



ABSTRACT PROCEEDING
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EBMS-JAN-2020

Venue: Best Western Globus Hotel Rome, Italy

Date: January 22-23, 2020



**Institute for Social and
Economics Research**

ISER International Conference on Innovations in Education, Business, Management, Social Science & Economics (EBMS)

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.

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Welcome Message

ISER International Conference on Innovations in Education, Business, Management, Social Science & Economics (EBMS)

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

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Prabath Perera, University of Kelaniya Sri Lanka

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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 Innovations in Education, Business, Management, Social Science & Economics (EBMS) 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 Innovations in Education, Business, Management, Social Science & Economics (EBMS)

Rome, Italy
January 22-23, 2020

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 Innovations in Education, Business, Management, Social Science & Economics (EBMS)

**Day 01: Wednesday
January 22, 2020**

Session 01: 10:00 am - 11:00 am

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

Presenter Name: Anita Stasulane

Reference ID: EBMS-JAN20-001

Paper Title: Contemporary Tension between Nation-Centred And Inclusive Approaches In The Cultural Heritage Offers

Presenter Name: Mohammed Kafaji

Reference ID: EBMS-JAN20-010

Paper Title: Delegation and Collaboration Practices to Embrace Innovative Ideas for Business Growth in Small to Medium Enterprises

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: Baye Abdourahmane Camara

Reference ID: RMMAFA-4120-101A

Country: Global Medical

Participant Name: Prof. Luca Daniel

Reference ID: MAIR-JAN20-005

Country: Electrical Engineering & Computer Science Department Massachusetts Institute of Technology 77 Mass Ave
Cambridge, MA 02139 Cambridge, MA 02139

Closing Ceremony & Lunch

ISER International Conference on Innovations in Education, Business, Management, Social Science & Economics (EBMS)

**Day 02: Thursday
January 23, 2020**

Conference second day is reserved for participants own tourism activities.

Conference Abstracts

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

Contemporary Tension between Nation-Centred And Inclusive Approaches In The Cultural Heritage Offers

Anita Stasulane *
Daugavpils University, Latvia

Much research has been devoted to investigation on how cultural heritage has been used in the construction of nation-states and national identities. Currently an increasing focus has been placed on the complex global history of transnational and entangled heritage practices. Today researchers are describing cultural heritage as a discursive creation referring to its reflective and constitutive character. The paper examines the existing discourses and institutional practices that constitute the representation of cultural heritage in countries of the consortium of the H2020 Project Cultural Heritage and Identities of Europes Future (CHIEF, No. 777449). The research findings demonstrated various layers of cultural heritage policies and civic society endeavours employing the cultural heritage agenda: those positing the cultural heritage in a broader cultural space (Europe, Ottoman Empire, idea of one Hindu India); those with particular concerns to negotiate the past (civil war of Spain, colonial past of Germany and India, Germans role in the World War, Stalins and Soviet legacy in Georgia); those publicly endorsing the regional-self (Slovakia, Latvia, Catalonia and Georgia); or for that matter also the transformation from a socialist economy in Croatia); as well as those that reappraise the rigidity of nation-state boundaries, ethnicization of the past, and majoritarian trends by attempts to involve young people in the formation of the cultural heritage agenda and providing them with not just possibilities to gain knowledge about the past, but also with the inspiration for shaping their futures and envisaging the goals that are more inclusive with respect to people.

Index Terms: Contemporary Tension, Cultural Heritage, Approaches

Delegation and Collaboration Practices to Embrace Innovative Ideas for Business Growth in Small to Medium Enterprises

Mohammed Kafaji *
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With increasing global competitiveness and sustainability challenges, Small to Mediums Enterprises (SMEs) are under on-going pressure to innovate and develop effective strategies to engage their employees for enhanced productivity and growth. Further, the local decision makers in a country-wide environment consider SMEs as critical success factors for future economic growth and job creation. This study presents analysis of the SEMs reaction to these external and internal factors, in particular, how to promote new business ideas through enhancement of employees engagement by increased delegation of authorities to subordinates and by encouraging employees to share information within the firm. Delegation for decision making helps to increases employees commitment and the internal competitiveness between rivals to drive business growth. While internal collaboration enhances communications between employees to share ideas which in turns provide tangible additives to the business processes that further enhances growth. The study starts by developing a conceptual model that associate the internal delegation and collaboration with new business ideas and with business growth. The relevant hypotheses are developed, and the model as a whole is analysed and tested using standardized mediation procedures. Correlations, values, and significance of the direct, indirect, and total effects of different models are recorded and compared. Data was gathered from SMEs in Saudi Arabia in three major cities and analysed using SPSS statistical package to assess the moderation effect of delegation and collaboration on the relationship between SMEs strategies to embrace new business ideas and the business growth. The results showed that delegation has more positive impact on the business growth compared with only ideas sharing and internal collaboration. However, although to different extents, both the delegation of authorities and the encouragement of employees to collaborate by sharing new ideas participate in enhancing business growth. These findings are discussed considering required support for policy makers to develop awareness channels for SMEs to incorporate delegation and internal collaboration as integral components of their strategic planning.

Index Terms: Delegation, Collaboration, Small to Medium Enterprises, Growth

Upcoming Events

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

<https://ise-research.com/mrshm-5-20/>

<https://ise-research.com/cimbh-4-20/>

<https://ise-research.com/irssh-6-20/>

<https://ise-research.com/dems-5-20/>

<https://ise-research.com/abmss-7-20/>

<https://ise-research.com/masab-6-20/>

