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1-BU15-6744**THE POLITICS OF INCLUSION/EXCLUSION IN FRAMING CONFLICT: THE MIDDLE EAST CRISIS IN POLITICAL DISCOURSE**DR. KHALED AL-ANBAR¹

In contexts of escalating conflict such as the one in the Middle East, it is necessary in the interest of pursuing a peaceful resolution to avoid constructing controversial assumptions about certain groups of people as much as it is important to use linguistic tools in ways that encourage various political actors (and discourse recipients) to cooperate on national and global scales. Departing from a particular understanding of the nature of politics and the crucial role that language plays in political communication (Fowler et al. 1979), this paper aims at critically investigating the political discourse of the Israeli Prime Minister, Benjamin Netanyahu to demystify how language was utilised to formulate arguments that depict certain political actors in ways that serve a political agenda. Reflexive and multilayered analyses capture illustrative examples of how patterns of positive/negative representation have been actualised across different discourses.

The present paper also aims to illuminate a discursive perspective of constructing ideologies around the much-debated Middle Eastern political conflict which continues to capture global public concern. Embracing a discourse-analytical approach and informed by a number of critical social theories, the paper delves into how the PM uses language to legitimise the Israeli government's perception of reality, how the wider universe should view the conflict, and what solutions are best at times of peril. Using the Critical Discourse Analysis triangulation framework developed by Wodak and Meyer (2009), this paper examines four levels of context: (1) the text-internal context, (2) the intertextual and interdiscursive relationships, (3) the context of situation, and finally (4) the socio-political and historical context. Analyses along these lines unravel ideologies which are synchronously recontextualised by topics and sub-topics to commitment to a political project.

References:

- Fowler, R., Hodge, B., and Kress, G. (1979). *Language and Control*. London: Routledge and Kegan Paul.
- Wodak, R. & Meyer, M. (2009). *Critical Discourse Analysis: History, agenda, theory and methodology*. In: R. Wodak and M. Meyer (eds.), *Methods of Critical Discourse Analysis*. London: Sage, pp. 1-34.

2-BW08-6422**CSR ACTIVITIES AND THEIR IMPACT ON EMPLOYEES' INTENTION TO QUIT IN SMES OF PAKISTAN**DR. ATIF BILAL²; AND **FATIMA KHAN**

The purpose of study was to investigate the relationship between corporate social responsibility (CSR) and intention to quit with the mediating role of organizational commitment and employee engagement. The data has been collected using survey based questionnaire from 203

¹ Dr. Khaled Al-Anbar, Doctoral Researcher and Teaching Assistant, University of Southampton.

² Dr. Atif Bilal, Assistant Professor, Shaheed Zulfiqar Ali Bhutto Institute of Science & Technology.

employees of SMEs in Islamabad and was analyzed through different statistical tests. The results of the study show a positive relationship of CSR on organizational commitment and employee engagement that together produce a negative impact of intention to quit. It has been observed that the CSR acts as a tool of attraction for employee's engagement and commitment at work place. Organizational commitment has been observed as the most important variable among the proposed relationship, as it raises the major negative impact of corporate social responsibility on intention to quit. The study highlights corporate social responsibility as an important driving force for employees in the workplace, if used with the right combination of activities. The effective design and use of CSR activities can help the organization to increase the level of commitment among the employees. The study concludes for managers that if employees are both committed and engaged at the same time than the chances that they will have intention to quit is very low. The future perspective will allow researchers to study corporate social responsibility along with organizational commitment as a motivational tool to tackle down other workplace issues related with intention to quit.

3-BU10-6709

CRITICAL EXAMINATION OF THE ARAB UNDERGRADUATE STUDENTS' PERCEPTIONS OF THEIR COMPETENCE IN ACADEMIC ARABIC LANGUAGE AND THEIR IDENTITY IN THE LIGHT OF STUDYING IN EMI UNIVERSITIES IN THE UAE

MRS. TAGHREED MASRI³

The use of English as language of instruction has been naturalized and taken-for-granted without questioning. Because of English, Arabic is educationally marginalized, and "is currently being pushed back to play a minor role in postsecondary education" (Troudi, 2009, p. 3). This study aims to problematize the use of English as medium of instruction at three universities in the United Arab Emirates. The study aims to critically explore the perceptions of Arab university students who were in Arabic medium instruction schools, of their Arabic proficiency and their Arab identity after studying at university. It also aims to examine the psychological, academic and social transitional changes that accompanied the change of language of instruction from Arabic to English. Based on critical theoretical framework and approached from interpretive and critical paradigms, the study used a mixed-methods approach of quantitative and qualitative data collection. 268 surveys and 20 semi-structured interviews showed that students were aware of the decline in their Arabic proficiency due to studying via English. Results also indicated that students showed symptoms of Academic language attrition. They also reported psychological, academic and social suffering. Results also reported that students believe Arabic language as an essential part of their identity that cannot be wiped away.

³ Mrs. Taghreed Masri, Lecturer, Canadian University of Dubai.

4-BU17-6674**PHYSICAL ACTIVITY AND DIETARY HABIT AMONG A SAMPLE OF KUWAITI UNIVERSITY STUDENTS: A SCOCIOCULTURAL STUDY**DR. MAHA ALSEJARI⁴

Kuwait society had experienced a major life style changes since oil excavation, the populations' life style has been altered from active daily movement and healthy diet consumption to sedentary and inactive mobility and high fat and sugar intake. This study aims to examine the association between Kuwaiti university students' physical activity and dietary habits and their socio-demographic characteristics. A self-administrated questionnaire was distributed among 466 students. The questionnaire consisted of three sections, containing closed-ended questions to measure the identified variables (socio-cultural information, dietary habits, and physical activities). A statistical significance was found between the participants' age, sex, marital status, social sector, and religious affiliation and their dietary habits ($p < 0.05$). Also, a statistical significance was found between the participants' sex, marital status, BMI, social sector, and religious affiliation and their physical activity ($p < 0.05$).

5-BU14-6712**THE BELIEF IN FREE-WILL AND RISK-TAKING: AN INVESTIGATION OF COMPETING HYPOTHESES ACROSS EASTERN AND WESTERN CULTURE**MR. SUBRAMANYA PRASAD CHANDRASHEKAR⁵

The present investigation examines the relationship between individuals' belief in free will (BFW) and risk-taking and sensation seeking preferences. BFW is the general belief of a person that their behavior is free from internal and external constraints across situations, and thus, likely promotes an individual's view of the self as the most important determinant of behavior outcomes. BFW is likely to promote the perceived controllability of outcomes of risky behaviors. However, researchers taking the "action-and control" perspective of BFW, argue that concept of free will has evolved to override inherent immediate biological urges that mainly focus on the self, allowing for prospection, long-term planning, action control, and coordination with others in society, and thus, BFW may be negatively correlated with the preference toward risk-taking. Separate mini meta-analyses for studies with participants from Hong Kong ($N = 1008$), and participants from USA ($N = 3005$), suggested that participants in Hong Kong indicate a positive correlation between BFW and risk-taking (mini meta-analysis effect $d = 0.21$, 95% confidence interval = $[0.15, 0.27]$), whereas the USA participants indicate negative correlation (mini-meta-analysis effect $d = -0.09$, 95% confidence interval = $[-0.12, -0.05]$). The mini meta-analysis finds support for competing hypotheses between BFW and risk-taking preferences, which suggests cultural context as a meaningful moderator of the relationship.

⁴ Dr. Maha Alsejari, Associate Professor, Kuwait University.

⁵ Mr. Subramanya Prasad Chandrashekar, Research Assistant Professor, The Open University of Hong Kong.

6-BU21-6757**INTERNATIONAL SANCTIONS POLICIES: HOW THE EU AND USA SANCTION RUSSIA'S ACTIONS**DR. SURDU ILEANA-CINZIANA⁶

Both the European Union (EU) and the United States of America (USA) aimed to impose costs on Russia after its use of force in Ukraine. This has been done through imposing sanctions in areas, such as: economic, cooperation, infrastructure, diplomatic etc. While not necessarily coordinating their actions, the EU and the US have both acted to impose sanctions, after the 2014 Russian annexation of Crimea.

As a result of Russia's actions in Ukraine, the European Union offered assistance to the latter country aimed at economic recovery, combating corruption and judicial reform, by, for example, sending a civilian CSDP mission (EUAM) aimed at supporting civilian security sector reform and by lifting visa requirements for travel. Furthermore, soon after the assumption of power by the Poroshenko regime, Ukraine signed the Association Treaty with the Union.

The European Council has first agreed upon a series of diplomatic measures against Russia's intervention in Ukraine, in March 2014, when travel bans and asset freezes have been implemented against entities and persons who acted against Ukraine's integrity. This included 155 persons who were banned in the EU member states, 44 institutions which had their assets held in the EU frozen, a ban on non-Ukrainian imports from Crimea and Sevastopol, a ban on investing in Crimea, the prohibition to offer travel services to Crimea or Sevastopol, the ban to support the infrastructure, the telecommunication services, and the energy sector in Crimea. The actions have been followed by excluding the possibility of Russia's joining the OECD and the International Energy Agency in June 2014, economic sanctions in July 2014, and the suspension of any bilateral talks or agreements. Alternatively, the European Union also claimed that reengagement with Russia is possible if a cooperative partnership for solving the Ukraine crisis is re-established.

In response to the assassination attempt of March 2018, against the former Russian intelligence officer, Sergei Skripal, and his daughter, the US Congress proposed new sanctions on Russia in the field of import-export, banking, diplomatic relations, loaning, or air carrier landing. According to the terms of the law, if there are no assurances from Russia that it will no longer use chemical weapons, three types of sanctions would be triggered, leading to a strong long-term effect on the Russian economy.

In order to assess the effectiveness of the EU's and US sanctions against Russia, the paper proposes an analysis of the statistical data covering the most targeted fields. Indicators such as levels of trade and foreign direct investment between the three major blocs will be analyzed, with the aim of mapping the way sanctions affected this connection.

⁶ Dr. Surdu Ileana-Cinziana, Researcher, The "Mihai Viteazul" National Intelligence Academy.

7-BU13-6529**THE EFFECTS OF POSITIVE AUTOMATIC THOUGHTS AS A MEDIATORS OF THE RELATIONSHIP BETWEEN POSITIVE AFFECTS AND MEANING IN LIFE**DR. BAGUS TAKWIN⁷; AND **RIDWAN FAISAL**

Various studies show the relationship between positive affect and the meaning in life but there is no conclusive explanation regarding the mechanism of the relationship between the two. One explanation found in previous studies states that positive affect encourages individuals to seek positive meanings in life through flexibility and positive mental states produced by positive emotions (Fredrickson, 2000). Another explanation adds that positive affect can achieve this effect through mediation of cognitive factors that increase sensitivity to the context of meaning that corresponds to self and the information needed (King, Hicks, Krull, & Gaiso, 2006). These two explanations provide insight that the meaning in life can be influenced by positive affect through mediating cognitive factors. More specifically found that the high positive affect can help individuals bring positive thoughts in memory through automatic cognitive processes (Lightsey & Boyraz, 2011; Lightsey, Richard, Johnson, Freeman, 2012). In addition, positive automatic thoughts have a contradictory relationship with negative affect (Lightsey, Richard, Johnson & Freeman, 2012). On that basis, this study aims to determine the role of positive automatic thoughts in mediating the relationship between positive affect and the meaning in life. Participants in this study were individuals who were classified as young adults aged 20-40 years (N = 68). This study uses experimental methods with between-subjects design, which assign randomly participants into two groups of participants, each of which gets different treatment (positive mood induction X negative mood induction). Positive automatic thoughts are measured using the Automatic Thought Questionnaire (ATQ), while the meaning in life is measured using the Meaning in Life Questionnaire (MILQ). The results showed there were differences in meaning in life between the groups induced with positive mood and those induced with negative moods ($t(65.8) = -2.84, p < 0.01$). That is, there is an effect of positive affect on the meaning in life. From the results of the mediation analysis found that positive automatic thoughts have a mediating effect, it was found that the effect of positive affect on the meaning in life is mediated by positive automatic thoughts. The implications of the research results and the differences with previous studies are discussed.

Keywords: Positive affects, meaning in life, positive automatic thoughts, mood induction

8-BU18-6756**MULTIPLE DIMENSIONS OF CORPORATE SOCIAL RESPONSIBILITY WITHIN THE FIRM AS A REAL ENTITY AND COMMON GOOD**MS. CRISTINA QUARANTA⁸; AND **EMILIANO DI CARLO, ASSOCIATE PROFESSOR**

The corporate failures and scandals (both financial and environmental) combined with the global financial crisis, have prompted a growing economic, political, social and academic debate on what should be the objective of the firm (Asher et al. 2005; Blair 2002; Fontrodona and Sison 2006; Freeman et al. 2004; Hart and Zingales 2017; Jensen 2001; Keay 2008; Sundaram and Inkpen 2004), questioning the role of business in society and the very model of

⁷ Dr. Bagus Takwin, Associate Professor, Universitas Indonesia.

⁸ Ms. Cristina Quaranta, PhD Fellow, University of Rome TorVergata.

capitalism (Barton and Wiseman 2014; Bower et al. 2011; Canals 2010; Krugman 2009; Lin-Hi and Blumberg 2012; Porter and Kramer 2011).

Indeed, the debate on what should be that purpose aims to achieve the best solution regarding the effect that it may have on both the survival and growth of the firm, and the improvement of health and well-being in society, harmonizing the purposes of individuals, firms and the economy (Arjoon et al. 2018).

According to Garriga and Melé (2004), theories on corporate social responsibility focus on four fundamentals dimensions: find goals producing long-term profits; exploit business power in a responsible way; embody social demands and contribute to common good by doing what is ethically correct.

The authors suggest how it would be interesting to analyze those dimensions and their connection among different theories as well as understanding their limitations.

‘What seems more challenging, however, is to develop a new theory able to overcome these limitations. This would require an accurate knowledge of reality and a sound ethical foundation’ (Garriga and Melé 2004, p. 66).

In this regards, we believe that the main limit of the most common theories on corporate finalism (i.e. shareholder and stakeholder theories) lies in the fact that they consider the firm only as an instrument to satisfy the needs of some constituencies. For instance, according to the shareholder theory (Friedman, 1970), the purpose of the firm coincides with the interests of shareholders, due to the consideration of the firm as a legal fiction, an instrument of the shareholders to satisfy their needs (i.e. profit maximization). On the other hand, the stakeholder theory (Freeman 1984) considers the firm as an instrument able to satisfy the sum of stakeholders’ particular interests.

In order to consider multiple dimensions and to harmonize the purposes of individuals, firms and the economy, we assume that the starting point should be to consider the firm as a separate real entity [this would give it social responsibilities toward non-shareholders, for example employees/suppliers (Chassagnon 2011)] with its own interest that meet the needed conditions to bring a better way of doing business (Freeman and Ginena 2015).

Only thinking about the corporation as a real entity, something more than the sum of the interests of its stakeholders (Keay 2008; Ireland 1999; Petrin 2013; Stout 2013), would bring relevance to the interest of corporation.

Thus, this study wants to contribute to the debate on corporate objective, analyzing "why" and "how" considering the firm as a real entity with its own interest to serve the common good may favorite the survival and growth of the firm itself as well as the improvement of society well-being.

9-BU04-6620

EFFECTS OF PSYCHOSOCIAL FACTORS ON PERCEIVED WORKPLACE STRESS AMONG FEMALE EMPLOYEES IN OGUN STATE, NIGERIA

MR. OLAITAN AKINLEKE⁹

This aim of this study was to examine the extent to which female employees attribute the stress they experience in their workplace to psychosocial factors. Five hundred and twenty two female employees were randomly drawn across the various ministries of Ogun State government, Nigeria. A questionnaire that was divided into four sections was used to gather information for this study. Using a three-way factorial statistical analysis, it was concluded that people who have Type B personality are less disposed to work stressors than Type A

⁹ Mr. Olaitan Akinleke, Principal Lecturer, Federal Polytechnic Ilaro.

personalities. Also, happily married people tend to be less affected by work stress than those who are not happily married or single. Furthermore, internally oriented women seem to have control over their job worries than externally oriented ones. These findings imply that psychosocial variables are important and relevant in understanding the processes and outcomes of job tension, hence, there is need for organizations and human resource managers to include an assessment of personal variables in the design and specification of work with a view to reducing job tension so that organizational effectiveness and efficiency would be enhanced.

Keywords: Workplace stress, Psychosocial factors, Type A/B personality, Locus of control, and Marital status.

10-BW11-6675

SOFT POWER POLICING IN ABU DHABI: A SUMMARY OF FINDINGS

MR. MOHAMED ALHANAEE¹⁰

Soft' power and 'soft' policing have long been part of Western approaches to crime reduction and prevention and they became viable tools that supplemented conventional 'hard' approaches utilised in the policing. While traditionally policing has relied on 'hard power' and the existence of certain power structures that provide police officers with the ability to maintain order and control in society, the shift to a softer approach corresponds to a prior realisation that both might work in harmony with one another, and this has been embodied in a push toward normative influence that operates alongside a penal response to unacceptable behaviours

Although there is a body of research that outlines the advantages of introducing soft policing approaches to crime reduction and prevention, most of this research had been conducted in Western countries, where the drive to ensure police accountability, legitimacy and visibility had favoured the gradual implementation of soft policing. But softer measures are gradually becoming part of the policing repertoire in Middle Eastern countries, in no small measure due to the fact that higher-ranking officers and policy-makers have come to understand that 'hard' and repressive policing fails to obtain the trust of local communities whose engagement is vital for successful crime prevention.

In recognising the lack of literature surrounding the use of soft policing in non-western contexts, this thesis examines the process through which soft policing has been introduced to Abu Dhabi's police. The perceptions of police officers (n=207) from various ranks will be taken into account, and the perceived effects and challenges of soft policing were captured through questionnaires and analysed using descriptive statistics. This quantitative element was further supported and triangulated through qualitative interviews (n=10) that were conducted with high-ranking police officers and analysed using thematic analysis.

The research reveals that Abu Dhabi's police officers are largely familiar with the concept of soft power and are willing to implement it when dealing with local communities. Whereas soft power is thought to be effective in crime prevention, hard power policing was instead understood to be imperative in instances where coercive measures were required, such as the apprehension of offenders. Police officers are aware of the need to utilise both strategies in the policing context. But in attempting to embrace soft policing, research participants experienced cognitive overload, increased pressure at work and were frequently required to embrace unconventional roles and responsibilities. This limited understanding of the practice of soft policing can also be attributed to the fact that community policing has only been recently

¹⁰ Mr. Mohamed Alhanaee, Postgraduate Student, Canterbury Christ Church University.

adopted – here there is a clear contrast with countries where modern policing has been applied for decades

Although a number of soft policing tools have been applied across the Emirates with the intention of improving police-community relations, the embrace of soft policing has also created a number of practical challenges for officers who were previously more reliant on hard tools in their careers. The thesis concludes that Abu Dhabi Police need to develop more training opportunities, with the intention of ensuring that police officers are comfortable in the deployment of soft tools during their daily activities.

11-BU19-6643

KUWAITI SOCIAL WORKERS' ORIENTATION TOWARD EVIDENCE-BASED PRACTICE (EBP)

PROF. HEND ALMASEB¹¹

This study evaluated Kuwaiti clinical social workers' orientation toward the evidence-based practice (EBP) process and investigated the variables associated with it. A convenient sample of 300 clinical social workers was selected to participate in the study. The findings showed a high overall level of orientation toward the EBP process. The results showed that the female participants express more positive attitudes toward the EBP process than the male participants do. In addition, social workers who are not recent graduates and who have years of practical experience in the field are more likely to adopt the EBP into their practice than the social workers who are recent graduates. Moreover, the social workers who reported that they do not need to attend workshops on the EBP process were familiar with EBP and had more positive attitudes toward it than did those who reported that they need to attend workshops on the EBP process.

12-BW14-6777

EXAMINING THE IMPACT OF POLITICAL EVENTS ON STOCK MARKET RETURNS IN TADAWUL, KSA

DR. MOHAMMAD KNIO¹²

This paper sought to develop an explanatory framework to investigate the impact of the political incidents on the stock market return in Saudi Arabia.

The impact of the political events on the Saudi Arabian stock exchange is explained within a framework developed on the basis of positivist research philosophy. Under this approach, the paper sought to develop explanations and to demonstrate relationships using statistical analysis, rather than to obtain information concerning the human perspective with regard to such matters. The first step in this project was to conduct a literature review, which formed the basis for formulation of hypotheses, and subsequent testing of the hypotheses, in particular settings. In this case, hypotheses were tested against the backdrop of the Saudi Arabian market. As a result, a deductive approach was adopted. The main form of testing in this project was carried out as causal research, the primary objective of which was testing the impact of the political events in the Saudi Arabian stock market; therefore establishing a causal and effect relationships is crucial in this research. Statistical analysis was conducted on the data collected, all of which took the form of secondary data. The data sets collected were numerical

¹¹ Prof. Hend Almaseb, Associate Professor, Kuwait University.

¹² Dr. Mohammad Knio, Lecturer and Assistant Dean, International University of Beirut.

in nature and available on the stock exchange in Saudi Arabia. Data was collected from the period between 2000 and 2014 from secondary data sources, and represented the closing figures on the last day of the year. Regression analysis was the statistical method applied, the purpose of which was to examine potential associations between independent and dependent variable; therefore, regression analysis was the statistical technique applied. Using this technique facilitated development of insight into the relationship between the political events and changes in the stock market. Findings indicated that an attempts should be made by the Saudi government to control political unrest, prevent inconsistency in political events. This study has several contributions to literature and to professional lives. First of all this study contributes to the academic debate regarding the effect of political turmoil on the stock market. For the professionals, it contributes to understanding of the effect of political events on stock market behaviour. Moreover, it increases understanding of the stock market behaviour of the policy makers, investors and governments in order for them to predict changes in the stock market. In line with this, they can take preventive measures against the risk involved in stock market behaviour.

13-BW09-6628

THE EFFECT OF ELECTRONIC WORD OF MOUTH AND FRIEND-OF-A-FRIEND ON BRAND KNOWLEDGE – AN EMPIRICAL INVESTIGATION IN THE SMES

MR. EMAD SALEM¹³

The emergence of Social Networking Sites (SNSs) has changed the way businesses operate, how customers shop and information is exchanged and shared. Two known phenomenon have been reported with potential impact on the purchasing decisions made by customers, the Electronic Word of Month (EWOM) and a Friend of a Friend (FOAF). This empirical study investigates the extent to the EWOM and FOAF among the consumers can influence Brand Knowledge within the context of the Saudi Small and Medium Enterprises (SMEs). Using an online survey, 553 respondents have completed an anonymous questionnaire designed to study their demographic characteristics, patterns of SNSs use and measure the EWOM, FOAF and brand knowledge. Descriptive Statistics and Structural Equation Modeling were used for data analysis and to assess the relational or structural model illustrating the research variables and to examine the relationships between the independent and dependent variables. The findings indicated that most of the participants are males (74.5%), 34 years old or less (73.6%) and gained up to Bachelor educational level (65.7%). Most participants have more than 50 online friends while 18.6% have fewer than 10 online friends. Approximately, the same percentages of participants have "11–30" friends and "31–50" friends with 13.7% and 12.3%, respectively. In addition, more than 75%, 80% and 99.5% of the participants have used Facebook, Twitter and YouTube, respectively, more than 75%, 90% and 74.7% and have an account with Facebook, Twitter and YouTube, respectively, and more than 80%, 80% and 90% have used Facebook, Twitter and YouTube for more than 2 years, respectively. The results showed that the participants were very positive about EWOM and FOAF with aggregate percentages of 78.1% and 75%, respectively. The results also showed that participants have a positive attitude towards brand knowledge with an overall average of 3.75 and standard deviation of 0.62. The four variables of brand knowledge vary within a very small range with a minimum average of 3.67 for trust, followed by brand loyalty and image with almost the same average (3.76 and 3.77, respectively), and a maximum average of 3.81 for awareness. The findings indicated that

¹³ Mr. Emad Salem, PhD Candidate, Brunel University.

the EWOM and FOAF have a positive strong association with the brand knowledge (with a standardized coefficient 0.59 for EWOM, 0.79 for FOAF and of 0.83 for brand knowledge), and with R-squared around 0.70% and p-value < 0.05. Those findings imply to consider advancing the EWOM and FOAF when designing Social Media Marketing (SMM) campaigns and marketing strategies over SNSs to disseminate brand knowledge with higher maturity.

Keywords: Social Networking Sites, Social Media Marketing, Electronic Word of Month, Friend of a Friend, Brand Knowledge.

14-BW03-6583

EMPOWERING CUSTOMER AND SERVICE PROVIDER RELATIONSHIP IN WELLNESS TOURISM IN INDIA USING SENTIMENT ANALYSIS

MR. DIBYA NANDAN MISHRA¹⁴ AND DR RAJEEV KUMAR PANDA

Wellness tourism possesses enormous potential for the economic development of any country. Globalization, development in communications and obedience to international quality standards has resulted in significant rise in the movement of health-conscious individuals across national boundaries. With the change in life style and habits of livelihood, tourists are shifting towards a more wellness treatment that focuses on mind, body and relaxation. This has been indicated across developed countries such as United States of America (USA), Canada, Western Europe, Australia and United Kingdom (UK). Patients are preferring India as a medical tourist destination because of its indigenous medical care in form of Ayurveda, Yoga, Unani, Sidha, and similar system of health care. Wellness health care creates an opportunity by combining vacation with treatment while maintaining privacy and confidentiality.

The value and importance of healthcare and education have grown in the last couple of years owing to the above reasons. The economic development of India is closely dependent on the health care sector. With rising demand for indigenous healthcare facilities, Indian wellness health services has shown a steep rise in past few years. Ministry of AYUSH is actively involved in developing wellness care services in the country. The policy makers have also raised disquiets regarding the service quality provided by the organisation. Our study is going to focus on the development and betterment of relations between the wellness service providers and tourists by viewing their concerns and past experiences. The study will emphasise on the service provider's personality and behavioural traits, service quality, physical environment and other factors which affect the customer's trust, satisfaction and commitment level. Past researchers have shown that customer loyalty is highly affected by the service quality and service provider's attributes.

This study will make use of netnography methods. Lexicon and machine learning based sentiment analysis will be implemented to understand customer experience in wellness tourism sector. The result will further be processed with RIDIT, Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) for validation of the proposed hypothesised model.

The results of this research may be useful to therapists to assist them in developing their personalised skills and interaction quality with customers. Make service providers aware of the value of service quality and its importance in increasing customer re-visits. The study may help business development managers to create training programs to meet future market competition. The research study may help policy makers to identify relevant skills and knowledge required for developing relationship quality and increase tourist re-visits. The study may assist government organisations to refine and reform decision making by identifying service quality gaps as an area of improvement. The results may provide insight to wellness tourism managers

¹⁴ Mr. Dibya Nandan Mishra, Research Scholar, National Institute of Technology Rourkela.

as to how they can improve their service quality to match customer expectation and improve wellness centres performance.

Keywords: relationship quality; service quality; customer retention; loyalty; tourism; Wellness; sentiment analysis; machine learning.

15-BU16-6704

EVOLVING INDIAN POST-PARTUM CARE THROUGH SERVICE MODEL: QUALITATIVE STUDY OF EXPERIENCE AND SATISFACTION

MRS. REKHA CHAUDHARI¹⁵; AND DR NEHA SHARMA

Traditionally, postpartum care in India has been extinct with changes in social and family forms. Therefore, postpartum care has been drastically affected or destabilized by time. Postpartum care requirements have received more attention due to changes in family structure and working culture in modern society, giving rise to various new forms of postpartum care services and providing women with an expanded choice of postpartum care methods. Three types of postpartum care were introduced in modern India society: (1) assistance provided in house; (2) postpartum care centres; and (3) day care service.

This study conducted a survey among mothers participating in the Postpartum Home care Service program of Mothers Touch, India. The effective sample included 92 participants and their health care providers. The results were found to have a positive effect on participants experience and satisfaction ($p < 0.001$). The postpartum care personnel provided mothers with assistance in food, house chores, mothers and new-born care, and professional child observation, immediately solving mothers' needs. This provided mothers with a sufficient level of rest and the feeling of comfort, which directly affected their overall emotional and functional experience with the service. The professionalism demonstrated by the personnel during the provision of the postpartum home care service made women feel safe when receiving their assistance. Moreover, family members' approval of the postpartum care personnel made women feel that their decision to receive the postpartum home visiting service was right, which affected their overall satisfaction. Regarding practical implications, the results provide postpartum home care service providers with a better understanding of consumers' feelings and, thus, put them in a better position to improve experience through appropriate service methods.

16-BU05-6384

NATIONAL IDENTITY AND POSTCOLONIAL ANXIETY IN THE COMMERCIALIZATION OF ARNIS DE MANO

DR. REY CARLO GONZALES¹⁶

Beginning in the 1970s, the Philippines has made a conscious effort to nationalize the Filipino martial art of Arnis de Mano (also known as Eskrima and Kali) as a beacon of Filipino national identity. Over the last four decades, it experienced a colourful rise in popularity both locally and internationally, and has been featured in Hollywood films such as 'The Bourne Identity' (2002) and '300' (2007). In 2009, the national government passed Republic Act 9850 which

¹⁵ Mrs. Rekha Chaudhari, Managing Director, Mothers Touch Foundation.

¹⁶ Dr. Rey Carlo Gonzales, Assistant Professor 5, University of the Philippines Visayas.

recognized Arnis as the Filipino national sport and national martial art. At the heart of this intercourse between the nation and Arnis are the various teachers and practitioners of the martial art who understood the articulation of Arnis as a national symbol as an expression of nationalism. The nationalization of Arnis reflects what Partha Chatterjee has argued as the nation's way of 'culturally re-equipping' itself as a form of postcolonial self-regeneration by drawing from what Anthony Smith described as a 'mythical golden age' which celebrated the nation's idealizations about itself. The great irony in its nationalization and popularization, however, is that Arnis is also being marketed abroad to a host of foreign practitioners. This paper analyses how Arnis teachers of one martial arts club (Modern Arnis) rationalize their commercialization of Arnis abroad. It argues that such practice reinvigorates the very postcolonial anxieties its nationalization has sought to address in the first place, and has led to a reformulation in the way it is perceived as an expression of nationalism.

17-BU07-6504

THE BENEFITS OF COMPASSION: A DEVELOPMENT OF COMPASSION EMOTION REGULATION MODEL BASED ON BUDDHISM

MS. HUEI-LIN JUANG¹⁷

Over the past 30 years, a growing number of psychotherapists, counsellors and mental health workers have been engaged in various forms of Buddhist compassion psychotherapy. Many empirical studies have focused on compassion and its effects, such as increased emotional stability, heightened positive emotion, mindfulness and improved attention. However, there are few studies on theories to elaborate how compassion itself might regulate emotions leading authentic-durable happiness fully based on Buddhist doctrines. Humans were born with desire of pursuing happiness. In Western psychology, happiness is mainly to satisfy desire based on the hedonic principle. Positive emotion is considered to be subjective to the levels of desire satisfaction. However, based on Buddhism, desire is the major cause of suffering. The core of Buddhism doctrines is to free from suffering and leading to authentic-durable happiness. The ultimate aim of Buddhism is to overcome the pain and emotional disturbances caused by life's difficulties, challenges and stressors. Especially, compassion is the best medicine to cure emotional disturbances. Compassion involves taking a serial of actions to eliminate emotional suffering. In the present study, I will propose a framework elucidating that compassion would bring stable emotion through the self-cultivation process to regulate our emotions aroused by the external stimulus. The purpose of this study is to develop a theory, the Compassion Emotion Regulation Model (CERM), based on a full consideration of Buddhist teachings. There are two types of principle to deal with desires: Compassion-focused and Desire-focused. Psychological functioning and underlying processes of these two paths are compared, drawing on two concepts: self-centeredness and selflessness. Different emotional adjustments process are from different self-states, including Meaning/self-beliefs, Psychological activities/self-experiences, Responses/self-regulation and Emotion results. The end goal of compassion is to attain authentic-durable happiness. This study attends to construct a theoretical model that provides the mechanism to explain how the compassion could attain authentic-durable happiness. This study is of academic interest to link Buddhism to psychology and hope to offer the theory to guide future and innovative research into the potential mutual enrichment of Buddhism and current psychological theory, research, and practice.

¹⁷ Ms. Huei-Lin Juang, Doctoral Candidate, National Kaohsiung Normal University.

18-BU06-6491**INNOVATION POLICIES AND THE STRATEGIC AGENDA FOR HIGHER EDUCATION IN BRAZIL: POSSIBILITIES AND LIMITS FOR NATIONAL DEVELOPMENT**PROF. SUSANA MESQUITA BARBOSA¹⁸

The aim of this article is to analyze the Brazilian State 's innovation policies in the light of Brazilian constitutional principles and principles of development and the primacy of Science and Technology for educational training. Innovation policies formulated in the last twenty (20) years, under the aegis of the Ministry of Science and Technology of the Brazilian Government, present structural contradictions generating a mismatch between the scientific agendas and technological agendas of the country and, above all, as the project of higher education in Brazil. The research developed has demonstrated that the reconstruction of the theses on national development and the constitutional purposes of Science and Technology, are elements that leverage the development of a new strategic agenda for Higher Education in Brazil.

In the document of the Brazilian government "National Strategy for Science, Technology and Innovation 2016-2019", the "Expansion, Consolidation and integration of the National S & T System is highlighted as the Structuring Axis, having as fundamental pillars: (1) Promotion of basic scientific research and technological; (2) Modernization and expansion of the ST & I (CT&I) Infrastructure; (3) Expansion of funding for the development of ST & I; (4) Training, attraction and fixation of human resources and (5) Promotion of technological innovation in companies.

As can be seen, the scientific research carried out in the years of training in higher education is listed as the axis of support of the Strategies, particularly as a possibility to strengthen its base to help overcome the challenges identified by Brazil in relation to National Development. However, even if these policies are listed as Strategic for Development, the discussion on Science and Technology requires the revision of the Educational Strategy for Higher Education, with a more systematized and illuminating view of its possibilities and limits under the aspect of national development.

Thus, what we observe from the standpoint of the public policies directed to research, which are under way in Brazil, we can observe that they focus on the structural financing aspect (research grants, equipment acquisition, laboratories), observing only the minimum conditions for development, and also linking part of the success of the venture to the individual efforts of researchers. As a rule, these measures are proposed by the State, whose implementation is in charge of the Ministry of Education (in a more general way) and the Ministry of Science and Technology (with regard to the financing of specific processes).

Public policies for research in Brazil are characterized by the eminently complementary nature of educational policies, especially those developed in the postgraduate context, leaving aside the prediction of the achievement of research at all levels of school (basic education, fundamental and higher education).

In this way, we envisage the need for a more in-depth reflection on the State, based on Public Policies, as an institution that promotes development. We chose as a way for this reflection, the analysis of Scientific Research, outlined as an element of the Constitutional Social Order, allowing the understanding of the Brazilian State as the director of a policy of continued development.

¹⁸ Prof. Susana Mesquita Barbosa, Assistant Professor, Universidade Presbiteriana Mackenzie.

19-BU20-6638**HOW CAN PHILOSOPHICAL INQUIRY BE USED AS A MEANS OF ENGENDERING SPIRITUALITY**MS. SEEMA ALI LALANI¹⁹

The study investigates a relatively unexplored educational aspect of linking philosophical and spiritual understanding and showing the importance of both for students' deeper religious knowledge and spiritual beliefs. The investigation of this relationship leads the study to review the ongoing debate between faith and reason among various philosophers and educators of the past and current times. Religious traditions historically uphold arguments to focus on the cognitive dimension of religious belief to which the believer is committed but it can be fruitless to try to evaluate religion without understanding it deeply. Therefore, some religious educators argue for the inclusion of discerning and insightful materials in the religious education curriculum for the critical examination of religious ideas which assist children to become thoughtful of their philosophy of life and their spiritual transformation. To assess this argument, the study analyses the IIS's (Institute of Ismaili Studies) literature module and examines the potential of the philosophical and spiritual ideas reflected in the literary pieces in the module. A hermeneutical and interpretive approach is adopted to analyze selected texts; the outcomes of the analysis appear to demonstrate an unbalanced emphasis on philosophical and spiritual aims. The whole argument elucidates how a philosophical approach integrates the distinct areas of our experience which include our emotional and intellectual aspects, linking the practical and the theoretical; thus, encompassing our inner self-reflection as well as our outer experience of the world. The study endeavors to draw upon theoretical links between past and present philosophical traditions and it is also significant as it offers the basis for a critical Religious education, oriented towards a philosophical approach for intellectually engaging learning that is directly relevant for achieving the spiritual aims of the curriculum. As, Philosophy and religion, as separate disciplines, both address the key questions of what is real, and right. They differ however in where they find the answers; philosophers develop human thinking and believers accept a tradition of revealed truth. Merging both together, children can make powerful connections between the issues raised and their real-life experience, leading them to get a more thorough understanding of their faith through in-depth study.

20-BU11-6669**DEVELOPMENT OF CULTURAL TOURISM MANAGEMENT IN TOURISM RESOURCES IN CENTRAL REGION OF THAILAND**DR. WANNAWEE BOONKOUM²⁰

This research aimed to study cultural tourism situation in the central region of Thailand, examine the management model of cultural tourism in, and to find suggestions for cultural tourism management in the central region of Thailand. Tourism resources in four provinces, namely, Kanchanaburi, Nakhon Pathom, Ratchburi, and Suphan Buri which located in the central part of the country were studied. A Research and Development methodology was used in this study. The samples, who were collected data with questionnaires, were 400 tourists, and 20 key informants in the four provinces were given an in-depth interview, joined focus group discussion, and group meeting. The key informants from each studied area included the

¹⁹ Ms. Seema Ali Lalani, Secondary Teacher, Institute of Tariqah and Religious Education board for Pakistan ITREBP.

²⁰ Dr. Wannawee Boonkoom, Assistant Professor, Silpakorn University.

representatives of people, government organisation, private organisation, and community leaders. The data were analysed by frequency, percentage, mean, standard deviation, and content analysis.

The findings showed the situation of tourism in the central part of Thailand were trends of increasing tourists. The majority of the tourists visiting the areas 2-3 times with 2-3 members of families or friends. The purpose of their visiting was to travel during festivals of traditional fairs. The overall motivation of the tourists in cultural tourism in these four provinces was at the high level; when each aspect was considered, the findings showed the order of the motivation as the tourist attraction, public relations, facilities, and services, respectively. For the cultural management model, the DVARATI model was presented: 1) D means development for sustainability, 2) V means variety of activities, 3) A means aim at standard, 4) R means relationship, 5) A means attendance, 6) V means vision of entrepreneur, 7) A means awareness, 8) T means transparency, and 9) I means innovation. Last, the major directions for cultural tourism management in the four provinces were building cooperation with government sectors, private sectors, community and involved people in tourism development and administration management; increasing public relations and preparing the travel calendar for both Thai and foreigner tourists; and having more connection of tourism with business alliances.

Key words: Tourism management model / cultural tourism / central region of Thailand,

21-BW13-6761

CONSUMER BEHAVIOR IN CONTEXT OF CIRCULAR ECONOMY

MS. JANA SVECOVA²¹

The concept of “circular economy” has been frequently discussed over few past years and has been first raised by two British environmental economists Pearce and Turner (1990) in their work “Economics of Natural Resources and the Environment” (Barbu et al., 2018). Facing existing environmental problems and resource scarcity, when traditional model of economy treats the environment as a storage of waste, they call for necessity of change and need to contemplate earth as a closed economic system, in which relationship between economy and ecology is not linear but circular (Su et al., 2013). Thus, an idea of circular economy has become competitive environmental strategy and its goal is to minimization of waste, environmental protection, energy efficiency, business development and sustainable economy (Muranko et al., 2018). In this light, some of major business leaders have been wondering about how this change of the new running economy will be accepted by their end-users.

According to Planning (2015) the development of a circular economy model and its successful and sustainable running will require a major change in consumer behavior, not only in terms of returning the purchased goods to producer, but also consumption practices, for example, moving from buying new products to rebuilt or remanufactured products. In addition, the latest studies, focused on consumer behavior, showed that consumer perceived rebuilt or remanufactured product to be less quality compared to new products (in the broadest sense), it is clear that they are not for this change ready, as the case may be question of how much they are willing to accept. Therefore, to the successful transition to the circular economy model, it is necessary to better understand the behavior of end-user and identify their attitudes, motives and values that are reflected in their consumer behavior patterns. This is the only way for this model to function successfully and sustainably in the future.

²¹ Ms. Jana Svecova, PhD Student, Masaryk University.

Following the above mentioned, the main objective of this research proposal is to deeper understand the consumer behavior in context of the circular economy. For this purpose, different consumer behavior models and theories will be compared, with special attention to the suitability to the pro-circular behavior. Moreover, another appropriate factors for expansion of consumer behavior model will be identified, which contributes to determine the main motives and barriers leading to the purchase of refurbished products taking into account the cultural differences of the end-users.

22-BW02-6311

MARKETING TO CHILDREN

MS. AFRAH ZURAIJ²²

The citizens of any country in the world dream of living in a prosperous country, where the high level and quality of life of all its inhabitants, not just the rich. In Russia, ordinary people have small requests: to have a favorite job and earn well, have a roof over their heads, get education, raise children, go to resorts every year to improve their health, etc.

The Russian political leadership is aware of these aspirations of the population and is trying to change the situation for the better: "It is investments in people that are the priority of public policy and the priority of state budget expenditures: improving the effectiveness of education systems, health care, pensions, creating incentives and tools for improving living conditions. It is these sectors that should become generators of domestic demand, causing growth in many other sectors - in science, research and development, in industry and infrastructure," - is recorded in the government's anti-crisis program. However, in modern Russia, the words of political leaders do not always coincide with the specific organizational work, financial resources, which are directed to achieve the stated goals and objectives. They report on the results of their work on achieving the goals in the economy and the social sphere in an interesting way - on notify new plans for the future. A concrete example: not fulfilling the goals and tasks announced by the May 2012 (presidential) decrees of the head of state, six years later a new decree with other goals and tasks is born. It should be noted that these decrees (2012 and 2018) are united by a common goal - the social and economic development of Russia. However, the facts presented in this article indicate that there are a lot of unresolved problems in the economy and in the social sphere. So, for nominal GDP, the Russian Federation is in the second ten countries (according to various estimates, at 13-15 in the world). In the country there are, according to official figures, more than 20 million people living below the poverty line. And this is in a country that has huge natural resources.

In this article, the authors have attempted to show why Russia can not yet become a prosperous country, which prevents it from developing the economy and the social sphere in such a way as to meet the criteria of a developed state.

²² Ms. Afrah Zuraij, Student, Maastricht University Kuwait.

23-BU23-6469

PERFORMANCE EVALUATION OF TAX ADMINISTRATION UPON SEPARATION OF ACCOUNT REPRESENTATIVE FUNCTIONDR. MILLA SETYOWATI²³ AND RICKY GARRY GURNITA

Change on tax administration which frequently commenced in Indonesia was not yet highly contribute to Directorate General of Taxes (DGT)'s primary goal in increasing tax revenue. DGT has implemented a significant step of such change by maximizing the function of taxpayers monitoring and consultation among the scarcity of Account Representative (AR) as human resources, toward function segregation of AR as regulated by Minister of Finance Regulation Number 79/PMK.01/2015. Based on the facts as briefly explained above, tax administration performed by AR should be affected after implementation of such segregation, which is, in this research, the effects will be analyzed by using several indicators of Integrated Assessment Model for Tax Administration (IAMTAX) within the dimension of operational performance. Such indicators consist of effectivity, efficiency, taxpayer services and external communication, and control. This research is performed by implementing post-positivism paradigm, quantitative method, and descriptive-type with deductive thinking approach. Additionally, this research is a case study in Medium Tax Offices (MTOs) within Jakarta Administration Area, the main sites consist of five MTOs, along with deep-interview and literature research as part of performed data collection techniques. Research result shows that each of such MTOs has different performance depend on each indicator observed. One significant difference is effectivity of performance of tax administration based on increase/decrease of tax revenue as a consideration factor. Another significant difference is efficiency of such performance based on taxpayers' satisfaction.

Keywords: Tax Administration, Account Representative, Performance of Tax Administration, IAMTAX.

24-BU02-5890

THE EFFECT OF SIMILARITY AND RANKING ON COMPETITIVE PERFORMANCEMR. PAUL NYRAY ANTOLINO²⁴; PAUL NYRAY A. ANTOLINO; GABRIELLE DOMINIQUE I. HERRADURA; GRAZIANNE-GENEVE V. MENDOZA; AND JANAH NICOLE D. OLOGENIO

Natural selection involves a competition amidst scarcity among species. Thus, organisms tend to engage in competitive behaviors, and humans are no exception to this. Social comparison influences competitive behavior such that people are motivated to perform better than others. The social comparison model of competition identifies individual factors and situational factors as important determinants of competitiveness. The study aimed to determine how similarity between competitors (individual factor), ranking (situational factor), and the interaction between them influence competitive behavior. The experiment was conducted using a 2 (similar or dissimilar) x 3 (undisclosed, top, or bottom) between-subjects factorial design. Using convenience sampling, 120 undergraduate students were recruited to compete against a confederate in two motor-based games. Results revealed that the main effects of both factors and their interaction were not statistically significant. Nonetheless, the study sheds light on the

²³ Dr. Milla Setyowati, Lecturer, University Indonesia.

²⁴ Mr. Paul Nyray Antolino, Graduate Student, University of the Philippines Diliman.

attitudes of Filipino college students in the face of competition and how the interplay of subjective and cultural values and situational factors shape their behavior.

Keywords: similarity, ranking, competitive performance, competition, values _x000C_

25-BU12-6691

WHO IS IN CHARGE REGARDING GENDER SEGREGATION IN SAUDI ARABIA: CULTURES AND TRADITIONS OR RELIGION?

MS. HANAN ALENAZY²⁵

The upper ranking positions in the higher education sector are predominantly always held by Saudi male academics who dominate all higher-level decision-making, planning, and policy-making, including the roles of Minister of Education, Deputy Ministers, University Chancellors, and Vice-Chancellors. In contrast, Saudi female academics are allocated only a tiny space in decision-making. With a single exception (Princess Noura University), there is no balance of control between men and women in positions of power. despite the great increase in women's education. Such under-representation of Saudi women is mainly owing to culturally-derived stereotypes, social values and expectations towards women and their traditional role in society. The core objective of this paper is to investigate the existing patterns of gender segregation and under-representation of female faculty members in the upper echelons of the leadership hierarchy in the HES in Saudi Arabia. It also seeks to explore what exercises control over gender segregation in Saudi Arabia, cultures and traditions or religion. The research methodology utilised a qualitative approach in the form of case study. The study was conducted at five sites and performed from a feminist standpoint. The research sample comprised purposively selected 25 female academics from five Saudi state universities. The data collection involved both face-to-face and telephone-based semi-structured interviews as well as documentary analysis. A thematic analytical approach was employed to analyse the qualitative data gathered. The research findings attempt to capture a clear picture of the target phenomena and the manner in which sex-segregated work and Saudi culture impact how gender is constructed in Saudi Arabia, shape educational leadership in higher education, and perpetuate gender inequality. The findings establish that the barriers Saudi female academics encounter within university settings reflect the influence of the power structure in general, religion, culture, social discourses, and traditions on their professional roles and career progress, especially as regard to top posts.

Keywords: Female Leaders, Gender, Leadership Religion, Culture.

26-BU12A-6700

GENDER ISSUES IN LEADERSHIP: CULTURAL PERSPECTIVES AND RELATED POLICIES (MACRO)

MS. HANAN ALENAZY²⁶

The argument for the importance of cultural perspectives to organisations is that their context involves history, ideology, culture and policies, which lead to features such as, for example, lack (or presence) of women leaders in high posts. Institutions are located within societies and, thus, affected by certain ideologies, societal and structural practices, and stereotypes, which help determine the most appropriate behaviours and roles for both men and women. These

²⁵ Ms. Hanan Alenazy, PhD Student, The University of Leicester.

²⁶ Ms. Hanan Alenazy, PhD Student, The University of Leicester.

factors can, in turn, massively influence institutional processes (Fagenson, 1990). In fact, women have been socialised into being in charge of most obligations and duties of the household, thus fulfilling gender stereotypes (Abu-Tineh, 2013; Michailidis et al., 2012). This constitutes a cultural obstacle (Fuller, 2013b). Abdulla (2014) stated that the “lack of culture fit at the executive suite” is a core obstacle for the career progress of women in the Gulf region, but not so much in the West (p. 227). Culture has been conceptualised by Hofstede (1980, p. 43) as follows: “When we speak of the culture of a group, a tribe, a geographical region, a national minority, or a nation, culture refers to the collective mental programming that those people have in common, the programming, that is different from that of other groups, tribes, regions, minorities or majorities or nations.” Thus, culture is not a characteristic of individuals; rather, it encompasses groups of people conditioned by the same education and life experience. The research methodology utilised a qualitative approach in the form of one single case study regarding the issue of Saudi female faculty members’ advancement to senior leadership positions. The findings suggested that the expectations placed on Saudi women fundamentally involve subordination and dependency on men and that this is a key feature that promotes the dominance of Saudi men through gendered institutions, thus producing stereotypical thinking, a gendered leadership hierarchy and the production of male senior executives in universities; concomitantly, this is accompanied by the exclusion of female academics from decision-making processes and networking. Unfortunately, according to the current findings, even though the overall national number of female staff and students is higher than that of men in some Saudi universities, there is no female representation on the scientific council.

Key words: Gender, leadership, Cultural Perspectives

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FLE Learning Ltd
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T: 0044 131 463 7007 F: 0044 131 608 0239
E: submit@flelearning.co.uk W: www.flelearning.co.uk