

BSSE-18

**BOOK OF
ABSTRACTS**

CONFERENCE PROCEEDINGS

INTERNATIONAL CONFERENCE ON BUSINESS SOCIAL SCIENCE
ECONOMICS AND MANAGEMENT RESEARCH

July 28-29, 2018

Mercure London Hyde Park Hotel

BSSE - 2018

Organized by:



Research Forum for

Social Science Innovation

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Chair's Welcome

Research Forum for Social Science Innovation as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides a good opportunity for the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the challenges faced by our societies globally. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences.

I am really thankful to our honourable scientific review committee for spending much of their time in reviewing the papers for this event. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We the scholars of this world belong to the elite educated class of this society and we owe a lot to return back to this society. Lets break all the discriminating barriers and get free from all minor affiliations. Lets contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed. Thank you.

Dr. Vanessa Airth

Conference Chair Person

Review Board

Arpad Abraham	Department of Economics, Faculty of Economics and Business Studies, University of Rochester, New York
Michele Belot	School of Economics, University of Edinburgh, Scotland
Juan J. Dolado	Department of Economics, Universidad Carlos III de Madrid, Spain
Andrea Galeotti	Department of Economics, University of Essex, England
Piero Gottardi	Department of Economics, University of Venice, Italy
Andrea Ichino	Department of Economics, University of Bologna, Italy
Dermot McCann	Head of Politics and International Relations, London Metropolitan University
Dr Tony Novak	Senior Lecturer in Social Work, London Metropolitan University
Trushar Adatia	School of Human Sciences, London Metropolitan University
Axelle Ferriere	Department of Economics, Stern School of Business, New-York University USA
Dr. Des Raj Bajwa	Department of Commerce & Management, Govt. Post Graduate College Ambala Cantt, Director General Higher Education, Kurukshetra University, India

Organizing Committee

Dr. Vanessa Airth	Conference Chair Person
Dr. Farid Aitsiselmi	Conference Coordinator
Dr. Mischa Allen	Conference Coordinator
Dr. Marcus Astley	Conference Coordinator

CONFERENCE VENUE



Mercure London Hyde Park Hotel

Address: Poyle Rd, Slough SL3 0FF, UK



CONFERENCE SCHEDULE

DAY 01 Saturday (July 28, 2018)

Venue: Room 1

09:00 am - 09:10 am

Registration & Kit Distribution

09:10 am - 09:20 am

Introduction of Participants

09:20 am - 09:30 am

Inauguration and Opening Address

09:30 am - 10:00 am

Grand Networking Session & Tea/Coffee Break

PRESENTATIONS DETAIL

DAY 01 Saturday (July 28, 2018)

Session 1 (10:00 am - 01:00 pm)

Venue: Room 1

Track: Engineering & Technology, Computer, Basics & Applied Sciences		
Jeremiah Eyoh	Evolution of Maintenance Strategies in Oil and Gas Industries: The Present Achievements and Future Trends	EITAC-JULY-102
Dr. Olufunmilola Obakin	Technology for Energy Efficient Building Materials towards Sustainable Housing Delivery in Nigeria	EITAC-JULY-103
Rana Alhajri	An Investigation of Mobile Technology Usage among College Students	EITAC-JULY-104
Daeun Kim	A Study on Ransomware Cryptographic Key Recovery Method through Analysis of Existing Recovery Cases	EITAC-JULY-110

Track: Business Management & Social Sciences		
Dr. Vuttichat Soonthonsmai	Effect of Perceived Value and Satisfaction on Intention to Repurchase Kowlam as a food Gift from ChonBuri, Thailand	BSSE-JULY-103
Prof. Robert E. Hinson	Agribusiness in Ghana: Some Key Issues	BSSE-JULY-108
Dr. Huei-ting Tsai	The Study of Assemblage Theoretical Perspectives on the Internationalization Process of Family Business	BSSE-JULY-109
Beskida Dorda	Leadership's Relationship in the Banking Sector According to Leader-Member Exchanges (LMX) Theory and Employees' Experience	BSSE-JULY-124

Lunch Break (01:00 pm - 02:00 pm)

Closing Ceremony



2nd Day (July 29, 2018)

**All respective guests are free to conduct their own sightseeing and tour.
The second day of the event is reserved for this memorable purpose.**



Effect of Perceived Value and Satisfaction on Intention to Repurchase Kowlam as a food Gift from ChonBuri, Thailand

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The study of relationship of perceived value and customer satisfaction has investigated spread over and been documented. This study increases the knowledge of the effects of tourists satisfaction with marketing mix and perceived value on intention to repurchase Kowlam, a dessert made from sticky rice and coconut milk cooked in the bamboo tube as a food gift. Descriptive research was conducted. Inferential statistics through t-Test, One-way ANOVA, and Multiple Regression Analysis were used for testing the established hypotheses with .05 level of statistical significance. The findings showed that the respondents were satisfied mostly on the marketing mix factor of place in high level whereas on the factor of people (service provider) in moderate level. Male tourists were more satisfied on price than female tourists. Moreover, promotion was rated the highest score among marketing mix factors. Also they perceived the value of benefits more than the value of costs; however, there were no relationship among overall perceived value, satisfaction, and intention to repurchase. The satisfaction on price was the major factor having impact on intention to repurchase and the predictor of intention to repurchase Kowlam as a food gift. Future research should investigate how to change tourists intention to repurchase to an actual repurchase and loyalty eventually.

Index Terms: Perceived Value, Satisfaction, Thailand.

Agribusiness in Ghana: Some Key Issues

Prof. Robert E. Hinson^{1*}, John Paul Kosiba²

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Rationale: Agriculture and agribusiness jointly contribute nearly half of Africa's GDP and this paper focuses on exploring agribusiness in Ghana; a leading country in West Africa. The paper was executed via a review of relevant literature and interviews with key stakeholders in Ghana's agricultural sector. Key Findings: We found that the agribusiness sector in Ghana could be categorised into large scale, medium scale and small scale. Most farmers do not have the competency to align the farm operation with processing/manufacturing and marketing operations. This creates gaps in the operations of many of these firms in the sector. Many farms do not have a serious marketing programme because they have ready access to local markets. Youth in the villages where the farms are located are getting so attracted to the Okada (commercial motorbike) business; and thus, getting them to work on the farm is becoming difficult. Prices of fuel, fertilizers and agricultural inputs are other major challenges being faced by agribusinesses in Ghana. Another challenge is land acquisition and preparation. The proliferation of real estate companies is depleting peri-urban farming lands. This phenomenon has also increased the cost of land in these areas as well as the rural areas. Conclusions and Outlook: Under the government's Planting for Food and Jobs Programme, a total of 500,000 farmers are expected to be registered and 2,700 extension agents recruited to support the programme in 2018. The government has also made commitments towards the distribution of assorted farm equipment including 200 tractors and matching implements, 1,000 power tillers and walking tractors in the same period. Under the One-Village-One-Dam initiative, a total of 192 small dams and dugouts in 64 districts have been earmarked for development with an estimated 50 small dams and dugout to be constructed in 2018, making available an additional 147 hectares of arable land for crop production.

Index Terms: Agribusiness, Ghana, Stakeholder, Farming.

The Study of Assemblage Theoretical Perspectives on the Internationalization Process of Family Business

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This study seeks to study the effect of assemblage-theoretical perspectives on the internationalization process of family business. During the process of internationalization, firms need to appropriate their capabilities and value to maximize their performance. This study will focus on family business from Taiwan towards internationalization process and examine the relationship between the effect of assemblage-theoretical strategies and the international performance of family business by using survey. This study will also examine the possible factors affecting this relationship, such as, information seeking, retrieving, intermediaries, reputation system, and trust.

Index Terms: Family Business, Assemblage Theory, Internationalization Process.

Leadership'S Relationship in the Banking Sector According to Leader-Member Exchanges (LMX) Theory and Employees' Experience

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Leadership is one of the main elements that affects job satisfaction in every organization. The level of job satisfaction perceived by employees depends in many cases on the human relationships among people that occupy different job positions. The paper investigates on how banking sector employees evaluate the level of leader-member exchange at their organization. It explores how this relationship is considered according to them.

The level of leader-member exchange is measured through LMX theory and it is related to the experience of employees in banking sector. Information is gathered through questionnaires, which are distributed to main banks operating in the capital of Albania, Tirana; BKT (Banka Kombetare Tregtare), NBG (National Bank of Greece) and Societe Generale Albania. The paper's results show that banks have moderate leadership style according LMX theory. It reveals also that results of LMX theory are affected by the the period of time employees have dedicated to the company. Employees who have different tenure resulted in different considerations about the relationship leader-follower.

Index Terms: Banking Sector, Job Satisfaction, Leader-Member Exchanges (LMX), Organization Performance.

Evolution of Maintenance Strategies in oil and Gas Industries: The Present Achievements and Future Trends

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Engineering Systems maintenance and reliability challenges have drawn serious attention of researchers and industrialists all over the world due to continuous evolution, innovation and complexity of modern technologies deployed in manufacturing and production systems. These systems need very high reliability and availability due to business, mission and safety critical nature of their operations. This paper reviews evolution of systems or equipment maintenance strategies practiced over the years in complex industrial and manufacturing systems such as oil and gas production systems, satellite communication system, spacecraft navigational system, nuclear power plants, etc. The paper also examines the current maintenance and reliability philosophies, their limitations and highlights major breakthroughs and achievements with regards to complex engineering systems maintenance. Intelligent maintenance, a novel approach to complex engineering systems maintenance and reliability sustainment is proposed. The proposed approach reintegrates operation and maintenance phase into system development life cycle, adopts advanced engineering tools and methodology in developing condition-based predictive maintenance, intelligent maintenance system with resilient, autonomous and adaptive capabilities. Application of Neural network approach to multi-sensor data fusion for condition-based predictive maintenance, an intelligent maintenance system is briefly presented.

Index Terms: Availability, Evolution, Interactions, Intelligent Maintenance, Maintainability, Maintenance Techniques, Neural Network, Oil And Gas, Reliability, Risks, Sensor Fusion, Safet.

Technology for Energy Efficient Building Materials Towards Sustainable Housing Delivery in Nigeria

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In Nigeria and the world at large, energy efficient building materials have been attracting considerable attention in the construction industry. Energy efficiency is the goal to reduce the amount of energy required to provide products and services. Sustainable energy efficient building materials are materials that can be produced and utilized with little or no effects on the environment. Before the advent of modern technology, houses were built with traditionally and locally available building materials and technologies. Example includes, the use of clay in building, which was widely adopted with palm fronds as roofing materials. Later clay itself was being reinforced with sticks, sisal and fibrous components to make it suitable for roofing. Reinforcement of cementitious materials has also been of considerable interest in recent years. The advent of modernity brought Steel rods which are conventional materials for reinforcement of concrete, which led to increase in energy consumption and cost. This has called for the utilization of energy efficient, sustainable, low cost and locally available building materials for example, bamboo, in reinforcing structures. The paper presents discussion on locally available sustainable raw building materials, such as corn cob, coir, palm kernel shells, bamboo, and their ashes. It also presents the report of a material produced from corn cob ash and kenaf fibre which is proposed as energy efficient building material, as little or no energy was utilized in its production and utilization. The material used were locally obtained, they are corn cob, kenaf fibre, ordinary Portland cement, quarry dust and potable water. The corn cob ash was obtained by air drying corn cob and burning in a furnace at 650oC to produce carbon-free ash. The equipment used were also locally fabricated. Pictures showing the application of these materials and equipments are also showcased.

Index Terms: Energy Efficient, Sustainable Housing, Corn Cob Ash, Kenaf Fibre, Low Cost Building Material.

An Investigation of Mobile Technology Usage among College Students

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As the number of educational bodies expands, so does the improvement of technologies, Higher Education (HE) institutions recognize that the goal of mobile initiative should focus on integrated student services. The potential of mobile technology is huge, and it has a great role in enhancing knowledge sharing activities on and off campus, among academicians and students in institutions of higher education. This study explored the access, use and perceptions of students towards mobile devices, its functions, capabilities, and social media applications. A survey was conducted on 308 students at the college of Business Studies (CBS) in Kuwait to investigate students usage of mobile technology. The findings reported stronger perceptions of the use of mobile capabilities and functions, as well as a common use of social media applications such as Instagram, Snap Chat, and twitter. Significant differences were found between student gender and mobile usage. Male students significantly are more active than female in using most of mobile native functions and applications. The motivation of conducting this research is to effectively utilize mobile capabilities into the newly designed and developed mobile application for CBS, to enhance the usability of the application.

Index Terms: Mobile Technology, Higher Education (HE), Mobile Usage, Mobile Native Functions.

A Study on Ransomware Cryptographic Key Recovery Method through Analysis of Existing Recovery Cases

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Every year new Ransomwares are appearing, such as Wannacry and Jaff, and the damage scale is increasing. Prevention such as data backup is important to defend Ransomware. So, AV companies and government agencies are more focused on prevention in advance. But research is needed into recovering ransomware infected file for the existing Ransomware victims and future victims. This paper analyzes the case of Ransomware being previously restored. We analyzed what technologies recovered Ransomware and refined them. By reviewing the existing recovery technologies, we will examine whether it can be applied to other Ransomware that has not been recovered so far. Finally, We summarize the processes of the currently recovered ransomware, We suggest a way to check the recoverability of the new Ransomware analysis.

Index Terms: Ransomware Cryptographic, Recovery Method, Recovery Cases.

UPCOMING EVENTS

<http://forum-rssi.com/rseb-august-2018/>

<http://forum-rssi.com/csmh-sep-2018/>

<http://forum-rssi.com/itbm-sep-2018/>

<http://forum-rssi.com/ries-oct-2018/>

<http://forum-rssi.com/bmis-oct-2018/>

<http://forum-east.com/itde-september-2018-event/>

<http://forum-rssi.com/cets-nov-2018/>

<http://forum-rssi.com/qesm-dec-2018/>

