



Vertex Research Society

**1st International Conference on Growing
Trends in Practical and Academic Research**

Dubai, UAE

November 17-18, 2017

ISBN: 978-983-99557-1-8



Vertex Research Society

CONFERENCE PROCEEDINGS
BOOK OF PROGRAM & ABSTRACTS

**First International Conference on Growing Trends in
Practical and Academic Research**

November 17-18, 2017
Best Western Premier, Deira Hotel Dubai, UAE

GTPAR-2017

TABLE OF CONTENTS

Disclaimer	4
Preface	5
HOST COMMITTEE	6
Chair’s Welcome	7
Program at a Glance	8
List of Conference Attendees	11
THEME: BUSINESS MANAGEMENT & SOCIAL SCIENCES	13
Antecedents and Consequences of Expatriate Adjustment: A Study on the Adjustment of Expatriate Leaders in the UAE	14
Analysis of the Fit of Learning and Management Systems in Higher Education Institutions: A Case Study from Saudi Arabia	15
Operational Diversification and Financial Performance of Sub-Saharan Africa Commercial Banks: The Static and Dynamic Approach	16
Medical Specialists Perceptions and Expectations of Subspecialist training in South Africa	17
Do Personal Factors Influence Corporate Citizenship Behaviour Strategies?	18
The Role of the Dashboard in Improving Marketing Decisions in the Algerian Economic Firm	19
Culture of Manager of a Medium or Small Enterprises	20
The Role of Immigrants in Certification of Food Products are Suitable According to Religious Beliefs	21
The Impacts of the Immigrant Entrepreneurship on the us Economy and Turkish Entrepreneurs Living in the USA	22
A Study on Public Disclosure Obligations by Companies Traded in the Istanbul Stock Exchange (ISE) in Turkey: A Sample of the Public Disclosure Platform (PDP)	23
DETAILS ABOUT OUR FUTURE EVENTS	24

Disclaimer

These abstracts are provided to all the honourable participants who have submitted their papers and are registered in our conference. Committee has made all the possible efforts to ensure precise/accurate replication of abstracts however if any inaccuracies found in the studies, event organisers will not be liable. Thank You.

Copyright © 2017 Vertex Research Society.

All rights are reserved. Permission is granted for personal and educational use only. Commercial copying, hiring and lending is prohibited. The whole or part of this publication material cannot be reproduced, reprinted, translated, stored or transmitted, in any form or means, without the written permission of the publisher. The publisher and authors have taken care that the information and recommendations contained herein are accurate and compatible with the generally accepted standards at the time of publication. The individual essays remain the intellectual properties of the contributors.

Head Office Address:

Address: Flat_405. Al Razouki Exch. Building Mowaihat_2, Ajman, UAE

Email: info@vrseducation.com

Preface

Vertex Research Society is a forum for dedicated to development of society through research. A major goal and feature of the conference is to bring scholars, professionals, and government agencies together to exchange and share their experiences and research results about the challenges and proposal on the development of society. More importantly this conference will serve as a platform to disseminate research findings and a catalyst to promote innovation. VRS would be proved as a key factor in the transformation of the e-learning field. Through our well established conferences, opportunities of quality learning, and strategies for individual and institutional success we have proven to be a part of this rapid growth.

HOST COMMITTEE

Dr. Balachandar S. Sayapathi (PHD)
Conference Chair
Email: balachandar@vrseeducation.com

Mr. Muhammad Zahid Khan Muham-
mad Younis
Conference Executive
Email: zahid.khan@vrseeducation.com

Chair's Welcome

We are delighted to welcome you to the International Conference on "Growing Trends in Practical and Academic Research", taking place in "Dubai, UAE", from "17 to 18 of November".

Education, in our contemporary world, is a right since we are born. Every experience has a formative effect on the constitution of the human being, in the way one thinks, feels and acts. One of the most important contributions resides in what and how we learn through the improvement of educational processes, both in formal and informal settings. Our International Conference seeks to provide some answers and explore the processes, actions, challenges and outcomes of learning, teaching and human development. Our goal is to offer a worldwide connection between teachers, students, researchers and lecturers, from a wide range of academic fields, interested in exploring and giving their contribution in the field of research. We take pride in having been able to connect and bring together academics, scholars, practitioners and others interested in a field that is fertile in new perspectives, ideas and knowledge. We counted on an extensive variety of contributors and presenters, which can supplement our view of the human essence and behavior, showing the impact of their different personal, academic and cultural experiences. This is, certainly, one of the reasons we have many nationalities and cultures represented, inspiring multi-disciplinary collaborative links, fomenting intellectual encounter and development.

We would like to express thanks to all the authors and participants, the members of the academic scientific committee, our media partners and, of course, to our organizing and administration team for making and putting this conference together.

Hoping to continue the collaboration in the future.



Dr. Balachandar S. Sayapathi (PhD)
Conference Chair Person

Program at a Glance

DAY 1st Friday (November 17, 2017)

Welcome Reception & Registration

09:00 - 09:20 am

09:20 am - 09:30 am	Introduction of Participants
09:30 am - 09: 45 am	Opening Ceremony Dr. Balachandar S. Sayapathi Conference Chair
09:45 am - 09:50 am	Group Photo Session

Grand Networking & Tea Break (09:50 10:00 am)

DAY 01 Friday (November 17, 2017) - Track 01: Business Management & Social Sciences

Session 1 (10:00 am - 11:30 am)

Venue: Premier Club

DB-117-101	Analysis of the Fit of Learning and Management Systems in Higher Education Institutions: A Case Study from Saudi Arabia	Hassan Alghamdi
DB-117-104	Operational Diversification and Financial Performance of Sub-Saharan Africa Commercial Banks: The Static and Dynamic Approach	Odunayo Magret Olarewaju
DB-117-108	Medical Specialists Perceptions and Expectations of Sub-specialist Training in South Africa	Prof. M. Struwig
DB-117-109 & 109A	Do Personal Factors Influence Corporate Citizenship Behaviour Strategies?	Smith, E.E. & Muzvidziwa, I.
GTPAR-104	Antecedents and Consequences of Expatriate Adjustment: A Study on the Adjustment of Expatriate Leaders in the UAE	Dr. Hanan Al Mazrouei

Lunch Break (11:30 - 02:00pm)

Session 2 (02:00pm 03:30pm) Track 02: Business Management & Social Sciences

DB-117-111	Culture of Manager of A Medium or Small Enterprises	Omar Bendjima
DB-117-110	The role of the dashboard in improving marketing decisions in the Algerian economic Firm	Dr Benlakhdar Mohamed Larbi
DBS-3117-101	The Role of Immigrants in Certification of Food Products are Suitable According to Religious Beliefs	Suleyman Bayindir
DBS-3117-102	The Impacts of the Immigrant Entrepreneurship on the us Economy and Turkish Entrepreneurs Living in the USA	Fatih Yilmaz
DBS-3117-103	A Study on Public Disclosure Obligations by Companies Traded in the Istanbul Stock Exchange (ISE) in Turkey: A Sample of the Public Disclosure Platform (PDP)	Zubeyir Aritürk

03.30pm 04.00pm Evening Tea Break

Closing Ceremony

List of Conference Attendees

The following scholars/ practitioners/educationists who dont have any paper presentation, however they will attend the conference as delegates & observers.

No	Official ID	Name	Affiliation Details
1	DB-117-114A	Mr. Clarke Stephen O	Delta State Polytechnic, Otefe-Oghara, Delta State, Nigeria
2	DB-117-115A	Mr. Napoleon Omovudu Akpubib	Delta State Polytechnic, Otefe-Oghara Delta State, Nigeria
3	DBM-3117-101A	Mr. Apohebah Metuge Maxwell	Education Officer, Presbyterian Hospital Acha Annex Bafoussam, Cameroon



DAY 02 Saturday (November 18, 2017)

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

THEME: BUSINESS MANAGEMENT & SOCIAL SCIENCES

Antecedents and Consequences of Expatriate Adjustment: A Study on the Adjustment of Expatriate Leaders in the UAE

Hanan Al Mazrouei*

Trans-national labor mobility is common around the world. The trans-national workers bring needed skills and fresh perspectives that can enhance organizational performance. It is important to deal constructively with these types of workers to improve the quality of their work because the problems encountered as a result of the transition in a new culture may cause maladjustment and stress that can hinder their contribution. The purpose of this study is to (a) determine the factors that contribute to expatriate leaders adjustment in the UAE and (b) identify ways for employers and communities to better support trans-national workers. Structured interviews were used to identify the aspects of UAE culture that affect expatriates leaders adjustment. Communication ability, Arabic language, the custom of female dress, and cultural diversity were determined to have a major impact on expatriates adaptation. Explores aspects of UAE culture of which expatriate leaders need to be aware to pursue organizational leadership roles. This will help organizations to provide a more comprehensive framework to develop specific strategies to assist adjustment. The study focuses

Keywords: Expatriate, Leadership, Adjustment, Culture, Arabic Language, Communication, Customs, Obstacles, Strategies, UAE

Department of Business Administration, College of Business and Economics, UAE.
Email: hrmaster_lady@hotmail.com

Analysis of the Fit of Learning and Management Systems in Higher Education Institutions: A Case Study from Saudi Arabia

Hassan Alghamdi,^{1*} Lily Sun²

Higher Education Institutions (HEIs) are heavily investing in learning and management systems to support and enhance the quality of provided services to key stakeholders; namely, the students. However, the degree of fit of such systems with the needs of students varies significantly from one higher education institution to another. Therefore, continuous assessment of this kind of fit has to be undertaken by HEIs to ensure that these systems are continuously adding business value and maintaining appropriate level of return on investments. The problematic issue is that there is a scarcity of business and IT alignment evaluation research or tool that is dedicated for this purpose in this sector. This motivates this ongoing research to be undertaken devising a theoretical framework as an artefact that incorporates set of business analytics tools to facilitate the evaluation of the business value from IT. The Design Science Research is adopted as the research methodology in this research to guide the development process of this artefact. This paper, however, focuses mainly on providing background information about the issue of business and IT alignment in general and in the higher education sector in particular. It then describes the alignment influencing factors that impact on the alignment between business and IT. Through a real life case study from a higher education institution in Saudi Arabia, the paper aims to present the IT alignment issue in this sector, and also discuss some of its influencing factors to illustrate how they influence the degree of fit between business and IT.

Keywords: Learning Systems, Management Systems, Higher Education Institutions, IT Alignment, Information Technology

¹Albaha University, Saudi Arabia, ²Reading University, United Kingdom
Email: haalghamdi@bu.edu.sa

Operational Diversification and Financial Performance of Sub-Saharan Africa Commercial Banks: The Static and Dynamic Approach

Odunayo Magret Olarewaju,^{1*} Stephen Oseko Migiro², Mabutho Sibanda³

Diversification is a key area in financial institutions since their activities have gone beyond the traditional intermediary role. It is in view of this that the study examines the effect of operational diversification on bank performance, using the pooled, fixed and, random effect and system generalised method of moments (SYS-GMM) for the period 2006 to 2015 across 250 commercial banks from 30 countries in the Sub-Saharan Africa region. Due to the robustness of SYS-GMM, the findings of this study reveal that using the Herfindahl Hirschman index, all the dimensions of operational diversification, these being asset, liability, deposit and income including control variables such as bank size, liquidity, loan loss ratio, cost to income ratio and the lagged return on average asset (ROAA (L1), are significant at 1% level. But, only deposit diversification (HHIde), liquidity (LOD) and cost to income ratio (CIR), which is a measure of banks efficiency, have a negative relationship with ROAA. Therefore, this study concludes that diversification of operational activities in Sub-Saharan Africa commercial banks has a direct and significant effect on their financial performances. But, greater attention should be paid to monitoring the diversification strategy so as to ensure that no dimensions of banks activities are neglected.

Keywords: Herfindahl Hirschman Index, Structure Conduct Performance, Operational Diversification, System-GMM, Sub-Saharan Africa

^{1, 3}School of Accounting Economics and Finance, University of KwaZulu- Natal, Westville Campus, Durban 4000, South Africa, ²Graduate School of Business and Leadership, University of KwaZulu- Natal, Westville Campus, South Africa,
Email: olarewaju.odunayo@yahoo.com

Medical Specialists Perceptions and Expectations of Subspecialist training in South Africa

Prof. M. Struwig,^{1*} Dr. JPF Dalmeyer²

This paper outlines the perceptions of medical specialists in South Africa regarding the training for subspecialist. Gynecologists and cardiologists were requested to complete online questionnaires. The results of the empirical survey confirmed the aging profile of subspecialists and the need for succession. The biggest gap between perceptions and expectations is with the factor training. The results showed that the expectations of subspecialists are not met for training. Expectations were only met for six variables for the cardiologists, while only three variables were met for the reproductive medicine specialists. Stakeholders in the medical profession at all levels have become aware of the looming crisis in terms of both service delivery and the sustaining of medical excellence. A successful model to train medical subspecialist are needed as it would contribute to addressing a substantial part of this shortfall, not only in terms of numbers of specialists, but also in maintaining the quality of medical education which South Africa has always been known for, both in the public and the private sector.

Keywords: Perceptions, Expectations, Subspecialist

^{1, 2}Department of Business Management, Nelson Mandela University, Port Elizabeth South Africa
Email: miemie.struwig@nmmu.ac.za

Do Personal Factors Influence Corporate Citizenship Behaviour Strategies?

Mazibuko, N.E,^{1*} Smith, E.E², Muzvidziwa³

This paper investigates the impact of personal factors on the effectiveness of corporate citizenship (CC) behavior strategies in Zimbabwe. Personal characteristics are broad concepts that can be thought of as a way of organizing and grouping the consistencies of an individuals reaction to situations, such as persons traits, attitudes and habits. In order to achieve the research objectives of the study, both a literature and empirical study were conducted. The empirical study consists of a survey among 419 managers and employees from the designated population. Self-administered questionnaires were used among respondents. The impact of five personal factors (independent variables) on perceptions regarding corporate citizenship behavior and the ultimate influence on four outcomes (dependent variables) are tested. Five null-hypotheses are tested in this regard. Advanced statistical analyses such as exploratory factor analysis and regression and correlation analysis are used to test these hypotheses. The empirical results revealed that only two personal factors namely, personal importance and personal characteristics impacts the intermediate variables of CC behavior related to strategic and operational planning. Practical guidelines are provided to managers and policy makers regarding the impact of personal factors on CC behavior strategies in terms of strategic and operational aspects.

Keywords: Hypertension, Yoga, Quality of life, Blood pressure

^{1, 2, 3}Department of Business Management, Nelson Mandela University
Email:Elroy.Smith@nmmu.ac.za

The Role of the Dashboard in Improving Marketing Decisions in the Algerian Economic Firm

Dr. Benlakhdar Mohamed Larbi,^{1*} Mssyagoub Asma², Dr. Bouanini Samiha³

The main aim of this study is to highlight the role of the dashboard in the company's management through its characteristics, such as status, content, presentation, frequency, consistency and quality of the dashboard. These characteristics play a great role in the improvement of decision making in marketing mix. This later cannot be done only by following the decision-making steps and considering the dashboard as an effective and essential tool in directing, controlling and recovering the orientation for a perfect performance. According to a practical study on 103 economic companies in Algiers, the work concludes that there is a great influence of the characteristics of marketing dashboard in explaining the effectiveness of decision-making on the level of primary changes of marketing in these companies.

Keywords: Controlling, Dashboard, Decision Making, Marketing Decision

^{1, 2, 3}Department of Management University of Bechar, Algeria Laboratory of Study Economics and Development Local in South West of Algeria; Algeria
Email: benlakhdar.mohamed@gmail.com

Culture of Manager of a Medium or Small Enterprises

Omar Bendjima,^{1*} Mohamed Benali²

Small and medium enterprises have witnessed several developments in recent years thanks to the policies and programs of support given by the state, and that is due to their importance in local and national development. Nevertheless, the success and development of these firms depends on a number of factors, especially the human element, for instance, the culture of the manager has its origin in the culture of the community and is of crucial influence in these firms. In fact, this culture is nothing more than a set of values, perceptions, beliefs, symbols and practices repeated, in addition to the knowledge it has received from the readings and the modern means of education. All these factors have an impact on the effectiveness of governance, its resolutions, instructions and performance of its function as a manager of a medium or small enterprise is inevitably affected by these cultural values, it is the driving force, the leader, and the observer at the same time.

Keywords: Small and Medium Enterprises, the Culture of the Manager, the Culture of the Community, Values, Perceptions, Beliefs, Symbols, Performance

^{1, 2}University of Becher, 08000, Algeria
Email: omarbendjima@yahoo.fr

The Role of Immigrants in Certification of Food Products are Suitable According to Religious Beliefs

Suleyman Bayindir,^{1*} Fatih Yilmaz², Fatih Zubeyir Ariturk³

It is known that the consumers' religious lifestyle has a shaping function in their behaviors. Consumers are attaching increasing importance to the safety of food products in the direction of their beliefs. Immigrant consumers of different religious backgrounds throughout the world are creating food demands with certified according to their religious beliefs in countries they settled. Kosher, the oldest of these documents, has reached a fairly large market in the US although it addresses very few populations. The halal food certificate constitutes a very large population demand. Certified products of suitable for religious beliefs are preferred not only by the members of the religion but also by other people at the same time, because it means that food is clean and reliable. In this study; The role of immigrants in the emergence of these two religious suitable certificates on the basis of food products and today's the impact of immigrants on the economic potential created by these documents will be addressed. In the study which will be in the form of literature review; The study of attitudes of many domestic and foreign consumers and the certificate of religious eligibility will be examined. Especially in Europe and the United States, the changes and the competitiveness of the enterprises will be explained with examples in the direction of the demands of immigrants. We are convinced that our work, which deals with the influences of immigrants from a different point of view, is open to development and will contribute to the literature.

Keywords: Immigrant, Halal Certificate, Kosher Certificate

^{1, 2, 3}Necmettin Erbakan University, Ereli Kemal Akman Locational School, Business and Management Department
Email: bayindirsuleyman@gmail.com

The Impacts of the Immigrant Entrepreneurship on the us Economy and Turkish Entrepreneurs Living in the USA

Fatih Yilmaz,^{1*} Fatih Suleyman Bayindir², Zubeyir Ariturk³

Throughout history, rush of immigrants have caused big events that can change the fate of the world. The initiatives and the added value created by migrants in their new countries bring significant impacts in the world. In the US, half of the billion-dollar businesses are set up by immigrants. According to a report prepared by the National Foundation for American Policy, half of the more than \$ 1 billion worth of businesses in the US were created by entrepreneurs born outside the United States. According to another report shared by Airbnb, the share of immigrants in new entrepreneurs increased from 13.3 per cent in 1996 to 28.5 per cent in 2016. India and Canada are in the first place in the rankings of country where the US born immigrants who set up their initiatives in the US, England is the second and the third place is the Israel-born entrepreneurs. The concept of diaspora has a great proposition in the shaping of this work. The International Organization for Migration (IOM) defines the diaspora broadly as ethnic and national community members separated from its homeland but maintaining relationships. Immigrant entrepreneurs of Turkish origin living in the USA are the main interest of the study. In this study, the economic effects of the companies established by immigrant entrepreneurs in the USA and the potential created by Turkish-born entrepreneurs living in the US for both our country and the US will be addressed. In terms of Turks living in the United States, initiatives in the special case of business diaspora will be discussed and the present situation will be revealed. The research method will include literature review and interviews with Turkish entrepreneurs living in the United States.

Keywords: Immigrant Entrepreneurship, Ethnic entrepreneurship, Immigrant

^{1, 2, 3}Necmettin Erbakan University, Ereli Kemal Akman Locational School, Business and Management Department
Email: f.yilmaz@konya.edu.tr

A Study on Public Disclosure Obligations by Companies Traded in the Istanbul Stock Exchange (ISE) in Turkey: A Sample of the Public Disclosure Platform (PDP)

Zubeyir Ariturk,^{1*} Fatih Yilmaz², Fatih Zubeyir Suleyman Bayindir³

Companies prepare their financial information and operating results by periods and submit them to related parties in financial reports. These reports provide information about the company's current financial situation and future. Interested parties will make financial decisions about the company by looking at the company's financial reports. As the company grows, public interest in the company's financial reports increases. For this reason, companies traded in the stock exchange market in Turkey or publicly traded companies have to disclose some financial and non-financial information to the public. This obligation is called public disclosure obligation. The aim of imposing a public disclosure obligation is to guarantee that the capital market operates in openness and honesty through a complete and accurate disclosure. For this reason, the companies traded in the Istanbul Stock Exchange have to disclose the information that must be disclosed through Public Disclosure Platform (PDP). In this study, the financial information and special case disclosures required to be disclosed to the public of the companies whose shares are traded in the stock market in Turkey will be examined under the public disclosure obligation and The Public Disclosure Platform (PDP), which has been established for this purpose, will be mentioned about its mission, function and its benefits to the public in terms of corporate transparency.

Keywords: Immigrant, Halal Certificate, Kosher Financial Information, Financial Reports, Public Disclosure, Transparency

^{1, 2, 3}Necmettin Erbakan University, Ereli Kemal Akman Locational School, Business and Management Department, Turkey
Email: zariturk@gmail.com

DETAILS ABOUT OUR FUTURE EVENTS

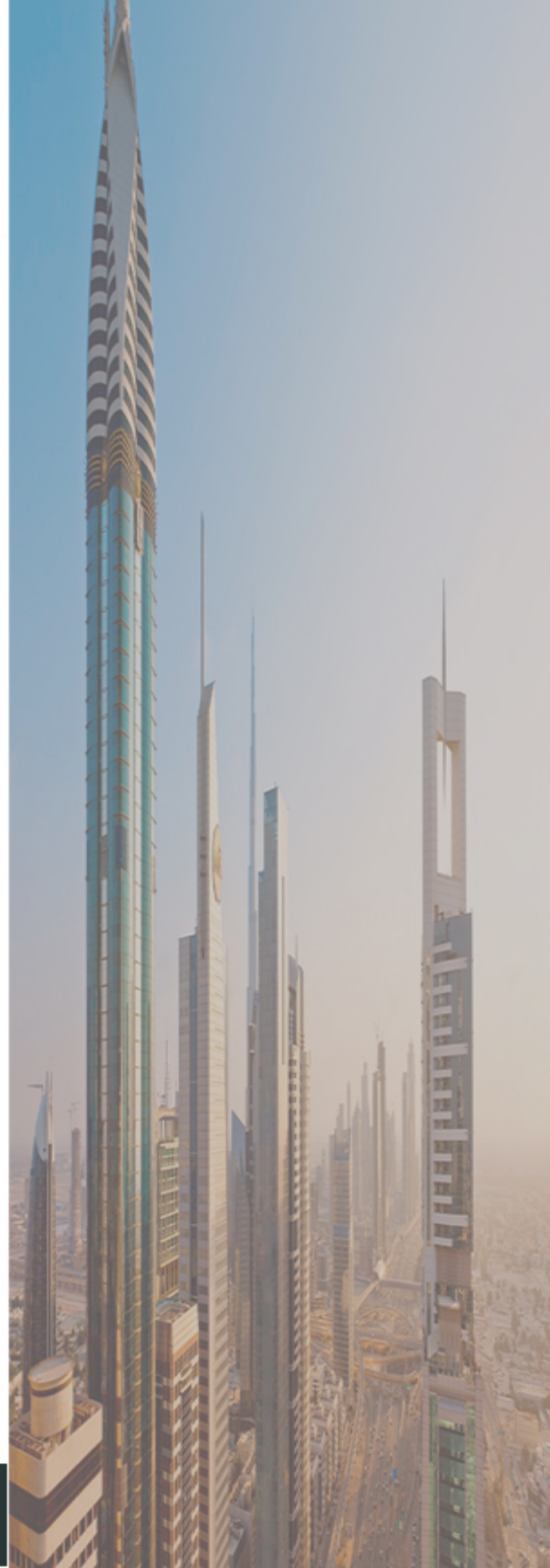
<http://vrseeducation.com/cesm-dec-2017/>
<http://vrseeducation.com/mofs-jan-2018/>
<http://vrseeducation.com/emss-feb-2018/>
<http://vrseeducation.com/ommsp-mar-2018/>
<http://vrseeducation.com/clber-april-2018/>
<http://vrseeducation.com/ipsbm-may-2018/>
<http://vrseeducation.com/ebmrs-june-2018/>
<http://vrseeducation.com/masm-july-2018/>



Vertex Research Society

VISION

**Facilitating Easier & Wider
Knowledge Dissemination**



info@vrseeducation.com

www.vrseeducation.com