

CSMH-18

**BOOK OF
ABSTRACTS**

CONFERENCE PROCEEDINGS

INTERNATIONAL CONFERENCE ON CROSS CULTURE STUDIES IN
SOCIAL SCIENCES, MANAGEMENT & HUMANITIES

September 22-23, 2018

Mercure London Hyde Park Hotel

CSMH - 2018

Organized by:



Research Forum for

Social Science Innovation

TABLE OF CONTENTS

Review Board	5
Organizing Committee	6
Climate Change and Extreme Weather Survival Strategies for the Agricultural Sector: A Case at Blinkwater Mills	11
Comparison of CA in L1 and CA in L2 among MA Students with Different Ages Majoring in English in an International Program in Bangkok	12
Consumers Perception on Online Marketing: Durban, South Africa	13
Leadership's Relationship in the Banking Sector According to Leader-Member Exchanges (LMX) Theory and Employees' Experience	14
Effect of Silica Fume and Polymers on Absorption and Some Mechanical Properties of Concrete Contains Waste Aggregates	15

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 (September 22, 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 (September 22, 2018)

Session 1 (10:00 am - 12:00 pm)

Venue: Room 1

Track: Business Management & Social Sciences

Jayrushi Ramasamy-Gurayah	Climate Change and Extreme Weather Survival Strategies for the Agricultural Sector: A Case at Blinkwater Mills	CSMH-SEPT-105
Dr. Sucharat Rimkeeratikul	Comparison of CA in L1 and CA in L2 among MA Students with Different Ages Majoring in English in an International Program in Bangkok	CSMH-SEPT-106
Dr. Andrisha Beharry-Ramraj	Consumers Perception on Online Marketing: Durban, South Africa	CSMH-SEPT-108
Assist. Prof. Dorda K.B.	Leadership's Relationship in the Banking Sector According to Leader-Member Exchanges (LMX) Theory and Employees' Experience	CSMH-SEPT-118

Track: Engineering & Applied Sciences

Layth Abdulrasool Mahdi	Effect of Silica Fume and Polymers on Absorption and Some Mechanical Properties of Concrete Contains Waste Aggregates	CSMH-SEPT-121
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Lunch Break (12:00 pm - 01:00 pm)

Closing Ceremony



2nd Day (September 23, 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.**



Climate Change and Extreme Weather Survival Strategies for the Agricultural Sector: A Case at Blinkwater Mills

P Ramgovind¹, J Ramasamy-Gurayah^{2*}, M Naude³

¹The Independent Institute of Education

^{2,3}University of KwaZulu-Natal, South Africa

gurayahj@ukzn.ac.za

ABSTRACT

In recent months, South Africa has been drastically affected by extreme weather conditions exasperated by the presence of the El Nino Southern Oscillating (ENSO) cycle. The ENSO cycle comprises of variations in wind and sea surface temperatures, which is a combination of the El Nino (the warming phase) and the El Nina (the cooling phase). Given this current situation, the aim of the study was to understand extreme weather survival strategies for agriculturally based organisations. This study is of importance as the drought which plagued countless farmers country wide in South Africa should never have reached the proportions which it did. The presence of the ENSO cycle was brought to the attention of the South African Government (National Weather Service, 2016:1), yet the seriousness of its impact and existence was seemingly overlooked, up until its effects were too great to disregard. This phenomenon must be taken more seriously as its impact can no longer be considered a once off event, as studies have shown that there is a likelihood of future reoccurrences (National Weather Service, 2016:1). As a result, it must be brought to the forefront of government intervention policies when addressing the issue of climate change and extreme weather conditions being a by-product. Qualitative research was carried out by way of in-depth telephonic interviews, which when analysed will highlight the impact and extent of the resilience of Blinkwater Mills to the drought and their willingness to adapt their practices. Given the small scale of Blinkwater Mills, ten respondents took part in the study, of which was based on a pilot study. The data was analysed by way of identifying patterns, themes, categories and regular similarities. The findings indicate that although South Africa experienced a drought which impacted farmers nationwide, Blinkwater Mills benefited from having irrigated land and numerous suppliers strategically placed throughout the province of Mpumalanga. However, they were not completely exempted from the drought as countless farmers yield and quality was affected by low rainfall. The long reaching effect of the drought on every day South Africans can be seen in the price of basic foods increasing (National Weather Service, 2016:1). It is for this reason that successfully crafted and implemented survival strategies are paramount not only for farmers and their immediate supply chain stakeholders but also for the consumers which are dependent upon basic food items. Organisational supply chain can only absorb a certain amount of costs associated with the cultivation, processing, and distribution of goods before, those costs inadvertently get passed on to the consumer (Morrehead, 2009: 7). This coupled with inflation makes paints a grim future for those South Africans already on the poverty line.

KEYWORDS

Climate, Agricultural Sector, Blinkwater Mills.

Comparison of CA in L1 and CA in L2 among MA Students with Different Ages Majoring in English in an International Program in Bangkok

Dr. Sucharat Rimkeeratikul

Thammasat University, Thailand

sucharat.r@litu.tu.ac.th

ABSTRACT

The current study investigates and compares communication apprehension (CA) of the first-year MA students majoring in English in an international program in Bangkok of the academic year 2017. The research questions are: a) Is there any difference between CA in L1 (Thai) and CA in L2 (English) among the students in the study, b) Is there any difference in CA in L1 among the students in terms of their ages, and c) Is there any difference in CA in L2 among the students in terms of their ages. Quantitative approach is employed by making use of the Personal Report Communication Apprehension (PRCA-24). T-test is used to analyze the data. The participants are 32 students divided into 2 groups according to their ages. The results indicate that the students CA in L1 is lower than their CA in L2 across contexts. Students who are 30 years old or older are found to be with higher CA in L1 in meetings and public speaking contexts. However, for CA in L2, no difference is found among the students regarding their age difference. Benefits from this research for the students may occur when their instructors get the insight into their students communication traits when using L1 and L2 and they may select appropriate pedagogy when teaching in the classroom and choose effective ways of communication when giving advice for writing a thesis or an independent study to the students of this MA program.

KEYWORDS

Communication Apprehension, L1 (Thai), L2 (English), Students Ages, Thai Context .

Consumers Perception on Online Marketing: Durban, South Africa

Dr. Andrishah Beharry-Ramraj

University of Kwa-Zulu Natal, Durban, South Africa

Beharrya@ukzn.ac.za

ABSTRACT

Over the last decade, technology has been one of the fastest growing industries and with the changing in everyday life, the Internet has assumed the role of being the most influential platform for businesses to conduct business. The innovation of technological platforms such as the web, social media platforms and other technological platforms has transformed the way in which markets interact, communicate and also how business is conducted. With the increase in the usage of the internet amongst the youth, the importance of online as a marketing platform and a communication tool between consumers and businesses has increased. The youth, especially students, has embraced the use of the internet to a point that they have it as part of their life and now live actively through the internet. They are actively involved in all that happens on the internet and they are active participants in interaction and any other forms of communication that can create new opportunities for them to become market influencers. The growing usage of the internet reveals the rich interactive stand for marketers to capitalise on in order to become relevant, become industry leaders, and influence consumer buying decisions. In light of the above, this study will establish, by means of quantitative analysis, consumer perception on online marketing behaviour of consumers in the market, especially students, with a view of enabling marketers to utilize the internet as a medium for influencing the marketing behaviour of consumers. The research objectives gave rise to the research questions that were used to conduct the study and to also understand the overall perception of consumers with regards to online marketing. Based on the evidence, the respondents indicated that they were aware of what online marketing is and also understand what it entails. In consumer understanding and being fully aware of what online marketing is, further findings presented indicated that as much as the respondents were aware of what online marketing was, when asked most of the respondents stated that they ignore everything with regards to the online marketing. The majority of the consumers indicated that they would not participate in online marketing as they do not really understand the concept.

KEYWORDS

Consumers Perception, Online Marketing .

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

Assist. Prof. Dorda K.B.

University of New York Tirana, Tirana, Albania

beskida@gmail.com

ABSTRACT

Leadership is one of the main elements that affects job satisfaction in every organization. The level of job satisfaction perceived by employees, in many cases depends on the human relationships among people that held different job positions. The paper investigates on how banking employees evaluate the level of leader-member exchange of their organization. It explores how this relationship is considered according to them. This paper aims to study the level of leader-member exchange through LMX theory in banking sector related to the experience of their employees. Information is gathered through questionnaires, which are distributed to several banks. These banks operate in the capital of Albania, Tirana. The papers results show that banks have moderate leadership style according LMX theory. It reveals also that results of LMX theory are affected from the period of time employees have dedicated to the company. Employees that had different periods of time working in the current job resulted with different considerations about the relationship leader-follower.

KEYWORDS

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

Effect of Silica Fume and Polymers on Absorption and Some Mechanical Properties of Concrete Contains Waste Aggregates

Layth Abdulrasool Mahdi^{1*}, Afrah Abdulwahhab Jaber², Qusay Abdulhameed³

^{1,2,3}Department of Civil Engineering University of Kufa

laitha.alasadi@uokufa.edu.iq

ABSTRACT

this research aims to study the effect of silica fume and polymers (Styrene Butadiene Rubber (SBR)) on absorption and some mechanical properties of concrete like compressive, tensile and flexural strength of concrete containing waste aggregates. The reference mixes having waste aggregates (crushed glass) as coarse aggregates to decrease the cost of concrete and also increase strength. The effect of silica fume only on concrete was given 61% increment in compressive strength, but with polymers together give about 72% increment, flexural strength increased from 3.8 MPa for reference mixes to 10.5 MPa for silica fume mixes and 12.3 MPa for polymer-silica mixes. The absorption decrease from 6.01% to 2.85% for silica mixes and to 1.5% for polymer-silica mixes.

KEYWORDS

Silica Fume, Polymers, Compressive Strength, Flexural Strength, Absorption.

UPCOMING EVENTS

<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/>

