



ARSSH-2019

3rd International Conference on Academic Research in Social Sciences and Humanities

Beijing, China

August 24-25, 2019

www.gissf.com

3rd International Conference on Academic Research in Social Sciences and Humanities ”(ARSSH- August, 24-25, 2019)
ARSSH© 2019 Beijing, China
GI Social Sciences Forum, Kuala Lumpur, Malaysia.



ARSSH 2019

Conference Proceeding

Book of Abstracts

**3rd International Conference on
“Academic Research in Social Sciences and Humanities”
(ARSSH -2019)”**

Venue: Kuntai Hotel Beijing China

Editor:

Dr. Ahmad Saddam Ph.D.

Country Director (Global Illuminators Iraq)

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ARSSH 2019 CONFERENCE ORGANIZING COMMITTEE

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On Chee Hoong

Manager Operations (G1 Social Sciences Forum)

Conference Chair Message

Farooq Ahmed Jam (Ph.D.)



3rd International Conference on Academic Research in Social Sciences and Humanities (ARSSH-2019)" 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 opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the regional and global challenges faced by our societies. 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. The scholars attending this conference will certainly find it helpful in refining their own research ideas, finding solutions to basic/applied problems they face, and interacting with other renowned scholars for possible future collaborations.

I am really thankful to our honorable scientific and review committee for spending much of their time in reviewing the papers for this event, selecting the best paper awards, and helping the participants in publishing their research in affiliated journals. Also, special thanks to all the session chairs from industry, academia, and policy-making

institutions who volunteered their time and support to make this event a success.

A very special thanks to the great scholars for being here with us as keynote speakers. Their valuable thoughts will surely open the horizon of new research and practice for the conference participants coming from across the globe. 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 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 to the betterment of society and welfare of humanity to bring prosperity, peace, and harmony in this world. Stay blessed.

Type of ARSSH Papers

For this year, ARSSH has two types of papers: *Empirical Studies* and *Insight*. Research papers meet the needs of researchers and are reviewed on the basis of highest academic standards. The objective of the academic paper is to contribute to the scientific body of knowledge. On the contrary, Insight papers meet the needs of policy makers and professionals and are reviewed on the basis of high practical standards. The objective of the Insight is to identify the real-world problems and how they can be solved with the help of information systems.

Reviewing Criteria

In ARSSH, all papers are judged on the same criteria (relevance, significance, originality, validity and clarity). However some criteria differ between the Research papers and Insight papers.

Relevance: Relevance has a great impact on the theme of the conference. The material is relevant and according to the theme of the conference.

Significance: Knowledge in different researches in the conference is related to research papers and insight papers.

Originality: Ideas that are new for the researchers are used in the conference.

Validity: Research papers in the conference are based on theory while the insight papers in the research are based on experimental researches. References are according to content.

Clarity: Papers are according to the format, language is easy and understandable by the audience in the conference.

Acceptance Rates

Full Research Papers				
Submitted Papers	Accepted Papers	Withdrawn	Unqualified papers	Acceptance Rate
27	6	11	10	22.22.0%

Copyright Agreement

In ARSSH 2019 proceedings, all authors have agreed on the copyright agreement. This agreement shows that only authors can retain copyright. It also permits that nobody can use, for non-commercial purpose such as to download, print out etc., an article published in the ARSSH 2019 proceedings. All credit is given to the authors and they have copyright agreements. This copyright agreement and use license ensures, among other things, that an article will be as widely available as possible and that the article can be included in any scientific archive.

Acknowledgment

A huge number of people helped in conducting the conference. First of all, thanks to all the members of the Conference and Program Committee and representatives of the ARSSH board and their helpers. We also want to thank all the Track Chairs and reviewers, as well as all the members of the Scientific Committee, for their help in the review process and organizing the tracks and special sessions. We thank everyone for their hard work and dedication to this conference and we look forward to the latest episode of the ARSSH tradition.

Farooq Ahmed Jam (Ph.D.), Tariq Iqbal Khan (Ph.D.)

And Muhammad Abbas (Ph.D.)

Program Chair & Co-Chairs

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SCIENTIFIC REVIEW COMMITTEE
ARSSH-2019**

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SOCIAL SCIENCES AND HUMANITIES

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Business, Management Economic, Social Sciences and Humanities

Dr. Xiaoqing Li

Engineering and Technology Studies

Dr. Xiaoqing Li

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Editor

Dr. Ahmad Saddam (Ph.D.)

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CONFERENCE PROGRAM

DAY 01 Saturday (August 24, 2019)

Welcome Reception & Registration

9:00 am – 09:30 am

Opening Ceremony (09:30 am – 10:20 am)

Venue: Room 1

09:30 am – 09:40 am	Opening Speech – Mr. Metha Conference Coordinator, Global Illuminators
09:40 am – 09:50 am	Opening Speech – Dr. Farooq Ahmed Jam (Ph.D.) Executive Director, Global Illuminators
09:50 am – 10:05 am	Group Photo & Award Ceremony

Grand Networking Session and Tea Break (10:05 am – 10:20 am)

DAY 01 Saturday (August 24, 2019)

Session 1 (10:20 am – 12:00 pm)

Venue: Room 1

Session Chair: Dr. Xiaoqing Li

Track A: Business, Management Economic, Social Sciences and Humanities

MARGI-19-106	Generational Fault Lines and its Influence on Community Disputes in Africa	Macdonald Rammala
ARSSH-19-107	The Effect of Love Messages on Gift Budgeting	Yanan Wang
ARSSH-19-114	Decomposition of Economic Efficiency of Dmus With Non-Homogeneous Inputs and Outputs Under the Imperfect Competition Market Assumption	Ming-Miin Yu
ARSSH-19-103	The Use of Mother Tongue in the English Class	Ghaida, Ali Alzahrani
MARGI-19-111	The Transformation of the Political Center in Israel: From Satellite Parties to Parties Competing to Form A Government	Ephrat Knoller

DAY 01 Saturday (August 24, 2019)

Session 2 (12:00 pm – 12:15 pm)

Venue: Room 1

Session Chair: Dr. Xiaoqing Li

Track B: Engineering and Technology Studies

ETITR-19-101	The Optical and Electronic Features of HgSix2 (X=P, As) Chalcopyrite Materials: A First Principle Calculations	Khalid Shah
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Lunch Break (12:15 pm – 12:30 pm)



LIST OF CONFERENCE ATTENDEE

The following scholars/practitioners/educationists don't have any paper presentations; however they will be attending the conference as delegates and observers.

ID	Name	Affiliation	Country
MARGI-19-104A	Dr.Xiaoqing Li	Brunel University London	UK

DAY 02 Sunday, (August 25, 2019)

All respected 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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TRACK A: BUSINESS, MANAGEMENT, AND ECONOMIC STUDIES

The Effect of Love Messages on Gift Budgeting

Yanan Wang*

Bishop's University, Canada

Abstract

It is proposed that when people give a gift, they engage in 'love accounting' so that they will spend less on it if they include a written expression of love with it. This hypothesis was tested with college students (N = 314). It was found that participants who wrote a love message to accompany a Mother's Day gift budgeted less for the gift itself than control participants (Experiment 1), and this effect was replicated for a Christmas gift (Experiment 2). The amount of effort expended by the giver on preparing the love message did not account for the effect (Experiment 3). It is concluded that a gift and its accompanying love message are mentally computed as belonging to the same "love account", implying that consumers' excessive splurging on gifts might be controlled by writing a love message before gift shopping.

Keywords: Gift, Budgeting, Messages

*All correspondence related to this article should be directed to Yanan Wang, Bishop's University, Canada
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Decomposition of Economic Efficiency of Dmus with Non-Homogeneous Inputs and Outputs Under the Imperfect Competition Market Assumption

Ming-Miin Yua^{1*}, Li-Hsueh Chena²

^{1,2}National Taiwan Ocean University, Taiwan

Abstract

As international competition is becoming ever more intense, the profit efficiency of today's company plays a very important role in the global market. Not only does the production process need to become more efficient in order to improve company performance, but also an optimal output/input mix given the prevailing relative prices needs to be found in order for firms to survive. Traditional profit efficiency evaluates the ability of a decision-making unit (DMU) to produce the maximum revenue at minimal cost, given its input and output prices. Due to the fixed prices assumption, traditional profit efficiency only reflects efficiency corresponding to the levels and mix of inputs and outputs. Profit expansion cannot be attained with price adjustments. Moreover, if the inputs and outputs are not homogeneous, the prices may differ between DMUs in order to qualitatively differentiate the resources available at each DMU. To overcome the limitation of the existence of a set of efficient prices that is uniform across all DMUs as a necessary and sufficient condition for Pareto efficiency, the purpose of the paper is to relax the fixed prices assumption in the situation of non-homogeneous inputs/outputs and develop an enhanced approach for the assessment of economic efficiency in a scenario where price adjustments are possible, such that the DMUs are evaluated based on the ability to produce with maximal profit in the situation of non-homogeneous inputs and outputs. Based on the proposed method, a DMU is able to identify the sources of inefficiency, and thus work to make the necessary improvements.

Keywords: Data Envelopment Analysis; Profit Efficiency; Imperfect Competition

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TRACK B: SOCIAL SCIENCES AND HUMANITIES STUDIES



Generational Fault Lines and its Influence on Community Disputes in Africa

Macdonald Rammala*

University of South Africa, South Africa

Abstract

The image of elders sitting under a tree and sharing knowledge with young men and women has since been replaced by urban boardrooms whereby elders are considered as equal to the young men and women. The generational differences no longer consider the elders as the most important source of knowledge. Instead, the elder is seen as a leading cause of the challenges which are faced by the younger generation of the modern day. The exchange or rather the sharing of knowledge by the elders to the younger generation is no longer the norm, but a context in which an elder is belittled and blamed for the errors of the past which do have an influence on the challenges which young people face today. This sign of generational resilience weakens the image of an elder as a potential role player in resolving disputes, and it also disrupts the passing of knowledge from the elders to the new generation. It is said that children used to be seen but not heard – but current disputes on the political sphere reflect scenes in which children have assumed the roles of elders and in this sense, are slowly rejecting and replacing the knowledge of the elders. The process of acquiring knowledge is a lifelong process and not an event, when generational fault lines discourage the elders from sharing knowledge, this will lead to a lack of intellect and wisdom when dealing with disputes. The knowledge of the elders is not just for the purposes of resolving disputes; it is also vital in molding young minds and influencing future harmonistic approaches of communication and also learning to understand diverse and different opinions. The sharing of knowledge by the elders is also an important tool which enhances listening skills, arouses enthusiasm, and encourage the young generation to get involved in the process of passing the knowledge when they become elders. Generational fault lines should not disregard the elder's significance in resolving disputes but rather encourage the exchange of knowledge and broaden the context in which all will respect and acknowledge the presence of one another.

Keywords: Community Disputes, South Africa, Generational Fault

*All correspondence related to this article should be directed to Macdonald Rammala, University of South Africa, South Africa
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The Transformation of the Political Center in Israel: From Satellite Parties to Parties Competing to Form a Government

Ephrat Knoller*

Zefat Academic College; Bar Ilan University, Israel

Abstract

This research focuses on the significant changes that have taken place in the strength of the center parties in Israel. The political system in Israel is a multiparty system, composed of right-wing parties, left-wing parties, center parties, religious parties, and ethnic parties. This research does not relate to the religious and ethnic parties because they are not on the right-to-left spectrum. The research questions: 1. What are the factors behind the changes in the strength of the center parties in Israel? 2. Are the demographic changes that have taken place in Israeli society cause middle-class support in the center parties? 3. Is the strengthening of the political center stemmed from the extremism that occurred in the right-wing and left-wing parties? There is controversy amongst the researchers as to the very existence of center parties (Knoller, 2000, 2017; Arian & Shamir, 2004; Hazan, 1999; Smith, 1988). Throughout the 71 years of Israel's existence, there have been 15 center parties. Most of them have been small and have disappeared after one or two Knesset terms. Starting in the early 2000s, the power of the center parties in Israel underwent significant changes, from small parties, they have become large parties that compete for the ability to form a government. 1. The strengthening of the center parties stemmed from the radicalization of both the left and the right 2. The middle class is one of the factors in the strengthening of the center parties. 3. Other factors include the party leadership and the overall platform, which offers every voter the ideology that suits him.

Keywords: Transformation, Satellite Parties, political centre

*All correspondence related to this article should be directed to Ephrat Knoller, Zefat Academic College; Bar Ilan University, Israel
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TRACK C: ENGINEERING AND TECHNOLOGY STUDIES

The Optical And Electronic Features Of HgSiX₂ (X=P, As) Chalcopyrite Materials: First Principle Calculations

Khalid Shah^{1*}, Guiwu Lu², Zhenqing Yang³

^{1,2,3} China University of Petroleum, China

Abstract

In this study, we figured out the optical and electronic features of HgSiX₂ (X=P, As) with the help of pseudo-potential plane wave approach in Castep module rely on density functional theory (DFT) of Generalized gradient approximation (GGA). Our output results showed alignment with the results drawn from the other experimental and theoretical studies. The band energy gaps, partial and total densities of states, and optical properties have been calculated and elaborated. From the band structures and density of states calculated outputs, showed that these materials are semiconductors of band gap energy equal to 0.833 eV for HgSiP₂ phase and 0.425 eV for HgSiAs₂ Phase, and their larger contribution is coming from Si-3p P-3p and As-4p atomic orbitals. Moreover, the comprehensive analysis of optical-functions such as reflectivity, absorption spectra, and dielectric function, etc. showed that these compounds are good dielectric materials. The calculated results revealed that these materials could be as a coating material, optical storage devices, infrared detectors, and Braggs reflectors. It is hoped that the manufacture of HgSiP₂ and HgSiAs₂ devices can give new advance strategies and gateways for the explorations in high efficient optoelectronic materials.

Keywords: Optical and Electronic Features, Principle Calculations

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FUTURE EVENTS

3rd INTERNATIONAL CONFERENCE ON
“Challenges in Social Science Reserach (CSSR-2019)”



Date: September 27-28, 2019

Venue: Holiday Inn Bangkok Silom, Bangkok Thailand

Submission Email: cssr@gissf.com

Abstract Submission Date: September 05, 2019

Full Paper Submission Date: September 10, 2019

Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.

Conference Main Tracks

- Social and Community Studies
- Arts
- Humanities
- Civic and Political Studies
- Cultural & Global Studies
- Environmental Studies
- Organizational Studies
- Educational and Communication Studies
- Economics, Finance & Accounting
- Business and Management Studies

For more details visit <http://gissf.com/>

2nd INTERNATIONAL CONFERENCE ON

**“Innovation in Global Buisness, Social Sciences and
Economics (IGBSSE-2019)”**



Date: October 05-06, 2019

Venue: Nine Tree Premier Hotel Myeongdong 2 Seoul, South Korea

Submission Email: igbsse@gissf.com

Abstract Submission Date: September 20, 2019

Full Paper Submission Date: September 25, 2019

Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.

Conference Main Tracks

- Social and Community Studies
- Arts
- Humanities
- Civic and Political Studies
- Cultural & Global Studies
- Environmental Studies
- Organizational Studies
- Educational and Communication Studies
- Economics, Finance & Accounting
- Business and Management Studies
- For more details visit <http://gissf.com/>

3rd INTERNATIONAL CONFERENCE ON

“Dynamics of Social Sciences and Humanities Research
(DSSHR-2019)”



Date: October 19-20, 2019

Venue: Istanbul GONEN Hotel, Istanbul, Turkey

Submission Email: dsshr@gissf.com

Abstract Submission Date: September 25, 2019

Full Paper Submission Date: October 5, 2019

Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.

Conference Main Tracks

- Social and Community Studies
- Arts
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- Environmental Studies
- Organizational Studies
- Educational and Communication Studies
- Economics, Finance & Accounting
- Business and Management Studie

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2nd INTERNATIONAL CONFERENCE ON

“Research Methodology for Business Economics, Social Sciences and Entrepreneurial Studies (RBESE-2019)”



Date: November 27-28, 2019

Venue: The Trans Resort Bali, Indonesia

Submission Email: rbese@gissf.com

Abstract Submission Date: November 05, 2019

Full Paper Submission Date: November 15, 2019

Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.

Conference Main Tracks

- Social and Community Studies
- Arts
- Humanities
- Civic and Political Studies
- Cultural & Global Studies
- Environmental Studies
- Organizational Studies
- Educational and Communication Studies
- Economics, Finance & Accounting
- Business and Management Studies

For more details visit <http://gissf.com/>

3rd INTERNATIONAL CONFERENCE ON

“Social and Management Sciences; Theoretical and Practical Approaches (SMSTPA-2019)”



Date: December 14-15, 2019

Venue: Hotel Grand Pacific Singapore

Email: smsstpa@gissf.com

Abstract Submission Date: November 20, 2019

Full Paper Submission Date: November 25, 2019

Selected conference papers will be published in the special /regular issue of ISI/Scopus-indexed journals associated with this conference.

Conference Main Tracks

- Social and Community Studies
- Arts
- Humanities
- Civic and Political Studies
- Cultural & Global Studies
- Environmental Studies
- Organizational Studies
- Educational and Communication Studies
- Economics, Finance & Accounting
- Business and Management Studies

For more details visit <http://gissf.com/>

3rd INTERNATIONAL CONFERENCE ON

“Advancements in Social, Business and Management
Sciences Research (ASBMSR-2020)”



Date: February 22-23, 2020

Venue: Hotel Mystays Ochanomizu Conference Center
Tokyo, Japan

Email: asbmsr@gissf.com

Abstract Submission Date: February 05, 2020

Full Paper Submission Date: February 10, 2020

**Selected conference papers will be published in the special
/regular issue of ISI/Scopus-indexed journals associated
with this conference.**

Conference Main Tracks

- Social and Community Studies
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- Environmental Studies
- Organizational Studies
- Educational and Communication Studies
- Economics, Finance & Accounting
- Business and Management Studies

For more details visit <http://gissf.com/>

3rd INTERNATIONAL CONFERENCE ON

“Global Issues in Social Sciences, Psychology and Business Management (GISSPBM-2020)”



Date: March 21-22, 2020

Venue: Mercure Hotel Amsterdam City, Netherlands

Email: gisspbm@gissf.com

Abstract Submission Date: February 25, 2020

Full Paper Submission Date: March 10, 2020

Selected conference papers will be published in the special /regular issue of ISI/Scopus-indexed journals associated with this conference.

Conference Main Tracks

- Social and Community Studies
- Arts
- Humanities
- Civic and Political Studies
- Cultural & Global Studies
- Environmental Studies
- Organizational Studies
- Educational and Communication Studies
- Economics, Finance & Accounting
- Business and Management Studies
- For more details visit <http://gissf.com/>

3rd INTERNATIONAL CONFERENCE ON

**“Sustainable Development in Information Technology,
Business and Social Sciences (SDITBSS-2020)”**



Date: April 04-05, 2020

Venue: Regal Oriental Kowloon, Hong Kong

Email: sditbss@gissf.com

Abstract Submission Date: March 15, 2020

Full Paper Submission Date: March 20, 2020

Selected conference papers will be published in the special /regular issue of ISI/Scopus-indexed journals associated with this conference.

Conference Main Tracks

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- Economics, Finance & Accounting
- Business and Management Studies
- For more details visit <http://gissf.com/>

3rd INTERNATIONAL CONFERENCE ON

**“Law, Business, Education and Social Sciences
(LBESS-2020)”**



Date: June 14-15, 2020

Venue: Novotel London Waterloo Hotel, UK

Email: lbess@gissf.com

Abstract Submission Date: May 15, 2020

Full Paper Submission Date: May 30, 2020

Selected conference papers will be published in the special /regular issue of ISI/Scopus-indexed journals associated with this conference.

Conference Main Tracks

- Social and Community Studies
- Arts
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- Economics, Finance & Accounting
- Business and Management Studies
- For more details visit <http://gissf.com/>

3rd INTERNATIONAL CONFERENCE ON

**“Dynamics of Management and Economic Research
(DMER-2020)”**



Date: June 20-21, 2020

Venue: Novotel Barcelona Sant Joan Despi, Spain

Email: dmer@gissf.com

Abstract Submission Date: June 05, 2020

Full Paper Submission Date: June 10, 2020

Selected conference papers will be published in the special /regular issue of ISI/Scopus-indexed journals associated with this conference.

Conference Main Tracks

- Social and Community Studies
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- Educational and Communication Studies
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- Business and Management Studies
- For more details visit <http://gissf.com/>

3rd INTERNATIONAL CONFERENCE ON

**“Emerging Issues in Economics , Social Sciences and
Business Management(EIESSBM-2020)”**



Date: July 11-12, 2020

Venue: The Federal Kuala Lumpur Malaysia

Email: eiessbm@gissf.com

Abstract Submission Date: June 25, 2020

Full Paper Submission Date: June 30, 2020

Selected conference papers will be published in the special /regular issue of ISI/Scopus-indexed journals associated with this conference.

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CSR



Environment



Public Health



Growth and
Development



Sustainability



Charities

CSR Activity Conducted By GI Social Sciences Forum: Sport Activation for Children against Negative Impact of Internet & Technology

In April 2016, GI Social Sciences Forum conducted Corporate Social Responsibility program together with Maestro and the Clover as Sport Facility Provider in Bandung, initiating an event with theme:



The Objectives of this event were:

1. Media of education for parents and children to be aware of digital new era and its impact on children's life
2. Facilitate and promote futsal as one of the kinds of sports activation that can be alternative activity for children against the negative impact of internet
3. Social activity and charity engaging orphans to enjoy sports activities together with their friends
4. Corporate Social Responsibility of Company to contribute to the society especially to solve one of the social problems in Bandung.

Highlights of CSR Activities are given below:



GI Social Sciences Forum Malaysia Team conducted its Latest CSR activity at Rumah Charis, Kuala Lumpur, Malaysia Children Home

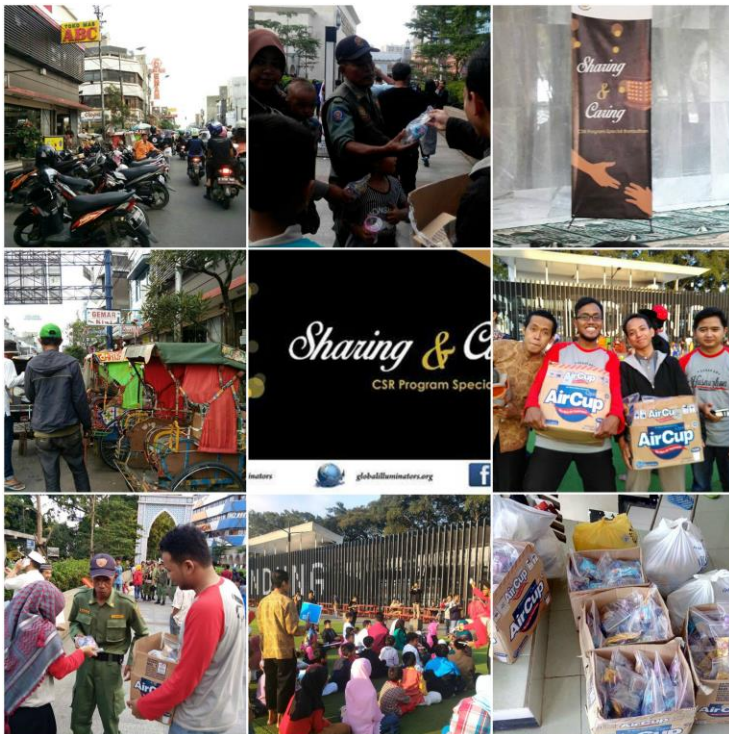
GI Social Sciences Malaysia Team conducted its latest CSR activity at Rumah Charis, Kuala Lumpur, Malaysia Children home. The children home ministry provides care for orphans and single parent children, their homes and activities aim to create a suitable environment to enable children to grow. They help to provide spiritual direction, education, and counselling for the children. Emphasis was given to fellowshiping and spending time with the children over refreshments, as well as presenting them with small gifts and the organizing of special entertainment programmes for the children such as a special game segment. One of the other highlights of the evening was the goodie bags distribution programme carried out by GI Social Sciences Forum



GI Social Sciences Forum Indonesian Team conducted its Latest CSR activity in Ramadan for Local Community Welfare, Sharing Happiness and developing Orphan Children

GI Social Sciences Forum Indonesian team conducted its latest CSR activity in Ramadan for orphans. The purpose of this activity was to give happiness and develop orphans with the support of more than 60 volunteers and distribute iftar to more than 400 beneficiaries (yateem, orphans, and dhuafa). GI Social Sciences Forum Indonesian team spent time with children and conducted different activities for their moral self-development.

Highlights of this activity are given below:







MISSION

Our mission is to persistently nurture the values to promote the institutional and academic development through quality research contributions.

VISION

Researching and Developing to promote Innovation

***3rd International Conference on
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(ARSSH-2019)***

HEAD OFFICE (MALAYSIA)

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Kuala Lumpur Malaysia.***

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