3rd International Conference on Recent Development in Social, Business and Management Sciences Research

DUBAI, UAE
September 13-14, 2019

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CONFERENCE PROCEEDINGS
BOOK OF PROGRAM & ABSTRACTS

3rd International Conference on Recent Development in Social, Business and Management Sciences Research

September 13-14, 2019
Flora Creek Deluxe Hotel Apartments, Dubai, UAE

RDSBMS-2019
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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

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

Mr. Muhammad Zahid Younis
Conference Executive
Email: zahid.khan@vrseducation.com
Chair's Welcome

We are delighted to welcome you to the 2nd Bangkok Chapter on Contemporary Research Methods in Social Development and Business Management, taking place in "Bangkok, Thailand", from "August 10-11".

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 (September 13, 2019)**

**Welcome Reception & Registration**

10:00 am  10:10 am

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<th>Time</th>
<th>Event</th>
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<tr>
<td>10:10 am</td>
<td>Opening Ceremony</td>
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<tr>
<td>10:15 am</td>
<td>Introduction of Participants</td>
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<td>Conference Coordinator VRS</td>
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<td>Welcome Remarks</td>
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<td>10:25 am</td>
<td>Group Photo Session</td>
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Grand Networking & Tea Break (10:30am  10:35 am)
DAY 01 Friday (September 13, 2019) - Track A: Business, Economics, Social Sciences and Humanities

Session 01 (10:35 am 12:00 pm)
Venue: Flora Creek Deluxe Hotel Apartments, Dubai, UAE

<table>
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<tr>
<th>RDSBMS-2019-105</th>
<th>Customer Experience and Loyalty in Self-Service Technology-based Environment in Non-Western setting: Bank customers perspective</th>
<th>Dr. Edwin Chukwumeke Idoko</th>
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<tr>
<td>RDSBMS-2019-106</td>
<td>Determinants of sustainable electricity consumption behaviour in a typical Sub-Sahara African setting: Electricity consumers perspective</td>
<td>Dr Edwin Chukwumeke Idoko</td>
</tr>
<tr>
<td>RDSBMS-2019-107</td>
<td>Internal Organizational Communication: Transformational Leadership and Employee Satisfaction</td>
<td>Tarik Elaujali (PhD)</td>
</tr>
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Track B: Medical, Medicine & Health Sciences

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<th>DBM-299-101</th>
<th>Dignity in Elderly People</th>
<th>Miss Sreya Varanasi</th>
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<td>DBM-299-101</td>
<td>CRISPR-Cas9 Technology in the Treatment of Sickle Cell Anemia Review of Literature</td>
<td>Miss Fatima Farzana</td>
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<tr>
<td>DBM-299-102</td>
<td>Nano CRISPR: The New Era of Precision Genome Editing Review of literature</td>
<td>Miss Sreya Varanasi</td>
</tr>
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</table>

Lunch Break (12:00 pm - 01:00 pm)
# List of Conference Attendees

The following scholars/practitioners/educationists who don't have any paper presentation, however they will attend the conference as delegates & observers.

<table>
<thead>
<tr>
<th>No</th>
<th>Official ID</th>
<th>Name</th>
<th>Affiliation Details</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>RDSBMS-2019-109</td>
<td>Ademiluyi Adeyemi Idris</td>
<td>INLAKS Limited, Nigeria, Nigeria</td>
</tr>
</tbody>
</table>
DAY 02 Saturday (September 14, 2019)

Whether visiting from overseas or interstate, delegates and guests are free to discover Bangkok, Thailand and its surrounds by their own (Optional).
THEME: Business Management & Social Sciences Studies
Customer Experience and Loyalty in Self-Service Technology-Based Environment in Non-Western Setting: Bank Customers Perspective.

Edwin Chukwuemeka Idoko¹
Christian Chidera Ugwuanyi²
Joseph Ikechukwu Uduji³

Self-service technology applications though in embryonic stage in Nigeria are progressively redefining business landscapes including banks. Research that empirically examine bank customers experience with self-service technology application dimensions and loyalty from the facet of Non-Western context where self-service technologies are still evolving are somewhat scarce. Accordingly, this study seeks to examine empirically the effect of customer experience in self-service technology dimensions on bank customers loyalty and use those findings to develop a theory. Questionnaire was used to collect data from 260 respondents. Structural equation modelling approach was employed to assess the hypothesised paths by using SmartPls version 2.0 software. Ten hypothesised paths were positive and statistically significant whereas two lacked statistical support. Potential managerial implications were discussed and areas for further studies were highlighted.

Keywords: Customer Experience, Customer Loyalty, Self-Service Technology, Nigeria

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**Internal Organizational Communication: Transformational Leadership and Employee Satisfaction**

**Tarik Elaujali (PhD.)**

The study examines how leadership influences internal communication by building the linkage between transformational leadership, the use of communication channels, symmetrical communication, and employee satisfaction. Further, it tests the effectiveness of various internal communication channels. Through a Web survey of 200 employees working in medium-sized and large corporations in Ireland, the study showed that transformational leadership positively influences the organizations symmetrical internal communication and employee relational satisfaction. Transformational leaders most often use information-rich face-to-face channels to communicate with followers. Leaders use of face-to-face channels is positively associated with employee satisfaction. Employees mostly prefer e-mails to receive information from the organization regarding new decisions, policies, events, or changes, followed by general employee meetings and interpersonal communication with managers. Theoretical and practical implications are discussed.

**Keywords:** Transformational Leadership, Internal Communication, Communication Channels, Symmetrical Communication, Employee Satisfaction

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Determinants of sustainable electricity consumption behaviour in a typical Sub-Sahara African setting: Electricity consumers perspective

Edwin Chukwuemeka Idoko¹
Chukwunonso Oraedu²

Global concern for climate change coupled with a daring need for prudent use and resources conservation are increasingly engaging interest and attention of sustainable-consumption-driven scholars and practitioners across sectors. Undoubtedly, advanced metering infrastructure has been identified as a potent tool to encourage lower-impact energy use and conservation. Earlier in Nigeria-Africa, sustainable electricity consumption consciousness was somewhat limited among users. Lately, consumers of electricity appear to be shifting quietly but steadily from post-consumption payment mode largely characterised by near-zero care for sustainability to pre-consumption payment system using Smart Metre Infrastructure. Typical contemporary Sub-Sahara Africa-country-based research that examines drivers of increasing quest for pre-paid metre from the angle of electricity users in non-developed nation is somewhat under-explored. Accordingly, this paper seeks to empirically examine determinants of sustainable electricity consumption behaviour using pre-paid metre as proxy for sustainable consumption vehicle. Questionnaire was utilised to gather data from 150 pre-paid electricity consumers in Enugu, South-east Nigeria. Snowballing sampling procedure was employed to select respondents. Convergent and discriminant validity were assessed. Composite reliability and Cronbach value were determined in order to check the reliability of the measurement items. Statistical supports were found for five hypothesised paths in the research model; however, perceived behavioural control exhibits insignificant relationship with sustainable consumption behaviour. Potential managerial and policy implications were highlighted including possible areas for further research.

Keywords: Determinants, Pre-paid Metre, TPB Model, Sustainable consumption, Electricity consumers, Sub-Sahara Africa, Nigeria.

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Tourism Appeal Of Sacral Sites

Uaisova A1
Usubaliyeva S.D2
Aitvayeva G.D3
Rakymzhanova S.S4
Akhmejanova D.Zh5

The given article presents the experience of applying scored rating of the sacral sites. The research outcomes enable the sacral tourism stakeholders to focus their efforts on development of the most attractive sacral sites. Sacral sites of Almaty region in Kazakhstan which have a tourist appeal have been studied during the fieldwork study. The article presents the experience of scored rating of the sacral sites of Almaty region, Kazakhstan which have the most perspective appeal for sacral tourism development. Tourism appeal of the sites under study was evaluated in scores by 3 groups (usability, accessibility, importance) and 6 attributes. As a result, 14 the most tourist-appealing sacral sites in Almaty region have been revealed. The obtained results enable the sacral tourism stakeholders to focus their efforts on development of the most attractive sacral sites.

Keywords: Sacral Tourism, Appeal of the Sacral Sites, Tourism Infrastructure, Almaty Region, Kazakhstan.

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3rd International Conference on Recent Development in Social, Business and Management Sciences Research

THEME: Medical, Medicine & Health Sciences
CRISPR-Cas9 Technology in the Treatment of Sickle Cell Anemia Review of Literature

Miss Sreya Varanasi

CRISPR-Cas9 is a prokaryotic defense system which recognizes and degrades foreign DNA in specific loci. It has diverse applications in the field of medicine like treatment of HIV, hepatitis B and hemoglobinopathies (Sickle cell disease and thalassemia). Balancing the risks and benefits of gene editing, manipulation of human germ cells for creation of an ideal genome and ecological disequilibrium are some ethical issues associated with the technology. Sickle Cell Anemia is an autosomal recessive disease with a prevalence of 1.9% in UAE. It is classically treated by hydroxyurea or bone marrow transplantation which are associated with many adverse effects for patients. CRISPR edited autologous hematopoietic cells can be transplanted in patients to cure Sickle Cell Anemia. Several trials have been registered with the FDA and will begin around mid-2018 with the hope to cure SCA.

Keywords: BCRISPR-Cas 9, Sickle Cell Anemia, Gene Editing.

Principle Investigator
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Nano CRISPR: The New Era of Precision Genome Editing Review of literature

Miss Sreya Varanasi

CRISPR-Cas9 is a gene editing tool enabling changes at specific sites of DNA. Its applications in medicine are treatment of infections, monogenetic disorders and cancers. However it is associated with off-target effects inducing genome instability and malignant transformation arising from lack of safe, efficient Cas9/gRNA delivery systems. Nanotechnology is the design, synthesis and application of devices at nanometer scales. Drug and gene delivery, DNA probing, tumor and pathogen detection are possible with nanoparticles. Nanoparticles are being explored as potential non-viral vectors for delivery of Cas9/gRNA. There are 451 genetic disorders in Middle East, 50% of which are single-gene defects. Thus, intracellular nanoparticle delivery of Cas9/gRNA will revolutionize gene therapy with CRISPR/Cas9. Health care services leads to better understanding of the concept among the practitioners on one hand and also improves the role of moralities in provision of the services. Cas9 and gRNA are large molecules preventing their passage across cell membranes. Proper dosage, specific delivery, evasion of cellular degradation and host immune response are some challenges of Cas9/gRNA delivery which various nanoparticles have successfully overcome. Thus, wider range of cell targets enables successful gene therapy of several diseases.

Keywords: CRISPR, Nanometer Scale, Literature.

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Vision

Facilitating Easier & Wider Knowledge Dissemination