



ABSTRACT PROCEEDING
Volume 1, Issue 9

NRBMS-JULY-2019

Venue: Paris, France

Date: August 10-11, 2019



**Institute for Social and
Economics Research**

ISER International Conference on Novel Research Approaches in Business Development, Social Movements, Economics & Management Studies (NRBMS)

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 Novel Research Approaches in Business Development, Social Movements, Economics & Management Studies (NRBMS)

Table of content

Welcome Message	5
Scientific Committee	6
Business Administration and Marketing	7
Conference Schedule	8
Conference Abstracts	12
Sustainability & the Environment Management in the Underdeveloped Countries	13
Conference Abstracts	14
Establishment of the Shariah Framework for the Application of Somatic Gene Therapy in Human	15
Upcoming Events	16

Welcome Message

ISER International Conference on Novel Research Approaches in Business Development, Social Movements, Economics & Management Studies (NRBMS)

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 Advanced Research in Business Management, Economic Policy, Humanities & Social Sciences (ABMSS) 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 Novel Research Approaches in Business Development, Social Movements, Economics & Management Studies

(NRBMS)

Paris, France

August 10-11, 2019

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

ISER International Conference on Novel Research Approaches in Business Development, Social Movements, Economics & Management Studies (NRBMS)

**Day 01: Saturday
August 10, 2019**

Session 01: 10:30 am 11:30 am

Track A: Business Management, Economics, Social Sciences and Humanities

Presenter Name: Haga Abdelrahman Ibrahim Elimam

Reference ID: NRBMS-AUG-006

Paper Title: Sustainability & the Environment Management in the Underdeveloped Countries

Track B: Medical, Medicine & Health Sciences

Presenter Name: Zakiah Samori

Reference ID: PAR-289-105M

Paper Title: Establishment of the Shariah Framework for the Application of Somatic Gene Therapy in Human

**Closing Ceremony & Lunch
(11:30 am 12:00 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: Mulham Shurahabel Ahmed Ombada

Reference ID: NRBMS-AUG-007

Country: King Abdulaziz University Hospital Saudi Arabia

Participant Name: Dr. Takeshi Takahashi

Reference ID: PAR-289-101MA

Country: Chief of Surgery, Windsor Regional Hospital, Windsor Ontario, Canada

Participant Name: Idreed E Abdulkareem

Reference ID: PAR-289-102MA

Country: University of Duhok - College of medicine, Iraq

ISER International Conference on Novel Research Approaches in Business Development, Social Movements, Economics & Man- agement Studies (NRBMS)

**Day 02: Sunday
August 11, 2019**

Conference second day is reserved for participants own tourism activities.

Conference Abstracts

Track A: Business Management, Economics, Social Sciences and Humanities

Sustainability & the Environment Management in the Underdeveloped Countries

Haga Abdelrahman Ibrahim Elimam*
Economics Department, King Abdulaziz University Saudi Arabia
Corresponding email: ana.imam@yahoo.com

Purpose: To focus on the concept of sustainability and the environmental management by concerning its dimensions, challenges and opportunities that are helpful in maintaining the sustainable environment in the underdeveloped countries. **Methodology:** Qualitative research design has been employed to evaluate the sustainability and its development in the regions that are lacking sustainable environment. **Findings:** The World Conference on Environment and Development (WCED) has emphasized on the insistence of issues and challenges of sustainable development. Sustainable development might bring the change in the underdeveloped countries especially for the poorer groups, as the objectives of sustainability are enough to bring sustainable economic and social welfare. Environmental, economic and social dimensions can prove to be the main source of transformation in the society by being interrelated. **Originality:** Sustainable development has been identified as a significant element to bring improvements in underdeveloped countries, particularly for poorer groups. **Practical Implications:** The paper has identified in some aspects the beginning of the notion of sustainable development and its existing means in terms of decisions and alternative patterns of development to meet the requirements of the global community.

Index Terms: Sustainability, Environment, Sustainable Development, Underdeveloped Countries

Conference Abstracts

Track B: Medical, Medicine & Health Sciences

Establishment of the Shariah Framework for the Application of Somatic Gene Therapy in Human

Zakiah Samori ^{1*}, Fadilah Abd Rahman ²

^{1,2}Universiti Teknologi MARA, Shah Alam, Selangor Malaysia

Corresponding email: zakiahsamori@salam.uitm.edu.my

Human gene therapy is best known as a transfer of nucleic acids to either the somatic cells or germ cells of an individual. It introduces genetic materials which have therapeutic purpose ranging from inherited genetic disorders to certain malignancies and infectious diseases. This medical scientific breakthrough has received lucrative demand worldwide as it offers potential treatment to cure genetic diseases in human at the molecular level. Since then, thousands of people have already participated in the trials thus it is likely to be part of medical practice in the future. This model of Shariah Framework would serve as the ethical basis for the application of somatic gene therapy in Malaysia and beyond (particularly Muslim countries) especially for Muslim doctors, scientists and Muslims at large. Consideration of the position of Somatic Gene Therapy from the Shariah perspective is undeniably crucial in any attempt to regulate Somatic Gene Therapy in any Muslim countries in the future.

Index Terms: Somatic Gene Therapy, Shariah Framework, Islamic Principles

Upcoming Events

<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/>

