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1-BS20-6729**DISCOVERY AND TRANSFORMATION OF THE FEMALE SELF: ZADIE SMITH'S SWING TIME**DR. TARIK ZIYAD GULCU¹

Zadie Smith's fictional and non-fictional works as well as her discourses in the interviews with her contribute to the appreciation of her approach to contemporary life and people. While Smith reflects her anxieties regarding technology as a cause for the loss of human identity in "Generation Why?" (2018), she focuses on disunities between host culture and immigrants in cultural sense due to the Brexit process in "Fences: A Brexit Diary" (2018). Smith views ambivalence as an inevitable result of contemporary life, its disunities as well as its dynamism and constant flux. At this point, whereas she deals with cultural ambivalence of immigrants in *White Teeth* (1999), she focuses on ambivalence in relation to man's quest for and failure in acquiring a personal identity on which he can establish his life in *On Beauty* (2005). However, Smith's latest novel, *Swing Time* (2016), embodies the inevitability of transformation in female individual identity as well due to the constant flux in contemporary world. Early in the novel, while the narrator is described as a person submissive and obedient to her parents, her friend Tracey is depicted as a character who leads her life without anxiety about her family. As the novel progresses, though, the narrator's recognition of Aimee, the owner of a dancing studio, her travel to a village in Africa due to Aimee's motivation and her experiences in that village contribute to her self-discovery in terms of her gender identity and the shift in her approach to life and humankind. Conversely, the narrator's friend, Tracy's marriage and establishment of a family signify her shift from an individual in freedom to a person as a part of traditional social system. Thus, Smith's *Swing Time* invites reading with regard to its representation of the achievement of self-discovery and female individuality as well as the inevitable transformation in individual and social identities in contemporary world.

Key words: Zadie Smith, *Swing Time*, ambivalence, female identity, transformation

2-BX27-6885**CORPORATE GOVERNANCE PRACTICES AND AUDIT QUALITY OF LISTED DEPOSIT MONEY BANKS IN NIGERIA (2006-2015)**DR. OMONIYI ALABI ADEOSUN²

The study examined the quality of financial information disclosure in financial reports of listed Deposit Money Banks (DBMs) in Nigeria, analysed the determinants of corporate governance compliance by the banks and determined the effect of corporate governance on audit quality of the banks. These were with a view to providing information on how corporate governance practices enhance audit quality of listed banks on the Nigeria Stock Exchange (NSE). The study used secondary data. The population consisted of the 21 Deposit Money Banks (DBMs) listed on the Nigeria Stock Exchange. The sample consisted of 15 banks with up to date data during the study period, purposively selected for the study. Data on level of corporate governance disclosure and financial reporting disclosure were sourced from various publications of the

¹ Dr. Tarik Ziyad Gulcu, Academic Visitor, University of York.

² Dr. Omoniyi Alabi Adeosun, Dean of Faculty, College of Education Ikere Ekiti.

Central Bank of Nigeria annual statistical bulletin, annual financial report of banks and publications of the Nigeria Stock Exchange. Data obtained were analysed using mean, frequency tables, charts, Generalized Least Squares (GLS) and correlation analysis. The result showed that all the banks had an impressive financial disclosure rate over the years ranging from 61.94% to 91.58%. The result further showed that board structure and responsibility ($t = 5.25, p < 0.05$); basic earning power ($t = 3.21, p < 0.05$); and size of bank ($t = 2.38, p < 0.05$) had positive and significant influence on corporate governance compliance among the banks. Finally, the result revealed that corporate governance index ($t = 5.68, p < 0.05$); disclosure and transparency of board ($t = 2.37, p < 0.05$); board structure and responsibility ($t = 2.91, p < 0.05$); and basic earning power ($t = 3.21, p < 0.05$) positively and significantly affected audit quality of the banks. The study concluded that the practice of corporate governance, if properly implemented, could distinctively enhance audit quality reports of banks in Nigeria.

3-BS28-6740

SOCIAL NETWORKING FATIGUE, ITS ANTECEDENTS AND DISCONTINUANCE USAGE INTENTION: EMPIRICAL MODEL VALIDATION

DR. RAJEEV KUMAR PANDA³ KISHALAY ADHIKARI

As more people want to register a social media presence, ineluctably, this creates a huge amount of content online. Prior research highlights that excessive information on social media platforms leads to a usage related behavior termed as “social networking fatigue.” The present research draws from three major theories in information systems research- limited capacity model (LCM), technology acceptance model (TAM) and unified theory of acceptance and use of technology (UTAUT), to effectively understand the phenomenon of social networking fatigue. Specifically, this research aims to empirically validate how the potent antecedents induce social networking fatigue and thereby, influences discontinuance usage intention in the social networking context.

Design/methodology/approach: Online structured questionnaires were used to gather empirical data from 327 social networking users, out of which 306 samples were included in final analysis. The online survey was managed using Survey Monkey, a free e-survey management tool. Administration of the survey involved recruitment of an opt-in subject pool (i.e. online panel) for online research. The representative sample of Indian social networking users in the age group of 18-51 years was recruited for being a part of the survey. Structural equation modelling (SEM) technique was employed for assessing the hypothesized relationships.

Findings: The empirical findings exhibit that potent antecedents of SNF – privacy concerns, ease-of-use, and usefulness contribute significantly; while, self-efficacy doesn't exhibit any significant influence. Also, the linkage between SNF positively and significantly affects discontinuance usage intention. The multigroup effects indicate that influence of gender was found significant for privacy concerns and self-efficacy linkage towards SNF. Further, significant differences were observed among age-groups for usefulness, privacy concerns, and ease-of-use.

Theoretical and practical implications: This research contributes to the limited literature on SNF by extending the LCM theory into virtual space context, which involves more user activity and chances of being cluttered with huge content as compared with traditional media. Therefore, the study develops our understanding of the social networking nuances and how its opt-in nature differs from the consumption of traditional media like magazines, TV, radio etc.

³ Dr. Rajeev Kumar Panda, Associate Professor, National Institute of Technology Rourkela.

Also, the research findings may assist the social media managers and online experts to formulate strategies for content modification and user engagement. Although prior research suggests that more features and enhanced interaction contribute positively towards increasing the social networking usage, this research highlights that “more is better” does not always hold true as users could portray indifferent and negative emotional response towards too much of good things. Hence, firms should be careful towards implementing such strategies, and the present study provides suggestions to maintain a balanced strategy to reduce the probability of occurrence of SNF among users.

Originality/value: This study represents a novel attempt to investigate the structural linkage between SNF, its potent antecedents, and discontinuance usage intention, which as per the authors’ knowledge, has been under-explored by prior researchers in this domain.

Keywords: Social networking, technology acceptance, limited capacity model, fatigue, discontinuance usage.

4-BX10-6774

IN JOINT MATRIMONY WE SHARE: THE PROTECTION OF PROPERTY RIGHTS GAINED THROUGH THE “I DOS”

MR. TSHEPO MANTHWA⁴

When we understand the impact of rights on legal subjects, we’ll equally understand their importance and influence to what just laws ought to embrace. We’ll likewise understand the significance of their force and proper implementation. It is trite that rights form an integral part of legal philosophy. The word “right” saturates legal transcripts of jurisdictions ascribing to constitutional and democratic values. Rights are coined to become pillars that urge progression in legal ideals. They are the mortar that binds the concepts of law, justice and freedom together. It is submitted that the degenerating laws generally undervalue the advancement of rights, and this negatively impacts the quality of justice to be administered. In simple terms, poor laws fail to endorse legitimate rights.

In this article, we provide an exposition on the origins of rights and also to underline the impacts of rights on the individuals and the law that governs them. We analyse why rights are important and why they should be protected and enforced. We then proceed to indicate how rights can be acquired. Since the limiting of property rights through the use of instrument found in a legislation form the crux of our argument, we analyse how property rights can be acquired. We provide a synopsis on the original and derivative methods of acquiring property rights. We then probe whether it is legally possible to acquire property rights by way of affinity (marriage). If indeed it is possible to acquire property rights by way of affinity, then it will be determined whether it is legally fair or viable to exclude property so acquired from the ambit of matrimonial law.

⁴ Mr. Tshepo Manthwa, Lecturer, University of South Africa.

5-BX03-6677**THE EFFECTIVENESS OF ISLAMIC ARBITRATION INSTITUTION IN SETTTLING BANKING DISPUTES IN INDONESIA**DR. ELZA SYARIEF⁵, AND DR. RINA SHAHRIYANI SHAHRULLAH⁶

Based on the Statistics of Islamic Banking-Financial Services Authority in May 2018, it records that Indonesia has 13 Islamic (Sharia) Commercial Banks, 21 Sharia Business Units, and 168 Sharia People's Financing Banks. Legal disputes between the Islamic banking institutions and their customers may occur at anytime, therefore the Indonesia government has determined that the disputes can be settled either by the Religious Court or the National Sharia Arbitration Board (Badan Syariah Nasional/BASYARNAS). This research mainly focuses on BASYARNAS as the only Islamic arbitration institution in Indonesia. The existences of BASYARNAS is based on Law No.30 of 1999 on Arbitration and Alternative Dispute Resolution and Law No.21 of 2008 on Islamic (Sharia) Banking. Yet, the Secretary of BASYARNAS reported that this arbitration institution has only 15 representative offices in Indonesia and handled 27 cases from 1993 to 2017. It is apparent that BASYARNAS is not able to keep up with the rapid development of Islamic banking institutions. Hence, it is questioned whether this Islamic arbitration institution can conduct its functions effectively. To answer this question, this research utilizes the Effectiveness of Law Theory by Soerjono Soekanto to analyze both BASYARNAS as an arbitration institution and the laws relating to arbitration and Islamic banking. Soekanto established five factors to determine the effectiveness of law, namely (1) the legal substance must contain justice, certainty and utility; (2) Law enforcers must be professional and ethical; (3) Legal facilities and means must be supported by good organisation, equipment and adequate finance; (4) Society must act to achieve harmony among its members; (5) The legal culture must contain the common values of society (e.g. the values of morality, sustainability, security and order). To obtain accurate data for the research, it adopted a socio-legal/empirical research method which collected primary data from interviews and secondary data from library research. All data was analyzed by using a qualitative approach based on its content (content analysis). Based on the analysis, it was found that laws in Indonesian has supported Islamic arbitration and BASYARNAS has carried out its functions in settling Islamic banking dispute effectively. Yet, Indonesian society (i.e. Islamic bank customers) are not familiar with Islamic arbitration, so they prefer to use courts instead of arbitration to settle their disputes. The unpopularity of BASYARNAS was also caused by a lack of facility to communicate its functions as Islamic arbitration institution in society.

⁵ Dr. Elza Syarief, Head of Postgraduate Study of Law, Universitas Internasional Batam.

⁶ Dr. Rina Shahriyani Shahrullah, Associate Professor, Universitas Internasional Batam.

7-BX09-6610**RE-CONCEPTUALISING FINANCIAL INCLUSION: A REGULATORY APPROACH**MR. MAPHUTI DAVID TUBA⁷

Financial inclusion (or its antithesis financial exclusion) has been defined in literature and policy documents focusing on the context or jurisdiction within which its challenges are addressed. Following the 2008 financial crisis, the concept has received a fair share of regulatory attention as either a trade-off or synergy for the achievement of regulatory frameworks to enhance financial integrity and stability. There is however no universal definition by both lawyers, economics and anthropologists alike. Although the definition of these concepts in literature provide a first taste of what is involved, there are still uncertainties about their actual meanings, who are their targets, and what their objectives are. According Consultative Group to Assist the Poor, “[a] clear definitional framework for financial inclusion that includes definitions at the national, policy and product levels is needed to establish priorities, to avoid both irresponsible and misguided inclusion, and to measure progress”. Such definition is relevant for implementing a measureable regulatory framework to promote financial inclusion. The aim of this article is to critically analyse the definitions of financial inclusion, with the main aim to determine the important tenants and aspects that should be taken into account in the establishment of a regulatory framework to promote financial inclusion.

KEYWORD; Financial inclusion, Financial exclusion, Self-exclusion, voluntary exclusion, Responsive regulation

8-BX22-6801**THE LEGAL ASPECTS OF CYBERCRIMES - COMPARATIVE STUDY BETWEEN SAUDI & UK CYBER LEGALIZATION**MR. ASAM ALSAIAT⁸

This research presents an analytical legal study on the subject of cybercrime, which is committed through the Internet and social networking sites, because it is the most widely used by individuals in different countries. As a result, many countries have been working on the preparation of laws on the subject of crimes resulting from the use of the Internet in general, in order to identify issues that may be exposed to individuals from this use. Many people may aim to hurt others, out of revenge, manipulation, fraud, or many other probable problems. In view of the widespread use of these sites today, lawmakers have found that legal legislation is needed to provide legal protection to individuals against criminals who attack them, either by extortion, threats, theft, vandalism, manipulation, etc.

However, the front of the law men may be difficult in terms of identifying the crime scene and the elements of crime, identifying the perpetrator, and other issues. In light of this research, we have discussed these issues under the Saudi and English standards. We have shown the obstacles and criticisms presented by English law since it precedes the Saudi legislation in terms of the date of its birth. The provisions of this law, without the need to waste time in the search for solutions in traditional law.

⁷ Mr. Maphuti David Tuba, Senior Lecturer, University of South Africa.

⁸ Mr. Asam Alsaïat, PhD Student, University of Essex.

In this research we aim to shed light on cybercrime, to identify the illegal activities and behaviours resulting from the use of the Internet and computer, and to present the legal solutions adopted by Saudi and English standards. This study provides us with an opportunity to learn about the methods adopted by the penal legislator in comparative legislation, in order to deal with computer crimes, Comparative legislation has dealt with legal issues and problems that judges, lawyers and lawyers may face in general. In comparative legislation, we may find solutions to the problems we face when applying the law. Maybe Our law does not address these issues. Hence the subject of our study and review of this research, perhaps we find what the Saudi legislator neglected issues, in the English legal texts.

9-BX17-6785

AGRICULTURE DISPUTE SETTLEMENT IN THE WTO: DYNAMIC BALANCE OF DISPUTE SETTLEMENT AND NEGOTIATION IN AGRICULTURE

MR. HUI CHEN⁹

In the new context of world trade system and multilateral negotiation, i.e. the intensified trade relations between the US and China, the rise of protectionism and nationalism all around the world, the lack of consensus on agriculture or roadmap for further work in the latest Ministerial Conference in Buenos Aires (MC 11), some rethinking and adaption should be done to reenergise agriculture trade dispute settlement and negotiation. My paper is to establish a path to realise a dynamic balance between judicial and diplomatic nature in agricultural dispute settlement in the WTO, on the basis that politically difficult issues in agriculture could be resolved with effective and efficient methods according to the nature of each case, and such dispute settlement mechanism could facilitate further free trade negotiation. Therefore, my theoretical framework is built on two bases: the ‘the dynamic balance between judicial and diplomatic nature of dispute settlement in the WTO’ and ‘the lever effect of WTO agricultural litigation in facilitating agriculture negotiations’. It is argued on the first basis that an institutionalised guidance and management of all diplomatic methods (compulsory consultations, good offices, conciliation, mediation, and Article 25 arbitration) should be established so that optimal supervision and notification management according to the nature of each case could be provided, thus enhancing the transparency and normalisation of the diplomatic instruments in DSU. On the second basis, it is argued that under the new context of agriculture negotiation with protectionism on the rise, the ‘lever effect’ of agricultural proceedings in the WTO to facilitate agriculture negotiations should be further adapted through three recognitions: the limitations of WTO agricultural litigation, evolutionary ‘Agricultural Exceptionalism’, and the dominant roles of negotiation and litigation in the ‘four-wheel vehicle’ theory of the WTO. In addition, a mutually reinforced relationship between agricultural litigation and negotiation should be established with careful ‘case-by-case’ calibration, and the ‘spillover effect’ of standardisation and institutionalisation of diplomatic instruments in the dispute settlement mechanism would also contribute to a more normalised and coherent environment for multilateral negotiation.

⁹ Mr. Hui Chen, PhD Candidate, The University of Hong Kong.

10-BX14-6763**THE VALIDITY OF SURROGACY FACILITATION AGREEMENTS**MR. THEMBA MILTON SKOSANA¹⁰

This paper deals with a recent decision in South Africa regarding confirmation of a Surrogate Motherhood Agreement. The Children's Act prohibits commercial surrogacy and permits surrogacy entered for altruistic surrogacy purposes.

11-BX11-6640**ON THE PROPERTIES OF THREE MONTHLY OPINION POLLS OF VOTING INTENTIONS IN THE UK OVER THE PERIOD 1984 TO 2015**DR. XINGZHI YAO¹¹, AND **PROF. DAVID PEEL**

Previous research for different countries, including the UK, reports that voting intentions data exhibits the property of fractional integration. In this note, we examine the statistical properties of three polling organisations, i.e. Gallup, ICM and Mori, in the UK over the period 1984 to 2015 employing monthly data. These three polls do not employ the same sampling methods. In common with previous research, we find that the three polls exhibit the fractional property. Of more interest is the fact that statistical tests do not reject the null hypothesis that the degree of fractional integration is equal for the three polling organisations. Moreover, we cannot reject the null hypothesis that the difference in polls is zero. Consequently, our research suggests that the different sampling methods employed by the different polling organisations did not produce any systematic biases relative to each other.

12-BX23-6759**IMPACT OF ENERGY CONSUMPTION ON ECONOMIC GROWTH IN BRICS COUNTRIES: A MULTIVARIATE CAUSALITY STUDY.**MR. WALTER SHIBA¹², **DR. WU YONGCHANG, PROFESSOR, DR XUEYUAN CHEN, AND MRS WENSHAN WEI**

The main aim of this study is to investigate the relationship between energy consumption and economic growth for BRICS countries. The countries chosen are Brazil, India, Russia, China and South Africa. Annual time series data covering the period of 1980-2014 is drawn from the World Development Indicators. The real GDP per capita (constant 2010) is the proxy of economic growth and dependent variable, energy use (kilowatts per oil equivalent), labor force and capital as explanatory variables. All variables are in their natural logarithm. In order to avoid spurious relation among the variables, several units root tests will be used to examine unit root properties of the variables. To examine whether energy consumption and economic growth are co-integrated or not, Panel Johansen will be used. To check for the direction of

¹⁰ Mr. Themba Milton Skosana, Lecturer, University of South Africa.

¹¹ Dr. Xingzhi Yao, Lecturer, Xi'an Jiaotong Liverpool University.

¹² Mr. Walter Shiba, Ph.D Candidate, Institute of Agricultural Economics and Development.

influence among the variables, the Panel Granger causality test will be employed. Lastly, the diagnostic tests will be employed to check the robustness of the model.

The study is primarily an academic requirement and seek to investigate energy consumption and economic growth among BRICS countries. As all we know that energy is the capacity to do work, it is important to investigate the relation within the mentioned countries. This study seek to fill the gap and take responsibility to propose any policy implications that seems suitable for policy makers. Therefore, this study will be great significance for these developing countries for policy formulation and implication. This study will immensely contribute to the body knowledge for academics, specialist and ordinal people who seek to understand the impact of energy consumption on economic growth. To our knowledge no study is found to be investigating energy consumption and economic growth, with additional of labor and capital as explained variables.

13-BX20-6800

THE PREDICAMENT OF FINTECHS IN THE ENVIRONMENT OF TRADITIONAL BANKING SECTOR REGULATION – AN ANALYSIS OF REGULATORY SANDBOXES AS A POSSIBLE SOLUTION

MR. DANIEL RUGILO¹³, AND MR. JOHANNES GERLACH¹⁴

Recently, “Financial Technology-companies” (FinTechs) are increasingly changing the financial services industry worldwide and impose considerable challenges for regulators tasked to solve the arising trade-off between sound regulation and innovation support. In this regard, regulatory sandboxes, which were recently introduced in several jurisdictions, provide a promising solution, as they imply a liberalization of regulatory requirements in order to enable FinTechs to test their innovative services. However, we observe that no comparable initiative exists in Germany even though the German regulator identified a need for action on this subject. Thus, based on an in-depth analysis of various sandbox models worldwide, this paper develops a set of own recommendations as a basis for the implementation of a sandbox concept which might be applicable in the German regulatory environment. To the best of our knowledge, this paper represents the first study of key international sandboxes as a basis to design Guidelines specifically for the German financial market. Thereby, we contribute to the literature as we evolve an effective regulation within the new setting of innovative financial technologies. Moreover, our findings and implications contribute to the practical solution of current challenges faced by both regulators and affected companies. Even though our derived implications focus on the German financial sector, the results may potentially be applicable in further jurisdictions with similar regulatory requirements. Additionally, our analysis of various sandbox models worldwide can be used as a basis for further research, which focuses on other than the German financial markets.

Keywords: FinTech, financial sector, financial regulation, FinTech regulation, financial stability, regulatory sandbox, financial services industry, digital finance

¹³ Mr. Daniel Rugilo, Doctorial Student, University of Cologne.

¹⁴ Mr. Johannes Gerlach, Research Assistant & Doctorial Student, Heinrich-Heine-University.

15-BS29-6749**TEXTUAL AND VISUAL: USE OF INFOGRAPHICS AS A VISUAL STORYTELLING TOOL IN UAE NEWSPAPERS**DR. ALI RAFEEQ¹⁵

Storytelling in print media is limited, in terms of the options available for presentation, to text, pictures and infographics compared with digital platforms where content can be multimodal and interactive making the online news websites more visually appealing and engaging. Given these challenges for print media, creating visually appealing design and layout has become very important. Research shows that use of infographics appeals to readers and aid comprehension and recall as well as readers' understanding of complex world events. Thus print newspapers need to use more infographics in telling important stories to make their products not only visually appealing but useful and relevant to readers. Quality journalism is not only well-written stories but well designed and packed content. As the modality of presentation in print newspapers is limited it is important to focus on the use of infographics in newspapers. Given the importance of visually-appealing journalism in newspapers this exploratory research looks into the use of infographics in major UAE daily newspapers – Gulf News, Khaleej Times, Al Bayan and Al Etihad. Findings of the content analysis shows that some publication extensively use infographics. While all the newspapers used colour and modular layout and design to improve the appearance of their pages use of infographics varied. Khaleej Times used more infographics on its front page compared to Gulf News which is the largest newspaper in the UAE. Of the Arabic newspapers Al Bayan used most infographics and a large percentage was on local news events.

16-BX26-6886**RISK MODELING USING MONTE CARLO METHOD AT ALBPETROL COMPANY**MRS. BLERTA MJEDA¹⁶

An approach much more involved in treating uncertainty is simulation with the "Monte Carlo" method. This approach seeks to link multiple factors to interact with each other simultaneously in the assessment of ventures. The result is determined by a variety of distinct variables. The method requires a mathematical model under which all relevant factors are known, although only strings, in lieu of specific values, can be assigned a number of parameters. In the model it is especially important to identify the types and the degree of dependence between each variable, or all variables. The concept of simulation allows the recognition or consideration of a statistical combination of all possible values within the range of each random variable. Random numbers are numeric values that occur with equal probability, but without an identifier pattern. Each case number has an equal probability of occurrence. Most odd numbers are generated using pre-programmed functions that are available in most statistical programs. Applying computer simulation to assess the riskiness of an enterprise / Albpetrol company for oil development requires to follow some steps.

Initially, we identify uncertain variables. These then need to distinguish which variables are dependent variables and are independent variables. Examples of variables that would be

¹⁵ Dr. Ali Rafeeq, Assistant Professor, United Arab Emirates University.

¹⁶ Mrs. Blerta Mjeda, Lecturer, University of Shkodra.

independent of each other could include the crude oil price during project life, good production rates, final recovery, and operating costs. The choice of a probability representative is chosen for each variable that is deemed to include uncertainty.

Keywords-component; risk modeling, uncertainty, decision making process, risk analyses.

17-BX13-6764

LABOUR LAW AS A TRANSFORMATIVE LEGISLATION AND RACE-BASED DYNAMICS FOR ECONOMIC SUSTAINABILITY

MR. LEFA NTSOANE¹⁷

The concept of sustainable development is one of the most ambiguous and controversial in global literature. There is an increasing need for sustainability and sustainable development to require an integration of the economic, social, cultural, political and ecological factors. The World Commission on Environment and Development broadly defines sustainable development as development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Although sustainability is generally understood to be a combination of the economic, social, cultural, political and ecological factors, in some cases the practical combination of these factors appears impossible due to their different desired goals and thereby results with one factor prevailing over the other factor/s. The role of the economic factor in determining sustainability, despite its immeasurability and vagueness, is mostly used as a sole criterion in justifying business decisions in cases where there are conflicting factors or interests. The economic factor focuses much on the calculation of profit as opposed to inclusive sustainability and growth. Although it is acknowledged that other factors plays a significant role in the determination of sustainability, the social justice factor in most cases appears to be overlooked when judging sustainability in the economic decision-making processes. Social justice is an explicit recognition of structural inequalities in the world (along class, race, gender, institutional, and other lines) and therefore the need for proactive and structural programmes to counteract these inequalities. Social justice in sustainable development advocates social sustainability. Social sustainability requires a dramatic increase in equity. The social element in the determination of sustainability is people-oriented and strives to maintain stability of social and cultural systems. Profits for business owners may mean layoffs for that business' employees and the employer's policies and programmes can be sustainable and socially just and that they can also be sustainable but unjust. This paper therefore examines the practical combination of the economic, social, cultural and the ecological factors in the determination of sustainable development and argues that the economic factor is, in many instances, utilised as a sole criterion by employers in justifying their business decisions in the employment relationship. This results with the social justice factor not being taken into account or rendered of less importance despite South Africa's history of injustices and exploitation of labour, a direct result of apartheid and colonialism. The article furthermore examines what meaning can be attributed to 'sustainability' (taking into account the combination of factors outlined above) in line with the race-based dynamics for black economic sustainability in employment. A question as to how one strike a balance between the economic imperatives of the employer and labour laws in particular aimed at the protection of employees at the workplace remains an issue at hand. The failures or reasons for the non-compliance with section 198B of the Labour Relations Amendment Act, as a legislative transformation, by institutions of employment and the race-based dynamics for black economic sustainability are analysed. The article is based on the idea that South African

¹⁷ Mr. Lefa Ntsoane, Lecturer, University of South Africa.

law does not provide any clear guidelines to harmonise the competing interests of employees and the economic imperatives of the employer and as a result the concept of ‘sustainability’ is often utilised by employers to circumvent compliance with labour law regulations aimed at the protection of employees.

18-BX08-6765

EXTENSION OF COLLECTIVE AGREEMENTS IN TERMS OF SECTION 23 (1) (D) OF THE SA LRA AND THE “KNOCK ON EFFECT” ON THE RIGHT TO STRIKE

MR. BONGANI KHUMALO¹⁸

One of the aims of the Labour Relations Act 66 of 1995 (LRA) is to promote orderly collective bargaining at sectoral level and to advance the democratization of the workplace (Section 1 of the LRA). This is in keeping with the right to collective bargaining enshrined in section 23(5) of the Constitution of South Africa, 1996. The product of collective bargaining is a collective agreement as defined in section 213 of the LRA. Collective agreements are an effective tool to regulate terms and conditions of service and other matters of mutual interest. These agreements are capable of being extended to non-signatory parties. Two possibilities of extension are envisaged in section 23(1)(d) and section 32 of the LRA. Section 23(1)(d) provides that a collective agreement binds employees who are not members of the trade union or trade unions party to the agreement provided that three conditions are met, viz the employees are identified in the agreement; the agreement expressly binds the employees; and the trade union or trade unions concluding the agreement enjoy majority membership of employees employed in that workplace. The extension envisaged in section 32 relates to collective agreements concluded at a bargaining council and which require the endorsement of the Minister for them to be extended to an entire sector. The Constitutional Court in *AMCU v Chamber of Mines of South Africa CCT87/16 [2017]* (hereafter *AMCU*) was faced with a contended section 23(1)(d) extension applicable at workplace level.

In *AMCU*, the extended collective agreement limited the non-party trade union and non-party employee’s right to strike for matters relating to wages and conditions of employment. The right to strike is very important bargaining tool for workers and trade unions and is protected by section 23(2)(c) of the Constitution and section 64(1) of the LRA. This limitation is triggered in terms of section 65(1)(b) of the LRA which proscribes any person to partake in a strike if that person is bound by a collective agreement that prohibits a strike in respect of a dispute. This difficulty is compounded by situations where the business of the employer operates at different geographical locations. This paper presents a conspectus of the facts and judgment of *AMCU*. It discusses the rationale for a provision such as section 23(1)(d) in labour legislation and the meaning of a “workplace” as found in the LRA and explicated by the court. International and foreign law comparators are drawn to show the prevalence of the practice and its knock-on effect on the right to strike. The paper postulates that the principle of majoritarianism adopted by policy makers necessitates a mechanism in terms of which collective agreements can be extended to non-parties.

¹⁸ Mr. Bongani Khumalo, Lecturer, University of South Africa.

19-BX12-6772

UNDERSTANDING THE LAW OF SEXUAL HARASSMENT AT WORKPLACE(THROUGH CASE LAW LENS) - A CLASSICAL FOOL'S ERRAND

MR. KWENA KUBJANA¹⁹

Statistics on sexual assaults in South Africa was sitting at the rate of 142 reports a day in the financial year 2015/16. Simple arithmetic exercise would tell that, about 51830 sexual offences were committed in South Africa annually excluding the unreported incidents. Ironically, Courts have pronounced terminally on sexual harassment cases, educational drives on sexual harassment were and continue to be conducted; pressure groups and social media influence are also used to make awareness on this scourge. Notwithstanding all that, the number continues to increase. It thus begs questions particularly, where there is so much activism, statutes and Codes in place to deal with sexual harassment. May be we do not understand it!

20-BX15-6771

A REVIEW ON THE CONDUCT OF THE POLICE DURING THE MARIKANA TRAGEDY: A CONSTITUTIONAL-CRIMINAL LAW PERSPECTIVE

MR. PORSCHE MAKAMA²⁰

It is an open secret that most South African workers earn far below the international minimum wage. Earning below the minimum wage creates lots of frustrations for the workers as they struggle to meet basic needs to support themselves and their families. In most cases this challenge leads to strikes by employees to try and force the employer to raise their salaries. In some instances, as it was the case in what became known as Marikana tragedy, employees and employers reach an impasse, which leads to the outbreak of violence. Under such circumstances law enforcement officers (police) are required to step-in in an effort to restore order and protect both the interest (being life and property) of the employees and the employer. The police have an obligation in terms of the Constitution to prevent crime and maintain public order. In fulfilling this obligation, police can arrest anyone using or instigating violence and have the right to use force to restore order. However, as a matter of principle in our law the use of force should be proportionate.

21-BS02-6454

ENRICHING PROGRAM TO HELP FEMALE STUDENTS TO SUBSTITUTE THEIR EMOTIONAL FEELINGS

DR. RASHA MOHAMED²¹

The current research aims to measure the effect of the program to substitute the emotional feelings for female college students. The importance of this program came from what the scholars indicated about the dangers of missing emotions and its effect on human psychological system, as this will affect the kids when those students become teachers later.

¹⁹ Mr. Kwena Kubjana, Lecturer, University of South Africa.

²⁰ Mr. Porsche Makama, Lecturer, University of South Africa.

²¹ Dr. Rasha Mohamed, Lecturer, Beni Suf University.

The research felt the problem through her direct relation and her work with the female college students. This problem shows through different ways for example (feeling bored, the feeling of having no energy for giving, laziness, not taking care of her external appearance as a female, not having the feeling of enjoying the life, hide their feelings, their reactions to the problems are extreme, preferring loneliness sometimes, being shy, they have no self confidence, being nervous sometimes, anxiety, hair falling, loosing appetite or eating continuously and much more other symptoms). Those female students also explained their emotional problems directly to the researcher also to clear this point, the emotional problems don't only mean emotions with men but also emotional problems with their parents, siblings, family and female friends. They also feel shy to explain their problems.

The sample of this research include one hundred female students from Bani suief University. In this program, the researcher used one group for the experimental method. She also created a measurement for measuring their emotional before and after.

The program consists of thirty meetings and it was known by the place, time, and content. The researcher used a bunch of methods and materials for example (psychodrama, music, drawing, imagination, sports and some examples of some famous people who suffered from emotional problems before becoming famous).

At the conclusion, the results showed the success of the program to aim the target of the research. Under the umbrella of previous students. The research was finished and introduced some advices to those who may concern about the human health and the children affairs for example (Aiming to spread this program in childhood college)

22-BS25-6570

ROLE OF SPIRITUAL INTELLIGENCE AND JOB VALUES IN MENTAL HEALTH OF BANK EXECUTIVES

DR. SANTOSH MEENA²²

Over the past decade, the pressure of modern life has grown enormously and engulfed the individual with its mounting demands, both personally and professionally. Organizational environment of a workplace is one of the factors that explicitly or implicitly influence the level of mental health of employees and their level of job satisfaction and thus their happiness level. More and more employees are experiencing stress at work. They may be struggling with too much pressure, long hours or rapid change. The nature of employment has now changed and the idea of a job for a life has been replaced by an emphasis on performance.

Given that spiritual intelligence augment the mental health by mitigating stress. It has been seen that life pressures, be at personal or professional level, bypass the path of happiness due to a host of factors. Also review of literature, led the researcher to infer that in any type of organizational setup, working conditions, job security, perks and others plays a critical role in performance and psychological well-being of the employees. Thus, it would be interesting to explore the role of spiritual intelligence and job values on mental health of public and private sector bank employees.

Method

The objective of the study is to understand the effect of spiritual intelligence and job values on mental health of public and private bank executives. To understand whether working in different sectors affect mental health.

²² Dr. Santosh Meena, Associate Professor, Banasthali Vidyapith.

The sample was restricted to 150 individuals, 75 from public sector and 75 from private sector holding the post of executives. The sample was taken from the banks of various cities of Rajasthan by simple randomized method. For the sake of simplicity and better comparison only the executives of banking sectors, aging between 25 to 35 years were taken. The standardized tools used in the study were. 1. Test your spiritual intelligence. 2. Job value questionnaire 3. Employee's mental health inventory. 4. General self-efficacy scale.

Data was analyzed by Analysis of Variance (ANOVA). 2x2 factorial design has been used to study the effect of the independent variables on dependent variable. The data was processed through computer for appropriate computation to draw the results.

Result

The major findings of the study are that spiritual intelligence significantly affects mental health in public and private sectors executives. Whereas, job values do not affect mental health in both the sectors. The study also reveals that executives of public sector have better mental health and more spiritually intelligent in comparison to private sector. Similarly, private and public sector executives differ on job value type (i.e. intrinsic and extrinsic).

Key words: Spiritual intelligence, intrinsic job values, extrinsic job values and mental health.

23-BS32-6799

NEUROCOGNITIVE INTERVENTION TARGETING COMPONENTS OF THEORY OF MIND IN SCHOOL-AGE CHILDREN WITH BEHAVIORAL DISORDERS

DR. ALFREDIS GONZÁLEZ HERNÁNDEZ²³, AND JASMIN BONILLA SANTOS; AND GISELA BONILLA SANTOS¹

The understanding of human social functioning is an element of importance for intrapersonal and interpersonal development. In this sense, neuroscience proposed the understanding of human beings from the concept of social cognition, understood as set of abilities that allow humans to identify and carry out readings of social signs with the aim of adapt and respond coherently to the context. One of its main components is the theory of mind (ToM), which plays fundamental role in analysis of emotional expression through the eyes, nonverbal information processing, understanding the metaphorical language and attribution intention, that in turn influences the inference of thoughts, feelings, beliefs, intentions and desires, thus affecting decision making. Currently, there is no clarity about the ToM involvement level in children and teenage school children with disorders of conduct. Therefore, the present study was proposed to deepen in the characterization of the dimensionality of these alterations and to assess the potential susceptibility to cognitive-social intervention. Method: it was a quasi-experimental study, pretest-posttest. Study sample was conformed by 120 school children from 7 to 11 years, students of public schools in Neiva city, distributed in three groups: control group, group with diagnosis of TDC and group with ADHD diagnosis . Findings: Evaluation posttest to compare the performance of the experimental groups after training with neurocognitive intervention program, revealed significant differences in the tasks used to assess ToM, which suggests effectiveness of the program in socio-cognitive skills implemented.

²³ Dr. Alfredis González Hernández, Professor, Universidad Surcolombia.

24-BS21-6766**NEW TRENDS CONCERNING CONSENT TO MEDICAL TREATMENT IN JEWISH LAW**PROF. YEHIEL KAPLAN²⁴

In modern legal systems, including Israeli law, there is the doctrine of informed consent regarding the consent of a patient to medical treatment. The patient must agree to a proposed medical procedure that the doctors believe is necessary in order to improve his or her medical condition, after he or she received proper explanations about the nature of the proposed medical treatment and the medical reasons that lead to the conclusion that it is necessary. In addition, an exhaustive explanation about the possible advantages and risks of the proposed medical procedure and the possible alternatives to this procedure, must be given. Only after patients fully understood all these aspects of the proposed treatment they should state that they agree or do not agree that the proposed medical procedure will be part of their medical treatment.

In Israel, the existence of the doctrine of informed consent stemmed in the past from the principles of criminal law and tort law. Subsequently, this principle became important in Israeli law following the enactment of the Basic Law: Human Dignity and Liberty, in 1992. Among other things, following the enactment of this law, Israeli case law implemented the principles of this law in the Daaka case. This case was concerning medical treatment given to a patient after inappropriate consent. The court ruled that there was a violation of autonomy of the patient in this case, which was inconsistent with the provisions of the Basic Law: Human Dignity and Liberty. The status of the doctrine of informed consent in Israel, was enhanced when it was one of the basic foundations of The Patients' Rights Act, 1996

The basic outlook of Jewish law concerning consent to medical treatment is more paternalistic. Medical treatment should be imposed, when the doctors believe it is essential, especially if the doctors believe the patient is in a life threatening situation. However, we will explain how several contemporary scholars of Jewish law tried to bridge the gap between the outlook of Israeli law and the outlook of Jewish law concerning this matter. Restrictions on the imposition of medical treatment in Jewish law were implemented in a creative manner in decisions and writings of Jewish law scholars concerning consent to medical treatment. These include the rule that stipulates that medical treatment should not be imposed when there is no certainty as to the medical benefit of a particular medical treatment, or the rule that medical treatment with significant risk should not be imposed, or the principle that medical treatment should not be imposed when such coercion may cause mental distress or lack of the required cooperation of the patient with the medical staff. This new perspective reduced the gap between the position of Israeli law and Jewish law in this sphere.

²⁴ Prof. Yehiel Kaplan, Lecturer & Associate Professor, University of Haifa.

25-BS04-6470**MEDIA FRAMING OF CASTE IDEOLOGIES AND DALIT IDENTITY IN INDIAN NEWSPAPERS**MS. ALI SAHA²⁵

The caste of birth forbidden.
 The chosen struggle forbidden.
 It may have been yesterday. Maybe today.
 Maybe anytime.

Sridhar (2011, pg.311)

The complex identity that characterizes the life of Dalits as ‘untouchables’ comes to the fore through these lines of Kalyana Rao’s succinct ‘preface to’ her novel *Antarani Vasantam* (Untouchable Spring). It is the aspect of ‘forbiddance’ that brings together the ones who have since centuries faced prejudice and discrimination for being located at the lowest level of caste hierarchy leading to the social construction of their identity as ‘Dalits’ (Samuelsen, 2013).

The identity of Dalits, like other identities, is dynamic (Govinda, 2008; Samuelsen, 2011; Zabiliute, 2010) that changed with the changing socio-political and cultural conditions of the society. Clarke (2002) adds that on one hand there are ongoing attempts by caste communities (Touchables) to re-imagine and reinscribe the conventional patterns of caste-based intercourse. Whereas, on the other, the outcaste communities (Dalits) are uniting in order to break, in a decisive manner, the structures of such a hierarchical and oppressive institution. This attempt by the Dalits has fostered a more rigorous and rapid transformation of their identity, unlike the other caste communities.

In this global mediascape, where media acts as the major source of information and public opinion for every sphere of life (social, political, cultural and economic), the changing identities, specifically, that of minorities and vulnerable communities cannot be looked in isolation from media. Media through its frames of representations influence how the different individuals perceive the Dalits, i.e. they construct their version of Dalit identity, which further shapes how they respond to them (Pant, 2001; Slater, 2007, Tajfel and Turner, 1979). This response from outgroup members along with Dalit’s own experiences of the social world of which media is a part contributes to the formation of their identity. In spite of this importance of media in the construction of Dalit identity, this area remains barely studied in the 21st century. Henceforth, assuming media to be the ‘mirror of society’ this paper explores how Indian press media frames caste ideologies and discriminatory practices against Dalits in a constitutionally casteless society. To achieve this goal, an in-depth content analysis of two leading Indian newspapers (Times of India- English and Amar Ujala-Hindi) has been conducted along with the application of Iyenger’s framing theory and Sidanius and Pratto’s social dominance theory. The preliminary results reveal Indian media’s orientation towards dominant groups and an important role in the construction of ideological asymmetry. However, the final aim here is to trace mainstream media’s contribution to the construction of Dalit identity in the 21st century, along with developing a caste-based media theory.

²⁵ Ms. Ali Saha, PhD Research Scholar, Monash University.

26-BS26-6793**CONFLICT STRATEGIES AND THEIR DYNAMICS IN MODERN DAY: THE NORTHERN NIGERIAN IMBROGLIO**MR. MIKE EDEPO²⁶

The rising demands for strategies in conflicts management vis-à-vis the composite dynamics of modern day conflicts has become a major issue for international discourse and intellectual contemplations. This paper focuses on the northern part of Nigeria, West Africa with particular attention to the North-East which has been overwhelmed in recent times with terrorist attacks especially by the activities of insurgents. The methodology employed is doctrinal with a random sampling of affected areas of conflicts by interviewing victims and stakeholders within the affected areas. This paper also presents pictorial evidences as posters for clarification of thoughts. The Northern Nigerian Situation is a matter of urgent attention. All relevant stakeholders must deliberately galvanize policies that would better the lot of conflict objectives in the northern region especially conflict objectives such as women and children. Ultimately, this paper attempts a critical examination of strategies in conflict management and the dynamics of modern day conflicts with a view to formulating solutions on how best to be strategically positioned for modern day conflicts using the Northern Nigeria dilemma as a case study.

27-BX07-6498**LIBERALIZATION AND HUMANIZATION OF THE RUSSIAN FEDERATION CRIMINAL LEGISLATION THROUGH AMENDMENTS TO ARTICLE 15 OF THE RUSSIAN CRIMINAL CODE**MRS. SATENIK SHAHBAZYAN²⁷

This article covers examination of Article 15 of the Russian Criminal Code which divides crimes into four categories: crimes of minor gravity, crimes of medium gravity, grave crimes, and especially grave crimes. Each of these four categories is defined formally, without taking into account the circumstances of the crime. To solve this problem, the Russian legislature adopted the Federal Law N 420-FL in 2011, according to which, judges have the right to change the category of crime to a less severe but by no more than one category, taking into account the actual circumstances of the offense and the degree of social danger of the crime. The author touches upon the position that such amendment to Article 15 of the Russian Criminal Code pursues an objective liberalization and humanization of the criminal legislation of the Russian Federation, differentiation and individualization of criminal responsibility. The author considers the scientific positions and judicial statistics on the issue of changing the crime category.

The article formulates definitions and conceptual characteristics of liberalization of the criminal legislation and humanization of the criminal legislation, differentiation and individualization of criminal responsibility and criminal policy of the state.

The author believes that the amendment to Article 15 of the Russian Criminal Code due to adoption of Federal Law N 420-FL in 2011 is the first stage of liberalization and humanization of the criminal legislation. The second period of liberalization and humanization

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²⁷ Mrs. Satenik Shahbazyan, PhD Student, Northern (Arctic) Federal University.

of the criminal legislation began in October 31, 2017 by adoption of the Russian Federation Supreme Court Ruling N 42 by which the Supreme Court suggested supplementing Part 2 of Article 15 with the content below: "Crime of small gravity, for which the Criminal Code does not impose punishment in form of deprivation of liberty, shall be considered as criminal infraction".

According to the current regulation, crimes of minor gravity include offenses punishable by deprivation of liberty and those for which such a measure is not provided. The analysis of the judicial practice, judicial statistics data and regulations of the current Russian Criminal Code suggests the conclusion that the "minor gravity crimes" category combines acts that differ significantly in the nature of their public danger. The categorization of minor crimes for which deprivation of liberty is not provided as a criminal infraction will make it possible to more clearly differentiate criminal responsibility for crimes of minor gravity. In particular, a criminal infraction will be punishable by a fine or correctional work for economic crimes, illegal enterprise and illegal banking committed without aggravating circumstances.

Based on the conducted analysis, the author underlines that in accordance with the current regulation, there are 80 minor crimes for which deprivation of liberty is not provided, but the number of convicts on them only in 2016 exceeded 40 thousand people.

Among the main conclusions of the research is the claim that since a criminal offense does not lead to a criminal record, such innovation is necessary for the re-socialization of citizens, their return to normal life as criminal record is an obstacle to getting a job, establishing interpersonal contacts, obtaining loans from a bank and entails a number of other restrictions.

28-BS83-6516

VIOLENCE AND IMMORALITY IS RESPONSIBLE FOR DIVORCE

DR. AHMAD ALI²⁸, AND SAMEER UL KHALIQ JAN

This paper entitled "Immorality and violence is responsible for divorce in Malakand, KPK, Pakistan" the main objective of this study was to find out some moral causes responsible for separation between husband and wife and its association with divorce in traditional society. A conceptual frame work consists of independent variable, moral aspect, dependent variable divorce and background variable type of marriage was designed for this study. A sample size of 210 respondents (divorced women) from a population of 395 as per Sekaran 2003 table were randomly selected for in-depth interview, representing the whole Malakand division residing in Darul Aman (abode). Interview schedule was used for data collection. The collected data was entered to SPSS software. Reliability analysis was also carried out and the overall reliability coefficient stood at 0.75. After satisfactory reliability the data were analyzed for uni-variate (simple frequency and percentage) while for assessing the level of association chi-square test statistics and for spuriousness and non – spuriousness results with background variables multi variate analysis was carried out. At uni-variate level results extra marital sex of both male and female, homosexuality, domestic violence against women, illegal drugs, gambling, verbal physical and emotional abuse by husband, lack of patience, career preference and cheating were the prominent causes of divorce in the study area. Similarly, at bi variate level, all the above described prominent causes were found significant ($P < 0.05$) level of confidence with dependent variable divorce. Moreover, at multi-variate level while controlling type of marriage a non-spurious relationship ($P < 0.05$) was exist among love marriage and moral aspect with divorce while a spurious relationship ($P > 0.05$) was exist with elopement and arranged marriages with moral aspect and divorce. Awareness sessions and teachings on

²⁸ Dr. Ahmad Ali, Assistant Professor, Abdul Wali Khan University Mardan.

morality, preaching of rights and duties of spouses and their limitations as per religious, social, ethical and traditional teachings by religious clergies/scholars, and marriages in known families/ relatives are recommended in light of the study.

29-BS30-6551

AN ANALYSIS OF RISK FACTORS BEHIND DOMESTIC VIOLENCE ON WOMEN IN PAKHTUN SOCIETY

MR. SAMEER JAN²⁹, AND DR. AHMAD ALI ASSISTANT PROFESSOR, ABDUL WALI KHAN UNIVERSITY, PAKISTAN

The current study (An analysis of risk factors behind domestic violence on women in Pakhtun society in Khyberpakhtunkhwa, Pakistan) was aimed to analyze the risk factors behind domestic violence on women in Pakhtun society. The main objective of this study was to dig out some of the main causes of domestic violence and risk factors association scenario in the study area. The main cause of the study in the area was its low level of female education, poverty and ethnocentric environment. A conceptual frame work consists of independent variable (domestic violence) and dependent variable (risk factors) was designed for this study. A sample size of 384 female respondents from the population were randomly selected for interview. Interview schedule was used for data collection. The collected data was entered to SPSS 21th version software. Reliability analysis was also carried out and the overall reliability co-efficient stood at 0.75. After satisfactory reliability the data were analyzed for uni-variate (simple frequency and percentage) while for assessing the level of association chi-square test statistics and for spuriousness and non-spuriousness results with background variables multi variate analysis was carried out. The results show that there is a high and significant relationship between the domestic violence and illiteracy, unemployment, low income, fewer job opportunities for women, drug addict husbands, joint family system, age difference, Swara marriage, badal (exchange marriage), low caste of women (a stereotype attached with female), polygamy, lack/weakening of purdah system, were responsible factors for domestic violence in Pakhtun society (study area). The study recommends that Government and non-governmental organizations should focus on education to women with the knowledge of their rights, help victims of domestic abuse and creation of family and community counselling centers and to stress on special family courts dealing exclusively with the cases of spousal violence as well as making males to treat women as human beings and equivalent in basic rights like liberty, health, education, expression, marriage, recreation and economic matters etc.

30-BS13-6717

HALAL FOOD FACILITIES IN JAPAN FROM THE PERSPECTIVE OF MALAYSIAN MUSLIM TOURISTS

DR. WAN MUHAMMAD WAN SULONG³⁰

Japan, besides being a popular destination for tourists globally, is getting high marks for its efforts at becoming a halal-friendly tourism destination. The increasing number of Muslim travellers to Japan is due to its aggressive efforts in promoting halal tourism to cater for the muslims needs while travelling. Halal or Islamic tourism is a market segment that is fast

²⁹ Mr. Sameer Jan, Lecturer, Shaheed Benazir Bhutto University.

³⁰ Dr. Wan Muhammad Wan Sulong, Lecturer, Universiti Putra Malaysia.

growing not only in Muslim countries but globally. This is due to rapid growth of the Muslim population which is expected to become 26.5% of the world's population by 2030. The majority of the Muslim population comes from some of the fastest growing economies such as Indonesia, Malaysia, Turkey and the Gulf countries. Muslims are now becoming an important consumer market for the entire world. They will become an increasingly important segment for businesses across all sectors. Japan is one the countries in Asia that are working hard to attract tourists from muslim's countries including Malaysia. Japan is at the top of that list of countries boosting its hospitality to the Muslim consumer and lifestyle market. The purpose of this study is to investigate the perspective of Malaysian Muslims tourists towards halal food facilities based on prior experiences of their visit to Japan. The tool used for data collection are surveys through questionnaire. The outcome of the study shows that respondents are very concerned about the halal status of food due to their understanding about the concept of halal food. Therefore, most of them only choose food that is believed to be permitted especially those with halal logo. Halal food is relatively easy to get at the airport and major tourist attractions. The presence of Muslim workers in halal premises adds to their confidence in the halal food provided. In terms of cost, respondents are less satisfied because the cost of halal food is relatively expensive.

31-BS31-6782

A TRIADIC MODEL OF CO-REGULATED, SOCIALLY SHARED REGULATION OF LEARNING, AND ATTRIBUTIONS: A STUDY WITH FIRST-YEAR UNDERGRADUATES FROM A COLLECTIVIST SOCIETY

MRS. EMAN FAISAL³¹

This exploratory study aimed to focus on the social constructionist perspectives of learning by exploring how first-year undergraduates in a collectivist society, i.e. Saudi Arabia, regulated their learning within their community. In other words, it investigated how they co regulated their learning in light of the relationship between socially shared regulation and attributions. This involved developing a triadic model showing the direct and indirect relationships between the three dimensions.

Design: This mixed-methods research included two sequential phases, a qualitative investigation followed by a quantitative study.

Methods: Semi-structured interviews were conducted on university teachers, first-year undergraduates, and the students' family members. Three themes emerging from the analyses of the qualitative data (i.e. co-regulation, socially shared regulation, and attributions) informed the development of the questionnaire, which was administrated on a random, survey, sample of 2174 first-year undergraduates. The questionnaire's structural validity and Cronbach's α were investigated.

Results: The conceptual model was tested by following two steps: first, investigating the measurement model by using confirmatory factor analysis, and second, testing the structural model by using structural equation modelling. The model estimated (standardized) the direct and indirect relationships between the latent variables. The model fit the data well. Co-regulation was associated positively and significantly with socially shared regulation. There was an association between socially shared regulation and attributions. Even though co-regulation was not associated significantly with attributions, this relationship became positive and significant if socially shared regulation was a mediator (the figures will be presented in the oral presentation).

³¹ Mrs. Eman Faisal, PhD Candidate, University of Cambridge.

Conclusions: Studying the role of social forms in the regulation of learning would enhance the understanding of regulated learning within the shared knowledge construction, especially when investigating this in Saudi students who live in a society that has collectivist culture norms and high-context communications, as the current study did. It would be worth investigating this further by including other related dimensions to the model such as expectations and help-seeking behaviour.

32-BS05-5977

ALTERNATIVE ASSESSMENT IN BUSINESS ENGLISH CLASSROOM: STUDY OF MANAGEMENT STUDENTS IN INDIA

MR. ZAIN MOHAMMAD SULAIMAN³², AND **PROF. SHABANA HAMEED**

Assessment is how we identify our learners' needs, document their progress, and determine how we are doing as teachers and planners. English language is skill based subject rather than content based, its assessment focuses on four basic skills i.e. listening, speaking, reading and writing. Alternative assessment is designed to highlight all the possible activities which are not part of formal tests but can be utilised for assessing learning performance, as alternatives to the conventional methods of evaluating linguistic progress and performance. Alternative Assessment emphasizes the student's strong points while minimizing their weak points. It does not compare levels and knowledge but follow a student's performance individually and in time. Alternative assessment methods include project and portfolios.

The rise in the business English teaching for the management students and other business oriented courses, the most commonly adopted assessment in language classrooms worldwide. The business communication skills is much in demand so this assessment too in demand. The paper aims to explore the importance of alternative assessment in business English classrooms, its challenges, demand and output with reference to Indian management classrooms.

Key-words: Alternative Assessment, Business English, Importance, Challenges and Outcome

33-BS14-6451

THE LEARNING MANAGEMENT IN THE PHYSICAL EDUCATION AND THE RECREATION FOR THE CHILDREN IN THE SOUTH OF THAILAND

DR. SAOWALEE KAEWCHUAY³³, AND DR. EKARAT ONNOM³⁴

This research has the objective to compare the physical performance for healthy of the student before and after attending the learning management in the physical education and the recreation for the children project, and to study the satisfaction of the learning management in the physical education and the recreation for the children by the cluster random sampling from 333 people. The tool in this research is the physical performance test of the Department of Physical Education for the children who are 7-18 years old, and the form of the satisfaction assessment and the recreation for the children. Analyzed the data by SPSS in order to find the mean, the standard deviation, and the hypothesis was tested by t-test.

³² Mr. Zain Mohammad Sulaiman, Research Scholar, Aligarh Muslim University.

³³ Dr. Saowalee Kaewchuay, Lecturer, Mahidol University.

³⁴ Dr. Ekarat Onnom, Lecturer, Chandrakasem Rajabhat University.

The result found that the result of the comparison in the physical performance for healthy of the student before and after attending the learning management in the physical education and the recreation for the children project found that the body mass index aspect, the Skinfold Thickness, the sit-ups in 60 seconds, the push-ups in 30 seconds, the sit and reach and the Zig-Zag run were the significantly difference at 0.05. The result of the satisfaction assessment of the learning management in the physical education and the recreation for the children found that the service aspect, the personnel who are the knowledgeable and understandable in the service (mean= 4.41), and the satisfaction level was high. The accessory and the equipment for the operation were adequacy (mean= 4.31), and the satisfaction level was high. The personnel are in a good relationship and human relations, and having continuously followed up (mean = 4.30), and the satisfaction level was high. The supporting in learning process activity aspect, the activities are fun and interesting (mean= 4.61), and the satisfaction level was high. The supporting in moving body (mean = 4.53), and the satisfaction level was highest. The activity that fit to the students (mean = 4.49), and the satisfaction was high. The effect to the students who attend the activity aspect, every students were happier after attending the activity (mean= 4.55), and the satisfaction level was highest. The students feel more fresh (mean= 4.50), and the satisfaction level was high. The students are happier with their friend (mean= 4.43), and the satisfaction level was high, respectively. The conclusion of the overall satisfaction assessment of the learning management and the recreation for the children (mean= 4.37), and the satisfaction level was high.

35-BS17-6748

THE BRIDE STARDOM: A STUDY ON THE “CELEBRIFICATION” OF MILLENNIAL WEDDINGS IN RURAL PHILIPPINES

MS. MELISSA NOVENARIO³⁵

In this social milieu, wedding is one of the most talked about topics of the Filipinos. It has created a blaring discussion and have kindled the spirit of romance and fantasy in various social media platforms. Thus, it has become not only the most featured event but also the most commodified one wherein couples splurge on the “essentials” to have this so-called “dream wedding” experience (Otnes). These wedding essentials for the “perfect” wedding is constructed by the media as something that is attainable through the purchasable items or services their weddings must include (Engstrom).

Here in the Philippines, the incipient prominence of these wedding personalities and wedding suppliers—Bob Nicolas, Jason Magbanua, Gideon Hermosa, and Francis Libiran—has given wedding a new level of practice by associating the perfect wedding experience with consumption. The relation between consumption and wedding perfection has resulted in a standard wedding that is already expensive, not to mention the added cost of personal touches that make weddings perfect for those who host them. Thus, wedding has become a “big news and a big business” (Boden). Take for instance the exceptional destination weddings of the famous celebrities known as the It Girls such as Anne Curtis, Solenn Heusaff, Georgina Wilson and Isabelle Daza to their respective foreign partners, the inspiring weddings of ABS CBN Stars Toni Gonzaga to the film director Paul Soriano and Nikki Gil to BJ Albert, and the lavish Balesin weddings of other celebrities like Heart Evangelista to Senator Chiz Escudero and Colleen Garcia to Billy Crawford. These celebrity weddings have become the most liked, most viewed, and most shared posts in social media when it comes to setting the standards of a

³⁵ Ms. Melissa Novenario, Graduate Student, De La Salle Santiago Zobel School.

perfect wedding in which the bride is positioned at the “center” of everything. Hence, they have been given a new branding—the millennial weddings.

Meanwhile, juxtaposing these millennial weddings and the Filipino traditional weddings, it is highly evident that there has been a great deal of modifications that have emerged. The traditional wedding or the “backyard wedding” has always been a community’s affair. However, as social media reinforce eminence on these millennial weddings, most, if not all, of the soon-to-be-brides are becoming more exposed to this kind of wedding celebration which subconsciously affects the wedding planning. As a result, they tend to pattern their own wedding preparation to these celebrity weddings and gradually deviate from the traditional way.

In line with this, this digital ethnography study aims to find out how millennial weddings in rural Philippines are planned and what factors affect the wedding planning. Furthermore, this study will observe, analyze and document the execution of an actual wedding in the rural Philippines from its pre-production to the post-production. In order to look into the new set of practices in the Filipino wedding and to understand how these practices are being influenced by the community’s progressive exposure to social media, this study will be anchored on Erving Goffman’s dramaturgy theory which will investigate how the millennial couple, most especially the bride, represent themselves in their wedding alongside with Adorno and Horkheimer’s culture industry theory in examining how these wedding essentials are commodified and how celebrity weddings mediate the desire of the couples of having a perfect wedding and material goods and services.

36-BX25-6668

HUMAN CAPITAL, TECHNOLOGICAL SPILLOVER AND PRODUCTIVITY OF MANUFACTURING SECTOR: A COMPARATIVE ANALYSIS OF PAKISTAN AND INDIA

DR. TAHIR MAHMOOD³⁶

The most important macroeconomic goal of a developing country is the achievement of accelerated and sustained economic growth. In pursuance of this creditable objective, identification of the variables which are capable of accelerating growth, is needed. Total factor productivity is one of the contributory factors for economic growth. TFP is measured as residual using the Growth Accounting approach. The Solow’s residual accounts for the portion of output which could not be explained by the growth of inputs. Increased productivity level is a requisite to attain higher level of output for the same level of input. In India and Pakistan research has been done for exploring the role of human capital in increasing the productivity but the role of technological spillovers is not much addressed especially in Pakistan. This is therefore needed to investigate the impact of technological spillover along with human capital on manufacturing productivity in both countries.

This study investigates the impact of human capital and technological spillovers on manufacturing productivity in Pakistan and India using time series data from 1980-2014. Johanson’s Co-integration Approach and Vector Error Correction Model (VECM) were employed to investigate the long run and short run relationship among the variables. The results reveal the existence of long run relationship among Human Capital, Research & Development Expenditure and TFP variable. The estimated results of the models show the positive and significant influence of human capital and technological spillover on manufacturing

³⁶ Dr. Tahir Mahmood, Associate Professor, University of Veterinary and Animal Sciences.

productivity for both countries. The positive and significant coefficients imply that investment in human capital, R & D Expenditure and Technical Cooperation Grants resulted in increased productivity. So there is need to devise the policies for the development of human capital and enhancing Research & Development expenditure over the time.

Keywords: Human Capital, Productivity, Technological Spillover, and VECM

37-BX24-6561

EXAMINING THE IMPACT OF ONLINE ENGAGEMENT ON ENTREPRENEURIAL INTENTIONS THROUGH GENERAL AND DOMAIN ATTITUDE: A MULTI MEDIATION STUDY

MR. UMER RAMZAN³⁷, AND MUHAMMAD ISHTIAQ

Drawing on the theory of planned behavior, this study tests the effect of personal and social interactive online engagement on the entrepreneurial attitudes and intentions of social media users. As social media has become an important tool especially for marketers in current scenario, so the purpose was to check the impact of online users on entrepreneurial activities followed by their general or domain attitudes. Although many alleged benefits of entrepreneurial intentions already explored by other researchers but this study is different because social media engagement and entrepreneurial intentions are two domains in which we wanted to check impacts of these on each other with the mediating effect of attitudes. A model was proposed and empirically tested on a sample of 200 online users. It uses all information collected through the questionnaire items, selecting them exclusively rely on their ability to clarify the variables. Research findings or results show that online engagement plays a vital role in generating entrepreneurial intentions as there are many ideas which one can get by engaging themselves online also the attitudes either general or domain strengthen this opinion. Attitude also determines whether a person who is engaged online has the capability to become an entrepreneur or not. Thus, based on these findings, various considerations about the most effective role of engagement in promoting and developing attitudes and intentions towards entrepreneurship are considered. Overall, this study contributes to theory of planned behavior, online engagement and entrepreneurial intentions with the mediating effect of general and domain attitudes for future and existing studies.

38-BS11-6379

EUROPEAN UNION BETWEEN THE CLASH OF CIVILIZATIONS AND MAASTRICHT TREATY

MS. STANISLAVA MILANKOV³⁸

Paper sets out to problematize paradox in raising nationalism in the post-national era and in regarding to that Europe between two paradigms, both emerged at the end of 20th century. One of the mentioned paradigms is based on the article “The Clash of Civilizations?” by Samuel P. Huntington and the other one is based on Maastricht Treaty, the founding document of EU and one of the primary sources of EU rights. Huntington's article on the conflict of civilizations was published in 1993. Even though Huntington's idea of clash of civilizations was often

³⁷ Mr. Umer Ramzan, Lecturer, University of Lahore.

³⁸ Ms. Stanislava Milankov, Sociologist, Interregional Cooperation and Local Self Government.

criticized as being based on simplification since he perceived Western civilization and various other civilizations and cultures as monolithic, he did recognize nation states as the most powerful actors in world affairs. In contrast to that, Treaty of Maastricht by which the European Union was officially established that same year, 1993 has established most of its economic structures and institutions - including the launching of a common currency-euro process. Following that proliferation of literature on post-national constellation occurred. Despite that, nowadays we are facing with raising nationalism in Europe and disagreements between European national states which confirms Huntington's predictions. The main problem could be found in foundations of EU, more precisely, in creation of a single currency without establishing a set of institutions that enabled a region of Europe's diversity to function effectively. EU fundamental rules and regulations are not designed to promote growth, employment and stability of Union. This paper offers mechanisms for overcoming mentioned issues which are seen in redefining EU institutions, introducing banking union and moving in direction of creating one complex (con) federation that, on one hand, respects the diversity, identity, and legislative, executive and judicial independence of each member state. But which, on the other hand, should finally become unique (geo) political, economic, cultural and value-integrated entity.

39-BS27-6559

WORK, CLASS AND RACE RELATIONS IN BRAZIL'S CAPITAL: A CASE STUDY OF AFRO-BRAZILIAN HOUSEMAIDS IN THE CITY OF BRASILIA (DF)

MS. ALINE NAVEGANTES³⁹

The current capital of Brazil was built under the auspices of progress, national integration and a capitalist ideology of development. These ideals shaped Brasilia into a highly classist capital with some of the highest rates of social and economic inequalities in the world. There is a geographical segregation between middle/upper class center and lower class periphery, and there is a historical context and reason for this design. The citizens at the bottom of this society are the Afro-Brazilians, who live in the poor, segregated communities that surround the city and who occupy the lowest-paying jobs in the city. In this context, this paper aims to investigate the work, class and race relations between Afro-Brazilian housemaids and their white employers at Lago Norte, one of the richest neighborhoods in Brasilia. The research explores the daily life of the black housemaids and the nature of their relationship with the upper class white women who hire them. The main question raised by this paper is how a country known as a racial democracy can be racially segregated and maintain colonial relations between black workers and white employers. This discussion is based on two sociological currents, one led by the concept of racial democracy by Gilberto Freyre (1933), and the other focused on the genocide of the Afro-Brazilian population by Abdias do Nascimento (1978). The qualitative methodology employed in this research is based on semi-structured conversations with Afro-Brazilian housemaids and white employers during field work. The bibliographic research is based on books and articles from Scielo, Periódicos Capes, and Google Scholar databases. The research shows us that the concept of racial democracy in Brazil was a myth implemented by a eurocentric ideology, creating the idea that racism doesn't exist in the country and that the recognition of the black Brazilian identity is a threat to the Brazilian mixed-race identity. The relation between the Afro-Brazilian housemaids and their white employers reaffirm the place of inferiority historically occupied by the black population in Brazil, and their white employers

³⁹ Ms. Aline Navegantes, Master's Student, University of Brasilia.

naturalize this racial order. In summary, this article argues that the experience of Afro-Brazilian housemaids can be understood as the consequence of a colonization supposedly based on a racial democracy.

40-BX30-6934

CRITICAL ANALYSIS OF THE 2012 SAUDI ARBITRATION REGULATION SAR AND THE EXTENT TO WHICH IT SUCCEEDS IN ATTRACTING FOREIGN COMMERCE

MR. ABDULKARIM ALOTAIBI⁴⁰

The Kingdom of Saudi Arabia KSA since its foundation in 1932 has openly embraced arbitration as an effective method for solving commercial dispute. This openness changed into hostility in the 1950s when the famous Aramco case was decided against the KSA government. Following the Aramco case, the kingdom adopted a hostile view of international commercial arbitration and this was evidenced in the subsequently issued regulations. With the continuous development in global commercial and international relations between states and business corporations, the legislative body of the KSA has realised the need for a change in the KSA's legal framework. This change is particularly needed to help create certainty in the KSA's legal system by creating a codified legal system that is easily accessible to both local and foreign entities. With this aim in mind, more than ten regulations were introduced in the last decade alone, with the 2012 SAR and the Enforcement Law of 2013 being the most important enactments. The kingdom's efforts to modernise its legal system have been accompanied with great caution, so as not to influence the significant status of Sharia in the KSA's legal practices. Therefore, this paper critically analyses the 2012 SAR and compare it with its predecessor and other known international institutional rules where relevant. It also relies on the researcher's empirical work, in order to provide a better insight into how this 2012 SAR is being applied in practice. This paper does also consider the KSA attempt to balance its desire to enhance party autonomy in order to attract foreign commerce, while at the same time protect its sovereignty and religious identity.

41-BS69-6866

GOVERNANCE: DIMENSIONS, INDICATORS, AND WAYS TO PROMOTE

PROF. VORADEJ CHANDARASORN⁴¹, AND DR. LUEDECH GIRDWICHAI

This article introduces many definitions of governance as well as governance dimensions and indicators. Six dimensions of governance are illustrated. The hypothetical statements of factors influence governance are formulated and finally the authors offer a number of ways to promote good governance based on the experiences of Thailand and the United Nations.

⁴⁰ Mr. Abdulkarim Alotaibi, PhD Candidate, Warwick university.

⁴¹ Prof. Voradej Chandarasorn, Professor, Suan Sunandha Rajabhat University.

42-BS80-6893**THE DEVELOPMENT OF SIDEWALK FOR QUALITY OF LIFE IN BANGKOK**DR. SUDAWAN SOMJAI⁴² AND DR. NORAWAT CHAROEN-RAJAPARK⁴³

Sidewalk is an important infrastructure for the city's routing. Good sidewalk must be safe and accessible to everyone such as childhood, adulthood, and disabled. This is a measure of the quality of life of urban development and livable city. This research aims to study 1. The physical and operational conditions of sidewalk at Pak Khlong Talad, Pranakorn, Bangkok and 2. The guidelines for the development of sidewalk at Pak Khlong Talad, Pranakorn for quality of life in Bangkok. By studying the documents and survey of sidewalk in Pak Khlong Talad, Pranakorn. The results showed that 1. Physical problems of sidewalk do not adhere to good design principles and lack of effective management. It makes use of the wrong purpose. 2. Accelerate physical improvement by organizing hawkers or street vendors and take action against violators of the provisions of the laws and regulations strictly by the participation of all sectors.

44-BS74-6871**POTENTIAL OF ADMINISTRATORS AND STAFF AND SUITABLE ENVIRONMENTS FOR RESIDENTIAL AREA AFFECTING DEVELOPMENT ADMINISTRATION OF MODERN ORGANIZATION**DR. BOONSRI SUTEERACHAI⁴⁴

The purpose of this research is to study the influence of the potential of administrators and staff and suitable environments for residential area affecting development administration of modern organization. The sample for quantitative research consisted; (1) apartment' tenants and (2) The management and staff of 360 people of cosmo property management co., Ltd. The data analysis was done by structural equation modeling technique. The results showed that the suitable environments for residential areas have an overall influence on the development administration of modern organization most, followed by the potential of administrators and staff.

45-BS73-6870**FACTORS AFFECTING THE INSURED PERSON'S DECISION IN SELECTION OF HOSPITAL**DR. RACHADA FONGTANAKIT⁴⁵

The Social Security Office has increased the benefits and remuneration of the hospital in the social security scheme, thus encouraging the hospitals in the social security scheme to adjust their strategies to take up the number of insured persons. The aim of this study is to examine the factors affecting the insured persons' decision in selection of hospital. This research

⁴² Dr. Sudawan Somjai, Lecturer, Suan Sunandha Rajabhat University.

⁴³ Dr. Norawat Charoen-Rajapark, Lecturer, Suan Sunandha Rajabhat University.

⁴⁴ Dr. Boonsri Suteerachai, Lecturer, Suan Sunandha Rajabhat University.

⁴⁵ Dr. Rachada Fongtanakit, Lecturer, Suan Sunandha Rajabhat University.

used quantitative research and questionnaire to collect data from 1,504 supervisors in establishments with 1,000 or more employees in Krathum Baen District, Samut Sakhon Province and Sampran District, Nakhon Prathom Province. By census method, the statistics used were mean, standard deviation, and multiple regression analysis. The results showed that the factors affecting the selection of hospital following by Access to Health services factor, Reliability factor, Image of hospital factor, and Social factors affect hospital choice, respectively.

46-BS43-6824

APPLYING THE ROYAL SUFFICIENCY ECONOMY PHILOSOPHY TO THE WAY OF LIFE OF THE BORDER PATROL POLICE (BPP)

DR. SRIPARINYA TOOPGRAJANK⁴⁶, PROF. VORADEJ CHANDARASORN; AND DR. TRELUP TOOPGRAJANK

Objective to study; 1) the level of knowledge, attitudes and behaviors towards Sufficiency Economy Philosophy of Border Patrol Police (BPP.). 2) Knowledge and attitudes towards the principles of sufficiency economy; Affecting the Sufficiency Economy Philosophy of the Border Patrol Police (BPP.) and 3) Guidelines for Sufficiency Economy Philosophy of Border Patrol Police (BPP.) to disseminate to people in the area. By the method of mixed method. Quantitative research is a key element in the study of qualitative research. Data were collected by questionnaires and interviews. Target population includes administrators and border patrol police. Quantitative sample Multistage cluster sampling random, there are 320 border patrol police officers and border patrol teachers. The purposive qualitative sampling are the administrators of the Border Patrol Police (BPP.). The study period was from October 1, 2017 to July 2018. The results showed that;

- 1) Border Patrol Police Border Patrol (BPP.) most of them have knowledge of philosophy of sufficiency economy more than 90% and the overall attitude is at a high level. The level of sufficiency economy philosophy applied to the way of life of the border patrol police as a whole was found to be the highest level, if the full score was 100 points, 90 points or more.
- 2) Attitude toward Sufficiency Economy Philosophy of Border Patrol Police (BPP.) affects the Sufficiency Economy Philosophy of Border Patrol Police (BPP.). 58.6% of the knowledge of Sufficiency Economy Philosophy does not affect the conduct of Sufficiency Economy Philosophy towards the life style of Border Patrol Police (BPP.).
- 3) The philosophy of Sufficiency Economy of the Border Patrol (BPP.) is to spread the knowledge to the people in the area, such as the conduct of the philosophy of sufficiency economy, the transfer of knowledge to the students and the parents, and to the community. Provide appropriate contextual and contextual support to build knowledge, media, teaching, and libraries from government agencies, institutions, Higher education and various agencies.

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47-BS68-6865**FORECASTING THE UNEMPLOYMENT IN THAILAND**DR. PIYADA WONGWIWAT⁴⁷, AND DR. JETSALID ANGSUKANJANAKUL

Unemployment is one of the problems in all countries of the world. According to the World Employment and Social Outlook: Trends 2018; In Asia and the Pacific, unemployment should remain low by international standards and rather stable over the forecast period, at 4.2 per cent (International Labour Organization (ILO), 2018). In this research, the unemployment in Thailand is forecasted by using the data from National Statistical Office of Thailand from year 2011-2018. The data are divided into 2 series. The 1st series that are from January 2011 to August 2017 are used for making 2 forecast models with different forecasting method; the smoothing method and Box–Jenkins method. The 2nd series that are from September 2017 to August 2018 is used to verify the forecast models by comparing the Mean Absolute Percent Error (MAPE) and Root Mean Squared Error (RMSE). The result of the forecasting model showed that the unemployment in Thailand can be forecasted by Box–Jenkins method better than the smoothing method.

48-BS72-6869**CAUSE AND EFFECTS OF YOUTH GAMBLING BEHAVIORS IN THAILAND**DR. CHANDEJ CHAROENWIRIYAKUL⁴⁸ DR. JETSALID ANGSUKANJANAKUL; AND DR. PIYADA WONGWIWAT

The objectives of this research were to study: 1) causes of youth gambling behaviors and 2) effects of such behaviors. It employed a quantitative research approach. The research sampled consisted of 400 adolescents and youth living in Bangkok. Data were analyzed with descriptive statistics which aimed to describe causes and effects of gambling. Research findings showed that: 1) social factors, particularly having friends to gamble, was the most important factors causing youth to gamble. This was followed by gaining information on gamble places and gambling methods which was a structural factor, and perception that gambling was a way to gain money which was a factor related to attitudes and motivations; and 2) for the effects of gambling, among the emotional and physical effects, youth having a desire to stop gambling, but unable to do which made them lose confidence and be stressed was found the most. For the effects on relationships with other family members and member of the society, it was found that lying to a family member was the most found effect. Lastly, for the effects on behaviors and education, having no concentration and sleep during studying, and likeliness to have other risky behaviors such as smoking, drinking and using drugs were found the most.

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49-BS34-6807**GOOD DOVERNANCE AND PUBLIC SECTOR CORRUPTION**MR. KITTI SATTARAT⁴⁹, DR.LUEDECH GIRDWICHAI, AND DR.DUANGSAMORN SOPHONTADA

Corruption or Bureaucracy is a serious problem for Thai society. If it is not resolved seriously, people will be unaccustomed to government officials and bureaucracy. Because corrupt government is perceived to be directly related to income distribution and social injustice. This research aims to study the issue of corruption by government relies on qualitative research and literature research and in-depth discussion group. The results show that good governance is a cornerstone in the management of the country. Good governance comes from the concept of the West, and when Thailand adopts good governance in the administration of the country, the administrative system is improved and corruption in government or corruption in the bureaucracy is reduced. However, the context of Thailand, values, and the lack of knowledge and understanding about good governance can often cause problems when taken to the stage of implementation.

50-BS35-6808**SKILL DEVELOPMENT OF AUTOMOTIVE INDUSTRY**MR. PICHAI LIAMSUWAN⁵⁰ DR. SUDAWAN SOMJAI; AND DR. CHANDEJ CHAROENWIRIYAKUL

The government has implemented policies to propel the country into the Thai 4.0, focusing on the development of skilled labor, knowledge, ability and creativity. The automotive industry is the need for skill development in line with the increasing expansion in the automotive industry. The objective of this research was to study (1) the skill development of the automotive industry (2) the factors affecting the skill development of the automobile industry. A quantitative questionnaire was used to collect data from the labor in the automotive industry, 397 samples were analyzed by descriptive statistics and multiple regression analysis. The results showed that (1) the establishment of skill development the automotive industry is moderate, the first is knowledge followed by the skills and creative side, respectively (2) Government policy and strategy, promotion of labor capacity and professional standards, and self-development. This affects the skill development of the automotive industry.

Keywords: Skill Development, Automotive Industry, Performance of Labor

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⁵⁰ Mr. Pichai Liamsuwan, PhD Candidate, Suan Sunandha Rajabhat University.

51-BS36-6809**THE ISSUE OF PROMOTE CREATIVE CULTURE VILLAGE TOURISM FOR SUSTAINABILITY**

MRS. RUTCHANOK HEMPOLCHOM⁵¹, DR. SUDAWAN SOMJAI, AND CHANDEJ CHAROENWIRIYAKUL

The Creative Culture Village project was originally operated by the Ministry of Culture's policy in terms of creating a live happily and stability of the country by use existing cultural heritage to create value added social and economic. This research is qualitative research. And objective of this research was to study the issue of promote creative culture village tourism for sustainability. The selection of specific samples involved in the area of Ayutthaya. The instruments used in the study included interviews, observation, group discussion and collect information from the documents and from the field. The results showed that the issue of promote creative culture village tourism for sustainability are (1) the problem of policy implementation in the area and (2) The problem of lack of common planning of all relevant agencies.

52-BS37-6810**INNOVATION DEVELOPMENT OF LISTED COMPANIES IN THE MARKET FOR ALTERNATIVE INVESTMENT (MAI) ACCORDING TO THAILAND 4.0 NATIONAL POLICY**

MRS. THATCHADMAS LIAMSUWAN⁵², DR. SUDAWAN SOMJAI, AND DR. CHANDEJ CHAROENWIRIYAKUL

Innovation is very important for Thailand to stand strong on the world stage. The Thailand 4.0 National Policy, the listed companies in the Market for Alternative Investment (MAI) are required to develop their innovations in order to be more competitive in the future. The research aims to study the Innovation Development of Listed Companies in the Market for Alternative Investment (MAI) according to Thailand 4.0 National Policy and the factors that affect the innovation of listed companies in the Market for Alternative Investment (MAI) according to Thailand 4.0 National Policy. This research was a quantitative research and a questionnaire was used to collect data from 153 entrepreneurs listed in the Market for Alternative Investment (MAI). The data were analyzed by descriptive statistics and multiple regression analysis. The results showed that the innovation development of listed companies in the Market for Alternative Investment (MAI) under the policy of Thailand 4.0 was at a high level, first, the product and service innovation, followed by process Innovation, market Innovation and innovative organization, respectively. The factors that affect the innovation of listed companies in the Market for Alternative Investment (MAI) according to Thailand 4.0 National Policy including government policies, organizational learning, knowledge management, creativity and openness to the idea, and social networks.

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53-BS38-6811**TRANSPARENCY OF A BUSINESS ORGANIZATION IN THE VIEW OF CERTIFIED PUBLIC ACCOUNTANTS**

MR. VICHIT SURADINKURA⁵³, DR. SRIPARINYA TOOPGRAJANK, AND DR. CHANDEJ CHAROENWIRIYAKUL

This research aims to study factors (including leadership in business organization, company policy, participation of employees and customer complaint audit) that influence transparency in business organization through the utilization of mixed method research technique. For quantitative research method, data will be collected from three hundred certified public accountants countrywide and the obtained data will be analyzed by the utilization of the Structural Equation Modeling (SEM). For qualitative research method, in-dept interview will be conducted with eight executives of agencies related to auditing. This research found that transparency in business organization depends on leadership in business organization, company policy, participation of employee and customer complaint audit.

54-BS39-6812**MANAGEMENT OF THE CHIEF DISTRICT OFFICER'S MODEL FOR SUSTAINABLE DEVELOPMENT IN THE METROPOLITAN**

MR. WATCHARADET KIATCHANON⁵⁴, AND DR. DUANGSAMORN SOPHONTADA

This research aims to study the management of chief district officer in the metropolitan area, which is the integrated research and questionnaire as a tool to collect data from household representatives in the metropolitan area of 400 households and structured questionnaire was used to collect data from 16 relevant district representatives, including the assistant district officer, the club president, the sub district headman, the village headman, and the local government administration representative in the metropolitan area. Including interview group consisted of 17 interviewees who were involved in the service of the chief district officer. The statistics used for data analysis were frequency, percentage, average, and standard deviation as well as qualitative research to be used for content analysis. The results showed that the service condition of the chief district officer in the metropolitan area was very high, starting from the development of quality of life first. Second, directing, infrastructure development, corporate governance, security, and volunteerism, respectively. Moreover the administration, in line with national policy and government policy, and capacity development from Bangkok efficiently.

55-BS40-6813**THE SUCCESS OF THE SUSTAINABLE ENVIRONMENTALLY FRIENDLY PRODUCTS DEVELOPMENT FOR INDUSTRIAL CHEMISTS**

MS. PHATCHANOK LUANGPAIBOON⁵⁵, AND DR. CHANDEJ CHAROENWIRIYAKUL

At present, both private and public sectors focus on transforming paradigms in research and development, as well as producing products that focus on conservation and the use of valuable

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resources, as a basis for sustainable economic growth. This research aimed to investigate the influence of green innovation strategy, corporate social responsibility, Transformational Leadership, Human Resource Development and Government Policies, which affect the success of product development that is environmentally sustainable chemical industry. The research design was mixed and quantitative research was used to collect data from 400 chemists in Samutprakan and Samutsakorn provinces and analyzed by structural equation modeling and qualitative research as in-depth interviews of 10 chemists. The research found that the factors that contribute to the success of sustainable environmentally friendly products development are: green innovation strategy factors, corporate social responsibility factors, Transformational Leadership factors, Human Resource Development factors and Government Policies factors.

56-BS41-6815

WASTE MANAGEMENT FROM SCRAP WOOD CRATES AS A FUEL FOR ELECTRICITY PRODUCTION

MR. PUSHPONG PONGSIRI⁵⁶, AND DR. SUDAWAN SOMJAI

Nowadays, the demand for electric power is more essential and needs to be green energy which does not pollute. So the waste from scrap wood crates that can be used as fuel to produce electricity. The purpose of the research was to study (1) the problems and obstacles in waste management from scrap wood crates to use as fuel for produce electricity and (2) A solution to the problem of waste management from scrap wood crates to use as fuel for produce electricity. The qualitative research was conducted by interviewing 20 related persons in Bowin Sub-district, Sriracha District, Chonburi Province, such as policy makers and waste management and environment, Administrative and Industrial Services, Local government officer, The owner of a large industrial plant, Traders wooden crates and wooden pallets minor. The results of the research show that (1) the problems and obstacles in waste management from scrap wood crates are knowledge and understanding of the market, the use of laborsaving device, product value, transport, and integration. (2) a solution to the problem by educating small traders about good wood and wood waste, Knowledge of marketing value addition, Transportation, Combining retailers to increase bargaining power, Use of machinery, Use laborsaving device instead of manual labor, Development of production capacity, Heating energy briquettes from scrap wood crates to be exported to foreign countries that need to be used in the production of a lot of electricity.

57-BS42-6816

THE FACTORS OF RURAL RETENTION OF MEDICAL GRADUATES TRAINED BY COLLABORATING PROJECT TO INCREASE PRODUCTION OF RURAL DOCTOR (CPIRD)

MRS. PIMPHAWAN PHAKDEEPAN⁵⁷, AND DR. CHANDEJ CHAROENWIRIYAKUL

The Cabinet has approved the Ministry of Public Health to cooperate with the Ministry of Education to launch the "Collaborating Project to Increase Production of Rural Doctor or CPIRD" to tackle the shortage of medical doctors and improper distribution. The purpose of

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this research is to study the key factors of rural retention of medical graduates. This research uses a mixture of research methodologies. The quantitative samples are 370 rural doctors. Data were analyzed by multivariate regression analysis, stepwise, and in-depth interviews with executives involved with the production of rural doctor as well as interviews with 10 director of community hospital and 10 rural doctors. The results of the study show that factors of rural retention of medical graduates are composed of three factors: the personal Needs Factor, the Community Hospital Needs Factor, and the Community Needs Factor. All three factors contribute to rural retention of medical graduates.

58-BS44-6825

EVOLUTION, ADAPTATION, RETAIL INDUSTRIAL ORGANIZATIONAL DEVELOPMENT

MS. SUPRANEE AUIYASATHIAN⁵⁸, AND DR. CHANDEJ CHAROENWIRIYAKUL

As of today, technology age is coming, so retail business is highly improved to completely response consumer behavior that is also changing rapidly. This study is proposed to study retail industrial organizational development and adaptation in technology age (Digital Era) by focusing on 2 sample groups: 1.) Management level in retail industrial, and 2.) Operation level in retail industrial and applying qualitative research that is based on document and interview. The result is that organizations in retail industrial still progress because they have strategic, systematical and flexible action plan. When they foresee new opportunity, they can promptly manage and settle by emphasizing strength of organization behavior and human resource development.

59-BS45-6826

THE SPORT ETHICS OF PROFESSIONAL FOOTBALL IN THAILAND

MR. PIYAPAN CHABA⁵⁹, DR. SRIPARINYA TOOPGRAJANK, AND DR. CHANDEJ CHAROENWIRIYAKUL

This research purpose to study the problems and the level composition of sports ethics in football player. This research is applied Mix Methods Research to study sample from 400 professional football players by using descriptive statistics for data analysis. Qualitative Research is focused on 20 specific samples by stratified and randomized. The result of data analysis is found that the most football player problematic conditions are morals, diligence, commitment, discipline, sacrifice, and patience respectively. And, the composition of football player's athletic ethics is highest among football players who showed respect, morality, sacrifice, diligence, patience, commitment and discipline.

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⁵⁹ Mr. Piyapan Chaba, PhD Candidate, Suan Sunandha Rajabhat University.

60-BS46-6828**FACTORS INFLUENCING INTENTION TO USE TECHNOLOGY BY OLDER PERSONS**MS. SIRILUX PORNCHOKCHAI⁶⁰, AND DR. CHANDEJ CHAROENWIRIYAKUL

This research aims to study the casual factors (including attitude towards the use of technology, expectation in effectiveness of technology, expectation in functions, social influence, perception on security and supportive environment) on intention to use technology. The researcher adopted qualitative approach for this research. The sample population includes 396 older persons with the age of more than 60 years old in Bangkok provinces, Thailand. The multiple linear regression statistical technique was utilized to analyze the obtained data. The research found that the attitude towards the use of technology, expectation in effectiveness of technology, expectation in functions, social influence, perception on security and supportive environment have influence on the intention to use technology which affects usage behavior.

61-BS47-6831**GUIDELINES TO CREATE SOCIAL MEDIA FOR A PEACEFUL SOCIETY**MR. THANAKORN MANEECHOTE⁶¹, AND DR. CHANDEJ CHAROENWIRIYAKUL

Owing to the changing media landscape, the media formats, both traditional media and the new media, have been so transformed that the behavior of people in society, both media users and media creators, has equally changed. Particularly, the online media inevitably play a significant role in present-day society. A lot of online information and news can be genuine, rumors or spoofs, due to the abilities of internet users to take both roles as messenger and recipient. The objectives of this study were to study creative approaches of social media for a peaceful society. Having used a qualitative research, by in-depth interview 7 sample groups: 1.) traditional media producer 2.) new media 3) Academic Group in-depth interviews with relevant stakeholders 4) Media Users. 5) Media directors' in-depth interviews of those who were involved 6) Media support groups, and 7) Students of the Peace-building Class 7 of King Prajadhipok's Institute. The study indicated that to create a peaceful society, there were 3 involving factors: 1) Mass media 2) People who used these new media and 3) Raising media literacy of the people.

62-BS48-6832**ELECTRONIC COMMERCE PROMOTIONAL GUIDELINES FOR ECONOMIC STABILITY**MS. CHONTICHA SOMJAI⁶², DR.SUDAWAN SOMJAI, AND AND DR. NORAWAT CHAROEN-RAJAPARK

The current world situation and Thai society have changed in every aspect. The military as a government organization must adjust itself to be ready to effectively perform its missions. The objectives of this research are: (1) To study the problems and obstacles in organizational and

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⁶¹ Mr. Thanakorn Maneechote, PhD Candidate, Suan Sunandha Rajabhat University.

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cultural management towards increased performance. (2) To find a way to strengthen the organizational culture to increase the performance of military officers. By applying qualitative research, in-depth interviews and (focus) group discussions of military officers in their units, the research findings were: (1) The obstacles of working military officers were not correlated to the workload, performing duties that did not match their aptitude and a lack of job expertise. They lacked status progression. Their salaries did not correspond to the cost of living, and they had debt problems. (2) The organization's cultural approach to increase performance of military officers proposed a limited number of appropriate out-of-office help which did not affect the mission of the unit, and continuously provided training to increase knowledge and skills of officers. Shift adjustments and rotation of military officers who had been in the same position for a long time.

63-BS49-6833

THE READINESS OF CAT TELECOM PUBLIC COMPANY LIMITED FOR THE DEVELOPMENT OF DIGITAL PARK THAILAND PROJECT TO BECOME THE ASEAN DIGITAL HUB

MR. KAJIT JITSUPA⁶³, AND DR. CHANDEJ CHAROENWIRIYAKUL

The objective of this research was to examine the effect of the factors including managerial competencies, human Resources development, and social media on the readiness of CAT Telecom Public Company Limited in the development of the Digital Park Thailand to become the ASEAN digital hub. Data were collected with the use of a questionnaire. The sample consisted of 210 officers and personnel of CAT telecom Public Company Limited who involved with the development to the project. The collected data were analyzed with descriptive statistics including frequency, percentage, mean, and standard deviation. The research findings showed that the managerial competencies had the highest mean score, followed by the human resources development, and social media, respectively.

64-BS50-6834

BEHAVIOR IN BUYING ADVERTISING TIME SLOTS ON THE DIGITAL TV OF ADVERTISING AGENCIES AND OTHER BUSINESSES

MS. KETSARA BANPOT⁶⁴, AND DR. SUDAWAN SOMJAI

At present, a digital TV system has 24 channels so that it provides more choices for the audiences to watch TV programs. This has caused difficulties for advertising agencies and other customers because with an analog TV system, they just bought advertising time slots for one TV program and could access to millions of audiences, but with a digital TV system, they have to buy advertising time slots for many TV programs in order to be accessible to the audiences. This research, thus, aimed to examine behavior in buying advertising time slots on the digital TV. There were two main groups of respondents consisting of 100 advertising agencies and 300 other direct advertising customers, making a total of 400 respondents. Data were collected by a questionnaire and analyzed with descriptive statistics. The research results showed that the behavior in buying advertising time slots on the digital TV was uncertain during the past six months. Most of the customers paid lower than 50,000 Baht each time. Their buying

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objectives included that: they believed that it was worth for investing; the digital TV was media with good market share and had an influence on customers' decision making.

65-BS51-6836

EFFICIENCY OF THE ORGANIZATION PERFORMANCE FROM THE IMPLEMENTATION OF THE QUALITY SYSTEM MANAGEMENT ISO 17025 IN THE TESTING AND CALIBRATION LABORATORIES

MS. NALINEE WACHIRANUGUL⁶⁵, DR. SRIPARINYA TOOPGRAJANK; AND DR.CHANDEJ CHAROENWIRIYAKUL

The objective of this research was to compare the efficiency of the organization performance between before and after implementing the quality system standards ISO 17025 in the organizations' testing and calibration laboratories. The study employed a quantitative research methodology. The sample consisted of 300 administrators and employees of the organizations that had been certified with the quality system standards ISO 17025. Data were collected with a questionnaire and analyzed with T-Test. The research findings showed that the efficiency of the organization performance after the quality system standards ISO 17025 had been implemented was higher than before it had been used. The performance in all three aspects including an ability to establish confidence among users of the test results, an ability to eliminate obstacles in trading discrimination, and an ability to reduce costs for repeat testing were found to be higher.

Keywords: organization performance, ISO 17025, calibration laboratories.

66-BS52-6837

THE SOCIAL CHANGES THAT AFFECT TO MUDMEE SILK PRODUCTION PROCESS

MR. WINETR DONSE⁶⁶, AND DR. SUDAWAN SOMJAI

The purpose of this research is to study the process of producing Mudmee silk and to study the effect of social change on Mudmee silk production. The random sampling used for its research were the people who made silk weaving at Amphoe Chonnabot in Khon Kaen. This research was a qualitative research by gathering data from research papers and the relevant government documents as the main data including the field studies. The research result found that when marketing factors were involved, the production for commercial issue had affected to the pattern of Mudmee silk decreases the beauty and fineness; therefore, the community would invent a simple pattern to increase the speed of production. This makes the patterns and traditions of the production process disappear quickly from the community.

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⁶⁶ Mr. Winetr Donse, PhD Candidate, Suan Sunandha Rajabhat University.

67-BS53-6838**POLITICAL CONFLICTS AND POLITICAL CONFLICT MANAGEMENT IN THAILAND**MRS. SROCHINEE SIRIWATTANA⁶⁷, AND DR. SRIPARINYA TOOPGRAJANK

This research aimed to study (1) the political conflicts in Thailand and (2) the political conflict management. It was conducted by a qualitative research, using 20 in-depth interviews of the key informants, including the Study Guide of Harmonization Committee, politicians, academicians, political leadership persons, and the public. Semi-structured interviews used and the interpretation of the content analysis indicated that (1) Thailand's political conflicts were complicated contradictions, involving many parties with different political views. Even though all parties had a consent view that democracy is the most appropriate regime for present-day Thai society, they disagreed in the context of giving priority to or democratic values of democracy (2) Political conflict management involved the direct communication process, both at the political and stakeholder level, and at the level of the residents in the community. Arrange community organizations to provide opportunities for all sectors to participate in shared comment concerning various conflicts, and ways to solve the problems leading to creating harmony. Conflicts together, as well as find solutions to problems that lead to reconciliation.

68-BS54-6839**ORGANIZATIONAL CULTURE TO INCREASE PERFORMANCE OF MILITARY OFFICERS**MS. AKARAPITA MEECHAIWONG⁶⁸, DR.SUDAWAN SOMJAI, AND DR. NORAWAT CHAROEN-RAJAPARK

This research aims to study the developmental guidelines of electronic commerce in Thailand to obtain potential credibility, increasing international competitiveness and strengthening local economic stability. Description Research, both data analysis and documentary research, which is a content analysis, was used. The study indicated that the developmental guidelines of the country for electronic commerce should set approach measures to promote electronic commerce by supporting infrastructure in the development of electronic commerce, both the physical and maintaining infrastructures. Establish the development of government services of electronic commerce in the form of “One Stop Services” through the “Single Window Entry” system. Encourage the use of electronic documents, the cooperative between public and private sectors, as well as increasing the potential of employees in organizations and people to be prepared in utilizing electronic commerce, and be aware of contingent lurking threats.

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⁶⁸ Ms. Akarapita Meechaiwong, PhD Candidate, Suan Sunandha Rajabhat University.

69-BS55-6840**FACTOR AFFECTING SUSTAINABLE PEACE IN THE THREE SOUTHERN BORDER PROVINCES OF THAILAND**MRS. VENUS THAMSARORAT⁶⁹, DR.LIEUTENANT GENERAL, AND DR.TAWEE JAMJUMRUS

The main aim of this research was to examine the factors including influence of means of justice, peaceful means, the ‘Politics leading the military’ approach, utilization of the Principles of Sufficiency Economy on the sustainable peace in the three Southern border provinces of Thailand. It used quantitative and qualitative research methodologies. In the quantitative research, the sample consisted of 400 local people in Yala, Pattani, and Narathiwat and four districts (Chana, Na Thawi, Thepha, and Saba Yoi districts) in Songkhla. The sample included 100 local people from each province. Data were collected with the use of a five-rating scale questionnaire and analyzed with a structural equation model. For the qualitative research, in-depth interviews were conducted with 15 chief executives of organizations involving with solving the unrest problem in the areas. The research results showed that the factors including means of justice, peaceful means, ‘Politics leading the Military’ approach, and the Principles of Sufficiency Economy influenced peace in the three Southern Border provinces of Thailand. The research results can be used to solve the unrest problem in these areas efficiently, effectively, and sustainably and can also reduce or eliminate the problem of terrorism in the areas.

70-BS56-6853**THREE YEAR ACHIEVEMENT OF DOCTORAL GRADUATES IN THAILAND**MR. KRITTAPOL THONGDONPUM⁷⁰, AND DR. SUDAWAN SOMJAI

Ph.D. or D. Phil (Doctor of Philosophy) is the highest degree in the academic field. Doctoral candidates will be referred to as ‘Dr.’ or ‘Doctor’ as proof of their educational status. It, therefore, has educational values in Thai society, and esteems that the higher the level of education, the more opportunities will be offered. The purpose of this paper was to study the actual status of doctoral graduates in Thailand. The research found that the achievement, after 3 years of doctoral pursuit, in Thailand is different. The goals and needs of each person are different. Some can develop their own progress and succeed more than intended. Some try to seize something better or stand still, however, it remains at the same level. Some cannot work with the same team or are not trusted by the organizational management. Some discover themselves and abandon their current careers to a political or other occupation.

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⁷⁰ Mr. Krittapol Thongdonpum, PhD Candidate, Suan Sunandha Rajabhat University.

71-BS57-6854**AN ORGANIZATION DEVELOPMENT APPROACH FOR HUMAN RESOURCE MANAGEMENT IN THAI-STYLE AND JAPANESE-STYLE ORGANIZATIONS**MR. VIKROM PITISUK⁷¹, DR. SUDAWAN SOMJAI, AND DR. NOPADOL BURANANUTH

The organizations that use Thai style of management needs to adjust themselves according to rapidly changing economic, social, and politic environments. A key factor to drive the organization efficiently is an excellent human resource management style. Japanese-style organizations in Thailand are more well-known for their standards and efficiency in providing training programs than Thai-style organizations. The objective of this research was to examine an organization development approach for excellence in human resource management. This study employed a qualitative research methodology. In-depth interviews were conducted with key informants who worked for Thai-style organizations and Japanese-style organization. The research findings showed that both Thai-style and Japanese-style organizations highly realized the significance of training. It was also found that executives of the organizations had good vision and supported the utilization of technology in training activities. Moreover, Japanese-style organizations were found to have relatively lower problems than Thai-style organizations.

72-BS58-6855**APPROPRIATE GUIDELINES FOR MANAGEMENT OF JURISTIC PERSONS OF A HOUSING ESTATE**MR. SUTEE MUNGMEE⁷², DR. SUDAWAN SOMJAI, AND DR. BOONSRI SUTEERACHAI

"Juristic persons of a housing estate" is a combination of volunteers, selected by the people in the community of the housing estate, to take the duties. They are responsible for receiving public interests of the community. They take care of utilities, public space in the housing estate, social order, elimination of controversy, collecting maintenance fees to pay for municipal water supply, electricity, roads in the housing estate, maintenance and repair fees, cleaning fees, public spaces, garden care, street sweeping, garbage collection fees. However, there are many incurred problems of coexistence. The purpose of this research was to study the appropriate management practices of the housing estate juristic persons by using a qualitative research approach. In-depth interviews of: 1) Owners of the housing estate project 2) The housing estate juristic persons and, 3) The members of the housing estate. The research found that appropriate management practices, i.e. fair and transparent practices will be supported by most people. This will ensure a quality and housing estate and effective management of the entire system.

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73-BS59-6856**DEVELOPMENT FOR BUSINESS COMPETITION IN ASEAN OF ENTREPRENEURSHIP OF FACTORIES MANUFACTURING FOOD SUPPLEMENTS**MR. TANATID RODWATTANAPONG⁷³, AND DR. BOONSRI SUTEERACHAI

The Economic Analysis Center had studied the revenue structure and competitiveness of the Thai food supplement product businesses. It revealed that it was a continuously and relatively well-developed and profitable business, with a growth rate of 10% per annum over the past 5 years, and this business can still make a high Gross Profit Margin. According to data from the Thai supplementary food business registered with the Ministry of Commerce in 2017, total revenue is at 87 billion baht, with over 6,300 operators. Only 10 entrepreneurs are holding the big market share of over 60%. This research aimed to study the level of entrepreneurship in food supplement manufacturing factories. By using a quantitative research approach, the sample population of 400 food supplement manufacturers was collected, and used the descriptive statistics to analyze the data. The study indicated that most entrepreneurs had entrepreneurial strategic views the most, having a vision of making business progress, followed by resource management.

74-BS60-6857**THE EFFECT OF ORGANIZATIONAL STRATEGY, LEADERSHIP, INCREASING VALUE AT WORK OF EMPLOYEES, AND MANAGEMENT INNOVATION ON THE SUCCESS OF THE ORGANIZATION DEVELOPMENT**MS. WANNATTHA KHANITTHABUD⁷⁴, AND DR. CHANDEJ CHAROENWIRIYAKUL

organizational strategy, leadership, increasing value at work of employees, and management innovation on the success of organization development. This study employed a quantitative research approach. The research sample consisted of 400 executives, lecturers, and staff members of Panyapiwat Institute of Management. The data were collected with the use of a questionnaire and analyzed with a structural equation model. The research findings showed that organizational strategy, leadership, increasing value at work of employees, and management innovation all had an influence on the success of organization development.

75-BS61-6858**MANAGEMENT OF THAI MASSAGE ESTABLISHMENT TO MEET QUALITY STANDARDS AND INTERNATIONAL RECOGNITION**MRS. KANJAPORN MUNGMEE⁷⁵, DR. SUDAWAN SOMJAI, AND DR. SRIPARINYA TOOPGRAJANK

Thai massage is popular and profitable businesses for Thai massage business. It is one of the most popular health services in Thailand today, especially Thai massage establishments in the

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province which are the main tourist attraction which will be visited by both Thai and foreign tourists. This research aims to study ways to raise the management of Thai massage establishments to meet quality standards and international recognition. The research will use quantitative survey research. Data were collected by in-depth interviews and discussion groups provide important information on different levels, using a triangulation of quality. The research found that Thai massage therapist jobs must be reserved for Thai people only. Thai Massage therapist must be trained and must have a certificate of health service through learning the physiological body.

76-BS62-6859

THE SITUATION OF REAL ESTATE IN THAILAND 4.0

MS. RAWIPHAT CHEJVICHAIKUL⁷⁶, DR. CHANDEJ CHAROENWIRIYAKUL, AND DR. RACHADA FONGTHANAKIT

While Thailand has continued to develop its economy, businesses and real estate groups face a number of risks, including investment problems and barriers to performance. The businessmen in the real estate business sector face a number of risks, including investment problems and barriers to performance due to the real estate sector is increasingly competitive. The government has set a policy vision for the economy, driven by modern technology in the form of Thailand 4.0. The purpose of this research is to analyze the situation of real estate in Thailand 4.0. This study was designed as qualitative research and study of the documents, related literature and analyzed using the content analysis methodology. The results showed that the real estate is bringing new technology to help in the production process or creative new things, which defines the style of living of people in this age by giving priority to the construction of a modern use. These technologies help to preserve the environment, save energy, and take advantage of cost-effective living in the area. It became a plan to support business development in Thailand 4.0.

77-BS63-6860

DEVELOPMENT AND PROMOTION OF FOREST CONSERVATION IN THE UPPER NORTHERN REGION ACCORDING TO SUFFICIENCY ECONOMY PHILOSOPHY

MRS. MINGKOUN DANGSUWAN⁷⁷, DR. SUDAWAN SOMJAI, AND DR. JETSALID ANGSUKANJANAKUL

Forests are a very important resource for living organisms. If the forest is destroyed a lot, it will affect other related environments, such as wildlife, soil, water, air, etc. When the forest is destroyed, it will result in the destruction of soil and water resources. The objective of this research was to study the problems and guidelines to develop and promote forest conservation in the upper northern part of Thailand, following the Sufficiency Economy Philosophy. This research was a qualitative research. Key informants were those, involved in forest protection, including forest development and conservation, such as chief executives, local administrators, staff, and a number of people. Data were collected by in-depth interviews, and focus group discussions. The results of the research indicated the problems that the government has not yet

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been able to solve the problems in sustainability, and there is no public participation in the area. Guidelines for development and promotion of forest conservation by modesty in utilizing and the rationality of using the forest must importantly mean the people at large, and the need for the immune system to create rather than destroy a forest. Moreover, the development and promotion of forest conservation requires the cooperation of all parties.

78-BS64-6861

PERCEPTIONS AND ACCESS TO LEGAL RIGHTS OF COMMUNITY-DWELLING ELDERLY IN BANGKOK

MR. PEERAPONG SUBKITTANAKUL⁷⁸, DR. NOPADOL BURANANUTH, AND DR. SUDAWAN SOMJAI

This research aims to study the perception of the elderly's rights and access to welfare services. To get the service thoroughly and fairly. And to study the effectiveness and management of the organizations associated with the elderly. The research will use quantitative survey research. Data collection by Data were collected by document research and focus group discussions were conducted among 20 elderly, caregivers, community leaders, administrators, and related organizations in Bangkok. The tools used to collect data are recorded interview Perceptions and Access to Legal Rights of Community-dwelling Older Adults in Bangkok analyzed by content analysis. The research found that Elderly and government officials related to the elderly lack awareness and understanding of the content and the law. The National Social Welfare Promotion Commission found that some directors lack the knowledge, expertise, work, and experience associated with social welfare. Officials of the Office of Social Development and Human Security has no time to study the details of the law. Some social welfare organization do not realize the importance of certification as a registered to community organizations in accordance with the Social Welfare Promotion Act, B.E. 2546 (2003) for a community with strong leaders or elderly with family care, always recognize the rights and access welfare. The elderly, who cannot help themselves then. The recognition and access to the rights and welfare of the state depends on the authorities to be visited by health authorities or hospitals only.

79-BS65-6862

DEVELOPMENT OF THAI-CAMBODIAN BORDER TRADE: SA KAEO SPECIAL ECONOMIC ZONE

MR. LIPIKORN CHAREEYAPAS⁷⁹, DR. SUDAWAN SOMJAI, AND DR. CHANDEJ CHAROENWIRIYAKUL

The Greater Mekong Sub region (GMS) Economic Cooperation was created by six countries sharing the Mekong River namely Cambodia, Lao PDR, Myanmar, Thailand, Vietnam, and the Yunnan Province of the People's Republic of China, with the help by the Asian Development Bank in 1992. This research aims to study the problems and limitations of the development of Thai-Cambodian border trade. Use qualitative research. Interviews with those involved in the development of Sakaeo Special Economic Zone. The research found that Problems and limitations of the area. The condition is very crowded. Cannot allocate space to

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develop a standard crossing point. Important Limits on Insurance and Returns on the Cambodian side, the infrastructure linking the Special Economic Zone is not yet ready and there are also explosions scattered across some border areas.

80-BS66-6863

PUBLIC-PRIVATE COLLABORATION FOR A SUSTAINABLE TOURISM DEVELOPMENT

MR. SAROTE SAMART⁸⁰, DR. JETSALID ANGSUKANJANAKUL, AND DR. POLAMORN TAMPRATEEP

This research aims to study the public-private collaboration for a sustainable tourism development: A case study in Phatthalung province. This research uses qualitative research method. There are informants who are stakeholders in the area, i.e. local community leaders, local residents, tourists, government officials, and local entrepreneurs. Data analysis uses content analysis. The study found that the key Public-private collaboration for sustainable tourism development consists of cooperation in community-based tourism management, involving community members as well as government (local) and private stakeholders. The promoting the economy of the community by integrating social processes that focus on community-centered development, Incorporation is a community organization that adheres to fairness in management, Participation in development to meet the needs of the community and the preservation of the environment and the right to natural resources management.

81-BS67-6864

INNOVATION MANAGEMENT OF THE ADMINISTRATION IN GENERAL STAFF DIVISION, OFFICE OF INFORMATION AND COMMUNICATION TECHNOLOGY, ROYAL THAI POLICE

MR. TEERAPON MUNPIRIYAKUL⁸¹, DR. SIRAVIT KOOLROJANAPAT, AND DR. TAWEE JAMJUMRUS

This research aims to study casual factors affecting the transformational Leadership on innovation climate and affect to innovative work behavior of the General Staff Division officials, to develop and test a model of structural relationships between the variables of transformational leadership and employees' innovative work behavior. The research will use quantitative survey research. The population targeted for this study consisted of 225 officials of the General Staff Division, Office of Information and Communication Technology, Royal Thai Police. The data analyzed by structural equation model and multiple linear regression analysis. The results showed that the idealized influence or charismatic, inspiration motivation, intellectual stimulation, and individualized consideration that influence on innovation climate. And innovation climate affect to innovative work behavior.

⁸⁰ Mr. Sarote Samart, PhD Candidate, Suan Sunandha Rajabhat University.

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82-BS70-6867**ACCOMPLISHMENT OF THE IMPLEMENTATION OF THE MASTER PLAN OF PRIVATE EDUCATION INTO PRACTICE IN THE EDUCATIONAL SERVICE AREA IN SAKON NAKHON PROVINCE**MS. KALYARAT JARUKORNJINDARATH⁸², DR. SUDAWAN SOMJAI, AND DR. PIYADA WONGWIWAT

The objectives of this study were to: 1) examine the influences of accomplishment and accomplishment level of the implementation of the Master Plan for Private Education in the educational service area in Sakon Nakhon Province; and 2) propose guidelines for solving problems and enhancing efficiency of the implementation of a policy related to the development of private education in the educational service area in the province. The researcher employed a quantitative research approach. The research sample consisted of 226 executives and teachers in private education institutions. Data were analyzed with multiple linear regression. Research findings showed that the factors including external environmental, the Master Plan of Private Education, and organizational competencies affected personal success, and personal success, then, affected the accomplishment of the implementation of the Master Plan of Private Education in the Educational Service Area of Sakon Nakhon Province.

83-BS71-6868**WATER MANAGEMENT IN EASTERN SIDE AREA OF BANGKOK**MR. TANAWAT PANYASAKULWONG⁸³, DR. CHANDEJ CHAROENWIRIYAKUL, AND DR. PIYADA WONGWIWAT

Solving problems on water management at the present time encounters similar difficulties as in the past. Related organizations in charge of this have their own way of working which is not sufficiently efficient. Moreover, there are many organizations at the national level that are responsible of finding solutions for problems of water management. They are also affiliated under different ministries. The objectives of this research were to examine the current state of water management in the Eastern side area of Bangkok. Data were collected with 3 groups of key informants including: 1) chief executives of related organizations or assigned persons; 2) middle-level executives of related organizations or assigned persons; and 3) community leaders and local people in the Eastern side areas of Bangkok. The total number of informants was 90 persons. In-depth interviews and focus group discussions were conducted with these informants. A combination of these data collection methods enabled data to be triangulated. Research findings showed that at present, there were many related organizations involving in solving the problems of water management such as Ministry of Natural Resources and Environment, Ministry of Agriculture and Cooperatives, Ministry of Interior, and Ministry of Transport etc. It can be seen that water management is not a real responsibility of any ministries. Therefore, solving problems of water management is difficult to be accomplished if there is no reform on the management and administration of government organizations and mechanism for water management at the local and national levels.

⁸² Ms. Kalyarat Jarukornjindarath, PhD Candidate, Suan Sunandha Rajabhat University.

⁸³ Mr. Tanawat Panyasakulwong, PhD Candidate, Suan Sunandha Rajabhat University.

84-BS75-6874**DEVELOPMENT OF LEARNING EXPERIENCES TO ENHANCE CRITICAL THINKING OF EARLY CHILDHOOD**MRS. NAPAPIT TRIPETCHPISAL⁸⁴, AND **DR. SRIPARINYA TOOPGRAJANK**

This purpose of this research was to study the development patterns of early learning experiences of primary school teachers in order to enhance the critical thinking of preschool children. This research was a qualitative research. The data collected were done on 20 primary school teachers. The tools used to collect data were the interview form of the development model and organizing learning experiences for preschool teachers to enhance critical thinking of the early childhood. Data were analyzed by content analysis. The research found that the format of learning experience development for early childhood teachers to enhance critical thinking of early childhood focused on actual children's experiences. There was a free expression based on the idea of the children planning ideas themselves, using the group process, learning project, project work, and experiments. Allow children to apply the results to the practical application. Learn from what was seen in their environment from a variety of sources. It was done as such because coaching children to think required children to learn from what they saw regularly in the environment, and then linked to new things to an actual practice. Children would acquire good knowledge from skills to seek knowledge themselves, self-doubt, be curious, and then come to the conclusion of their knowledge. When children gained perception and understanding, they would be thinking.

85-BS76-6875**MANAGEMENT OF SUB-DISTRICT ADMINISTRATIVE ORGANIZATION AND THE MUNICIPALITY ADVANCEMENT**MR. PAWAT KOVITTANUPONG⁸⁵, **DR. NOPADOL BURANANUTH, AND DR. SUDAWAN SOMJAI**

The municipality was mainly established to give the people a sense of parliamentary democracy or it could be assumed that it intended to give more importance to politics than administration. Nonetheless, in many municipalities had been experiencing instability in the administration. Local government, therefore, had problems and did not make local progress as it should have. The establishment of the municipality was difficult. This research aimed to the status of local government, sub-district administrative organization, to have authority to provide public services, extensive local development, and more autonomy in administration. This was a qualitative study by collecting data of in-depth interviews from groups of key informants at different levels of sub-district administrative organization and municipality, and used content analysis to analyze the results.

⁸⁴ Mrs. Napapit Tripetchpisal, PhD Candidate, Suan Sunandha Rajabhat University.

⁸⁵ Mr. Pawat Kovittanupong, PhD Candidate, Suan Sunandha Rajabhat University.

86-BS77-6882**LESSON LEARNED, "POWER TRANSMISSION," HEROES OF THAM LUANG CAVE KHUNNAM NANGNON**DR. SIPPRAKORN LIEWTRAKOON⁸⁶, AND DR. SUDAWAN SOMJAI

A leader who is more than a common leader, and a chance to create people or whomever that many people call the "hero" in the real world. Everyone is looking for a leader who can make a difference, both in ideology and spirituality. When can time make a layman to become a hero? The purpose of this research is to compare the effectiveness of organizational leaders before and after adoption of leadership in organizations by using of indistinguishable knowledge. This study used a qualitative research method. The samples were 300 personnel related to management and employees of Provincial Electricity Authority, Chiang Rai Province, and various organizations who participated in tasks performed in Tham Luang Cave. T-test statistics was used in analysis. The research found that the effectiveness of leadership and the change of the situation with the use of Ego Management after the use of standard systematic implementation were higher than before using the system.

87-BS78-6883**MANAGEMENT SYSTEM AND STAFF CAPACITIES AFFECTING SOLID WASTE COLLECTION OF ENVIRONMENTAL OFFICE**MR. CHAYES KAJONBOONTAWON⁸⁷, DR. SIPPRAKORN LIEWTRAKOON, AND DR. SUDAWAN SOMJAI

Nowadays urban and rural societies have been developing and growing, not specifically to be any industry. They all aim to develop their capabilities in order to survive and to be self-reliant. Waste problems have become important. Nevertheless, even more important is the quality of the staff in the field of waste management. This research aimed to study the relationship between the management system and the capacity of the staff that affect the solid waste management of the Environmental Office. It was a quantitative research. The results of the study found that staff personnel have a direct impact on the management of the waste collection system in policy, and affect the working behavior and habits, causing redundancy in waste separation and hazardous waste disposal. They were in redundant patterns, and have not been as integrated as it should have been.

⁸⁶ Dr. Sipprakorn Liewtrakoon, PhD Candidate, Suan Sunandha Rajabhat University.

⁸⁷ Mr. Chayes Kajonboontawon, PhD Candidate, Suan Sunandha Rajabhat University.

88-BS79-6899**INTEGRATION OF THE COOPERATIVE SECTOR ON THE SUCCESS ON THE SUSTAINABLE WATER MANAGEMENT**MR. TAWATCHAI CHUANSOMBOON⁸⁸ DR. CHANDEJ CHAROENWIRIYAKUL

This research is to study the success on the sustainable water management in Nakhon Ratchasima. By review and study related documents, books, articles, publications, research results, concepts, and theories, as well as plans and policies related to water management. Including interviews with 12 people involved in water management in Nakhon Ratchasima, it consists of the public sector, private sector, civil society, and local government. The results show that the success of sustainable water management is due to the participation of all sectors that help drive policy towards systematic practice. And concrete at every step of the process from planning, strategic positioning, finding patterns, and solutions in every dimension. However, all sectors need to allow people to get to know the development in their area to get involved in the problems, needs and solutions. This will ensure that all sectors are truly integrated and sustainable in the future.

89-BS82-6902**FACTORS INFLUENCING THE SUCCESS OF ESTABLISHING A PROTOTYPE CENTER OF ASEAN E-COMMERCE LOGISTICS HUB AT U-TAPAO INTERNATIONAL AIRPORT**MRS. CHALIDA PUNKRAVEE⁸⁹ DR. SUDAWAN SOMJAI; AND DR. NORAWAT CHAROEN-RAJAPARK

This research aimed to determine how rules and regulations, access, logistics support and system management related to success of establishing a prototype center of ASEAN e-commerce logistics hub at U-Tapao International Airport, as well as the relationship among factors that have positive influences to the success of such establishment. The results found that the factors that positively influenced the success of establishing a prototype center of ASEAN e-commerce logistics hub at U-Tapao International Airport were 1) rules and regulations, 2) accessibility access, 3) logistics support and 4) system management.

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