

CCAH-19

**BOOK OF
ABSTRACTS**

CONFERENCE PROCEEDINGS

**INTERNATIONAL CONFERENCE ON CROSS-CULTURE APPROACH
IN HUMANITIES, MANAGEMENT AND SOCIAL SCIENCES**

May 18-19, 2019

Mercure London Hyde Park Hotel

CCAHI-2019

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. Vance Alfie

Conference Co-chair

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. Vance Alfie	Conference Chair Person
Mr. James Z.	Conference Coordinator
Ms. Misha Mathew	Conference Coordinator
Dr. Arthur Mason	Conference Coordinator

CONFERENCE VENUE



Mercure London Hyde Park Hotel

Address: Poyle Rd, Slough SL3 0FF, UK



CONFERENCE SCHEDULE

DAY 01 Saturday (May 18, 2019)

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 (May 18, 2019)

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

Venue: Room 1

Track: Social Sciences & Business Management		
Dr Jiwat Ram	Adopting Virtual reality (VR) in project management: Development of a competency model	05-IRSBM19-103
Nadeesha Sharmalee Gunawardana	The Role of the Theri Sahgamitt Introducing Order of Nuns to Sri Lanka in 3rd Century B.C.E	05-IRSBM19-109
Dr. Anupam Das	Internet-Supported Collaborative Case Analyses for Equity and Inclusion	CCAH-MAY-108
Dr. Judith Fathallah	Changing Relations Between Fan Cultures and Industry: The Legitimation Paradox	CCAH-MAY-110

Track: Engineering Technology & Applied Sciences		
Prof. Timur Dogu	Biomass and Carbon Dioxide Based Synthesis of Dimethyl Ether: An Environmentally Clean Diesel Fuel Alternate	EEES-MAY-102
Dr. Wei Fu	Effect of In-cylinder Environment on Spray Characteristics of Diesel and Biodiesel	EEES-MAY-103
Dr. Ritu Tiwari	Glowworm Swarm Optimization and Invasive Weed Optimization for Flexible Job-Shop Scheduling Problem using Big Data	05-ITCIA19-104
Devansh Verma	Multi Robot Navigation and Mobile Target capturing using Enhanced Invasive Weed Optimization	05-ITCIA19-105

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

Closing Ceremony

ATTENDEES DETAIL

Ms. Patricia Gibbons	Virginia Commonwealth University School of the Arts in Qatar
Abdullah Turkey M Alsahly	University of Portsmouth, England



2nd Day (May 19, 2019)

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



Internet-Supported Collaborative Case Analyses for Equity and Inclusion

Dr. Anupam Das^{1*}, Craig D. Howard²

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ABSTRACT

Despite being a largely democratic method, analyses of a case can falter in cultures where the faculty are accorded a position of higher power. Often, the classroom setting in itself encourages an aggressive style of interaction. Consequently, the context of such discussions results in the dominance of a handful of extroverted students. Furthermore, in a large classroom the instructors may not only find it challenging to engage each student in the face-to-face discussion but may also face difficulty in evaluating participatory students as typically there is no traceable record of the discussion for a close investigation. Thus, there was a need for creating an egalitarian case analyses session. In doing so, the instructor brought the concept of Internet-Supported Collaborative Case Discussion. The objective of this experiment was to understand if the students communicative competence in the internet-supported collaborative case analyses were indicative of their overall course performance.

A total of 29 students of an executive MBA program were divided in seven groups. The members of each group analysed the case collaboratively with the other members of the group using only WhatsApp chat. The instructor was only a silent member of each WhatsApp group. Each group wrote a report of the case analyses that was evaluated and the grade assigned to each group was part of each students final course grade. After assigning the final grade, the chat logs of all the seven groups were analysed using the methods of computer-mediated discourse analyses. The results indicate that the students who received the lowest grade need further improvement both in their communicative competence and analytical skills. However, the students who received the average grade were mostly lacking in analytical skills. Moreover, the method also offered the Instructor more time to closely evaluate the quality of each students participation in the discussion.

KEYWORDS

Case-study, Collaboration, Internet, WhatsApp.

Changing Relations Between Fan Cultures and Industry: The Legitimation Paradox

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The explosion of digital media and user generated content means that media industries have more direct contact with fan cultures than ever before. Fanscritique, discussion and transformative adaptations of media texts are now highly visible to media authors and owners. It is now largely accepted that attempting to quash fan-made media via copyright is ineffective and often damaging to brands. Instead, media companies have engaged with fan cultures in a variety of ways. Relations between fan cultures and producers are thus changing rapidly, as are concepts of authorship and ownership of popular texts. Utilising principles of discourse analysis which can be adapted and combined with quantitative methods for application to sites such as LiveJournal, YouTube and Tumblr I demonstrate the ways that fans are claiming access to the concept of authorship, even as their practices can paradoxically inform the dominant industry discourse; analyse some strategies of engagement from the media industries concerned; and offer some evidence-based suggestions for best practice in engaging with the increasingly profitable and visible active fan audience.

Key Words: Fan Studies, Fan Cultures, Fan Fiction, Media Industry, Convergence.

Adopting Virtual reality (VR) in project management: Development of a competency model

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ABSTRACT

Virtual reality (VR) is a fast-growing technology with applications in healthcare, entertainment, education and business management, just to mention a few. Yet, little is known about its usefulness and need in project management (PM) for improving competencies. Addressing the gap, this study examines: what factors drive the need to adopt VR for improving PM competencies? Taking a two-pronged approach, first the study conducts a literature review to propose factors that explain the need to adopt VR in PM. Then underpinned by the Theory of Organizational Motivation, the study proposes a number of factors to develop a PM competency model. The literature results show that (1) improved scenario-based planning; (2) engaged human management; (3) improved problem solving capabilities; (4) effective issues management; (5) tra-gile management; and (6) improved competencies in new project methodologies/techniques development are some of the factors that drive the need to adopt VR in PM. We propose that by adopting VR in PM, organizations develop capabilities by simulating various aspects of PM planning, execution and control. VR will allow PM staff to simulate various hypothetical scenarios involving changes, uncertainties, processes, issues and quality problems to learn how to deal with adverse impacts of the scenarios. PM staff will be able to learn effective ways of people management including dealing with stakeholders on delicate matters using simulated VR environment by using VR applications such as Second Life. Theoretically, the study develops a new model of PM competencies and proposes some new factors which drive the need for adopting VR to improve PM efficiencies. The results also extend application of the theory of organizational motivation to VR adoption context. Managerially, the proposed model serves as a stimulus for project staff/senior managers to understand the role of VR adoption in PM competency development and improve chances of successful delivery of projects.

KEYWORDS

Virtual reality, Second Life, Project Management.

The Role of the thera Sangamitta introducing Buddhism to Sri Lanka during the 3rd century B.C.E

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ABSTRACT

As mentioned in the Mahvasa the daughter of king Aoka was Sagamitta, was married to Aggibrahma. Whilst the prince Tissa the brother of the Aoka receiving the pabbajj from the thra Mahdhammarakkhita with four hundred thousand persons the nephew of the Aoka, Aggibrahma ordained together with them. The son of these two was Sumana. Mahvasa describes since the time of the Aggibrahmas pabbajj Sagamitta looked forward to enter the order. Sagamitta received the pabbajja at the age of eighteen. On the same day she received the shikshadna. The directress of Sagamitt was the renowned Dhammapl and the her teacher was Ayupl. She received the pabbajj in the sixth regnal year of king Dhammsoka. The king Dvanampiyatiss nephew Aria was entrusted to bring the great Bodhi tree and the thri Saghmitt. When the King Dhammoka asked the willingness of the thri Saghmitta, to go to Sri Lanka, she said Weighty is the word of my brother, O great king; many are they that must receive the pabbajj therefore must I depart thither. The queen Anul, who with five hundred maidens and women of the royal harem had accepted the ten precepts, wearing yellow robe, waited for the pabbajj, looking for the arrival of thri Sagami. The mention is made in Mahvasa they were aboded in the pleasant nunnery built by the king in a certain part of the city. It says since the nunnery was inhabited by these lay sisters it became known in Lak by the name Upsikvihra. This paper proposes to discuss the significance of all these scenarios.

KEYWORDS

Mahvamsa, Records, Chronicles, Pabbajj.

Biomass and Carbon Dioxide Based Synthesis of Dimethyl Ether: An Environmentally Clean Diesel Fuel Alternate

Prof. Timur Dogu^{1*}, Birce Karaman², Nuray Oktar³, Gulen Dogu⁴

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ABSTRACT

Dimethyl Ether (DME) is a highly promising non-petroleum green diesel fuel alternate. It has high cetane number (55-60) and clean burning properties, yielding negligible particular matter and much lower CO and NOx emissions than conventional diesel powered engines. Conventional production method of DME involves methanol synthesis and methanol dehydration processes in different reactors¹. However, thermodynamics of this process limits achievement of high DME yields. Recent developments have shown that DME could be directly synthesized from syngas², which can be obtained from biogas through a dry reforming process² or by steam reforming of biomass. Direct synthesis of DME from syngas involves methanol synthesis and dehydration reactions at the same proximity within the reactor using bi-functional catalysts. Direct process significantly decreases the equilibrium limitations of the conventional DME synthesis route, yielding much higher DME yields^{2,4}. More importantly, as it was shown in our recent work, carbon dioxide in the syngas can effectively be converted to DME in this direct process using novel bi-functional mixed, hybrid or core-shell type catalysts containing both methanol synthesis sites (Cu-based) and methanol dehydration sites (silicotungstic acid (STA) incorporated mesoporous alumina etc.). Effects of CO₂/CO ratio of the feed stream and temperature on DME yield were investigated. High acidity of STA impregnated mesoporous alumina facilitated in-situ dehydration process, giving very high DME yields. Experimental results obtained with different CO₂/CO ratios proved the positive effect of CO₂ on both overall conversion of CO+CO₂ and on DME yield. Highest DME selectivity values, approaching to 90%, were achieved with a feed stream composition of CO/CO₂/H₂=40/10/50, at 275°C. Our more recent work, which was performed using a silicotungstic acid impregnated Cu-ZnO based methanol synthesis catalyst showed excellent performance for DME synthesis from syngas. In this presentation, our recent work on DME synthesis will be reviewed and new results obtained with STA incorporated Cu-ZnO-alumina catalysts will be reported.

ACKNOWLEDGMENT

TUBA (Turkish Academy of Sciences), TUBITAK

KEYWORDS

Carbon Dioxide, Biomass.

Effect of In-cylinder Environment on Spray Characteristics of Diesel and Biodiesel

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ABSTRACT

The objective of this paper is to investigate the spray characteristics of diesel and biodiesel in different in-cylinder environments, including spray tip penetration, spray cone angle, projected spray area, and spray tip velocity. The in-cylinder environment was set to two different ambient pressures and five temperature gradients. The results showed that both ambient pressure and temperature had a significant effect on the spray characteristics of diesel and biodiesel. Higher ambient temperatures under non-evaporating conditions increased the spray tip penetration and projected spray area of the fuel. Biodiesel in the same in-cylinder environment exhibited different spray characteristics due to different physical properties compared to diesel. In addition, the initial breakup mechanism of the spray was analyzed using dimensionless numbers.

KEYWORDS

In-cylinder environment .

Glowworm Swarm Optimization and Invasive Weed Optimization for Flexible Job-Shop Scheduling Problem using Big Data

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ABSTRACT

The problem of Flexible Job Shop Scheduling (FJSP) finds its importance in the manufacturing field and is an expansion of the traditional Job Shop Scheduling Problem. In this paper, two nature inspired algorithms are studied for FJSP. The ecological phenomena used here are Invasive Weed Optimization and Glow Worm Swarm Optimization Algorithms. The objective is to optimize FJSP by minimizing the maximum completion time (makespan). IWO is an optimization algorithm which copies the colonizing behaviour of weeds and GSO is a novel swarm intelligence optimization algorithm developed which follows the conduct of glowworms. A performance comparison of IWO and GSO is carried out for the FJSP. The objective of this paper is to propose a sequence of jobs on the machines, to be utilized by the scheduler for explaining asset clashes.

KEYWORDS

Flexible Job Shop Scheduling, Invasive Weed Optimization, Glowworm Swarm Optimization (GSO), Makespan, Jobs, Machines, Operations.

Multi Robot Navigation and Mobile Target capturing using Enhanced Invasive Weed Optimization

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ABSTRACT

Multi-Robot navigation and target tracking is one of the most challenging issues in multi robot system. The objective of this paper is to guide the robots in an environment with obstacles whose characteristics may vary depending on the nature of the problem. Economic considerations often mandate the use of cost function such as time taken or energy usage on the robots motion. An extensive amount of study has been done from years in this field covering different environmental conditions. Apart from extensive amount of research in robot navigation and target capturing, there is still a subclass of the problem that has been given very little attention i.e. capturing moving target. In this paper, an enhanced version of Invasive Weed Optimization (IWO) has been used for solving this problem. The algorithm proposed is capable of incorporating the dynamic characteristics of the environment. The algorithm has been simulated on MATLAB under various conditions and the results obtained has been compared with earlier proposed approaches.

KEYWORDS

Robot navigation; Invasive Weed Optimization; Target tracking; Mobile Target; Nature Inspired Algorithm.
