

ABSTRACT PROCEEDING
Volume 1, Issue 6



RAME-JUNE-2019

Venue: Mercure Hotel Amsterdam City

Date: June 29-30, 2019



**Social Sciences
and Economics
Research Society**

SSERS International Conference on Research Approaches in Social Science, Management, Humanities Economy and Business (RAME)

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

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SSERS International Conference on Research Approaches in Social Science, Management, Humanities, Economy and Business (RAME)

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Welcome Message

The Social Sciences And Economics Research Society (SSERS) welcomes you to SSERS International Conference on Research Approaches in Social Science, Management, Humanities, Economy and Business (RAME)

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 interventionary 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 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 Research Approaches in Social Science, Management, Humanities, Economy and Business (RAME)

Mercure Hotel Amsterdam City
June 29-30, 2019

09:00 - 09:20 am	Arrivals, Doorstep and Handshake
09:20 - 09:40 am	Introduction of Participants
09:40 - 09:50 am	Welcome Remarks (Mr Bashar)
09:50 - 10: 15 am	Keynote Speech (Dr. Chhaya Sharma, Department of Paper Technology IIT, Roorkee, Saharanpur Campus. Saharanpur-247001, U.P., INDIA)
10: 15 - 10: 30 am	Tea - Grand Networking Session/ Group Photo



**Day 01: Saturday
June 29, 2019**

Session 01: 10:30 am - 11:45 am

Track 1: Engineering, Technology & Applied Sciences

Presenter Name: Martina Greco

Reference ID: CITM-06-P7

Paper Title: Development of Smart Applications for Landslide Risk Reduction

Presenter Name: Dr. S C Sharma

Reference ID: CITM-06-P8

Paper Title: Cardiac Arrhythmia Diseases Prediction Model based on Classification Algorithms

Presenter Name: Ching-Yuan Chang

Reference ID: CITM-06-P11

Paper Title: Fabrication of Supercapacitors with High Power Density and High Volumetric Specific Capacitance Using CO₂-Activated Holey Graphene/Activated Carbon

Presenter Name: Suleman Danladi Prince

Reference ID: CITM-06-P15

Paper Title: Barriers Affecting the Adoption of E-Government in Developing Countries

Session 02: 11:45 am - 02:00 pm

Session Chair: Dr. S C Sharma

Track 2: Business, Economics, Social Sciences and Humanities

Presenter Name: Tamer Darwish

Reference ID: RAME-69-02

Paper Title: The Impact of HR Practises on Organisational Performance: Evidence from the Healthcare Sector

Presenter Name: Wirat Siriwatananawin

Reference ID: RAME-69-05

Paper Title: How to Call over a Waiter/Waitress in Japanese, Korean, and Thai: Cognitive Linguistic and Cross-cultural Studies

Presenter Name: Y. Neves

Reference ID: RAME-69-09

Paper Title: The Meaning of Work for Tutors in Distance Education

Presenter Name: Eloise de Jager

Reference ID: RAME-69-11

Paper Title: Does Free Higher Education Make Economic Sense in South Africa?

Presenter Name: Dean Bartlett

Reference ID: RAME-69-12

Paper Title: Exploring the Impact of Professional Identity on the Application of Evidence to Practice



SSERS International Conference on Research Approaches in Social Science, Management, Humanities, Economy and Business (RAME)

**Day 01: Saturday
June 29, 2019**

Session 02: 11:45 am - 02:00 pm

Track 2: Business, Economics, Social Sciences and Humanities

Presenter Name: J. Liedke

Reference ID: RAME-69-13

Paper Title: Management of Human Resources as a Competitive Advantage

Presenter Name: Stephen L. Baglione

Reference ID: RAME-69-15

Paper Title: Students Perceptions of Teaching Excellence Online: A Tradeoff Analysis

Presenter Name: Tingting Liu & Hio Loi

Reference ID: RAME-69-22 & 22C

Paper Title: Course Scheduling and Test Scoring: Evidence from a 4-Year Public University in the U.S
Carbon

Presenter Name: Sana Iqbal

Reference ID: RAME-69-21

Paper Title: Existing Health Care System of Pakistan: A study of responsiveness towards Sexual and Reproductive Health & Rights of Young people and Sustainable Development Goals especially (Goal 3.71) with Special Focus on Youth

Presenter Name: Dr Khaled Al Falah

Reference ID: RAME-69-27

Paper Title: Analyzing and Classifying Business Transformations

Closing Ceremony & Lunch Break: (02:00 pm - 03:00 pm)



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: Ahmad Montazeri Najafabadi

Reference ID: RAME-69-06

Affiliation: Banker (Bank Keshavarzi Employee), Iran

Participant Name: Ponnle Lawson

Reference ID: RAME-69-23

Affiliation: University of Dundee, UK



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SSERS International Conference on Research Approaches in Social Science, Management, Humanities, Economy and Business (RAME)

**Day 02: Sunday
June 30, 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 HR Practises on Organisational Performance: Evidence from the Healthcare Sector

Tamara Mohammad ^{1*}, Tamer Darwish ², Satwinder Singh ³

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This is a study of the impact of specific set of HRM practice on organizational performance within a Middle Eastern emerging market. Both, HR and hospital managers were targeted in all private and public hospitals operating in the country through two separate questionnaires. It was found that three of HR practices are significantly related to organisational performance: recruitment and selection, training, and internal career opportunities. With regard to the remainder of the practices of HR (performance appraisal and compensation and benefits), the results are not indicative of any distinctive contributions in terms of their relationship with organisational performance. The results indicate that good selection of employees with suitable qualifications and characters will allow for improvement in the performance of hospitals. The current findings also suggest that if employees get the appropriate training programmes that they need in the hospital and that such training is related to their job, this will enhance employee satisfaction and wellbeing and that the investment in training that a hospital makes indicates to employees that they are of a great value. The training makes for a supportive place of work. Employees may thus obtain access to training they would not have otherwise known about or have sought after. The study also indicates that internal career opportunity had a significant impact on the level of performance. It indicates that promoting the employees internally leads to improvement in the performance of the hospitals. Overall, it could be argued that such results would potentially add value to the scarce literature in relation to HRM in the Middle East in particular and emerging markets in general. The theoretical and applied implications of these findings are explored.

Index Terms: HR Practices, Organisational Performance, Middle East, Healthcare



How to Call over a Waiter/Waitress in Japanese, Korean, and Thai: Cognitive Linguistic and Cross-cultural Studies

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This article aims to analyze the way Japanese people, Korean people, and Thai people call over a waiter/waitress in their language. As well as cross-cultural communication, 3 devices in cognitive linguistics, namely, figure-ground organization, image schema, and metaphor, are applied in order to explain the different usage among those three languages. Japanese people mostly call over a waiter/waitress by 1 word: /sumimasen/ excuse me. It is assumed that CALLING IS MOVING/BREAKING INTO PRIVATE SPACE metaphor and RESPONDING IS OPENING/MOVING OUT OF PRIVATE SPACE metaphor affect Japanese way of thinking. Korean people mostly call over a waiter/waitress interchangeably by 2 words: /yeogiyo/ here and /cheogiyo/ there, depending on each one's favorite choice. CALLING IS SENDING A VOICE and RESPONDING IS MOVING TO CALLER metaphors and figure-ground organization relate to Korean way of thinking. Thai people mostly call over a waiter/waitress by 2 words: /nong/ younger sibling and /phi/ older sibling, depending mainly on the age of speakers and listeners. Thus, A WAITER/WAITRESS IS A FAMILY MEMBER metaphor is involved in such usage. In conclusion, calling over a waiter/waitress in different languages relates not only to different cultures, but also to different cognitive systems.

Index Terms: Cognitive linguistics, Cross-cultural Communication, Japanese, Korean, Thai



The Meaning of Work for Tutors in Distance Education

Y. Neves ^{1*}, H. Irigaray ², J. Liedke ³

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^{2,3}EBAPE (Rio de Janeiro - BRAZIL)

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The meaning of work has been the object of various researches under different visions, including the different types of employment bonds. However, there is still a gap for those professionals who work as tutors in DE (Distance Education) and how they find meaning in their jobs. In this sense, this work did empirical research using the qualitative method in which 30 tutors of Distance Education from an HEI (Higher Education Institution) were interviewed. Those interviews were transcribed and submitted to discourse analysis. The content of those interviews was analyzed based on the categories defined by Morin (2001). Additionally, new categories that emerged from the interviewees responses were registered. This study found that the meaning of work for the tutor is similar to the categories listed in Morins (2001) research. Specifically, in the case of Distance Education tutors, it was discovered that tutoring is not the first or the only career choice of the interviewees, this is due to the fact that a feeling of belittlement has been attributed to this field. Also, it also lacked a sense of belonging within the interviewees, who attributed this reaction as a response to the lack of employment within the HEI. Researches over the meaning of work for tutors in Distance Education can contribute to the academy in order to expand the debate and the discussion over the subject and enabling future studies and debates that investigate if the new categories identified in this research can be found in other types of Education Institutions.

Index Terms: Meaning of Work, Tutor, E-Learning, Higher Education, Distance Education



Does Free Higher Education Make Economic Sense in South Africa?

Eloise de Jager *

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In South Africa, students have been protesting to demand free higher education. In 2015 there was a huge campaign named FeesMustFall which highlighted the unresolved issues in the higher education system. Most of these issues are regarding the inequalities due to the apartheid era in South Africa and include insufficient state funding of higher education, the increase of tuition fee and unpaid student debt. Even though free higher education would increase student numbers and in return boost the workforce of South Africa, the question is whether implementing free higher education would make economic sense in South Africa. A questionnaire was sent out to all the commerce students at one South African university to investigate their perceptions regarding the economic feasibility of free higher education and how it might affect the South African economy. The questionnaire included both closed and open questions and aimed to give a descriptive analysis of their perceptions. Gaining understanding into student perceptions can be invaluable, as they are considered the customers of higher education institutions. The results indicate that the commerce students do not think that free higher education would make economic sense in South Africa. Their main reasons include that the economy is too weak and there is too much corruption and wasteful spending in government. They also responded that the economy will be negatively affected by free higher education as there will be an increase of the financial burden on the South African economy and tax payer. Furthermore, they regarded other government services to be of greater importance than implementing free higher education. The findings might not be generalisable beyond the scope of the particular institution, but it does create a platform for the continued debate on the importance, economic feasibility and implementation of free higher education in South Africa. All in all, the FeesMustFall movement did make a statement which cannot be ignored anymore.

Index Terms: Institution, Protesting, Campaign



Exploring the Impact of Professional Identity on the Application of Evidence to Practice

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This paper explores how issues of professional identity impact upon the application of an evidence-based approach to practice in the field of management. Much of the existing literature locates evidence-based practice within the rigour-relevance debate in business and management studies which attempts to incorporate insights from research evidence into everyday management practice, but there is little empirical work on this. A grounded theory study was designed to explore how practitioners attempt to do this in practice and this revealed that issues of professional identity impact on how practitioners bring evidence to bear in their practice. One approach has been described in the literature as Evidence-Based Management (e.g. Rousseau, 2006; Morrell, 2008; Briner, Denyer and Rousseau, 2009), where it has been observed that there was a poor uptake of management practices of known effectiveness, along with the persistent use of practices known to be largely ineffective and suggested that contemporary managerial practice was based largely upon personal preference and experience, rather than the best available research evidence (Rousseau, 2006; p. 258). Evidence-based management is a way of addressing the research-practice gap and can be considered either as a knowledge production problem or as a knowledge transfer problem and also involves debate around the relevance of academic research findings which has become increasingly important in relation to the focus upon research impact. In designing management interventions such as human resource development, the importance of professional identity is often overlooked and this paper therefore contributes to the literature by exploring exactly how professional identity impacts upon management interventions in terms of both design and implementation, but even prior to this in terms of problem formulation.

Index Terms: Rigour-Relevance, Problem Formulation, Management



Management of Human Resources as a Competitive Advantage

J. Liedke ^{1*}, H. Irigaray ², Y. Neves ³

¹EBAPE (Rio de Janeiro - BRAZIL)

^{2,3}Fundacao Getulio Vargas (Rio de Janeiro - BRAZIL)

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This work intends to serve as contribution to the knowledge of how Human Resources Management can generate a competitive advantage for the organizations. The quantitative research used the statistical analysis, through the simple correlation of the indexes of happiness with work (IHW), as well as the subitems that compose it, the index of the Personnel Management Quality (IPMQ) and the index of quality of work environment (IQWE) with net profit EBITDA Sales growth (%) of the best and largest companies in Brazil. The researchs results showed a weak correlation between these indexes. However, it was possible to identify that internal communication and employee participation/autonomy are the Human Resources Management practices that demonstrate some kind of impact on sales growth. This research was limited to analyzing the historical series from 2013 to 2016 of the yearbooks published by the magazines Exame Best and largest companies and the 150 best companies to work for from - Voce S/A, both carried out by the Abril publishing house. The results identified through this study will serve as a contribution to companies to develop initiatives aimed at improving their sales and thus generate a competitive advantage. For people, for demonstrating their importance in companies and to the academia, when it makes possible the questioning and development of future studies on this topic.

Index Terms: Human Resources Management, Competitive Advantage, Net Profit / EBITDA / Sales Growth.



Students Perceptions of Teaching Excellence Online: A Tradeoff Analysis

Stephen L. Baglione *

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Using conjoint analysis, traditional-aged college students examined the variables associated with teaching excellence from the Educational Testing Services Student Instructional Report (SRI). SRI has been shown to be related to student evaluations. The SRI constructs were used as attributes in evaluating teaching excellence. The results indicate teaching excellence is a combination of traits and no reliant on one entirely.

Index Terms: Teaching Excellence, Students Perceptions, Higher Education Quality, Conjoint Analysis



Existing Health Care System of Pakistan: A study of responsiveness towards Sexual and Reproductive Health & Rights of young people and Sustainable Development Goals especially (Goal 3.71) with special focus on youth.

Sana Iqbal *

¹Sustainable Development Management, RheinWaal University of Applied Sciences, Krefeld, Germany

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The research aims to highlight the responsiveness of existing health care systems in Pakistan towards addressing Sexual and Reproductive Health & Rights (SRH&R) concerns of young people with the lens of Sustainable Development Goal (SDGs) especially (Goal 3.7) with the focus on youth. This descriptive research will use the inductive approach of theory and fixed qualitative design to be completed. In this research the health care system of 2 provinces along with 1 district in each province will be carried out by the review of the available secondary data resources e.g official documents, reports, website and online resources of the relevant departments and organizations. By using the iterative interpretation technique for data analysis and maintaining high standards of ethical consideration and academic writing, the research will provide insight into the significant programs and interventions as well as policies implemented including gaps and challenges in health care system in Pakistan for addressing SRH&R concerns of young people and contribution in achieving SDG especially (Goal 3.7) with the special focus on youth. This research will be helpful for the federal and provincial government for understanding and developing policy reforms and initiatives to address the issue of youth SRH&R and achieving SDG (Goal 3.7) with the special focus on youth at country and provincial level as well.

Index Terms: Interpretation, Challenges, Organizations



Course Scheduling and Test Scoring: Evidence from a 4-Year Public University in the U.S.

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Universities in the United States typically schedule courses either two days a week or three days a week. A set of questions have often been asked among educators and other university professionals: Does student achievement depend on course scheduling? Do students learn more when courses are scheduled more frequently? The answers to those questions are valuable for university administrators, faculties, and students to make wise decisions regarding course offerings and course selections. This study employs quantitative methods to examine the relationship between course scheduling and student achievement as measured by multiple test results from a small and public university. Prior studies investigate similar issues based on multiple majors and instructors. In those cases, student performance may be affected by different levels of difficulties across majors and different teaching styles among instructors or either of these factors. To minimize the impacts of such factors, data of this study are collected based on the same course in the same semester that is taught by the same instructor. Three sections of this course are observed—students meet their instructor three times a week in one section and twice a week in another two sections. The time length of each section remains the same. Furthermore, ordinary least squares regressions are used to estimate the empirical results. The results show that there is no significant relationship between course scheduling and student achievement. This is an interesting finding for university administrators, faculties, and students since one type of course scheduling is not necessarily effective than the other. For instance, two-days-a-week classes, being longer, imply pedagogical values including more flexibilities and innovations in lesson planning. Implications of this finding are discussed concerning pedagogical, educational policymaking, and assessment practices in higher education.

Index Terms: Class Length, Student Achievement, Course Scheduling



Analyzing Mission and Vision Statements for Universities

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The purpose of this paper is to analyze vision and mission statements of universities in Saudi Arabia. Top 50 universities of Saudi Arabia were selected for this study and their vision and mission statements were collected from their official websites. The methodology adopted for this qualitative research paper was Content analyses. Content analysis or textual analysis is any technique of making inferences by objectively and systematically identifying specified characteristics of messages. The findings reveal clusters of universities sharing similar characteristics of their mission and vision statements. Major themes in vision statements include (1) Education; (2) National; (3) University; (4) Community; (5) International; (6) Research; (7) Excellence; (8) Leadership; (9) Scientific; and (10) Services. Major themes in mission statements include (1) Education; (2) Community; (3) Development; (4) Research; (5) National; (6) Contribution; (7) Quality; (8) International; (9) Creativity; and (10) University. The length of vision statements varies from 7 to 62 with an average 24 (number of words) while length of mission statements varies from 4 to 199 with an average 41 (number of words). Most frequently used keywords in vision statements include; (1) Research; (2) Community; and (3) Education; while top three keywords used in mission statements include; (1) University; (2) Research and (3) Knowledge. This also warrants development of separate criteria to evaluate mission and vision statements for academic institutions. One limitation of this research is that conclusions are drawn based on content found in publicly available official websites.

Index Terms: Mission Statement, Vision Statement, Academia, University Education, Saudi Arabia



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Conference Abstracts

Track 2: Engineering, Technology & Applied Sciences



Development of Smart Applications for Landslide Risk Reduction

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The advances in cloud computing have opened new opportunities in disastrous natural early warning and emergency management issues. The scientific community has recognized the added value of a geo-analytic approach in complex decision, making processes for critical situations due to natural events such as coastal erosion and landslides. In this contest, the paper describe the progress in the development of ITC dissemination systems for population (boaters, fishermen, swimmers, etc.) through an on App, in order to promote within the preparedness toward the coastal risk.

Index Terms: Coastal Erosion, Landslide, Early Warning System, Smart Technologies



Cardiac Arrhythmia Diseases Prediction Model Based on Classification Algorithms

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Arrhythmia is one of the chronic diseases in the world. An early detection of this disease can save many lives. Many other health issues may be generated if this disease is not diagnosed or unidentified. Machine Learning techniques are now used in various fields like education, healthcare, business, recommendation system, etc. Healthcare data is high in dimension and contains irrelevant information due to this prediction accuracy is low. Cardiac Arrhythmia dataset consisting of 452 records with 279 attributes. There are sixteen classes in this dataset from 1-16, one represents not having diseases having 245 instances and other fifteen represents subtypes of arrhythmia having 207 instances. In this authors have applied six feature selection techniques (Random Forest, Variance Threshold, Analysis of Variance, CHI-2, dropping correlated features, and Recursive Feature Elimination) are applied in combination with fourteen classification algorithms (Support Vector Machine, Logistic Regression, Decision Tree, Random Forest, Gradient Boosting, Bagging, Naive Bayes, K Nearest Neighbor, LightGBM, ID3, Stacking, Maximum Voting and Averaging) have been applied using python language. The aim of this paper is to compare different classification algorithms to predict cardiac arrhythmia diseases. The performance parameters taken are accuracy, precision, recall, and f-score. Our study finds that Random Forest and maximum voting are giving highest accuracy of 75.27%, precision 80.21%, recall 80.21%, and f-score of 80.21% with ANOVA feature selection technique.

Index Terms: Chronic Diseases, Algorithms, Cardiac Arrhythmia



Catalytic Wet Air Oxidation of Industrial Wastewater over Ceria based Nanocatalysts

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A real industrial wastewater under atmospheric pressure has been studied for catalytic wet air oxidation for Nano-sized ceria. The catalysts have been prepared by co-precipitation procedure. The physicochemical properties have been studied by XRD and N₂-sorption techniques. The mixed oxide nanocatalysts has been interestingly found to be higher than ceria in catalytic activity. The Ce₅₀Cu₅₀ nano-catalyst with crystallite size of 4.3 nm, specific surface area of 110 m²g⁻¹ and pore volume of 0.38 ccg⁻¹ has been observed to be most efficient with 62% COD, 74% color, 60% AOX and 61% TOC removal

Index Terms: Wastewater Treatment, Industrial Wastewater, Wet Air Oxidation, Nano-Catalyst



Fabrication of Supercapacitors with High Power Density and High Volumetric Specific Capacitance Using CO₂-Activated Holey Graphene/Activated Carbon

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In this study, we successfully prepared a supercapacitor with high volumetric specific capacitance and high energy power density using CO₂-activated holey graphene nanosheets (CHGNS) mixed with activated carbon (AC) as the electrode material. The holey graphene nanosheets (HGNS) were produced with an ultra-rapid thermal reduction/exfoliation step followed by high temperature post-annealing. The holey surface morphology was further enhanced by CO₂ activation. Coin cell supercapacitors were fabricated using CHGNS/AC or HGNS/AC with 1M TEABF₄/PC organic electrolyte, and finally, their electrochemical characteristics were measured. The volumetric specific capacitance of CHGNS/AC (19 F/ml) was 90% higher than the value of HGNS/AC (10 F/ml) at a current density of 20 A/g. At a high power density of 31 kW/kg (or 12 kW/L), the energy density was still as high as 23 Wh/kg (or 9 Wh/L), which was 50% higher the value of HGNS/AC. The EIS analysis showed that the charge transfer resistance of CHGNS/AC was reduced by 40% compared to HGNS/AC. We believe our method is capable of mass-production at a lower cost, and it can solve the problem of low specific capacitance in the commercial AC supercapacitors.

Index Terms: Porous Graphene, Activated Carbon, High Temperature Annealing, CO₂-Activation, Organic Electrolyte, Coin-Cell Supercapacitor



Barriers Affecting the Adoption of E-Government in Developing Countries

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Several studies have examined the use of gamification in an organisation. However, graduate business students who are prospective managers concern about the use of gamification is limited in the literature. Therefore, this study investigated factor affecting prospective managers intention to use gamification. survey questionnaire instrument was employed to collect data from 352 graduate business students in a university in North Cyprus. Descriptive statistics and multiple learning regression (ANOVA) test were used to analyse the responded data. Results revealed that perceive engagement (mean=4.29, SD=0.710), perceive immersion (mean=4.16, SD=0.675), and perceive challenges (mean=3.95.08, SD=0.79) factors affection the use of gamification in an organisation. The study provides graduate business students, opportunity express their willingness and regarding the use of gamification in an organisation.

Index Terms: Graduate Business, Literature, Questionnaire



Upcoming Events

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