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Abstracts e-Handbook

2nd Academic International Conference on Social Sciences and Humanities (AICSSH) & Academic International Conference on Business, Economics and Management (AICBEM)

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Conference Dates: 22nd-24th May 2017



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1-AL04-4719**BUILDING A CHILD AND YOUTH CARE CULTURE OF RELATIONAL-CENTRED PRAXIS: OURS TO MAKE**

DR. GERARD BELLEFEUILLE¹, REBECCA STILLER (MA CANDIDATE), STEPHEN NEUMAN (M.A. CANDIDATE), JACK DEOL (BCYC STUDENT), COLE SMITH (BCYC STUDENT), MACKENZIE BROWN (BCYC STUDENT), HOLLY GAUTREAU (BCYC STUDENT), ABD ANDREA DIDUSCH (BCYC STUDENT)

Our purpose here is to draw upon the insights, perspectives, and ideas we have acquired in life and our professional practice experiences as child and youth care (CYC) students, practitioners, and educators so we can frame a much needed discussion about the concept of praxis considered from a relational ontological perspective. Our premise is that to truly fulfil the vision of being a relational-centred profession grounded in the core values and principles of trust, fairness, integrity, honesty, caring, tolerance, and respect for diversity and equality, as CYC practitioners we must reach deeper into the nuance of the concept of praxis to fully grasp its meaning from a relational-centred perspective. Thus, we present the case that a teaching and learning pedagogy that encourages critical thinking and promotes relational-centred praxis is more likely to bring about the deep learning and self-reflection CYC practitioners must acquire to generate the inspiration, confidence, competence, and moral courage necessary to act as transformational leaders in the field.

2-AL05-4625**CLASS ACTION SUITS: IS IT A RESULT OF CORPORATE GOVERNANCE FAILURE?**

DR. RASHMI AGGARWAL² AND DR. RAJINDER KAUR

Satyam Case is an eye opener case for the Indian investors where the shareholders were left helpless in comparison to US depositories. The first part of paper introduces the concept of corporate governance and relationship of class action suit. The second part of the paper focuses the representative suit and of the same`. The paper further provides a comparative analysis of class action provisions in the jurisdiction of India and the United States with special reference to Tech Mahindra and PwC. The paper also endeavours to study the impact of class action suit which is included in Companies Act, 2013 to empower the minority shareholders and depositors. While Section 245 (though not notified) has only been recently introduced in India by the Legislature in the Companies Act 2013, this concept is well established in the US. The paper concludes highlighting the recent NSEL fraud and technicalities which will emerge with the class action suits

3-AL31-4679

¹ Dr. Gerard Bellefeuille, Professor, MacEwan University.

² Dr. Rashmi Aggarwal, Professor, IMT Ghaziabad.

THE REGULATION AND GOVERNANCE OF MUTUAL FUNDS IN THE UK IN THE QUEST FOR INVESTOR PROTECTION: LESSONS FOR MIDDLE EASTERN COUNTRIES

MR. MOHAMMED K ALSHALEEL³

The mutual funds regulation in Middle Eastern countries is still insufficient and lacks the detailed rules that regulate all aspects of the mutual funds industry. Despite the fact that the current mutual fund regulation addresses different aspects of the fund industry, it is still far from the international standards applied in many countries such as the UK and the USA. The main purpose of this thesis is to investigate the possibility of exporting certain essential regulatory rules from the mutual funds regulation in the UK to the mutual funds regulation in Middle Eastern countries in order to enhance investors' protection. Enhancing the mutual funds regulations generally and investors protection particularly would accelerate the development of the mutual funds industry in those countries.

The first chapter of the thesis is an introduction. The second chapter defines mutual funds by showing their significant role in the financial market and showing their unique attributes which differentiate them from other financial institutions. The third chapter scrutinises the existing mutual funds laws and regulations and their amendments in the UK, namely the Financial Services and Markets Act 2000, the Open Ended Investments Companies Regulations 2001 and the Financial Conduct Authority Sourcebook. The fourth chapter examines the governance of mutual funds under the current legal framework in the UK. The fifth chapter focuses on how the features discussed in the previous chapters can be used in Middle Eastern countries. Finally, chapter six provides the general conclusion of the thesis and the contribution of this research.

The findings from the research show that the unique nature of mutual funds as useful financial institutions comes from the combination of the advantages offered to the investors by one financial institution. They also illustrate that mutual funds in the UK are governed by a robust legal framework that regulates nearly all aspects of the industry in detail. This legal framework adopts efficient governance mechanisms that provide investors with a high level of protection. The governance mechanisms ensure investors protection and play a key role in mitigating the potential conflicts of interests between the self-interests of the fund management and the interests of the investors.

Another important finding of the research is that the current mutual funds regulations in Middle Eastern countries lack the detailed rules, and they do not regulate all aspects of the fund industry. Therefore, mutual funds investors are not well protected.

Finally, the research shows that certain regulatory rules from the UK regulations are exportable to Middle Eastern countries. These rules will increase investors' protection and fill the gap between the international standard and those applied in Middle Eastern countries.

³ Mr. Mohammed K Alshaleel, Lecturer, University of Essex.

4-AP13-4951**STAKEHOLDER LAWSUITS AND CORPORATE STOCK PERFORMANCE: AN EVENT STUDY**DR. DAVID WERNICK⁴

Stakeholder groups have filed dozens of civil lawsuits in U.S. federal courts against multinational enterprises (MNEs) in recent years for complicity in human rights abuses committed in developing countries. The primary legal vehicle for these lawsuits has been the Alien Tort Statute (ATS), a 1789 law that gives U.S. federal courts jurisdiction over cases involving violations of the “law of nations,” which has been interpreted by the courts to include genocide, forced labor, human trafficking, kidnapping, and summary execution. Although the U.S. Supreme Court in the landmark 2013 *Kiobel v. Royal Dutch Petroleum Co.* decision narrowed the scope of the law with respect to corporate liability for international human rights abuses, ATS lawsuits continue to be filed with regularity against MNEs. Meanwhile, human rights advocates have begun using other legal vehicles, including common law tort suits in the United Kingdom and Canada to attempt to hold MNEs accountable for alleged overseas human rights abuses. The use of the ATS and other extraterritorial laws to impose international human rights norms on companies is controversial. U.S. business leaders complain that these lawsuits add to their cost of doing business and hamper their global competitiveness. Anecdotal evidence suggests that their concerns may be justified. But does the empirical evidence bear this out? To answer this question we conducted an event study of lawsuits filed against MNEs under the ATS.

This research has significant implications for practice. Given that corporate share price is a widely accepted benchmark for assessing managerial performance, if the filing of civil lawsuits is associated with a loss of shareholder wealth, then managers might have an incentive to engage with stakeholder groups and settle these complaints before they result in litigation (e.g. through mediation), or undertake measures that would make their firms and senior executives less of a target in the first place. Such measures might include adopting voluntary codes of conduct, participating in private certification programs, or engaging in multi-sectoral partnerships. Many MNEs have established such alliances in recent years and claim to be benefiting from them. Conversely, if there is no relationship between the filing of these lawsuits and corporate share price, firms might choose to ignore them and let the legal process run its course – in much the same way that managers of boycotted firms have often paid them little attention. Either way, the question of whether and how activist-initiated litigation affects corporate share price has great relevance for multinational strategy.

⁴ Dr. David Wernick, Senior Lecturer, Florida International University.

5-AL36-4895

OUR LADY AND THE WEREWOLF WOMAN, BRAZILDR. JOHN DAWSEY⁵

This proposal results from the astonishment produced by field experience as devotees of Our Lady Aparecida, the patron saint of Brazil, follow a course which leads them from the basilica to a carnival fair. After visiting Our Lady, devotees come upon the spectacles of the werewolf woman, the snake woman and the gorilla woman. The group which I accompanied, from a shantytown called Garden of Flowers (also known as Devils' Hole), located on the edges of a city of the interior of Sao Paulo, witnessed the spectacle of the werewolf woman. After returning from Aparecida, although devotees spoke with awe about their encounter with Our Lady, many spoke with special joy and excitement about women who turn into animals. The werewolf woman was an important topic of interest. Leafing through field notes, certain entries stand out. Similarities between the spectacle of the werewolf woman and descriptions which women make of their own experiences of sudden mutation call attention. In the configuration of a gesture, of women who become "crazy with rage", *virando bichos* ("turning into animals") and charging at those who threaten their family and neighborhood networks, a state of bodily innervation is evoked. Although frequently suppressed, such a state is highly valued among residents of Devils' Hole. In Aparecida do Norte, the image of this gesture flashes in the spectacle of the werewolf woman. At margins of the huge basilica, in the amusement park, with the help of a sort of pedagogy of astonishment, one learns how to *virar bicho* ("become an animal"). Perhaps, in fact, the werewolf woman is strangely proximate to Our Lady Aparecida, not, however, as a dramatic contrast, but as a figure that emerges from her "nocturnal history". By means of a binary classificatory procedure operated by the ritual process in Aparecida, an opposition is instituted between sacred and profane, cathedral and amusement park, Our Lady and the werewolf woman, and upper and lower body. In the tension-charged bodies of women and men of the Garden of Flowers, it seems that some of these dichotomizing categories implode. Since the discovery of the image, in 1717, pulled by fishermen from the bottom of a river, the body of Our Lady has generated debate. The body is broken. Fishermen found first a body, then a head. The body has color. It is the color of dark clay. Are montage effects produced in Aparecida part of a healing process? Is the amusement park a means by which popular culture makes possible a return of the suppressed? Somatic states and forms of bodily innervation, associated with shock experience, and which are part of the embodied history of women and men from Devils' Hole irrupt in the spectacle of the werewolf woman, among others of the carnival fair.

⁵ Dr. John Dawsey, Professor, University of São Paulo.

6-AL33-5005**DIMENSIONS OF SOCIAL CAPITAL AFFECTING INDIVIDUAL LEARNING IN AN ORGANISATION: A CONCEPTUAL MODEL**DR. PARAMESHWAR P IYER⁶, AND **MS. MAMATHA SRIRAMA, RESEARCH SCHOLAR**

Learning within the organization should be equal or greater than the changes in the external environment for the organization to be competitive. Organizations therefore have shifted their focus to become an effective learning organization through the continual learning of their employees. One of the most prominent ways of individual learning at workplace is through the process of socialization. The effects of different dimensions of socialization on individual learning remain unclear.

We address the gaps by systematically reviewing and bridging literature on social capital and learning culture with an emphasis on the individual learning and subsequently developing a model conceptualizing the linkages amongst various dimensions of social capital and individual learning.

The review of literature show the following gaps: 1) Studies largely focus on organizational level and studies on individual learning especially in an organizational context are few and far between. 2) Studies have probed factors influencing learning which are mostly related to formal learning and there are few studies which probes the factors influencing social learning. 3) We see a need to understand the direct and indirect effects of these social factors on individual learning. 4) The social capital theory attempts to explain the factors influencing socialization through its dimensions but its effects on learning is not studied.

The proposed conceptual model adapts the three dimensions of social capital namely structural, relational and cognitive dimensions and their direct and indirect relationship with individual learning. Dimensions of Learning organization (DLOQ) model is used as basis for understanding individual learning. The structural dimension is studied through the factors such as time spent on networking and frequency of networking, the relational dimension includes aspects of trust, reciprocity and identification with team and cognitive dimension includes shared vision and shared narratives. These specific factors within each of the three dimensions and their relationship with individual learning are explained and their implications are discussed.

7-AP01-4682**MAKING CHANGE: SLOWING DOWN TO GO FASTER WITH A PEER-COACHING CHANGE-MANAGEMENT MODEL**MR. KEN MCFARLAND⁷

There is an amazing paradox in corporations and other organizations today. Leaders and leadership teams know that seventy-percent of change initiatives fail, but no one seems to be doing anything about it. The same types of change management tools, based on the same types of change management theories, delivered in the same types of change management formats are implemented with the expectation that, maybe this time, it just might work.

⁶ Dr. Parameshwar P Iyer, Principal Research Scientist, Indian Institute of Science.

⁷ Mr. Ken McFarland, Doctoral Student, Pepperdine University.

It is well established that top-down change initiatives are a problem. Such initiatives make it difficult to create meaningful change and to then have that change flow effectively throughout the organization. This paper acknowledges that challenge and seeks to synthesize a model in which change management is an emergent process rather than a top-down edict. The dynamic nature of the today's world demands that organizations identify and respond to change quickly and efficiently. Therefore, in such complex times, it might make more sense to involve a greater number of people in determining if something needs to change, what that change should be, and how change could best be implemented. Such a model might slow things down a bit in the short term, but it might just make things faster in the long run.

The purpose of this paper is to establish proof of concept for further research into the development of a peer-coaching model for change emergence and change management. Leveraging the time-tested change theories of Lewin, Senge, Wenger, and Brown and Duguid, this new model seeks to integrate those bedrock principles with the best practices of peer coaching.

Keywords: Change Management, Peer Coaching, Organizational Learning, Community of Practice, Force Field, Lewin, Senge, Kotter, Wenger, and Accelerated Change Model.

8-AP10-4961

PRODUCT DEVELOPMENT FROM LOCAL WISDOM TO INCREASE AN EFFICIENCY OF COMMUNITY-BASED MANAGEMENT WITH SUSTAINABILITY IN LOCAL VILLAGE, PHETCHABURI PROVINCE

MR. JITTAPON CHUMKATE⁸

This research focuses on products of local village located in Phetchaburi province in Thailand, and aims to study on the guidelines of management of products from local wisdom of local village located in, Phetchaburi Province. The researcher applied qualitative approach for the study with in-depth interview and focus group methods.

Results show that the village provided various local products and it was made of local materials. The products should represent local wisdom, which could raise the product value including standards, and outstanding uniqueness emphasizing on stories and the way of life as well as environmental conservation. The villagers have to establish and register themselves as community enterprise group and make a participation for all group members. As knowledge management on local wisdom was required, it is recommended to create a management process and knowledge transfer, promoting on development of agro-tourism destination uniquely by including the local way of life as a part of tourist activities in order to inherit the way of life and local wisdom to be maintained.

Key Words: product development, management, sustainability

⁸ Mr. Jittapon Chumkate, Lecturer, Silpakorn University.

9-AL40-4758

TOURIST DESTINATION ENHANCEMENT FOR SENIOR TOURISTS AND PERSON WITH SPECIAL NEEDS IN CHONBURI PROVINCE, THAILAND

DR. ANGSUMALIN JAMNONGCHOB⁹ JUTATIP JUNEAD, LECTURER; DR.KINGKANOK SAOWAPAWONG, LECTURER; UNCHUN TUNTATES, LECTURE; AND ASSISTANT PROF.DR.ALAN WANICHAKORN, ASSISTANT PROFESSOR

Chonburi is located on the eastern coast of the Gulf of Thailand. It becomes a popular coastal province for weekend warriors from Bangkok who seek the nearest escape. Over the past few years, the number of tourists to Chonburi has increased gradually. However, in 2014, the number of tourists declined at a rate of 7.61 percent compared to the previous year (Ministry of Tourism and Sports, 2016). Although, the number of tourists of Chonburi were declined but the number of senior tourists still remain. The reasons for this phenomenon inspired me to study the competitive advantage enhancement strategy for Chonburi province in order to attract senior tourists, who can be considered quality tourists with high spending power. Including disable people who need special care such as accommodation that carefully selected, on trip nurse care, travel plan that specially design to suit the need of senior tourists and people with wheelchairs, medical assistant and etc. The research methodologies were mixed between quantitative and qualitative research. Questionnaires were used as data collection tools to ask the opinions of 400 Thai and foreign tourists who travelled to Chonburi, together with observations and interviews ten people involved in tourism policies planning and entrepreneurs. The data were analyzed by a computer program and content analysis. The results of the study found that senior tourists spent most of their budget on transportation but the majority of them ranked food & beverage as the highest level of satisfaction. Moreover, researchers can be identifies tourism strategies to enhance Chonburi more competitive and attract tourists as following five strategies which comprise of 1) elder friendly and accessible accommodations 2) nursing care during the trip 3) relaxed travel plan 4) medical assistant and 5) comfortable and safe transportation service.

10-AP12-5012

CAREER DEVELOPMENT OF COMMUNITY WITH IDENTITY ACCORDING TO OCCUPATIONAL UTILITIES IN ORDER TO SOLVE THE FUTURE PROBLEM ON POVERTY IN SMALL COMMUNITY

DR. THIRAWAT CHANTUK¹⁰ AND DR. JITTAPON CHUMKATE

This researcher divided the research into 3 parts including: 1: Survey on Economic and Social Conditions of Households; 2: Focus Group; 3: Synthesis. It was found that most households do livestock. Although it was considered as a good career for families to earn income, there were some periods with excessive products leading to price reduction. As a result, there should be promotion on produce processing in order to utilize the product worthily. It was found that occupations gained from the project of identity village tour of the small community were divided into 2 types including: 1) Occupations for producing products developed from livestock; and 2) occupations on for producing products developed from local wisdom. It was found that the community's income increased by 230,000 baht per month. Consequently, this small community can be free from poverty.

⁹ Dr. Angsumalin Jamnongchob, Lecturer, Srinakharinwirot University.

¹⁰ Dr. Thirawat Chantuk, Lecturer, Silpakorn University.

Key Words: Career of Community, Identity, Utilities, Poverty, Small Community

11-AL19-4658

THE PRODUCTION OF TERROR: AN EMPIRICAL ANALYSIS OF THE IMPACT OF HUMAN CAPITAL AND SOCIOECONOMIC CONDITIONS ON PARTICIPATION IN TERRORIST VIOLENCE IN PAKISTAN

MR. LUQMAN SAEED¹¹ DR. SHABIB HAIDER SYED

Pakistan is a nuclear armed and politically fractious and volatile nation of over 180 million. Notorious within international community as one of the breeding grounds of religious radicalization, the terrorist threat emanating from Pakistan poses serious security challenges to the State and international peace. The proliferation of myriad terrorist outfits, many of whom are ideologically, operationally and logistically linked to international terrorist organizations such as Al Qaeda, ISIS and Taliban, hence indicating the international dimension of terrorism emanating from Pakistan, has drawn attention of scholars, particularly since 9/11, to investigate the issue. Although rich and insightful, but majority of scholarship that has emerged on the subject so far has remained focused on describing historical origin and evolution of terrorism in Pakistan.

Very few studies such as Christine Fair (2008, 2013) and Saeed and Syed (2016) have attempted to analyze terrorism, and particularly, terrorists background from socioeconomic perspective. While Fair assessed background socioeconomic features of militants fighting in Kashmir, Saeed and Syed (2016) developed and analyzed novel database on all types of terrorists from Pakistan. This study intends to extend the previous work of Saeed and Syed (2016) and poses two questions for investigation.

1) What is the nature of the impact of gains in human capital on preferences for participation in terrorist violence in Pakistan?

2) Are terrorists more likely to emerge from districts characterized by socioeconomic deprivation, religious conservativeness and population stresses?

In Saeed and Syed (2016) we found that terrorists in Pakistan are better educated than rest of the population. This study will attempt to determine the extent to which education contributes towards developing/discouraging preferences for participation in terrorism. The empirical analysis will be carried out by pooling dataset on terrorists (developed the author) with 16000 nationally representative sample of Pakistanis (obtained from Pakistan's Statistical Bureau). While controlling for relevant important factors, the study will measure the impact of human capital gains on participation in terrorism using relevant empirical methodology (such as probit or logit model). Curriculum taught in Pakistani educational institutions has been alleged to promote religious bigotry and chauvinism hence contributing towards developing radicalized worldview. This study will attempt to determine whether empirical evidence exists for gains in education to increase probability for participation in terrorist violence. Education is considered to be one of major counter terrorism tool and international community has provided substantial amount of aid to Pakistan to such an effect. This study will attempt to determine the effectiveness of such counter terrorism policy in case of Pakistan.

In second part, the study will explore relationship between terrorist supply and socioeconomic conditions using multivariate analysis. The relevant methodology such as Poisson or Negative Binomial Regression will be used to assess the significance of factors such as poverty, migration, religious conservativeness, religious seminaries etc. in explaining supply

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of terrorists from districts. This analysis is expected to help in identifying conditions and also the areas that are more likely to nurture terrorists in Pakistan. This, again, will be the first analysis of its kind in case of Pakistan. The study is expected to add to literature by focusing on the determinants of terrorist supply (measured by terrorist per million population) rather than terrorist activity (measured by terrorist incidents/casualties) that has been used as proxy for terrorism by majority of the studies hence highlighting conditions that are characteristics of areas that produces terrorism.

The dataset on terrorists is developed by the author and provides information on socioeconomic background, personality traits and demographic features of over 900 terrorists from Pakistan. This is unique dataset and will be used in the empirical analysis.

12-AL13-4677

GENETIC RESOURCES AND TRADITIONAL KNOWLEDGE : INDONESIAN PERSPECTIVE OF PATENT LAW

DR. RANTI FAUZA MAYANA TANWIR¹² AND MR. DANIEL HENDRAWAN¹³

Indonesia is a very diverse country. Diversity in Indonesia are united by the spirit of “hineka Tunggal Ika” is emphasized by the founders of the nation in times of independence. Diversity in Indonesia is property and wealth owned by Indonesia. The property and wealth that belong to Indonesia as develop country can be mention on genetic resources and traditional knowledge. This natural wealth has economic value has also been developed by the people of Indonesia for generations. Government through Act No. 13 of 2016 on Patent provides protection to genetic resources and traditional knowledge that can be used by Indonesian people widely and is not misused. Genetic resources and traditional knowledge in practice also has economic value because it is also necessary legal protection regarding access benefit sharing.

Keywords : genetic resources, traditional knowledge, access benefit sharing

14-AP18-4918

SERVICE FAILURE AND CUSTOMER SATISFACTION TOWARDS SERVICE RECOVERY

PROF. FENGHUA WANG¹⁴

Service recovery does not happen in the absence of service failure. Effective service recovery strategies shall take into consideration the attributes of service failure. Therefore, it is important to understand how service failure would interact with service recovery strategies to influence customer satisfaction. This study aims to examine the effect of service failure on the effectiveness of service recovery strategies. The author developed a conceptual model to examine the relationship between the type of service failure, customer expectations towards service recovery, and customer reactions towards service recovery strategies. Hypotheses were developed to understand the relationship between service failure and customer expectations

¹² Dr. Ranti Fauza Mayana Tanwir, Lecturer, Padjadjaran University.

¹³ Mr. Daniel Hendrawan, Lecturer, Maranatha Christian University.

¹⁴ Prof. Fenghua WANG, Associate Professor, Shanghai International Studies University.

towards service recovery, the effect of various service recovery attributes, as well as the effect of the interaction between service failure and service recovery attributes. The author designed and conducted an experiment to test the hypotheses. Research findings show that disconfirmation of customer expectation toward service recovery is the key to explain the difference in service recovery effectiveness under various service failure scenarios. Customer evaluation of the service failure scenario affects his/her expectation towards service recovery, which in turn leads to various levels of disconfirmation and thus impacts the effectiveness of service recovery strategy provided by the service firm. The findings also show that both compensation and apology have positive effects on disconfirmation, customer satisfaction with service recovery, as well as overall satisfaction. Yet, no significant difference in overall satisfaction was found between customer who received full compensation and those who received over compensation, indicating a nonlinear effect of compensation as a service recovery attribute. In addition, research findings are also evident of the theory that apology be an indispensable part of an effective recovery strategy. Offering apology can significantly increase recovery disconfirmation and customer satisfaction towards the service recovery and the overall service. Yet, across different service failure settings, customers hold same levels of expectation regarding whether or not the service provider shall apologize. Therefore, the absence of apology will lead to negative disconfirmation of customer expectation, which will in turn result in a low level of satisfaction. In all, research results not only contributes to theory building in service marketing researches, but also provides service marketing practitioners with insightful managerial implications.

15-AL16-4880

DISPUTING OF IRRATIONAL BELIEFS AMONG THE FOREJUDGED TERRORISM AND BELIEVING EXTREMISM PRISONERS IN JORDAN

DR. BASIM ALDAHADHA¹⁵

The study aimed at investigating the effectiveness of a training program on disputing of irrational beliefs (DIB) upon irrational beliefs scale (IBS) among a sample of forejudged terrorism and believing extremism prisoners in Jordan. The subjects of this study were assigned randomly into two group; an experimental group which consisted of (43) prisoners who received the training program and a control group which consisted of (48) prisoners who did not receive any kind of training. The (IBS) scores were kept for both groups; before and after exposing to the program. To test the hypotheses of the study; means, standard deviations and Analysis of Covariance two-way ANCOVA were computed. The results revealed that the most common irrational belief were came on the factors of musts, exaggerations and perfectionism. Moreover, results revealed significant differences between the means of the two groups on the total scores of (IBS) in favor of experimental group, which indicated the effectiveness of the training program in reducing the level of (IBS). Furthermore, the results show no significant differences in the effect of the reason for prison or the interaction between the reason for prison and treatment. (Keywords: disputing; irrational beliefs; terrorism and extremism)

¹⁵ Dr. Basim Aldahadha, Associate Professor, Al-Karak Mutah University.

16-AL34-4899

SOCIAL NETWORKING SITES AND MODE OF COMMUNIQUÉ – A COMPARATIVE STUDY BETWEEN THE ONLINE AND OFFLINE BEHAVIORS OF YOUTH WITHIN INDIA

MS. RAENHHA DHAMI¹⁶ AND DR. RITU SHARMA, HEAD OF DEPARTMENT,
PSYCHOLOGY (SUPERVISOR)

The term ‘social media’ was coined in 1997 (Bercovici. J, 2010), and since then the ambit of this term has been the subject of manifold research and scientific inquiry over the past few years. (Dar Meshi et al, 2015). Year after year, there has been a visible spillover of these sundry social networking sites into the domain of socializing (Ganda, 2014) - mobilizing a new era of social relationships: interpersonal as well as intrapersonal.

Objective: The primary aim of this study was to analyze which real-world social behaviors and cognitive processes have plausible parallels with social media. And, the secondary objective of this study was to further assess the various emotional connection items, such as – Joy, Fun, Excitement, Satisfaction, Relaxation, Boredom, Anger, Frustration, Guilt, Exhaustion, Sadness, Loneliness, and Envy. And, hence, to further determine - when and if individuals act differently on and off line: which behavior best reflects their ‘true’ self.

Method: An open ended interview was employed - which was a self report measure - to analyze the motives for use of Social Media sites, and the crucial behavioral components of individuals while on and off line. The inclusion criterion were a sample of 200 campus (university) students who had been users of smart phones, and were a part of at least 3 to 4 social networking sites, and spent a minimum of an hour – daily - on a few of these sites.

Results: Social Media has been able to reify its position within the arena of social interaction as it has successfully established itself on the immanent social drives of humans. The use of social media is in proliferation due to two primary motives: a) To manage the impression one makes on others (reputation) and b) to be able to connect with others (social motive) (Dar Meshi et al, 2015).

Value and Implementation: This study is of vital importance for gaining a comprehensive understanding of the shifting contours of our social interactions, and, thus, simultaneously be able to map better the cognitive processes which are utilized for handling narratives with self and the environment. Also, it is of significance to chart the channel of communication most preferable by, not only masses, but also by various other fields. In addition, the boons and banes that adhere to this epoch of communiqué, and to come closer to, if not entirely, answering the question: Social media, moribund of face to face communication, or dawn of virtual interaction?

Conclusion: Further analysis is required on whether this aberrant discourse within the realm of social interactions is higher on the scale of pros or cons. And how the excessive or moderate use of this all pervasive mode of communiqué affects the well being (inter and intrapersonal) of the surplus individuals in constant connect with it.

Keywords: Social Networking Sites; Social Motivation Drives; Channel of Communication; Behavior; Self Report Measure; Comparative analysis.

¹⁶ Ms. Raenhha Dhami, Student, Pandit Deendayal Petroleum University.

17-AP16-5034**INVESTIGATION ON RECRUITMENT OF SAUDIS AND ITS IMPACT ON ON-JOB EMBEDDEDNESS AND EMPLOYEE'S RETENTION IN TELECOMMUNICATION INDUSTRY OF SAUDI ARABIA**MR. SAIF ALHARBI¹⁷

The research study is highly significant to develop an understanding of the link between the employment recruitment policies that effect on-job embeddedness and its relation to employee voluntary turnover intentions and employee performance in the STC company in Saudi Arabia. This is particularly very important in the context of telecommunications industry in Saudi Arabia, where the number of employees leaving the job are often very high. On-Job embeddedness is a key factor in understanding why employees stay on their jobs and its subsequent influence on employee propensities to stay in or leave a job. It also possesses great ability to predict voluntary turnover and determine the reasons for leaving, so that an organisation could develop appropriate HR practices that enable them to keep their employees committed and engaged. The research study tries to develop an understanding the concept of on-job embeddedness as the most influential factor responsible for causing turnover of employees in an organisation. For instance, the study considers the effect of family, community and culture on the employee voluntary turnover intentions. It plays a significant role in the context of private sector in Saudi Arabia, where the national culture, family traditions and community values are deeply embedded within the work systems and affect workplace relationships. The main aim of the research study is to analyse the factors that influence on-job embeddedness and its relation to employee turnover intentions and employee's performance. Current research adopts a quantitative methods strategy to collect primary data. This research design is appropriate for this research study as it enables the researcher to analyse quantitative data relevant to the research study and analyse with the existing theories with an objective to obtain relationship between research variables such as on-job embeddedness and employee voluntary turnover intentions.

18-AL26-4849**PREVENTION OF RISK BEHAVIOUR IN EDUCATIONAL INSTITUTIONAL FACILITY**MS. MARIE BAJNAROVA¹⁸

An educational institutional facility is a specific environment with a certain set of standards. They can act as factors of the development of risk behaviour directly at the facility. The author deals with a role of an educator in institutional education facility and their relationship to adolescents with behavioural disorders. Art therapy and its specific strategies are applied in terms of prevention of risk behaviour to help adolescents in difficult situations. The author highlights the important aspects of art therapy, which include, for example, an adequate change in behaviour, attitudes and opinions of troubled individuals, a development of self-esteem, reduction of aggressive tendencies and depression.

19-AP03-4667

¹⁷ Mr. Saif Alharbi, PhD Student, Plymouth University.

¹⁸ Ms. Marie Bajnarova, Doctoral Student, Masaryk University in Brno.

THE DEVELOPMENT OF CULTURALLY-SUSTAINABLE TOURISM IN ISLAMIC DESTINATIONS: KUWAIT, AS A CASE STUDY

DR. ABEER ALRUMAIH¹⁹

In recent decades, sustainable tourism has emerged as an alternative to traditional mass tourism approaches to tourism development, as the latter has struggled to cope with many detrimental impacts to the socio-cultural and natural environments and, indirectly, the broader tourism economy. Tourism is now embracing the principles of sustainability to safeguard and conserve the very resources on which it depends. Sustainable tourism development recognises the importance of the cultural and ecological resources of the local community, which are regarded as essential to achieving better socio-cultural and economic results.

The implementation of sustainable approaches to tourism faces many challenges due to the varying levels of interpretation of sustainability by key stakeholders in tourism systems. Islamic destinations are typical examples of situations where dilemmas in formulating and implementing sustainable tourism policies arise. Although Islamic teaching and principles encourage people to travel as well as to be hospitable to guests, doubt exists that the development of tourism will only bring negative socio-cultural impacts for host communities. However, socio-cultural changes are already taking place in Kuwait because of globalisation, the influence of the internet, the high number of immigrants from varying cultural backgrounds and frequent travel by Kuwaitis outside the country.

Kuwait is an example of an Islamic destination that depends on oil as the main source of income and it has a unique socio-cultural context that revolves around customs and traditions originating from Islamic religion and tribal roots. Therefore, a culturally sustainable tourism policy from an Islamic point of view, closely aligned to the socio-culture of the countries involved, is likely to be preferable to the host community.

This study looks into the scope of exploration of the potential of the development of culturally sustainable tourism in Kuwait. The suitability of tourism as a vital alternative to non-renewable oil-dependent economy of Kuwait forms one of the important fundamental arguments behind the current study. The findings illustrate that the potential for tourism development in Kuwait is very high as there is acceptance to developed different types of tourism such as family tourism and business tourism. Additionally, analysis of the findings shows there is some enthusiasm for tourism development in Kuwait if it is appropriately tailored to the Kuwaiti socio-cultural context and if the government supports it. However, support is necessary from government investment in this field, as well as encouraging collaboration between public and private sectors, for this to happen. Moreover, the findings highlight that the Kuwaiti government attitude is more likely to be negative generally and this affecting the development of culturally sustainable tourism. Examples of that are the lacks of priority and there are not suitable laws to help develop the tourism sector. Furthermore, there are other issues such as bureaucracy, corruption and the fears of the local community adding more barriers to tourism industry to flourish in Kuwait. This study will help the Kuwaiti government and tourism stakeholders to conceive culturally sustainable tourism development by providing recommendations including a collaborative approach in Kuwait.

¹⁹ Dr. Abeer Alrumaih, Assistant Professor, The Public Authority for Applied Education and Training.

20-AP04-4866

SUSTAINABILITY OF PROPRIETARY TECHNOLOGY CONCEPTS, PLATFORMS AND ECOSYSTEMS

DR. DHRUPAD MATHUR²⁰

The proposed case study would attempt to identify and analyse various factors leading up to the emergence, evolution, sustainability, and extinction of various proprietary technology concepts, platforms and ecosystems.

As per the definition by Financial Times, “Technology ecosystems are product platforms defined by core components made by the platform owner and complemented by applications made by autonomous companies in the periphery. These ecosystems offer solutions comprising a larger system of use than the original platform owner created and solve important technical problems within in an industry”.

In the last two decades, various proprietary technology concepts and platforms have emerged both in the consumer technology and industrial engineering domain. Some of those technology platforms emerged and survived while some did not. The Gartner’s Hype Cycle model which is a graphical depiction of common pattern that arises with each new technology or innovation explains how Technology triggers leads up to Inflated Expectations. However, when new technology concepts and platforms emerge, their route to commercialization and main stream adoption is quite uncertain.

There are a number of examples of new technology concepts that emerged and vanished; from ‘pagers’ to ‘push to talk’ technologies, and from ‘magnetic discs’ to ‘optical storage’ have all been through their period of struggle only to have outlived their utility or useful life.

In wake of evolution of new technology platforms, it is interesting to explore how market forces behave, how consumers behave, how the consumption patterns change and what type of business environment dynamics lead to success or failure of such new concepts.

This case study would bring out a range of pertinent examples from consumer and industrial technologies space to see the path taken by such technology concepts from inception to maturity. It would also attempt to identify the patterns of successful evolution in the background of technology landscape of diverse business ecosystems.

One of the key outcome of this case study would be to discover major strategic manoeuvres undertaken by successful proprietary technology platform companies that ensure their sustenance and rapid growth.

21-AP21-4888

RELATIONSHIP BETWEEN ORGANIZATIONAL LEARNING CULTURE AND ORGANIZATIONAL CITIZENSHIP BEHAVIOR: LOOKING THROUGH THE LENSE OF CAREER ANCHORS

MS. RAHATULAAIN AHMAD²¹ AND **HAMMAD AHMAD, SR. HR EXECUTIVE**

Organizational Learning Culture of an organization plays a vital role in motivating its employees to generate and share new ideas, concepts and knowledge. The current study was quantitative in nature where the data were collected with the help of standardized

²⁰ Dr. Dhrupad Mathur, Associate Professor, SP Jain School of Global Management.

²¹ Ms. Rahatulain Ahmad, Lecturer, Lahore College for Women University.

questionnaires. Questionnaires were distributed among 350 employees of software houses and IT firms, out of which 305 questionnaires were returned with the responderate of 87%. A Pilot test was employed with 50 participants to safeguard against obtaining invalid or irrelevant data, prior to the field activity. The study period was February 2016 to July 2016. The results were analyzed with the help of SPSS (version 20.0) through correlation and regression analysis. In addition, Baron and Kenny's (1986) four conditions of mediation were also tested to check the mediation effect of career anchors between the OCB (dependent variable) and OLC (independent variable). Results suggested that Organizational Learning Culture was directly related to the Organizational Citizenship Behavior and Career Anchors showed a partial mediation effect between the two. The study is first one to investigate these variables together and the role of career anchors in relationship of OLC and OCB was not previously tested, specifically with reference to Pakistan. The study provides new insights to literature and practice by finding the role of career anchors to bridge up the relationship between Organizational Learning Culture and Organizational citizenship Behavior.

22-AP22-4889

IMPACT OF STORE CONVENIENCE ON CONSUMER-BASED RETAILER EQUITY: MEDIATING ROLE OF STORE PERSONALITY

MS. MARYAM SAEED HASHMI²² AND MUHAMMAD ABDUL REHMAN

Creating consumer-based retailer equity in contemporary era is challenging for marketers. The idea of this paper is to examine the relationship of store convenience and CBRE with the mediating role of store personality. A mall- intercept survey was done and the customers of retail chain were studied. The data was collected from various hypermarkets of Lahore, a metropolitan city of Punjab in Pakistan from January 2016 to June 2016. A Pilot test was employed with 50 participants to safeguard against obtaining invalid or irrelevant data, prior to the field activity. The conceptual framework of the study was examined using Structural Equation Modeling on AMOS (version. 22) and the results extracted imply that store attributes and its personality were the essential components in creating consumer based retailer equity. Furthermore, the study investigated the indirect impact of store convenience on CBRE through store personality and results revealed that significant indirect relationship exists between store convenience and CBRE. In the retail format, this paper is the first attempt to use such variables (store personality, store convenience, CBRE) in an integrated way. The study provides new insights to literature and practice by finding the role of store personality to bridge up the relationship between store Convenience and CBRE.

23-AL12-4680

THE INFLUENCE OF BRAND IMAGE, TRUST, PRODUCT AND PRICE TOWARD BUYING DECISION XIAOMI MI 4I AT BANDUNG ELECTRONIC CENTER (BEC), BANDUNG, WEST JAVA, INDONESIA

DR. THOMAS BUDHYAWAN YUDHYA²³

Smartphone Xiaomi become the new idol in Indonesia because it has a low price and high specification. Many Samsung Android phone users are willing to switch to use phone Xiaomi for many various reasons. Xiaomi Mi 4i immediately became a phenomenon in Indonesia, and

²² Ms. Maryam Saeed Hashmi, Lecturer, Lahore College for Women University.

²³ Dr. Thomas Budhyawan Yudhya, Lecturer, Padjadjaran University.

achieved amazing sales beat other smartphone vendor which has a same price to the price of Xiaomi Mi 4i. This study aims to determine the effect of brand image, either simultant or partial as well as to determine which variables are the dominant influence on consumer buying decision on Xiaomi Mi 4i at Bandung Electronics Center (BEC), Bandung, West Java, Indonesia. Independent variables used in this study is the Brand Image (X1), Trust (X2), Product (X3) and Price (X4). While the dependent variable is the Buying decision (Y). The method used in this research is causal research methods. Methods of data analysis used in this research is descriptive analysis method and multiple linear regression analysis. The data processing is using computer software SPSS 18 for Windows.

Key words: Brand Image, Trust, Product, Price, Buying Decision

24-AL23-4840

LINEAR ECONOMY VERSUS CIRCULAR ECONOMY: A COMPARATIVE STUDY FOR OPTIMIZATION OF ECONOMY FOR SUSTAINABILITY

MR. FURKAN SARIATLI²⁴

Upon visiting the existing literature on the subject of linear vs. circular economy, this paper finds that, the blueprint of the current economy is hardly sustainable by using the comparative benchmarking method that drained from literature. The intrinsic mechanics of the linear economy, by relying on the wasteful take – make – dispose flow, is detrimental to the environment, cannot supply the growing populace of our planet with essential services and it naturally leads to strained profitability. Elements of a plausible solution to the challenges have been around for decades, although they have only recently been compiled in to the conceptual framework of circular economy. The core ideas of Circular Economy are elimination of waste by design, respect for the social, economic and natural environment and resource-conscious business conduct. Built on the backbone of these principles, the circular economy has demonstrated to deliver tangible benefits and viability to address the economic, environmental and social challenges of our days.

Keywords: circular, linear, environment, failure, benefits, transition

JEL Code: Q01, 032, P52, Q65

25-AL24-4554

HOMOSEXUALITY IS LIKE A SPIRIT: PSYCHO-SEXUAL CHALLENGES AND CULTURAL COPING STRATEGIES AND ITS IMPLICATIONS ON THE THEORIZATIONS OF THE AFRICAN SEXUALITY

DR. YVONNE OTUBEA OTCHERE²⁵ **PROF.C.C MATE-KOLE**

Men who have Sex with other Men (MSM) account for about thirty thousand of Ghana's total population. However, it seems substantial work remains to help explore significant mental health issues among such sensitive population despite the significantly low population of Men who have Sex with Men (MSM). It is therefore important to develop psychological interventions that can contextualize the needs of this sensitive population. Towards this aim, the present study conducted nine interviews among 18-30 years old homosexual men in the

²⁴ Mr. Furkan Sariatli, PhD Student, Szent Istvan University.

²⁵ Dr. Yvonne Otubea Otchere, Lecturer, Lancaster University Ghana.

Greater Accra metropolis. The paper examines the psycho-sexual experiences and the adoption of appropriate culture-specific coping strategies to mitigate the emanating distress associated with these psycho-sexual challenges. Using the Interpretative Phenomenological Analysis (IPA), participants were asked to respond to three main questions: a) In your experience, what does it mean to be a man and to be a homosexual at the same time? b) Have you been in situations that makes you feel less of a man? c) How did you cope? Two major superordinate themes emerged: Psycho-sexual challenges and Cultural coping strategies. On Psycho-sexual challenges, four common themes emerged: (1) Intimidation from peers (2) Public disclosure of sexual identity (3) Playing reverse roles (4) Conforming to socio-cultural definitions of 'manliness'. This paper also examines the role of cultural coping strategies in the lives of homosexual men, which is significant in the lives of men of African descent. Responses revealed that participants adopt the following intrinsic cultural coping ties: (1) sense of sexual identity (2) value systems (3) personal and organized religion (4) Family and friends. The findings reinforce the African scholarly discussions on the adoption of cultural coping strategies as crucial to the development of culture-specific psychological paradigms and therapies that can attend to the psychological needs of homosexual men of African descent. The theological, constitutional, socio-legal, psychological implications of the findings are discussed within a broader interdisciplinary perspective.

Key words: psycho-sexual challenges, cultural coping strategies, homosexual men.

26-AP19-5027

HOW BRANDS AND BEHAVIORS FACILITATE THE IMPORT OF FOREIGN BRANDS? EVIDENCE FROM YOUNG CONSUMERS

MR. USMAN SHEHZAD²⁶

The purpose of this study is to understand the consumer-based brand equity and behavioral effects on the purchase of foreign brands by young consumer. This study will help international business to understand the behavior of young consumers for purchasing foreign apparel brands. This study will propose a model on the basis of behavioral theories which are merged together. The effect of consumer-based brand equity on purchase behavior is also studied in this research and the model is tested empirically on young consumers.

Design/methodology/approach:- Simple random sampling technique is used in this research study. A total of 384 respondents were selected from the age group of 18 to 35 years who are students in the universities. 450 questionnaires were distributed among the students during their class timings under the supervision of respective teachers.

Findings & Results: For adopting foreign apparel brands, the attitude of the consumer played very important role. Subjective norms and consumer based brand equity also played a vital role for the enhancement of consumer intentions to the purchase.

Research limitation/implication: - In this research study, the focus of the research is on foreign apparel brands. The model developed in this research study can also be empirically tested on other brands as well as on other demographics.

Key Words: Theory of Planned Behavior, Theory of Reasoned Action, Foreign Brands, Jeans, Customer Based Brand Equity, Consumer Behavior

²⁶ Mr. Usman Shehzad, Graduate Research Scholar, Xi'an Jiaotong University.

27-AL09-4783**OPPORTUNITY COST OF LANGUAGE LABS IN ESL SKILL ACQUISITION FOR SECONDARY SCHOOL STUDENTS IN INDIA**DR. LAJI VARGHESE²⁷

Language is a medium of communication. Communication implies carrying of message or receiving of message. Students from various cultures feel hard to learn English and its proficiency. The thirst of English language learning needs some solution. The language lab is a technological break for imparting skills in English. The language lab offers an exclusive result oriented and efficient to enrich the English language learning process. Break through the traditional teaching method with the rich teaching material contents, the digital language lab motivates student's learning attitude, providing an interactive learning environment. Foreign language learning lends itself naturally to the use of media. The language lab is the solution and need of the hour to learn the English language. The quality of the language proficiency will be more when they learn it from the multimedia, digital and computerised Language Lab. By high merit of its unique equipment and its unambiguous pedagogy, it stands alone. The computer now fulfills all the need of language educators and gives life to language for many learners.

The dilemma of the English teacher is in the fact that the conventional Language pedagogue is yet to accept the language laboratory as a means of serious language learning. This culminates in a situation where the language lab ends up as a mere wastage of asset which is seldom put to use in language education. The institutions are forced to acquire the hardware and bare necessary software for the required sanctions for starting the institution after which it is neglected and forgotten.

The present paper attempts to take up the issues arising out of such laxity in the attitude of language teachers. It will consider the psychological and technological aspects arising out of the disuse of the Language laboratory in developing countries like India.

28-AP11-4962**MEASURING EDUCATION MAJOR'S PERCEPTIONS OF ACADEMIC MISCONDUCT: AN ITEM RESPONSE THEORY PERSPECTIVE**MR. PRASOPCHAI PASUNON²⁸ ASST.PROF. THIRAWAT CHANTUK, LECTURER; AND DR. JITTAPON CHUMKATE, LECTURER

Objective of this research is analyzing the perceptual map of academic misconduct behavior in educational area of higher education students in Thailand and providing operational suggestions by establishing the measure of multi-dimension in theoretical perspective response for each item. Sample group for this research is 16 PhD students of the leading educational institution in Thailand. This research instrument is a questionnaire and technique of multi-dimensional establishment is used for data analysis and group discussion is used for providing operational suggestions which is the result from perception map of academic misconduct behavior.

²⁷ Dr. Laji Varghese, Assistant Professor, Mar Theophilus Training College.

²⁸ Mr. Prasopchai Pasunon, Associate Professor, Silpakorn University.

The study found that Stress and S-Stress index value equal to 0.01264 and 0.01478 respectively means that the data is well corresponding and explicit with complete criteria and be able to describe 99% of total variation. The analysis of perceptual map of academic misconduct behavior can be divided into 2 dimensions namely, 1) seriousness dimension of academic misconduct behavior and 2) intentional dimension to perform academic misconduct. Further, group discussion result provides 3 aspects of operational suggestion which are Input, Process and Policy.

Key Words: Academic Misconduct, Multi-dimensional Scaling, Perceptual Map

29-AL21-4616

ECONOMIC WELLBEING AND INCLUSIVE EDUCATION POLICIES IN THE UNITED KINGDOM AND IN FRANCE

DR. CATHERINE CORON²⁹

The conclusions of a report from the OECD published in 2015 suggested that France had to be more effective in its policies towards greater educational inclusion in order to comply with the requirements mentioned in the Constitution of the World Health Organization which were adopted as early as 1946.

This paper first tries to scrutinize the diverse meanings and policies of inclusive education in the United Kingdom and France in the recent period thanks to a comparative analysis of the recent literature as well as the various definitions, legislations and good practices of inclusive education. The central question is to find the links between inclusion and economic wellbeing in the economic, social and cultural context of the two countries.

The first part questions the economic, social and cultural meaning of the definitions thanks to a comparison between the various perspectives to envisage the notions of inclusion and wellbeing whether they come from researchers with a review of the literature on this topic or from politicians in the two nations.

The second part analyses the various policies implemented recently in order to determine the main characteristics, the differences and the similarities, as well as the economic challenges in terms of wellbeing. The final goal will be to identify the main economic, social and cultural values as regards sustainability in each country.

The final goal is to relate inclusion to a survey which was carried out both in the United Kingdom and in France and where a sample of 1000 workers were asked to report about how their work could have an impact on their health.

²⁹ Dr. Catherine Coron, Associate Professor, Université Paris II Panthéon-Assas.

30-AL15-4852**UNDERSTANDING THE REASONS FOR NIGERIAN UNIVERSITY PROFESSORS PARTICIPATION IN COMMUNITY ENGAGEMENT ACTIVITIES**MR. SAMUEL OLUTOKUNBO ADEKALU³⁰ DR. STEVEN ERIC KRAUSS, ASSOCIATE PROFESSOR; DR. SUANDI TURIMAN, PROFESSOR; AND ISMI ARIF ISMAIL, ASSOCIATE PROFESSOR

This study explores the reasons for Nigerian university professors participating in community engagement activities and examines the factors that influence their participation. The subjects used in this study were from the Kwara State University, Malete, Nigeria. This study utilized the qualitative method, interviewing nine professors who had between 15 to 40 years work experience in academic profession. Using community of practice model as a framework for this study, five main factors contributing to professors participation in community engagement activities were the perceived job satisfaction derived from community service, the role of educational system and influence of family values, the passion to make a difference in the community, the need for recognition in the society, and the university policy on community development. Finding also reveals that there are other factors contributing to the low rate of academics participation in community engagement in Kwara State University. Recommendations are in line with institution policy of community development.

31-AL22-4871**EMPOWERMENT OF RURAL WOMEN THROUGH MICRO FINANCE ASSISTED INCOME GENERATING ACTIVITIES: THE EXPERIENCE OF BRAC MICRO FINANCE INSTITUTION, SYLHET DISTRICT OF BANGLADESH**MRS. AYSHA AKTER³¹ DR. MD. MONIRUL ISLAM, ASSOCIATE PROFESSOR

Empowerment in the context of women's development is a way of defining, challenging and overcoming barriers in a woman's life through which she increases her ability to shape her life and environment. It is an active, multidimensional process, which should enable women to realize their full identity and power in all spheres of life. Despite the involvement of various micro-finance institutions towards empowering women through micro-finance assisted income generating activities in Bangladesh, the status of majority of the rural women is still not pleasing in Bangladesh. This study assessed constraints of rural women in having access to loan service from micro-finance institutions and loan repayment process by taking BRAC Micro-finance institution in Sylhet District, Bangladesh as a case study. The study employed a mixed research design by integrating quantitative and qualitative methods of data collection and analysis. The results of the analysis indicate that participation of rural women in micro-finance assisted income generating activities contributes for economical, psychological, social, political, legal, and technological empowerment of rural women in the study area. However, constraints of rural women in accessing loan and loan repayment process should be properly addressed by stakeholders to improve the contribution of micro-finance institutions for achieving sustainable development goals related to rural women in the study area, Bangladesh, and developing countries. In conclusion, facilitating enough amount of loan for the borrowers with affordable interest rate and long-time loan repayment period is of paramount importance as rural investments require time to generate income or profit.

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Key Words: Rural women, micro-credit, empowerment, income generating activities, loan service, micro-finance institution.

32-AL28-4841

CREATING BUDDHIST IMAGES IN NEW FORMS: TRANSFORMATIONS IN TZU CHI FROM CONTEMPORARY TAIWAN

MR. KAI-WEN CHENG³²

Humanistic Buddhism in contemporary Taiwan such as Tzu Chi Foundation is a world-renowned NGO of a Buddhist Community established by Master Cheng Yen. Taking the example of Tzu Chi, this paper aims to illustrate the unique image system of Tzu Chi from the perspective of religious thought and iconography, displaying the diversity of Taiwanese Buddhism.

What are the distinguishing characteristics about religious images of Tzu Chi among Humanistic Buddhism and traditional Chinese Buddhism in East Asia? How do they create a modern Buddha statue and sacred objects demonstrating Tzu Chi's idea and ideal in a new form with multiple elements? Further, this study attempts to point out that the interpretation of Master Cheng Yen, a female founder and leader of Tzu Chi, is the key as innovative sources. Those transformative images represent meaningfully with specific materials, colors, metaphors, and Buddhist symbols which involved in doctrines and teachings. In addition, the concepts have reflected about ultimate concern from Mahayana Buddhism with self-understandings developed within Tzu Chi tradition themselves.

Moreover, this paper explores the historical process around religious leaders, painters and designers, and expounds an argument systematically and in detail. Master Cheng Yen prefers to modern style of design, and illustrates an appearance of a Chinese monk/nun which can embody the meaning of her thought. Its purpose is to reshape Buddhist culture and spread the concept of Buddha toward a human figure. It is crucial to study this cultural phenomenon for Buddhist localization and sectarian meanwhile.

Through the identification of Buddhist images in the living context from Taiwan, it helps us to realize the formation of contemporary Buddhist material culture with a model of synthesis between traditional/modern and west/east and brings about the innovative shapes. In conclusion, significantly, it makes Tzu Chi's images system different from not only the other types of historical and traditional Buddhism, but also Humanistic Buddhism at present.

Keywords: Tzu Chi, Buddhist material culture, Image, Modern Icon, New Form

33-AL17-4619

FEAR AND PARANOIA IN THE WORKPLACE AND PERCEIVED FACTORS THAT EFFECT ORGANIZATIONAL COHESIVENESS

MS. ANDREA PAYNE³³

A number of researchers have shown how fear and paranoia is examined in the workplace along with employees' perceptions to the economic crisis, with perceptions that go beyond the

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workplace, including ethnic minorities' perceptions in the workplace. A cross-sectional study was carried out on 3 Italian organizations comprising 679 workers to indicate the importance of workplace bullying, low perceived employability, and fear of the economic crisis. Two field studies that include 2 ethnic minority groups (Asian and Latino/Hispanic Americans), rendered empirical support. Self-esteem attenuated the connection between perception of ethnic discrimination and paranoia. Behavioral implications of paranoia and perceived ethnic discrimination in the workplace cause a collective self-esteem, along with negative emotional consequences. Coping theory is another transactional process that is demonstrated in cognition as a perceived determinant of ethnic minorities' and paranoia. Individuals' cognitive appraisals of their encounter into situations are explored to examine the significance and their well-being. Paranoia is examined with cognitive appraisals as being a continuous process of emotions, changing as cognitive appraisals a subjective experience of emotions are added or revised. Emotion and cognition are often intertwined, and the boundary blurs between the two processes. In the current research, appraisals are components of paranoia with an association to a threat to social status and self-consciousness. Perceived ethnic discrimination is relevant to cognitive appraisals of social distinctiveness and a threat of social status. Perceived ethnic discrimination is related to perceived differences among ethnic groups. Negative feelings are distinctive and the feeling of paranoia is developed. Social status is examined as a threat and perceived as ethnic discrimination from ethnic minorities. Rejection from social status as perceived ethnic discrimination can escalate in the form of paranoia. Fear is demonstrated in a proposed theoretical model to acknowledge how individuals who doubt employability and company solidity will perceive the crisis to be more threatening and destabilizing. These key findings demonstrate how fear and paranoia have implications on perceptions in the workplace, such as ethnic background, social support, and job stress can affect organization cohesiveness, distrust and workplace withdrawal. This paper proposes that fear and paranoia to be embedded in both the workplace perceptions of individuals and their implications along with their negative perceptions.

Key Words: fear, paranoia, economic crisis, ethnic discrimination, workplace withdrawal

34-AL02-4645

ON DECIPHERMENT OF THE INSCRIPTIONS OF LINEAR A IN THE COMMON KARTVELIAN LANGUAGE

DR. GIA KVASHILAVA³⁴

The object of this paper is deciphering of Cretan Linear A (LA) inscriptions spread all over the Aegean area, also found on the territory of Palestine, Bulgaria, Georgia.

1. The paper presents an overview of the data on the ancient population of the Peloponnese, Asia Minor, Aegean islands before the migrations of Indo-European tribes into Europe began. It is supposed that indigenous inhabitants of this area were of non-Indo-European and non-Semitic origin but were South Caucasian – Proto-Kartvelian tribes.

2. The Common Kartvelian (CK) language formed an influential substratum for the language of Proto-Greek tribes after their invasion of the Peloponnese. The toponyms of 'unknown etymology' (J.Chadwick, R.Beekes) are now prove to be CK.

3. The analysis of linguistic material (of special importance are toponyms, ethnonyms, anthroponyms and theonyms), the study of graphical qualities of LA and the signs of related scripts (Linear B, Linear C), the previous phonetic reading of Linear B script by M.Ventris and J.Chadwick granted the correctness of my decipherment of LA inscriptions in the CK.

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The texts of LA inscriptions are mostly agricultural accounts with anthroponyms, agricultural produce (e.g., cereals, etc.), domestic animals, and signs denoting natural numbers and fractions, etc.

4. My deciphering has been carried out according to the principles of the algorithm presented by me for the Phaistos Disk script. One of the rules of the algorithm has been applied to the whole stock of LA texts.

Some of the deciphered LA words are the following:

a. The toponyms and anthroponyms: ma-ka-ri-te – ‘Macris’; pa-i-to – ‘Phaistos’; a-ja – ‘Aea’; ku-ku-da-ra – ‘Colchian’; names of pots: ka-ti; ka-di, and also, numerous other anthroponyms with regular reliable correspondence to Kartvelian personal names.

b. The words for the operations on numerals (addition): ku-ro – ‘to bind, gather, collect, add’, and ki-ro – ‘fault, defect; to subtract, lessen, diminish, cut off, decrease, reduce’.

All the above terms also display regular phonological and semantic relations to Kartvelian materials.

Keywords: Linear A script, the Common Kartvelian language, Proto-Kartvelian tribes, the algorithm for the reading Cretan scripts.

35-AL03-4646

ANCIENT COMMON KARTVELIAN SCRIPTS OF CRETE

DR. NINO SHENGELAIA³⁵

The structure systems of ancient Pre-Greek Cretan scripts - the Phaistos Disk and Linear A scripts, also some features of Linear B script are discussed in the presented paper. The basis for our research is provided not only by the decipherment of Linear B tablets in the ancient Greek by Michael Ventris but also by the decipherment of the Disk script and Linear A in the ancient Common Kartvelian (CK) by G.Kvashilava. The decipherment corresponds precisely with the CK morphophonemic structure as reconstructed by T.Gamkrelidze and G.Machavariani.

The following problems are considered:

1. Direction of reading the texts of the Phaistos Disk is strictly regulated by punctuation marks and symbolic meanings of pictorial signs: the texts are read from left to right.
2. Regular rotation of signs on the Disk inscriptions develops the system which is connected with the phonic representation of pictorial signs.
3. The widely acknowledged syllabic-logographic character of the Disk script is reflected in the two-syllable word structure of the Common Kartvelian that is shown in rotation of signs.
4. The algorithm has been presented (G.Kvashilava) for reading the Disk signs that is based on the study of rotated positions of pictograms: those printed horizontally along the spiral line are logograms; left-to-right signs are read following the natural order of syllables in a word, right-to-left oriented signs are palindromes; the signs printed vertically are syllabic: upwards looking ones are read as the first syllable of the word, the down looking ones – as the second syllable of the word.
5. Most outstanding feature of the Disk script is the systematic use of acrophonic notation of signs. Acrophony is of special importance for the history of the general process of the development of script, because with it begins the actual process of reading in preference to the visual means of interpretation of the sense of a pictorial inscription; also, it starts the

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phonetic analysis of ancient scripts, and basing on it the scripts can be connected to definite languages, phonetic as well as morphophonemic processes might be studied.

This innovating method for scripts introduced by the principle of acrophony was rarely employed (M.Pope, G.Neumann, I.Gelb, G.Ipsen). In the whole region of Aegean area, Asia Minor, Mesopotamia, SW Asia and Egypt only inscriptions of the Cretan Phaistos Disk introduce this principle into their system, resulting in the transition from logograms to syllabic writing within the frame work of one script.

6. Linear A script signs are generally acknowledged to be graphical variants of acrophonic syllabic signs of the Disk, also repeating their phonetic values.

7. The ancient Greek Linear B script signs were borrowed from Linear A keeping to the phonetic values of the initial language system, which made it possible to read Linear A tablets, and then understand them.

36-AL10-4837

BIBLICAL AND QURANIC INFLUENCES ON D.O. FAGUNWA'S AND NAJEEB AL-KAILANI'S WORKS RESPECTIVELY: LITERARY COMPARATIVE, BIOCULTURAL AND INTERFAITH APPROACHES ON MORDERN ISLAMIC AND CHRISTIAN LITERATURES

MR. MARUF RAJI OWOYEMI³⁶ PROFESSOR DR. RAHMAH BT AHMAD H. OSMAN, DEAN (SUPERVISOR) AND DR. MUHAMMAD ANWAR BIN AHMAD, ASSISTANT PROFESSOR (CO-SUPERVISOR)

D.O. Fagunwa's works are known with innumerable biblical impacts, likewise the legion Quranic influence on Najib al-kailani's works as well. This calls for an outrun study that will shed light on religious similitudes, divergences, cultural uniformity and vice versa in some aspects of their novels. (For example, God identification, recognition of worship places, calls to share values, approaches on didactic elements and elusive method of hero). Using a comparative and descriptive methods, this study therefore outlines interfaith comparison to point out similarities and differences in the literary works, identifies methods and techniques of both writers in the examples mentioned above, shows how bicultural and comparative literatures can help in building co-existence and understanding amongst believers irrespective of their faiths, ethnicities and geographical locations, and concludes will be drawn from suggested interfaith, comparative and bicultural literary works. Hence further study is needed to be analyzed in the nearest future.

Key words: Fagunwa, Najeeb Al-kailani, Ireke, Ogboju Ode, Amaliqot shimal.

37-AL35-5030

BEYOND EUROPEAN CULTURE. JAPANESE AESTHETICS IN POLISH EARLY MODERNIST LITERATURE

MS. KATARZYNA DEJA³⁷

At the end of 19th century European culture faced its greatest crisis and looked to the Far East in attempt to find a solution. From Vedas and Buddhism to ukiyo-e paintings, Orient promised new solutions and new aesthetics. The great wave of japanism that swept across Europe was a

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part of that search for new inspiration and it indeed played important part in development of modernism aesthetics. However, only recently we have discovered, through work of researchers such as Jan Walsh Hokenson, how modernist fascination with Japan changed European art and literature. Following the footsteps of such researchers I am trying to analyze forms of Japanese aesthetics in Polish literature at the beginning of 20th century, when Polish writers discovered Japanese woodblock paintings, literature and theatre.

What I am particularly interested in is not simply Japanese “prompts” or exotic novels set in a distant and clearly different country, but rather literary works that were influenced by forms of poetry or certain aesthetic categories, such as *mono no aware*, attitude towards nature, fugacity, etc., that required certain level of knowledge and understanding of Japanese culture. Through analyzing what features of Japanese culture were incorporated into Polish literature I hope to present that the interest in Japan was not only a new wave of orientalism or exoticism, but a search for new forms of artistic expression, one that perhaps forged Polish modernism into its shape.

The presentation will consist of three examples of usage of Japanese forms and aesthetics in Polish literature: a series of *tanka* poems by Jarosław Iwaszkiewicz, one of the most prominent authors of 20th century, short stories by Waclaw Sieroszewski, who travelled to Japan ca 1903 and a play by Józef Jankowski written after a series of performances of Otojiro Kawakami troupe in Kraków. Together, those examples will show the extent to which Japanese culture was absorbed and incorporated into Polish literature.

38-AL37-4869

WOMEN IN TURKIC MYTHOLOGY

MR. TOPRAK (ERDAL) IŞIK (KILIÇASLAN)³⁸ AND DR. SEHER CESUR KILIÇASLAN³⁹

Turkic mythology offer valuable data for tracing the journey that the image of woman has taken through the Turkish unconscious. There is a widespread belief that women were revered by the early Turkic peoples and Turkic myths have always been interpreted accordingly. However, myths do not value women as women, but as mothers or for their fertility. As wives, women are lauded for being able to lay down their lives for the sake of their husbands or for placing their husband’s instructions over their own most sacred beliefs. According to the creation myth collected from the Altai by Radloff, God (Kuday) forbade eating the fruit on four branches of the nine-branched tree that He created. However, when Kişi (referred to as Erlik and later as Körmös and Satan) learns of this, he tells Törüngey and Eje to eat the forbidden fruit. Törüngey obeys God’s word and does not eat it; his wife Eje cannot resist and does eat it. The fruit is very sweet; she takes some and smears it on her husband’s mouth. The association of women with the devil will undoubtedly influence how women are perceived in Turkey: when it comes to forbidden sexuality, even if it amounts to no more than desire, women are in league with the devil or are the devil himself. In Turkic mythology, men generally take on a material form, while women take on a spiritual form, but these spiritual women are always prizes for a man. Women are exalted as wives or mothers of men. We encounter women, not as possessors of strength, but as those who encourage men to use their own strength. Women are depicted as angels and make more sacrifices than the men do; this is more than compatible with the general perception of women in Turkey. Superiority of women in myths is imaginary and unreal. This characteristic of Turkic mythology could plausibly stem from the same source as the belief in

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the myth of matriarchy, which shoehorns female hegemony into a prehistoric period. Giving women a high position in the realm of the sacred in a sense limits them in their human activities in real life and may be being used to reconcile them with the sacrifices expected of them and the restrictions placed on their nature.

40-AP24-4863

ORGANIZATIONAL CULTURE OF DUNKIN DONUTS: A CASE STUDY

MS. SUCHITA AGARWAL⁴⁰ AND **MRS SUPRIYA PAL, ASSISTANT PROFESSOR**

Organizational culture represents a common perception held by the organization's members. Culture tells you how organizations "do" things. Organizational culture is known to adapt over time to cope with the dynamic changes and meet the varying demands of the organization in its quest for gaining competitive advantage in all its activities. Growth in global markets and technologies has led to a dramatic rise in cross-national joint ventures and thus, "the degree of cultural fit that exists between combining organizations is likely to be directly correlated to the success of the combination". Due to international franchising playing a big role with the aspiring middle-class customer base, a rapidly developing country like India is able to offer consumer good brands which the people want. The franchise business in India has become increasingly popular among domestic and international players across various sectors. Some of the major industries credit successful franchising in India for their rapid economic growth internationally. Hence, one such successful company, Jubilant Foodworks, signed a master franchise agreement with American coffeehouse chain Dunkin' Donuts to operate the brand in India, 2012. Their first store which opened in Connaught Place, New-Delhi in 2012 is flourishing. Thereafter, they increased the number of outlets to all major cities and metropolitans. Ahmedabad is one such city which is rapidly growing. Therefore, Dunkin' Donuts has opened three branches in Ahmedabad over the course of the past three years. Therefore, this study aims to compare the culture of Dunkin' Donuts in terms of the eight organizational factors of OCTAPACE (variable): Openness, Confrontation, Trust, Authenticity, Pro-action, Autonomy, Collaboration, Experimentation in Ahmedabad. The researcher also enlists a few recommendations based on the study for Dunkin Donuts which could help on the areas to work upon in the future.

41-AP09-4963

CROSS-CULTURAL COMPETENCE AS A KEY SUCCESS FACTOR IN GLOBAL ECONOMY

MR. ALEKSEI CHERNOV⁴¹ **VICTORIA CHERNOVA, SENIOR LECTURER**

Nowadays the global economy and fast development of new technologies makes our business life more dynamic, progressive and international. Intercultural communication has become an essential feature of the modern world in which we face the number of cross-cultural problems because of differences in behavior, thinking and values of the individuals from different cultures. In terms of international business cultural differences often lead to misunderstandings and confusion and as a result - decrease the company efficiency. That is why the cross-cultural competence of employees in international business environment becomes just as important as cultural and professional competence.

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⁴¹ Mr. Aleksei Chernov, Associate Professor, RUDN University.

The aim of this paper is to analyze how the cross-cultural competence is related with the personal efficiency of international companies' employees.

The hypothesis of our research is that cross-cultural competence positively affects the personal efficiency of employees of international companies. The research consists of two main parts:

1. Cross-cultural competence evaluation of 318 Master's graduates of faculty of Economics of RUDN University.

2. Personal efficiency analysis of the 132 graduates who work in international companies.

Our research is based on the following methods: qualitative study, mathematical analysis, interview, statistical analysis.

The results of the research are considered to be useful to the management of the companies which act in the international business environment by getting effective system of cross-cultural competence evaluation which will bring competitive advantage of the company.

42-AP20-4966

ANALYSING THE EFFECTS OF SPIRITUALITY IN WORKPLACE: AN EXPLORATORY STUDY

MS. ANOKHI GANDHI⁴² **MS. SUPRIYA PAL, ASSISTANT PROFESSOR (SUPERVISOR)**

Association of the words "Workplace" and "Spirituality" may appear grossly as a Contradiction. However, this inter-play has found a fertile ground at some of the best known companies around the globe such as Twitter and Google. Organizations like Reckit and Coleman, Wipro, Tata Tea or Dabur are among a few organizations in India that have embraced spirituality at workplace. Workplace spirituality has been proposed to be positively related to employee work attitudes (Neck and Milliman, 1994). In the present study, the researcher proposes a hypothesis concerning, and aims to prove, the positive relationship between three dimensions of workplace spirituality (Independent Variables) and three organizational behaviour variables (Dependent variables): Organizational Commitment, Job Satisfaction and Job Involvement. In the study, the researcher has also examined the moderating role of employees' age and gender on the above proposed relationship. A sample of 100 individuals was collected from 4 RPO (Recruitment Process Outsourcing) organizations in the city of Ahmedabad, India. The convenience sampling method was used. The instruments used in this study include: Ashmos and Duchon Spirituality Scale (2000), Minnesota Satisfaction Questionnaire (D. J. Weiss, R. V. Dawls, G.W. England, 1967), Organizational Commitment Questionnaire; Porter and Smith, 1970, Job Involvement Scale; Lodahl and Kejner (1965). In order to conduct the data collection, all the questionnaires were combined. Three data analysis methods were used in this study: Descriptive Statistics, Correlation and Mean Comparison. Bivariate correlation indicated a positive relationship between Workplace Spirituality and Positive Job Attitudes in the RPO sector. The study recommended that Management and Human Resource Personnel should be alerted to take into account employees' spiritual lives, the value and richness of their collective potential, for the overall well-being of employees and the sustenance of workplace.

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43-AP08-4786**SELLING PRICE VARIATIONS OF SINGLE, PORTFOLIO AND MULTI-DISCIPLINARY INVENTIONS: A CASE OF AUCTIONED UNITED STATES PATENTS**MRS. PRATHEEBA VIMALNATH⁴³ **PROF. ANJULA GURTOO, ASSISTANT PROFESSOR**

Patents vary in their pricing and some patents fetch higher prices than others. Literature highlights several challenges confronting patent pricing. Sale of patents in portfolios further complicates pricing. The present study provides insights on the price variations of patents sold individually as single invention lots and portfolios. A single invention lot refers to a patent lot with one US patent or a simple patent family (a US patent and its foreign equivalents) protecting a single invention. A portfolio on the other hand refers to a lot with more than one US patent protecting more than one invention. Within portfolios, portfolios formed of same technology patents (technology focused portfolios) and multi-disciplinary patents are studied separately for their price variations in order to understand the role of multi-disciplinary aspect in patent pricing. A patent is considered multi disciplinary if it embeds components from multiple technology fields. The study therefore focuses on two specific objectives. The first objective is to empirically understand whether grouping patented inventions into portfolios fetch significantly higher price than selling as single invention lots. The second objective is to verify whether including multi-disciplinary patents in a lot results in higher selling price.

A set of 138 US patents sold individually as single invention lots and 434 US patents sold in bundles of 92 portfolios is used as sample. For empirical analysis, Mann Whitney U-test and Student's t-test are used for price comparisons. The results show a portfolio fetch higher price than a single invention lot at the lot level. However, at the individual patent level, a patent in a single invention lot show significantly higher price than the average price of an individual patent member within the portfolio. When tested for price differences between a technology focused and a multi-disciplinary patent lot, a significant difference in selling price is evidenced. In contrary to the expectation, inclusion of multi-disciplinary patents in a sale is not found to boost selling price. Instead, technology focused portfolios formed out of same technology patents particularly, C&C patent portfolios, are found to fetch significantly higher price. The findings imply the positive grouping effect of portfolio of inventions on selling price especially for technology focused portfolios.

The high value nature of C&C technology focused lots points towards an important line of inquiry – with universities emphasizing more on the multi-disciplinary research and with surge in multi-disciplinary centres, what is the way to commercialize the multi-disciplinary research outcomes if buyers in patent markets pay more for technology focused patents and not multi-disciplinary patents which are often the outcome of multi-disciplinary research.

44-AL39-4842**CHINA'S RISE AS A BLUE WATER NAVY AND IMPLICATIONS FOR THE SOUTH EAST ASIAN REGION**MS. RIDDHI CHOPRA⁴⁴ **AND DR SITAKANTA MISHRA**

Alfred Thayer Mahan described the sea as a “great common,” which would serve as a medium for communication, trade and transport. The seas of Asia are witnessing an intriguing historical

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⁴⁴ Ms. Riddhi Chopra, Student, Pandit Deendayal Petroleum Universirt.

anomaly – rise of an indigenous maritime power against the backdrop of US domination over the region. As China transforms from an inward leaning economy to an outward leaning economy, it has become increasingly dependent on global sea; as a result we witness an evolution in its maritime strategy from near seas defense to far seas deployment strategies. It is not only patrolling the international waters but has also built a network of civilian and military infrastructure across the disputed oceanic expanse. The paper analyses the reorientation of China from a naval power to a blue water navy in an era of extensive globalisation.

The actions of the Chinese have created a zone of high alert amongst its neighbors such as Japan, Philippines, Vietnam and South Korea. These nations are trying to align themselves so as to counter China's growing brinkmanship but China has been pursuing claims through a carefully calibrated strategy shunning any coercive measures taken by other forces. If China continues to expand its maritime boundaries, its neighbors – all smaller and weaker Asian nations would be limited to a narrow band of the sea along its coastlines. Hence it is essential for US to intervene and support its allies to offset Chinese supremacy. The paper intends to provide a profound analysis over the disputes in South China Sea and East China Sea focusing on Philippines and Japan respectively. Moreover, the paper attempts to give an account of US involvement in the region and its alignment with its South Asian allies.

The geographic dynamics is said to breed a national coalition dominating the strategic ambitions of China as well as the weak littoral states. China has conducted behind the scenes diplomacy trying to persuade its neighbors to support its position on the territorial disputes. These efforts have been successful in creating fault lines in ASEAN thereby undermining regional integrity to reach a consensus on the issue. Chinese diplomatic efforts have also forced the US to revisit its foreign policy and engage with players like Cambodia and Laos. Current scenario in the SCS points to a strong Chinese hold trying to outpace all others with no regards to International law. Chinese activities are in contrast with US principles like Freedom of Navigation thereby signaling US to take bold actions to prevent Chinese hegemony in the region. The paper ultimately seeks to explore the changing power dynamics post the ruling from the Permanent Court of Arbitration and consequently determining the future trajectory.

45-AP17-4933

THE INFLUENCE OF FAVOURITISM ON THE GOVERNANCE INTERNAL AUDITING STANDARD.

MR. EYAD ALHENDI⁴⁵

The Institute of Internal Auditors (IIA) was established to organise the profession. The IIA provides members with an International Professional Practices Framework (IPPF) to lead their professional practice and confirm the highest-quality internal audit effects in various environments. One of the IPPF components is the International Standards for the Professional Practice of Internal Auditing (the standards).

The goals of the Standards are to describe essential principles that characterise the practice of internal auditing, to deliver a framework for performing and promoting a wide range of value-added internal auditing, to create the basis for the assessment of internal audit performance, and to foster developed organizational processes and operations (IIA 2013).

However, some researchers demonstrated many factors related to the lack of compliance with the Standards related directly to the fieldwork of the profession (Burnaby and Hass 2009,

⁴⁵ Mr. Eyad Alhendi, PhD Student, The University of Hull.

Marais, Burnaby and Hass 2009), which can be controlled by the of board directors, executives or audit committee either in the short or long term.

This study is important because it assumes that solving the internal factors related directly to the organization or its resources is not the ultimate solution to compliance with the Standards mainly because if a particular organisation tries to adopt a certain strategy to eliminate negative effects associated with internal factors, there are complicated external environmental factors that may not be controllable.

The study will examine foreignness as a major variable that affects internal auditors' compliance with the Standards from an environmental perspective.

46-AP27-5033

THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY TOWARDS MULTI-STAKEHOLDERS ON EMPLOYEES' AFFECTIVE COMMITMENT: EVIDENCE FROM EGYPT

MS. MONA SOLIMAN⁴⁶ PROF ADEL ZAYED, PROFESSOR, UNIVERSITY OF CAIRO; AND DR WESSAM M. KHEDR, ASSISTANT PROFESSOR, UNIVERSITY OF ALEXANDRIA

The purpose of this paper is to examine the influential effect of corporate social responsibility (CSR) towards multi-stakeholders (social and non-social stakeholders, employees, customers and the government) in explaining employees' Affective Organizational Commitment (AOC), within an under-researched context, the Egyptian context.

The research primarily hypothesizes that due to some cultural and economic conditions Egyptian employees might prioritize those social responsibilities directed to their own benefits (CSR towards employees) rather than other stakeholders' benefits (CSR towards customers, society and the government).

Design/methodology/approach: This research draws on survey data from a sample of 226 and few numbers of explanatory interviews, with employees working in different industries within private and multinational organizations in Egypt. Self-administered questionnaire adopted from Turker (2009A) was employed to test the research hypotheses.

Findings: Regression analyses confirmed the differential effect of the four components of CSR on employee's affective commitment. Most importantly the results confirmed that CSR towards employees have the most influential effect on AOC.

Research Limitations/implications: Self-reporting data is a limitation of this study, however, it serves research's objective which is to examine how each respondent feels towards the items measured, nevertheless, qualitative interviews were incorporated to confirm and explain the results at hand.

Practical implications: The findings suggested the importance of the differential impact of each type of the CSR on employee's behavior and thus would help practitioners to formulate their CSR strategies in accordance. It also draws attention to the importance of raising CSR awareness within organization context. To enhance their role in CSR, the government should provide a list of diversified high priority social development projects that involve corporations.

Originality/value: This paper tried to accommodate some gaps in the CSR literature by a) examining CSR towards different stakeholders on affective organizational commitment and, b) investigate their relative effect within an under-researched country as Egypt. It also tried to provide cultural and economic explanations for the reason why employees would be de-valuing their company's CSR efforts dislike the mainstream research findings in other countries.

Keywords: Corporate Social Responsibility, Egypt, Affective Organizational Commitment.

⁴⁶ Ms. Mona Soliman, Board Member, Soliman Holding Group.

47-AL18-4850**VISUAL LANGUAGE OF VIOLENCE AGAINST WOMEN IN TURKEY**PROF. NISBET GAMZE TOKSOY⁴⁷

Under today's conditions where the environment of violence/war/terror reigns almost all over the world, visuals, especially commonly circulating ones, play active roles on social memory construction. Visuals keeping track of acts of violence frequently reproduce violence and unjust treatments, and play a part in the "normalization" process of human rights violations. In this presentation, violence against women will be discussed as a visualization's practice. Although the relationship between the visual materials and viewer has been discussed within a wide range of disciplines, the relationship between violence visuals and social/personal memory hasn't been adequately brought to the table as yet. This presentation's scope is the visual materials of official campaigns, which are produced by official departments like the ministry of families or women's branch of local governments etc. to be used in the prevention of male violence against women in Turkey.

What are the benefits of these kinds of visual materials is a significant question in recent days more than ever because violence against women and honor killings are increasing day by day from about last the fifteen years since the conservative administration in Turkey has governed. In this presentation, these visual materials will be examined using some main questions such as: what is the role of the ongoing practices of visualizations to reproduce social norms, prejudices against women; how visual language items which are widely used in official campaigns can evoke in the receptor's mind as a 'memory key'; how we can discuss violence presentation formats and techniques of visual materials together with some concepts such as women's rights violations, gender discrimination, hate speech etc. Additionally, this study aims to seek out the possibilities of the image production that will serve to reduce the social violence and strengthen both violence victims and potential victims because of their identities and different visual languages that can be alternative to the mainstreaming pornographic violence visuals.

48-AP14-4663**A STUDY OF PRIVATISATION: A PROCESSUAL APPROACH INTO ORGANISATIONAL CHANGE**MR. MAHER GASIM⁴⁸

Privatisation has gained an increased attention throughout the world since its emergence in the 1970s. It has been studied from different perspectives; in privatisation theories (Willner, 2003; Beesley and Littlechild, 1983; Haskel and Szymanski, 1992) in prices (Thompson and Whitfield, 1995), in methods and benefits (Graham, 2003; Littlechild, 1981; Megginson and Netter, 2003; Robinson, 2003), and in regulations, liberalisation, and reform (Weyman-Jones, 1990; Bös, 2001; Saal, 2002). Moreover, researchers have looked in to the privatisation of certain industries such as Communications, Utilities, Steel, Transportation (Littlechild, 1988; Robinson, 1992; Cowan, 1994; Shaw, 2000; Pollitt and Smith, 2002; Allouche and Finger, 2004; Ballance and Taylor, 2005; Bognetti and Obermann, 2008). However, scant attention was given to studying privatisation from an organisational change perspective. Such

⁴⁷ Prof. Nisbet Gamze Toksoy, Assistant Professor, Mimar Sinan Fine Arts University.

⁴⁸ Mr. Maher Gasim, PhD Student, The University of Hull.

little attention was attributed to the fact that privatisation has been driven mainly by economic conditions that nations faced. In addition, the fact that privatisation has a direct link and impact with nations' economic conditions.

As the study looks into the privatisation of Saudi Arabian Airlines (Saudia), which started in 2006, both the privatisation process and organisation have changed progressively. The change process has evolved and developed as a result of external and internal interventions. Thus, a processual approach is deemed appropriate as the study looks into exploring how change took place and progressed through time. Moreover, investigating such a process is key to understanding how organisations manage and cope with the change process as different stakeholders within the organisation react differently to privatisation. Therefore, it is the aim of this research to explore and understand the effects of privatisation and the evolving change process and how it manifests and develops within the organisational context.

49-AP02-4511

ACHIEVING BUSINESS AND IT ALIGNMENT IN DIGITAL SERVICE REDESIGN: A STUDY OF UK E-GOVERNMENT

MS. LAMYA ALNASSAR⁴⁹

There are a variety of ways in which business-IT alignment BIA can help an organisation. Over time, government agencies are becoming more reliant on IT for their e-government initiatives and services redesign. At the same time, it is prominent in the literature that alignment facilitates a strategic and more effective use of IT (Karpovsky et al., 2015). The UK is continuously increasing its IT investments and re-shaping how it uses and buys technology (Bracken, 2015). Alignment can help in maximizing the return on those IT investments and in ensuring that those IT arrangements fit with their business strategy, goals, and needs of the services redesign.

This study aims to understand how alignment between business and IT strategies is being managed in the digital redesign of UK public services. The overall rationale for this research is that increasing business-IT alignment, will enable the UK to reach the highest e-government maturity level which, according to the European Digital Capability EDC Framework, is to have a digital culture which is strong, agile, user-centred, innovative and responsive (Cabinet office, 2013).

A qualitative research approach is being used in taking this forward. Semi-structured interviews are being carried out with business and IT senior managers from government departments (such as the Cabinet Office, Government Digital Service (GDS), and Department for Communities and Local Government (DCLG)), local councils (Oxfordshire County and its districts), as well as bodies supporting digital redesign (such as The Society of Information Technology Management (SOCITM)). Local authorities are part of the service redesign process of public services - and deliver most of the UK's public services. It is therefore important to understand how alignment is being managed vertically from local to central government.

Nonetheless, since alignment is identified as a dynamic process with multiple dimensions (social and intellectual), and levels (strategic and operational), this study provides a holistic view of 'alignment as a process' and not 'alignment as a state'. More specifically - and to expand on the literature - it explores and explains 'alignment in practice' and not only 'alignment in theory'.

⁴⁹ Ms. Lamy Alnassar, Phd Student, Oxford Brookes University.

From the data collected, a number of factors mentioned in earlier studies (Luftman, 2000), and some new ones have been found. These factors influence alignment and are known in the literatures as ‘enablers’ or ‘inhibitors’ of alignment. It includes communication between business and IT, silo-based systems and integration, N-to-1 relationship and IT standardisation.

Analysis of the initial interviews has also shown that there are important complexity-related issues and challenges in business-IT alignment in e-government. To unravel those challenges, theories and concepts of both complexity and networks are explored. Premised on the findings, a network arrangement is proposed as a mechanism to manage this complexity, and to increase the level of alignment. This research will provide a framework to deepen our understanding of this phenomenon and discuss the findings. It will also provide government agencies with recommendations to improve their BIA, in order to support service redesign, and suggest how they can best manage their IT to enhance innovation and service quality.

50-AL27-4887

MODEL OF ESTABLISHING DEMONSTRATION SCHOOL IN UNIVERSITY, THAILAND

DR. JARUWAN PLOYDUANGRAT⁵⁰

The objective of this research was to present the school establishment model in Thailand. The participants in this research consisted of international school directors (managements), demonstration school directors, directors of International standard school in Thailand, experts and specialists in educational management. Gather information by case study, visited special schools and schools for special ability students in Thailand and international.

Study the preparation on school establishment and management of public schools, demonstration school, and schools for special ability students in Thailand and international. School management consisted of academic management, Human resource management, budget management, facilities management, student affair management, relationship

between school and community, and curriculum management in schools for special ability students. The result of the research found school establishment model and have already established a school using organization analysis by

1. Strategy means planning organization internal activities which is conform and suit for organization internal and external environmental changing in order to support the organization to have higher capability than competitions.

2. Structure of organization are conformed and suited.

3. Management style consisted of working commitment, have persuasive skill, and good working role model.

4. System, be ready for both management system and operation system such as information system, planning system, budget system, control system, purchasing system, recruiting system, training system, and compensation system. If an organization has a good working system, employees can work explicitly and correctly.

5. Human resource staff be able to recruit qualified, experienced, good attitude, suitable, have persuasive skill, and working motivation the organization will be succeed and more importantly having the right man to the right job.

6. Skill will determine organization expertise.

⁵⁰ Dr. Jaruwat Ployduangrat, Lecturer, King Mongkut's Institute Technology of Ladkrabang.

7. Shared Value determine cooperate value, organization belief. The result of school establishment by using organization analytic planning and have supported by management and involved persons make overall outcome on time as planned.

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