



ABSTRACT PROCEEDING
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NDBSH-APRIL-2019

Venue: Paris, France

Date: April 13-14, 2019



**Institute for Social and
Economics Research**

ISER International Conference on New Directions in Business, Economics, Social Sciences & Humanities (NDBSH)

Conference organized by:



This conference is dedicated to educators all over the world and to the members of the Institute for Social and Economics Research (ISER) whose passion for teaching, learning, research, and service are helping to transform the academy in many positive ways.

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**ISER International Conference on New Directions in Business, Economics, Social Sciences
& Humanities (NDBSH)**

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Welcome Message

The ISER International Conference on New Directions in Business, Economics, Social Sciences & Humanities (NDBSH) We are happy you decided to join your colleagues from around the world to explore innovative technologies, pioneering pedagogical strategies, and a sampling of international collaborations that are being used to engage and retain students, researchers and Scholars in the new millennium.

Scientific Committee

Ali Sarikaya, University of Pecs, Hungary

HAOUAM ZOHRA, Departement de communication et environnement d'entreprise, Hassan 1er. Maroc Casablanca. Maroc

Vimut Vanitcharearnthum, Chulalongkorn University Bangkok, Thailand

Yousaf Jamal Effat, University Jeddah. Saudi Arabia

Dimesh Manoj Sivaguru, University of Kelaniya Sri Lanka

Prabath Perera, University of Kelaniya Sri Lanka

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Acknowledgements

The organizing committee would like to thank all those people who were involved in making the conference a success. A great amount of planning and organizing is required to hold a successful conference, so we are indebted to those who volunteered their time and energy.

We want to thank all the members of the ISER International Conference on New Directions in Business, Economics, Social Sciences & Humanities (NDBSH) who volunteered their time to help organize the conference.

Business Administration and Marketing

Management, Firms, Startups, Corporate Culture, Social Responsibility, Marketing, Advertising, Public Relations, Consumer Behavior, Brand, Identity and Corporate Reputation, Entrepreneurial and Small Businesses Marketing, Marketing Segmentation, E-Marketing, Computer Software in Business Administrations, Accounting and Auditing, Trade, Tourism, Transportation Systems, Environmental and Ecological Economics, Strategy, General Management, Management Theories, Modern Management Practices, Entertainment, CSR and Business Ethics, International Business, Innovation, Supply Chain Management, Operations Management, Information Management, Human Resources Management, Project Management

Accounting

Accounting Practices, Financial Modeling, Financial Analysis, Financial Statistics, Future Markets, Risk, New Trends for Accounting and Finance, Research for Accounting, Tax Theories and Practices, Tax Avoidance, Invasion and Extraction from Tax Invasion, Corporate Finance, Finance Theories, Money, Credit and Banking, Stock, Currency and Bonds, Commodity

Social Sciences and Humanities

Education Challenges, E-learning in higher education, Life Long Learning, Sociolinguistic, Social cohesion and multiculturalism, Economic-Sociology, Major trends in society, EU citizenship, Political Sciences, Psychology applied in Economics, Anthropology, Arts, English, History, Information science, Islamic Studies, Language, Linguistics, Literature, Local Government, Museums and heritage, Music, Occupational Science, Philosophy Poetry, Politics, Popular Culture, Psychology, Religious studies, Social Sciences, Sociology, Women's history

Interdisciplinary

Children and Youth, Communications and Media, Complex Systems, Conflict resolution, Creativity, Culture, Disaster Management, Discourse, Film studies, Gender studies, Globalization, HIV/AIDS, Human Rights, Identity, LGBT Studies, Leadership, Memory, Multidisciplinary Studies, Poverty, Public Policy, Security, Sexuality and eroticism, Spirituality, Sport science, Sustainable development, Urban studies, Violence Women's studies

General Economics, Economic Development, Technological Change and Growth

Microeconomics, Household Behavior and Family Economics, Economic Development, Sustainable Development, Eco-Development, Production and Organizations, Welfare Economics, Macroeconomics and Monetary Economics, International Economics, Public Economics, Analyses of Economic Development, Agriculture; Natural Resources; Energy; Environment; Other Primary Products, Human Resources; Human Development; Income Distribution; Migration, Economic Development: Financial Markets; Savings and Capital Investment; Corporate Finance and Governance, Regional, Urban, and Rural Analyses, International Linkages to Development; Role of International Organizations, Fiscal and Monetary Policy in Development, Trade Policy; Factor Movement Policy; Foreign Exchange, Innovation and Invention: Processes and Incentives, Management of Technological Innovation and Research and Development

IT Business

Business for AI and Deep Learning, Technological Forecasting and Social Change, Business for Big Data, Internet of Things and Cloud Computing, Business for IT-driven Services, Information Systems and Informatics, ICT for Business, ICT for Education, Healthcare, Finance and Other Sectors, Large Scale Surveys and Analysis, HCI and Computers Human Behavior, Computers In Industry

Conference Schedule

ISER International Conference on New Directions in Business, Economics, Social Sciences & Humanities (NDBSH)

Paris, France
April 13-14, 2019

09: 00 am 09: 30 am	Registration and Reception
09: 30 am 09: 40 am	Opening ceremony
09:40 am 09: 50 am	Welcome Remarks
09: 50 am 10: 00 am	Tea Break

ISER International Conference on New Directions in Business, Economics, Social Sciences & Humanities (NDBSH)

Day 01: Saturday
April 13, 2019

Session 01: 10:00 am 12:00 pm

Track A: Business, Economics, Social Sciences and Humanities

Presenter Name: Simakando Silongwa

Reference ID: NDBSH-APR-07

Paper Title: Social Studies and the Teaching Of History at Senior Secondary: The Case of Kabwe District, Zambia.

Presenter Name: Mrityunjay Kumar Tiwary

Reference ID: NDBSH-APR-17

Paper Title: Portfolio Rebalancing in Presence of Tax Law Changes

Presenter Name: Jonghyuk Yoon & Youran Woo

Reference ID: NDBSH-APR-18

Paper Title: A Study on the Improvement of Contribution of Digital Forensic Analyses: With a Focus on the Difference in the Location of the Investigator

Presenter Name: Jo-Hui, Chen

Reference ID: NDBSH-APR-19

Paper Title: The Performance of Dividend ETFs: The Study of the Spillover and Leverage Effects

Presenter Name: Jonathan Austin Daniels

Reference ID: NDBSH-APR-21

Paper Title: Predicting, Quantifying, and Assessing Achievement Motivation in the ESL Classroom

Presenter Name: Akpojivi-Edewor, Mercy Onome O

Reference ID: NDBSH-APR-23

Paper Title: Effects of Marketing Strategies on the Performance of Retail Stores in Nigeria

Presenter Name: Mr Rifqi Septiano Halim

Reference ID: NDBSH-APR-24

Paper Title: Effect of Variety of Capitalism Toward the Level of CSP

Presenter Name: Devesh Ramakrishnan

Reference ID: NDBSH-APR-25

Paper Title: Music Preference & Life Situations A Comparative Study of Trending Music

Presenter Name: Alpha Janga

Reference ID: NDBSH-APR-26

Paper Title: Europe-based Pharma giants Cross-Culture Marketing in USA

Presenter Name: Tsai-Wei Huang

Reference ID: NDBSH-APR-27

Paper Title: Developing an Interactively Integrated System Combining Learning Diagnoses and Remedial Instructions for the 3rd Grade Low-Achieving Elementary Students on Mathematics

Lunch Break (12:00 pm 01:00 pm)

Conference Attendees

The following scholars/practitioners/educationist who don't have any paper presentation, however they will attend the conference as delegates & observers.

Participant Name: Odaro, Douglas Osaghae

Reference ID: NDBSH-APR-16A

Country: Department of Marketing Ogun State Institute of Technology Igbesa, Nigeria

ISER International Conference on New Directions in Business, Economics, Social Sciences & Humanities (NDBSH)

**Day 02: Sunday
April 14, 2019**

Conference second day is reserved for participants own tourism activities.



Institute for Social and
Economics Research

Conference Abstracts

Track A: Business, Economics, Social Sciences and Humanities

Social Studies and the Teaching of History At Senior Secondary: The Case of Kabwe District, Zambia

Simakando Silongwa *
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This study was aimed at assessing Social Studies and the teaching of History in Kabwe District, Central Province in Zambia. Social Studies is a combination of History, Geography and Civics at grades 8 and 9. The three are taught as one subject. The research revealed that since its introduction in the Zambian curriculum, Social Studies has been implemented differently. In some schools, teachers were compelled to teach all the three components of Social Studies despite not being trained in one or two components. In other schools, teachers taught the components according to their specialisation. Despite having some advantages in many ways, it was found that there were some challenges like lack of qualified teachers and teaching materials for the subject. Therefore, the study argues that the introduction of Social Studies has contributed to poor performance in history at senior level. This is because most of the teachers given to teach Social Studies are not qualified. Moreover, government did not provide adequate and quality teaching materials for the subject. Therefore, the study urges government to revisit Social Studies and that there must be serious consultation with curriculum specialist and teachers on how best the subject can be implemented.

Index Terms: Social Studies, Curriculum, Specialisation, Government

Music Preference & Life Situations A Comparative Study of Trending Music

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Over the past few years, numerous amounts of research have been conducted to determine on what basis do individuals prefer their music. However, the music individuals listen to is majorly connected the emotions the feel, the situations they are in & the activities they are performing. This research aims at (a) understanding the music preferences of individuals in different situations (b) understanding the music preferences of college going students. The results showed that in situations which involved high-attention work soft and instrumental music was preferred most by the subjects whereas in situations which required low-attention more upbeat & popular music was preferred. The total music preferred the most by the subjects was Pop in most situations

Index Terms: Activities, Emotion, Music Genres, Music Preference & Situations

The Performance of Dividend ETFs: The Study of the Spillover and Leverage Effects

Jonathan Austin Daniels ^{1*}, Dang Trung Kienn ²

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Among a variety of Exchange-Traded Funds (ETFs), the dividend ETFs seem to expand in the number currently as of their concentration in looking for high yields and more stability for portfolios. This study applies the Generalized Autoregressive Conditional Heteroscedasticity-in-Mean-Autoregressive Moving Average (GARCH-M-ARMA) and the Exponentially Generalized Autoregressive Conditional Heteroscedasticity-in Mean Autoregressive Moving Average (EGARCH-M-ARMA) models to measure the spillover and the leverage effects from returns and return volatilities of high yield and low yield dividend ETFs on racing market stock indices, and vice versa. The findings show that the spillover effect in return is more happening in a group of low yield dividend ETFs, while the spillover effect on return volatilities is more dominant in a group of high yield dividend ETFs.

Index Terms: Dividend ETFs, Spillover Effect, Leverage Effect, GARCH, EGARCH

Predicting, Quantifying, and Assessing Achievement Motivation in the ESL Classroom

Jonathan Austin Daniels *
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Educators often rely on achievements (i.e. grades) within the classroom as a measure of the classroom environment. However, if crafting a positive and nurturing classroom environment is the aim one that takes into account the needs and expectations of the students themselves then other methods of gathering feedback, such as classroom surveys, can be a valuable tool. The purpose this presentation is to outline the results of a survey given to first year Japanese university students majoring in law; the aim being to better understand their expectations and values regarding competency in English. These findings were used to identify a correlation between high attendance and approach-oriented motivation, and low attendance and failure-oriented motivation.

Index Terms: Achievement, ESL, Expectancy, Motivation, Value

Effects of Marketing Strategies on the Performance of Retail Stores in Nigeria

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In the present day business environment that is characterized by the increased competition among local and international companies, the emergence of more demanding customers and great technological advances has resulted in a complex market in the retail business. In this complex market environment, the marketing strategy of the company could be a competitive advantage versus other companies provided that they deliver services and values that not only meet the customer demands, but surpass them. Therefore, the firms strategies should be characterized by a responsive work organization, based on co-operative relations not only within the firm but also in its relations with external partners such as customers, suppliers and competitors. The objective of the study was to determine the effects of marketing strategies on the performance of retail stores in Nigeria. The study adopted a cross sectional descriptive survey design. The population of the study comprised six retail stores. All the six registered firms were selected for the study. A questionnaire was used to collect data. The data was analyzed using descriptive statistics and regression models. The study established that the retail stores in have adopted several marketing strategies in order to improve their performance. The strategies used were product strategy, pricing strategy, physical evidence strategy. Product strategy enabled the retail stores to offer broad product line, stock products for different customer clusters, ensures that quality and reliability of the product offerings gain importance, utilize product design and technology in product development and that utilize early adopters for new product ideas and feedback. Pricing strategy was realistic and accurate, use of premium pricing on its products and price promotions and discounts. The use of marketing strategies resulted in increased sales, number of items sold, enhance purchase of products and increase market penetration of retail outlet.

Index Terms: Marketing strategies, Performance, Retail, Price Strategy, Product Strategy, Customer Cluster, Product Offerings

Effect of Variety of Capitalism Toward the Level of CSP

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As an increasing pressure from the stakeholder, a company needs to take into account corporate social responsibility (CSR) in their strategy. They begin to see CSR as an opportunity to increase the growth of the company. Many independent agencies assess the corporate social performance (CSP) of the company. Therefore, we could see CSP as the outcome of what the company did relating to CSR. We can also relate to what the company did to the institutional level. Variety of capitalism is one of the frameworks that compare difference and similarities between countries. It divided the country into clustered of economies. Therefore, this paper aims to see how these varieties of capitalism are going to affect the level of CSP in their corresponding cluster. We use cross-sectional linear regression on the variety of capitalism with the CSP. The study use data from Thomson Reuters Asset4. The result shows that companies that operate in the CME cluster are better compare to the other cluster. This shows that the clustered of economies that the non-market strategy plays a role for building core competencies shows a high level of CSP. Cluster in which the institution is classified high will result in high level of CSP This is probably because to make the non-market party take side with your company, the company must comply with what the stakeholder party wants. In concluding, the company should take into account CSR in every place they conduct their business.

Index Terms:(CSR), Capitalism, Economies

Portfolio Rebalancing in Presence of Tax Law Changes

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The impact of taxes on portfolio choice of economic agents has been an area of deep interest. Particularly in presence of differential tax rates on capital gain vis-a-vis dividends requires need for optimization strategies that is efficient not just on a pre-tax level but also considers inequalities brought-in by the differential tax rates (Long, 1977; Poterba, 1999; Amromin, 2003; Peterson et al. 2006). The principal argument behind all the optimization strategies remains the same: i.e. in presence of differential tax rates on capital gain vis-a-vis dividends, ceteris paribus, an investor will choose a stock providing gains via route that is taxed at lower rate. For example, if in an economy, dividends are taxed at 25% and capital gains are taxed at 10%, then, ceteris paribus, an investor will prefer companies retaining the profits rather than distributing dividends. However, this study aims to examine an important aspect of the debate that has been overlooked in the extant research. That is, any optimization method is likely to be inherently flawed because of dynamic nature of tax rates. If that is true, then while selecting an individual stock for inclusion in the portfolio or doing subsequent rebalancing; the important clause of ceteris paribus may not hold true. For example, if an investor chooses a stock, then she does so for its long term characteristics to generate desired return with tolerable risk. However, if due to changes in dividend distribution policies or changes in tax laws in the country, the dynamics of tax liability on the returns changes, then it is not necessary that the investor will react, for the fundamentals might still justify holding the stock. In this study I examine whether the tax law changes in India in 2002 which resulted in altering post-tax returns on capital gain vis-a-vis dividends led to a reaction by investors on their portfolio holdings. Using high frequency data, I devise a novel method to segregate the impact of a particular stimulus from a series of stimuli. Results show that investors did not react instantaneously to the changes in dividend tax laws. This provides evidence that investors held the stocks for their inherent fundamentals and change in dividend taxes that altered their post-tax returns from the holdings were not sufficient reasons to warrant any portfolio rebalancing. Robustness checks indicate that the justification in consistent and all other possible explanations can be ruled out.

Index Terms: Dividend Tax effect, Dividend Tax Cienteles, Post-Tax Portfolio

A Study on the Improvement of Contribution of Digital Forensic Analyses: with a Focus on the Difference in the Location of the Investigator

Jonghyuk Yoon ^{1*}, Youran Woo ², Choong C. Lee ³
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Digital analyzes are often treated as conclusive evidence in the field of criminal investigations. In most of the countries, digital evidence has been adopted as crucial evidence in the judgment of the court, and this phenomenon is taking place in South Korea too. In the criminal investigation, field investigators gather digital evidence on site and refer to digital evidence analysts to verify them. The relationship between them plays an important role in criminal investigation. Although the role of digital analysts is increasing, the problems caused by a load of investigators and analysts are getting bigger. In this study, we will prioritize factor that enhances the investigators satisfaction in the analysis of digital evidence and suggests ways for digital evidence analysts to contribute. Using the Analytic Hierarchy Process technique, the priority was derived by organizing the first tier of class and the ten components of each tier of the factor used in the service experience. To verify the validity of each factor, we conducted focus interviews. AHP survey analysis result, in the first tier Reliability was the most important element, and, tangible technical form, contribution of evidence gathering of reactivity, and the ability of analysis of reliability were derived. Based on the results of this study, we expect this followed by Certainty, Reactivity, Empathy and Tangibility. As the top three of the second tier to be a positive factor in increasing the contribution of digital analysts by identifying the importance of analytics work according to the works workplace, career, and department.

Index Terms: AHP Method, Digital Evidence analysts, Factor Priority, Field investigator, SERVQUAL

Europe-based Pharma giants Cross-Culture Marketing in USA

Alpha Janga ¹, Huiyu Qian ²

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Culture matters the most in global marketing for two main reasons one of which is shaping a company's global marketing mix and secondly gaining market opportunities. It is very important for the global marketing managers to be cautious of the culture aspects in marketing strategies. Culture blunders can be a threat for many multinational companies if the concept of culture is not taken care of. Successfully implementing cross-cultural marketing can make the companies gain competitive advantage among the competitors. As the healthcare industry is in the midst of globalization, culture-value-based marketing strategies are very crucial for the pharmaceutical companies. Marketing Executives have to be cautious of not neglecting cultural values while planning on marketing in an area with diversified cultures like the United States. One important aspect of the pharmaceutical marketing is understanding the patient journey and how it differs across patient demographic segments. Social media also plays an important role in marketing of the pharmaceutical products by communicating in a relevant way. According to many sources, the number of pharma companies investing in multiethnic marketing has increased thrice within the last decade. Hispanics, Asians and African Americans are the majority of cultures that are spread in the United States and the therapeutic journey of different cultures differs from each other. This shows the gaps in the cultures within the disease diagnosis and treatment. In the last decade, three of the top pharmaceutical companies implemented multiethnic marketing strategies to promote their products. This paper focuses on studying large cross-cultural marketing campaigns launched recently by top European pharmaceutical giants operating in the United States and demonstrating the recent population distribution maps and trends of several major non-native cultures for the pharmaceutical industry in USA.

Index Terms: Cross-cultural marketing, Pharmaceuticals, Multiethnic, Demographics, United States population distribution, Trends of Culture, Social Media

Developing an Interactively Integrated System Combining Learning Diagnoses and Remedial Instructions for the 3rd Grade Low-Achieving Elementary Students on Mathematics

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Many studies discussed the 3rd grade students with mathematics deficits (e.g., Desoete, Roeyers, & De Clercq, 2004; Poncy, Skinner, & Axtell, 2010). In Taiwan, to ensure the quality of academic attainment, the Ministry of Education (MOE) enhanced remedial instruction programs for students on learning Mathematics. However, the MOE's diagnostic tests were conducted at the end of a semester and thus, as summative-oriented, not as formative-oriented, and were difficult to facilitate ongoing instructional activities in a practical classroom scenario. The study, thus, intended to develop an integrated system deemed as an ongoing diagnostic tool by combining mathematics learning diagnoses and remedial instructions for the 3rd grade low-achieving elementary students. Based on the BW Cognitive Diagnostic model (Huang, 2012; Huang & Wu, 2013), an online instant assessment system (BW-CDA) has been developed through which students' responses on a test can be analyzed immediately and detected as the statuses of mastery, guessing, carelessness, or misconception. Through these reflective information, students can realize their strength and weakness on learning mathematics. Meanwhile, teachers can use this system to construct and revise their test items from misfit information of hint, disturbance, power, and defenselessness. Besides, based on the Basic Learning Contents (BLC) of mathematics remedial instructions by the MOE, the system using the Scratch system to provide hundreds of the 3rd grade mathematics materials in the four domains of mathematics: Number & Quantity, Geometry, Algebra, and Statistics & Probability, to assist students' self-learning. Students can learn mathematics by demonstrating these animations and test their understandings on the 3rd grade mathematics contents.

Index Terms: Remedial Instruction, BW Cognitive Diagnostic Assessment, Low-Achieving Students

Upcoming Events

<http://ise-research.com/mrshm-5-19/>

<http://ise-research.com/dems-5-19/>

<http://ise-research.com/irssh-6-19/>

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<http://ise-research.com/rsbeh-1-rome/>

<http://ise-research.com/ebehs-3-20/>

