 23.0 version. The study has revealed that there is a statistically significant difference between students' major and their perceptions. The study has also revealed that majority of the Muslim students have a positive experience on college campus. Implications of the study and directions for future research are discussed.

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5-CC20-1203

PERCEIVED LEADERSHIP CHARACTERISTICS OF ELEMENTARY SCHOOL COUNSELORS IN ISRAEL

Dr. Aviva Adriana Shimoni[5] Dr. Ina Ben Uri; Dr. Haia Altarac; Dr. Alex Schneider; and Einat Itzhak Monsonego

The present study is explorative: it attempts to understand the school counselors role and status as part of the elementary school leadership and how her leadership is perceived by counselors, administrators and teachers. The findings are based on in-depth interviews with six school counselors, the senior counselor, seven teachers, two administrators and a school psychologist, as well as a focus group of counselors, teachers and a principal. We have identified several leadership characteristics or aspects of the counselor's actual work, as well as one that supports or facilitates the realization of leadership potential: The counselors' systemic work, visibility and partnership formation; Counselors as a different and challenging voice; Professional leadership of emotional, social and pedagogical processes, leading the emotional area in school; Relationship with the principal as conducive of leadership (working relations, working alliance, joint leadership, purposeful cooperation); and the unique characteristics of counselor leadership as different from the principal's leadership. Identifying the leadership characteristics of school counselors laid the groundwork for a detailed questionnaire that will be used subsequently to examine the nature of counselor leadership in school and their unique contribution. We believe that shedding more light on the unique leadership of the school counselor as related to her role in the leadership staff is critical for empowering her practice and that of other school leaders as well as for the process of training future counselors

6-CC26-1255

SOCIAL INJUSTICE ON THE RISE: A COMPARATIVE ANALYSIS OF MASS HOUSING PROVISION APPROACHES IN BAGHDAD

Mrs. Samah Abrahem[6]

This paper will critically analyze the underpinnings and potential social impact of two mass housing provision approaches in post-socialist Baghdad. The First approach, namely low-cost housing, is one of the main objectives that has been set by the national Poverty Reduction Strategy (PRS) in Iraq. It is provided solely by the public sector to meet housing demands of low-income groups. The second approach is a neoliberalist approach in which housing demands of middle-income and high-income groups are satisfied by investment companies and private developers under the supervision of the public sector. These two approaches were recently adopted by the Iraqi government to resolve the issue of housing production in Iraq and eventually satisfy the massive need for housing, estimations for which reached two million housing units in 2015. In order to obtain an overall view on current state-provided housing and market-provided housing, this paper incorporated a comparative analysis of two housing projects; Ayadi gated community which was designed and implemented by the investment company of Ayadi Group, and Saidiyya low-cost housing project which was designed and implemented by Al-Farouq State Company. The methodological approach makes use of the theory of territorial distributive justice and the concept of neoliberal spaces as developed by David Harvey in Social Justice and the City (1973) and Spaces of Global Capitalism (2006). It is argued in this paper that these two housing approaches have the potential of creating homogeneous socio-economic clusters and thus, social inequality and urban fragmentation on the city scale. This paper drew the conclusion that the separation between the roles of the public sector and the private sector in housing provision has classified mass housing projects based on the economic status of their inhabitants. On one hand, this classification would create concentrations of poverty in low-cost housing and thus, has the potential to stigmatize the social groups who dwell state-provided housing. On the other hand, the clusters of middle-income groups in market-provided gated communities would give rise to the concept of 'otherness' between those who live within the boundaries of those communities and those who are not. Hence, both approaches caused similar impacts: socio-economic segregation and social inequality. Therefore, it is

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suggested in this paper that a cooperation between the public sector and the private sector, with an emphasis on mixed-income groups, could provide a better approach to social justice in housing development in Baghdad.

7-CC08-1218

THE USE OF SOCIAL MEDIA IN THE CONTEXT OF CITIZEN JOURNALISM

Mrs. Oylum Tanriover[7] ; and Dr. Serkan Kırlı[8]

Today approach of monopolized global media environment is against people who are disadvantaged because of their sexual, religious, ethnic etc. identities and people who are concerned about natural environment which is under the negative effects of neoliberal policies. That is why people are looking for other ways to share information and their opinions locally and globally. In the digitalized world people started to interact with each other more and more to raise their voices and began to produce their own news, against the limited coverage of mainstream media organizations. Today these have become more monopolized both horizontally and vertically than ever. So, "non-mainstream media" which is called as "independent media" "radical media" "alternative media" "radical alternative media" "community media" "social movement media" "citizen media" "the other media" "citizens' media" "citizen journalism" and "collective journalism" is a new, fast, non-hierarchical, pluralistic way for people to get news. Of course, digital and mobile technology developments that occurred in the last decade accelerated the rise of the media. Social media sites, the gift of Web 2.0 to the world, have global coverage for all kind of information and are open for everybody who has internet access, which is why they became one of the main mediums of citizen journalism. Concept of citizen journalism, which was started to being discussed in USA in early 1990s, is turning into a counter media movement with the developments in digital and mobile technologies. It's appeared as a reaction to control of large capital groups on journalism in parallel with globalization. Today citizen journalism tries to prove itself as a new way to get independent, uncensored, fast, unbiased news. The biggest exam in terms of reliability for citizen journalism is being open to disinformation. It must pass this exam to become a powerful alternative to the mainstream media. It emerges as an unanswered question that, how can citizen journalism pass this exam? It was alleged that citizen journalism played a gripping even leading role via social media on mass movements around the world in last decade. There are significant examples of citizen journalism in Turkey which are using digital media such as broadcasting on the microblogging site Twitter. In this study it will be discussed that, how can citizen journalism pass the disinformation exam and eliminate the capital problem to reach understanding of collective journalism.

9-CC22-1236

THE GLONAL MODEL FOR ILLUSTRATION OF RESEARCH INFORMATION IN UNIVERSITIES; IN THE FIELD OF STEM

Prof. Ikuo Kitagaki[9]

University information as to research, education, management et.al. can be used in various forms for strengthening the function of the university and for conducting its management well. Research output in a university is an important element. It is desirable for the stakeholder of the university to get the research situation visually. Thus we developed an illustrative model of research output, where we focused on the field of STEM.

We here select two main variables for assessing research output; globalization and internationalization. Those two terms are thought to be used often in assessing a university. In order to illustrate the property of the research material, we developed the glonal model, where glonal plane consists of two axes, globalization and internationalization.

The new word "glonalization" used here is a unified concept of globalization and internationalization. Researchers in higher education has widely discussed those two concepts thus far. Referring the discussions, we obtained the difference of those

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two terms as the many researchers' awareness. Based on the result, we defined "glonalization" on the glonal plane illustratively.

As examples of the glonal model, we discuss several fields in Science, Technology, Engineering, and Mathematics(STEM). We here deal with two illustrative techniques below:

The first is field comparison. We focus on research outcomes information in a national university in its five fields;, physics, chemistry, mathematics, electronics, and materials; illustrate the information on the glonal model;, then conduct the field comparison.

The second is professor comparison. We focus on two professors of similar specialization in a national university, illustrate the perspective of the research outcomes changing with year, then conduct the professor comparison.

10-CC25-1241

THE RESTORATION OF THE MARSHLAND SETTLEMENTS OF SOUTHERN IRAQ AS A CHALLENGE BETWEEN TWO CONFLICTING WAYS OF LIFE

Mrs. Zahraa Dabbach[10]

In two parts, this research discusses how the traditional marshland settlements of southern Iraq remained unchanged for at least 5,000 years and presents the challenges and obstacles to the restoration of these settlements today. The traditional marshland settlements of southern Iraq have been described as charming due to the local culture and alluring landscape with people, animals, and birds living together within an integrated ecosystem. This wetland area was home to an ancient Iraqi people who sustained themselves in a harsh, tough environment. Even after the urban boom, the Marsh Arabs still lived as a closed, isolated community. Part I of the research highlights the importance of water to the Marsh Arabs' lifestyle, forming a strong bond between the people and the land. They utilized the reed architecture, primitive transportation, and local, sustainable materials to maintain their cultural identity. The magnitude of the massive, accumulative devastation executed by Saddam Hussein as well as the tens of dams erected upstream on the Tigris and Euphrates Rivers have made the restoration difficult. Marshes water restoration, in fact, is not the only challenge. After 1993, many of the Marsh Arabs, who left their deeper settlements vacant for decades, are more accustomed to their current lifestyles. Though some are thirsty to see the marshlands restored, they want to return with the amenities they have found in their hosting cities. Restoring the traditional marshland settlements requires restoring their features of identity. After the war ended, many preliminary schemes have been designed to develop the area between the Tigris and Euphrates Rivers. "The New Eden Villages" project was one of the most prominent restoration projects that proposed to incentivize the local population to come back. The New Eden concept is based on a combination of both traditional and contemporary lifestyles in "a sensitive way." The paper tries to demonstrate how bringing the exiled population of the Marshlands back could represent a conflict between two different ways of life and a challenge in preserving the marshlands heritage.

11-CC29-1253

FEMININITY AND WOMEN IN CRIME VIEWED THROUGH THE LENS OF THE MAFIA WOMAN

Ms. Supuni Perera[11]

Mafia women are generally portrayed as caring mothers and housewives, but they may also be ruthless killers. The research seeks to explore, through the exemplar of the mafia woman, how femininity has been constructed in such a way to be opposed to and distinct from masculinity. The simple and seemingly narrow example of the Italian mafia woman exposes

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and brings forward a deeper societal problem with regards to the understanding and practicing of femininity in women in crime according to the gender roles expected and accepted by western culture. Moreover, it brings forward the much debated issue with regards to the struggle of conforming femininity with the images of women in crime. The mafia woman epitomises a struggle that is felt more generally by women in the western contemporary society and which has been studied by feminist legal theorists. By using the mafia woman as a lens through which to deconstruct the masculine/feminine dichotomy exposed by her, this study aims to contribute to the rich post-structural feminist literature and to analyse how such a notion has developed in relation to women in power, whether that is female serial killers, mothers who kill their children or wives that kill their partners. The analysis of Italian, and Anglo-American case-law alongside feminist legal theories, assists in the investigation on how femininity has been constructed and developed within the legal system. Existing literature by first and partly second wave feminists has nurtured a one-sided view of femininity. However, post-structural feminists such as Luce Irigaray, Julia Kristeva and Hélène Cixous can assist the research to question and further reveal a multi-dimensional nature of the notion of femininity. The various facets of femininity can be attained by investigating lived experiences and placing a greater emphasis on understanding the language that shapes gendered subjectivity and privileges masculinity, denigrating qualities associated with the feminine.

12-CC28-1228

COUNTRY GOVERNANCE AND ECONOMIC GROWTH: EMPIRICAL EVIDENCE FROM PAKISTAN

Ms. Saher Zeast[12]

The growth of an economy depends on different macroeconomic factors that aids in long run and short run. The one and major growth factor that boosts an economy is foreign direct investment (FDI). The aim of this study is to check the impact of corporate level and country level governance factors on FDI in Pakistan's economy. Composite index of corporate level and country level index was developed to explore their link with FDI by controlling of different factors that impact FDI over a period of 11 years i.e. 2004-2014. Multiple regression model was used for empirical investigation, which documented that either its corporate level governance or country level governance, FDI is being impacted positively. Therefore, focus should be to not only improve the governance of corporate sector but also at country level.

13-CC18-1238

EXPLORING NESTED PROCESSES OF INTERORGANIZATIONAL INTERNATIONALIZATION

Dr. Nirundon Tapachai[13] Dr.Sid Lowe; and Dr. Ki-Soon Hwang

This paper explores trust issues in process research is about sequenced events and incidents within developing international organizational relationships. We examine trust as a complex process that is difficult to cultivate and easy to destroy. Knowledge infused by power employed in establishing trust in interorganizational relationships is divided into three intermeshing sub-processes of competency (feeling, doing /saying and thinking) involving corporeal / embodied, communicative or semiotic and cognitive undertakings. We posit that effective processes of trust-building require mutuality between them and adequate co-ordination of their 'self /other' aspects. To establish and maintain effective, trusting relations parties must be effective in terms of brokering differences in emotional, communicative and cognitive sub-processes, which requires an adequate balance of attention paid by both parties to the inside and outside elements of both self and other. These complexities are difficult to manage and easy to lose control of. We construct a framework consisting of these interactive and interdependent sub-processes and give an example of how successful, working trust processes can breakdown through failures in brokerage of process differences with reference to an autoethnographic case study involving a Thai and a Czech university.

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14-CC05-1168

INTERPRETIVISM VS. POSITIVISM IN POLITICAL MARKETING RESEARCH

Dr. Rand Irshaidat[14]

Political marketing is considered a contemporary discipline with a rising significance due to its direct correlation with democracy. Political marketing is deemed a marriage between marketing and politics. The political candidate is considered a provider of a political product, while marketing strategies are used to persuasively communicate with voters who are considered customers. A major area of concentration is the most suitable research methods utilized to comprehend the impact of the various aspects of this term on voting behavior. Research on marketing applications to politics aligns with the mandates of social and non-profit marketing. A wider scope for demonstrating a valid theoretical foundation for political marketing theory can be realized through detecting the political exchange within the political market. This objective requires the selection of suitable research paradigms that are capable of generating thick descriptions and deep insights to land on accurate readings. In this spirit, after presenting a brief literature on political marketing and its prominent dimensions, the paper extends to a presentation on the major differences between positivism and interpretivism as different research philosophies. The paper then argues in favor of interpretivism as philosophical research paradigm more suited to examine the complexity of the social behavior, and in turn the designing of customized political marketing campaigns that are appropriate for specific contexts. The paper in this context presents a comparative breakdown between the aforementioned research paradigms, while the analysis lands on opting for adopting interpretivism as a research approach in political marketing, due to its ability to arrive at foreseeable drivers behind behavior. It is observed that positivism is intensively utilized in political marketing research. Positivism is a research paradigm known for its heavy employment of polls and surveys seeking generalization. Interpretivism on the other hand rebuffs the process of generalization and instead acknowledges the various manners in reading the same reality, which takes place when considering the subjectivity of time, place, and culture. Recognizing this subjectivity aids in engendering specific interpretations from the perspective of the targeted audience, and in turn identifies accurate reasons behind a given behavior. Moreover, the precise consideration for specific contexts offers decision makers the ability to adapt strategies and sequentially attain successful communication with the target public.

15-CC36-1265

RACISM AND XENOPHOBIA IN 2017: LET'S FACE UP!

Mrs. Dimitra Georgaraki[15]

What does the concept of racism really mean, with all the meanings and concepts that are present all over the world? How can we explain the enormous and uncontrolled growth of this phenomenon in our days?

If we try to analyze it's meaning from ancient times, accordingly to Greek meaning, to be "racist" means to come against your roots, your nature. Obviously, the oldest concept has nothing to do with the current meaning of the word, where: "Racism is the doctrine, which is developed with specific traits (national, religious, cultural etc.) in order to create a group (social, racial, religious) as superior to others". However, the most common type of racism, and that what has given the original name to the official word used today (from the English word "race"), is the- so-called "racialism", or racial racism (rasa).

Unfortunately, racism is a phenomenon asymmetric in the sense that occurs between social groups, that have very different position in the division of labor. It is not something that has primarily to do with the color of the skin or with the color of the eyes.

Furthermore, it is argued that "racism is a child of capitalism". That is, the way in which the few, on a long-time scale, exploit and oppress the others. Those, who have the means to handle the dominant ideology cultivate a series of discrimination,

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which prevent the oppressed and the victims of exploitation from uniting each other. One such, very basic distinction, for example, is the distinction of gender: women must be underneath and men above. Another key distinction is the distinction of the nation: workers must be divided into nations. The third basic distinction is the distinction of race-breed: workers must be divided into breeds so that they turn against each other. It is a fact that there are basically other kinds of distinctions, which are obvious everyday and not only on a theoretical basis.

However, we should ask ourselves whether in the 21st century where we are in and within the achievements in which humanity has done, what is that keeping us "tied" to the past?

Therefore, the question that is being asked nowadays is: Why, while the official ideology since the end of World War II is ecumenist, and anti-racist, are we observing a lasting reproduction and reinforcement over the last decades?

Those questions, as well as their legal implications, will try to be responded to this paper, which has as aim to bring this phenomenon into a European as well as a global perspective, as is its nature.

Unfortunately, although in our days, the legal framework for protecting citizens from the unacceptable and anachronistic consequences of that phenomenon is enough (which will be analyzed here), however, there is no real protection (shown by examples from all over the world).

Therefore, the measures that are necessary to be implemented for the better protection, must be strictly applicable in practice and not simply in theory and should be taken seriously into account, providing equal opportunities to all.

16-CC35-1247

THE PSYCHOSOCIAL IMPACT OF SKIPPING GRADES ON K-12 STUDENTS

Ms. Amareen Dhaliwal[16]

Acceleration is an "educational intervention intended to present talented youth with appropriate levels of academic challenge."1(p248) Studies focused on the out- comes of academic acceleration have found largely positive cognitive and academic effects. However in terms of social-emotional factors such as peer relations, self es- teem, and school anxiety, empirical results are more mixed. The present review identifies and discusses four major themes in the literature on the psychosocial im- pact of grade skipping students in kindergarten through grade 12: 1) self concept (both academic and social), 2) social performance, 3) emotional stability, and 4) motivation. We conclude by suggesting potential techniques and approaches that schools and parents could adopt to help mitigate the negative psychosocial issues that accelerated students may experience.

17-CC02-1080

FORMATION OF 'NEW' IDENTITY OF LESBIAN, GAY, BISEXUAL, AND TRANSGENDER INDIVIDUALS: A GROUNDED THEORY APPROACH

Prof. Arturo T. Calizon, Jr.[17]

The researcher developed a theory called The Descend-Ascend Theory of formation of 'New' identity of lesbian, gay, bisexual, and transgender (LGBT) individuals from their 'Old' identity. There were twenty-four adult LGBT respondents from varied professions who were selected by purposive sampling. Data were gathered using unstructured interview and open-ended questionnaire, and were qualitatively analyzed using inductive method and the Grounded Theory approach (Glasser and Strauss, 1967). Applying systematic process of coding and memoing (Corbin and Strauss, 2008), focal categories of concepts of 'Old' and 'New' identities emerged from analysis of the lived experiences of respondents from the constructivist view (Charmaz, 2006) and the personalist view (Bazely, 2013). In the 'Descend' from the 'Old' identity, respondents went thru the 'Assignment Stage' where the LGBT person was assigned at birth one of two standard identities based on sex organ that nature has provided and was adequately oriented about the attributes of the assigned identity; the 'Awareness Stage' where

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the LGBT person became aware of natural feelings contradicting everything that the assigned identity is supposed to be; and the 'Acceptance Stage' where the LGBT person accepted the natural feelings as the reality and the necessity to change identity as a matter of survival. At the lowest point in the 'Descend' from the 'Old' identity is the 'Decision-making Threshold' where the LGBT individuals made the life-changing and liberating decision that allowed them to move forward and face life without pretention and hypocrisy but rather with dignity and pride. In the 'Ascend' to 'New' identity, the respondents went thru the 'Confrontation Stage' where the LGBT person experienced challenges and faced personal, social, political, health, and religious issues; the 'Reflection Stage' where total immersion into the 'New' identity, and readiness throughout life with 'New' identity were put into proper perspective; and the 'Affirmation Stage' where the gratefully gratified LGBT person confirmed with outright certainty that the new person with the 'New' identity is truly the natural person who has actually existed since birth. Thus, the researcher defined the formation of 'New' identity of LGBT individuals from 'Old' identity as a transition process from 'Nature' to 'Natural.'

18-CC13-1189

EVALUATING THE FACTORS INFLUENCING ONLINE PURCHASE ACCEPTANCE AMONG PAKISTANI CONSUMER

Mr. Usman Shehzad[18]

Today, consumers can go through different online channels by which they are able to interact with sellers. This research has specifically examined the factors essential for the acceptance of online shopping in Pakistan. These factors have been selected on the basis of international market literatures that will provide ways to implement online shopping in Pakistan including the personal choices of the users. Four hypotheses were developed and tested with the help of a systematically designed questionnaire, comprising of over fifty questions. Where, H1: Muslims are more reluctant to adopt online shopping option as compared to consumers from Pakistani Christian community. H2: Females from urban background are more inclined to purchase online than the females from rural background. H3: Fear of insecure dealing of personal information is positively associated with refusing online shopping websites. H4: The choice of online shopping is more dependent on the quantity of information provided about the product with suitable illustrations on the website than the color or font of the website content. The questionnaires were distributed among 500 students of the selected institutes throughout Islamabad, Pakistan at random. H1 and H4 were supported while H2 and H3 were not supported by the data. The findings of this research are helpful for the e-marketers and managers to better understand the methods of increasing the online sales via online retailing in Pakistan. The major limitation of this study is that it is focused on the students studying in the universities of the single geographical location, therefore the results may not be generalizable to other geographical locations.

KEY WORDS: Online shopping; Relegious Consumers; Fear of Online Shopping; Website design; Pakistan

 TYPE OF THESIS: Application Fundamentals

19-CC11-1185

TRANSFORMATIONAL LEADERSHIP AND EMPLOYEE CREATIVITY: THE MEDIATING ROLE OF INTRINSIC MOTIVATION AND MODERATING ROLES OF EMPLOYEE RELATIONAL IDENTIFICATION AND EMPLOYEE EMPOWERMENT

Mr. Mustafa Amir Zia[19]

The exploration reported in this proposition is on "Transformational Leadership and Employee Creativity: The Mediating Role of Intrinsic Motivation and Moderating Roles of Employee Relational Identification and Employee Empowerment". The motivation behind exploration is to study the different variables that have been noteworthy in confirming employee

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creativity and their vitality concerning the workers of Pakistan. The auxiliary information was gathered by Internet and likewise from the material printed by distinctive Scholars from everywhere throughout the internet.

This topic "Transformational Leadership and Employee Creativity: The Mediating Role of Intrinsic Motivation and Moderating Roles of Employee Relational Identification and Employee Empowerment" amalgamates the factors of transformational leadership that are a cause and source or increasing employee creativity. The primary reason for this study is to highlight the factors that are the motivators for the employees and help them perform at their best, in order to help and facilitate the organization in the future so they know the means to adopt so they can make their employees performance better as well as creative.

Transformational leadership and Employee Creativity. Creativity refers to the capacity or ability to create new thoughts and constructive outcomes to problems (Amabile, 1983, 1988). The capacity to deliver an innovative result requires the assurance to confront organizational and environmental challenges (Bandura, 1986). A great number of studies have been conducted endeavoring to comprehend the connection between various leadership styles and their effect on promoting creativity among employees (Mumford et al., 2002). While the greater part of these studies and researches have given significant and valuable insights, the most encouraging direction has been given by studying the part transformational leadership plays in promoting employee innovativeness and creativity; this leadership style has gained tremendous prominence among researchers because of its select method for inspiring employees (Gardner and Avolio, 1998 ; Wang and Cheng, 2010).

As indicated by Elkins and Keller (2003), a transformational leader has a close connection to other determinants that help in manufacturing a creative working environment, these incorporate having a clear vision, encouragement, self-sufficiency and promotion of innovation and challenges.

The way of intellectual stimulation from a transformational leader motivates the employees to begin thinking in new ways to accomplish tasks and goals (Bass and Avolio, 1995; Sosik et al., 1997). These behavioral attributes of a leader can produce employee creativity. This outcomes ultimately results in intrinsically motivated employees and thus proves to be a vital source for promoting their creativity (Tierney et al., 1999).

The leadership style plays an important role upon creativity and the different types of leadership's impact creativity and innovation in different ways. However, there are several other factors which play their part in fostering creativity and developing innovative ideas. Creativity is what keeps an organization ahead of its competition because it is something which is not usual and an out of the box idea which fills the demand gap or the demand for which never existed before. People who are creative make their own position within a company because they add value by not what was already achieved but what value they added by contributing towards a company in a meaningful way. (Goldstein, 2010)

There can be different leadership styles which affect creativity including transformational, transactional, empowering and pseudo leadership styles. Transformational leadership style is when leader aligns the employee's individual goals with the company's goals.

Transactional leadership has to do with the exchange of resources. It involves three aspects. One being the contingent leadership which is setting goals for the employees and then rewarding them accordingly then is the exception active which involves determining the work behavior of employees in order to determine where and when they are likely to make errors so as to pre-determine how handle the potential errors and avoid any serious problem. The third dimension of transactional style of leadership is exception-passive style of leadership which involves handling with the issues after they have occurred.

Then comes the pseudo style of leadership which involves possibly acting to bring about leadership but in reality not actually bringing it. It is a harmful style of leadership in nature because it is resistant to change and what may seem to be not actually be so in reality as the leader may be not adaptable to change, is not flexible with time or can be unaware of what the change might be in the situation. Such type of leaders neither themselves see the change nor have their employees see it because as they are the ones driving the employees forward and leading them towards a direction so unless and until they themselves are not sure or not going towards the right direction then their employees as already following hence they also do not become creative and bring about change in the company. Such leaders are called pseudo leaders.

Another type of leadership is the empowering style of leadership. In this style of leadership the leaders put their confidence in their employees and delegate their own tasks to their subordinates till a certain extent which can be because of several reasons comprising the leaders want to make their subordinates believe that they are valuable to the company and attain a sense of self-actualization which in turn will bring the element of self-ownership in them and also at the same time make them more responsible by enabling to take ownership of their work so as to increase their level of motivation and also develop their interest in work. This increases their productivity and inculcates in them a sense of being valued. (Afshari, 2011)

Similarly, intrinsic motivation is an integral part of an organization's success equation as the motivated workforce will be capable of bringing forward out of the box ideas and remain competitive in the industry, company is operating in, and intrinsic motivation is the aspect of motivation in which a person draws motivation from within self and internal cues triggers it. It can also be triggered through the factor of employee empowerment which can happen through decentralization of a decision making structure making the employee feel more decisive, important and valued in a company.

Transformational Leadership is among the different styles of leadership which is related to bringing about the needed change for improvement into anything. A transformational leader is someone who not only identifies a gap or an opportunity but also brings fills that gap by bringing about the needed change by working with the subordinates and giving them a vision to work towards. A transformational leader needs to be inspirational for team to believe in him/her and follow. (Pielstick, 1998)

For the employee to follow their manager's or leaders, they should be able to somehow relate themselves with them so that the can put themselves in their shoes and be inspired hence follow them as a role model. Employees can only perform better and a team if they can relate themselves to their leaders having a vision to work towards a common goal. (Wlumbwa & Hardnell, 2011)

Intrinsic motivation is the inner self of a person motivated to work towards something. For intrinsic motivation to be triggered, it is dependent on intrinsic motivational cues for example when on job, an employee can be intrinsically motivated by the interesting nature of job, the prestige associated with the work they do, having a sense of physiological, esteem, social and self-actualization/recognition needs. There are two types of motivation. One is the intrinsic motivation which comprises internal motivational factors mentioned previously. The second type of motivation is extrinsic motivation which comprises factors from the external environment which trigger the motivation of a person. With regard to this article, intrinsic motivation is being considered to be an integral part of transformational leadership as the employee empowerment and employee relational identification both are a part of internal motivational factors. An employee when empowered will only feel it when they can actually realize that they are capable enough to operate in their own capacity. As for the employee relational identification, an employee can only feel motivated to perform with the same vision as their leader if they can relate themselves with their leader. (Deci, 2000)

Employee empowerment refers to decentralizing, i.e. empowering the employee to take decisions on their own. This has several benefits associated as the employees will now feel motivated that they are being valued and have a say in decision making. This enables the employees to work more effectively and efficiently towards organizational goals. Employees sometimes are in a better position to take decisions than their senior management because they are more closer to the action and are better able to understand the situation at had in operations. (Doughty, 2004).

Employee creativity refers to the creativity of the employees to perform their tasks in a more creative way which can happen to be more efficient and effective. This involves several aspects comprising out of the box thinking, and activities such as brainstorming and group thinking. Employee creativity is an integral part of an organization's growth in order to remain competitive and outrun the competition. For every organization the customers come first, the employees come second to the customers and the shareholders come third. Companies invest on employees so that they can perform well and creatively. (Zhou, 2003).

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A STUDY ON THE CAPACITATED VEHICLE ROUTING PROBLEM WITH THE CONSIDERATION OF FUEL CONSUMPTION.

Mr. Haziq Sheikh[20]

Environmental problems caused by global warming are more and more attention from all sectors of society. The transportation industry is one of the major sources of greenhouse gas emissions, leading to global climate problems. This research studies the problem of vehicle routing with capacity limitation from the position of carbon emission, and hopes to maximize the comprehensive benefits of economy, society and environment through based on path planning. This paper

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summarizes the domestic and foreign scholars on the vehicle routing problem, especially the capacity constraints of the vehicle routing problem research results. In this paper, we introduce a CVRP problem considering FCR, and describe the architecture of CVRP and the modeling process based on CVRP.

In order to obtain the optimal solution of the above-mentioned NP-hard problem, based on the contributions of previous researchers, a kernel search algorithm combining segmentation and border is used to solve the vehicle routing problem. Through a series of classic CVRP examples, the effectiveness of the above algorithm was tested. At the same time, this paper focuses on the influence of the value of parameter C on the quality of solution and the efficiency of solution in the process of realizing the algorithm. In addition, this paper analyzes the specific phenomena during the experiment and puts forward two new ideas to improve the algorithm. Finally, this paper solves the problem of FCVRP under specific coefficients, and compares it with the CVRP problem under the same condition, which shows the difference between the two.

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