

**ABSTRACT PROCEEDING**  
**Volume 1, Issue 4**



**ABSHL-APRIL-2019**

**Venue: Mercure Hotel Amsterdam City**

**Date: April 27-28, 2019**



**Social Sciences  
and Economics  
Research Society**

# **SSERS International Conference on Advanced Research in Business Management, Social Sciences, Humanities, Economics & Law (ABSHL)**

Conference organized by:



**Social Sciences  
and Economics  
Research Society**



This conference is dedicated to educators all over the world and to the members of the Social Sciences And Economics Research Society (SSERS) whose passion for teaching, learning, research, and service are helping to transform the academy in many positive ways.

#### **Mission, Vision, and Core Values**

To create inspiring convention, exhibition and entertainment experiences that exceeds our researchers expectations in an innovative, sustainable and proudly multi-cultural in European way.

The main objectives of the SSERS are, to strengthen business, economic and social sciences research, propose ways to enhance research activities and training through collaborations, provide multiple outlets of publications for young scholars through collaborations, and provide focused recommendations to the business, economics and social sciences schools for enhancing research skills of graduates through collaborations.

#### **Membership, Conference, Publishing, and Research Information**

If you are interested in serving as the volunteer reviewer for the next conference, please contact:

mail: [contact@sser-society.org](mailto:contact@sser-society.org)

Web site: <http://sser-society.org/>



**SSERS International Conference on Advanced Research in Business Management, Social Sciences Humanities, Economics & Law (ABSHL)**

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## Welcome Message

The Social Sciences And Economics Research Society (SSERS) welcomes you to SSERS International Conference on Advanced Research in Business Management, Social Sciences, Humanities, Economics & Law (ABSHL)

We are happy you decided to join your colleagues from around the world to explore innovative technologies, pioneering pedagogical strategies, and a sampling of international collaborations that are being used to engage and retain students, researchers and Scholars in the new millennium.



## Scientific Committee

Navid Yahyaei, Islamic Azad University (Isfahan,Iran)  
Kian Pishkar, Islamic Azad university Jieroft Branch Jieroft  
Vimut Vanitcharearnthum, Chulalongkorn University Bangkok , Thailand  
Yash Tiwari Hidayatullah, National Law University Raipur, India  
Alpha Janga, Alliant International University San Diego, California  
Saritha Attuluri, Alliant International University San Diego, California  
Mohammad Abdur Rahim, Sukhoi State Technical university of gomel GOMEL, BELARUS  
Farooq Anwar, The University of Lahore, Pakista  
Dr. Nik Hazimah Nik Mat, Universiti Malaysia Terengganu, Malaysia  
Dr Mourad Mansour,King Fahd University of Petroleum and Minerals Saudi Arabia  
Majid Asadnabizadeh, University of Payam Noor, Bushehr Centre, Iran  
Phongsakorn Methitham, Naresuan University Phitsanulok, Thailand  
Maduranga Pushpika Kumara Withanawasam, University of Sri Jayewardenepura Nugegoda , Sri Lanka  
Fiska Maulidan Nugroho, University of Jember, Jember  
Dr. Anupama Rajput, Delhi University Pitampura, India  
Dr. Bhawna Rajput, Delhi University Pitampura, India  
Mahdis Kanani, National Iranian Petrochemical Company, Tehran Iran  
Maduranga Pushpika Kumara Withanawasam, University of Sri Jayewardenepura Nugegoda , Sri Lanka

## Acknowledgements

The organizing committee would like to thank all those people who were involved in making the conference a success. A great amount of planning and organizing is required to hold a successful conference, so we are indebted to those who volunteered their time and energy.

We want to thank all the members of the Social Sciences And Economics Research Society (SSERS) who volunteered their time to help organize the conference.



## Social and Community Studies

Sociology: concepts and practices, Geographical perspectives on spaces and flows, what are the behavioral sciences, Psychology of the social. Where mind meets world: cognitive science as interdisciplinary practice, Economics as social science, Sociology and history: the dynamics of synchrony and diachronic, Philosophys place in the social sciences, Social welfare studies as interdisciplinary practice, Health in community, Horizons of interest: agenda setting in the social sciences, Research and knowledge in action: the applied social sciences, Social sciences for the professions, Social sciences for social welfare, Accounting for inequalities: poverty and exclusion, Social breakdown: dysfunction, crime, conflict, violence, Social sciences addressing social crisis points, Technologies in and for the social Economics, politics and their social effects: investment, ownership, risk, productivity, competition, regulation and deregulation, public accountability, stakeholders, trust, work life, resource distribution, consumption, well being, living standards, Commonalities, differences and relationships between the social and the natural sciences: research methodologies, professional practices and ethical positions, Research methodologies involving human subjects, The social sciences in the applied sciences and professions: engineering, architecture, planning, computing, tourism, law, health.

## Arts

Teaching and Learning the Arts, Arts Policy, Management and Advocacy, Arts Theory and Criticism, Social, Political and Community Agendas in the Arts, Visual Arts Practices, Performing Arts Practices: Theater, Dance, Music, Literary Arts Practices, Media Arts Practices: Television, Multimedia, Digital, Online and Other New Media, Other Arts

## Humanities

Media, Film Studies, Theatre, Communication, Aesthetics, Design, Language, Linguistics, Knowledge, Philosophy, Ethics, Consciousness, History, Historiography, Literature/Literary Studies, Political Science, Politics, Teaching and Learning, Globalization, Ethnicity, Difference, Identity, Immigration, Refugees, Race, Nation, First Nations and Indigenous Peoples, Sexuality, Gender, Families, Religion, Spirituality, Cyberspace, Technology, Science, Environment and the Humanities, Other Humanities

## Humanities

Media, Film Studies, Theatre, Communication, Aesthetics, Design, Language, Linguistics, Knowledge, Philosophy, Ethics, Consciousness, History, Historiography, Literature/Literary Studies, Political Science, Politics, Teaching and Learning, Globalization, Ethnicity, Difference, Identity, Immigration, Refugees, Race, Nation, First Nations and Indigenous Peoples, Sexuality, Gender, Families, Religion, Spirituality, Cyberspace, Technology, Science, Environment and the Humanities, Other

## Civic and Political Studies

Political science as disciplinary practice, Investigating public policy, Law as a social science, Criminology as social science, Public health, Social sciences in the service of social policy: risks and rewards, Accounting for the dynamics of citizenship, participation and inclusion, Trust, social capital, social cohesion and social welfare, Politics and social sciences, Interdisciplinary perspectives on politics, public policy, governance, citizenship and nationality, Security and insecurity, conflict and cohesion, war and peace, terror and anti-terror, The neo- liberal state and its critics, Policy measures: assessing social need and social effectiveness

## Cultural & Global Studies

Cultural studies are of human life ways: anthropology in its contexts; Of human life courses: family, childhood, youth, parenting and aging; Of human origins: paleontology, primate evolution, physical anthropology, Ethnographic methods,



Social meanings: language, linguistics, discourse, text, Cultural studies as a constitutive field, Social science stances: modernism and postmodernism; structuralism and post structuralism, Where humanities and social sciences meet, Social structure and human culture: the sociological and the anthropological, Interdisciplinary perspectives on human differences, Identities in social science: generational, gender, sexuality, ethnic, Perspectives on, and voices of, difference: multiculturalism and feminism, Religion and the human sciences, Health, well-being and culture, Global flows, Global security, Human movement: migration, refugees, undocumented migrants, The dynamics of globalization, diaspora and diversity, Globalized economics: inequalities, development, free and fair trade, Developed and developing worlds, Inequalities in international perspective, Poverty and global justice, Human rights in global perspective, The local and the global

## **Environmental Studies**

The natural and the social: interdisciplinary studies, Human environments, Sustainability as a focus of interdisciplinary study, What are applied sciences?, Health and the environment, People, place and time: human demography, Environmental governance: consumption, waste, economic externalities, sustainability, environmental equity, Human interests in the natural sciences: the politics of the environment

## **Organizational Studies**

Management as social science, Culture in organizations, Technology and work, The social dynamics of organizations, Human resource management, Workers rights, Corporate governance, Organizational and social sustainability, Corporate social responsibility, Knowledge ecologies: embedded knowledge in the organizational setting, Tacit and explicit knowledge, Private and public knowledge, Scenario building and futures forecasting, Organizational change

## **Educational and Communication Studies**

Education as a social science, The learning sciences, Action research: the logistics and ethics of interventional social science, Teaching and learning the social studies, History teaching and learning, Economics teaching and learning, Geography teaching and learning, Technology in learning and learning about technology, Communication Media studies as social science, Communications as a social science, Information and communications technologies, the social web: the internet in its social context, Human-computer interactions, Literacies as a social learning experience

## **Economics, Finance & Accounting**

Financial Accounting, management accounting, auditing tax accounting, Accounting information systems Islamic Finance, Financial Markets, Money and Capital Markets, International Finance, Derivatives & Foreign Exchange Rates, Islamic Banking, Portfolio & Funds management, Behavioral finance, International Economics, Public Finance (GST & Taxes), Monetary Economics, Sectorial Studies, Macroeconomic Issues

## **Business and Management Studies**

International Business, Globalization, International Law, Management in Multicultural Society, International Market Entry, Cross Cultural Management, Business Models, Organizational Studies Organization Behavior, Organization Theory & Design, Organization Development, Organization Culture and Values, Operations & Supply Chain Management, Operations Management, Sourcing, Logistics management, Supply chain strategy, Project Management, Human Resource Management, Training & Development, Conflict Resolution, Global and Multicultural Issues, Strategic HR Management, Recruiting and Staffing, Marketing Management, Hospitality and Tourism, Advertising, Promotion & Marketing Communication, Branding & Positioning, Consumer Behavior, Innovation & New Product Development, International and Cross-Cultural Marketing, Customer Relationship Management (CRM), Pricing, Public Relation, Retailing and Sales Management, Marketing Technology, Modeling and forecasting, Social Responsibility, Ethics and





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Consumer Protection, Sports Marketing, Social Entrepreneurship and SME Management, New Business Models, Agri-Business, SME challenges & Issues, SME & Globalization, Entrepreneurial Marketing, Entrepreneurial Education, Technology Management Management Information System, Enterprise Resource Planning, Innovation & Creativity, E-Commerce & E-biz, Global Technology Transfer, Research & Operations, Education Technology Strategic Management, Small - Medium size Firms in Crisis, Social Issues in Management, Collaboration and Strategic Alliances



## Conference Schedule

### **SSERS International Conference on Advanced Research in Business Management, Social Sciences, Humanities, Economics & Law (ABSHL)**

Mercure Hotel Amsterdam City  
April 27-28, 2019

09: 00 am 09: 30 am	Registration and Reception
09: 30 am 09: 45 am	Opening ceremony
09:45 am 10: 00 am	Welcome Remarks
10: 00 am 10: 30 am	Tea Break



## **SSERS International Conference on Advanced Research in Business Management, Social Sciences, Humanities, Economics & Law (ABSHL)**

**Day 01: Saturday  
April 27, 2019**

**Session 01: 10:30 am 12:00 pm**

### **Track 1: Business, Economics, Social Sciences and Humanities**

Presenter Name: Johnson Olu Egbuniwe

Reference ID: ABSHL-49-02

Paper Title: The Impact of Management Information Systems on the Quality of Management Decisions

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Presenter Name: Beata Guziejewska

Reference ID: ABSHL-49-16

Paper Title: Desirable Policy Directions versus Decisions for Self-Government Finance: The Example of Selected Central and Eastern Europe Countries (CEEC)

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Presenter Name: Ruyuan Liu

Reference ID: ABSHL-49-17

Paper Title: Australian Solidarity Towards Southern Pacific Regional Development

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### **Track 2: Engineering, Technology & Applied Sciences**

Presenter Name: Arthur Stepchenko

Reference ID: ASIEM-04-P6

Paper Title: Transfer of the Data Preprocessing Parameters and Forecasting Models

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### **Track 3: Medical, Medicine & Health Sciences**

Presenter Name: Zakiah Samori

Reference ID: AMS-449-108M

Paper Title: Establishment of the Shariah Framework for the Application of Somatic Gene Therapy in Human

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**Lunch Break: (12:00 pm - 01:00 pm)**

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## Conference Attendees

The following scholars/practitioners/educationist who don't have any paper presentation, however they will attend the conference as delegates & observers.

Participant Name: Mrs. Albena Chamurdzhieva

Reference ID: AMS-449-102A

Affiliation: MPharm Bulgaria

Participant Name: Dr Husam Jamil

Reference ID: AMS-229-103A

Affiliation: National Health Service, UK

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## **SSERS International Conference on Advanced Research in Business Management, Social Sciences, Humanities, Economics & Law (ABSHL)**

**Day 02: Sunday  
April 28, 2019**

**Conference second day is reserved for participants own tourism activities.**



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## **Conference Abstracts**

**Track 1: Business, Economics, Social Sciences and Humanities**



# The Impact of Management Information Systems on the Quality of Management Decisions

Johnson Olu Egbuniwe\*

Department Of Business Administration, University of Mediterranean, Karpasia, North Cyprus

**Corresponding email:** johnson.oluegbuniwe@akun.edu.tr

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The study aims to focus on the reality of the impact of using the administrative information systems (operational, administrative and decision support) in the quality of the administrative decision-making process in the Libyan Almadar Company and to identify the problems and difficulties that affect the decision-making process. As well as the study trays to determine the role of MIS in the quality of decision making in Almadar communication company.

One of the most prominent findings was the strong relationship between the management information systems and the quality of managerial decision-making and the highly significant impact of types of management information systems on the quality of decision-making.

**Index Terms:** Management Information Systems, Decision-Making, Operational Information Systems, Decision Support Systems, Organizational Performance



## **Desirable Policy Directions versus Decisions for Self-Government Finance: The Example of Selected Central and Eastern Europe Countries (CEEC)**

Beata Guziejewska\*

Faculty of Economics and Sociology, University of Lodz, Poland

**Corresponding email:** [beata.guziejewska@uni.lodz.pl](mailto:beata.guziejewska@uni.lodz.pl)

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The theory states that local self-governments should have as much financial independence as possible and that so-called own revenues (from local taxes and fees) should be the foundation of local budgets. This contrasts with the solutions adopted in many countries where most local governments are financed by national government transfers and shared taxes that take fiscal responsibility away from them. The study compares the selected problems of fiscal decentralization in selected CEEC. The CEEC countries have been decentralizing their administrative, political and financial systems; they are similar in adopting the adequacy principle and the subsidiarity principle as a basis for fiscal decentralization, but also that they are different regarding some specific solutions. However in both cases there is a gap between desirable policy (theory recommendations) and actual decisions (political will). The systems in CEEC have different operational and specific problems but similar functional and systemic weaknesses. The critical flaw is that shared taxes have the legal status of local governments own revenues even though they are not controlled by them. The systems should evolve towards municipal councillors greater responsibility for making financial and budgetary decisions serving the specific needs and preferences of local communities.

**Index Terms:** Self-Governments, Revenues, Decentralization





## Australian Solidarity towards Southern Pacific Regional Development

Ruyuan Liu \*

Institute of Political Science Charles University Student, Prague

**Corresponding email:** 59954651@fsv.cuni.cz

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This paper focuses on the Australian position on regional development. It argues that Australian regional dedication inclines to rationalist perspectives and not much constructivism. The level of solidarity is relatively low comparing to New Zealand. This paper includes a theoretical analysis and specific policy analysis with a comparative study of New Zealand. To illustrate the case, it applies the numeric analysis in aids and qualitative analysis of policy decisions in climate change, regional security and labor issues.

**Index Terms:** Regional Development, Qualitative Analysis, Theoretical Analysis



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## **Conference Abstracts**

**Track 2: Engineering, Technology & Applied Sciences**



# Transfer of the Data Preprocessing Parameters and Forecasting Models

Arthur Stepchenko<sup>1\*</sup>, Jurij Chizhov<sup>2</sup>, Ludmila Aleksejeva<sup>3</sup>

<sup>1,2,3</sup>Riga Technical University / Ventspils University of Applied Sciences, Latvia

**Corresponding email:** arturs13-12@inbox.lv

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Analysis and forecasting of the life cycle of vegetation are essential in planning agricultural work as well as monitoring of agricultural crops and forecasting their productivity. In practice, vegetation indices are often used that are calculated from the values of satellite image pixels like normalized difference vegetation index (NDVI). Forecasting of this index in precision agriculture allows indicating problems which are related to agricultural crop growth in time and make timely decisions about necessary measures to fix these problems. In the paper transferring approach for data preprocessing parameters and forecasting model is developed that provides forecasting of other normalized vegetation index time series without new preprocessing and training if the Euclidean distance between the time series used in the training and the time series using the data processing parameters and the forecasting model is small enough.

**Index Terms:** Forecasting Models, Normalized Difference Vegetation Index (NDVI), Pixel Grid



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## **Conference Abstracts**

### **Track 3: Medical, Medicine & Health Sciences**



## Establishment of the Shariah Framework for the Application of Somatic Gene Therapy in Human

Zakiah Samori<sup>1\*</sup>, Fadilah Abd Rahman<sup>2</sup>

<sup>1,2</sup>Universiti Teknologi MARA, Shah Alam, Selangor, Malaysia

**Corresponding email:** zakiahsamori@salam.uitm.edu.my

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Human gene therapy is best known as a transfer of nucleic acids to either the somatic cells or germ cells of an individual. It introduces genetic materials which have therapeutic purpose ranging from inherited genetic disorders to certain malignancies and infectious diseases. This medical scientific breakthrough has received lucrative demand worldwide as it offers potential treatment to cure genetic diseases in human at the molecular level. Since then, thousands of people have already participated in the trials thus it is likely to be part of medical practice in the future. This model of Shariah Framework would serve as the ethical basis for the application of somatic gene therapy in Malaysia and beyond (particularly Muslim countries) especially for Muslim doctors, scientists and Muslims at large. Consideration of the position of Somatic Gene Therapy from the Shariah perspective is undeniably crucial in any attempt to regulate Somatic Gene Therapy in any Muslim countries in the future.

**Index Terms:** Somatic Gene Therapy, Shariah Framework, Islamic Principles



## Upcoming Events

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<http://sser-society.org/mrbss-may-2019/>

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<http://sser-society.org/rame-june-2019/>

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<http://sser-society.org/pems-july-2019/>

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<http://sser-society.org/iebs-aug-2019/>

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<http://sser-society.org/emem-sep-2019/>

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<http://sser-society.org/gass-oct-2019/>

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<http://sser-society.org/pmss-nov-2019/>

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<http://sser-society.org/hssm-dec-2019/>

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<https://sser-society.org/bemsh-jan-2020/>

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<https://sser-society.org/sebmh-feb-2020/>

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<https://sser-society.org/cesba-mar-2020/>

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