

ABSTRACT PROCEEDING
Volume 1, Issue 10



ABSHL-APRIL-2022

Venue: Mercure Hotel Amsterdam City

Date: April 16-17, 2022



**Social Sciences
and Economics
Research Society**

SSERS 2nd 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

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



SSERS 2nd 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 2nd 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 2nd International Conference on Advanced Research in Business Management, Social Sciences, Humanities, Economics & Law (ABSHL)

Mercure Hotel Amsterdam City
April 16-17, 2022

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 2nd International Conference on Advanced Research in Business Management, Social Sciences, Humanities, Economics & Law (ABSHL)

**Day 02: Sunday
April 17, 2022**

Session 01: 10:30 am 12:00 pm

Track 1: Engineering, Technology & Applied Sciences

Presenter Name: Danijela Milo Spri

Reference ID: ASIEM-224-P1

Paper Title: Power System Demand-Side Response Development with the Mediating Role of Aggregators:
Integrated Risk Analysis Approach

Track 2: Business, Economics, Social Sciences & Humanities

Presenter Name: Omar Belkhodja

Reference ID: ABSHL-422-10

Paper Title: Managing Knowledge Resources in UAE Family Firms

Lunch Break: (12:00 pm - 01:00 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: Patrick Li

Reference ID: ABSHL-422-08

Affiliation: University of North Carolina at Chapel Hill, Class of 2025

B.S. Statistics and Analytics

Robertson Scholars Leadership Program

Participant Name: Matthew Tweden

Reference ID: ABSHL-422-09

Affiliation: University of North Carolina at Chapel Hill, Class of 2025

B.S. Statistics and Analytics

Robertson Scholars Leadership Program

Participant Name: Gorm Jacobsen

Reference ID: ABSHL-422-05

Affiliation: Norway



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**Day 01: Saturday
April 16, 2022**

Conference one day is reserved for participants own tourism activities.



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Conference Abstracts

Track 1: Business, Economics, Social Sciences and Humanities



Managing Knowledge Resources in UAE Family Firms

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Over the last few decades, knowledge has become the major source of competitive advantage for businesses [1,2] as firms compete in a complex and competitive environment, in which customers increasingly seek value [3]. The knowledge-based view introduces a shift in the value creation process as it acknowledges that knowledge structures have inherent value creation capabilities [4] and that intangible resources have replaced tangible ones in the process of value creation [5]. Based on the knowledge-based view, the alignment and integration of knowledge resources with business strategy are necessary for knowledge value creation [6,7]. Knowledge resources need to be deployed and managed through appropriate processes [8] to standardize and formalize knowledge flows and improve production activities [9]. Knowledge processes are defined as the knowledge means by which value is added throughout the company's activities to create a competitive advantage [10]. Knowledge management research focused extensively on how large firms manage knowledge-based resources and implement effective strategies to leverage the newly acquired or the already existent knowledge. However, only a few studies addressed how small and medium-sized enterprises, that operate under more resource constraints, take advantage of their knowledge resources and manage them to gain a competitive advantage. Small and medium-sized family businesses face even more challenges when managing their knowledge resources due to their unique characteristics compared to non-family businesses such as their ownership structure, strategic intent, and the influence of the attitude and behavioral traits of the owner-managers on the strategic direction adopted by the family business. The fact that family firms represent over 75% of the economy in the UAE, an in-depth analysis of the knowledge management and family business literatures allowed us to identify the following three gaps: 1) Many studies highlight the importance of KM processes and the need for companies to focus on value creation [11,12]. Extant research in the KM field has separated between the study of KM processes and a firm's knowledge absorption capacities. Past research overlooked the impacts of the firm's ACAP on the process of value creation [13]. 2) Most KM efforts are fragmented [12] and research is often limited to the study of externally acquired knowledge or internally created knowledge. Only a few studies analyzed the KM processes from the perspective of both externally and internally generated knowledge in the context of the knowledge-based view. 3) Despite their major contribution to the economy and to an increased scholarly interest, we still know very little about KM processes in small and medium-sized family firms and how these family firms manage their knowledge resources and their absorptive capacities. There is a lack of KM studies that are applied to family businesses despite their unique configuration of human capital and unique approach in managing knowledge-based resources. Our paper aims to contribute to the knowledge management and the family business literatures and addresses the research gaps identified above by examining the KM processes and ACAPs in two small and medium-sized family businesses. That is, our contribution consists of advancing our understanding of knowledge mechanisms by focusing on the study of the intricacies that exist between the KM processes and the firm's absorptive capacity. Hence, the objectives of our study are: (1) to explore the specificities of the relationship between KM processes and a firm's absorptive capacity in a context of knowledge-based view using externally and internally generated knowledge as an input. This requires to clarify the role of knowledge processes into the company's value creation dynamics and to explore the relationships between the processes and capacities mentioned above; (2) to delineate and characterize the importance of the potential and the realized absorptive capacities; and (3) to examine and explore the knowledge specificities of small and medium-sized family businesses based in the United Arab Emirates (UAE). Two case studies in the context of UAE-based family businesses are used as the main research method.

Index Terms: Knowledge, UAE, Family



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Conference Abstracts

Track 2: Engineering, Technology & Applied Sciences



Power System Demand-Side Response Development with the Mediating Role of Aggregators: Integrated Risk Analysis Approach

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Establishment of the EU Energy Union aims to deliver a secure, sustainable and competitive energy system, while at the same time being less dependent on external energy supplies through diversification, efficiency and renewable sources of energy. Demand-side response plays an important role here as consumers are put at the centre of a renewed EU energy system which offers high level of independence to consumers in producing, storing and selling energy but also guarantees flexibility and protection. Most prominent advantages of introducing a demand-side response are greater level of flexibility of power system as well as higher profitability compared to the construction of new power plants, what should reduce overall system costs. However, the success of demand-side response is strongly dependent on many factors like legal framework, technology, market development but also user acceptance and engagement. The establishment of aggregators as mediators in demand-side response ensures accumulation of distributed energy resources (DERs), especially small and medium-sized which are not profitable to operate independently in the market. This paper explores perspectives of demand-side response development with the mediating effect of aggregators in the EU member state. We use hybrid research methodology which combines instruments of strategic analysis like PESTLE framework, SWOT and TOWS analysis, together with the integrated risk management (IRM) framework in order to identify, evaluate, rank and propose efficient management of prominent risks to which this initiative is exposed. In the proposed framework interdependences between identified risk factors are also taken into account. Some of the risks recognized in the analysis are: political risk, risk of entry barriers, consumer behaviour risk, cyber security risk, risk of substitute technologies and few others.

Index Terms: Demand-Side Response, Aggregators, Distributed Energy Resources, PESTLE/SWOT Framework, Integrated Risk Analysis



Upcoming Events

<http://saser-society.org/mrbss-may-2022/>

<http://saser-society.org/rame-june-2022/>

<http://saser-society.org/pems-july-2022/>

<http://saser-society.org/iebs-aug-2022/>

<http://saser-society.org/emem-sep-2022/>

<http://saser-society.org/gass-oct-2022/>

<http://saser-society.org/pmss-nov-2022/>

<http://saser-society.org/hssm-dec-2022/>

