

2019



## Boston Conference Series: September 2019

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### Abstracts e-Handbook

7th Academic International Conference on Business,  
Economics and Management-AICBEM 2019

10th Academic International Conference on  
Multidisciplinary Studies and Education -AICMSE 2019

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

Conference Dates: 23<sup>rd</sup>-25<sup>th</sup> September 2019



FLE Learning



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## Conference Abstracts e-Handbook

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## Format for citing papers

Author surname, initial(s). (2019). Title of paper. In Proceedings of the Boston Conference Series: September 2019, (pp. xx-xx). Boston, September, 23<sup>rd</sup>-25<sup>th</sup>, 2019.

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## Boston Conference Series: September 2019 | © 2019 FLE Learning Ltd

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

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## 1-DO07-7905

### THE USAGE OF COMPANY FACEBOOK PAGES FOR FINANCIAL AND NON-FINANCIAL DISCLOSURES

DR. MARTIN MULYADI<sup>1</sup>; AND DR. YUNITA ANWAR, ASSISTANT PROFESSOR

This research investigates the usage of company Facebook pages for financial and non-financial disclosures. Media agenda setting theory suggests that a company may use different media in order to effectively reach their wide stakeholders. As the emergence of social media (including Facebook) brings advantages for company disclosures such as a two-way communication and the flexibility to access information on a timely basis, this research investigates whether or not and how companies use their Facebook for such disclosures.

**Keywords:** Corporate disclosures, financial disclosures, non-financial disclosures, social media disclosures, Facebook

## 2-DM17-7788

### AN EVALUATION OF UNITED STATES EMERGENCY MANAGEMENT DEGREE PROGRAMS BASED ON PRACTITIONER SKILLS

DR. JULIA CROWLEY<sup>2</sup>

The growth of the field of emergency management has remained evident in recent years. Following the attacks on September 11th, 2001, the United States has seen a notable increase in emergency management university degree programs that set out to provide students with the necessary skillsets in order to enable them to be successful in their careers. The purpose of this research is to evaluate emergency management university degree programs in relation to emergency management practitioner skills. The first part of this study involved the surveying of emergency management practitioners throughout the United States to assess the skills that they find most valuable for university programs. These skills apply specifically to their work in the field. The second part of this study examined how well the Emergency and Disaster Management Bachelor's Degree Program at Western Carolina University (WCU) is providing courses on the practitioner skills identified in the first part. The third and final component of this study consisted of an assessment of the level at which other university Bachelor's Degree programs on the Federal Emergency Management Agency's (FEMA's) college list provide the previously identified skills to their students.

Respondents identified the following skillsets from university degree programs to be most valuable for their work in the field: mitigation, preparedness, response, recovery, the policy & structure of emergency management, communication, research methodologies, and practical skills. While the study found that WCU's program is providing courses to assist

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1 Dr. Martin Mulyadi, Associate Professor, Shenandoah University (United States).

2 Dr. Julia Crowley, Assistant Professor, Western Carolina University (United States).

students in developing most of the identified skillsets, the program could be strengthened by adding a course on recovery as well as an additional course on grant writing and public speaking for emergency management. The majority of the Emergency Management Bachelor's Degree Programs on FEMA's college list were providing courses on the policy & structure of emergency management, mitigation, preparedness, response, and recovery. However, of the four phases of the emergency management cycle, recovery had the least number of courses offered among the programs. While communication and research methodologies were less represented than the previously listed courses, further research is needed to see the extent to which students can get elective credit from similar courses in other departments. Nonetheless, emergency management degree programs could benefit by offering courses that teach communication and research methodologies in the context of the field.

**Keywords:** Emergency Management, Education, Evaluation

### 3-DO04-7424

#### **CULTURE STRENGTH AND ORGANIZATIONAL PERFORMANCE: THINKING OF U**

DR. JINHUA CHEN<sup>3</sup>; DR. LU JIAO, LECTURER; EMERITUS PROFESSOR; AND GRAEME HARRISON, PROFESSOR

Research on culture strength and organizational performance largely suggests that a strong culture, characterized by a set of values and norms that are strongly held by organizational members, positively influences organizational performance. This theoretical exposition, known as 'the strong culture hypothesis', explicates that the effect of a strong culture on organizational performance lies with its influence on behavior. However, during a period of cultural transition/change, the socialization process through which a culture becomes strong, is likely to be hampered by the heterogeneity of beliefs among organizational members. During such periods, the heterogeneous beliefs are likely to result in different levels of acceptance of the new culture, which will produce behavioral inconsistency and adversely affect organizational performance. On this basis, we make a unique contribution to the literature by hypothesizing a U-shaped relation between culture strength and organizational performance during a period of cultural transition/change. Specifically, we hypothesize that (i) at the lower range of culture strength, organizational culture is negatively related to organizational performance, and (ii) at the higher range of culture strength, organizational culture is positively related to organizational performance. To our knowledge, this is the first study to propose and examine such a nonlinear relation between culture strength and organizational performance.

We test the hypothesis in the not-for-profit context, which is important for examination, since current environmental pressure is putting the not-for-profit sector internationally through a cultural transition/change. The changing operating environment for not-for-profit organizations means the organizations have to compete for funding and human resources and are increasingly required to meet the demands from multiple stakeholders, especially demands

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<sup>3</sup> Dr. Jinhua Chen, Lecturer, Macquarie University (Australia).

from their clients/beneficiaries and funders. Consequently, under increasing pressure to achieve social and financial goals simultaneously, not-for-profit organizations are undergoing transition from a traditional, social objective-focused culture to a new ‘moralist’ culture (a culture exhibiting a degree of moral pragmatism and self-interest value orientation) that is needed for achieving financial goals.

Data for this study were gathered through a survey questionnaire mailed to the top managers of 874 not-for-profit organizations across all service industries in Australia. With one follow-up, 621 responses were received (i.e., 71% response rate). We employed the partial least squares structural equation modelling method to test the hypothesis. Our results support a U-shaped relation between organizational culture and organizational performance. By hypothesizing and empirically testing the U-shaped relation, our study has important implications for the research and literature on culture strength and organizational performance, and for managerial practice in not-for-profit organizations and in organizations more generally.

**Keywords:** Culture strength, Organizational performance, U-shaped relation, Not-for-profit organizations.

**4-DO01-6844**

#### **NEGATIVE ATTITUDES TO CONTROL(-LING) – A LONG TERM STUDY**

PROF. JURAJ MISUN<sup>4</sup>; AND **MRS. IVANA MISUNOVA HUDAKOVA, ASSOCIATE PROFESSOR**

Controlling belongs to the main functions of management since the categorization of hundreds of management activities provided by Fayol, even though the controlling name was only acquired half a century later. Although there have been attempts to replace management functions with other concepts, this categorization is still dominant and is used to teach management by universities around the world. The peculiar term control(-ling) needs to be used due to the German theory of management accounting and control, which is confused in the past decade with the Anglo-American management theory and that begins to create a great body of confusing literature. Controlling is a constantly ongoing process of designing standards, measuring performance, comparing the performance with standards, and implementing corrective actions to ensure effective and efficient running of the organization's activities. Through controlling, every manager aims to increase the predictability of future developments and results. The importance of controlling in companies has been questioned in recent decades, mainly because of the empowerment of subordinates and the assumption that control must be an obstacle to creativity. In management theory, there are several terms that have a negative connotation, but perhaps the most prominent examples are bureaucracy and control. Despite the fact that both management concepts are incredibly useful, even a century after their intensive use, they have not relieved their negative connotations. In Europe, the negative connotation of control comes from the days of Napoleon's and Meternich's rule, and in Central and Eastern Europe, the Communist regime contributed significantly to negative perception of “control”. Unfortunately, a negative connotation can affect the actual execution

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<sup>4</sup> Prof. Juraj Misun, Associate Professor, University of Economics in Bratislava (Slovak Republic).

of this function by managers and the willingness of subordinates to be exposed to control. The second important reason for negative attitudes may be the negative relationship to control in general, called the negative approach to control in the Eastern approach. This approach uses control to find faults, the culprit and to punish. As part of our long-term research, we regularly conduct questionnaire surveys. So far, questionnaire surveys have taken place at the turn of 2014 and 2015, 2016 and 2017, as well as 2018 and 2019. There was no representative research in either case, and both the respondents and the participating companies were not identical. Despite these limitations, we consider the results of our research to be relevant and sufficiently credible. Although the overall focus of the questionnaires is changing, we also tried every single time to determine the attitudes of respondents to controlling. In addition to quantitative responses (positive, neutral, negative attitudes), respondents also provided qualitative responses (justifications), which gives us a deeper insight into the problem and in this case the reasons for negative attitudes to controlling. The results indicate a high proportion of negative attitudes, especially among micro-entrepreneurs, with the main reasons being the overall negative relationship, bureaucracy and loss of time and external control bodies. Overall, however, managers and key employees show an increasingly positive attitude towards control, even in the situation they are controlled by a superior or external control institution.

**Keywords** : controlling, management function, negative attitudes, negative approach, connotations

## 5-DM14-7831

### JAPANESE SIGN LANGUAGE AS INTERDISCIPLINARY STUDIES AND LIBERAL ARTS EDUCATION

DR. KURUMI SAITO<sup>5</sup>

I have conducted the support project for Deaf/deaf students and JSL (Japanese Sign Language), aiming at protecting the human rights of Deaf/deaf students. (Deaf with a capital letter “D” means JSL signers who are proud of Deaf community.) Conducting the project, I have reformed liberal arts education in the college of social work. Advancement of the human rights of Deaf/deaf students and the educational reform for hearing students have synergetic effect and in its turn contributes to the improvement of social work for Deaf/deaf people and education for Deaf/deaf children.

The contribution to liberal arts education is in interdisciplinary nature of JSL studies:

- (1) The recognition of JSL as a language was advanced by neuro-linguistic; JSL is produced and comprehended in the same neurological system as phonetic languages and different system from hand gesture.
- (2) Linguistic nature of JSL ironically prevents survival of genuine JSL; since language contact produces pidgin and creole, the more hearing people use JSL, the more JSL is deformed by Sign Exact Japanese or Pidgin Sign Japanese

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<sup>5</sup> Dr. Kurumi Saito, Professor, Japan College of Social Work (Japan).



- (3) The advancement of technology, such as voice recognition technology, protects the rights of inclusive education, but infringes on the signers' rights of being educated in their own language.
- (4) Proof of importance of early education/training and evidence of rewiring neuro-systems in early ages guarantees the survival of JSL and protect the signers' rights.
- (5) The fate of JSL has been changing in Japanese history; movement for their human rights was raised all over Japan by the second generation educated by the first generation of Deaf teachers. JSL was regarded as dangerous or useless in times of war. Children who would grow up to be "Deaf" were educated to be "deaf" during the period of oralism.
- (6) Perspectives of Japanese school education policy and those of social welfare conflict with each other; school education is conducted in phonetic Japanese aiming at inclusion, while the goal of social welfare is wellbeing of people with any kind of disabilities as they are.
- (7) The fate of JSL is related to biomedicine and law/policy; Deaf community experienced damage by eugenic thought, suffering from forced sterilization and contraception. They are in lawsuits.
- (8) The fate of JSL is related to bioethics; JSL is at risk due to cochlear implantations, while some of Deaf population are seeking species preservation by artificial insemination.
- (9) The tragedy of minority has common characteristics; the majority arbitrarily controls language, prohibiting the minority language or forcing it (keeping away from mainstream), and in extreme cases the authority makes eradication policy. The Deaf, Ainu and Ryukyu (Okinawa) at home, and Black people and native American in USA, Australian aboriginal people and victims of Nazi abroad have all suffered. Braille was also prohibited in its first stage of prevalence in France.

I will present how (1)-(9) are reflected in the curriculum and programs, and the result of the effect measurement of hearing majority and Deaf/deaf students. (495 words)

**Keywords:** liberal arts, Japanese Sign Language, interdisciplinary field  
Keywords:liberal arts, Japanese Sign Language, interdisciplinary field

6-DM21-7923

**CURRICULUM AND THE POLITICAL, CULTURAL, RELIGIOUS AND SOCIO-EDUCATIONAL DISCOURSE. ARE THERE ANY HIDDEN MESSAGES?**MRS. SAMIRA AL HOSNI<sup>6</sup>

Curriculum holds a prominent place when seeking to promote innovation in education, as it reflects the vision for education by indicating knowledge, skills, and values to be taught to students. It may express not only what should be taught to students, but also how the students should be taught (Kärkkäinen, 2012). Exploring what schools teach has always been a complicated and very essential issue in education. Of course, this leads to the discussion of the different types of curriculum and what a curriculum is? What type of discourse that takes place in the curriculum and what messages does the curriculum convey to students based on the different types of discourse? It also leads to finding out how each type of curriculum may affect students' learning, knowledge, identity, and education reform in general.

To differentiate between the different types of curriculum that take place at school whether in the classroom or the school environment, beyond the classroom, different types of the curriculum were indicated by literature, and they are the explicit curriculum, the hidden curriculum, and the null curriculum. Each type of these points out specific characteristics of the type of teaching and messages that take place at school. While the explicit curriculum is one that has been carefully designed, tested by teachers and students, and then presented or published, the hidden curriculum is one that is crafted within the thinking processes of individual teachers but not written down or printed (Leon 1998).

Otewa (2016) argued that the hidden curriculum principles relate to a range of ideas which include attitudes, opinions, and values that the students learn, not from the formal curriculum but from the experience of being in an educational institution such as schools, colleges, and universities. Otewa (2016) asserted that the hidden curriculum is based on the recognition that students absorb lessons in school that may not be part of the formal curriculum. From an educational perspective, Otewa (2016) points out that the hidden curriculum is viewed as ways in which cultural values and attitudes such as obedience to authority, punctuality, and delayed gratification are transmitted through the structure of teaching and organization of schools. According to him, students learn subjects like Mathematics, English, Social Studies and Sciences in schools, but most value lessons come from hidden messages. It makes subjects meaningful, and the presented collection of facts through subjects form the purpose behind teaching, and therefore the societies have used schools to shape the attitudes and values of students and therefore the schools would not have been useful if students don't learn to become model citizens (Debbie, 2015 as cited in Otewa, 2016).

Political, cultural, religious, and socio-educational discourse contribute to the existence of particular hidden messages that are intended to be taught implicitly. The type of discourse not only shape the type of students we get but the whole education system. Therefore,

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<sup>6</sup> Mrs. Samira Al Hosni, Phd Student, Indiana University (United States).

understanding the type of discourse, whether political, cultural, religious, or socio-educational, is very crucial to understand the education system in general.

**Keywords:** Curriculum, hidden curriculum, hidden messages, discourse, education

**7-DM11-7714**

### **THE RELATIONSHIP OF THE ROLE MODEL TO THE GROWTH & FIXED MINDSET: RESTORING THE POWER OF THE ROLE MODEL**

MS. TAGHREED ALREHAILI<sup>7</sup>

It is said that there are five people in the life of every person who have the greatest influence on them-whether positive or negative. However, there is usually one person in particular who stands out as the cornerstone in influencing the lives of others called Role Model (RM). This study investigated the role models for the students and their relationship to students' growth and fixed mindset. The study questions were: who represents the role model for the secondary school student, are the students choose their role models based on rational or emotional reasons, and what is the relationship between the role model (who /why) and the student's growth and fixed mindset. The study sample consisted of 90 students whose compositions about the topic "my role model" were analysed, as well they participated in responding to Dweck's mindset scale. I used mixed approach; Triangulation design in data collection, analysis, and interpretation of results. The findings revealed the students' role models were varied between mothers, fathers, friends, celebrities, and historical figures, but the mother has been chosen as a role model for 48.90% of the students with a significant correlation at (0.01) between choosing the mother as a role model and acquiring the growth mindset. The values for all phrases are statistically significant at (0.01, 0.05), indicating a variation in the students' responds on the scale phrases, as well the average response of Dweck's scale = 20,711 which indicates that average of students has a growth mindset with some ideas from the fixed mindset. The analysis of students' writing showed that 53.30% chose the R.M based on rational reasons and 30.00% based on emotional reasons and the % 16.70 varied which affect their response on the scale. Students who have a growth mindset with ideas of fixed mindset have chosen their R.M for rational reasons; a mother because she is resilience, famous celebrity because he is a life-long learner. But for the students who have fixed mindset with ideas of the growth mindset chose the R.M based on reasons that were purely emotional like because the mother loves them and cared for them and they did not mention rational qualities in her personality or chose a celebrity because he is rich and handsome. I recommend designing programs aimed at developing the students' growth mindset, as well highlighting the role of positive and successful people in the life of students and encourage them to take them as role models. Also, I highlight on the relation of the rational reasons of choosing the RM which lead individual to achieve self-efficacy, perseverance and high motivation as a growth mindset owners, in contrast, the relation of the emotional reasons of choosing the RM which lead individual to avoid mistakes, fear of failure, as well as being highly consistent in performing tasks as a fixed mindset owner.

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<sup>7</sup> Ms. Taghreed Alrehaili, Educator, Ministry of Education (Saudi Arabia).

Further researches about the impact of the growth and fixed mindset on other variables on the educational context are encouraged.

8-DM18-7458

**BEHAVIOR EVALUATION AFTER THE STUDY IN THE COURSE OF THE UNDERGRADUATE EDUCATION UNDER THE MEMORANDUM OF UNDERSTANDING BETWEEN MINISTRY OF INTERIOR WITH SUKHOTHAI THAMMATHIRAT OPEN UNIVERSITY**

DR. SASITON BUATHONG<sup>8</sup>; ASSISTANT PROFESSOR NARONG TEEPPRACHAI; AND DR. ANANDA SANTHITIWANICH

This research is aim is Behavior Evaluation after the study in the course of the Undergraduate Education under the Memorandum of Understanding between Ministry of Interior with Sukhothai Thammathirat Open University by studying the use of knowledge in the local development of students. The sample group is 1st - 4th year students in the academic year 2018 total 1,039 people. The tools used in the research were questionnaires are 5 levels of estimation and open-ended questions. The statistics used in the research were frequency, percentage, mean, standard deviation and One-way ANOVA. The research found that 1) Behavior Evaluation after the study in the course is that the students have applied the knowledge to the local development at a high level (Mean 4.48). When considering applying knowledge in each item, it was found that The areas that have the highest level of knowledge use are the knowledge gained, can be used to increase the efficiency in performing duties (mean 4.53) and the knowledge gained can be used to increase effectiveness in performing duties. (Mean value 4.51). The areas with high level of knowledge utilization is knowledge gained to develop local and society (Mean 4.45) and disseminate knowledge to others (Mean 4.45) 2) Students with different positions (Subdistrict Headman, Village Headman, Assistant village headmen, Assistant Subdistrict Headman, and Assistant medical practitioner) have use of knowledge in local development is no different. And 3) Students have the knowledge to use in the development of the top three areas, including (1) conciliation In the village (2) Using technology to communicate, publicize various information Received from government agencies To make people in the community know more easily and quickly and (3) Making plans or projects for village development to be in line with government policies.

**Keywords:** Behavior Evaluation, Memorandum of Understanding, Ministry of Interior

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<sup>8</sup> Dr. Sasiton Buathong, Assistant Professor, Sukhothai Thammathirat Open University (Thailand).

9-DM06-7589

**H2S MANAGEMENT FOR NORTH KUWAIT'S SOUR HYDROCARBON FACILITIES**MR. AHMED EMAD AHMED ALOMAIR<sup>9</sup>; AND MR. MOHAMMED ALSALEH<sup>10</sup>

Kuwait Oil Company (KOC) is developing Jurassic fields spread over 65 X 50 Km in North Kuwait, which are aimed to support the state's growing gas demands. The present contribution to Jurassic production is from Raudhatain, Sabriyah, NWRA, Um-Nigah & Dhabhi fields of sour reservoirs. The present major contribution to production is from Middle Marrat Reservoir. Raudhatain and Sabriyah are the biggest contributors based on fields. Some of the wellheads and flowlines of these fields are located outside current KOC security fence and they are very close to the existing public Farm Houses, posing great threat to public in the event of toxic H2S gas release.

Recently there was an accident at Northern field (outside KOC fence) involving private vehicle and our NWRA flow lines coming from NWRA-01, 02 & 03 Wells connected to the facility, EPF-50. There was an immediate action by company in placement of flow line sleepers (Concrete blocks) as a temporary immediate measure to protect these lines and the same was completed within a day of the occurrence of the accident. Subsequently, Company initiated a proposal to protect all the aboveground flow lines laid outside KOC fence as temporary risk mitigation measure by providing continuous pipe barriers and concrete barriers at high risk areas.

Company initiated H2S task force to mitigate the threat to public by implementing effective barriers to minimize the impact of any toxic gas release. Process hazard analysis and risk assessment studies (i.e. HAZOP, SIL assessment, QRA) were carried out to identify potential risk associated with site-specific situations and develop various risk mitigation measures for further implementation with ALARP principle.

The paper presents the case happened and how by implementing the safety measures and barrier installations so far have yielded results in avoidance of hazardous condition and unsafe incident.

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9 Mr. Ahmed Emad Ahmed AlOmair, Construction Engineer, Kuwait Oil Company (Kuwait).

10 Mr. Mohammed AlSaleh, Construction Engineer, Kuwait Oil Company (Kuwait).

**11-DM09-7805****NEW FORMS OF AGRICULTURAL DEVELOPMENT IN THE ALGERIAN SAHARA AND THEIR IMPACT ON WATER RESOURCES AND THE ENVIRONMENT**

PROF. SALAH BOUCHEMAL<sup>11</sup>; AND DR. BACHIR KHEZZANI, RNAMS LABORATORY, UNIVERSITY OF EL OUED, ALGERIA

Since few decades, there has been a spectacular development of agriculture in the Algerian Sahara, thanks to a proactive policy and the existence of great potential in groundwater. In fact, we have moved from subsistence farming practiced in palm groves to an agriculture that is installed outside these areas and intended for the commercial sector. Thus, very important market gardening production areas have emerged and largely compete with regions that have long been known for their agricultural vocation in the north of the country. In our intervention, we would like to focus on the dynamics of this development to highlight its ins and outs and judge with respect to the sustainability factor, the environmental impacts and the traditional oasis ecosystem, which has always been able to maintain a flawless ecological balance, while focusing on the rational consumption of water resources.

To achieve this, we have purposefully chosen to address this issue across three sectors of the Algerian Sahara. The first is that of the Ziban, a region in the northeastern Sahara called the desert gate and whose notoriety of its oasis is the culture of the date deglet Nour, a variety of dates with an international reputation. The second sector is the Souf, a region also located north-east of the Sahara, but close to the Tunisian border. Here, the traditional form of development relies on an original and unique irrigation system. It consists of the planting of palms at the bottom of vast craters dug in the sand and called, in vernacular terms, ghouts, the water being drawn by the tree directly from the water table. This system is classified by the FAO as an agricultural heritage which should be preserved. The third sector concerns the Touat, a region of central Sahara where the traditional agricultural system obeys a secular and ingenious irrigation technique, that of the foggara which constitutes a global hydraulic heritage. The foggara is a set of several wells joined at their base by a subterranean gallery slightly inclined and bringing water from upstream to downstream, where is the palm grove.

This work will be based on field research of each case study, based on our field investigations, through surveys of farmers and management structures, statistics and available documentation. It will be articulated on the following axes :

- An overview of agrarian policies and their consequences
- The forms of agricultural development and their economic and social impact
- Modes of exploitation of water resources and their relation to the environment
- The strategies to be implemented to reconcile agricultural development and preservation of the environment.

**Keywords:** agricol development, hydraulic heritage, sustainability, environment, Algerian Sahara

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<sup>11</sup> Prof. Salah Bouchemal, Professor, University of Oum El Bouaghi (Algeria).

12-DO05-7860

**OPTIMIZED HYBRID SYSTEM FOR TIME-SERIES PREDICTION OF FOREX RATES**PROF. JUI-SHENG CHOU<sup>12</sup>; AND **MS. THI THU HA TRUONG, LECTURER**

Forecasting is a critical part of financial decision-making, and involves making projections about future performance based on historical data. An accurate exchange rate forecast significantly help decision-makers and traders in financial markets. However, because of the specific characteristics, predicting exchange rates with an acceptable accuracy is a challenging task for academic researchers and practitioners. This work presents a sliding-window metaheuristic optimization-based forecast system for one-step ahead forecasting. The proposed system is a graphical user interface, which is developed in the MATLAB environment and functions as a stand-alone application. The system integrates novel swarm intelligence and machine learning technique, with a sliding-window approach. Two case studies on the daily Canadian dollar-USD exchange rate (CAN/USD) and the four-hour closing EUR-USD rates (EUR/USD) were used to confirm the performance of the system. The experiment results indicated that the forecast system has a greater predictive accuracy than prior works and outperforms other compared machine learning based models. The major contributions of this study include designing a friendly user interface to assist practitioners in the financial market, constructing a hybrid swarm intelligence-based optimization system to forecast financial time series, and indicating the effect of lag and the size of the sliding window on forecasting performance. The experimental results confirmed the applicability and efficiency of the proposed system. Future researches should investigate the efficacy of the system using EUR/USD rates at other intervals such as hourly, daily, and weekly. Other currency pairs and other univariate time series data could be utilized to evaluate the effectiveness of the system. Back analysis should again be performed to check the performance of the system. The system could be extended to analyze multivariate time series data via complex deep learning structure. Finally, a web-based application should be considered to improve the user-friendliness and ubiquitous usability of the expert system.

13-DM01-7540

**THE FLUCTUATING PATTERN OF ILLUSTRATIONS IN MODERN INDIAN SOCIETY (A CRITICAL ANALYSIS ON “INDIAN POLITICAL CARTOONS”**MRS. ANANYA SINGH<sup>13</sup>; AND **PROF. DR. ANANT KUMAR OZARKAR**

Illustrations remain universal in recent years, political illustrations variety has expanded substantial study and awareness through modifications. Cartoons are ruling the modern Indian politics and stand as the mounting form of creativity in present day political stories. This imagination is appreciated, treasured and accepted in all forms by the society, especially when we talk about Indian political wittiness levels. They take jabs at powerful candidates, comment on the world’s existing happenings and make individuals laugh and reflect on current issues.

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<sup>12</sup> Prof. Jui-Sheng Chou, Professor, National Taiwan University of Science and Technology (Taiwan).

<sup>13</sup> Mrs. ANANYA Singh, PhD Scholar, Manipal University Jaipur (India).

Political illustrations are spaces somewhere negotiations of authority and hostility are conveyed. They had liven up and boosted individuals. They style Community communications-both through a smile or a smirk. They lampoon and thus stimulate humour. Over lampooning, they display the idiocies & shortcomings of the extraordinary, huge and also of the structure. Caricatures may variety from gentle hilarity to bitterness of sarcasm.

The world of cartoons is surprizing, teeming with dynamism and has twisted out to be exceedingly fact-finding in nature. It is a strengthening 'political illustrations' in India, its idea, shape and estimate has been expanding multi overly in this twenty first century, in a national political jamboree or a local one, all are spinning to such a system to improve their span among voting population.

The study is designed at documenting the progress with illustrations in New Indian Politics succeeding with the transformations and concepts generated to win the battle of politics. How election campaigning and political cartoons have evolved over the years. The advancement is narrated in literature review, where in the journey of political illustrations in India is outlined on the bases of research comportment on the topic till date, the research gap is in context to the haziness in trends the 2014-2019 general elections that have laid foundations for modern day campaigning. Through Qualitative research by expert interviews and focused group discussions, it maps the keywords associated with different contending parties. Including case study of famous Indian political cartoons.

**Keywords:** Illustrations, modern day politics, Indian politics, print media, mass media, Newspaper, popular culture.

14-DM13-7757

### **ASSESSING THE ADMISSION CRITERIA OF ROYAL COMMISSION YANBU COLLEGES AND INSTITUTES: A RELATIVE WEIGHT ANALYSIS STUDY**

DR. ADEL BABBAIN<sup>14</sup>

Almost all universities and colleges in Saudi Arabia rely on three independent variables to admit high school graduates in two or four-year programs: the General Aptitude Test (GAT), the Scholastic Achievement Test (SAT), and the High School Score (HSS). The weights assigned to variables are widely debatable nationwide, and different universities use different weights. Royal Commission Yanbu Colleges and Institutes (RCYCI) is among these higher education organizations that have been criticized for the weights adopted. The RCYCI has assigned weights: 30%, 50% and 20% for GAT, SAT, and HSS, respectively, based on traditional techniques which have not been reviewed since RCYCI has implemented in 2014.

This study aims to investigate empirically the contributions of GAT, SAT, and HSS variables to criterion variables using multiple regression, multivariate regression, and relative weight analysis. The study used independently and jointly two criterion variables: the Foundation Program GPA (FPGPA) and the Freshman GPA (FRGPA). The sample consisted

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<sup>14</sup> Dr. Adel Babbain, Assistant Professor, Yanbu University College (Saudi Arabia).



of 4200 students (70% male and 30% female) admitted over three academic years as follows: 2015/2016 (38%), 2016/2017 (32%), and 2017/2018 (30%). Nearly 82% admitted in Science and 18% in Art tracks.

The study indicated that regressing FPGPA on GAT, SAT, and HSS (n=3007, RSQ=0.1702) gave the weights: 37.3%, 29.8% & 32.9% respectively. When Science and (Art) tracks analyzed separately: n=2607 (389), RSQ= 0.1594 (0.2055), the weights of female and (male) were: 35.8% (43.8%), 28.5% (30.1%), and 35.7% (26.1%) respectively in Science and 21.9% (52.5%), 23.7 (28.6%) and 54.4% (18.9%) respectively in Art and in each track differences in weights between female and male groups were significant.

When FRGPA regressed on GAT, SAT, and HSS (n=3007, RSQ=0.1418), the weights were: 16.2%, 33.4%, and 50.4% respectively. When Science and (Art) tracks analyzed separately: n=2440 (360), RSQ=0.1375 (0.2977), the weights of female and (male) were: 24.6% (23.1), 27.5% (27.7%), 47.9% (49.1% ) respectively for Science and 16.0% (26.5%), 35.1% (43.4%), 49.0% (30.1%) respectively for Art. The differences in weights between female and male groups were significant for Science and insignificant for Art.

When FPGPA and FRGPA jointly regressed on GAT, SAT, and HSS (n=3007, RSQ=0.1090), the weights were: 30.1%, 30.4%, and 39.4% respectively. When Science and (Art) tracks analyzed separately: n=2425 (360), RSQ=0.0992 (0.1645), female and (male) weights were: 29.8% (34.7%), 27.4% (26.6%), 42.8% (38.7%) respectively for Science and 18.1% (44.8%), 32.4% (33.9%), 49.4% (21.3%) respectively for Art. All differences in weights between female and male groups were significant except for T weights of Art which were insignificant.

The study indicated that GAT, SAT, and HSS are significant, and the effects of gender, track, and their interaction on weights are significant too. Using different weights for different gender and track groups is recommended whatever the criterion is. The study is limited to students who completed the foundation program or freshmen at RCYCI; therefore, further investigations need to be conducted to clarify the impact of dropout.

15-DO02-7664

## **LOW-CARBON URBAN CONSTRUCTION AND GREEN ECONOMIC GROWTH IN CHINA**

DR. GE XIN<sup>15</sup>

To counter the problems of tradition modes of economic development in cities, the Chinese government has initiated an urban reform for building low-carbon cities in the past decades. This notion and practice has provided a feasible solution for tensions among resource preservation, environmental protection and economic growth. However, this reform's effects have not been adequately examined. This research adopts mixed methods. Based on the panel data of over 200 prefectural-level cities from 2005-2017, this research attempts to investigate

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15 Dr. Ge Xin, Assistant Professor, Shanghai University of Finance and Economics (China).

how the urban transformation has benefited local economy. First, we conducted regression analysis and especially difference-in-difference model to estimate how the location, scales of economy, inward FDI, and population contribute to green economic growth. Second, to further probe the causal mechanisms, we conducted semi-structured interviews with local leaders of several low-carbon cities. For the empirical part, we did two robustness checks. The first one focuses on technical transfers and we find that green total factor productivity performed well in low-carbon cities due to the transfer of technic efforts to green technical progress. The second studies how scales influences green GDP growth and we have the evidence that cities with larger and more finely completed infrastructure and stronger foundation for technological development are more likely to have higher green economic growth. Finally, we apply this research finding to cities in similar developing countries, which have been seeking to achieve both economic growth and environmental protection and have similar findings. This research will contribute to the study of urban sustainable development in developing countries.

## 16-DM23-7925

### **IMPLICATIONS OF FLIPPED CLASSROOM INSTRUCTION (FCI) FOR A TEACHER EDUCATION COURSE: REFLECTING ON THE EXPERIENCES OF TEACHER AND STUDENTS**

**Ms. Mubeshera Tufail<sup>16</sup>**

Flipped Classroom instruction consists of two components: out-of-class component consisting of learning material for reading by students and within-class component involving a class quiz, class activity and the feedback/further reading task. The purpose of the study was to explore the experiences and highlight the challenges faced by teachers and students while working in a teacher education classroom using Flipped Classroom Instruction (FCI). The research study was a phenomenological research study. The data consisted of weekly reflective journals documented by class teacher and students for one semester while working for a course with FCI. Thematic analysis was used to analyze the data. The main challenges highlighted by teacher were related to effort and time required for planning, time management and students' guidance for shift of their role from passive to independent learner. The main challenges illuminated in reflective journals of students were issues with personal computers (PCs), electricity and internet speed issue. It is recommended to adapt to some locally useful lesson planning and classroom management techniques to enhance the effectiveness of Flipped Classroom Instruction for a pre-service teacher education course. Besides this, the research study also suggested a few adaptations to improve the teaching-learning experiences with Flipped Classroom Instruction.

**Keywords:** Flipped Classroom Instruction (FCI), teacher education, active learning, Information and Communication Technology (ICT), technology-integrated classroom

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<sup>16</sup> Ms. Mubeshera Tufail, Phd Student, National University of Modern Languages.

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DR. MARTIN MULYADI<sup>22</sup>

Dr. Mulyadi is an Associate Professor of Accounting at Shenandoah University in Virginia, USA. His educational background includes a Bachelor of Science in Accounting, Master of Science in Finance and Ph.D. is in Business Administration majoring in Accounting. Dr. Mulyadi has a global professional and academic experience in Southeast Asia, Australia, and the USA. His professional experience includes six years as a partner of mid-size accounting and tax consultancy firm, and he has been teaching accounting in higher education since 2010. His research interests include corporate disclosure, corporate governance, and intellectual capital. His research papers have been published in more than 30 peer-reviewed academic journals. His current research projects include the usage of social media for company financial and non-financial disclosures; and the impact of globalization exposure and understanding of local culture on corporate governance practices. He also actively involves an advisory board, associate editor, and editorial board member in several academic society/journals.

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17 Ms. Roselyn Kaihula, Social Specialist, Sellhorn Africa (Tanzania).

18 Dr. Martin Mulyadi, Associate Professor, Shenandoah University.

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