CONFERENCE PROCEEDINGS

BOOK OF ABSTRACTS
SHSS-2018

AUSSRE Annual International Conference on Social Sciences and Humanities: For Sustainability and Better Services to Humanities (SHSS-MAR-2018)
Book of Abstracts Proceeding

AUSSRE Annual International Conference on Social Sciences and Humanities: For Sustainability and Better Services to Humanities
(SHSS-MAR-2018)
Sydney, Australia

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Proceedings of AUSSRE Annual International Conference on Social Sciences and Humanities: For Sustainability and Better Services to Humanities (SHSS-MAR-2018)

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AUSSRE Annual International Conference on Social Sciences and Humanities: For Sustainability and Better Services to Humanities, SHSS Sydney, Australia
Venue: Rydges Camperdown, Sydney, Australia

ORGANIZING COMMITTEE

1. Ming Zhao

Conference Coordinator

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2. Dr Chyi Lin Lee

Conference Coordinator

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3. Dr. Partha Gangopadhyay

Conference Coordinator

Email: partha@aussre.com
CONFERENCE CHAIR MESSAGE

Dr. Richard Yang
International Conference on “Social Sciences and Humanities: For Sustainability and Better Services to Humanities SHSS-2018” serves as a 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 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 honorable scientific and 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. Richard Yang
Conference Chair
Email: richard@aussre.com
AUSSRE-2018
**Conference Schedule**

**DAY 01 Friday (March 23, 2018)**

**Venue:** Rydges Camperdown 9 Missenden Road Camperdown 2050, Sydney, Australia

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<td>8:00 am – 8:30 am</td>
<td>Welcome Reception &amp; Registration</td>
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<td>Welcome Remarks – Conference Coordinator AUSSRE</td>
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<td>09:05 am - 09: 25am</td>
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<td>Grand Networking Session and Tea Break</td>
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**DAY 01 Friday (March 23, 2018)**
**Session I (09:45 am – 12:00 pm)**
**Venue: Room 1**
**Session Chairs: Bishnu Prasad Gautam & Keith Akiva Lehrer**

**Track: Business, Management and Economic Studies**

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Session II (12:00 pm – 01:00 pm)
Venue: Room 1
Session Chairs: Esat Hasani & Ilir Kraja

Track: Engineering and Technology Studies

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<td>Data Collection on the Fly through Web Scraping Technique in STPF (Smart Tourism Process Framework)</td>
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Lunch Break (01:00pm – 02:00pm)
**DAY 01 Friday (March 23, 2018)**

**Session III (02:00 pm – 03:30 pm)**

**Venue:** Room 1

**Session Chairs:** Hema Soondram & Muruganantham Ganesan

**Track:** Social Sciences & Humanities

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**Tea Break (03:30 pm – 03:45 pm)**

**Closing Ceremony**
LIST OF CONFERENCE ATTENDEES

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

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<td>PT. Setya Bhakti Pramitra</td>
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<td>Pactil Green Farm</td>
<td>Philippines</td>
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<td>SHSS-MAR-112A</td>
<td>Lohithsandeep Pammidimarry</td>
<td>Tech Indya It Services Pvt. Ltd.</td>
<td>India</td>
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<tr>
<td>SHSS-MAR-115A</td>
<td>Sai Ramana Reballi</td>
<td>Tech Indya IT Services Pvt Ltd</td>
<td>India</td>
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DAY 02 Saturday (March 24, 2018)

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.
TRACK: BUSINESS, ECONOMICS, SOCIAL SCIENCE & HUMANITIES
Impact of Arab Islamic Culture on Employees’ Effectiveness from the Employees’ Perspective in Commercial Banks: Case of the Hashemite Kingdom of Jordan

Buthina Alobidyeen¹, Hefin Rowlands², Brychan Thomas³, Caryn Cook⁴

Abstract This paper presents part of an in-depth theoretical and practical analysis of the influence of Arab Islamic culture on employees’ effectiveness in Jordanian commercial banks. It considers two of the Islamic values: Intention (Neyyah) and Justice Trust (Amana) from the employees’ perspective. The impact of religion on management practices and its role in human behaviour within work organizations have been largely ignored (Ababneh and Abramenko, 2016). This work seeks to fill part of this gap by considering its influence on organizational performance in general and employee’s effectiveness in particular. In a country, such as, the Hashemite Kingdom of Jordan, religion plays an important role in everyday life, being supported by the Government. Interest is in the prevalent behaviour at work and beyond. The question is: ‘what’ is significantly influenced by a high degree of commitment to religious practices? This paper explores the relationship between the dominant religion and management practices in paying particular attention to Arab Islamic culture and employees’ effectiveness. This is an important sector to study, as it plays a key role in supporting societies and is arguably the most important service sector affecting the Jordanian economy. Data were analysed from managers, assistant managers, divisional heads, branch heads, and other employees from five commercial banks in the Hashemite Kingdom of Jordan with a sample size of 174. Multiple regression analysis and other statistical tests were utilised to test research hypotheses. The empirical results of the research show there is no statistically significant effect of Intention (Neyyah) and Justice Trust (Amana) on HR performance in the commercial banks in Jordan.

Keywords: Islam, Human Resources, Islamic culture, Hashemite Kingdom of Jordan

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The Effect of Corporate Taxes on FDI in Africa

Hema Soondram\textsuperscript{1*}, Krishtanusha Sumboo\textsuperscript{2}

\textbf{Abstract} The inflows of Foreign Direct Investment are very often perceived as a vehicle of economic growth. Hence, various countries worldwide are striving to attract more Foreign Direct Investment. Even the Sub-Saharan African countries have been playing a very active part in this race. However, as opposed to other parts of the world, the SSA countries have not been very successful in attracting large amounts of FDI. Hence, the main objective of this study is to analyse the different determinants of FDI in SSA while laying particular emphasis on the corporate income tax rate. It is an instrument that is widely used by SSA countries to draw FDI inflows. A regression is conducted on 22 countries in the SSA region for the period 2004-2015. Results from the analysis show that the market size, trade openness, and political stability have a positive significant impact on attracting inwards FDI to SSA, with trade openness being the most prominent one. On the other hand, infrastructure has a significant inverse relationship with the level of FDI inflows. As far as the exchange rate and the tax rates are concerned, it is found that they have no statistically significant impact on FDI inflows to SSA.

\textbf{Keywords:} FDI, FDI determinants, Corporate Income Tax Rate, Sub-Saharan Africa

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Developing Happiness Index for Higher Education Institution Faculty: Controlling Decision to Quit

Marria Hassan1, *, Syed Muhammad Javed Iqba2

Abstract Education sector of a country is the hub of supplying skilled human capital. Higher education institutions (HEI), a place where teaching at a level beyond intermediate is conducted, face biggest dilemma of faculty quitting the current HEI and joining the other. Current study identifies happiness as one construct to regulate faculty’s decision to quit. Study aims at developing a happiness index to compute how happy a faculty member is by the use of Delphi technique conducted with the support and guidance of experts and professionals in the relevant filed. Results of Delphi technique yield a cloud of the most appropriate definitions of happiness as per area experts’ opinions. Those one-word definitions were further used to create item to be asked to the sample faculty members of HEI’s. Questionnaire created for the purpose of quantifying the proposed equation was formally distributed to gather data for happiness index and intention to quit as per the 20-item index scale of happiness developed and regressed on a 3-item adapted scale of intention to quit. A strong regression coefficient and a high correlation coefficient reported on a sample selected from 7 armed forces administered HEI’s. Study was applied primarily to armed forces administered institutions as per the notion that these are more strictly managed and comparatively more disciplined HEI’s.

Keywords: Developing, Higher Education, Controlling Decision

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Private Label Brands – Effect of Brand Attitude on Trust and Loyalty among Indian Consumers

Muruganantham Ganesan¹*, Priyadharshini Kanji²

Abstract The Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. India is the world’s fifth-largest global destination in the retail space. Modern retail formats have immense potential, since India has the second largest population with affluent middle class, rapid urbanisation, and growth of internet. Private label (In-store brand) strategy is playing a dominant role in organised retailing. The challenges of introducing acceptable “private label” brands in food and grocery retailing require understanding the purchasing behaviour of women consumers. The aim of the paper is to study the effect of private label brand attitude on trust and loyalty formation among the women consumers in Indian. Data were collected from 428 women respondents who bought private label brands in food and grocery sector. The research findings indicate that there is a significant relationship between private label attitude and purchase intention. Research outcome also shows that there is a significant relationship between the perceived risk consciousness, perceived familiarity, perceived brand image, and private label attitudes. In comparison to other factors, perceived quality is playing a dominant role to influence attitude and purchase intention. This illustrates that the quality of Private label is an important determinant to increase the demand. The trust and loyalty of a private label brand depend on the purchase intention. This study provides useful insights to formulate consumer-driven and market-driven strategies for the success of Private Label brands.

Keywords: Private Label, Store Brand, Food and Grocery, Attitude, Trust, Indian Women

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Prospects of Success of Managers with Nietzschean ‘Master’ & ‘Slave’ Moralities in the Corporate Sector of Karachi

Asima Faisal*

Abstract German philosopher Friedrich Wilhelm Nietzsche (1844-1900) postulated that people could be divided into two groups: those possessing Master moralities and those with Slave moralities. Each type of person has certain qualities, characteristics, ideologies, and methods of dealing with everyday situations. This research paper applies the concept of Master & Slave moralities to the personnel working in the corporate sector of Karachi to observe their prospects of success. A questionnaire was designed to gauge which morality characteristics the study subject displayed more, then that was compared to the person’s position in an organization to see which morality was more prevalent at higher management levels, and whether the association was significant. Results showed that despite of the leadership-like qualities of those with Master moralities, the proportion of Slave moralities was significantly more at senior management levels of the corporate sector of Karachi. There were more Master morality-personnel present at the first-line level of corporate institutions. These findings are in line with the increasing focus on democratic and adaptable leadership styles in contemporary organizations.

Keywords: Master Morality, Slave Morality, Prospects

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Breaking Women Body Myths: How Taiwanese Plus Size Women Portrayed Body Image on Facebook

Yi-Yin Lin¹*, Chih-Ping Chen²

Abstract In Taiwanese society, women are constantly bombarded with the images of thin bodies as a feminine ideal meant to attract male attention in traditional media (e.g., TV, newspaper, magazine, etc.). Plus size women are definitely a minority in Taiwan, but they have a right to live with their own ways and styles. With the emergence of social media (e.g., Facebook, YouTube, Instagram, etc.) to develop personal branding and parasocial interactions with the viewers, social media have become a platform for the influencers to interact with the followers. In this study, Facebook has been chosen and considered as a research platform to observe both influencers’ and followers’ behavior. Women are empowered and now afford many opportunities to liberate themselves from a traditional perspective of gender body stereotypes and scripts based on Taiwanese cultural values and norms. In this regard, plus size women can present their “real” bodies and share with others in a way that is true to themselves. This research aims to understand whether plus-size Taiwanese women can be liberated to freely present their bodies and interact with other audiences/followers when Facebook offers freedom for them to escape from cultural female body stereotypes or constraints. In methodology, we used the in-depth interview. Overall, the findings suggest that the cultural gender values still slightly impact plus size women presenting on Facebook.

Keywords: Plus Size Women, Culture value, Facebook, Parasocial Interaction, Personal Branding

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Content Analysis to Exploring the Positive and Negative User-Generated Content of Online Travel Purchases Via Booking.Com in Taiwan

Shih-Ting Yu¹*, Chih-Ping Chen²

Abstract The user-generated content created by individual web users has been an important index for travelers to make decisions regarding online hotel booking. In recent years, there have been more and more websites created for online hotel reservations that allow users to search for and compare a variety of hotels at one time. Booking.com is a well-known website and has experienced a rapid rise to dominance in the online travel market. Booking.com uses data collected from web users to accurately predict what their customers want. For example, the customers can use different kinds of criteria, such as, reviews to examine their different booking options. Therefore, Booking.com is the primary platform used for this study. This study will specifically focus on Taiwanese travelers moving to Japan which is consistently the most popular travel destination for Taiwanese travelers, according to the data collected by the Taiwanese Tourism Bureau. Previous Western scholar’s study referred to the consumers who consider a lot of factors when they are booking accommodation, for example, cleanliness, location, room rate, service quality, security, and the reputation of the hotel (Sohrabi, Vanani, Tahmasebipur, & Fazli, 2012). In contrast, Asian scholar Satoko (2015) referred to culture, natural scenery, and tourist attraction also influencing consumers. Therefore, this study argues that Taiwanese travelers will consider different factors when they are making a reservation through this online booking site. For methodology, we collected data by data mining and analyzed data with content analysis. This study will provide some suggestions to the tourism industry in the future, for example, applying big data to customize the user experiences for precision of marketing programs based on different nationalities.

Keywords: User-Generated Content, Online Review, Online Hotel Booking, Booking.Com

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*E-mail: ishaya1004@gmail.com
On the Xiong Shin-li View of Scripture Reading

Mr. Huang Wen-shu*

Abstract Xiong Shin-li (1885-1968), who gets knowledge by self-teaching, is from Huanggang, Hubei Province. He is the founder of modern new confucianism, the the professor of Peking University and author. His important works successively are: the Generality Of Yoyacara in 1923, the Commentaries On Nyyapravea in 1926, New Cittamatra in 1937, Discourse Of Chinese History in 1938, Shi Li Yu Yao in 1941, Main Points Of Scripture Reading in 1945, Initial Continuation of Main Points of Scripture Reading in 1949, Recording of Eradicating Delusion and Disclosing Essential in 1950, On Confucianism in 1955, On Body and Function in 1958, etc. He Lin, the scholar of modern and contemporary history of philosophy, said in New Theory of Confucianism he is “the most original one who epitomizes the refinement and systematization of Lu-Wang Theory of Mind”; Tsai, Jen-Hou (1930- ), the modern scholar, called in New Confucianism that he is the “figure the old society cultivated, and the master of integrity and great learning of self-teaching”. The new culture movement, scientism, and historical materialism, etc. rose in times of growing up and academic activity of Xiong Shin-li. Slandering Confucius and Mencius and objecting tradition is normal. Not only the six classics were laid aside and neglected, but also the statement of burning classics came into being. Even if some scholars were bitterly disappointed in it, they could do nothing. On the occasion of many celebrities confusing the public, Xiong Shin-li, out of conscience, superintend and direct his disciples to read classics concurrently using in oral and written language, “waved the dagger-axe of Luyang and returned to Wisdom-sun, carried on the back the stones of Taihang Mountain to cut off the turbulent torrents”, embodying the posture of warrior defending traditional moral principles. This article summarizes the Xiong Shin-li’s view of scripture reading as six points: Firstly, classics are normal practice and it must be read; Secondly, set up an aspiration before reading classics and yearning for becoming a sacred; thirdly, the attitude of reading scriptures is condensing integrity and mutual assistance; Fourthly, seek the meaning of the sage and experience out of words of classics; Fifthly, accumulate constant force, keep away from the secular and abstain from the superficiality; finally, classics are my footnote and independently innovate and develop. These views, in culture and education, are full of significance of application and reference values.

Keywords: Xiong Shin-li, View of Scripture Reading, Six Classics

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Smart Growth for St. James: A Negotiation Simulation for Innovative and Effective Cross-Disciplinary Learning in Business Schools

Craig B Barkacs¹, Linda L Barkacs²*

Abstract Smart Growth for St. James is a highly competitive team negotiation with extraordinary integrative potential. St. James (a fictional city) has experienced a growth pattern of sprawl at the expense of its urban core. Recent efforts to revitalize the urban core have met with some success, but various interest groups throughout the area are calling for a more comprehensive approach to St. James future development that best answers the question: “How can we create compact and efficient growth patterns that are responsive to the needs of people at all income levels and also help maintain our region’s quality of life and economic competitiveness?” This exercise provides highly adversarial and contentious roles for the participants and challenges them to undertake thorough planning, balance competing political interests, deal with difficult people, engage in conflict resolution, resist satisficing, engage in problem-solving, and find creative solutions to meet the parties’ interests. The debrief provides an excellent opportunity to discuss leadership issues, ethical considerations, the management of a negotiation team, and the psychology of working together in a team. Moreover, the classic developer community versus environmentalist dynamic at play in this simulation enjoys substantial real-world validation and application. It has been successfully utilized in undergraduate, graduate, and executive level training courses dealing with negotiation, conflict diagnosis and dispute resolution, and teams and leadership.

Keywords: Negotiation, Anchor, BATNA, Win-Win, Satisficing

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The Effects of Women’s Health Nursing Section Team-Based Learning on Self-directed Learning Ability, Learning Attitude, and Problem-Solving Ability

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Abstract This study has developed a STBL (Section Team-Based Learning) program for women’s health nursing education aimed at undergraduate nursing students and has investigated the effects of Women’s Health Nursing STBL on self-directed learning ability, learning attitude, and problem-solving ability. A quasi-experimental nonequivalent control group pre/post-test design was used for participants (n=69) who were 34 people in an experimental group and 35 in a control group. Data were collected between September and October of 2017. The STBL program was operated for 50 minutes per week over six weeks in total and measured self-directed learning ability, learning attitude, and problem-solving ability for the participants. As a result, it has shown that the STBL program exerted a significant influence on the problem-solving ability of women’s health nursing learning (p<000). Therefore, STBL needs to be performed to improve the problem-solving ability of nursing students rather than a lecture class.

Keywords: STBL (Section Team-Based Learning), Self-directed Learning Ability, Learning Attitude, Problem-Solving Ability

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Enhancing Students’ Learning Experience in Blended Classroom Teaching

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Abstract As educational technologies continue to expand, American higher education has witnessed radical transformation to provide students a more integrated and multi-dimensional educational experience. This convergence of technology and students’ expectations of Generation Z has led to redefined learning and teaching models. While hitting the sweet spot of technology and learning, expectations may need more data and research. The balance can be optimized in blended classrooms. The paper will present different pedagogical models that incorporate active learning classroom teaching and technology and explore the advantages and challenges they present to both students and faculty. A practical framework to reimagine the role of technology in higher education and a student-centered ecosystem that creates engaging and empowering learning experiences will be presented along with examples of how faculty and institutions could be embracing technology to enhance students’ outcomes.

Keywords: Technology-Enabled Teaching, Blended Classroom Learning, Student-Centered Environment. Active Learning Classroom, Students’ Success and Outcomes

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Abstract Financial well-being can be elusive. When individuals lack financial knowledge, socialization, and personal characteristics, such as, self-discipline and thoroughness, they may not be able to make informed financial decisions later in life. Since children’s savings have long-lasting effects on college entrance and graduation rates, this paper looked specifically at the relationship between parents’ saving values and whether they opened a savings account for their child. Covariates including individual characteristics of the parents and household characteristics were examined to see if they were significantly related to whether or not a child’s savings account was opened. Implications of the findings with respect to early intervention work with parents are discussed as are recommendations for future research with low-income families.

Keywords: Savings Attitudes, Savings Behaviour, Financial Decision-Making, Children’s Savings

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Exploring Relationship between Emotional Competencies and Project Success: Evidence from Social Sector Projects

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Abstract The importance of abilities and skills associated with emotional competencies has been recognized in project management literature. Project management practices have widely been adopted but project success is still a challenge for organizations. Project managers equipped with emotional competencies should be better in solving the challenges and problems to enhance project outcomes. The purpose of this study is to examine the relationship between project manager’s emotional competencies and project success. Survey based methodology and cross sectional design will be adopted to collect data on projects from social sector of Pakistan. The respondents of this study were the project managers/project directors of information public sector projects. Different analysis methods and techniques were used to test reliability and validity of the constructs. Moreover, correlation and regression analyses indicated a significant relationship between project manager’s emotional competencies and project success. The study provides implications and future directions for project managers.

Keywords: Emotional Competencies, Project Manager, Project Success, Social Sector, Pakistan

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The Local Production or Local Consumption and the Cooperative Relationship Between Japanese Sake Brewers And Rice Farmers

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Abstract  The aim of this study was to investigate the mechanism of focusing on the partnership between Japanese sake brewers and rice farmers. Firstly, I investigated the features of the cooperative relationship between the brewers and farmers. It then examined how the partnership is built and shaped over time. Finally, how the partnership affects each agency's interpretations and behaviors was examined.

Keywords: Japanese Sake Brewers, Rice Farmers, The Local Production For Local Consumption, The Cooperative Relationship

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Exploring Processes that are used for Managing Knowledge in the Higher Education Environment: A Case Study in A Queensland Regional University

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Abstract This paper aims to investigate generated themes associated with Talent Management Processes (TMPs) in the Australian higher education sector. This is because there are practical benefits for universities focused on developing talents. For example, talent is a primary source of competitive advantage for educational organisations. Moreover, talent participates in increased rankings and profits of higher education organisations. The university’s ranking is aligned with their talented employees who contribute significantly to university’s performance by attracting new students and securing funds for further research. This study depends on the brainstorming and Focus Group (FG) methods as the main tools for data collection. The sample consisted of seventeen (6 brainstorming, and 11 FG) Information Communication Technology (ICT) managers who were working in the University of Southern Queensland (USQ). A high-level brainstorming session and FG session were transcribed and thematically analysed using NVivo 11. Eight key themes and seven sub-themes of TMPs were identified. The key themes were talent retention, talent development, leadership development, skills gap analysis, talent attraction, succession planning, performance management, and talent acquisition. This study is limited to a small sample size.

Keywords: Brainstorming, Focus Group, Talent Management Processes

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What Did Sadr Think About Economics? A Comparative Study between Islamic Model and Capitalistic Financial System

Mohammad Sadegh Amin Din

Abstract Sayyid Muhammad Baqir al-Sadr is known to be one of the greatest Shi’a scholars in Islamic economics. His referential book in this field is titled as “Our economy” (Iqtisādunā) in which he has done his best to present the applied economic system based on the Islamic teachings and resources, including the Qur’an and the traditions of the Prophet (PBUH) of Islam and his successors (Imāms). In his book, he tries to explain and criticize the great economic systems, like the economic doctrines of Marxism and capitalism. Capitalism, according to his opinion, would be put aside based on some reasons. In this paper, I'm trying my best to illustrate his points about Capitalistic system and what he has claimed that Islam and capitalism are in conflict with each other. Finally, I explain his point of view regarding the relationship between Islam and economy and the best model of economic system. In this article, we will mention those claims.

Keywords: Islam, Economic system, Capitalism, Sadr

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Gatekeeping –Then and Now

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Abstract The history of gatekeeping will be examined from antiquity up to our contemporary era, with a view to shedding light on security issues for all human groups. The lens of examination will be variably focused –from socially microscopic (e.g., dyad grouping) to extremely ‘wide-angle’ (e.g., national, regional-international, and global-planetary). The paper will, thus, search for commonalities in both time and space, across a perhaps unusually broad spectrum, in the tradition Greek philosophers, early economic theorists, such as, Adam Smith, early sociologists and organizational theorists such as Max Weber, and in modern times interacting feedback systems, such as, Steven Johnson. The contribution of utopian and dystopian theory, via such authors as George Orwell, Aldous Huxley, H. G. Wells, and, more recently, Margaret Atwood, will be examined, within the conceptual framework of gatekeeping. Whilst security is seen to play a predominant role in the current political sphere, the question will be raised as to what, if anything, has changed in the perceived deep-rooted human need for gatekeeping. The military and social function of physical and human assets, such as, the drawbridge and the sentry of yore will be examined in the context of the historical role of the fortress city. The evolution of gatekeeping and its implications for organizational analysis and multiple facets of professional application will be examined, in light of the broader investigation. This will include accounting, auditing and financial systems, the changing blanket role of the legal profession, and the nascent pre-eminence of cyber-security systems in the face of global threats. Finally, the role of metaphor in language will be addressed, using ‘gatekeeping’ as a prime example throughout history, and referring to such diverse authors as Northrop Frye and Gareth Morgan.

Keywords: Gatekeeping, Now, Contemporary Era

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TRACK B: ENGINEERING, TECHNOLOGY AND APPLIED SCIENCES
Hybrid PCM and Transparent Solar Cells in Zero Energy Buildings

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Abstract Passive design is a basic element of a cost-effective zero energy building design. It is usually not purely passive but having energy conservation concepts and active mechanical renewable energy generation systems. This concept becomes a very interesting technique in countries that consume a lot of energy for their domestic sector. The purpose of the recent paper is to investigate the effect of hybrid construction material that merges phase change material, PCM walls for heat load minimization and transparent solar cells, and TSC in the windows for electricity generation for the purpose of illumination in such typical design. PCMs are substances in which the heat at the solid-liquid phase transition point is used for storing large amounts of thermal energy at a certain temperature, thereby increasing thermal comfort, while TSC’s are substances that allow partial Sunlight penetration for illumination during day and use the other part for electricity generation at night. The paper introduces a typical architectural design for residential building that utilizes such type of constructional material for energy saving, and analyzes thermal effectiveness of using PCM and power production effectiveness of using TSC as a passive technique integrated with the zero-energy building envelope. Proper modeling tool has been used to investigate the impact of these materials on the thermal comfort perceived by the occupants. Results show that using such type of hybrid materials reduces annual energy consumption. It has been concluded that the passive structural heat isolation and power production material is a very effective manner in countries like Iraq, which have severe temperature differences between summer and winter seasons.

Keywords: Phase Change Material, Transparent Solar Cells, Zero-Energy Building, Architectural Design

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Enhancement of Traditional Knowledge with Modern Mind — A Case Study of Aamako Janto, an Eco-Friendly Agro-device in IoOT (Internet of old Things)

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Abstract Indigenous knowledge has invaluable contributions for the living of human society. However, this knowledge has been often ignored or neglected and, thus, is at the verge of extinction, especially in the case of the mountain region of Nepal. In this study, we would highlight indigenous knowledge by developing and enhancing an impactful tool or a machine (Stone Mill) that our ancestors invented and has been useful for our living ever since. We called this machine Aamako Janto, a traditional stone mill used in Nepal. Particularly, we further modified it and made it IoT-enabled. Furthermore, we have developed a platform that can connect this device with other ancient devices through internet and create a new kind of web which we call IoOT (The Internet of Old Things). We explore whether such devices can contribute to promote local culture among youth and protect such knowledge with the help of modern mind and technology. Finally, we would like to recommend how our endeavor can enhance and promote cultural tourism of Nepal, thereby integrating ancient tools by IoOT.

Keywords: Indigenous Knowledge, IoT, Amako Janto, Stone Mill, H-Bridge, Virtual Reality, Cultural Tourism, CPM Modeling

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Study of Enzyme Purification Method and Growth Pattern For Pseudomonas Putida in Mercury Removal

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Abstract Mercury is one of the toxic elements and very harmful. The exposure of the mercury will mainly cause health effect and the exposure can be in terms of dose, age of person exposed, duration exposed, route exposed, and duration of exposure. In Malaysia, Mercury is one of the heavy metals of concern, found in wastewaters coming from oil refinery and petrochemical industries. Mercury and mercurial compounds are highly toxic contaminants in the aquatic systems and soils. The proper disposal of wastewater should be implemented with the Department of Environment of Malaysia (DOE), that is, the concentration of mercury should be 0.05 ppm for standard B in wastewater for the sake of people’s and environment’s health. There are many types of mercury removal technology to reduce the concentration of mercury, such as, chemical treatment, ion exchange, membrane filtration, adsorption as well as bioremediation which are used for mercury removal in this study. This paper presents the activity of the enzyme from Pseudomonas putida (P. putida) which is produced in the mercury treatment from petrochemical wastewater at optimum condition. P. putida growth at optimum condition in the different mercury concentration was observed. As a conclusion, the optimum condition concentration of mercury and shaker speed at 7 ppm is 41 ºC and 180 rpm respectively, with the ability to reduce 92.59% mercury concentration. During the processes of mercury removal, mercuric reductase was produced at the value of 56 kDa.

Keywords: Enzyme Purification, Growth Pattern, P. Putida, Mercury Removal

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Data Collection on the Fly through Web Scraping Technique in STPF (Smart Tourism Process Framework)

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Abstract Smart tourism is becoming a new hope for the enhancement of tourism industry not only in developing countries but also in developed countries. For example, data collection, data extraction, data filtering, and making it meaningful data for the visitors have been challenging areas of the research. Among these, data collection can be done in various ways. However, in order to provide latest and refreshing data to the tourist, a collection method should be smart and less time-consuming. Nevertheless, most of the websites and web applications (except few till date) are still relying upon the traditional methods of data collection and manual extraction. In this research, we have utilized Web scraping technique for data collection in Smart Tourism Process Framework (STPF) which enables the updating process, thereby making it fully automated. We implemented a high degree of automation in which no manual intervention is required. Particularly, it updates the hotels’ information in which it first scraps the web page and then extracts the needed information from the discovery patterns kept back in the servers. This technique will help tourism industry using STPF in diverse ways. It helps the tourism industry businesses by providing quick and reliable updated data on the official website, on which it also provides substantial information and feedbacks of the visitors. Our results show that substantial amount of time has been reduced while updating the website. In this research, we are proposing to update our database on the fly by using web scraping technique. Furthermore, users also can get optimized list of hotels for their destinations. We believe that our work will stimulate the other studies which are targeted for high-degree automation in web scraping process.

Keywords: Data Scraping, Web Scraping, Web Mining, Cultural Tourism, High-Degree Automation

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