



ABSTRACT PROCEEDING
Volume 1, Issue 4

IRSSH-JUNE-2019

Venue: Paris, France

Date: June 08-09, 2019



**Institute for Social and
Economics Research**

ISER International Conference on Innovative Research in Economics, Innovation Managements, Social Science & Humanities (IRSSH)

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.

Mission, Innovative Features & Ethics and Values

ISER is an organization aims to provide a platform to innovative academicians and researchers around the globe. The organization also encourages research activities by organizing research training workshops, conferences and publishing high quality research manuscripts in reputable international journals.

ISER creates positive energy through youthfulness and innovative ideas. We create and host our conferences such a way that students get a chance to interact with eminent fellows of ISER.

We provide prompt and quick communications regarding each correspondence. Our hospitality is supreme and we take care about your needs professionally.

Membership, Conference, Publishing, and Research Information

Abstracts of the registered participants will be published in the conference abstract book with an ISBN.

mail: info@ise-research.com

Web site: <http://ise-research.com/>

ISER International Conference on Innovative Research in Economics, Innovation Managements, Social Science & Humanities (IRSSH)

Table of content

Welcome Message	5
Scientific Committee	6
Business Administration and Marketing	7
Conference Schedule	8
Conference Abstracts	12
Modelling the Multilingual Lexicon and Interlanguage Transfer	13
The Integrated Waste Management and Sustainable Landfilling	14
Development of Bank Innovations in Georgia	15
Conference Abstracts	16
Anti-ballistic Performance of a Unidirectional Basalt Fabric Laminate System	17
Alternative Current Losses of Au-doped YBCO Superconductors	18
Upcoming Events	19

Welcome Message

ISER International Conference on Innovative Research in Economics, Innovation Managements, Social Science & Humanities (IRSSH)

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

Divyashree Modi Pandit Deendayal, Petroleum University Ahmedabad, India

Rafeah Legino, Universiti Teknologi Mara (UiTM) Malaysia

MANDENGUE Samuel Honore, University of Douala Douala, Cameroon

Dr. Rong Zhang Nishinippon, Institute of Technology 1-2-11, Muro-machi, Kokura-kita, Kitakyushu, Fukuoka, Japan

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 Innovative Research in Economics, Innovation Managements, Social Science & Humanities (IRSSH) 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 Innovative Research in Economics, Innovation Managements, Social Science & Humanities (IRSSH)

Paris, France

June 08-09, 2019

09: 00 am 09: 20 am	Registration and Reception
09: 20 am 09: 30 am	Introduction of Participants
09:30 am 09: 40 am	Inauguration and Opening address
09: 40 am 09: 50 am	Grand Networking Session
09: 50 am 10: 00 am	Tea Break

ISER International Conference on Innovative Research in Economics, Innovation Managements, Social Science & Humanities (IRSSH)

**Day 01: Saturday
June 08, 2019**

Session 01: 10:00 am 11:00 am

Session Chair: N.V. David

Track A: Business, Economics, Social Sciences and Humanities

Presenter Name: Panornuang Sudasna Na Ayudhya

Reference ID: IRSSH-JUNE-02

Paper Title: Modelling the Multilingual Lexicon and Interlanguage Transfer

Presenter Name: Tunde Soneye

Reference ID: IRSSH-JUNE-15

Paper Title: The Integrated Waste Management and Sustainable Landfilling

Presenter Name: Giorgi Sulashvili & Nino Taruashvili

Reference ID: QSESS-069-ANI102 & QSESS-069-ANI102C

Paper Title: Development of Bank Innovations in Georgia

Session 02: 11:00 am 12:00 pm

Session Chair: Panornuang Sudasna Na Ayudhya

Track A: Engineering, Technology & Applied Sciences

Presenter Name: N.V. David

Reference ID: EIAE-06-P1

Paper Title: Anti-ballistic Performance of a Unidirectional Basalt Fabric Laminate System

Presenter Name: Rifki Terzioglu

Reference ID: EIAE-06-P4

Paper Title: Alternative Current Losses of Au-doped YBCO superconductors (Small and Medium Enterprises as a Model)

Closing Ceremny & Lunch

(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: Cezar Birzea

Reference ID: IRSSH-JUNE-21

Country: National University of Political Studies and Public Administration, Romania

Participant Name: Iuliana Baiasu

Reference ID: IRSSH-JUNE-22

Country: National University of Political Studies and Public Administration, Romania

Participant Name: Sonia Dragomir

Reference ID: IRSSH-JUNE-23

Country: National University of Political Studies and Public Administration, Romania

Participant Name: Stanty Joju

Reference ID: EIAE-06-P5

Country: Mobtecnică Consultancy Pvt.Ltd., B7, Blu Mount Tower, Kusumagiri, Kakkanad, Ernakulam, PIN: 682030, Kerala, India

ISER International Conference on Innovative Research in Economics, Innovation Managements, Social Science & Humanities (IRSSH)

**Day 02: Sunday
June 09, 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

Modelling the Multilingual Lexicon and Interlanguage Transfer

Panornuang Sudasna Na Ayudhya*
Bansomdejchaopraya Rajabhat University, Bangkok
Corresponding email: panor.sudas@gmail.com

The purposes of this study are to introduce and discuss the multilingual mental lexicon models and the argument concerning the notion of dynamic nature of multilingual language storing and processing. The models of Levelt (1993) and De Bot (2008) are included in the discussion, followed by a dynamic view of multilingualism proposed in the dynamic model of multilingualism (Herdina & Jessner, 2002). The issue of language transfer in the development of third-language (L3) learning is also identified and described in the present work at different related levels of language processing as the nature of the multilingual mental lexicon.

Index Terms: Multilingual, Mental Lexicon, Language Transfer

The Integrated Waste Management and Sustainable Landfilling

Tunde Soneye *

Tunsment Concept Global Nigeria Enterprises

Corresponding email: upuptuns@gmail.com

Waste management, being one of the most important aspects of urban development, is gaining importance among developing nations. Landfills, which were initiated for hazardous waste management and subsequently transformed into sanitary landfills, have been the most widely adapted practice for municipal solid waste management worldwide. The research were conducted over a 9 months period in 3 years on the operational strategy of the larger of the only two sanitary landfills and leachate treatment ponds in NIGERIA and sub-Sahara Africa. The purpose was to examine and evaluate the sanitary landfill and leachate stabilisation ponds against the backdrop of technically sound and sustainable management options. However, the conventional design of landfills not only fails to fulfill the needs of waste management but also fails to target optimal resource recovery and energy generation. In the present study, modified design was proposed for partially engineered landfill system based on theoretical considerations based on integrated and sustainable principles that can deliver environmental, social and economic stability in the nation. Furthermore, It was found that the system with modified design could yield 2.157 million tons of landfill gas (2.145 million tons of coal equivalent) out of one year of solid waste. Further, this could recover resource valued at US\$16.49 million per year.

Index Terms: Sanitary Landfills, Sustainable and Integrated Solid Waste Management, Leachate Stabilisation Ponds, Lagos, Nigeria and Sub-Saharan Africa, Developing Economy

Development of Bank Innovations in Georgia

Giorgi Sulashvili ^{1*}, Nino Taruashvili ²,
^{1,2}Georgian Technical University, Georgia, Tbilisi
Corresponding email: g.sulashvili@gtu.ge

Global financial crises were experienced in recent years. The bank industry became the most sensitive field regarding the financial crisis. Because the risk are associated to all banking operation regardless the crisis, therefore the financial risk management should take place daily in financial institutions. As a result the main objective of all bank are: to reduce the risk level during the crisis and to remain the residual risk after the crises period. The successful function of the national economy depends on the financial and credit policy of the country. Banks are the country's financial and credit system. The activities of banking institutions are very diverse in the economy. The Bank is a division that produces and sells its products and deals with issues related to social needs. The bank is made on the basis of the profit received in the form of the socio-economic interests of the owners of the bank and its participants. Banks are especially dependent on the economic development of the national economy, ensuring economic growth in the country, determining the well-being of people, raising their standard of living and improving. Much depends on banking in modern conditions. Today, the banking system in our country offers an almost complete list of products that already exist in developed countries. One of the most important services is the service of plastic cards. The latter depends on the economic activities of banks..

Index Terms: Banking System, Bank Industry, Financial Crises, National Economy, Plastic Cards.

Conference Abstracts

Track B: Engineering, Technology & Applied Sciences

Anti-ballistic Performance of a Unidirectional Basalt Fabric Laminate System

N.V. David ^{1*}, A. Zurina ², M.R. Aziz ³, M.N. Rafiq ⁴, M. Syafiq ⁵, Raja Sundram ⁶

¹Faculty of Mechanical Engineering, Universiti Teknologi MARA 40450 Shah Alam, Selangor, Malaysia

^{2,3}Faculty of Mechanical Engineering, Universiti Teknologi MARA Pulau Pinang 13500 Permatang Pauh, Pulau Pinang, Malaysia

^{4,5,6}Corroserv (M) Sdn. Bhd. Bandar Indera Mahkota, 25200 Kuantan, Pahang, Malaysia

Corresponding email: nv_david@yahoo.com

Contemporary military and other law enforcement operations are technology-driven with weapons and ammunition that demand a flexible, damage- and moisture-resistant, and lightweight protective materials with superior energy absorbing capacity. Ballistic fabrics made from high performance synthetic fibers such as para-aramid and natural fibers including basalt, and composites utilizing these fabrics, are among the leading materials for armor systems. Basalt fibers, which are extracted from igneous volcanic rocks, are natural fibers with mechanical and thermo-physical properties that are generally comparable or superior to glass and other synthetic fibers at a lower cost. This gives basalt-based composites an edge over existing materials for potential application as anti-ballistic protective panels. The aim of the present study is to experimentally determine the V50 performance and penetration resistance of a unidirectional woven basalt fiber laminated epoxy system at three different combinations of ply orientations [0, 45 and 90 degrees at both CW and CCW directions] consisting of 48 layers of the woven fabric. The V50 performance test was conducted in accordance to the MIL-STD-662F standard using the Universal Test Gun model UZ-2002. The V50 ballistic velocity are computed based on a minimum of six shots including three complete penetrations and three partial penetrations. The optimum number of layers of the basalt fabric to sustain the reference penetration velocity of 367 m/s corresponding to threat level II of the NIJ Standard-0101.04 are calculated for the current test specimen for future development.

Index Terms: Ballistic limit; V50, protective Armor, Basalt, Woven Fabric

Alternative Current Losses of Au-doped YBCO Superconductors

Rifki Terzioglu *

Bolu Abant Izzet Baysal University, Engineering Faculty, Electrical and Electronics Engineering Department, Bolu, Turkey

Corresponding email: rifkiterzioglu@hotmail.com

Alternative Current (AC) susceptibility measurements is commonly used to investigate the magnetic shielding properties and magnetization AC losses of materials. In this work magnetization AC losses of Au doped YBCO superconductors are calculated from AC susceptibility measurements with materials which have different Au content. Magnetization AC losses were measured in different temperature values and different AC magnetic field amplitudes at 500 Hz. Magnetization AC Loss-temperature and magnetization AC Loss-magnetic field dependencies were examined. Also the shielding effect of Au doped YBCO superconductors were analyzed.

Index Terms: Magnetization AC, Shielding Effect, Loss-Magnetic Field

Upcoming Events

<http://ise-research.com/abmss-7-19/>

<http://ise-research.com/cbssg-7-19/>

<http://ise-research.com/nrbms-8-19/>

<http://ise-research.com/abmem-10-19/>

<http://ise-research.com/namee-10-19/>

<http://ise-research.com/dtbel-11-19/>

<http://ise-research.com/vwmsb-11-19/>

<http://ise-research.com/cpbss-12-19/>

<http://ise-research.com/mbshs-12-19/>

<http://ise-research.com/eebe-01-20/>

<http://ise-research.com/ebms-01-20/>

<http://ise-research.com/shme-2-20/>

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

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

