

2019



Boston Conference Series: July 2019

Abstracts e-Handbook

10th Academic International Conference on Business,
Marketing and Management– AICBMM 2019

3rd International Conference on Sustainability, Energy and
Environmental Sciences-ICSEES 2019

Conference Venue: Harvard University, Martin Conference
Center at Harvard Boston USA

Conference Dates: 29th-31st July 2019



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Format for citing papers

Author surname, initial(s). (2019). Title of paper. In Proceedings of the Boston Conference Series: July 2019, (pp. xx-xx). Boston, July, 29th-31st, 2019.

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Boston Conference Series: July 2019 | © 2019 FLE Learning Ltd

Conference abstracts e-handbook have been published by the FLE Learning Ltd trading as FLE Learning

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1-DG12-7678

BIODIVERSITY CONSERVATION, LIVELIHOOD ISSUES AND TOURISM IN THE WORLD FAMOUS KAZIRANGA NATIONAL PARK, ASSAM, INDIA : A NATURAL WORLD HERITAGE SITE

Dr. Arup Kumar Hazarika¹

Kaziranga National Park is situated in the North Eastern part of India. The park is a World Heritage Site and has a very rich ecosystem. It is an attractive tourist destination and occupies a significant place in the life and culture of the people living in this part of the country. Conservation of the park started more than a century ago, and local people have often contested such efforts. This is mainly because indigenous people have been facing displacement and deprivation from resources, which they have been using for centuries. Besides deprivation, wild animals often damage their properties and paddy fields. This leads to resentment among local people and become potential cause of grudge in the form of encroachment, poaching, biodiversity loss, and excessive collection of forest products. As a result, conservation measures may fail to deliver desired outcome. We tried to examine the interrelationships of biodiversity conservation, livelihood issues and that of tourism in the Park. Both primary and secondary sources of information were used for the present study. Secondary sources, such as a Kaziranga management plan, records and documents have been taken into consideration. The results of focus group interviews and the reconnaissance survey, through which tourism related service providers and their population, were identified.

The questionnaire has been designed based on a framework suggested by Tisdell (1999) However modifications were made after conducting a pilot survey and based on ground realities. The study finds that tourism industry around Kaziranga has not been able to adequately utilize the potential of local communities as supporters of conservation, leaving them with minimal and indirect benefits of tourism due to enclave tourism resulting from negligible interactions between the local population and tourists. The products produced by the local people rarely enter the tourist markets, providing little scope for improved well-being of local populations from tourism. The high leakages of tourism revenue are reflected in the inability of the community to garner the benefits of tourism

Livelihood opportunities of the populations living in the fringes of the protected areas, pose an interesting challenge to the protected area managers. The managers need to look for alternative livelihood options, which conserve biodiversity and at the same time enhance the well-being of the people. Tourism provides opportunity for non consumptive, sustainable use of biodiversity resources, and is recognized among scholars, park managers and local communities for its capacity to improve the well-being of forest dependent communities.

Our study could find that proper management can lead not only to conservation of natural environment but also contribute to enhanced environmental quality. Now as an .alternate, Ecotourism has been adopted which is capable of balancing need and nature's productivity by harnessing resources in a sustainable manner. However, it is not easy to adapt any alternative without assessing the ground reality both in terms of the extent of impacts of the current practice and the factors responsible for such impacts. Apart from physical assessment, it is equally crucial to understand the people's perception towards the same.

Keywords: Biodiversity, Kaziranga National Park, Tourism, Livelihood

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2-DI04-7446

RELATIONSHIP SHARE AN OUTCOME OF CUSTOMER RELATIONSHIP MANAGEMENT: A COMPARATIVE STUDY OF KUWAIT & US FIRMS

Prof. Dhoha Alsaleh²; and Ramendra Thakur

In today's highly competitive business world, customer relationship management (CRM) is emerging as a core marketing activity in both developed (e.g., U.S.) and developing countries (e.g., Kuwait). Studies have indicated that it costs six times more to acquire new customers than to retain an existing one (Reichheld 1996). Hence, many firms are devoting more attention to maintain and develop relationships with customers, which is likely to increase the customers' willingness to engage in a relationship (CWER) with the firm and increase the customer relationship share (RS) of that firm.

This study offers an in-depth investigation of the factors that influence RS and it empirically tests whether customer satisfaction (SAT) and CWER affect RS in a cross-cultural contexts (Kuwait vs. U.S.). A conceptual model is derived by drawing on theories taken from multi-disciplinary literature, including marketing, management, and social psychology.

The two fold objectives of this study are: (1) to identify the important determinants of CWER and (2) to empirically test the influence of satisfaction and CWER on RS in both developed (e.g., U.S.) and fast developing economy such as Kuwait. The other main contribution of this study would be that there are no studies in the literature that has discussed the concept of company's relationship share with their customers in terms of these three dimensions: time, money, and thoughts in both developed and developing economy.

The present study will adds value to existing research by providing empirical evidence using data from U.S. and Kuwait managers and customers' perceptions of the critical factors that enhance companies' relationship share in both developed (U.S.) and developing (e.g., Kuwait) economies.

Finally, this study is expected to make important contributions theoretically and managerially. These contributions will provide valuable information and new insights for scholars, practitioners in Kuwait and U.S., government, and public policy makers.

Keywords: Relationship share; customer willingness; knowledge; attitude; satisfaction

3-DI07-7594

MANAGING INNOVATION: THE NEED FOR CHANGE AND FIRMS PRACTICES-CASE OF FUJAIRAH EMIRATE UAE

Dr. Ahmed Zain Elabdin³ Dr. Gyanendra Sisodia

Innovation Management has received a lot of attention in the last few decades, from a vital determinant of the global competitiveness of nations over the coming decade to the primary driver of economic progress and well-being. Many countries over the world have adopted national strategic roadmaps to foster innovation and enhance its economic impact to boost productivity and growth. The United Arab Emirates (UAE) came forward with the launch of the National Innovation Strategy in 2014. Hence, this paper has investigated the strategic importance of Innovation Management as a need for change and firms practices in one of the UAE Emirates (Fujairah Emirate). In doing so, the paper has sought to understand whether the concept of innovation Management is featured in the UAE Company's culture and strategic plans or whether the management of the Business firm is highly committed to Innovation Management and what an essential driver for UAE to engage in innovation management.

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To investigate this problem, a qualitative case study methodology is used to collect and analyze the data. Results indicate that there is a clear line of innovation management strategies in UAE and business firms in Fujairah Emirates response to concerns by integrating innovation management into business structure and systems.

Keywords: Innovation Management, National Innovation Strategy, UAE, Fujairah

4-DI01-7289

ANATOMY OF AFRICA'S DEVILISH SIAMESE TWINS: A COMPARATIVE INQUISITION OF BOKO HARAM AND AL-SHABAB

Mr. Frederick Appiah Afriyie⁴; and Prof. Jisong Jian

It is an open knowledge and apparently a truism that the activities of terrorist movements like the Boko Haram and the Al-Shabab in recent times have dealt a hefty blow to not only the collective stability of the African continent, but also, its multi-pronged socio-economic fortunes. The ensuing debacles and the varying inundating levels of ignominy and infamy wreaked on the Africa has spontaneously elicited reactions from both state and non-state actors over the years. Though steady progress has been made in this regard, the swinging and vacillating strategies of the sect to adopting unconventional stratagems to carrying out domestic and transnational attacks leaves much to be desired. Relying on secondary data - literatures, this study undertakes a comparative analysis of the Boko Haram and Al-Shabab. Through a review of existing documents, it argues in line with policy ramifications that, in as much as policy homogeneity may be essential, and perhaps an available sine qua non option to be relied on in the quest for the fight against these anti-social incendiary sects. In conclusion, the research equally entreats a neck turn consideration of experimenting individual country specific policy options as a way to fight terrorism- all within a much stronger broader international community framework. Until this is considered, terrorism may remain an albatross around the neck of Africa, and the international community whiles the fight becomes a façade hovering around like an apparition.

Keywords:- Anatomy, Sub-Saharan Africa, Boko Haram, Al-Shabab, Comparative interrogation.

5-DG01-7210

EFFICIENCY OF NATURAL COAGULANT FOR TREATMENT OF MUNICIPAL WASTEWATER

Ms. Arlene Joaquin⁵ Dr. Gnanasundaram Nirmala

Coagulation is the most applied processes in water and wastewater treatment nowadays. The study investigates the efficiency of natural coagulant as an alternative to conventional chemical coagulant in municipal wastewater treatment. The seeds of two natural plant species cantaloupe (cucumis melo) and watermelon (citrullus lanatus) were evaluated for the removal of Turbidity, TSS, COD and BOD. The seeds were processed for oil extraction by using hexane as solvent through soxhlet extraction method. Coagulation-flocculation were carried out by adjusting coagulant dose (50-200 mg/L) and pH (5-7.5) at constant time (1 min for rapid mixing followed by 30 min for slow mixing), temperature (30±2 °C), agitation speed (150 rpm for rapid mixing followed by 50 rpm for slow mixing) and using jar test method. The results showed the removal of turbidity was from 92.8 to 96.6 % using 50 mg/L of citrullus lanatus from various pH of 5.0 to 7.5. The low dosage of natural coagulant gets high percentage removal in turbidity and suspended solid which considered being the breakthrough of the study. Nonetheless, dosage increased to 200 mg/L in pH 7.5 for BOD removal efficiency of 97.7 and 98.6% using citrullus

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lanatus and cucumis melo, respectively. In addition, COD removal were also in the high dosage of 200 mg/L with 97.1 % in pH 7.5 using citrulus lanatus. -**Keywords:** Coagulation, Flocculation, Natural Coagulant, Turbidity, Cod, Bod

6-DI05-7496

THE PERFORMANCE OF MOROCCAN BUSINESS INCUBATORS: PROPOSAL OF A MEASUREMENT AND CONTROL TOOL INSPIRED BY THE BALANCED SCORECARD PHILOSOPHY

Mrs. Salma Benaziz⁶; and Salah Koubaa

Several governments are part of the logic of encouraging entrepreneurship; this is due to the ease and fluidity that brings the phenomenon to the wheel of growth. This race was motivated by the dizzying success of the Silicon Valley experience dating back to the 1970s, which prompted governments to try to replicate the same model within their borders.

However, based on the assumption that each territory has its own economic, political, cultural and institutional particularities, several authors have argued for the necessity of stopping this sterile imitation and stopping the waste of public resources while trying in vain to replicate concepts that are successful in other contexts and to focus instead on building their own entrepreneurial ecosystem according to their territorial specificities. Not being left out of this observation, Morocco continues to make efforts as well to complete the parts of the puzzle of its entrepreneurial ecosystem as to densify the latter. As a result, today we are witnessing a multitude of actors involved in this sphere, the actors in the support ecosystem, and business incubators in particular, are taking up the greatest importance.

Business incubators are diversified organizations that provide support to entrepreneurs. This involves providing services such as access to physical resources, secretarial services, access to financial resources, start-up assistance and access to networks. At present, there is a growing awareness of the devices of support structures and business incubators in particular. Indeed, these business incubators are generally NGOs financed either by state funds dedicated to the encouragement of entrepreneurship, or by foundations and big companies as part of their strategy of social and economic responsibility. This leads us to question their degree of efficiency and professionalism, or even their performance. In this wake, we carried out a first empirical study for exploration, which noted a lack of professionalism and a lack of tools, mainly the tools of performance measurement. Starting from the fact that performance is a multidimensional concept, we carried out a second field visit, which targeted 90% of Moroccan incubators, the main doors and entrepreneurs. The purpose is to propose a measurement and performance management (piloting) tool adapted to the context of the Moroccan business incubator.

As part of this research, we will highlight the added value of the balanced scorecard in measuring and monitoring the performance of business incubators. As a tool belonging to management control, the balanced scorecard makes it possible to make the link between the strategy of the incubator and its performance, we will then find the four levels of performance starting with the axis learning and innovation, then the management of the process and arriving at the satisfaction of the incubated. We presume that it is a measurement tool that takes into account the diversity of incubators, while respecting the "multi-dimensionality" of performance in the sphere of Moroccan business incubators.

Keywords : Business incubators, Performance, Balanced scorecard, Entrepreneurial ecosystem

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7-DI08-7550

EXPLORING THE RELATIONSHIP BETWEEN DESIGN THINKING & ENTREPRENEURIAL INTENT AMONG GENERATION Z IN SAUDI ARABIA

Ms. Lma Almadani⁷

Exploring the relation between design thinking and entrepreneurial intention among generation Z will pinpoint and recognize big opportunities for the younger generation to work on it and foster the entrepreneurial intention. Moreover, it will assist the entrepreneurial studies by exploring the relation and the affects of design thinking and entrepreneurial intention for generation Z. Therefore, the study focused on the factors effecting the entrepreneurial intention and recognized the phenomenon, trends and problems regarding the youngest generation Z. Which will help in highlighting the effect of focusing on design thinking studies as a major factor to foster the entrepreneurial intent. The research method selected was quantitative research approach. The data collection was adopted using a survey of 47 questions distributed to 140 respondents. Different questions were presented to the respondents and thus examined. These questions are focusing on the factors: attitude regarding the entrepreneurial intention, subjective norms perceived behavioral control and design thinking knowledge and ability as an external factor. Based on this sample the results obtained and analyzed using SPSS Crosstabulation analysis, correlation and Ajzen's theory of planned behavior. The findings reported in this study suggest that the design thinking knowledge and ability has slightly reflective effect over the entrepreneurial intention. This result is broadly consistent with factors effecting the entrepreneurial intention and to gain more specific knowledge of the factors that indicates the entrepreneurial intention among the generation Z.

Keywords: Entrepreneurship, Design thinking, Generation Z, Technology, Entrepreneurial intent

8-DG11-7696

DEVELOPMENT OF RECOVERY CATIONIC SURFACTANTS FROM WASTE WATER BY ADSORPTION ON ZEOLITE.

Dr. Noura Elmehbad⁸

The interaction between zeolite and phase transfer catalysts PTC (cationic surfactants) is of great interest. In this paper, the influence of various physical and chemical parameters was studied. The adsorption of PTC on zeolite is as compared in accordance with their efficiency on removal PTC at constant conditions. The optimum conditions are studied to removal PTC. Thermodynamic of adsorption are calculated to suggest the mechanism of adsorption and the effects of different conditions also to investigate degree of removal PTC. Furthermore, the effect of hydrophilic and hydrophobic of PTC on efficiency of adsorption on zeolite is discussed according to thermodynamic adsorption parameters. Adsorption isotherm is studied according Frumkin isotherm. The mechanism of adsorption suggested with respect micellization processes and adsorption at solution/air interface. Furthermore, cross sectional area of phase transfer catalyst effect on degree of its adsorption. The results confirm the effect of pH and chemical structures of PTC efficiency of adsorption by zeolite.

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9-DG13-7692

IMPROVEMENT OF PROCESS EFFICIENCY IN WASTEPAPER RECYCLING BY ANAEROBIC DIGESTION OF DEINKING SLUDGE AND ASH UTILIZATION AS A CONSTRUCTION MATERIAL

Mr. Moses Kolade Ogun⁹; and Dr. Ing Ina Körner

Deinking Sludge (DS) is one of the different waste residues produced by the wastepaper recycling industry. DS is generated from the production process of recycled papers (deinking process) and has a major proportion in terms of the quantity of waste residues generated by the European pulp and paper industry. Incineration is a common treatment approach for DS and this requires high capital investment when considering the need for dewatering units, need for complementary fuel source due to DS's low calorific value and the need for flue gas treatment unit. The adoption of a biotechnological approach could be more beneficial.

The study focused on the anaerobic digestion of different DS streams (dewatering degrees) as well as the investigation of possible influence of DS's high calcium carbonate content on its biogas potential. Further investigation was carried out to investigate the utilization of DS's ash as a construction material. Dewatered DS (solid fraction) sample from filter press and the filtrate (liquid fraction) were collected from a partner wastepaper recycling company in Germany. To achieve DS with different water contents in the range 55- 91 % Freshmass, the solid fraction and liquid fraction from filter press were mixed in required proportions. Spiked samples of DS using deionized water, cellulose and calcium carbonate were prepared to simulate DS with varying calcium carbonate content [0– 40% Dry Matter].

The study on biogas potential was carried out with a 1-Liter batch test system and operated under mesophilic condition (~37 o C) for 21 days. To investigate the suitability of DS's ash as a construction material, the cement fraction in a cement-water-sand mixture were substituted by DS's ash with different percentages (5%- 35%).The produced prisms were tested for compressibility. The prisms from pure cement and those from substituted with DS's ash were compared. The DS samples investigated showed specific biogas potential in the range 133- 230 NL/kg-organic dry matter. It was observed that DS with about 70% Fresh Mass showed optimal biogas production when compared with DS with other dewatering degrees. The high calcium carbonate content of DS did not show any observable inhibitory effect on the biogas potential of spiked DS samples.

This study confirms that DS is a potential bioresource for biogas production. A further study on the continuous biogas production from DS is also necessary to ascertain its optimal Organic loading rate. Other optimizations options include studies on Nitrogen supplementation due to DS high C/N ratio, supplementation of trace elements and the application of co-digestion for improved biogas yield. The study also confirmed that DS's ash can add compressive strength to bricks and hence it is suitable as a construction material.

Keywords: Deinking sludge, dewatering, biogas, compressibility

10-DI06-7666

INSTITUTIONAL CONTEXT, THIRD PARTIES AND TRUST BETWEEN MANAGERS OF SMALL AND MEDIUM SIZED ENTERPRISES

Mr. Carlos Alberto Restrepo Rivillas¹⁰

The collaborative initiatives among SMEs for internationalization are immersed in environments that affect the way in which the managers of such companies interact (Adobor, 2011, Holtgrave & Onay, 2017). In these environments, rules and regulations are present (Amoako & Matlay 2015; Peng, 2002; Vosselman & Van Der Meer, 2009), as well as different types of actors in charge of interacting with companies to promote the internationalization process (Freixanet, 2012; Peng, Wang & Jiang 2008; Sodano, et al., 2008; Sun, Peng, Lee & Tan 2015). It is important to deepen the study of the impact of the

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manager's perception of the environment in which he operates (Acedo & Florin, 2006, Ketkar & Acs, 2013, Li, 2013, Martin & Mathews, 2013) on his willingness to engage in internationalization initiatives. In particular, in collaboration between SMEs for internationalization purposes, it has been suggested that trust among managers can be an important variable (Adobor, 2011, Bodlaj, Povše & Vida 2017, Fink, Harms, & Kraus, 2008, Holtgrave & Onay 2017). First, this research suggests that the perception about the institutional context moderates the relationship between trust and commitment. If the manager perceives that the institutional context has sanctioning mechanisms (Hagen & Choe, 1998; Ottati, 2004) that operate in an adequate manner, he will be more willing to commit to long-term projects, since he will perceive that the institutional context allows to deter opportunistic behavior in transactions (Bachmann, 2001, Luo, 2001, Lyon, 2000). Second, this research proposes that the greater the perception of reputation that the manager has over third parties, the positive relationship between trust and commitment will be greater, because the greater reputation of third parties makes less necessary the use of mechanisms of monitoring (Lui, Ngo & Hon, 2006), and managers will be more willing to accept the role of third parties in decision-making processes regarding resource allocation (Hardin, 2013) and arbitration in the resolution of disputes (Huggins, 2000; Kasper & Ashkanasy, 2001; Sherer, 2003; Walter, 1999), reducing the perception of opportunistic behavior. The proposed hypotheses are evaluated by means of quantitative information of the variables analyzing the technique of structural equations. The data is collected through a survey to managers / owners of SMEs, which includes measurements on a Likert scale, available in specialized literature. This research contributes to the understanding of the concrete elements of the environment that can affect the role of trust among SME managers, and provides elements for those responsible for the design of policies to promote internationalization in collaborative schemes.

Keywords: Internationalization, SMEs, Trust, Commitment, Collaboration, Public agencies

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