

2018



Boston Conference Series: September 2018
Abstracts e-Handbook

7th Academic International Conference on Social Sciences and Humanities - AICSSH 2018

7th International Conference on Business, Economics, Management and Marketing – ICBEMM 2018

Conference Venue: Harvard University, Martin Conference Center at Harvard Boston USA

Conference Dates: 19th-21st November 2018



FLE Learning



Boston Conference Series | 19th-21st November 2018

Martin Conference Center Harvard Medical School

Conference Abstracts e-Handbook

Conference Committee Members

The conference organisers would like to express their gratitude for the contribution made by following committee members for the abstract papers reproduced in these proceedings.

Dr Avnita Lakhani
Dr Monika WIECZOREK-KOSMALA
Dr. Indianna Minto-Coy
Dr. Joanna Blach
Dr. Nitin Upadhyay
Dr. Poomintr Sooksripaisarnkit
Dr. Rajesh Sharma
Dr. Ramandeep Chhina
Dr. Zhixiong Liao
Dr. Zinatul Zainol
Miss. Kate Masih
Ms. Florence Simbiri-Jaoko
Ms. Mercy Khaute
Prof. Tshepo Herbert Mongalo

Copyright © 2018 FLE Learning Ltd

All rights reserved. No part of this publication may be reproduced or transmitted in any form, or by any means, or stored in any retrieval system of any nature without the prior permission of the publishers.

Permitted fair dealing under the Copyright, Designs and Patents Act 1988, or in accordance with the terms of a licence issued by the Copyright Licensing Agency in respect of photocopying and/or reprographic reproduction is excepted.

Any application for permission for other use of copyright material including permission to reproduce extracts in other published works must be made to the publishers and in the event of such permission being granted full acknowledgement of author, publisher and source must be given.

Disclaimer

Whilst every effort has been made to ensure that the information contained in this publication is correct, neither the editors and contributors nor FLE Learning accept any responsibility for any errors or omissions, quality, accuracy and currency of the information, nor any consequences that may result. FLE Learning takes no responsibility for the accuracy of URLs of external websites given in this publication nor for the accuracy or relevance of their content. The opinions, advices and information contained in this publication do not necessarily reflect the views or policies of the FLE Learning.

Format for citing papers

Author surname, initial(s). (2018). Title of paper. In Proceedings of the 7th Academic International Conference on Social Sciences and Humanities - AICSSH 2018, (pp. xx-xx). Boston, November 19th-21st, 2018.

FLE Learning

FLE Learning is the trading name of FLE Learning Ltd. FLE Learning Ltd is a registered company in the British Columbia, Canada. Company Registration Number BC1083539; GST/HST Number 75915 9320 RT0001 Registered Office Address: 900-400 Burrard St. Vancouver BC V6C 3B7 Canada.

* FLE Learning is not affiliated with Harvard University, nor 7th Academic International Conference on Social Sciences and Humanities - AICSSH 2018 and/or 7th International Conference on Business, Economics, Management and Marketing – ICBEMM 2018 a Harvard University program or activity.

AICSSH-ICBEMM 2018 November (Boston) | © 2018 FLE Learning Ltd

Conference abstracts e-handbook have been published by the FLE Learning Ltd trading as FLE Learning

T: +1 778 819 0134 F: +1 604 757 0701 E: submit@flelearning.ca W: www.flelearning.ca

Table of Contents

Discovering Open Innovation practices in Small and Medium Enterprises in Malaysia	1
DR. FARARISHAH ABDUL KHALID ; AND AMINUDDIN AHMAD KAYANI	1
Egypt in the Global Economy, Post Revolution Economic Challenges and Prospects	1
PROF. DINA RADY	1
Is Rampant Inflation a Real Threat Under a Trade War Environment?	2
DR. DOINA VLAD	2
Impact of Pricing Strategies on Consumer Perception.....	2
MS. SADAF HAYAT; AND DR. MUHAMMAD IMTIAZ SUBHANI	2
Understanding the Impact of Customer Relationship Management Practices on Customer Satisfaction and Loyalty: An Empirical Study on the Customers of Telecommunications Companies Operating in UAE	3
DR. SHAYMAA SALIM	3
The Influence of Entrepreneurial Competence and Social Media Marketing on SME's Competitive Advantage on Province of South Sulawesi, Indonesia	3
DR. ABDUL RAZAK MUNIR	3
Housing tenure, housing policies and social stratification in old age: The case of Spain	4
DR. IRENE LEBRUSAN	4
Directors' liability insurance and investment-cash flow sensitivity	4
DR. YUWEI WANG; AND CHIA-WEI CHEN	4
The Effect of Foreign Aid on Poverty Reduction in Developing Countries	5
MRS. MAKARAM ALHAMAD; ASHRAF AHMED, PHD, INSTITUTE FOR URBAN RESEARCH; AND ADJUNCT FACULTY, DEPARTMENT OF ECONOMICS	5
Intellectual Property Protection : A blessing or a curse?	5
PROF. ANETTA CAPLANOVA	5
Toward New Dynamics of Naming in Dubai; the Impact of Multiculturalism on Places, Streets and Geographic Features.....	6
PROF. SAIF ALQAYDI; AND DR. JAMAL AL-MEHAIRI, INDEPENDENT SCHOLAR.....	6
Public Attitude and Acceptance towards Expansion of Treated Wastewater Reuse in the United Arab Emirates	6
DR. RASHA ABDELRAHMAN; DR. ZEIN ALABEDIN; AND DR. SAMAH KHAMIS.....	6
Management of behavior and emotional disorder for child integration in societal functioning : Implication for teaching and learning.....	7
DR. FLORENCE UNDIYAUNDEYE.....	7
The Business Network of Bajau Tribe Sea Fisheries and Legal Problems in Indonesia-Malaysia Border	8
DR. TASRIFIN TAHARA; AND PROF. DINNA DAYANA LA ODE MALIM, SH, MH	8
Monitoring forest cover change at the waza national park and its environs between 2000 and 2016, far north Cameroon, using GIS and Remote sensing techniques	8
MR. KEVIN AYUKNCHA ENOW	8
Human Identity in Year Million: Focusing on Karel Capek's Robot and the British TV Drama, Humans	9

DR. EUNHYE KIM	9
Indian Post-Partum Care: A-randomised trial to improve maternal health six weeks after birth	9
MRS. REKHA CHAUDHARI DR NEHA SHARMA, WARWICK RESEARCH SERVICES UK	9
From Tradition To Resolution: The Image of Woman in the Novels of Ngugi Wa Thiongo.....	10
MRS. JANE MUTFWANG.....	10
Emotional Labor Experienced by Workers Whose Status Marginalized in Korean Society: A Comparative Analysis between Apartment Security Workers (Janitor) Working in Gangnam Apartments and those Working in Public Rental Housings.....	11
MR. YOUNG YOON WON	11
Application of Artificial Intelligence in Banking and Financial Services	11
MS. SRISHTI MAHENDIRATTA	11
Water Crisis Management- Traditional Approach: A Case Study of a village in Sabarkantha District of Gujarat	11
MS. ROMA PATEL	11
Impact of Artificial Intelligence on Jobs	12
MR. VARUN PUROHIT.....	12
How successful is Pradhan Mantri Ujjwala Yojana as a program intended towards behavioral change and women empowerment	13
MS. HETVI BADIANI.....	13
Sustainable Solid Waste Management in Ahmedabad City, Gujarat, India	13
MR. DHRUVRAJSINH RANA	13
A New Theoretical Framework of Displacement of Grey Markets.....	14
MR. DIVY SHAH.....	14
The Impact of Intellectual Capital and Social Capital in Improving the Profitability of Companies Listed at Amman Stock Exchange	14
PROF. ATEF BAWAB.....	14
List of Listener(s).....	14
MS. BARAA ALMANSOUR	14
MR. ALI FAQIHI	14
MR. ESSA HADDADI.....	14
MR. IBRAHIM ALMAJDUA	14

1-CL07-1768

DISCOVERING OPEN INNOVATION PRACTICES IN SMALL AND MEDIUM ENTERPRISES IN MALAYSIA

Dr. Fararishah Abdul Khalid¹ ; and **Aminuddin Ahmad Kayani**

Traditionally, research and development (R&D) has been instrumental in large firms in their effort to acquire new technology and developing new products. This practice has somewhat changed over the years as the cost of R&D proves to be a sacrifice not many organizations are willing to take. Small and medium enterprises resort to less expensive ways to achieve this, although they may not obtain the same magnitude of success. The Open Innovation (OI) model opposes traditional models (i.e. closed innovation) where research and development is performed internally and later rolled out onto the market. Instead, OI is a paradigm for considering how organizations expand their innovation efforts beyond their own boundaries by utilizing inbound and outbound knowledge flows to improve the success of these efforts (Chesbrough, 2006a). Simply put, OI posits that internal research and development are elements that come from the market itself and from society in general. This means that valuable ideas can come from inside or outside the firm (Chesbrough, 2003). OI can help them leverage the power of outside knowledge and resources to drive innovation forward. Small companies use OI by looking for alliances as the most effective way of conducting inbound and outbound innovative activities (Bianchi et al., 2012). However, extant literature indicates that there is a lack of understanding and practices amongst SMEs on what OI is all about and the potential that it can bring to the companies. There needs to be a common understanding amongst SMEs that the future of innovation is about merging internal and external resources in order to bring out better innovation faster. West and Bogers (2017) stated that the use of OI by small, new, and not-for-profit organizations as well as the linkage of individual actions and motivations to OI should be examined. This paper presents a conceptual approach in understanding OI practices amongst Malaysian SMEs. It employed focus group discussions involving 8-10 SMEs from various sectors to identify indicators of OI practices in the SMEs. Findings of this research will shed light on the current OI practices amongst Malaysian SMEs and their perception on OI in general.

2-CL16-1802

EGYPT IN THE GLOBAL ECONOMY, POST REVOLUTION ECONOMIC CHALLENGES AND PROSPECTS

Prof. Dina Rady²

After the 2011 Egyptian revolution, Egypt's economy which had its own pre-existing economic problems (high unemployment rate, high poverty rate, and a low standard of living) faced rising economic imbalances, that led to high public debts, large current account deficit, large budget deficit, declining foreign reserves, and high inflation, which in turn led to lowering investments and deteriorating economic growth.

The Egyptian authorities started an ambitious economic and social reform program aiming to restore macroeconomic stability. These policies included liberalization of the foreign exchange market, adjusting the economic subsidy system to reduce budget deficit while shielding the poor from the adverse effects of the changes, together with a wide-ranging structural reform aiming to promote growth and employment.

This paper- using the inductive methodology -studies Egypt's position in the global economy before and after the transition period, and examines the impacts of the economic reform policies on Egypt's current and future economic condition.

¹ Dr. Fararishah Abdul Khalid, Senior Lecturer, Universiti Teknikal Malaysia Melaka.

² Prof. Dina Rady, Professor, George Washington University.

3-CL14-1709

IS RAMPANT INFLATION A REAL THREAT UNDER A TRADE WAR ENVIRONMENT?

Dr. Doina Vlad³

This paper analyzes the nature of associations between monetary variables, behavioral factors, trade related factors, and inflation rates in United States. Monthly data used in the research portion of this paper was retrieved from the Federal Reserve Bank of St. Louis, Economic Research database (FRED) covering the period between January 1985 and April 2018. The testing methodology used was the Least Squares Method, and most of the variables considered in the model showed statistical significance at the 1% level.

Monetary variables (M1 and M2 money supply) show direct associations with inflation rates (coefficients were positive and statistically significant at 1% level), which proved a positive correlation between money printing and inflation rates. The practical implication for policy makers should serve as a signal to slow down flooding the market with too much currency that might eventually trigger inflation, especially in an economic environment where new developments, like a trade war, are present. Moreover, the presence of higher tariffs on many imports could accelerate the inflation process through the higher production costs being transferred to the consumer through higher prices. Consequently, if there should be a recession in the future, the same measure of Quantitative Easing implemented to help escape recession in 2008, might not be the appropriate tool because of the inflation threat associated with an on-going trade war.

The trade weighted US dollar index is a weighted average of the foreign exchange value of the U.S. dollar against the currencies of a broad group of major U.S. trading partners. Based on the explanation given by the Federal Reserve System's website on the index construction, if a currency depreciates continuously (sometimes because of high inflation in the country), the exchange rate index that includes that currency will continue to increase. Consequently, depreciation in US dollar value will trigger an increase in the index's value and an increase in inflation, so inverse relationships are expected.

After running the regression, the trade weighted US dollar index coefficient proved to be negative and statistically significant at the 1% level, so the results suggested strong correlations between the decrease in dollar value (possibly due to higher prices and decrease in purchasing power of the dollar), and higher inflation rates.

The manufacturing confidence factor is very much related to the trade activity and its regression coefficient was negative and statistically significant at the 1% level. This finding showed a strong correlation between the negative perceptions (in this case) on the future of manufacturing in US, given the new legislation on increased tariffs on imports, and the upward trend on inflation rates.

In conclusion, this is new territory for the US, with increased tariffs and retaliation by several countries, possibly pushing inflation upward. For practical policy implementations by the American Government, the findings of this paper should serve as a red flag to avoid a trade war at all costs.

Keywords: trade, inflation, manufacturing.

4-CL03-1029

IMPACT OF PRICING STRATEGIES ON CONSUMER PERCEPTION

Ms. Sadaf Hayat⁴; and Dr. Muhammad Imtiaz Subhani

The main purpose of this research is to identify the impact of pricing strategies on consumer Perception. The study shows how a consumer reacts towards different pricing strategies. Six variables were analyzed in this study, which are bundled, everyday low pricing, variable, Odd/psychological, promotional and dynamic pricing which are independent variables and Consumer's perception is dependent variable. A qualitative approach is used for data collection, and questionnaires were

³ Dr. Doina Vlad, Associate Professor of Business, Seton Hill University.

⁴ Ms. Sadaf Hayat, MBA, IQRA University.

filled by the Respondent. It was concluded that all these variables have a significant impact on the dependent Variable that is the consumer's perception about pricing strategies.

5-CL04-1622

UNDERSTANDING THE IMPACT OF CUSTOMER RELATIONSHIP MANAGEMENT PRACTICES ON CUSTOMER SATISFACTION AND LOYALTY: AN EMPIRICAL STUDY ON THE CUSTOMERS OF TELECOMMUNICATIONS COMPANIES OPERATING IN UAE

Dr. Shaymaa Salim⁵

The mobile telecommunications industry is rapidly growing thanks to a set of technologies, which potentially enable a large variety of innovative services. Therefore, with this expansive growth, many opportunities for business and mobile service providers are created.

The purpose of this study is to find out the impact of four types of CRM practices namely optimization of mobile service quality, customization, reward programs and customer service, on customer satisfaction and loyalty.

The data collected from a sample of subscribers of Etisalat and Du, the two mobile companies operating in UAE. Participants were asked to answer an online survey based on their previous or current experience with a specific mobile service company to measure the impact of CRM practices on their satisfaction and loyalty. The subjects, in this specific study, are non-business mobile service subscribers; as the study was interested in individual customers, who were using mobiles phones for personal affairs.

The researcher has developed a model that proposes that CRM practices (in the mobile service companies) have a positive impact on overall customer satisfaction, which in turn affects their loyalty (to the mobile service provider).

Preliminary findings indicated that CRM practices; optimization of mobile service quality, reward programs, customization and customer service, respectively, all have a significant positive impact on customer satisfaction. Moreover, Customer satisfaction has a strong positive impact on their loyalty.

The researcher believes that this survey gives a comprehensive and realistic picture of customers' evaluation of CRM practices in the mobile service providers in UAE. However, one of the determinants of this study is that it was limited to the Emirates market and therefore inherits all its peculiarities. Further studies in other settings may provide other images of the mobile CRM landscape.

Keywords: Customer Relationship Management, Customer Satisfaction, Customer Loyalty and mobile telecommunications industry.

6-CL15-1735

THE INFLUENCE OF ENTREPRENEURIAL COMPETENCE AND SOCIAL MEDIA MARKETING ON SME'S COMPETITIVE ADVANTAGE ON PROVINCE OF SOUTH SULAWESI, INDONESIA

Dr. Abdul Razak Munir⁶

Small and Medium Enterprise is (SME) is one of the most types of businesses in Indonesia. The growth of SME's continues to increase from year to year which also reduces unemployment and poverty in Indonesia. The traditional business which can only be done conventionally now can also be done online. With the development of the internet, this time had made the distance and location do not become an obstacle to business activities such as Social Media Forum. It attracts the actors of SME's to make social media as a media campaign.

⁵ Dr. Shaymaa Salim, Associate Professor, Ajman University.

⁶ Dr. Abdul Razak Munir, Lecturer, Hasanuddin University.

The aims of this research are to find out the effect of entrepreneurial competence and social media marketing on SME's Competitive Advantage at South Sulawesi Province, Indonesia. Population in this research are SME's on South Sulawesi Province, Indonesia. Accidental sampling used with minimum 110 respondents. Data were collected using questionnaire and documentation studies. Structural Equation Modeling (SEM) was used to analyze data in this research.

The result shows that; 1) Entrepreneurial Competence has a significant and positive effect on SME's Competitive Advantage, 2) Social Media Marketing has a significant and positive effect on SME's Competitive Advantage, and 3) Entrepreneurial Competence and Social Media Marketing positively and simultaneously affect SME's Competitive Advantage at South Sulawesi Province.

7-CK26-1811

HOUSING TENURE, HOUSING POLICIES AND SOCIAL STRATIFICATION IN OLD AGE: THE CASE OF SPAIN

Dr. Irene Lebrusan⁷

Housing tenure, housing policies and social stratification in old age: the case of Spain When income decreases, property ownership is presented as the most effective way to combat poverty. During old age, homeownership with no mortgage is considered not just an active which provides enhancements to security and stability (Tatsiramos, 2006), but it can be used as an exchange asset in case of need (Montes de Oca, 2011) and a resource in case of care needs. Furthermore, it can be a way to avoid an unwanted institutionalization (Costa-Font, Gil & Mascarilla, 2006 and 2010). Some countries would have opted for the promotion of this type of tenure as a strategy to reduce the cost system of the welfare state. This is the case of Spain, which has come to be known as the "Mediterranean model" (77,8% of Spanish are homeowners). The homeownership rate has been considered a cultural expression. But, is this housing tenure a way to avoid poverty and vulnerability in old age? To answer this question, first it is created a vulnerability index from Census of housing 2011 (last available date). Secondly, the presence of residential vulnerability in the different tenure regimes among those over 65 is analyzed through statistical measures. The results discuss not only the generalized idea that being a landlord without outstanding payments is a way to avoid vulnerability in old age. Although it is true that these owners have a lower vulnerability index than non-owners, the form of access to property represents a big influence, while being homeowners doesn't save us from suffering extreme risk. What is proven is that the promotion of property by public policies generates a new form of social stratification that can have a more inequitable effect than social class: . housing tenure has become another form of social stratification that has effects throughout the life cycle, with a greater impact on the quality of life in old age.

8-CL12-1692

DIRECTORS' LIABILITY INSURANCE AND INVESTMENT-CASH FLOW SENSITIVITY

Dr. Yuwei Wang⁸; and Chia-wei Chen

We examine the association between directors' liability insurance and investment-cash flow sensitivity with listed firms in Taiwan. We find that directors' liability insurance increases the investment-cash flow sensitivity. Specifically, insured firms are more likely to have excessive investment than uninsured firms given the same level of cash flow. This is the result of managerial opportunistic behaviors fueled by moral hazard inherent in directors' liability insurance. Although managerial opportunism could certainly increase the likelihood of corporate wrongdoing, our results show that it could be mitigated by having improved regulation or corporate governance.

⁷ Dr. Irene Lebrusan, Postdoctoral Researcher, Harvard Law School.

⁸ Dr. Yuwei Wang, Associate Professor, Marist College.

9-CL18-1734

THE EFFECT OF FOREIGN AID ON POVERTY REDUCTION IN DEVELOPING COUNTRIES

Mrs. Makaram Alhamad⁹; Ashraf Ahmed, PhD, Institute for Urban Research; and Adjunct Faculty, Department of Economics

The Foreign aid mostly contributes to economic growth in developing countries. This study focuses on assessing the impact of foreign aid on poverty reduction in developing countries. To assess the impact, the data used from different sources namely World Bank, Official Development Assistance for a period of 1990-2010. The statistical methods used for the analysis are Pearson correlation, scatter diagram with fitted line, and multiple linear regressions with or without quadratic and interaction factors. The dependent variables were poverty reduction and poverty. Before running the analysis of these variables, aid was also assessed for its dependence on the factors of the countries. The results thus indicate that foreign aid does have a significant effect on poverty reduction while controlling the effect of other factors. From the quadratic term of aid, it appears that foreign aid has an impact on poverty reduction; however, after a certain level, it does not have a reduction effect. The availability of foreign aid also depends on the factors of government administration such as quality of governance, government expenditure. The aid also showed positive significant interaction effect with the quality of governance, control of corruption, and inflation on poverty change. In addition, openness showed a non-interaction significant effect on poverty change. Thus, the foreign aid has a significant effect on poverty reduction; however, the effect is constrained by the quality of governance and economic growth.

10-CL01-1590

INTELLECTUAL PROPERTY PROTECTION : A BLESSING OR A CURSE?

Prof. Anetta Caplanova¹⁰

Recently, large part of the intellectual property literature has focused on the limitations and challenges of intellectual property protection, which has been brought by the technological changes, globalisation processes as well as by the developments of legislation and regulation at regional and international levels. The discussion of the optimal mix between the protection of the intellectual property rights so as to encourage investment in R&D and to ensure adequate return from innovation at one end, and the social and private benefits steaming from externalities from an open access to new knowledge and innovation at the other end, has especially attracted a lot of attention. It has also been reflected in the practical initiatives to ensure open access to innovation, which appeared in different settings and contexts. This issue has increasing social and policy relevance in the period of Industry 4.0, when existing networks facilitate virtually costless spread of information across the globe and the IPR protection has exceeded national and regional boundaries and has become a truly global problem. In the first part of the paper, we review the literature related to the core issues of intellectual property protection in the current period. In the second part of the paper, we focus on the analysis of the status quo of the intellectual property protection in the Central and Eastern European region. We use the original data from the sample of Central and Eastern European researchers collected in the repeated surveys. The respondents come predominantly from technical disciplines, where the protection of new ideas and innovation has become especially complex. Given the fact that the data have been collected over several past years, we are also able to detect some dynamics and changes in the perceptions of these issues among the respondents. Based on the review of the literature and on the analysis carried out, we formulate conclusions aimed to contribute to the ongoing IPR protection debate and we discuss recommendations related to develop optimal ways of IPR protection/access policies.

⁹ Mrs. Makaram Alhamad, Master Student, Morgan State University.

¹⁰ Prof. Anetta Caplanova, Professor, University of Economics in Bratislava.

11-CK21-1743

TOWARD NEW DYNAMICS OF NAMING IN DUBAI; THE IMPACT OF MULTICULTURALISM ON PLACES, STREETS AND GEOGRAPHIC FEATURES

Prof. Saif AlQaydi¹¹; and Dr. Jamal Al-Mehairi, Independent Scholar

Abstract

Dubai, as one of the UAE Emirates, is considered as the most cosmopolitan cities in the world. The Emirate covers an area of 4,114 square kilometers. In 2017, more than 2.8 million people were living in Dubai's urban regions, which constituted 5 per cent of the total area of the Emirate. There are more than 200 nationalities living in Dubai in harmony, which underlines the universal nature of the city. The impact of this amalgamation of cultures is seen in the wide range of geographical names of some landmarks, regions, streets and business spots.

People from all over the world have settled down in Dubai bringing their cultures, food and customs, traditions and blend with a diversity of inhabitants already in the city. Due to the open-market-policy advocated by Dubai government, most of the people prefer to settle near the Khor Dubai area, which has historically constituted the nucleus of the city's business and commercial zones.

Geographical designation of inhabited areas is one of the priorities that enable residents to identify them when they come back again. The name of the geographical location has a geographical and human significance to the person who launches the name. Geographic names are influenced by several factors through which names are given to these geographical destinations. It may be associated with a character or the nature of this geographical location such as an old water well used by pedestrians or someone who has dug it since ancient times. The geographical landmark could be a mountain, Sabkha, valley, plain, habitable or otherwise.

This is a qualitative study based on data retrieved from government and field visits to several places in Dubai and meetings with people who live and work in Dubai. They come from many nationalities and cultures and have settled in Dubai and mixed with its neighborhoods, and created a change in the history and culture of local communities. The geographical name has become important not only to the population, but also to visitors who come to visit Dubai. This study is important due to the fact that it discusses a topic of interest to a variety of researchers. Also, this study emphasizes the influence of newcomers-who settled in Dubai- on the names attributed to some of its residential and commercial areas and how international cultures have impacted Dubai's geographical names.

Keywords: Culture, geographical names, landmarks, governmental roles.

12-CK11-1620

PUBLIC ATTITUDE AND ACCEPTANCE TOWARDS EXPANSION OF TREATED WASTEWATER REUSE IN THE UNITED ARAB EMIRATES

Dr. Rasha Abdelrahman¹²; Dr. Zein Alabedin; and Dr. Samah Khamis

This study examined the attitude of 1304 United Arab Emirates (UAE) residents (male = 444 and female = 860) towards acceptance of expanding wastewater reuse in the country.

Public support is a corner stone for successful treated wastewater reuse plans. For this reason, a multiple-choice questionnaire composed of 31 questions was prepared and posted online targeting general public and students. The questions covered demographic information, knowledge related to water resources, attitude, as well as incentives and constraints towards wastewater reuse. The total number of respondents is 34.05% male and 65.95% female, including 55.76% UAE national and 44.33% expatriate, at three age groups: aG1 (>22 years) = 36.81%, aG2 (22-42 years) 43.86% and

¹¹ Prof. Saif AlQaydi, Professor, Higher Colleges of Technology.

¹² Dr. Rasha Abdelrahman, Assistant Professor, Ajman University.

aG3 (₹42 years) = 19.33%, of three educational levels: eG1 (intermediate and less) = 53.45%, eG2 (university) = 44.33% and eG3 (graduate level) = 2.22%, with three groups of monthly salary: iG1 (₹4000 AED) = 30.83%, iG2 (4000-8000 AED) = 13.42% and iG3 (₹8000 AED) = 55.75%.

Unfortunately, while 29.45% of respondents are aware of water shortage problem, 70.55% are either unaware (28.22%) or don't know (42.33%), however, 80.98% believe in water rationalization. The majority of respondents (79.75%) take measures to conserve water. Only 18.40% are very familiar with wastewater reuse, 49.69% are familiar, 17.18% unfamiliar, and 14.72% don't know. The internet, social media and television represent 65.50% of information source, while family, newspaper, environmental groups, magazines and radio are only 35.50%. Less than 50% of respondents agreed (46.63%) to use treated wastewater, 20.86% did not agree and 4.91% refused and 11.66% strongly refused.

There is a general agreement among respondents on the use of treated wastewater for irrigation (averages of strongly support is 22.33% and support is 40.24%). However, the majority of respondents (65.64%) don't support the use of treated wastewater for irrigation of food crops, but support its use for irrigation of non-food crops (54.60%), irrigation of public parks (53.37%) and school playgrounds (42.94%). The average respondents who don't support the use of treated wastewater for irrigation is 28.83%, and 8.59% don't know. The majority of respondents (average 84.81%) strongly support and support the use of treated wastewater for industrial and commercial uses such as: cooling (86.50%), construction work (85.27%), power plants (82.21%), dust control (79.75%), car wash (86.50%), cleaning (86.51%), firefighting (84.05%) and quarries (87.82%), while the remaining respondents don't support (average 13.73%) or don't know (average 1.64%). The highest percentages of respondents support the use of treated wastewater in artificial lakes (46.63%) and don't support its use for swimming pools (48.47%), household uses (48.74%), fish farms (41.72%), drinking of animals and birds (52.76%), washing vegetables and fruits (55.83%) and cooking (53.37%). The respondents strongly support and support the usage of treated wastewater for preserving the environment (90.80%), easing pressure on other water sources (87.34%), reducing pollution (91.41%), reducing the use of harmful chemical fertilizers (92.03%) and recharging groundwater (83.44%).

These results indicate the urgent need for changing attitude programs utilizing the major sources of information; internet, social media and television.

13-CK01-1584

MANAGEMENT OF BEHAVIOR AND EMOTIONAL DISORDER FOR CHILD INTEGRATION IN SOCIETAL FUNCTIONING : IMPLICATION FOR TEACHING AND LEARNING

Dr. Florence Undiyaundeye¹³

There is a general acceptance that children with behaviour and emotional disorder have the challenge in social integration with their peers in societal functioning. Understanding the nature of these challenges are explained in specific strategies and designed to encourage a better competency in those skills required to achieve effective social integration. Even though there is no clear evidence of how these strategies are successful, there are originators of ways for future analysis and inference by researchers and provision of measures for specialists in measuring learning outcome. Children who are not coping with emotional and behavioural disorder, academic problems and severe disturbances in relationship with their caregivers could not be assimilated in an inclusive educational setting to place children with emotional and behavioural disorder in regular education, facilities must be provided for early and intensive interventions for children at risk for or diagnosed with emotional behaviour disorder to include academic and parental components. It is very cogent that education for children with emotional and behavioural disorder only offers a place for difficult children to learn and aim at promoting a healthy emotional behavioural development. Even though it is not the core responsibility of school, it does have a contributing role in the upbringing of children since children spend majority of their time within the walls of school. To develop strategies used in the educational and behavioural development of children with emotional and behavioural disorder, interventions in schools could therefore include applying principles of the methods used to reduce dysfunctional behaviour in children such as offering a supportive, responsive and consistent environment in which positive behaviour is encouraged and problem behaviour is limited.

Key words: Management of behaviour disorder, child integration, teaching and learning and societal functioning.

¹³ Dr. Florence Undiyaundeye, Lecturer, Federal College of Education Obudu.

14-CK22-1715

THE BUSINESS NETWORK OF BAJAU TRIBE SEA FISHERIES AND LEGAL PROBLEMS IN INDONESIA-MALAYSIA BORDER

Dr. Tasrifin Tahara¹⁴; and Prof. Dinna Dayana La Ode Malim, SH, MH¹⁵

People who live on the sea, Bajo, Bajau or Sama Bajo are also one of the tribes that spread to various parts of the reef in several countries in Southeast Asia. Thus far no one knew for certain and it is needed an in-depth study from various perspectives of science. But one thing that is certain, because of their remoteness during history, the Bajo people carry traces of population movements that inhabited Southeast Asia about two thousand years ago. Name Bajau is found in the waters of the Makassar Strait (on the Sea Island and the east coast of Kalimantan, around Bontang and further north); in the Gulf of Bone; in the area of East Nusa Tenggara; in the Banggai Islands; in Tomini Bay (especially in the Togean and Torosiaje Islands); in North Maluku (Bacan and Halamahera Islands); in the waters of the Sulawesi Sea both the coast of North and Southeast Sulawesi; and East Kalimantan and the Sulu Islands. The reach of the Bajau crossing covers all Indonesian waters. In addition, Bajau or Bajo as place names are also found in the Anambas Islands in the South China Sea, the eastern part of Sumbawa Island, East Coast of Kalimantan. Therefore, the conclusion is that the Bajau people roam throughout the archipelago, even though it is now only known in the eastern part, in Sabah and the Sulu Islands.

The Indonesian sea area is the economic arena of the Bajau tribe, bordering 10 countries, namely India, Malaysia, Singapore, Thailand, Vietnam, the Philippines, the Republic of Palau, Australia, Timor Leste and Papua New Guinea (PNG). The sea border area in general is in the form of the outer islands which number 92 islands and include small islands. Some of them still need more intensive management because they have a tendency to problems with neighboring countries that interfere with national security defenses such as piracy, human trafficking, smuggling, and others. The study conducted by Kazufumi (2017) in the vicinity of the southern Philippines, Sabah coast, Malaysia, and eastern Indonesia spread one of the maritime tribes in Southeast Asia with an estimated population of 1,100,000, many Bajau people live along the coast and on islands that have networks both socio-cultural, socio-economic networks and others. This paper will describe the contribution of the Bajau people who have been neglected and have a network of marine fisheries business between countries in the framework of culture and legal issues between countries they face.

Keywords: Bajau, Economic Business, and Legal Problems

16-CK06-1652

MONITORING FOREST COVER CHANGE AT THE WAZA NATIONAL PARK AND ITS ENVIRONS BETWEEN 2000 AND 2016, FAR NORTH CAMEROON, USING GIS AND REMOTE SENSING TECHNIQUES

Mr. Kevin Ayukncha Enow¹⁶

Today, the use of satellite information and application has made it very challenging to understand the forest and land cover change. This is due to certain errors occurring during the procession of the image processing by the use of software such as Erdas Imagine, Arc map, Qgis in the classification of the pixels. This study relates technological aspects of digital image processing with satellite image processing of forest cover change at the Waza National Park and its environs located at the far north of Cameroon, between 2000 and 2016. Landsat 7 and 8 data for the years 2000 and 2016 respectively were downloaded from glovis.usgs.gov, stacked, geo-referenced and an area of interest extracted from the stacked image to archive the objective aimed at the project. Using Landsat 7 surface reflectance for 2000 Image and ATCOR 2012 for 2016 Image, both areas of interest (AOI) were atmospherically corrected, image visualizations were then improved. The images were further compared through the process of Pan-sharpening then histogram equalization for both images after corrected.

¹⁴ Dr. Tasrifin Tahara, Lecturer, Hasanuddin University.

¹⁵ Prof. Dinna Dayana La Ode Malim, Rector, Dayanu Ikhsanuddin University.

¹⁶ Mr. Kevin Ayukncha Enow, Post Graduate Student, Eberwalde University for Sustainable Development (HNEE).

Thereafter, Spectral and spatial resolutions were done, and the calculation of vegetation indices through Normalized Differential Vegetation Index (NDVI). Unsupervised image classification and Delta cue change detection were done; supervised classification was performed as well for accuracy assessment and the comparison of changes that have taken place. The obtained results showed a classification accuracy of 83 % and 85% for 2000 and 2016 respectively. The results obtained show an increase in forest vegetation to 14809 km² in 2016, a reduction in water and urban area to 146 km² in 2016 and 1434 km² in 2016 respectively in the course of 16 years.

Keywords: Change detection, Atmospheric correction, Pan-sharpening, supervised classification.

17-CK18-1798

HUMAN IDENTITY IN YEAR MILLION: FOCUSING ON KAREL CAPEK'S ROBOT AND THE BRITISH TV DRAMA, HUMANS

Dr. Eunhye Kim¹⁷

Karel Capek is one of the prominent Czech writers who was deeply interested in human identity. He wrote Robot (Rossum's Universal Robots) in 1920 and criticized the human attitude to make robots for their convenience, finally being destroyed by the very creatures. In this play, the word 'robot' which means 'labor' in Czech was used for the first time in the world and Capek shows his deep insight into the essence of human life. The final scene of this play shows new AI humanoid robots that have human consciousness and can love others, which means there is at least a positive hope for the future of our world. Humans is the popular TV drama in England which shows the multi-layered aspects of our lives with AI with consciousness. It depicts various families and deals with ambiguous conflicts and the uncanny feelings of the characters which are quite thought-provoking for us. According to the director's word, the theme of this drama is "what happens when these Synths are given the right to consciousness and their own free will?" that will be the most important question for us soon or later. Even though these two works deal with the negative side of our future, both have the same theme as well as a bottom line; 'love' which makes us feel alive and gives hope is the most important thing that we should keep in the future.

KeyWords: Karel Capek, Humans, Year Million, AI, Posthumanism, Transhumanism, Synths

Notes on Contributor: Eunhye Kim is a PhD candidate of English Department in Ewha Womans University in South Korea. Her specialty is Shakespeare and Modern dramas. She also studied about theater and movies in New York for several years, focusing on the acting and directing. She is currently researching on the Posthumanism and transhumanism, hoping to find the connection between classics and modern literature in the cultural context.

(e-mail: gracekim823@naver.com)

(This paper is the extension and edited version of the paper titled 'What is the Human Condition of Year Million?: Focusing on Karel Capek's Robot and the British TV Drama, Humans' which is published in 61-79, Vol.-No.44(2018) of The Journal of East-West Comparative Literature. I got an approval of revisioning this paper from the journal.)

18-CK24-1792

INDIAN POST-PARTUM CARE: A-RANDOMISED TRIAL TO IMPROVE MATERNAL HEALTH SIX WEEKS AFTER BIRTH

Mrs. Rekha Chaudhari¹⁸; and Dr Neha Sharma, Warwick Research Services UK

After the child birth most women experience major health issues such as depression, severe fatigue, back pain, perineal pain, mastitis, urinary or faecal incontinence, sexual problems and relationship problems with partners. That all lead to poorer emotional and mental health and factors contributing isolation, exhaustion and physical health problems. 'Sava Mahina (5-week period) is a traditional practice for postpartum women in India, which include special diet, lifestyle and supportive care.

¹⁷ Dr. Eunhye Kim, PhD Student, Ewha Womans University.

¹⁸ Mrs. Rekha Chaudhari, Managing Director, Mothers Touch Foundation.

The current multicenter randomized controlled trial (RCT) aims to evaluate outcomes of Sava Mahina interventions in Indian postpartum women.

Methods/Design

The current multicenter RCT was conducted in Rajasthan, Haryana and Punjaab, which locate in northern parts of India. Women who attend routine pregnancy diagnosis in hospitals or maternal healthcare centers were invited to take part in this study. 160 women who meet our eligibility criteria were recruited and randomly assigned to the intervention group (n = 80) and the control group (n = 80). A three-dimension intervention strategy measured individual postpartum woman, their family members and health care providers, utilized to maximize the effectiveness of intervention. Regular visiting and follow-up were done in both group; nutrition and health-related measurements were assessed both before and after the intervention.

Results

To our knowledge, this current study is the first RCT which focus on the effectiveness of traditional Indian postpartum care on reducing the postpartum diseases and improving health status in postpartum women. There has been significant difference reported in Post-natal depression ($p < 0.001$), Physical and social component of quality of life measures ($p < 0.001$; $p < 0.01$) and breastfeeding support ($p < 0.05$). Intervention group reported to have better family and social support.

Conclusion

Traditional Indian past partum care can reduce the incidence postpartum diseases and improve health status due to a balanced diet and reasonable lifestyle in comparison with the control condition.

19-CK15-1650

FROM TRADITION TO RESOLUTION: THE IMAGE OF WOMAN IN THE NOVELS OF NGUGI WA THIONGO

Mrs. Jane Mutfwang¹⁹

The paper is an analysis of the progressive development of Ngugi's women as presented in his novels from traditional roles to radical, revolutionary activities. Ngugi unlike his contemporary African writers does not stop at creating silent women adhering to the stoic philosophy of endurance but creates women who agitate and protest against political and social oppression. Ngugi who can rightly be referred to as a cultural nationalist employs his culture and tradition as basis of action in the development of his women for total liberation. Tradition is used here as a foundation and source of strength in the cause of the struggle for socio-political change. Ngugi therefore creates a new image of woman, who is both the embodiment of change and tradition. The emphasis is the progressive development in his works from traditional, transitional to revolutionary activities. The work sheds more light on his new realistic social vision for women and his consequent creation of a new image for womanhood alongside his general 'evolving social and political vision' for Kenya and Africa at large. Ngugi as established in this work succeeds in refuting the concept of the traditional African woman as a servile and docile personality. He has redefined the traditional role of women and also developed them from these traditional roles, through a period of self assertion into full militant and radical heroic figures.

KEY WORDS: Traditional, transitional and Revolutionary women.

¹⁹ Mrs. Jane Mutfwang, Lecturer, Nigerian Defence Academy.

20-CK28-1689

EMOTIONAL LABOR EXPERIENCED BY WORKERS WHOSE STATUS MARGINALIZED IN KOREAN SOCIETY: A COMPARATIVE ANALYSIS BETWEEN APARTMENT SECURITY WORKERS (JANITOR) WORKING IN GANGNAM APARTMENTS AND THOSE WORKING IN PUBLIC RENTAL HOUSINGS

Mr. Young Yoon Won²⁰

Workers whose status marginalized in a society and their emotional labor provide a reliable measure for the maturity of the society. Therefore, this research was set out to explore the emotional labor experienced by apartment security workers (janitors) working for tenants with high SES as compared to those with low SES. Having run an independent sample t-test, a tenant-security worker interaction in affluent Gangnam apartment differed from that of public rental housing. Those who were working in public rental housing had shown to be more dissatisfied and had more unpleasant experiences—or mistreatment—with their tenants. A correlation analysis showed that the workers' desire to quit is strongly associated with unpleasant interaction with—or mistreatments by—their tenants. Also, when examined the security workers' characteristics, those who perceived their tenants as pampered children were less likely to resist tenants' unfair demands.

21-CL06-1761

APPLICATION OF ARTIFICIAL INTELLIGENCE IN BANKING AND FINANCIAL SERVICES

Ms. Srishti Mahendiratta²¹

The growing role of artificial intelligence is offering tremendous opportunities for economic development. It is being predicted, that artificial intelligence will play a role of a catalyst in increasing the global GDP. In case of finance sector, this development has already tripled the investments made in AI in United States between 2013 and 2014. The digital boom has come across all the segments of the industry and there have been many developments in the banking sector and financial markets and services given to artificial intelligence. Banking and financial services are now a part of those sectors which have adopted the use of machine learning and artificial intelligence. Beyond chatbots, artificial intelligence has expanded to a greater level and now it is facilitating banks with more control and security along with increased efficiency in delivering services. As the decisions on loan are now being taken by software, there is a precise check on every aspect of the borrower. This makes fraud detection easy. As well as, there are “robo-advisors” who have been successful in replacing the stock brokers and financial advisors. Advances in this technology has led to the reduction in any inefficiencies or errors and have reduced the time taking for the service to be delivered. The purpose of this paper is to explore the depth of artificial intelligence in the banking sector and financial services and to study its impact on the industry. Also, the paper includes a comparative study on the growth of certain banks before and after the use of artificial intelligence.

22-CK13-1628

WATER CRISIS MANAGEMENT- TRADITIONAL APPROACH: A CASE STUDY OF A VILLAGE IN SABARKANTHA DISTRICT OF GUJARAT

Ms. Roma Patel²²

Water is one of the most important compounds in an environment. The global demand for portable water has been increasing at the rate of 1% per year as a result of population growth, economical development, change in consumption patterns and other factors. Now a days it is becoming extremely important to use water in the amount we wish or where we wish. Although industrial and domestic demand for water will increase faster but agriculture will remain the largest user.

²⁰ Mr. Young Yoon Won, Student, Milton Academy.

²¹ Ms. Srishti Mahendiratta, Student, Pandit Deendayal Petroleum University.

²² Ms. Roma Patel, Student, Pandit Deendayal Petroleum University.

Water is a scarce resource, it is very critical to social and economical development and directly affects the behavior of the society. This paper focuses on the importance of traditional (social and economic) approaches for the management of water crisis. North Gujarat is naturally endowed with one of the richest aquifers of India but its uncontrolled exploitation for irrigation has resulted in many undesirable consequences. The focus is here on the village of Sabarkantha district of Gujarat through questionnaire based case study on WATER CRISIS MANAGEMENT. It mainly focuses on the traditional methods and approaches by three groups that is men, women and children individually (approx 10-15) and role played by them in crises management. Although we are in technology driven era and there are number of Government policies for water crisis management, the rural community still follows the traditional methods since ages and continuing the same efforts that are sustainable. There is need for an integrated approach encompassing social, traditional and environmental policies.

23-CK16-1763

IMPACT OF ARTIFICIAL INTELLIGENCE ON JOBS

Mr. Varun Purohit²³

Automation in the past, has substantially increased the productivity and efficiency of firms. But the question is whether they have caused substantial job loss? If that was the case then the figure reflecting more than 3% global employment growth (y-o-y) in past 6-7 years would not have been possible. Another argument that the population has also increased at a higher rate is negated as, in order to meet the demand of the growing population we have to increase the productivity and economies of scale decreasing the burden of cost on the general public in multiple ways. We run short of arguments as we are made to confront even superior technologies which promise the utopia of connected living. It encompasses many concepts like Artificial Intelligence (AI), IoT, Bigdata and few more.

Automation is not simply replacement of mind-numbing repetitive tasks, but a true method of strategy building and attaining optimal efficiency. We have already seen Artificial Intelligence handle complex tasks done by humans at a fraction of the cost. Lower level jobs have been replaced by machines in the past. Middle level jobs are already being affected by advancements in the field of Information Technology.

AI stands for high level complex algorithms which learns from the real-world behavioural patterns, processes it to train, test and infer. Today corporates, industries and medium to large scale service providers appoint highly qualified professionals, who study the data, draw conclusions and design strategies to improve productivity and to resolve issues. Will these professionals become obsolete for businesses in future? Before that the mechanics, waiters, chauffeurs who are considered as skilled workers, are they going to be replaced by intelligent controllers and actuators?

The positive and negative consequences of the use of AI in the past, predicts the probable future of human employability. The research helps in understanding all the possible outcomes of integration between AI and the human work force, especially factors like job creation or job replacement.

The study helps in understanding the types of jobs that might be affected by AI, are restricted to logic-based reasoning, or also those involving creativity. These factors jointly help in understanding the structural change in the work force of the future. The research covers the basic idea predicting how Artificial Neural Network acts as a stepping stone to attain Artificial Intelligence in future.

Industry 4.0 being a major factor in giving direction to the future of AI and Automation as a whole is discussed in the research. Understanding Industry 4.0 will give us a picture of the current scenario of development in the field of Artificial Intelligence and Automation.

This paper will try to establish a relationship between the employment trend and implementation and advancement of AI in the ongoing industrial revolution. It will try to restrict itself to AI for analysis and will touch upon other related concepts like IoT, Big-data, Industry 4.0, etc.

²³ Mr. Varun Purohit, Student, Pandit Deendayal Petroleum University.

24-CK17-1755

HOW SUCCESSFUL IS PRADHAN MANTRI UJJWALA YOJANA AS A PROGRAM INTENDED TOWARDS BEHAVIORAL CHANGE AND WOMEN EMPOWERMENT

Ms. Hetvi Badiani²⁴

Women Empowerment itself elaborates that Social Rights, Political Rights, Economic stability, Judicial strength and all other rights should be also equal to women. There should be no discrimination between men and woman. Women should know their fundamental and social rights which they get once they born. India being the fastest developing nation still lacks awareness about the adoption of clean fuels for cooking. Almost 41 percent of Indian households still use biomass fuels everyday and are deprived of clean fuel cooking. According to World Health Organisation report smoke inhaled by women from unclean fuel is equivalent to burning 400 cigarettes in an hour. The government of India therefore launched the Pradhan Mantri Ujjwala Yojana to equip below poverty line families with LPG connections intending to empower women by preventing the health hazards caused by biomass fuels and experiencing a time efficient cooking method along with reduction of environmental pollution. Under this scheme a total of 4cr LPG connections are provided till date with a support of ₹1600 per connection in the next 3 years. The connections will be issued in name of women of the household safeguarding the women empowerment especially in rural areas. An amount of ₹8000cr has been allocated for the implementation of this scheme. This paper focuses on different aspects of Pradhan Mantri Ujjwala Yojana, the loopholes, its success rate, and execution of the scheme, refill status and more. Also the behavioral changes experienced by women adopting this scheme is the main focus of this paper. A major challenge that majority of the people face to adopt this scheme is affordability of refills and how a nudge by linking Pradhan Mantri MUDRA Yojana along with Pradhan Mantri Ujjwala Yojana could attain success.

25-CK12-1644

SUSTAINABLE SOLID WASTE MANAGEMENT IN AHMEDABAD CITY, GUJARAT, INDIA

Mr. Dhruvrajsinh Rana²⁵

Municipal Solid Waste Management (MSWM) is an integral part of the urban environment that requires proper planning to ensure the safety of both humans and the environment. The management of municipal solid waste has become an acute problem due to enhanced economic activities and rapid urbanisation. Therefore, the present day study aims at providing an overview of the existing solid waste management (SWM) practices in Ahmedabad, the seventh largest city of India and suggest solutions to some of the major problems being faced by the existing system. An average of 4000 metric tonnes of solid waste is generated in Ahmedabad. The budget allocated to Ahmedabad Municipal Corporation (AMC) for the management of solid waste generated was 350.80 crores which was insufficient due to which AMC decided to get people participation by gathering awareness about the SWM practices which would reduce waste generation in future. The AMC has developed better technologies and innovative SWM practices compared to other cities for the efficient disposal of solid waste and it has also created a roadmap for "ZERO WASTE" Ahmedabad by 2031. The study also provides an overview of sanitary landfills of Ahmedabad and stages of the waste management i.e. prevention, minimisation, reuse, recycle, energy recovery, disposal and its composition at the city level. The public private partnership has also been implemented for generating 20MW electricity by using MSW and sewerage. The paper also presents the 'waste aware' benchmark indicators for integrated sustainable waste management in Ahmedabad.

²⁴ Ms. Hetvi Badiani, Student, Pandit Deendayal Petroleum University.

²⁵ Mr. Dhruvrajsinh Rana, Student, Pandit Deendayal Petroleum University.

26-CK19-1781

A NEW THEORETICAL FRAMEWORK OF DISPLACEMENT OF GREY MARKETS**Mr. Divy Shah²⁶**

Vast majority of grey market cases are not discovered as it required legal proofs and evidences or brought before arbitrage tribunal. Grey marketing is that trade taxes are avoided, but involving a less favorable rate of transformation than free trade as a result of the real resource costs incurred in grey marketing. Considering grey market in India it covers the 75% of market and one of the major product of grey market is electronics. As electronics is the main growth influence in the grey market it need to be controlled. This paper observe the new framework of how to control the supply of grey market in India. The tactical will follow the creation of the new regulatory to control the grey marketing and can be improved by the supervision at ministerial level.

31-CL19-1805

THE IMPACT OF INTELLECTUAL CAPITAL AND SOCIAL CAPITAL IN IMPROVING THE PROFITABILITY OF COMPANIES LISTED AT AMMAN STOCK EXCHANGE**Prof. Atef Bawab²⁷**

This study aims to identify on the impact of intellectual capital and social capital in improving the profitability of the companies listed at Amman Stock Exchange (ASE). The descriptive approach and the analytical approach will be followed in achieving objectives of the study, where the data will be collected from the references, researches and the previous studies. The quantitative data will be extracted from the published financial statements of companies listed at Amman Stock Exchange. The results are expected to help investors identify the positive effects of rational investment decisions. Based on the expected results, the study will recommend to encourage disclosure of intellectual capital and social capital and develop it.

LIST OF LISTENER(S)**Ms. Baraa Almansour²⁸****Mr. Ali Faqih²⁹****Mr. Essa Haddadi³⁰****Mr. Ibrahim Almajdua³¹**

²⁶ Mr. Divy Shah, Student, Pandit Deendayal Petroleum University.

²⁷ Prof. Atef Bawab, Professor, Irbid National University.

²⁸ Ms. Baraa Almansour, Master Student, The University of Texas at Dallas.

²⁹ Mr. Ali Faqih, Student, Sacred Heart University.

³⁰ Mr. Essa Haddadi, Student, Sacred Heart University.

³¹ Mr. Ibrahim Almajdua, Graduate Student, Sacred Heart University.

CONFERENCE COMMITTEE MEMBERS

Dr Poomintr Sooksripaisarnkit
Assistant Professor
City University of Hong Kong
Hong Kong SAR

Dr Ramandeep Chhina
Associate Professor and Head of Law,
Edinburgh Napier University
United Kingdom

Dr Rajesh Sharma
Assistant Professor
City University of Hong Kong
Hong Kong

Prof. Tshepo Herbert Mongalo
Associate Professor
University of the Witwatersrand
South Africa

Dr Zhixiong Liao
Lecturer
University of Waikato
New Zealand

Ms. Florence Simbiri-Jaoko
Lecturer
University of Nairobi
Kenya

Dr Avnita Lakhani
Assistant Professor
City University of Hong Kong
Hong Kong

Dr Monika WIECZOREK-KOSMALA
Assistant Professor
University of Economics in Katowice
Poland

Dr Indianna Minto-Coy
Deputy Director of Mona ICT,
School of Business & Management
Jamaica

Dr Joanna Błach
Assistant Professor
University of Economics in Katowice
Poland

Miss Kate Masih
Lecturer
London South Bank University
United Kingdom

Dr Bashar Malkawi
Associate Professor
University of Sharjah
UAE

Ms. Mercy Khaute
Assistant Professor
University of Delhi
India

Dr Jamil Ammar
Research Fellow
Rutgers Law School
USA

Dr Zinatul Zainol
Associate Professor
Universiti Kebangsaan Malaysia
Malaysia

Dr Nitin Upadhyay
Associate Professor
Goa Institute of Management
India

FLE Learning Ltd

Conference Division: North America

T: +1 778 819 0134 F: +1 604 757 0701

E: submit@flelearning.ca W: www.flelearning.ca