1st International Conference on Contemporary Issues & Expectations in Social Sciences & Management Studies

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CONFERENCE PROCEEDINGS
BOOK OF PROGRAM & ABSTRACTS

First International Conference on Contemporary Issues & Expectations in Social Sciences and Management Studies

December 07-08, 2017
The Aqueen Hotel Paya Lebar, Singapore

CESM-2017
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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.

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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

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Mr. Muhammad Zahid Khan Muhammad Younis
Conference Executive
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Chair’s Welcome

We are delighted to welcome you to the International Conference on "Contemporary Issues & Expectations in Social Sciences and Managements Studies", taking place in "Singapore", from "07 to 08 of December".

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 Thursday (December 07, 2017)**

**Welcome Reception & Registration**

09:00 - 09:30 am

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<td>Opening Ceremony</td>
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<tr>
<td>09:40 am - 09:55 am</td>
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<td></td>
<td>Dr. Balachandar S. Sayapathi</td>
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<td></td>
<td>Welcome Remarks</td>
</tr>
<tr>
<td>09:55 am - 10:00 am</td>
<td>Group Photo Session</td>
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**Grand Networking & Tea Break (10:00 10:30 am)**
## DAY 01 Thursday (December 07, 2017) - Track 01: Business Management & Social Sciences
### Session 1 (10:30 am - 12:30 pm)
### Venue: Aqueen Hotel

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<td>Pre-Service Teachers Perceptions about their Preparedness for the Teaching Profession</td>
<td>Sheila Nokuthula Matoti</td>
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### Lunch Break (12:30 - 01:30pm)
## Session 2 (01:30pm 03:30pm) Track 02: Business Management & Social Sciences & Applied Sciences

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03.30pm 03.45pm Evening Tea Break

Closing Ceremony
DAY 02 Friday (December 08, 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
The Role of Digital Technology in Happiness among Lecturers

Yuni Ros Bangun¹, Adita Pritasari², Fransisca Budyanto³, Christina Wirawan⁴, Anggara Wisesa⁵, Henndy Ginting⁶

The innovation and development of digital technology have changed our lives in many aspects. As university lecturers, the exposure of digital technology is unavoidably increasing from time to time. This condition especially relevant for the lecturers of Bandung Institute of Technology (Institut Teknologi Bandung [ITB]), which is well-known as the top leading university/institute in the technology field in Indonesia. Community well-being is included in ITBs vision and mission as well as in its grand development plan. According to Seligman (2011), well-being is associated with happiness which is related to pleasant, harmony, and meaningful life. Normally, employees would stay in their job and workplace if they feel happy (Maertz & Griffeth, 2004). In doing their job, lecturers nowadays should adapt with the development of digital technology, which could be the source as well as obstruction of happiness (Kavetsos & Koutroumpis, 2011; Penard & Poussing, 2011). The digital technology facilities help lecturers doing their job but those also might lead to an addiction and distract interpersonal relationship as well as personal well-being, such as experiencing negative emotions. Moreover, a study at Illinois University found out that long-term using of digital technology associated with negative impacts to mental health, such as depression and anxiety (Panova & Lieras, 2016). This study aims to explore more about the role of digital technology towards happiness among lecturers. A quantitative method was conducted to confirm those factors. The total sample size was 117 lecturers from 11 faculties/schools in ITB. The survey was carried out online between October and November 2017. The results suggest demographic or personals characteristics have very limited effect on individuals happiness but their attitudes toward digital technology, especially their knowledge and behavior, would influence their level of happiness. Meanwhile affective aspect, such as emotional feeling, towards digital technology was not associated with happiness. As for the implication, this study is expected to give insights for the organization to utilize digital technology in order to increase the happiness level of its members which can lead to performance improvement.

Keywords: Digital Technology; Happiness; Ltb; Lecturer; Well-Being

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Personal Injury Compensation in Hong Kong: Capturing the Evidence of Research Impact

Felix W.H. Chan¹, Wai-sum Chan²

The present research produced new insights and had significant impact on how Hong Kong judges apply the century-old English common law principle of restitutio in integrum in a modern and global financial hub. It informed the introduction and on-going judicial recognition of actuarial assessment of personal injury compensation based on Hong Kong's mortality experience and economic conditions. It also led to an increase in the actual quantum of compensation awarded to the victims of personal injury accidents and clinical negligence, and the surviving dependants of the deceased victims.

Keywords: Personal Injury Compensation, Tort Law, Actuarial Tables, Discount Rate

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Acceptance of Using Social Media on Training

Dr. Chiajung Lin*

Using social media has become a daily task for many people in this day and age. If people spend so much of their time on social media sites, can the sites be used productively and for work purposes? The benefits of using social media as a training medium and the effects of social media on development as well as career implications will be explored. Preliminary results were collected from a group of students regarding their perceptions of using social media on training and intention to use at work. Suggestions for designing training program via social media are discussed.

**Keywords:** Training, Social Media, Learning, Intention to use

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Rating Agreement as A Moderator of the Relationship between Prosocial Motivation and Turnover Intention in Long-Term Elderly Care

Yoshinori Shibata¹, Yasuhiko Haraguchi²

The present study investigates the relationship between prosocial motivation and turnover intention in long-term elderly care sector. Based on a relational job design and self-other agreement framework, this study proposes a model of the process through which care staff prosocial motivation affects voluntary turnover intention differently depending on rating agreement of work performance between care staff and their supervisors. The proposed moderation model was tested with a sample of 382 care staff and their supervisors of geographically diverse elderly care facilities of a care organization located in Japan. The results show that when rating agreement was high, there is a strong, negative relationship between prosocial motivation and turnover intention. When agreement was low, this relationship weakens. The theoretical and practical implications are discussed.

Keywords: Rating Agreement, Prosocial Motivation, Turnover Intention

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Income Redistribution from a Proposed UAE-South Korea Free Trade Agreement

Hugo Toledo*

Background and Problem Statement The growing commercial relationship between the UAE and South Korea is evident. Non-oil trade between the UAE and South Korea has grown significantly over the last decade reaching USD 22 billion in 2011, up by almost 16% relative to USD 19 billion in 2010. UAE exports to South Korea topped USD 14.8 billion in 2011 representing a 21.3 percent increased relative to the previous year. The problem, however, is that while free trade benefits society broadly, losses are concentrated. The link between international trade, output prices and income redistribution has been based on the well-known Hecksher-Ohlin (H-O) model of trade. The relationship between trade and wages is embodied in the Stolper-Samuelson (1941) Theorem and its generalizations that trade-induced output price changes have a magnification effect of factor prices and wages. Abundant factors gain while scarce factors lose from more free trade. Research Objectives and Methodology. The objective of this paper is to estimate the potential impact of a proposed UAE-South Korea FTA on income redistribution across labor groups in the UAE using the Specific Factors model of production and trade. The factor payment matrix from which factor shares and industry shares are derived is built using 2012-2014 data. Preliminary Results and Conclusion Preliminary findings suggest that an FTA between the UAE and South Korea could have a significant negative impact on wages in the UAE labor market as a result of limited labor mobility. An inflexible labor immigration system known as the khafala limits labor mobility and commits foreign workers to work only for their residence visa sponsor (usually a business). To change jobs, the current visa sponsor must agree to a request from the worker to release him/her from the sponsorship, a request which if it is not denied, it is often a lengthy process. In addition, a new employer must agree on becoming the new resident visa sponsor. In extreme cases, workers must leave the UAE for a minimum of 6 months before they are allowed to return. This kind of policy imposes high transaction costs on foreign workers and as a result limits their mobility in the UAE labor market. This preliminary finding has important implications for domestic labor policy given than 90% of workers in the private sector are non-UAE nationals.

Keywords: UAE, South Korea, Free Trade, Income Redistribution

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Measuring the Impact of Non-Farm Activities on Rural Household Welfare

Kien T. Le

The rural non-farm sector has grown rapidly and became an important source of income for rural households in developing countries. Various studies have attempted to measure the impact of this sector on household welfare (e.g., household income, poverty and inequality). Unlike previous studies which estimate the household income function to measure the impact, we start by estimating the projection function for farm income and then use this function in a simulation to measure the impact. When applied to a sample of Vietnamese farmers, we find that households anywhere along the income distribution benefit from non-farm activities but lower income households benefit more than upper income households, suggesting a pro-poor and pro-equality feature of non-farm activities in Vietnam.

Keywords: Agricultural Households, Non-farm Income, Farmers, Rural Vietnam

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Practices and Challenges in Managing Curriculum Implementation by Female School Heads in South Africa and Zimbabwe

Prof Alfred H. Makur*

This comparative study investigated curriculum management and implementation practices and the challenges being faced by some female primary school heads in South Africa and Zimbabwe. The study attempted to establish the extent to which subordinate teachers and the female heads themselves perceived issues and challenges in managing curriculum implementation in school heads quest to improve learning. The research adopted a quantitative research design, where descriptive survey was employed. A randomly selected sample of ten female school heads and forty teachers from both countries was used. Two self constructed questionnaires were used to collect data. The research results showed that, though female primary school heads perceive themselves as effective and confident in managing curriculum implementation, teachers perceive them as weak in managing curriculum implementation. Good management practices were as perceived as impacting positively on learning. Their major challenges women school leaders face are as perceived cross-national and emanate from lack of resources, cooperation, support from teachers and the community. Despite these challenges, female leaders were found to be resourceful in improving learning and their schools. Very few workshops in service programmes have not be initiated to enrich female heads on the areas they are perceived to be weak, especially curriculum evaluation. The paper calls for more interactive meetings between and among teachers, the department of education and female school leaders to improve decision making and curriculum management and implementation in respective schools.

Keywords: Female School Heads, Curriculum, Challenges, Management, South Africa, Zimbabwe

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A Conceptual Framework towards Understanding the Factors Influencing Academic Performance of First-Time Entering Students (FETs) at a University of Technology

Itumeleng Morolong¹, Wendy N. Setlalentoa²

The Central University of Technology (CUT) like other institutions of higher learning has been experiencing a poor performance by First-Time Entering students (FETs) as well as a significant attrition rate particularly in the Somatology and Human Resource Management programmes. Literature suggests that the university environments and related factors can be attributed to that. This study investigated how First-Time Entering students (FETs) perceive the university environment with reference to their interactions with CUT staff and as well as their choice of programmes of study. Participants of this study were a convenient sample comprising 20 students enrolled in first year Somatology and Human Resource Management programmes. Through data analysis generated by the quantitative method wherein 40 questionnaires were distributed and collected, the study presents a conceptual framework for exploring personal, biographical and institutional issues impacting on poor performance and attrition amongst FETs. Through this framework, new insights are illuminated. It is hoped that this study will shed light on the calibre of the FTEs at CUT, thus putting the university in a better position to assist.

Keywords: Immigrant, Halal Certificate, Kosher Attrition, First Year Students or First Time Entering Students (FTEs), University Environment As Experienced by FTEs

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Reflections and Lessons Learnt By Biology Pre-Service Teachers from Using the Lesson Study Approach For Micro-Teaching

Wendy Setlalentoa

The teacher education preparation programs deal with the challenge of helping new teachers translate what they have learned in their teacher preparation program into practice. This study is about reflections of Biology pre-service teachers after using the lesson study approach in planning for micro-teaching. The use of microteaching is a conventional practice in pre-service teacher education to develop novice teachers in their teaching skills before they encounter challenging and complex teaching situations in real classrooms. Lesson Study (or jugyou kenkyuu in Japan), a classroom-based professional development model where teachers learn together to meet their students learning needs, a mechanism that helps Japanese teachers to improve their practice based on evidence from the classroom. Underpinning this study is Deweys idea of reflection and Vygotskys view that more knowledgeable members of the society guide social interactions and provide gradual construction of knowledge by the less knowledgeable members of the community. Participants in this study comprised twenty six third year pre-service teachers enrolled for Biology major, the lecturer and the laboratory technician. Student teachers involved in this study have teaching experience acquired during teaching practice. Through data analysis generated by the qualitative method wherein focus group discussions were made, pre-service teachers were able to reflect, amongst others, on the content they taught, teaching methods, and to improve on their practice. The reflection upon their learning showed evidence of willingness to incorporate the learnt ideas of good teaching in their future classrooms teaching. The use of micro-teaching and reflection allowed them to restructure their pedagogical knowledge through identification, comparison, modification and synthesising.

Keywords: Reflective Practice, Micro-Teaching

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Pre-Service Teachers Reflections on Mentor Support during Teaching Practice and Lessons for Teacher Educators

Dr. Patricia Lulama Ndamani*

Mentoring is a very important aspect of teacher training. This study which is exploratory and descriptive in nature examined pre-service teachers experiences of their interactions with school mentors. The sample consisted of 51 participants, 26 (51%) female students and 25 (41%) male students at a University of Technology in South Africa. A questionnaire was used to collect data from the participants. The questionnaire was distributed in class to ensure that all students had an opportunity to participate although their participation was voluntary. The questionnaire was divided into three sections; Section A: Biographical Data, Section B: 20 items that requested students to indicate through a 5 point Likert-scale on how they best felt about their mentors and Section C: additional or other information that students wanted to share with the researcher. The data on student feelings about their mentors were analysed using both Microsoft Excel and Graph Pad. Descriptive statistics were used to analyse and present the data. The findings suggest the majority of the students would like to receive regular mentoring. Their however reported that they had positive experiences which included motivation, support and acceptance. Negative experiences were also reported. Some recommendations have been made on how to strengthen and sustain the positive experiences and eliminate the negative experiences.

Keywords: Reflection, Pre-Service Teachers, Experiences

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Pre-Service Teachers Perceptions about their Preparedness for the Teaching Profession

Prof. Doc Sheila Nokuthula Matoti

This study assessed the level of preparedness of fourth-year pre-service teachers for the teaching profession. The sample comprised 91 students (31 males and 60 females) from five undergraduate education programmes at an Institution of higher learning in South Africa. A questionnaire was used as the main data gathering instrument. Follow-up interviews were also conducted. The preparedness of students to teach was assessed in different aspects of their preparation including general skills such as communication and interpersonal skills, skills related to major subjects, subject methodologies, micro-teaching, and school-based learning. Both quantitative and qualitative data analysis procedures were followed to generate data. On the whole the findings of the study indicated that the students were positive about their preparedness and readiness to teach in the following year. They felt that the six months duration of teaching practice had helped them to adjust to the demands of the real classroom environment. They, however, identified some additional skills that they would like the institution to equip them with. Whilst they were confident about the content they gained from their major subjects, some shortcomings, especially, in the teaching of subject methodologies were identified. Some recommendations to ease their transition from the institution to the schools have been advanced. The study further recommended that the students be followed to the schools next year to see the challenges they experience as newly qualified teachers.

**Keywords:** Preservice Teachers, Preparedness, Skills, Content Knowledge, Pedagogical Content Knowledge

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Pre-Service Teachers Perceptions about their Preparedness for the Teaching Profession

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Keywords: Preservice Teachers, Preparedness, Skills, Content Knowledge, Pedagogical Content Knowledge

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International conference on Contemporary Issues & Expectations in Social Sciences and Management Studies

THEME: ENGINEERING TECHNOLOGY & APPLIED SCIENCES
The Use of Hydrophobic Beads in Triglyceride Hydrolysis

Astri Nur Istyami¹, Made Tri Ari Penia Kresnowati², Tirto Prakoso³, Tatang Hernas Soerawidjaja⁴

Fatty acid is an important intermediate substance in oleochemical industry. The demand of fatty acid is predicted to increase significantly in the future due to the development of biofuel technology through decarboxylation of fatty acids. For decades, fatty acid is commercially produced via thermal hydrolysis of triglyceride. Technology of fatty acid production in mild temperature and low energy consumption is currently developing through enzymatic triglyceride hydrolysis. The aim of this research is to investigate the effect of hydrophobic beads in hydrolysis of triglyceride. From the experimental data, higher conversion of triglyceride hydrolysis was attained with the use of several hydrophobic beads: polypropylene, polyethylene, and polystyrene. This phenomenon was not shown in utilization of hydrophilic materials, such as silica gel, silica stone, and rice bran acetone powder. It is hypothesized that the higher hydrolysis conversion is caused by mass transfer facilitated by hydrophobic beads, while in hydrophilic materials, water substrate was adsorbed and lower the hydrolysis conversion. Experimental data also shows that this phenomenon depends on reaction pH. Utilization of hydrophobic beads will be an advantage in triglyceride hydrolysis in room temperature, especially when hydrophobic supported enzyme is used.

Keywords: Fatty Acid, Triglyceride Hydrolysis, Hydrophobic Beads, Polypropylene, Polyethylene, Polystyrene

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International conference on Contemporary Issues & Expectations in Social Sciences and Management Studies

Variations in Essential Oil Contents and Composition in Achillea Fragrantissima (Forssk) Sch. Leaves in Iraq

Sahar A. A. Malik Al-Saad¹, Karzan Omer Qader²

Abstract Essential oil of Achillea fragrantissima extracts were prepared and analyzed by gas chromatography-mass spectrometry (GC-MS). A total of 57 phytochemical constituents of chemical compounds were identified in leaves of Achillea fragrantissima. The components were mainly 4 sesquiterpenes (7.01%), 35 monoterpenes (61.40 %). The major constituents of the essential oil were camphor (34.50 %), 1,8-cineole (14.60 %), artemesia ketone (10.25%) and 3-thujanone (7.82%). In addition, 44 components were present at less than 1%.

Keywords: Achillea Fragrantissima, Essential Oils, Camphor, GC-MS.

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DETAILS ABOUT OUR FUTURE EVENTS

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