

**BMIS-19**

**BOOK OF  
ABSTRACTS**

# CONFERENCE PROCEEDINGS

**RSSI 2ND INTERNATIONAL CONFERENCE ON BUSINESS,  
MANAGEMENT AND INTERDISCIPLINARY RESEARCH IN SOCIAL  
SCIENCES**

**October 12-13, 2019**

**Mercure London Hyde Park Hotel**

**BMIS-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 (October 12, 2019)

**Venue:** Room 1

09:00 am - 09:30 am

Registration & Kit Distribution

09:30 am - 09:35 am

Introduction of Participants

09:35 am - 10:00 am

Inauguration and Opening Address

10:00 am - 10:30 am

Grand Networking Session & Tea/Coffee Break



## PRESENTATIONS DETAIL

DAY 01 Saturday (October 12, 2019)

Session 1 (10:30 am - 12:30 pm)

Venue: Room 1

Track: Social Sciences & Business Management		
Shabana Muhammad Anwar	Exploring the Marriage System of Baloch Tribes and getting Marriage is difficult for Baloch Males Living in Balochistan Pakistan: A Sociological Analysis	BMIS-OCT19-101
Dr. Suhana Saad	Communication Channel and Innovation Acceptance Amongst Oil Palm Small-holders in East Malaysia	BMIS-OCT19-103
Dr. Zaimah Ramli	Financial Management Skills Among Entrepreneur	BMIS-OCT19-104
Dr. Rina Sadia	Modeling Management Strategy Impacts on the Organization Effectiveness and on the Social System	BMIS-OCT19-108
Prof. Ismail Erkan CELIK	Measuring the Level of Competition in the Turkish Banking Sector Following the Global Financial Crisis of 2008	BMIS-OCT19-117
Atadoga Godwin Enemi	The Effect of Human Resource management in Enhancing Organizational Productivity in Public Organization, The Nigerian Experience	LBMES-109-101

Lunch Break (12:30 pm - 01:30 pm)

Closing Ceremony



## **2nd Day (October 13, 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.**



## **Exploring the marriage system of Baloch tribes and getting marriage is difficult for Baloch males living in Balochistan Pakistan: A sociological analysis**

Shabana Muhammad Anwar<sup>1\*</sup>, Muhammad Irfan<sup>2</sup>, Dr. Ameer Ali Abro<sup>3</sup>

<sup>1,2,3</sup>University of Sindh Jamshoro Pakistan, Pakistan.

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### **ABSTRACT**

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Balochistan is the largest province of Pakistan and Quetta is capital of this province. Many ethnic groups are living in Balochistan like Baloch, Brahvi, Pashtun, Punjabi, Urdu speaking. The Baloch including Brahvi are 55% of total population whereas 35% are Pashtun live in Balochistan. These ethnic groups are having their cultural values, which are very much valuable for them. Baloch people are very much simple in nature and having rich cultural values; they have strong traditional values and feel proud to practice in daily routine life. Baloch people have their strong Sardari system they love to follow their traditional system. The word Bijjar is known as Balochi word which is used for co-operation when someone wants to get marry the groom has Bijjar from the relatives to bear all expenses of marriage ceremony. Bijjar system helps the groom to get marry but due to social change and technological advancement whereas families are having a lot of problems to maintain their household expenses how relatives are asking for Bijjar because Bijjar is system in which grooms family should return when someone else need this. The aims of research were to highlight the importance of bijjar and lub (bride price) how this traditional value create economic hurdles for males to get marriage and to know the demands of brides family from groom to fulfill their desires in marriage ceremony. Research was qualitative, and study was conducted from Quetta city capital of Balochistan. Interview guide key informative were used of data collection from married Baloch males. Results showed that sometimes traditional value Lub is helpful for them but mostly, groom is not having strong economic status and having less earning opportunities that male(groom) faced a lot of difficulties to get married because brides family demands to bear all expenses of marriage. Sometimes they get late to satisfy all demands of brides family. And everyone cannot fulfill the requirements of brides family. Traditional value Lub is fruitful vales for brides family not for groom. Materialistic approach cannot be the source of strong relation between husband and wife.

### **KEYWORDS**

Marriage, Bijjar, Lub.

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## **Communication Channel and Innovation Acceptance Amongst Oil Palm Smallholders in East Malaysia**

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The diffusion process typically involves both mass media and interpersonal communication channels. Information technologies such as the Internet and cell phones which combine aspects of mass media and interpersonal channels, represent formidable tools of diffusion. This study seeks to measure the influence of palm oil innovation characteristics such as communication channels towards acceptance of agricultural innovation among smallholder palm oil farmers. Diffusion of Innovation Theory is adopted in formulating the theoretical framework to measure how the palm oil innovation is diffused among the smallholder farming community. This study employed a quantitative approach to obtain data from smallholder farmers in East Malaysia. A survey using questionnaire was used to collect data from 99 sampled respondents representing the smallholder palm oil farmers. Previous studies have shown the influence of communication technology channels in diffusing innovative farming techniques. However, in this study, unlike characteristics of innovation, which positively influenced innovation acceptance, the influence of communication channels was negative. This is due to factors such as low education and income, cultural aspects, location, access to the internet and do not know how to get information. The use of communication channels for development should be geared up as an aspect of development communication. This is a missed opportunity as farmers nowadays do have social media account and innovative ways of farming could be diffused to the farmers via the social media apps.

**Key Words:** Diffusion Of Innovation, Communication Channels; Palm Oil Farmers, Social Media, Characteristics Of Innovation.

## Financial Management Skills Among Entrepreneur

Zaimah, R.<sup>1\*</sup>, Sarmila, M. S.<sup>2</sup>, Azima, A. M.<sup>3</sup>, Rosmiza, M. Z.<sup>4</sup>

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### ABSTRACT

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Agro entrepreneurs need to have the financial management skills of an enterprise. The failure of some entrepreneurs arises from the weaknesses in financial management and the unfavorable level of financial knowledge. The level of financial management skills is influenced by various factors, including knowledge, skills, attitudes and behaviors, planning and experience. The question is, how far the factors of knowledge, skills, attitudes and behavioral, financial planning and entrepreneurial experience have a relationship with the financial management level of agroprenuer. Hence, this article will discuss the level of knowledge, skills, attitudes and behaviors, planning and experience of agropreneur. The article will also identify the extent of the relationship between knowledge, skills, attitudes and behaviors, financial planning and entrepreneurial experience with agropreneur financial management level. The sample was the agropreneurs registered with MADA and aged not more than 40 years old. The sample target are 200 agropreneurs. The data collection will use purposive sampling techniques. The questionnaire will be used as the research instrument. Financial management is measured based on 5-Likert scales. Descriptive statistics will be used to describe the overall study results. While the inferential statistics (correlation) will be used to explain the relationship of knowledge, skills, attitudes and behaviors, planning and experience with the financial management of agropreneur.

### KEYWORDS

Financial Management, Knowledge, Skills, Attitude And Behavior, Experience, Agroprenuer.

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## **Modeling Management Strategy Impacts on the Organization Effectiveness and on the Social System**

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### **ABSTRACT**

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The objective of this research is to create a model for exploring practices and management interventions that can concurrently influence an organizational effectiveness, the quality of its culture and employee health. These three dimensions collectively determine, to some degree, an organizations long-term sustainability. A qualitative dynamic modeling representation is used to capture the interrelationships among these three dimensions and to explore key feedback structures discussed in the literature and which may exist within an organization. The modeling indicated linkages among the three dimensions and many others, and their potential for effecting organizational change. Dynamic hypotheses were formulated based on literature from the fields of management, engineering, social systems and organizational psychology. A field study of an actual organization confirmed these hypotheses and indicated greater dynamic complexity than what may be inferred from the literature.

### **KEYWORDS**

Employee Health, Organization Health And Effectiveness, Stress, Social Systems, Systems Thinking.

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## **Measuring the Level of Competition in the Turkish Banking Sector Following the Global Financial Crisis of 2008**

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### **ABSTRACT**

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The banking sector contributes significantly to the economy through providing the funds that the real sector needs for investment. The level of competition in the banking sector is particularly important since competition forces banks to work more efficiently thereby reducing the cost of funds for the real sector. This study aims to estimate the level of competition in the Turkish banking sector employing the Panzar-Rosse model for the period following the Global financial crisis of 2008. Furthermore, the Panzar-Rosse model is estimated using the panel data set belonging to 19 commercial banks for three different periods (the whole sample period of 2008-2018 and for the two sub-periods of 2008-2013 and 2014-2018) to investigate whether the changes in the Turkish monetary policy, fluctuations of exchange rate and uncertainties related to the recent developments in domestic and international economy affect the level of competition in the Turkish banking sector. The results of the study indicate that the Panzar-Rosse H statistics are 0.56, 0.70 and 0.74 for the whole period of 2008-2018 and for the sub-periods of 2008-2013 and 2014-2018 respectively. This suggests that while the Turkish banking sector has monopolistically competitive market structure for the whole period of 2008-2018 and 2008-2013, the market structure seems to be converted into the perfectly competitive market structure for the period of 2014-2018. The results imply that tightening monetary policy, shrinkage in the real economy, and uncertainties in domestic and international economy may have increased competition in the Turkish banking sector.

### **KEYWORDS**

Panzar-Rosse Model, Competition, Turkish Banking Sector.

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## **The Effect of Human Resource management in Enhancing organizational productivity in public organization, The Nigerian Experience**

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### **ABSTRACT**

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This research work is directed toward the effect of human resource management in enhancing organizational productivity. The most crucial factors of personnel policy for the organization were identified and analyzed. The objective is to look into the role of human resource management also intends to look into personnel policy of public organization in Nigeria in order to see if the policy has been able to motivate the staff of the organization. In view of the above, managers should recruit on merit in order to improve their workforce and allowed them to be involve in decision making. The research also suggested measures that if it is adopted and implemented it will enhance effective and efficient productivity.

### **KEYWORDS**

Fundamental Effect of Human Resource Management in an organisation.

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