



**First International Conference on Global Innovative Research Trends in
Social Sciences, Humanities, Business and Management Studies**

Abu Dhabi

April 04-05, 2017

CONFERENCE PROCEEDINGS

BOOK OF PROGRAM & ABSTRACTS

**First International Conference on Global Innovative research
Trends in Social Sciences, Humanities, Business and
Management Studies**

April 04-05, 2017

Millennium Corniche Hotel Abu Dhabi

GIRTSHBM- 2017

Experts of Academic Excellence Research Center - 2017

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

“Experts of Academic Excellence Research Centre” is one of the most distinguished professional and academic societies for scholars from various scientific fields. Our members constitute an international homogeneous group of distinguished scientists, mentors, students and practitioners who have precious knowledge of creation and innovation. Our mission and vision serve as the framework for our Roadmap to excellence. The road starts with our mission, which is represented in exploration of new research insights and an interactive platform for enhancing creativity and innovation. Alongside, it continues with our vision, which is to promote innovation and enhance excellence through research and development. Our core values are to ensure long term improvement in knowledge and inspiring creative thinking. Our strategic objective is to contribute brilliance in scientific research and innovation.

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Chair's Welcome

Experts of Academic Excellence Research Centre serves 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. Let's break all the discriminating barriers and get free from all minor affiliations. Let's 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. Mohammad

Conference Chair Person

Program at a Glance

DAY 1st (Tuesday) (April 4, 2017)

Welcome Reception & Registration

9:00– 9:30 am

09:30 am – 09:40 am	Introduction of Participants
09:40 am – 09: 50 am	Opening Ceremony Dr. Mohammad Conference Chair
09:50 am – 10:00 am	Group Photo Session

Tea Break (10:00– 10:30 am)

DAY 01 Tuesday (April 04, 2017) - Track 01: Social Sciences
Session 1 (10:30 am – 12:00 pm)
Venue: Room 1

GIRTSHBM-347-701	Investigation of Silent Concept of Silence on the Example of Neighbourhood Print	Dr. Belis Gulay
GIRTSHBM-347-702	The Influence of National Culture on the Organizational Culture of Nigerian	Dr. Olawoyin Bisi Salimon
GIRTSHBM-347-703	Doctor Rating System	Dr. Ghaidaa Saleh Mansor
GIRTSHBM-347-704	Small & Medium Enterprise Financing of Sonali Bank Limited	Dr. Md Motiur Rahman
GIRTSHBM-347-705	Response of Zinc Application on Chili Yield	Dr. Achyut Gaire

Lunch Break (12:00-01:00pm)

Session 2 (02:00pm– 03:30pm)

GIRTSHBM-347-706	The Impact of Exchange Rate Changes on Asset Returns in the Framework of a Consumption Based Capital Asset Pricing Model	Dr. Mosayeb Pahlavani
GIRTSHBM-347-707	Non Oil Exports a Key to Nigeria Economics Recovery from Recession	Dr. Abubakar Adamu
GIRTSHBM-347-708	A Review Study of Contrastive Analysis Theory	Dr. Mohammad
GIRTSHBM-347-709	Treatment of Gauge Invariant Systems Using the Hamilton-Jacobi Method	Noor M. Matarneh
GIRTSHBM-347-710	Big Five Personality Traits and Investment Horizon (Short-Term and Long-Term): Moderating Role of Financial Sophistication	Dr. Irfan Ahmed

03.30pm– 04.00pm Evening Tea Break

Closing Ceremony

DAY 2 Wednesday (April 05, 2017)

City Tour and Shopping Day

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



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THEME 01: SOCIAL SCIENCES & HUMANITIES

Investigation of Silent Concept of Silence on the Example of Neighbourhood Print

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Spiral of silence was proposed Noelle -by Neumann in the years into a spiral of years has been the presence in the community. Toward the improvement and varies in how today's technology, people in the eyes of society "not to differentiate" in the name, to keep pace with the flock, and they can't declare his intentions. To feel that there are people, there might be and act in his own thoughts. To be able to express them freely and to find a place on your mind wants to say to him by society and the environment. However, the phenomenon that we call the spiral of silence, unable to take the place of the individual in society as we wanted and found him unable to keep pace with society even leads to self-alienation.

Key Words: Spiral of Silence, Alienation, Differentiation, and Social Structure

The Influence of National Culture on the Organizational Culture of Nigerian

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While there appears to be some general agreement that organizational culture should derive, at least in part, from the diverse cultures of its employees in order to ensure harmonious relationship; there is no such agreement as to what specific cultural traits best explain effective organizational culture. This paper thus attempts to investigate the relationship between national culture and the organizational culture of selected Nigerian enterprises. It sought to identify cultural perceptions that influence managerial behaviour in Nigerian business organizations. National culture and organisational culture in different parts of the country were investigated through the use of questionnaire administered on employees and managers via postal and electronic mails. A total of 124 usable questionnaires were returned. Descriptive statistics were used to analyse the results. Regression results showed that many of the dimensions of national culture have no significant relationship with organizational culture except for language and religion. Correlation analysis however provides additional evidence of association between national culture and organizational culture. The paper concludes that the size of the organization and the educational attainment of majority of its employees can serve as significant moderating factors for this association. Managers are therefore more likely to get cultural diffusion with increasing size of their organization and higher literacy among their employees.

Key Words: National Culture, Organisational Culture, Managerial Behaviour

Doctor Rating System

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Doctor rating system is a web-based system that the main goal is to develop a website that facilitates the finding of good doctors, it allows the public to rate the doctors to help others to find the appropriate one who is fit to people's situation based on public experiences with doctors, it allows searching by GPS to find the nearest doctor from your location, find doctor based on their medical specialty and searching for doctor by his/her name in case if he/she has a background about the doctor, enables user to identify what type of illness they have by symptom checker and it provides the doctor information such as name, medical specialty, doctor's site ... etc.

Key Words: Doctors, Website, Rating, Symptoms.

Small & Medium Enterprise Financing of Sonali Bank Limited

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This study is to discover the reasons behind clops of SME financing of Sonali Bank Limited and comparative performance of SME including contribution to National Economy of Bangladesh, Profitability, Liquidity and Risk of recover. As SME financing play a vital role in developing the national economy but being the largest state owned commercial bank Sonali Bank Limited could not contribute much as others are playing, I tried to find out the reason why it's behind of others banks and financial Institutes. There are some policies of Bangladesh Bank and SBL which are compiled with national finance law for security and special sectors development become main barrier to extend or containing general growth in SME financing. On above discussion I tried to identify few major problems and according to the problems and circumstances, I have recommended few prospective solutions after studying of various referred books and reports published by few renowned institutes and individuals.

Key Words: SME Financing, Economy, Commercial Bank

Response of Zinc Application on Chili Yield

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Chilli production is being constraining due to lack of micro nutrients. Zinc is reported to be one of the key limiting factors in chilli production. Foliar application of Zn affecting chilli production still not documented well. A field experiment was conducted in Horticulture farm of Institute of Agricultural and Animal Science, Lamjung Campus, Sundarbazar, Lamjung, Nepal during 2014 (April to July) to evaluate the response of chilli to zinc application. The experiment was laid out in Randomized Complete Block Design with 4 treatments (control, zn20ppm, zn40ppm, zn60ppm) and four replications. Each plot consists of 6 plants with a spacing of 60cm × 45 cm and area of 1.62m² per plot. NS 1701 variety of chilli (*capsicum annum*) was used as test crop where observations were made and found significant effect on all the growth and yield character of chilli. The higher dose of zinc when foliarly applied at concentration of 60ppm produces a positive response on plant height (83.08cm), fruit number (645.5), fruit length (8.69cm) and fruit yield (4.49kg) while control resulted in the minimum value. Increasing the zinc level the growth and yield contributing traits on plant height, fruit number, fruit length and fruit yield of NS 1701 were gradually improved.

Key Words: Foliar Spray, Micronutrient, Treatment, Yield

The Impact of Exchange Rate Changes on Asset Returns in the Framework of a Consumption Based Capital Asset Pricing Model

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Along with increased trade between countries, changes in exchange rates as one of the most important factors is considered the company's risk. Therefore the purpose of this study is investigating the relationship between exchange rates changes and asset returns in the Framework of a theoretical and experimental model consumption based capital asset pricing model (CCAPM). For this purpose through the expansion of a basic CCAPM model and the entry Consumable goods imported in the recursive utility function Epstein and Zin, This relationship is investigated. The sample consisted of eight portfolios for monthly data the period 2003 until 2015 that in the first stage parameters design pricing model are estimated by using the Euler equations and generalized method of moments (GMM) Hansen and Singleton. The results the parameters of the Euler equations indicate risk aversion and patient economic agents (people prefer current consumption to future consumption), low elasticity of substitution between Consumable goods of domestic and Consumable goods of imported and elasticity of inter temporal substitution consumption is up. The second stage the linear model of Euler equations stage before as asset pricing model, by using method two-pass regression Fama and MacBeth, investigating will pay the impact of exchange rate risk premium, inflation, market returns and growth domestic consumption's on return assets. The results show that the exchange rates risk premium, inflation and market returns had positive impact on return assets that is economic agents in order to accept more risk, more reward premium. The return assets will be in his possession.

Key Words: Recursive Utility, Risk a version, Elasticity of Substitution, CCAPM Model, GMM Method

Non Oil Exports a Key to Nigeria Economics Recovery from Recession

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Nigerian economy has been battered by the monster of recession which is as a result of declines on crude oil prices in the international oil market. The situation of Nigeria became worst since it has been depending largely on crude oil exports even though the country is endowed with multiple number of other mineral resources and agriculture that has for decades remain sectors contributing more to the country's economic growth and development. The objective of this research is to identify the performance and contribution of non-oil export to the nation's GDP, and evaluate government policies or measures to be taking in order to boost the contribution of non-oil sectors to the economy and pull us out of recession to potential growth and development. To achieve these objectives, regression analysis will be used to analyse the data using OSL techniques. Finally, recommendations which include encouraging financial institutions, improving data collection and banking, efficient allocation and use of resources, government based investment in non-oil sector in order to diversify the Economy (From over dependence on oil to a multicultural economy) are given.

Key Words: National Economy, Development, Non-Oil Sectors, Multicolour Economy

A Review Study of Contrastive Analysis Theory

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Perhaps one of the most controversial issues in the field of second language acquisition is whether the mother tongue affects the language learning process at all. For decades, researchers from different first language background have been studying this issue to find an accurate answer to the influence of the native language on learning a foreign language. Unfortunately, this issue is still a point of polemic debate. However, among language teaching professionals as well as linguists, there is broad-spectrum consensus that the first language shapes second language acquisition; nevertheless, there is no agreement at present on what precisely it contributes or how. Therefore, this research paper aims at reviewing one of the most influential theories of second language acquisition, which is Contrastive Analysis theory, exploring and discussing its theoretical foundations along with assumptions and then elaborating on the achievements and limitations of this theory. This review study reveals that in spite of all the adverse criticism, Contrastive Analysis theory has proved to be one of the most significant studies ever made in describing systems of languages. It should be also noted that current research has revived interest in this theory as a complementary and necessary part of the theory of second language acquisition, one that cannot be ignored. Moreover, Contrastive Analysis theory remains an influential construct in the field of second language acquisition; using comparisons of languages to explain areas of difficulty for learners. Following such a theory may contribute to a better understanding of the acquisition process of second language structures.

Keywords: First language, Second language, Errors, language learning, Acquisition.

Treatment of Gauge Invariant Systems Using the Hamilton-Jacobi Method

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We have investigated equations of motion for systems that possesses the gauge invariant lagrangian systems with a particular interest in its applications. We applied the technique of separation of variables and the method of canonical transformations to solve the Hamilton-Jacobi equation. The quantization of gauge invariant lagrangian systems is investigated using the WKB approximation.

Keywords: System, Hamilton-Jacobi Method.

Big Five Personality Traits and Investment Horizon (Short-term and Long-term): Moderating Role of Financial Sophistication

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With a diverse sample of (N = 219) of student from various universities in Pakistan and investor of stock market the author tested the main effect of personality traits on attitude towards risk. They also examine the moderating effect of financial knowledge between personality traits and risk aversion. The findings of study provide support for only two direct proposed hypotheses. Our findings show that extroversion personality trait has positive correlation with long term investment horizon and no correlation with short term investment horizon. In the same way, NRT has negative relationship with long term investment horizon and positive with short term investment horizon. OP personality trait has positive correlation with short term investment horizon and no correlation with short term investment horizon. AGR personality trait has positive correlation with long term investment horizon and negative correlation with short term investment horizon. But moderation role of financial knowledge between big five personality traits and long term investment horizon and short term investment horizon has been noted with some traits.

Key Words: Personality Traits, Investment Horizon, Short-term, Long-term and Financial Sophistication

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our future events
by following
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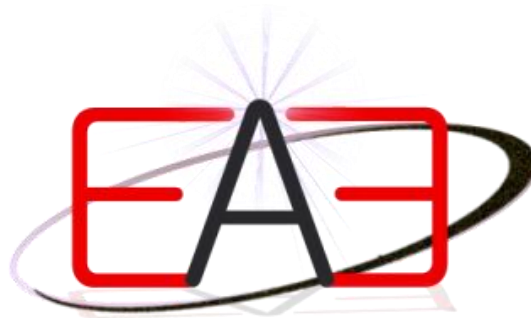
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