

ABSTRACT PROCEEDING
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PMSS-NOV-2019

Venue: Mercure Hotel Amsterdam City

Date: November 30- December 01, 2019



**Social Sciences
and Economics
Research Society**

SSERS International Conference on Language, Psychology, Business Management, Global Economy & Social Sciences (PMSS)

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 Language, Psychology, Business Management, Global Economy & Social Sciences

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Social Sciences
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Welcome Message

The Social Sciences And Economics Research Society (SSERS) welcomes you to SSERS International Conference on Performance Indicators in Business, Economics, Management & Social Sciences Research (PEMS)

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
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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

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 Language, Psychology, Business Management, Global Economy & Social Sciences (PMSS)

Mercure Hotel Amsterdam City
November 30- December 01, 2019

09:30 - 09:40 am	Arrivals, Doorstep and Handshake
09:40 - 09:50 am	Introduction of Participants
09:50 - 10:00 am	Welcome Remarks (Mr Bashar)
10: 00 - 10: 30 am	Tea & Grand Networking Session/ Group Photo

*All in local time



SSERS International Conference on Language, Psychology, Business Management, Global Economy & Social Sciences (PMSS)

**Day 01: Saturday
November 30, 2019**

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

Track A: Business Management, Economics, Social Sciences and Humanities

Presenter Name: Dr. Jitendra Sharma

Reference ID: PMSS-119-05

Paper Title: Product Design and Development Using Quality Function Deployment

Presenter Name: Ephrem Habtemichael Redda

Reference ID: PMSS-119-11

Paper Title: Feasibility of Monetary Union in the East African Community: The GPPP Approach

Presenter Name: Mirjana Radetic-Paic

Reference ID: PMSS-119-12

Paper Title: Peer Pressure and the Use of Drugs among University Students

Presenter Name: Hyunjoon Cho

Reference ID: PMSS-119-17

Paper Title: Cartel Sustainability and Cost Shocks

Presenter Name: Tinatini Bandzeladze

Reference ID: PMSS-119-25

Paper Title: Peer Pressure and Adolescents Problem Behavior



SSERS International Conference on Language, Psychology, Business Management, Global Economy & Social Sciences (PMSS)

**Day 01: Saturday
November 30, 2019**

Session 02: 12:00 pm - 12:45 pm

Track B: Engineering Technology and Applied Sciences

Presenter Name: Kittisak Phetpan

Reference ID: ICDE-19-P10

Paper Title: Feasibility Study for Sensing Sugarcane Sweetness on the Elevator Conveyor Using Multi-Spectral Camera

Presenter Name: Belkadi Adel

Reference ID: ICDE-19-P15

Paper Title: Automatic Assessment System Applied on Functional Movement Screening in Predicting Injury Rates on Sports for Athletes and Non -athletes

Closing Ceremony & Lunch



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: Fatma Al-Yousuf

Reference ID: PMSS-119-18

Affiliation: Legal Counsel, Legal Department Dubai World Trade Centre

Participant Name: Hebah Al-Hammadi

Reference ID: ICDE-19-P11

Affiliation: Dubai Aviation Engineering Projects



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SSERS International Conference on Language, Psychology, Business Management, Global Economy & Social Sciences (PMSS)

**Day 02: Sunday
December 01, 2019**

Conference second day is reserved for participants own tourism activities.



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Conference Abstracts

Track A: Business Management, Economics, Social Sciences and Humanities



Product Design and Development Using Quality Function Deployment

Dr. Jitendra Sharma*
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Over the years, the challenge of product development has moved from achieving product functionality to efficiently fine-tune the functionality of the product to the ever-changing requirements of the customers. This twin pressure of customer satisfaction and cut-throat market competition has made the organization to introduce and innovate products more quickly and efficiently than ever before. Product must be designed so that they quickly deliver the quality and functionality that are demanded by the customers, have the attributes to beat the market competition and at the same time generate the desired profit for the organization. An approach used to facilitate product design and development by analyzing and projecting customer requirements into product attributes is known as Quality Function Deployment (QFD). QFD is an innovative approach bringing quality - as demanded by the customer-upstream into the product development. The aim of the study is to develop product development model using QFD to assist designers and managers in evaluating companies decision making process with respect to product design and development. The research work attempts to provide both flexibility and performance to support QFD tasks and to act as the base for a high-end computer system that is effective and efficient in decision making.

Index Terms: Customer, Product design, Product development, QFD



Feasibility of Monetary Union In The East African Community: The GPPP Approach

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The Association of African Central Bank Governors, in 2003, announced that it would work for a single currency and common central bank for Africa by 2021. Many regional trading blocs and economic communities are working towards this grand objective. The focus of this paper is on the East African Community (EAC) which comprises Burundi, South Sudan, Rwanda, Kenya, Uganda and Tanzania. The study utilises the generalised purchasing power parity (GPPP) to assess the feasibility of a monetary union in the EAC region. The key question addressed in this study is: Does the GPPP hold in the EAC region? Econometric techniques such as unit root test, Johanson's and Pedron's cointegration test were used to answer this pertinent research question. The presence of cointegrating vector(s) in the Johanson's constegration test is supportive of an optimum currency area (OCA), and it can be interpreted as similarities of fundamental macroeconomic factors that derive real exchange rate in the EAC region. In other words, the GPPP does in deed hold in the EAC region. The Pedron's cointegration test also provided supportive evidence of the existence of long-run relationship between the tested variables, namely real exchange rate, nominal exchange rate and consumer price index (CPI) providing further support the feasibility of monetary union in the region. The results of the vector error correction model (VECM) indicated some differences in the size of the coefficients of the normalised long-run cointegration equation. This suggests that any change/shock/disequilibrium of real exchange rate in the region may cause unintended currency flow from one country to the other in the short-run constraining the possibility of an effective and efficient monetary union. Therefore, it is recommended that member countries should harmonise monetary and fiscal policies well ahead of the implementation of the monetary union the region.

Index Terms: East African Community (EAC), EAMU, generalised purchasing power parity, optimum currency area



Peer Pressure and the Use of Drugs among University Students

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Peer relationships have a key role in the adolescence period with consequences such as the adolescents need to do all the things done by their peers, and this can be seen in the way they behave based on decisions they make. Peer pressure, in a negative context, can be done in various ways that benefit from the characteristics of growing adolescents, who are often insecure and need a sense of acceptance and belonging. Based on the aforementioned, the aim of this research is to determine the correlation between the use of drugs by which they want to experience what the rest of the peer group members already have and the characteristics of peer pressure among university students along with their predictive value. The purpose of the research is related to planning adequate interventions for students who have difficulties to oppose negative peer pressure and other difficulties occurring in peer relationships, as well as for students who have problems with the abuse of addictive substances in the widest sense. Results show that the items When I hang out with people who take drugs I become tempted to try them myself, My companions influence my sexual behaviour and I am afraid I will appear stupid in front of my companions due to my opinion or behaviour mostly represent a statistically significant contribution to the decision about using drugs to experience the feeling which the rest of the peer group has. The value of the results, besides obtaining valuable new indicators based on scientific research methods, is that they offer guidelines for prevention and intervention in cases of various peer problems and problems with the abuse of addictive substances.

Index Terms: Drug Abuse, Peers, Pressure, University Students



Cartel Sustainability and Cost Shocks

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This paper considers responses to cost shocks that differ from the classical economic framework. The standard response to a cost decrease is a weak increase in profits depending upon the level of competition in an industry. We provide evidence of the opposite occurring in the airline industry. We conjecture that this is due to the oligopoly structure of the airline industry. In particular, a decrease in cost may lead to increased competition and therefore decrease profits. We model this situation using an infinitely repeated game and solve for equilibria which jointly maximize profits. Then, a decrease in cost has two indirect effects on the collusive environment. First, it decreases the effectiveness of punishment by changing the optimal stage game quantity. Second, it increases the payoff from deviating to a higher quantity. We also provide results under which a general pricing function leads to a unique maximal collusive equilibrium.

Index Terms: Behavioral Economics, Cost Shocks, Profits, Economic Equilibrium



Peer Pressure and Adolescents Problem Behavior

Tinatini Bandzeladze ^{1*}, Luiza Arutiunov ²
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The aim of this study is to assess the relationship between peer influence and adolescents problem behavior. According to the research hypothesis peer influence on adolescents problem behavior is mediated by the moral disengagement that refers to tolerant attitude toward deviant behavior. This study has a correlational design. Data were collected by self-reported questionnaires. The sample consisted of 150 participants aged 14 to 18. Sixty adolescents were in conflict with the law, and the other 90 adolescents who did not have such a contact with the legal system. The results of the research show that peers problem behavioral model is the most important statistically significant predictor of adolescents problem behavior. Correlational and regression analyses also show that peer control of problem behavior is negatively correlated to adolescents problem behavior. On the basis of mediation analysis revealed that moral disengagement is statistically significant mediator variable in the relationship between peer control and problem behavior. The intensity of the relationship between peer control and problem behavior decreases if adolescents tolerance attitude toward deviant behavior increases. The results of the study emphasize the importance of a multi-system approach to the prevention of adolescents problem behavior. Multi-system approach is focused not only on adolescents individual characteristics, but also considers importance of social factors, particularly, peers and family in the process of preventing of deviant behavior.

Index Terms: Peer Pressure, Adolescents Problem Behavior, Prevention of Deviant Behavior, Moral Disengagement



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Conference Abstracts

Track B: Engineering Technology and Applied Sciences



Feasibility Study for Sensing Sugarcane Sweetness on the Elevator Conveyor Using Multi-Spectral Camera

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This study is a part of the research project launching the development of a real-time sugar content monitoring system for the sugarcane harvesters. The study aims to evaluate the possibility of using Multi-spectral camera as a sensor for monitoring the sugar content of sugarcane billets being transferred on the elevator conveyor. A prototype online detection system, fabricated for experimentation, was used in this study. Four 50W tungsten halogen lamps were used as a light source whereas a visible and shortwave near-infrared (vis/SW-NIR) spectrometer was used to collect the spectral responses reflecting from the sugarcane moving at a constant speed of 2 m/s. The spectral collection was done across wavelengths of 350-1100 nm. Five peaks including 475, 560, 668, 717 and 840 nm were used to simulate the response of Blue, Green, Red, RedEdge and NIR bands in the Multi-spectral camera. Two datasets consisted of all 5 peaks and 2 peaks (717 and 840 nm) were modeled with corresponding Soluble Solids Content (SSC) values using Partial Least Squares (PLS) regression. The model performance was assessed using an independent testing set. The results show that the use of all 5 peaks to develop the model can explain 61.9% of data variance in the SSC values and be found to display a root mean square error of cross-validation (RMSECV) of 0.46 °Brix. The performance of testing set prediction gave the root mean square error of prediction of 0.48 °Brix. For modeling with 717 and 840 nm, only 56.1% of data variance in the SSC values can be explained by the model resulting in the RMSECV and RMSEP of 0.49 and 0.46 °Brix, respectively. Based on the results, the Multi-spectral camera may only be used for rough monitoring the sugar content of sugarcane.

Index Terms: Sugarcane, Sugar Content, Multi-Spectral Camera, Elevator Conveyor, Real-Time Monitoring System



Automatic assessment System Applied on Functional Movement Screening in predicting injury rates on sports for Athletes and non -athletes

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In recent years, the Functional Movement Screen (FMS) has been used to assess the habits and quality of athlete movements as well as to predict their injuries. However, FMS scores are evaluated by manual observation. Therefore, the objective of this study is to develop an automatic evaluation system, to adopt a mathematical model of minimum complexity and to have evaluation control conditions to ensure the attribution of a precise score of the FMS. A camera is used to capture the angles of the body, respectively. In addition, one of the researchers manually loaded the recorded image into MATLAB mathematical calculation software. The results showed a moderate to high positive correlation between the scores of the first Deep Squat FMS test ($p < 0.05$). Compared with the three different scores, there were significant differences between the angle of the hip and ankle, hip angle and knee of the split line hedge and the step angle hedge ($p < 0.05$). In conclusion, the advantage of the automatic evaluation system and the attribution of a precise score applied to the FMS system is the automatic recognition of images and the labeling, the fast and precise follow-up of the angle and data with exported and inexpensive material. The automatic evaluation system and the scoring FMS can help coaches and physiotherapies experts to assess the bilateral limb, torso or asymmetric deficit in various sports.

Index Terms: Functional Movement Screen, Injury, Assessment System



Upcoming Events

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

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

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

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

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

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

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

