

**5th International Conference on Business,
Sustainability,
Education, Humanities and Social Sciences
(BESS-FEB-2024)**

**London, United Kingdom
February 17-18, 2024**

CONFERENCE PROCEEDINGS

BOOK OF ABSTRACTS BESS-2024

**5th International Conference on Business, Sustainability,
Education, Humanities and Social Sciences
(BESS-FEB-2024)**



Book of Abstracts Proceeding

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Education, Humanities and Social Sciences

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London, United Kingdom

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Proceedings of the 5th International Conference on
Business, Sustainability,
Education, Humanities and Social Sciences
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ORGANIZING COMMITTEE

Dr. Vance Alfie

Conference Chair

Mr. James Z.

Conference Coordinator

Ms. Misha Mathew

Conference Coordinator

Dr. Arthur Mason

Conference Coordinator



CONFERENCE CHAIR MESSAGE

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 Chair



CONFERENCE PROGRAM OVERVIEW

Start Time

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

**Grand Networking Session & Tea/Coffee Break
(09:30 - 10:00 am)**



CONFERENCE AGENDA

DATE: June 17-18, 2023

LOCATION: Mercure London Paddington, England

**10:00 am – 12:00 pm: First Presentation Session
Track A: Social Sciences & Business Management**

Paper Id	Manuscript Title	Author
BESS-FEB24 - 107	The Indian Government System	Mufizur Rahman
LDNAFA-024-102B	Workforce Diversity Management and Inclusion towards Sustainability	Dr D. Rajamanthri Senani
BESS-FEB24-101	Methodology for visualizing system risk and its application to Sky Sports	Dr. Takafumi Nakamura
BESS-FEB24-102	Sexual Education to Combat Child Sexual Violence In Brazil: A Case Estudy	Dr. Denise Maria Margonari Favaro
BESS-FEB24-109	Digitalisation and Training as a key aspect for the internationalisation of SMEs in emerging markets	Bernardo Muñoz Angosto
BESS-FEB24-106	Factors Affecting Financial Performance of Culture media Firms Listed in Shanghai and Shenzhen stock exchanges	Wang Juan
BESS-FEB24-107	Research on the Relationship between Capital Structure and Financial Performance of Air Transport Companies Listed on the Shanghai and Shenzhen Stock Exchange of China	Wang Qiao



Track B: Engineering, Technology & Applied Sciences

Paper Id	Manuscript Title	Author
SIC-FEB24 -101	Optimization Of User Session Clustering Using Genetic Fuzzy C-Least Medians Algorithm	Zahid Ahmed Mohammed Husain Ansari

Lunch Time and Closing Ceremony: (12:00 - 01:00 pm)

Attendees List

Sr. No.	ID	Name	Affiliation
1.	BESS-FEB24-113A	Abdulrahman Bin Salman	Dundee University , United Kingdom
2.	SIC-FEB24-101A	Syed Javed Arif	Zakir Husain College of Engineering and Technology, Aligarh Muslim University, Aligarh, India
3.	SIC-FEB24-101B	Anis Ahemad Ansari	University Polytechnic, Aligrah Muslim University, Aligarh, India



**THEME: BUSINESS, SOCIAL
SCIENCES AND ECONOMICS**



Digitalisation and Training as a key aspect for the internationalisation of SMEs in emerging markets

Bernardo Muñoz Angosto¹, Rosario García Cruz^{*2}, Francisco Espasandín Bustelo³

Abstract: The purpose of this paper focuses on understanding which are the key issues for the success in the international path of SMEs in emerging countries to achieve competitive advantages to be sustained over time. Based on the bibliometric analysis carried out, a series of pivots have been identified towards which the most cutting-edge research revolves, such as: emerging economies, digitalization, process innovation, globalized economies, institutional voids, logistic systems, business performance and conditioning factors of entry modes. These are the issues the research is focus on. The post-COVID international situation has shown that it is the SMEs that have been able to react in a flexible manner, especially in emerging countries, in many cases managing to maintain jobs and join forces in the face of international production problems. Based on the theoretical premises obtained, we conducted in-depth interviews with senior managers of 25 Peruvian companies responsible for their internationalization. The interviews were conducted in person and virtually, focusing on the core subjects of training, innovation, international experience, and digital transformation, among others. 90% of the SMEs interviewed are constant companies, exporting continuously for more than 5 years, and 80% of them are born global entrepreneurs. 68% are microenterprises and more than 90% have less than 5 workers. The conclusions of the interviews were analyzed qualitatively, and it became clear that, regardless of the financial and logistical aspects, training is one of the most important aspects. There is great concern about the institutional voids, the lack of government support to achieve sustainability of SMEs. The importance of investing in technological tools. The importance of developing soft skills and the capacity/ability to use management tools and innovation as solid precedents in their success. These conclusions are in correspondence with those collected from the bibliometric analysis.

Keywords: Bibliometrics, Internationalisation, SMEs, Sustainability, Digitalisation

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Factors Affecting Financial Performance of Culture media Firms Listed in Shanghai and Shenzhen stock exchanges

Wang Juan*

Abstract The purpose of this study is to examine the effects of capital structure, equity structure, talent attraction, intangible assets, and firm size on the financial performance of cultural media companies listed on the Shanghai Stock Exchange and Shenzhen Stock Exchange from 2012-2019. This article uses a multiple linear regression model to study the relationship between various influencing factors and company performance. It was found that the factors affecting the financial performance of cultural media companies listed on the Shanghai and Shenzhen stock exchanges, Current ratio and Company size are positively influenced, Asset-liability ratio, Intangible asset ratio, The average of Top management team' education degree, and the ratio of employees with bachelor's degrees or higher degrees are negatively correlated.

Keywords: Financial Performance, China Culture Media Industry, Factors, Multiple Linear Regression Model

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Methodology for visualizing system risk and its application to Sky Sports

Dr. Takafumi Nakamura*

Abstract This paper proposes a methodology to promote safety in Sky Sports and discusses its effectiveness and future research directions. SOSF (System of System Failures) and FFSM (Failure Factors Structuring Methodology), which are categorized and distributed under SOSF, are applied to the field of sky sports safety. Each of the three dimensions of the SOSF is represented by the coupling of the system (tight vs. loose), the degree of interaction with the external environment (linear vs. complex), and the frequency of failures, respectively. With these three dimensions, the SOSF can be configured as a three-dimensional space. Then, by introducing the topological metrics into the SOSF space, the risk trajectories of the system can be quantitatively visualized. This allows each instance of failure to be represented as a point in the SOSF space as an SRL (System Risk Location). This makes it possible to discuss the system risk situation quantitatively to make comparisons between and within systems and to learn from other systems. This enables stakeholders inside and outside the system to share the recognition of failure cases and quantitatively discuss problem-solving. FFSM facilitates double-loop learning by structuring the complex factors that lead to failure and visualizing the trajectory of failure in the SOSF space, thereby clarifying the overall and precise countermeasures. Specifically, the paper clarifies the insights that promote safety in Sky Sports and identifies directions for future data accumulation. By doing so, we showed the possibility of expanding the SOSF and FFSM utilized in this paper to other fields (human activity systems).

Keywords: Methodology, System Risk, Sky Sports

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Sexual Education To Combat Child Sexual Violence In Brazil: A Case Estudy

¹Dr. Denise Maria Margonari Favaro*, ²Roberta Seixas

Abstract This research focused on understanding the effectiveness of information to combat child sexual abuse based on a project developed in a state elementary school, with classes from 2nd to 5th years, totaling 148 students and 15 teachers. The teacher training was based on the material “Pipo and Fifi: Preventing Sexual Violence in Childhood”, as well as the activities aimed at students. The research was based on the qualitative descriptive-exploratory method and data collection took place through observation and document analysis, according to Ludke and André (1986) and the results were compiled into two categories based on Content Analysis by Bardin (1979): (Mis)Information and Uncovering Feelings. The data reflected how much the students were immersed in doubts and questions, not only in relation to biological issues, but also the psychological, social and historical spheres of sexuality. We understand, therefore, that given the results, the school has a fundamental role in the development of sexual education for the emancipatory formation of the individual.

Keywords: Sexual Education, Combat Child, Sexual Violence

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Research on the Relationship between Capital Structure and Financial Performance of Air Transport Companies Listed on the Shanghai and Shenzhen Stock Exchange of China

Wang Qiao*

Abstract This paper studies the relationship between the capital structure and the financial performance of listed companies in the air transportation industry. In the research process, the literature research method is mainly used to analyze and comb the research status at home and abroad; the statistical analysis method is used to study the status quo of the capital structure and financial performance of China's shipping and transportation listed companies. Clarify the characteristics of capital structure and financial performance through status quo research, and analyze the reasons; use regression analysis, factor analysis, and other research methods to establish models and empirically analyze the relationship between capital structure and financial performance of listed companies in China's air transportation industry.

The study found that the comprehensive financial performance of air transportation companies listed on the Shanghai and Shenzhen stock exchanges in China are negatively correlated with Short-term debt ratio, Long-term debt ratio, Commercial credit ratio, and Equity balance; and the Shareholding ratio of the largest shareholder CR1, the Shareholding ratio of the top ten shareholders CR10, and Company size are positively correlated.

Keywords: Capital structure, The financial performance, China's air transportation industry

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The Indian Government System

Mufizur Rahman*

Abstract The government of India follows a federal democratic system and secularism according to the constitution. It is a parliamentary system in the form of a bicameral legislature composed of the president of India and two houses. The Lok Sabha (House of the People) is the Lower House and Rajya Sabha (Council of State) is the Upper House. This paper demonstrates the government system of India. It is broad and systematic since the constitution of India is written constitution by adapting the ideas from different countries. This research highlights the civil service system of India in terms of all-India service, central service, and state service. The paper also indicates the system and mandate of the Commission of public service called the Union Public Service Commission (UPSC). All in all, the system of the Indian government that there are three hierarchies of government such as central government, state government, and local government. The Constitution makes everything clear in a real federal and bureaucratic way.

Keywords: India, Government System, Democratic system

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Workforce Diversity Management and Inclusion towards Sustainability

Rajamanthri Senani D. Dr*

Abstract Whether it is building environmental resilience, addressing climate justice, or building inclusive knowledge platforms, the impact challenge is a call for sustainable business model transitions realigned with societal priorities. Therefore, it is the high time for researchers to start with actionable insights and share their reflections with colleagues and the industry networks they contribute to sustainable realigned business models. In recent years, diversity management and inclusivity have gained momentum in Australia as a means of achieving sustainability. Therefore, in this study was focused on understanding workforce diversity management and inclusion and their the practicality which were studied utilising prevailing literature evidenced by real life examples in the world of work with special reference to Australia. Utilised methodology was a critical evaluation of the prevailing literature on workplace diversity which were done with a combination of both qualitative and quantitative research methods. Majority of the research studies found that workforce diversity was not especially well understood or appreciated; especially by non-HR managers. Organisations appear generally not to prioritise workforce diversity management and levels of senior manager engagement with the topic are tentative. There are practical implications for HR managers or those in related roles who might design, implement and promote workforce diversity management initiatives towards sustainability. There are implications for consultants, employees and senior managers regarding education, awareness and support of diversity objectives. However, the subjects who participated in majority of surveys opined positively towards sustainable diversity management strategies especially inclusion based policies, procedures and organisational designs yet awaiting for more training and mentoring sessions while implementing ongoing monitoring mechanisms.

Keywords: Diversity, Managing Diversity, Inclusion, Sustainability

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**THEME: ENGINEERING,
TECHNOLOGY, COMPUTER AND
APPLIED SCIENCES**



Optimization Of User Session Clustering Using Genetic Fuzzy C-Least Medians Algorithm

Zahid Ahmed Mohammed Husain Ansari^{1*}, Syed Javed Arif², Anis Ahemad Ansari³

Abstract This research proposes a Genetic Algorithm (GA) based Fuzzy c-Least Medians (GAFcLM) USC (USC) framework, to enhance the goodness of Cluster Formation and reduce the computational cost of the Fuzzy c-Least Medians (FcLM) algorithm. This approach combines the robustness of FcLM with the enhanced searching capabilities of the GA. Results of GAFcLM and Non-GA based FcLM are compared, and it is found that the GAFcLM produces fuzzy clusters of higher quality when compared to the Non-GA based FcLM using a variety of Fuzzy clustering quality measures. Also, GAFcLM's computational temporal cost is much lower than that of the Non-GA based FcLM.

Keywords: Genetic Algorithm, Genetic Fuzzy Clustering, Fuzzy c-Least Medians, User Session Clustering

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