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1-BY33-6953**EXPLORING THE EFFECTIVE DESIGN OF PROJECT-BASED LEARNING**DR. JIE ZHANG¹ AND DR. QING YE

We designed and implemented Project-based Learning (PBL) in an undergraduate Corporate Finance module. Each week students had lecture to learn the basic theories (textbook knowledge) and lecturer showed them how to decide which models from textbook to use in different scenario; what data need to be collected, where to find the right data; how to use these data to work in models. Then students sat in groups to work with mini tasks during and after tutorials. All these mini tasks formed a big project, which was the assessment of this module. We carefully designed PBL to address the challenges of using group project such as student participation and free rider issues. Students' performance and feedback indicates that our PBL design effectively enhanced their learning by 1) developing their critical thinking, problem solving, and collaboration skills; 2) applying textbook knowledge to practice; 3) reflecting on learning and the quality of their work.

2-DA03-6662**QUALITY OF INSTITUTIONS AND PERFORMANCE**DR. CHONG-CHUO CHANG²

Quality of institutions represents a type of rule, i.e., the rules of the game of a society; as the important determinants of economic performance (North, 1990). The rule may help facilitate productive activities, investments, and growth of new technologies; by contrast, it may also encourage predatory behavior such as corruption or rent-seeking (Hall and Jones, 1999). Thus, the quality of institutions is vital to a country and enterprises. We explore whether an improved quality of institutions can promote corporate technology progress and boost firm value. The empirical findings indicate that good quality of institutions can increase total factor productivity and firm value.

3-DA17-6779**IMPACT OF EMOTIONAL INTELLIGENCE (EI) ON THE CUMULATIVE GRADE POINT AVERAGE (CGPA) – A COMPARATIVE ANALYSIS OF STUDENTS' ACADEMIC PERFORMANCE AT GLOBALLY RANKED AND UNRANKED BUSINESS SCHOOLS**MS. GUL E NAYAB ANAS³

Business schools attract large student enrollment and contribute significantly towards financial stability of Higher Education Institutions (HEIs) across the globe. Cumulative Grade Point Average (CGPA) is the globally accepted measure for academic performance of the business graduates, while employers and the entrepreneurial industry needs intelligent and street smart graduates. Emotionally intelligent business graduates outperform their counterparts in practice,

1 Dr. Jie Zhang, Lecturer, Xi'an Jiaotong-Liverpool University.

2 Dr. Chong-Chuo Chang, Professor, National Chi Nan University.

3 Ms. Gul e Nayab Anas, Senior Lecturer, Bahria University.

raising an important issue of whether EI has an impact on the CGPA of the business graduates. This study has addressed this issue by finding the relation between EI and CGPA of the students enrolled at various business schools ranked according to the Academic Ranking of World Universities (ARWU). While drawing the sample developed and underdeveloped economies have been given due representation within the sample. The findings of this study reveal that the EI has a relatively significant impact on the CGPA of the students in the business schools ranked higher on the index. The impact dilutes as we down the ranking list raising an important observation that the low ranked / unranked business schools may work on aligning their CGPA mechanism for being the true representative of students' level of the EI.

4-DA26-6849

COMPANY VALUATION IN MERGERS AND ACQUISITIONS (M&A): EMPIRICAL EVIDENCE FROM PHARMACEUTICAL COMPANIES LISTED ON THE NEW YORK STOCK EXCHANGE

DR. IVO HRISTOV⁴ AND ANTONIO CHIRICO

The paper aims to investigate the relationship existing between, on the one hand, size, profitability, and research and development (R&D), on the other, the enterprise value (EV) of pharma companies. The objective of the research is to assess whether, and to what extent, the classic value determinants exercise an explanatory power on the EV of pharmaceutical firms listed on the New York Stock Exchange (NYSE) and involved in Merger and Acquisition (M&A) transactions from 2013 to 2015. The methodology is developed using a multiple linear regression model. More specifically, the EV represents the dependent variable; size, profitability and R&D instead, represent the three independent variables. Results show that both size and R&D are positively related to the dependent variable; in particular, in our model, the relationship between EV and size, given the other variables, is piecewise linear, i.e. it is linear with different regression coefficients, depending on the values of size. The profitability variable, instead, is not statistically significant. Thus, if pharmaceutical companies want to enhance their EV, they should increase mainly their size, from a certain point, and R&D.

5-DA11-6844

ATTITUDES TO CONTROL(-LING) – THE REASONS

MR. JURAJ MISUN⁵ AND MRS. IVANA MISUNOVA HUDAKOVA, ASSOCIATE PROFESSOR

Controlling is a term, which is used in two meanings: the last function in the management cycle, and the management system subsystem, which often obtains the same English translation from the German naming. As many of the Central and Eastern European authors confuse both terms, we gradually introduce the concept of control(-ling) to draw attention to this problem. While the term appeared in the mid-1950s in management, it began to be used in the German business economy around fifteen years later. Because of multiple reasons, coexistence lasts for half a century and problems have only begun to emerge until the last decades, since the German term (originating from English language) needs to be properly translated into English. In the field of management, controlling registered relatively different developments in the market economy countries and those with a planned economy or dictatorial regimes. While in the former case emphasis is placed on self-control, in countries with a rigid political regime,

⁴ Dr. Ivo Hristov, Assistant Professor, University of Rome Tor Vergata.

⁵ Mr. Juraj Misun, Associate Professor, University of Economics in Bratislava.

formal control had a very fertile ground for development in practice and in science. Although, at first glance, the theory of controlling can appear to be globally identical, a deeper analysis may reveal significant differences between Western and Eastern approaches.

However, the different use of control also causes a different perception of this management function. There is a big difference between situations when someone controls someone and when he or she is subjected to control from someone other. The reason is an imbalance of power.

As part of a long-term research on controlling, which began in 2014, we have examined attitudes of managers to this management function at the turn of the years 2016 and 2017 for the second time. The questionnaire's emphasis was on new trends in controlling. We received 395 completed questionnaires, of which 376 from 331 different companies were further processed. While the sample does not represent statistical representativeness for the Slovak Republic, it is compatible with its parameters.

Our respondents had to evaluate their attitude to controlling with the scale of positive, neutral, and negative. This involved both situations when they perform control and situations when they are subjected to it. In both cases, we asked respondents for a short justification. The quantitative results of this question were already presented at another conference. Although we know how different managers feel about controlling, we have not yet presented the results why they feel that way. Respondents' qualitative answers will help answer this question, as we have 357 (respondent controls) and 356 (respondent is controlled) justifications that we will categorize in the paper.

6-DA12-6928

IMPACT OF SMARTPHONE ADDICTION ON CYBERLOAFING - MODERATING ROLE OF JOB CONTROL

MR. CHAUDHARY MUHAMMAD EHTISHAM⁶

The influx of smartphones in routine life is increasing day by day, with an overwhelming effect of distraction from major tasks and an increasing use of non-work related internet. The ubiquity of smartphone makes them a useful gadget but with expanding LTE networks connectivity is also getting firm which gives employees an opportunity to loaf or not to loaf at workplace. This study investigates the changing causal relationship between cyberloafing behavior and smartphone addiction. Further the moderating role of job control was examined. Drawing on conservation of resources theory, it is proposed that smartphone addiction has a positive relation with cyberloafing and job control tone down the harmful effects of smartphone addiction. Proposed model is empirically tested using data collected from a sample of 150 participants. Participants are approached on one on one basis for authenticity, however data is collected via google forms. Theoretically, it is demonstrated that to precisely predict deviant behavior, it is vital to consider antecedents of the problem and incorporate better job control. Pragmatically, understanding how this job control or other moderating elements can help affect the relationship between cyberloafing and smartphone addiction suggests managers with strategies to curb cyberloafing.

Keywords: Smartphone addiction, cyberloafing, job control, use and gratification theory

⁶ Mr. Chaudhary Muhammad Ehtisham, PhD Student, Riphah International University.

7-DA19-6951

PATTERNS OF NON-COMPLIANCES IN THE AGRI-FOOD CHAINDR. ALEKSANDRA KOWALSKA⁷

The aim of the study is to explore and compile data on food fraud, food adulteration and other non-compliances to strengthen future capabilities to counter illicit activities in a globalized food environment. Since agri-food chains are becoming increasingly complex, vulnerability to fraud and adulteration in the food chain is not decreasing. Recent scandals have undermined consumers' trust in food and have increased the need to strengthen both private and public sector's ability to combat fraud/ adulteration effectively and in a timely manner.

Most common targets for adulteration are not the same in different parts of the world which is determined by a range of factors, including prices of raw materials and finished products, food consumption patterns, level of competition in sector, legal sanctions, culture and behavior, technical opportunities, and introduced control measures. The main sources of information on the topic were: (1) publicly available articles in scholarly journals; (2) data requested from DG Health and Food Safety of the European Commission; (3) Rapid Alert System for Food and Feed (RASFF) Portal; (4) administrative decisions regarding adulterated agri-food products of the Agricultural and Food Products Quality Inspection in Poland (AFPQIP).

Both luxury food items and important staple foods eaten in a considerable quantity are likely to be targeted by fraudsters. Meat derived products are relatively more prone to fraud and adulteration across the European countries. Spices are reported frequently in global food fraud databases. 'Dietetic foods, food supplements, fortified foods' is the most often notified product category in the EU Food Fraud Network and the System for Administrative Assistance & Food Fraud (EU FFN & AAC). In Poland most non-compliances occur in meat products, cereals and bakery products and ready to serve products. Data from EU FFN & AAC and from AFPQIP show similar trends where most reported irregularities associated with food products are related to mislabeling and especially list of ingredients.

The study has a potential to provide insights into various food adulteration practices for business managers and state decision-makers who are shifting their focus from traditional controls and risk assessments to prevention and vulnerability reduction. References: Kowalska, A., Soon, J.M. i Manning, L. (2018). A study on adulteration in cereals and bakery products from Poland. *Food Control*, 92, 348-356; Manning, L. i Soon, J.M. (2018). Food smuggling and trafficking: The key factors of influence. *Trends in Food Science & Technology*, 81, 132-138; Marvin, H.J.P., Bouzembrak, Y., Janssen, E.M., Van der Fels- Klerx, H.J., Van Asselt, E.D., and Kleter, G.A. (2016). A holistic approach to food safety risks: Food fraud as an example. *Food Research International*, 89(1), 463-470; Moyer, D.C., DeVries J.W. i Spink J. (2017). The economics of a food fraud incident – Case studies and examples including Melamine in Wheat Gluten. *Food Control*, 71, 358-364; Spink, J., Ortega, D.L., Chen, Ch., and Wu, F. (2017). Food fraud prevention shifts the food risk focus to vulnerability. *Trends in Food Science & Technology*, (62), 215-220.

Key words: food adulteration, food fraud, Poland

⁷ Dr. Aleksandra Kowalska, Associate Professor, Maria Curie-Skłodowska University.

8-BY23-6909**THE IMBRICATION OF GENDER AND NATIONALITY WHERE PAY GAP IS CONCERNED: THE CASE IN MALTA**DR. JOSANN CUTAJAR⁸

In this paper I will be drawing upon Transnational, Post-colonial and Intersectional feminist theories to explicate how gender, nationality and occupational sector interact when it comes to wage differentials in Malta. These theories will enable me to analyse how materialist and culturalist discourses have a bearing on women's participation rate in the Maltese labour market, and how much they are paid. This paper sets out to trace how neo-colonial forces (globalized neo-liberalism promoted by the European Union) has led to a booming economy, and this has led to a demand for more labour. The state has had to come up with measures to encourage more women to join and remain within the Maltese labour market. These policies are however countermanded by the teachings of the Roman Catholic Church (Montebello, 2009) and to a lesser extent Islam (Mercieca, 2012). The increase in women's labour participation has not been enough to answer the demands of a booming economy. This demand has led to the inward migration of skilled and not so skilled workers from the four corners of the world. The gender pay gap between women and men stood at around 11 percent in 2016 (Magro, 2018). Women working in high value added jobs in Malta are more likely to face a gender pay gap than those in low value added ones (Magro, 2018). Foreign born women and men receive higher wages when compared to Maltese born women and men (EIGE, 2017). What is interesting is the fact that when it comes to low value added jobs, men are more likely to experience a gender pay gap in Malta (Magro, 2018). This paper will trace the multiple discourses at play at this particular location in time, and use the feminist theories mentioned above to explicate which discourses hold sway, why and with what effect.

9-BY26-6983**FEMALE LEADERSHIP IN BUSINESS SCHOOLS**MS. PANARAT ROHLEDER⁹

As a result of high technology constructs and globalization, the world has changed over time and has become more complex and more diverse. This includes higher education, the place to educate people to become good resources for their communities, the nation and the world. As such, business schools have an important role in building and educating future business leaders and managers who will have significant work experience that impacts society overall. Thus, leaders of business schools are important as they are key persons, who can create and support the best learning environment for students.

Transformational leadership styles are considered as the best suited leadership styles for the 21st century since the world is more complex than before. This leadership style is useful for today's world since leaders serve as role models that inspire their followers to be creative and innovation. In addition, leaders who have this leadership style have been successful regarding leading organizational changes. It is the way leaders make adjustments to the organization for its survival and benefit regarding changes in the business environment. Eventually, this transformational leadership style will help leaders to lead organizations effectively and successfully. It will also enable the application and use of any size and type of

⁸ Dr. JosAnn Cutajar, Senior Lecturer, University of Malta.

⁹ Ms. Panarat Rohleder, PhD Student, The Chicago School of Professional Psychology.

organization and industry, such as private sector, public sector, nonprofit organization and higher education.

Research study has found that female leaders have more transformational leadership style behavior than male leaders. This leadership style was also perceived as indicative of female leadership styles. It was also recognized as a leadership style for female leaders in higher education and as being appropriate for higher education. Thus, this quality makes females well suited to leadership roles in a business school: the place that provides education for future business leaders and managers that are involved with updating knowledge and activities to fit with the current business world for the benefit of its students.

Keywords: Female leadership, transformational leadership, higher education, business school

10-BY16-6922

SUSTAINABILITY IN BUSINESS PRACTICES: PROVIDING AN EDUCATIONAL FRAMEWORK FOR THE LEADERS OF TOMORROW

MR. NICOLAS VIENS¹⁰ AND DR. DENISE FORTIER¹¹

Growing literature and evidence on the neoclassical business worldview, currently the dominant mentality in business, confirm how inadequate this mindset has become in the 21st century, especially given its failure to effectively manage contemporary socioeconomic and socioecological issues such as climate change, diversity considerations, as well as sociocultural change – notably gender diversity in the workforce. Despite the growing evidence of such inefficiency, the neoclassical business worldview remains the dominant paradigm and continues to guide business academic programs. In order to better prepare the next generation of business leaders for the current and upcoming modern challenges, we must introduce business students to sustainable modes of decision-making and problem-solving while increasing interdisciplinarity in academic courses. Given that academic programs often face resistance to change with regards to curriculum content, we designed an educational framework for an introductory business course that would provide a pool of relevant tools for training junior students. Accordingly, we determined that our framework must respect three key objectives. First, educators must properly raise awareness of sustainability issues within business practices. Learning, grounded in a relatively permanent change in knowledge that extends beyond the classroom, involves an unfreezing of previous mindsets. Given that university students have the cognitive ability to learn, we must therefore increase their awareness for the need for change. Moreover, business students must be taught the importance of sustainability, how it relates to their field of study, along with the need for a holistic management approach for sustainable economic and financial growth. Second, relevant tools and concepts must be presented so students have the confidence and the means to act. Finally, the material provided must be taught in a way that boosts the students' expectancies and motivates them to actively use the material in subsequent academic projects in order to master and internalize the theory in their personal business practices. Indeed, educators need to create a learning culture that will result in high levels of self-efficacy and involvement so that students feel empowered to make necessary sustainable choices where the goal is to foster actual changes in the workplace and in the way business operate. Regarding the material presented, literature on sustainable development strongly suggest the need for creating new, sustainable business models by directly applying sustainability considerations to its components, such as the sustainable value proposition concept, as well as full stakeholder valuation. Additionally,

¹⁰ Mr. Nicolas Viens, Student, Bishop's University.

¹¹ Dr. Denise Fortier, Professor, Bishop's University.

students should be introduced to the difference between growth and prosperity, of which the distinct characteristics can strongly impact business objectives and managerial decisions. Such tools would not only provide alternative mindsets for business students, but can also result in a new generation of growingly-conscious leaders who better understand the role of business organizations in society, and the impact of their decisions and policies on governments, industries, populations, as well as future generations. Finally, in order to maximize internalization of the proposed material, we suggest a framework that emphasizes student participation and encourages them to take personal initiatives to apply these concepts in academic projects and in their careers.

12-BY20-6965

L2 LEARNERS' READING SOURCE TEXTS FOR MA ARGUMENTATIVE ASSIGNMENT ESSAYS IN A UK UNIVERSITY

MR. TAKESHI KAMIJO¹²

In university education contexts, reading source texts for writing argumentative essays is essential. Argumentative essays require students to critically review theoretical developments in the relevant disciplinary fields and construct arguments for their positions, providing recommendations from theory to practice. The present exploratory study examines how seven L2 learners assessed their source texts and developed their positions for writing MA module argumentative essays related to TESOL/Education in UK universities. In the study, two in-depth 40-minute interviews were conducted. The first interview was conducted in the earlier stage of the module, while the second interview was held four weeks after the assignment was submitted. For data analysis, the study applied Communities of Practice (Wenger, 1998) and the framework of three components for composing argumentative assignments suggested by Wingate (2012): (1) analysing and evaluating content knowledge, (2) establishment of a position and (3) developing an argument in a coherent manner.

The findings indicated that two successful learners' developed their understanding about critical reading on many research articles throughout the module. For their selected key source texts, they both selected research review articles as essential content knowledge resources. They grasped researchers' debates and assessed evidence of many research studies, which led to a well-focused critical evaluation of the content knowledge and development of their own positions in the argumentative essays. On the other hand, the four less successful learners did not effectively use their source texts, giving limited attention to content knowledge from researchers' discussions and ended up producing claims without sufficient supporting evidence. To summarize the study, the successful learners had appropriate task representation and developed their arguments in the argumentative essays well, as they used content knowledge gained through a thorough understanding of the research review articles. Based on the results, implications for university content-based course tutors and EAP professionals will be presented regarding the reading strategies for MA level argumentative essay writing.

¹² Mr. Takeshi Kamijo, Associate Professor, Ritsumeikan University.

13-BY24-6600**HISTORY AND DEVELOPMENT OF YOUTH WORK IN SOUTH KOREA**DR. SUN YOUNG PARK¹³

This research has begun to analyse the influence of youth work in relation to non-formal education and the quality of youth welfare in South Korea. In particular, young people are facing rapidly changing society and need to be prepared for unexpected future like the 4th industrial revolution. This study preassumed that youth work has been played an important role in supporting the quality of young people's life and their welfare. The aims of the research are firstly to evaluate the background and history of youth work in South Korea, secondly to investigate what youth work has contributed to the development of non-formal education, lastly to recommend how to promote youth work in South Korean contexts. As a conclusion, this research found that firstly, the youth work has appeared in order to support the quality of young people's life and it was originated by the national government. Secondly, youth work has promoted youth rights and welfare through youth workers as well as national youth policy and the system. This kind of nation-oriented youth work is a very unique model in comparison to youth work in other countries. Finally this study argues that youth work has to be recognised as an important partner to develop young people's potential competences. Therefore, this study suggest that youth work can be a method of developing youth's key competences for preparing their future and young people should be prepared for the future with various educational approaches including youth work.

14-BY31-7005**TO WHAT EXTENT DOES THE ORGANISATIONAL CULTURE INFLUENCES CONTINUOUS IMPROVEMENT IN THE SAUDI HEIS?**MR. MOHAMMED ALOTAIBI¹⁴

Over the past 40 years or so, extensive, wide-ranging research on the culture of organisations has been undertaken. The importance of culture in these researches has been identified as a vital element in the motivation and productivity of the human resource. Organisational culture is deemed central to organizational success, reflecting the level of continuing interest in the subject. It also plays an important part in the continuous improvement of organisations and consequently its sustainable success. What makes a firm competitive is not so much the equipment, location, buildings, capital base or the number of employees which it possesses because anybody, organization or government with deep enough pockets can duplicate this resource position but what makes a firm or business competitive is its dominance organisational culture. This is particular applicable to HEIs which needs to be based on a positive organisational culture in order to sustain its improvement. In this regard, the HEIs in Saudi Arabia have been suffering in the past decades from a lack of continuous improvement despite the huge amount of money invested in their development. This is mainly attributed to the lack of positive organisational culture that would enhance and encourage continuous improvement in such institutions. As well as the lack of extensive studies in this field of organisational culture and continuous improvement in the Saudi HEIs. Therefore, the researcher in this paper studies the currently dominant organisation culture in the Saudi HEIs in order to suggest the best way of enhancing continuous improvement in such institutions. This study will rely on both primary

13 Dr. Sun Young Park, Associate Professor, Korea National Sport Univeristy.

14 Mr. Mohammed Alotaibi, Phd Candidate, Cranfield University.

and secondary data to help enrich this research's analysis and findings. The primary data will be based on interviews conducted with various university stakeholders such as lecturers, administrators, college deans and vice chancellors. The secondary data were based on articles, books, periodicals, reports and other unpublished documents obtained from the ministry of education.

15-BY12-6942

DRAWING PERSPECTIVE VIEW INDEPENDENT OF ITS GRAPHICAL CONSTRAINTS: A MATHEMATICAL APPROACH

MR. ROTH BHATTACHARYYA¹⁵

This paper explores the possibility of providing a suitable alternative to drawing perspective views that is independent of drawing reference lines and projections. It presents a mathematical model as a viable alternative, which can similarly be adopted in computerized processing of three-dimensional perspective views. The limitations of the graphical method, i.e., the error due to drafting of projection lines and measuring of distances graphically in the same process, are completely bypassed when presented with a mathematical formula to draw perspective views. This research also analyses the various anomalies and visual aberrations regarding views that is observed that cannot be otherwise explained without a mathematical equation and relevant mathematical graphs to support it. The scope of the present research solely deals with a two-point perspective and all calculations are done in this regard. The viability to present a three-point perspective is also self-evident but more research is required.

16-DA22-6929

EXPLORING LEGAL DEVELOPMENTS IN THE ASEAN SOCIAL ENTERPRISE SECTOR

DR. PRAPIN NUCHPIAM¹⁶

A survey of legal frameworks for social enterprises in ASEAN

Today social enterprise is being promoted virtually all over the world. Given its hybrid nature, a fundamental problem in setting up a social enterprise involves the choice of a legal form for it. There has been debate on whether a law on social enterprise would limit the operation of social enterprise, or whether it would contribute to the development of the social enterprise sector. This paper thus engages in a survey of the legal frameworks for social enterprises in ASEAN. The purpose is to explore how social enterprises operate in these countries, and whether the development of social enterprise requires an appropriate legal environment.

The paper uses both documentary and empirical research. The data from the fieldwork have mainly been drawn from practical points of view of social entrepreneurs in a number of selected countries in ASEAN. The results indicate that no ASEAN countries currently have a specific legal infrastructure for social enterprises, and that traditional legal forms of either a for-profit or non-profit type are not particularly well suited to its orientation. Even though this focus on the ASEAN region is not sufficient to settle the debate in one way or another, this research can be expected to yield useful insights into how different legal structures have affected the operation and the development of social enterprises.

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17-DA22A-6929**EVOLUTION OF SOCIAL ENTERPRISE LAW IN THAILAND**DR. PRAPIN NUCHPIAM¹⁷

The emergence of social enterprises in Thailand could be traced back to at least the late 19th century. Their activities were in a charitable or philanthropic and non-governmental manner with the ultimate aim of public benefits. It could be said that social enterprises in the early days were born from the civil society in Thailand, which was a crucial social foundation for the present-day social enterprises in the country. In order to adjust themselves to global challenges and opportunities, social enterprises become more entrepreneurial in their orientation and less dependent on grants and donations.

With the significant growth of social enterprise worldwide both in size and importance, the Thai government has attempted to regulate and promote the sector with different measures. One of the most recent and significant attempts involves the drafting of the Social Enterprise Promotion Act whose aims, among others, are to give a legal definition of social enterprise and to provide social entrepreneurs with certain benefits, including tax incentives. The draft Act has been given three public hearings so far, which have generated debates over whether such a law would really promote this complex sector as a whole, or rather restrict it.

This paper explains and analyses the Social Enterprise Promotion Bill in the light of the burgeoning social enterprise sector. The initiation of the Bill clearly represents progress in the development of social enterprise in Thailand. However, the current debates have already raised some concern about possible practical effects. The primary sources include the draft legislation on Social Enterprise Promotion and other relevant regulations while secondary sources come from books, articles and research papers.

18-BY27-6900**THE AUTHORITY OF THE CENTRAL GOVERNMENT OF REPUBLIC OF INDONESIA TO NULLIFY LOCAL REGULATIONS¹⁸.**MR. WILLIAM ADITYA SARANA¹⁸; DR. FITRA ARSIL, LECTURER & YUNANI ABIYOSO, S.H., M.H., LECTURER

Regarding the authority of the Central Government in canceling the regional law products as a matter of issue in this paper, in principle there are two opinions that differ from each other in view of whether the Central Government has the authority to revoke the Regional Regulation or not. The first opinion argues that the Central Government cannot revoke regional law products. While the second opinion argues otherwise, that the Central Government can revoke regional law products. Both opinions are reflected in Decision Number 137 / PUU-XIII / 2015 in which nine (9) Constitutional Justices are divided into two groups, namely five judges included in the first opinion and four judges included in the second opinion. The basis of the argument from the first opinion which argues that the Central Government cannot revoke regional legal instruments refers to the principle of separation of powers, namely that the supervision of regional legal instruments can only be done through a judicial review mechanism by the Supreme Court. This is because the supervision of regional law products through a judicial review mechanism is a constitutional authority of the Supreme Court as stipulated in Article 24A paragraph 1 of the 1945 Constitution. Whereas the second opinion

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which states that the Central Government can revoke regional law products based its argument on the principle of a unitary state, namely that it is natural that the Central Government in a unitary state form is responsible to oversee regional law products so that regions (through legal instruments issued) do not act deviate from the principle of a unitary state that requires a unified national law. This is in stark contrast to federal state principles which usually allow for legal differences or diversity between one state and another, such as the United States. It can be concluded that the executive review authority should still be owned by the central government against the regional government because regional autonomy must be seen in the perspective of the form of a unitary state where the President is the holder of government power so the obligation to control or supervise the regional government, one of which is by has the authority to cancel Regional Regulations. On the other side, The Supreme Court is not yet ready to handle judicial review for four reasons, namely (1) the non-disclosure of judicial review process in the Supreme Court, (2) the Supreme Court's ruling which is not directly applicable, (3) the cost of the expensive judicial review process: Rp. 1,000,000 even want to be increased to Rp. 5,000,000, and (4) there is no time limit for the process of judicial review.

19-BY06-6852

COPYRIGHT ISSUES IN CYBERSPACE: THE INDIAN PERSPECTIVE

MR. SHOAIB ALVI¹⁹

Information Technology is growing faster than any other communication vehicle in the history mankind. Invention of digital technology was the most important revolution in the last century. The influence of digital technology on information technology is phenomenal. The present millennium is witnessing a new culture that is internet culture. Copyright, Patent, Trademark, Design are some of the types of Intellectual Properties. These things are creations of the human mind and hence called Intellectual Property. The term Cyberspace relates to the transactions carried through e-commerce. Web-based technology through the internet has increased our capacity to access it easily with rapid speed which is very useful for e-commerce and having quick electronic business transactions. The challenge that the law has faced in the recent years is how to tackle the development of Intellectual property on the Internet while preventing its unauthorised exploitation. Copyright law grants the owner exclusive right to authorize reproduction of the copy righted works preparation of derivative works, distribution etc. However application of this concept on the internet cannot be strictly applied to copyright. Duplication of the information is an essential step in the transmission of information on the internet and even plain browsing information at a computer terminal and the most important of the many legal issues raised by the internet is the protection of the copyright. Computer software is also subject matter of copyright protection under the Copyright Act. Computer programmes are included in the definition of literary work under the Copyright Act. Taking content from one site, modifying it or just reproducing it on another site has been made possible by digital technology and this has posed new challenges for the traditional interpretation of individual rights and protection and thus amounts to infringement of Copyright on Cyberspace. Information Technology Act 2000 does not mention a single word about copyright while the copy right is one of the most complicated areas of cyber law. Though Copyright infringement on internet has become a global issue, Author has tried to analyse here the applicability of Indian Copyright Act in order to deal with Copyright infringement in cyberspace and also

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studied the judicial trend towards infringement of these rights. **Keywords:** Copyright, Computer software, Linking-framing, Cyberspace issues & Remedies

20-BY32-6711

PERCEPTION OF THE COMMUNITY REGARDING IMPACT OF UNIVERSITY EDUCATION IN RESOLVING GENDER ISSUES

DR. MUHAMMAD TAHIR NADEEM²⁰

Educated women are fundamental to ending sex discrimination by reducing poverty, which increases discrimination in developing countries. Gender equality is no longer seen simply as a problem of social justice. In order to ensure that women have equal rights, resources and opportunities within a community, making their voices heard is widely recognized as essential to the growth and development of a community. Women's education is the most effective tool for changing their position in society. Educating women in Pakistan was a necessity as education is a milestone in women's empowerment. Education also leads to reduction in inequalities and functions as a way to improve their status within the family and develops the concept of participation. The major objective of the present study was to explore the role of the universities of Southern Punjab to foster social justice and women empowerment in the community. The study was carried out in three districts namely Multan, Dera Ghazi Khan, and Bahawalpur of South Punjab region. A sample of 30 alumni of the universities of Southern Punjab from various organizations was selected through purposive sampling technique. A semi-structured interview was used to collect information from respondents. It was concluded that university education is improving gender equality, helping the community to adopt liberal attitudes towards women, moderately improving women empowerment and mobility.

Key words: University education, gender equality, women empowerment, social justice

21-BY15-6898

POST DISASTER HOUSEHOLD RECOVERY THROUGH CASH TRANSFERS: A CASE STUDY OF FLOOD AFFECTED RURAL HOUSEHOLDS IN UTTARAKHAND, INDIA

MS. NALINI YADAV²¹

Social cash transfer programs have become increasingly relevant in developing countries to support people's survival and recovery from conflicts and disasters. A growing body of literature empathizes that cash transfers are effective in reducing vulnerabilities, chronic poverty, and have wider positive impacts within recipient households.

This paper presents a case study of flood affected households post the devastating 2013 floods in the Uttarakhand region of Northern India. Using the purposive sampling method, a sample size of 40 households residing in the 'Chaka' village has been analysed as a case study. The participants are selected based on the compensation received after the flooding disaster. The region is highly ecologically sensitive and households largely depended on agricultural yields before the floods. The disaster devastated their livelihood pattern by damaging agricultural land. Lack of formal employment and fewer livelihood diversification strategies further increased dependency on cash transfer mechanism. In view of this, the paper brings out role of social cash transfers in recovering household assets and income resources. The

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evidences are visible through reduced food insecurity, prevention of erosion of productive assets, and lesser withdrawals from school after the crisis.

The paper recognizes that households in ecologically fragile regions have multiple vulnerabilities depending on income levels, dependency ratio, and other forms of social differentiation. Therefore, the paper suggests integration of tailored cash transfers programs especially when responding to disasters for households with low level of capacities.

Keywords: social cash transfers, household recovery, natural disasters.

22-DA16-6666

THE RELATION BETWEEN HOUSING PRICES AND BUSINESS INNOVATION

PROF. TSOYU LIN²²

Business Innovation is the momentum of industry competitiveness as well as the foundation of economic growth in a country. “The Global Competitiveness Report” from the “World Economic Forum” (WEP) states that Taiwan used to have advantage in the “Global Competitiveness Index” (GCI), but have tended to regress in recently years. The economy have also slowed down. After the global financial crisis in 2008, Taiwan’s Central Bank launched the “Easy Monetary Policy” through tools of low interest rate and increased monetary supply to stimulate economic growth. The glut of capital flew to real estate markets and caused housing prices to surge. The process of house price ascension and the lubricated investment rate of return have attracted capital from other sectors, which crowded out the capital expenditures in their own industries, especially for high-technology corporations. Consequently, business innovation has been weakened and industry competitiveness has declined, and therefore deteriorated the long-term economic development.

In light of the dilemma of the escalation of real estate prices and business innovation, this study intends to employ the Vector Autoregression (VAR) model to explore the relation between housing prices and business innovation and the resulting economic growth in Taiwan. Results show that the innovation expenditures in the listed manufacturing companies in Taiwan tend to negatively related to previous housing prices. The ratio of “long-term capital investment to total assets” also negatively related to previous housing prices. Results indicated that the inflation of the housing prices have attracted other sectors to allocate capital to real estate markets and crowded out their innovation and direct investment on their own industries, which may lead to the slowdown of economic development and less employment. Government should take into account of the findings in this study for policy making in the housing sector and industry development.

23-BY08-6891

AVAILABILITY AND SUSTAINABLE MANAGEMENT OF WATER AND SANITATION FOR ALL? EVIDENCE FROM NIMA AND OLD FADAMA

MS. EUNICE YORGRI²³

Sustainable Development Goals were initiated to complete the unfinished business of the Millennium Development Goals which was kick started in 2000 for a fifteen-year stretch period, therefore, bringing its curtain to a close in 2015. Despite the successes that were chalked

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in diverse areas under the MDGs, inadequate supply of public infrastructure and services has inherently characterized the slums of Nima and Old Fadama. Notwithstanding the existence of these infrastructures in Accra, accessing clean and affordable water and improved sanitation has become a privilege among residents of Nima and Old Fadama. This study based on empirical evidence elucidates the state of the SDGs on water and sanitation based on a field survey conducted in 2017 by focusing on the present state in accessing portable water and improved sanitation in the slums of Nima and Old Fadama at the dawn of the SDG goal and also advance some recommendations for policy makers as well as contribute to the body of knowledge and discourses regarding the current challenges confronted by slum dwellers and the way forward. The study utilized primary data collection methods and also desktop information. In all, 304 respondents were sampled from Nima and Old Fadama through a random sampling method. Survey data was collected in a triangulated fashion and was analyzed using SPSS V.23. Also, Originlab and Microsoft excel were used for further computation and analysis. The results of the study revealed that residents suffered from intermittent closures of pipes, open defecation, leaking pipes and inadequate toilet facilities. However, 70% of respondents in Nima and 51% of respondents in Old Fadama respectively have access to Pipe Borne water. Also from the findings of the research, 56% of respondents have access to toilet facilities in their homes and within their neighbourhood. Notwithstanding the availability of toilets, the waiting time is long hence forcing them to resort to open defecation. Therefore, we recommend that slum dwellers be educated on the SDGs and the role they can play as the affected to ameliorate and achieve the targets of the SDGs with tremendous impact on their condition of living. Also, community water supply centers and banks can be provided at vantage points through negotiations with government and private investors where community members can reserve water and buy water when they need it, to avoid wastage and improve management and sustainability. Future research on a baseline survey on how slum dwellers can be used as architects in improving their state and also ensure that government and urban planners prioritize the development of their slums to avoid future growth is vital.

Keywords: Slums, Accessibility, Sanitation, Water, Nima, Old Fadama, Accra

24-DA05-6266

BEHAVIOURAL OUTCOMES OF GENDER DISCRIMINATION WITH INTERACTING EFFECT OF EMOTIONAL ATTACHMENT: EMPIRICAL EVIDENCE FROM ACADEMIA IN PAKISTAN

DR. FAYAZ ALI SHAH²⁴ AND MS. SONIA SETHI²⁵

Socially responsible employers are expected to provide a fair and discrimination-free work environment for their employees. Previous literature on gender discrimination has mainly focussed on sexual harassment while other dimensions of gender discrimination have been less explored. Similarly, majority of the previous researches on gender discrimination have been conducted in developed countries within industrial organizational settings while less attention has been given to developing countries within academic settings. The current study is an attempt to fill this gap by utilizing a multidimensional model within the cultural perspective of Pakistan. This study examined several behavioural outcomes of gender discrimination among the faculty in public sector universities of Pakistan. The study also examined the interacting effect of emotional attachment (affective commitment) on the relationships of gender discrimination and its behavioural outcomes. Data were collected from 313 faculty members

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working in public universities of Pakistan. The model of the study was evaluated using Structural Equation Modelling (SEM) by using Analysis of Movement Structure (AMOS) version 21. Results of the study revealed that gender discrimination had strong negative association with job satisfaction and turnover intention while positive association with job stress. The results of the study also uncovered unique results regarding the interacting effect of emotional attachment (affective commitment) on the relationships of gender discrimination and its behavioural outcomes. The results of the study provide guidelines and significant implications to help policy makers to look into possible ways to promote positive work environment. Furthermore, the study helps in enriching the current body of knowledge regarding employee work attitudes and behaviours by incorporating the constructs of gender discrimination, job satisfaction, turnover intention and job stress into a single research framework.

26-BY14-6672

MOUSTACHE FOR ALL: DO YOU HAVE? CAN YOU HAVE? A STUDY OF ROLES, STEREOTYPE, CRISIS OF MASCULINITY AND IDENTITY

MR. AMIT KUMAR²⁶

Most of people believes in statement that ‘All men are same’, even most of men have taken this thing for granted that at the end they are going to be entitled with same statement. So most of them hardly tries to question the basis of the same. A few men engaged in humanities or social sciences are aware of things otherwise most of the men hardly step in this tangled zone of masculinity-femininity or the bigger picture as gender. It has been taken for granted that gender studies means women studies, homosexuality is not even landed yet, there is no such concepts like masculinity/femininity/gender-inequality etc. in context of Indian society. Without questioning or inquiring the system, blindly believing later following whatever one has been asking to perform is the current state of role-performance of the society. Forget about the gender equality, still, men are not aware how their deeds that in what manner they do disadvantage their female counterparts. The paper has used sardonic couplet forms to create a mirror view of the assigned/practiced norms-sex roles (stereotyped) that only deepens the sexual differentiation and reinforce gender inequality. The paper investigates the ways in which sex-roles were assigned/imposed, implied and performed and these sex-roles/stereotypes leads to identity assertion, creation of new space (virtual) etc. that results into conflict, violence, and disadvantaging women from their basic rights.

Keywords: Masculinity, Ecdysis of patriarchy, Sminking, Sex-roles, Phallus- bigger-the-better, Rhodophobic-Homophobic

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27-DA21-6943

TRANSFORMATION OF THE INSTITUTIONALITY OF INTERNATIONAL COOPERATION IN ECUADOR FROM 2007 TO 2017: A CASE OF STATE IDENTITY AFFIRMATION THROUGH ROLE PERFORMANCE

MRS. NATALIA CAROLINA ENCALADA CASTILLO²⁷

As part of an intended radical policy change compared to former administrations in Ecuador, the transformation of the institutionality of international cooperation during the period of President Rafael Correa was considered as a key element for the construction of the state of 'Good Living'. This intention led to several regulatory changes in the reception of cooperation for development, and even the departure of some foreign cooperation agencies. Moreover, Ecuador launched the initiative to become a donor of cooperation towards other developing countries through the 'South-South Cooperation' approach. All these changes were institutionalized through the Ecuadorian System of International Cooperation as a new framework to establish rules and policies that guarantee a sovereign management of foreign aid. Therefore, this research project has been guided by two questions: What were the factors that motivated the transformation of the institutionality of international cooperation in Ecuador from 2007 to 2017? and, what were the implications of this transformation in terms of the international role of the country?

This paper seeks to answer these questions through Role Theory within a Constructivist meta-theoretical perspective, considering that in this case, changes at the institutional level in the field of cooperation, responded not only to material motivations but also to interests built on the basis of a specific state identity. The latter was only possible to affirm through specific roles such as 'sovereign recipient of cooperation' as well as 'donor of international cooperation'. However, the performance of these roles was problematic as they were not easily accepted by the other actors in the international arena or in the domestic level. In terms of methodology, these dynamics are analyzed in a qualitative way mainly through interpretive analysis of the discourse of high-level decision-makers from Ecuador and other cooperation actors. Complementary to this, document-based research of relevant information as well as interviews have been conducted.

Finally, it is concluded that even if material factors such as infrastructure needs, trade and investment interests, as well as reinforcement of state control and monitoring of cooperation flows, motivated the institutional transformation of international cooperation in Ecuador; the essential basis of these changes was the search for a new identity for the country to be projected in the international arena. This identity started to be built but continues to be unstable. Therefore, it is important to potentiate the achievements of the new international cooperation policies, and review their weaknesses, so that non-reimbursable cooperation funds received as well as 'South-South cooperation' actions, contribute effectively to national objectives.

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28-DA23-6762**BOYCOTT MOVEMENT IN MOROCCO: CONSUMERS' RESPONSE TO INEQUALITY, HIGH COST, OF LIVING AND GOVERNMENT POLICY**MRS. SOUKAINA KEMMOU²⁸ AND PROF AMINA AOMARI

In April 2018, Morocco experienced a wave of consumer-led protests in response to the high cost of living and rising prices, a situation that the kingdom has been facing for several years. This unprecedented protest received wide media coverage and gained momentum in a country where the consumer resistance did not exist.

Consumers in all regions of the country have expressed their dissatisfaction with this situation through boycotts of three well-known brands, owned by companies accused of exploiting the country's wealth at the expense of consumers' interests, namely Centrale Danone, Afriquia Gaz and Sidi Ali.

This paper provides the following contributions. First, we will conduct a literature review to explore the motivations and causes of consumer boycott behaviour. Secondly, we will analyse the current situation of the boycott in Morocco, a boycott with political and socio-economic flavours that seems to have direct and indirect targets, which can also be called a surrogate boycott (Friedman, 1985).

The results of a previous opinion survey conducted by two Moroccan consulting agencies indicate that the boycott has taken a social turn, and that the degree of inequality in the country is the most important determinant of participation in the boycott.

Keywords: Boycott, Consumer resistance, Moroccan consumer, surrogate boycott, Socio-economic issues, Politics.

29-DA20-6974**THE DIFFERENT ANTECEDENT FACTORS OF ORGANISATIONAL TRUST OF MANAGERS AND SUBORDINATES IN SCOTTISH SMES**MS. RUI MA²⁹

Trust is of high value to organisations (Dirks and Ferrin, 2001), and many researchers suggest trust can lead to positive outcomes for both employees and organisations (Mayer, Davis & Schoorman, 1995; McAllister, 1995). Trust can effectively reduce management costs and future uncertainty, and promote rational allocation and utilization of resources in companies (Kramer, 1999; Kath, Magley & Marmet, 2010). Additionally, trust can promote teamwork and enable employees to identify organizational values (Rivelino & Vianna, 1995; Kramer, 1999). Therefore, research of what factors would influence organisational trust, and how to establish trust in organisations, will be important for the future development of companies.

Most studies about organisational trust focus on two aspects. One aspect is the relationship between managers and employees, which aims to investigate the antecedents and consequences of trust (Wong, Ngo & Wong, 2003). The other aspect is the study of leadership behaviour, which explores the relationship between supervisors' behaviour and trust (Dong and Avolio, 2000; Sheu, Kogan, Hauer, 2017).

Organisational trust between managers and employees has been investigated empirically by analysing the antecedents and effects of employees' trust in their managers (Mayer, Davis & Schoorman, 1995; Dirks & Ferrin, 2002). Studies on the influential factors

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of managers' trust in their subordinates, however, are rare (Dirks & Ferrin, 2001). Furthermore, trust is not mutual, which means people can trust others without being trusted in return, and individual differences can affect the levels of trust between people (Gill et al., 2005). Therefore, as trust levels of managers and employees may not be the same (Brower et al., 2009; Mehdi & Rezghi, 2015), investigation of antecedents of organisational trust of both managers and subordinates should be discussed separately.

As small and medium-sized enterprises (SMEs) are pivotal for Scotland's economy, and the number of SMEs are growing (Hamilton, Richmond & Kane, 2017; Scottish Government, 2018), the study of organisational trust in SMEs is more practical and valuable for future development of Scottish companies. Therefore, this research will choose SMEs from Scotland, and will apply simple random sampling to select participants.

Keywords: Organisational trust, Scottish SMEs, superior-subordinates relations

30-BY28-6982

ARE KOREAN STUDENTS 'STUDY AND LIFE BALANCE' GUARANTEED?

PROF. SU JEONG JEONG³⁰ AND PROF. JEONG JIN YOUN³¹

As the interest in the quality of life grows, more and more people are pursuing a better life. Therefore, in recent years, new terms of WLB have emerged in Korea as well as 'work and life balance' which means career choice and life balance. (Herald Korea, 2018).

However, if you look into the lives of children these days, there seems to be no 'SLB'. Some parents say they have to study hard for their future 'WLB'. In order to ensure the happiness of the future, we wonder if children who can't enjoy the present life can enjoy life when they become adults.

As adults talk about the importance of work and rest, it is time to talk about the importance of studying and resting children through the SLB. Therefore, in this study, we try to analyze Big Data to see what kind of discussion about SLB in Korea.

The Big Data to be used in this study will look at both the characteristics of the popular social media, YouTube and Facebook. In addition, we will conduct an exploratory study to find out what characteristics are exhibited in each social media. This study suggests alternatives and implications to improve the SLB of children.

Research problems are as follows:

- 1) What about the characteristics of SLB on YouTube?
- 2) What are the characteristics of SLB on Facebook?
- 3) What is the difference in SLB characteristics between YouTube and Facebook?

We will collect data on YouTube and Facebook. The analysis and visualization of the data will use NodeXL. NodeXL is a social network analysis tool developed to collect, analyze and visualize various kinds of network data (Q-NodeXL Korea, 2015).

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