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Haqqi GIC1416051	<p><b>CRIMINAL PUNISHMENT AND PURSUIT JUSTICE IN ISLAMIC LAW</b></p> <p>Dr. Abdurrahman Raden Aji Haqqi Senior Lecturer Faculty of Shariah and Law Sultan Sharif Ali Islamic University Brunei Darussalam Phone: +673 8825790; Fax: +673 2462233 E-mail: <a href="mailto:arhaqqi@unissa.edu.bn">arhaqqi@unissa.edu.bn</a></p> <p><b>Abstract</b></p> <p>Islam spells out specific punishments for many different crimes, both major and minor. Crimes in Islam are murder, adultery, theft, apostasy, and slander. Other less serious crimes include drunkenness, assault, and fraud. Each one of these crimes is assigned a code of trial and punishment. Hence, Islam recognizes various degrees of punishment that accord with the severity of the crime, the nature of the crime, and other factors which surround it. These all have the effect of achieving the objectives</p>
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	<p>of the punishment system in Islam which are to punish those guilty of crime, thereby acting as a <i>Kaffarah</i> (purification) and reforming them; to act as a deterrent for society from committing crime; and to be a means of retribution for those who are victims of crime. Islam aims to build and preserve an environment where society will prosper. Since the beginning of recorded history societies have punished offenders while at the same time trying to justify the practice on moral and rational grounds and to clarify the relationship between punishment and justice. Traditionally, deontological justifications, utilitarian justifications, or a mix of the two have been advanced to justify the imposition of punishment upon wrongdoers. In this article, the researcher discusses the Islamic conceptual to criminal punishment justice. The researcher argues that an Islamic theory approach, which is usually presented as a matter of preference in Muslim societies over the world, is instead a matter of necessity if we want a criminal justice system that can be defended on both rational and moral grounds as well as religious one.</p> <p><b>Keywords:</b> <i>islam - islamic crimes – islamic punishment – justice - punishment justice.</i></p>
Sharina GIC1416052	<p><b>The indigenous folklores: From oral tradition to digital stories</b></p> <p>Sharina Saad<sup>1</sup>, Zetty Harisha Harun<sup>2</sup>, Nurazila Abdul Aziz<sup>3</sup>, Azlan Abdul Rahman<sup>4</sup> &amp; Asrol Hasan<sup>5</sup></p> <p><sup>1234</sup>Department of Language Studies &amp; <sup>5</sup>Faculty of Arts and Design Universiti Teknologi Mara Kedah <a href="mailto:sharina854@kedah.uitm.edu.my">sharina854@kedah.uitm.edu.my</a></p> <p><b>Abstract</b></p> <p>Languages are perhaps our most powerful instruments for preserving and developing heritage and culture. Cultural heritage is seen as the total ways of living built up by a group of human beings, which is passed down from one generation to the next, given to them by reasons of their birth. However, the loss of a language may also risk the loss of culture at large. In Malaysia the Indigenous communities as well as the Semai, keep their cultural heritage alive by passing their knowledge, arts, rituals and performances from one generation to another, speaking and teaching languages, protecting cultural materials, sacred and significant sites and objects. However, these activities and</p>

	<p>teachings, if not preserved will soon die out. The lack of Indigenous education would continue to set indigenous youth apart from their own cultures. Therefore the researchers find the significance of educational instruction to take place in Indigenous languages. Efforts have been taken by the researchers to preserve, protect and promote Indigenous culture through cultural education via Indigenous folklores. The documentation of Semai language and folklores is significant to sustain the culture and language heritage of the Semai as well as to raise the community awareness and longlife education. Thus, the compilation of the Semai’s folklores in the form of digital stories is vital for indigenous knowledge transfer.</p> <p><b>Keywords :</b> Language maintenance, oral tradition, cultural heritage, Semai, indigenous folklores</p>
<p>Anyebe GIC1416053</p>	<p style="text-align: center;"><b>Nigerian Home movies and Cultural Discourse: an examination of <i>Troubled King 1</i> and <i>Troubled King 2</i></b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>This paper examines the cultural content and technical qualities of two Nigerian home movies. The examination underscores the fact that films and movies play very important roles in the development and sustenance of cultures of nations. The paper cites examples of how movies and films played important roles in fostering the colonial agenda in Nigeria, and in recent times, the globalization import on Nigerians. These have influenced the socio-cultural life styles of the people in surreptitious dimensions. Following this the paper discusses the technical tinges through costumes, props, cultural adornments, use of sets, and the backgrounds, which provide platforms for actions in Nigerian home movies. In collecting the data, the qualitative approach to methodology was used. Interviews were also conducted with some Nigerian viewers. Two movies; <i>Troubled King 1</i> and <i>Troubled King 2</i> were studied through critical and inductive viewership. Relevant literatures were examined. These enabled the author to properly research the presentations and packaging, and the implications that these hold on viewers. From investigations, we found that in many societies culture provides the platform for the psychological inducement of the target audiences. Consequently, culture has become an important tool in the hands of scriptwriters and directors. Culled in the vestiges of creativity, one of the most luring enticements that script writers and directors have employed over the years is the cultural</p>

stimulus. The paper concludes that the mode of presentation of culture in motion picture holds enormous implications on the lives of the viewer. Culture is a captivating repository around which Nigerian home movie themes and plots are woven. The paper suggests that in achieving the theatrical quotients of movie productions, movie directors must enhance their art of packaging as this demands high level of skill and creativity that must play out to achieve the objectives of the dramaturgic expirations and appurtenances. Directors must also consider factors of form and approach of presentation which are key elements that drive imagination in the employment of inventiveness.



Exkarach GIC1416054

### **Exploring the Mastery Pattern of a Grade 4 Reading Comprehension Test Using Cognitive Diagnosis Model**

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#### **Abstract**

Cognitive diagnostic models (CDMs) are psychometric models that are developed to identify the examinees' ability to master or non-master each of the skills measured by the test. They provide fine-grained diagnostic feedback to teachers and students that

	<p>can be used to improve their teaching and learning. This study applied the deterministic input, noisy “and” gate (DINA) model [1] to estimate examinee profiles on each of the reading sub-skills underlying the Thai reading comprehension test. First, the Thai reading comprehension test was developed based on three sub-skills consisting of 26 items, then an expert panel applied the Q-matrix method to insure that the three sub-skills, including vocabulary knowledge, syntactic awareness, and pragmatic awareness, were appropriate for the reading comprehension test. The participants were 339 Grade 4 students in nine schools in Thailand who took the Thai reading comprehension test. Subsequently, OxEdit software [2] was used to analyze the students’ skill mastery profiles obtained from applying the DINA model. The results found that the skill probabilities using the DINA model indicate that the students’ performance on vocabulary knowledge was better than their performance on pragmatic awareness and syntactic awareness. These patterns suggest that vocabulary knowledge is a basic skill required to achieve a good performance on a reading comprehension test. The results indicate that the CDM approach can provide more fine-grained diagnostic information about the level of competency in reading comprehension skills than traditional aggregated-test scoring can, and it can offer useful information about the potential challenges and conditions for future application of cognitive diagnostic assessments.</p> <p><b>Keywords:</b> Cognitive diagnostic models (CDMs), DINA model, Reading comprehension</p>
Hasbollah GIC1416055	<p><b>DEFAMATION: A COMPARATIVE STUDY BETWEEN THE MALAYSIAN LAWS AND THE ISLAMIC LEGAL PRINCIPLES</b></p> <p>Hasbollah Bin Mat Saad Islamic Science University of Malaysia Nilai, Negeri Sembilan, Malaysia <b>E-Mail:</b> (1) hasbollah.saad@mmu.edu.my (2) <a href="mailto:hasbollah2011@gmail.com">hasbollah2011@gmail.com</a></p> <p><b>Abstract</b></p> <p>Article 10(2)(a) of the Federal Constitution provides the clearest indication to the general public that the legal system of our country do give the protection of the freedom of speech. The objective of this paper is to focus on the provisions of the</p>

	<p>freedom of speech (especially defamation) from the related statutes and cases reported in the relevant journals. It will also focus on the scope, wisdoms, findings and the possible recommendations; in the civil law and the Islamic legal principles in the Malaysian legal system, in order to strengthen, enhance and harmonizing these respective laws in force, which deal with defamation issues for the purpose of protecting and promoting the freedom of speech in Malaysia according to the rule of law. The legal research method will be applied in obtaining the relevant data and information. The writer is of the opinion that the Malaysian legal system should be transformed and harmonized between these two legal foundations, i.e., the civil law and the Islamic legal principles, in respecting the spirit of Article 3 of the Federal Constitution, which provides that Islam as a religion of the Federation. There should be clear guidelines and information about the concept of defamation in order to lay down the clear statutes and provisions on it that can contribute to the betterment of the society.</p> <p><b>Keywords:</b> Freedom of speech, defamation, harmonization</p>
Dorloh GIC1416056	<p><b>Harta wakaf dan pelaksanaannya di Thailand: Tinjauan awal di dua wilayah selatan.</b> <b>Dr Sulaiman Dorloh<sup>1</sup></b></p> <p><b>Abstrak</b></p> <p>Kajian ini membincangkan dua aspek penting iaitu pertama, scenario perwakafan hartanah dan undang-undang yang baerkaitan denganya di dua wilayah selatan Thailand dan kedua, potensi harta wakaf ke arah kemajuan pendidikan umat Islam di dua wilayah tersebut. Wakaf telah menjadi amalan yang meluas dan lumrah di kalangan umat Islam di Thailand sejak dahulu hingga sekarang, tarikh bilakah wakaf mula diamalkan tidak dapat dikesan. Kemungkinan ia mula diamalkan sejak mula kedatangan Islam Ke Patani lagi. Bagaimanapun, tidak ada kajian terperinci yang pernah dibuat dalam hal ini. Namun, rekod-rekod yang ada di Majlis Agama Islam Wilayah dan di Masjid-Masjid di Kampung menunjukkan amalan wakaf tanah untuk kegunaan umum sentiasa dilakukan oleh masyarakat/umat Islam di Thailand khususnya di dua wilayah mioriti penduduknya yang beragama Islam sebagai satu aktiviti yang terus-menerus. Pendekatan kajian ini menggunakan pendekatan Kuntitatif. Pendekatan Kualitatif digunakan terutama di dalam</p>

	<p>melihat undang-undang yang berkaitan dan pengurusan harta wakaf di dua wilayah sempadan Thailand dan permasalahan-permasalahan yang menghambat pembangunan dan pengurusan harta wakaf di kawasan tersebut. <b>Kata Kunci:</b> <i>Waqaf, Majelis Agama Islam Wilayah, Islam di Thailand, Pengurusan Harta Wakaf.</i></p>
 <p>Nikolo GIC1416057</p>	<p style="text-align: center;"><b>ENGAGING ART APPRECIATION IN K TO 12: Agamben on the Original Unity of Art Nikolo MC Panganoron</b></p> <p style="text-align: center;"><b>Nikolo MC Panganoron Department of Philosophy University of the Philippines Diliman Quezon City, Philippines</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Plato in <i>The Republic</i> was cognizant of the role of μουσική in realizing his vision of a καλλίπολις. For him, the admixture of music and poetry makes a good curriculum for the education of the citizens. However, the mimetic experience brought about by their mingling encourages variety and multiplicity, and thereby distracts one from participating in the immutable forms. Seen against the backdrop of the animating theme of his opus, i.e. justice, as “doing one’s own work”, Plato banishes art due to its inability to confine itself to an ἔργον despite being a powerful force in the formation of the πόλις. This estrangement of art – which has turned into the prevailing spirit in the history of Western art – from its place of contact with the public makes the Italian philosopher Giorgio Agamben (1942 - ) in <i>The Man Without Content</i> (1970) look with melancholy at a time when the artist and his works still held “the wonderful and uncanny power of making the world appear, of producing being and the world in the work”. Inquiring into the nature and function of art after the exclusion of the artists from the <i>luogo comune</i>, Agamben takes the task of throwing light on the “planet that turns toward us only its dark side” hoping to see its return one day.</p>
	<p style="text-align: center;"><b>The Opportunities of CCC (Character Culture Comic) as a Media of Character Education Based Sociocultural for Elementary School Students in Indonesia</b></p> <p style="text-align: center;"><b>Maulida Azkiya Rahmawati</b></p>



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### Abstract

“The building of character which is an effort to realize the embodiment of Pancasila and the 1945 Constitution was motivated by the reality of a lot of growing national problem today, such as disorientation and yet internalized Pancasila values; the values shifting of ethics in the life of the nation; diminish awareness of ethical values in the life of the nation; and tarnish awareness of the cultural values of the nation (Parent Book of National Policy of Nation Character Development 2010-2025)”. This is in accordance with the reality that looks at the moment, which is the number of cases of violation committed by children of primary school age. Present the child's personality is away from the moral values of the nation. “National Commission for Child Protection recorded 1,494 cases of children in conflict with the law. In the case of children's involvement in narcotics, National Commission for Child Protection still use the data in 2010 where 3.8 million children consume narcotics. In fact, the data of the National Narcotics Agency (BNN) mentions the victims of narcotics in 2015 could reach 5-6 million children (Kompas, 22<sup>nd</sup> December 2012)”. Therefore, CCC (Character Culture Comic) recommended by researchers in order to solve these problems. This concept aims to improve the morale of the nation which are beginning to be affected foreign cultures as well as misuse of technological developments. In order to prepare this, the need for an initial plan that Indonesia which has high moral soon realized. This comic planning framework begins with making the syllabus planning, making the theme of the story, create the story, developing the story into a comic framework, continue to make comics, and ultimately publishing the comics. This type of research method is descriptive qualitative research focusing concept of Character Culture Comic. Data collection techniques is to conduct in-depth interviews with various sources to compatible. Conclusions that can be drawn is CCC (Character Culture Comic) can be used as a media of character education based sociocultural for elementary school students.

**Keywords :** CCC (Character Culture Comic), character education, sociocultural





Ching Yi GIC1416059

**The strategy of traditional religious culture tourism: A case study of Taiwan Minhsiung Infernal Lord Festival**

Ching-Yi Wang

**Abstract**

The purpose of this study is to explore strategies for integrate Minhsiung environments and cultural resources for Infernal Lord Festival. Minhsiung Infernal Lord Festival is one of the famous religious event in Chia-Yi County, Taiwan. This religious event and the life of local residents are inseparable. Minhsiung Infernal Lord Festival has a rich cultural ceremonies meaning and sentiment of local concern. This study applies field study, document analysis and interviews to analyze Minhsiung Township's featured attractions and folklore events. The research results reveal the difficulties and strategies while incorporating culture elements into culture tourism. This study hopes to provide innovative techniques for the purpose of prolonging the feasibility of future development of the tradition folk culture.

**Keywords:**

Taiwan folk culture, Minhsiung Infernal Lord Festival, Religious Tourism, Folklore, Cultural Tourism

Nguyen GIC1416060

**Cognitive Strategies Used by University non-English Majored Students**

**in Reading Comprehension**

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**Abstract**

Reading comprehension is a problem-solving behavior that actively involves the reader in the process of deriving and assigning meaning. Individual readers employ different strategies while engaged in reading process, some being more efficient than others. Knowing what strategies students use in reading process, indeed, is very important to good reading teachers.

180 Vietnamese university non-English majored students participated in the study. Three- pre tests were given to the students to define successful and unsuccessful readers. The results of the study reveal that successful and unsuccessful

	<p>readers showed great differences in their choice of cognitive strategies. The research also points out some factors affecting readers' strategy use. They are gender, length of time of English learning and students' interest in English learning.</p> <p>The study proposes the need to conduct a strategy training program for students, to conduct a more comprehensive strategy research on students' types of strategies applied in reading and to get more information about the different ethnographic variables that may affect students' choice of reading strategies in particular and in learning in general.</p> <p><b><i>Index terms</i></b> : reading strategies, reading comprehension, successful/unsuccessful readers, genders.</p>
<p>Yimeng GIC1416061</p>	<p style="text-align: center;"><b>Feminism and Movies: A brief comparison between eastern and western women directors</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Scanning over the most famous directors of the current world, we can easily come to a conclusion that men are both the majority and the more prominence. Then how do women take their places in modern film industry? How did they develop and what's the difference between eastern and western women directors? This essay analyzed characteristics of both Sophia Coppola's and Aijia Zhang's movies and backgrounds. In addition, following the development of eastern and western feminism, this essay basically discusses the gap displayed in their movies.</p> <p>The history of Human civilization is a joint creation of men and women. However, due to the masculine hegemony discourse, female has to submissively accept her inferior social positions, which was shadowed in a male-dominated society. These inequality has taken place in many aspects in traditional cultures such as personal history, literature, contemporary movies and TV art. Then how do women attain their places in modern film industry? How did they manage to gain recognition and what's the difference between eastern and western women directors? This essay analyzed characteristics of the masterpieces of Sophia Coppola and Aijia Zhang-two distinct yet established female directors, and compared their feminine consciousness and artistic features by taking considerations of their own background. Meanwhile, based on the different stages of development in eastern and western feminism, this essay also discussed the discrepancy and gap displayed in the</p>

	<p>ir movies. The purpose of this piece is trying to lay a solid theoretical foundation for female movies, and the studies of female movie works also have reversely reflected the development of feminism.</p> <p><b>Key words:</b> Female, Feminism, Feminine consciousness, Female director</p>
Chommanad GIC1416062	<p style="text-align: center;"><b>DESIBILITY OF DANCE WRITING TOOL FOR THAI DANCE VOCABULARY</b></p> <p style="text-align: center;"><b>CHOMMANAD KIJKHUN</b></p> <p style="text-align: center;">Assoc.Prof. CHOMMANAD KIJKHUN Arts and Applied Arts Faculty, Suan Sunandha University, Bangkok, THAILAND</p> <p style="text-align: center;"><b>Abstract</b></p> <p>There are various different ways to name each dance vocabulary term due to the lack of agreeable unity. This research aims to develop Thai dance vocabulary writing with Labanotation, to check the quality of the writing and to survey on the opinion of students and experts toward the future use of this research. The methodology is by compiling dance vocabularies given and demonstrated by experts.</p> <p>The research result shows that the found 355 dance vocabularies. The experts have chosen and specified 63 dance vocabularies to be recorded with Labanotation. They could be analyzed and recorded with 83 postures. Those vocabularies excluded to be studied may fall into one of these criteria: being just a term to name miscellaneous gestures; being an unaccepted newly created terms; being an ignored outdated or forgotten old term: and being a term overlapped with another term on naming the same posture. The major problem is that some vocabularies sharing the name have different ways of presenting postures, some similar postures have different names. However, from exploring the practice of those dance vocabularies, the Thai dance vocabulary writing shows excellent quality on depicting the postures with distinguished movement of organs, such as the hand-oriented and the foot-oriented postures.</p> <p>Most of the surveyed students and experts think that the Thai dance Labanotation carried universal creativity, has more precise than wording depiction, is more economical, and has sufficient</p>

	icons to depict. This research will benefit the development of writing and Thai dance teaching.
Dr. Satish Ahuja GIC1416063	<p style="text-align: center;"><b>SOCIETY</b></p> <p style="text-align: center;"><b>DR. SATISH AHUJA</b></p> <p style="text-align: center;">PRINCIPAL,. DAV Centenary College, Faridabad Affiliated to MD University Rohtak, Haryana, INDIA, Email ID : <a href="mailto:satishahujaa@gmail.com">satishahujaa@gmail.com</a></p> <p style="text-align: center;"><b>DR. SUNITI AHUJA</b></p> <p style="text-align: center;">ASSOCIATE PROFESSOR,. DAV Centenary College, Faridabad Affiliated to MD University Rohtak, Haryana, INDIA, Email ID : <a href="mailto:sunitiahuja16@gmail.com">sunitiahuja16@gmail.com</a></p> <p style="text-align: center;"><b>Abstract</b></p> <p>In very simple language, society refers to members of specific groups. But no need to say that modern society is torn with discords and contradictions. We want one thing and do another. Doubts, discords and difficulties are constantly overcoming us. Are we preparing ourselves for leaving behind a legacy of hatred and destruction for our future generations? Just think minutely what our society need in this crucial moment. The root cause of this problem is the degradation of intrinsic human qualities as a human being. There is no necessity for despair, because the spirit is in us. We cannot imagine the sustainability of human society without human values as values bind us together and set us apart. We are forgetting the values of extreme importance which we need to focus on. We all are aware that various global and national problems may be solved through the practical application of human values in every society. Without achieving unity among the living and non-living creatures of the world, we will not be able to preserve the historical, ethnic and cultural values as well as the distinctiveness of nation states and communities. So, we can treat human values as the keys to solving several problems related to mankind. Now we will think about the real meaning of values. Values are generally regarded as the moral standards of human behaviours in the society. So values can be defined as the principles that guide people's lives and have varying significance. Values can be treated as the</p>


	<p>essence of our personality which affects us to make decisions, trust people, and arrange our time and energy in our social life. So as a human being we all should imbibe empathy, mutual respect, love, loyalty, honesty, education, and empowerment of the weak and no discrimination etc. in order to create a social order in which there will be equality of opportunity, increased production, elimination of social and economic advantages, utilization of available resources and elimination of exploitation.</p> <p>Keywords: Society, Value, Degradation, Discrimination</p>
Saroja GIC1416064	<p><b>An Initial Exploration of Malaysians' Perceptions of SOSMA 2014</b></p> <p><i>Saroja Dhanapal<sup>a</sup>, Johan Shamsuddin Sabaruddin<sup>b</sup></i></p> <p><sup>a</sup> 1. University of Malaya (PhD Student) 2. Taylor's University, Subang Jaya, Malaysia School of Business saroja.dhanapal@taylors.edu.my</p> <p><sup>b</sup> University of Malaya, Kuala Lumpur, Malaysia johans@um.edu.my</p> <p><b>Abstract</b></p> <p>The Security Offences (Special Measures) Act (SOSMA) 2012 was passed by the Parliament to replace ISA 1960 and it was given the royal assent on 18 June 2012. Since the Act came into play, it did not lay to rest the ongoing debate on its predecessor, the ISA 1960 which was said to be contravening not only the Federation Constitution but also the basic principles upheld under the Rule of Law (RoL). With the passing of the new act, the debate has taken on a new twist where there is now questions raised on its implication and necessity. Criticism has also been raised on the very foundation of the enactment as the conditions that allow for such regulation to be made under Article 149 of the Federal Constitution do not exist. Since its enactment, this new Act has been scrutinized and debated upon at various levels both locally and internationally. This study aims to examine the perception of selected public on the new act with focus on its implication in reference to ISA, the Malaysian Federal Constitution and the principles upheld under the Rule of Law (RoL). The study was conducted using a survey questionnaire comprising of statements to which the sample had to rate their</p>

	<p>responses on a 5-point Likert scale. The questionnaire had 5 parts comprising of the samples' personal information, knowledge of the current condition in Malaysia, knowledge of the laws in place in Malaysia, perception on the provisions in SOSMA 2012 in relation to the principles in the RoL and finally their views on the enactment and future of SOSMA 2012. Since, the whole study was to evaluate perceptions specifically related to the laws in Malaysia, a non-probability purposive sample was selected. The questionnaire was distributed to lawyers, law lecturers, law students and those who are working in other sectors but with a legal background. The findings indicated that on the whole the respondents' were of the opinion that an act dealing with internal security is essential. However, there was consensus that SOSMA 2012 needs to amended as there is clear indication that it contravenes basis human rights as upheld in RoL and also infringes the rights protected under the Federal Constitution. The study ends with a recommendation for the survey to be carried out amidst a larger population and if the findings are similar, than the government is advised to take a relook at SOSMA 2012 with views to retain, amend or repeal the said act.</p> <p>Keywords: <i>ISA 1960, SOSMA 2012, Malaysian Federal Constitution and the Rule of Law</i></p>
<p><b>Devika Ahuja</b> GIC1416065</p>	<p align="center"><b>SOCIETY</b></p> <p align="center"><b>Miss Devika Ahuja</b> Symbiosis Institute of Business, Management Bengaluru, Karnataka India Email ID devikaahuja17@gmail.com</p> <p align="center"><b>Mr. Anmol Ahuja</b> University of Delhi, New Delhi, India Email ID aryan2010ahuja@yahoo.com</p> <p align="center"><b>Abstract</b></p> <p>Often we happen to come across this term that “human beings are social animal”. Social means being friendly with other peoples present around us. In a very simple language, society refers to the members of specific groups. But today we all are living in a fascinating, challenging and morally deteriorating</p>

	<p>world. Modern society is torn apart with discords and contradictions. As we live together so, the problems of relationships and interaction will certainly emerge. We want to do one thing and do another. Personal problems, family problems and community problems even appear on the horizon of everyday living. Doubts, discords and difficulties are constantly overpowering us. Are we preparing ourselves for leaving behind a legacy of hatred and destruction for our coming generation? Just think minutely what our society need at this crucial moment. The root cause of this problem is the degradation of intrinsic human qualities. There is no necessity for despair because the spirit is within us. The sustainability of human society remains incomplete without the moral and ethical values. These values bind us together and also set is apart. These values are intrinsically linked to an individual and it is vitally important to focus upon with the cultivation of these values a one can solve the various global and national problems. Human values are the keys to solve several problems related to mankind these are the principles that guide peoples' life and have varying significance. Values can be understood as the essence of our personality which affect us to make decisions, trust peoples and arrange our time and energy in the social life, In this paper, we will discuss the society in the present scenario while it is necessary to create meaningful human relationships in the society so that people will be able to genuinely enjoy their lives with helping each other.</p> <p><b>Keywords:</b> Community, Trust, Social Life, Human relationship</p>
Sajid GIC1417051	<p><b>The Effect of Financial Crisis on Behaviour of Trade Credit: A Study of the UK Private Firms Sajid Gul</b></p> <p>Faculty of Business Administration Air University Islamabad Mardan 23200, KPK Pakistan; Tell: +92 332 8102955 Email: <a href="mailto:sajidali10@hotmail.com">sajidali10@hotmail.com</a></p> <p><b>Abstract</b></p> <p><i>Purpose</i> – The purpose of this paper is to investigate the impact of the recent credit supply shocks on the behaviour of trade credit (accounts payable) and trade debtor (accounts receivable) of UK private firms.</p>

	<p><i>Design/methodology/approach</i> – The fixed effect model is used in this study to investigate these issues.</p> <p><i>Findings</i> – The results indicate that private firm’s short term bank leverage is adversely affected by the recent credit supply shock. In addition we have found that during the crises period UK private firms do not increase trade credit. The results further highlight that these firms also reduced the extension of trade credit to their customer. In addition, the trade credit behaviour of both manufacturing and service sector firms is adversely affected by exogenous credit contraction.</p> <p><i>Originality/value</i> – It is the first study that investigates the behaviour of trade credit, trade debtor of the UK private firms during the recent crisis period.</p> <p><b>Keywords:</b> Trade credit, Private Firms, financial crisis</p>
Suleman GIC1417052	<p align="center"><b>Determinants of equity return: Syariah and non-Syariah complaint firms the case of Pakistan</b></p> <p align="center"><b>Suleman Sarwar</b> PhD Scholar School of Economics Shandong University, Jinan. Shandong. PR China Ch.sulemansarwar@gmail.com +86-1566 573 3638</p> <p><b>Purpose of Study:</b> The study investigates the significant determinants of stock returns in Pakistan, In addition, this study further categorized into Syariah and non-Syariah compliant firms to examine the significant difference in stock determinants.</p> <p><b>Objective:</b> As Syariah complaint firms don’t use any unethical means to cater its stock prices, so, it was hypothesized that Syariah stocks follow the fundamentals of the companies. Size, book to market, leverage, dividend yield, earning to price, cash flow to price and discretionary accrual represents the fundamentals while market premium, stock price volatility and trading volume indicates the stock market variables.</p> <p><b>Data:</b> Data was collected of all non-financial listed companies in Karachi Stock Exchange (KSE), Pakistan from 1998-2011. All listed stocks in Karachi Meezan Index (KMI) are entitled as a Syariah complaint firms, rest of the firms listed in KSE all index are identified as non-Syariah complaint firms.</p>



	<p><b>Methodology:</b> Fixed effect model and Random effect model is applied for statistical estimations. Hausman test is further used to find the most significant model.</p> <p><b>Results:</b> The results of all non-financial listed firms confirmed the significant positive market premium, size, stock price volatility and trading volume whereas significant negative earning to price ratio. Market premium and stock price volatility are the only significant variables for Syariah complaint firms; Syariah stocks do not follow the fundamentals. On the other hand, size, market premium, earning to price ratio, stock price volatility and trading volume are found to be significant. In a nutshell, Syariah complaint firms respond to stock market variables not the fundamentals although non-Syariah complaint firms provide mix evidence.</p>
 <p>Dion Dewa GIC1417053</p>	<p><b>How to Create a Sustainable Innovation Culture?</b></p> <p>Dion Dewa Barata Institute of Technology and Business Kalbis, Indonesia</p> <p><b>Abstract</b></p> <p>Innovation in the organization is currently demanded to raise the competitiveness between organizations in the era of globalization. The study was conducted using two different approaches to know how innovation culture created in the organization. First, a qualitative study by conducting a focus group discussion with resource person from three industrial sectors. It was found from the discussion that innovation culture in the organization will be established if there is an intention to innovate and an employee engagement from the members. In order to confirm the discussion result, a qualitative approach study was conducted. Sampling was done in 250 respondents who were employed in three different industrial sectors. It was concluded that the intention to innovate was influenced by working condition, support from the organization, and employee engagement, while not influenced by critical situation. Moreover, the intention to innovate together with the employee engagement give influence to the innovation culture in the organization. The result of this study can be used as a reference to establish an innovation culture in the organization.</p> <p><b>Keywords:</b> innovation, sustainability, organization, culture,</p>

	competitiveness
Ikhlas GIC1417054	<p style="text-align: center;"><b>Being and Becoming a Leader:</b> Arabian Gulf Women Managers' Perspectives Ikhlas A. Abdalla College of Business Administration, Kuwait University Correspondence: Ikhlas Abdalla, Department of Management and Marketing, College of Business Administration, Kuwait University E-mail: iabdalla@hotmail.com; iabdalla@cba.edu.kw</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This study examines the challenges and opportunities of Kuwaiti, Emirati and Qatari female managers at the major milestones of their career paths, and also explores their perceptions of Arab women leadership competencies. Questionnaires responses of 84 Kuwaiti, 47 Emirati and 43 Qatari female lower/middle managers were used, and 63 of them were interviewed. The findings of the three samples were similar, and they indicated that the main barriers were formal and informal gender-discrimination practices, trivialization of female skills and scholarship, difficulty in accessing certain professions and cross-gender social network and support. Lack of 'formal' mentoring systems and female role-models were considered of a lesser value compared to the difficulty in accessing significant social network at work. Balancing work and life responsibilities was not as a major problem as in the West. Male relatives were often perceived as either major hindrances or great help. The respondents perceived themselves as high-potential employees who were as assertive and competitive as their male counterparts, and relatively more cooperative and androgynous leaders. They also saw themselves as more cooperative, competitive, assertive and career-oriented than the average Arabian Gulf working woman. The respondents did not see the average working woman in a stereotypical way, except for the notion that 'women lack workplace political savviness'. Mostly, the findings were consistent with regional and international literature, however patriarchy, gender-biased legal and organizational systems and dictated traditional gender-roles augmented the career challenges of Arabian Gulf women. The finding were discussed within the region's socio-political context.</p> <p><b>Key words:</b> Arab; women manager; gender; career experiences, leadership potential, conservative culture</p>



Howard GIC1417055

**A Study of the Relationship of Trust and Customer Satisfaction on Repurchase Intention of Shopping Online via Facebook in Thailand**

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**Abstract**

Utilizing social media for online shopping is a growing trend in emerging markets. As the most popular social media site, Facebook is a leader in this field. However, little is known about how to make social media shopping successful in emerging markets. This study examined the relationship of privacy, fulfillment, system availability, responsiveness, trust, and customer satisfaction toward the repurchase intention in online shopping via Facebook. The study examined respondents who have experience purchasing online via Facebook in Bangkok, Thailand.

Data was collected from 400 respondents in five districts of Bangkok, Thailand. These individuals had purchased online using Facebook during the last year. The researchers applied descriptive statistics and quantitative analysis to examine the relationships between variables.

The results concluded that privacy, fulfillment, system availability, responsiveness, contact, trust and customer satisfaction are interrelated with repurchase intention via Facebook. Moreover, the research found that trust and customer satisfaction have a strong influence on customer repurchase intention. In terms of the factors which impacted repurchase intention, customer satisfaction was the most important factor. Contact and privacy were also important factors. Finally, customer satisfaction and repurchase intention had strong relationship. Specific suggestions for Facebook are provided along with recommendations for other social media sites interested in successful online marketing in emerging markets.

<p>Yun Sik/ Chul Woo Moon/ Eun Jung Kim GIC1417056</p>	<p><b>How the Cultural Activities Impact Strategic Choice</b></p> <p>Yun Sik Oh, Sungkyunkwan University, Seoul, Korea Chul Woo Moon, Sungkyunkwan University, Seoul, Korea Eun Jung Kim, Sungkyunkwan University, Seoul, Korea</p> <p><b>ABSTRACT</b></p> <p>Scholars in management field acknowledge the importance of top manager's characteristics in strategic decision making. Unlike the previous studies mainly focuses on demographic characteristics, this paper investigates the top manager's artistic experiences and its influence on strategic choice, especially the unrelated diversification strategy. Building on upper echelon theory and agency theory, we suggest that artistic experience represents manger's willingness of risk taking and account for the unrelated diversification strategy. From the survey from 270 top managers in Korea, we found support for the suggested relationship, and the moderating role of ownership.</p> <p><b>Keyword:</b> Art, Artistic Experience, Unrelated Diversification, Ownership Structure</p>
 <p><b>Mya Yae GIC1417057</b></p>	<p><b>Promoting the Development of Innovative SMEs in Myanmar</b></p> <p>Ms. Mya Yae Mon College of Innovation, Thammasat University, Bangkok myayaemon82@gmail.com</p> <p><b>ABSTRACT</b></p> <p>Small and medium-sized enterprises are a very heterogeneous group. They are major contributors to country's economy and serve as the backbone for the economic growth of the country. The number of SMEs in Myanmar has rapidly increased soon after the economy was opened to private sectors. However, they are facing a number of constraints that deter their further growth. So, Myanmar needs to create a facilitating environment for its SMEs.</p> <p>This study will only focus on the activities of providing services to the SMEs in servicing business sector. The objective of the research is to study how to enhance effective support required for SMEs and to fulfill the basic requirements for National Economic Development by way of promoting more development of SMEs. In this research, qualitative method is</p>

	<p>used for data collection.</p> <p>The findings indicate that SMEs in Myanmar have limited access to financial resources and lack skills in HR. The most needs of SMEs are skill development in business, finance, marketing, and human resources. Skill development and enhancement through advisory services and mentoring are in high demand. Raising awareness of AEC and its potential benefits to SMEs, how SMEs can obtain such benefits, and how SMEs should prepare themselves for increased competition are essential. The Department of SMEs Development could develop into a one-stop shop providing training, advisory and mentoring services to SMEs.</p>
 <p>Sudhakar GIC1417058</p>	<p><b>KEYWORDS:</b> SMEs, Economic growth, HR</p> <p><b>ATTITUDE OF EMPLOYEE'S IN GOVERNMENT AND PRIVATE SECTOR ORGANIZATIONS TOWARDS PRIVATIZATION</b> <b>*Dr.S.J.Bokephode</b> <b>Deputy Registrar-Planning &amp; Development, S.P.P.U.,Pune-07</b> <a href="mailto:bokephodesj@gmail.com">bokephodesj@gmail.com</a>, <a href="mailto:sjbokephode@unipune.ac.in">sjbokephode@unipune.ac.in</a></p> <p><b>ABSTRACT</b></p> <p>Over the last decade there has been an extensive change of attitude about the role of state and private enterprises in promoting economic growth. A strong consensus has emerged that the achievement of more dynamic economic growth requires a greater role for the private sector. Underlying this consensus is the belief that resources will be used more productively if they are relocated to the private sector.</p> <p>Individuals acquire attitudes from several sources but the point to be stressed is that the attitudes are acquired and not inherited. The most important sources of acquiring attitudes are direct experience with the object, association, family, neighbourhood, economic and social positions, and mass communication.</p> <p>Attitudes can develop from a personally rewarding or punishing experience with an object. Employee's form attitudes about jobs on their previous experiences. For example, if everyone who has held a job has been promoted within six months, current job holders are likely to believe that they will also be promoted within six months. Attitudes formed on experience are difficult to change.</p> <p>The objectives of Human Resource Management are: to provide, create, utilize and motivate employee's to accomplish</p>

	<p>organizational goals; to secure integration of individuals and groups in securing organizational effectiveness; to create opportunities, to provide facilities, necessary motivation to individuals and groups for their growth with the growth of the organization by training and development; to provide attractive, equitable, incentives, rewards, benefits, social security measures, to ensure retention of competent employee's; to maintain high morale, encourage value system and create environment of trust, and mutuality of interests; to provide opportunities for communication expression, participation, appreciation, recognition and provide fair efficient leadership; to create a sense and feeling of belongingness, team spirit and encourage suggestions from employee's; and to ensure that, there is no threat of unemployment, inequalities, adopting a policy recognizing merit and employee contribution, and conditions for stability of employment.</p> <p><b>KEYWORDS:</b> Human Resource Management, Private, Government, Attitude</p>
<p>Kritanan GIC1417059</p>	<p align="center"><b>INSIDER TRADE FILING AND EARNINGS ANNOUNCEMENT: EVIDENCE FROM THE STOCK EXCHANGE OF THAILAND</b></p> <p align="center"><b>KRITANAN KWANDHAM</b></p> <p align="center"><b>ABSTRACT</b></p> <p>The purpose of this paper is to examine corporate insiders trading strategy from insider filing date in relation to earnings announcement of firms listed in the Stock Exchange of Thailand during 2003 to 2012. Corporate insiders trading activity is measured in term of amount of shares trade, frequency of transactions and value of shares trade before and after earnings announcement. Abnormal returns over earnings announcement day are used as a proxy to market responses to the announcement.</p> <p>By employing event-study approach, the results show that corporate insiders in Thailand buy and sell their own firm stock in view of positive market reaction from good news announcement. They also sell and buy their own firm stock in view of negative market reaction from bad news announcement. However, earnings announcement may not be the factor that corporate insiders use in order to make profit from entering or exiting their position on the foreknowledge of earnings information</p>



Aaron Pook GIC1417060 A

**Framework for Effective Cross-Border Knowledge Transfer  
– A Study Based on Malaysian MSC Status Corporations**

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**Abstract**

Cross-border knowledge transfer brings complexity due to its multifaceted nature of the boundaries, cultures and processes involved. However, the current understanding of what contributes to successful cross-border knowledge transfer is still fragmented. The factors that affect the performance and process of cross-border knowledge transfer will be determined and presented in this paper. Quantitative approach has been adopted in this study. The findings of this study show that knowledge characteristics, context characteristics and network characteristics have positive significant relationship with cross-border knowledge transfer.

Taiki GIC1417060 B

**Apply the hybrid of DEMATEL and ANP to explore the determinants of MNEs' FDI abroad: The case of Japanese enterprises invest in Taiwan**

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**Abstract**

This article employs a hybrid model that combines DEMATEL and ANP to explore the determinants of Japanese MNEs invest in Taiwan. In addition to the four motives (namely Market seeking, Efficiency seeking, Resource seeking, and Strategic-asset seeking) Dunning (1993) classified, this article

	<p>proposes a new Network seeking motive to catch the Taiwan-Japan historical ties.</p> <p>This article designs a self-structured questionnaire for the pairwise comparison of each determinant in each motive. The respondents are focused on the senior managers of seven Japanese MNEs who are all in charge in FDI affairs in Taiwan.</p> <p>Research results show that Efficiency seeking is the most strength-of-influence with other motive. Besides, Network seeking dispatches the strongest influence on the other motives. These results highlight the important roles of Efficiency seeking and Network seeking play in the Japanese MNEs investment in Taiwan. Especially, most Japanese MNEs regard Taiwan as a “step stone”, they will expand to invest in other countries in the future instead of to invest in Taiwan permanently.</p> <p><b>Keywords:</b> DEMATEL, ANP, Foreign Direct Investment, Multinational Enterprises</p>
Chaiyapruerk GIC1417061	<p><b>INVESTORS TRADING BEHAVIOR AROUND CASH DIVIDEND, STOCK DIVIDEND AND STOCK SPLITS: CASE OF THE STOCK EXCHANGE OF THAILAND (SET)</b></p> <p><b>CHAIYAPRUEK KHOWWIKKAI</b></p> <p><b>A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF MANAGEMENT (FINANCIAL MANAGEMENT)</b></p> <p><b>COLLEGE OF MANAGEMENT MAHIDOL UNIVERSITY 2014</b></p> <p><b>COPYRIGHT OF MAHIDOL UNIVERSITY</b></p> <p><b>INVESTORS TRADING BEHAVIOR AROUND CASH DIVIDEND, STOCK SPLITS AND STOCK DIVIDEND: CASE OF THE STOCK EXCHANGE OF THAILAND</b></p> <p><b>CHAIYAPRUEK KHOWWIKKAI M.M. (FINANCIAL MANAGEMENT)</b></p> <p><b>ABSTRACT</b></p> <p>The purpose of this paper is to examine investor’s type trading behavior reaction to cash dividend, stock splits and stock dividend on short term and long term period. On short term study, we investigate on both announcement day and ex-</p>



	<p>dividend/effect day while on long term we study only announcement month and post announcement month. This research study on data of firms listed on the Stock Exchange of Thailand during January 2000 to July 2011. By employing short term event-study approach, the results show that retail investors are likely to buy cash dividend stock, stock splits and stock dividend. While foreign and institution are majors liquidity provider for retail investors, proprietary investors avoid trading around these three events. For long term event study of cash dividend, we find positive underreact only when retail investors are net buyer. We further analyze on firm size effect and payout ratio effect for all events. The results show significant effect of both analysis occur mostly on short term study while in the long term the effect has more significant result on cash dividend. For cash dividend, we find that market reacts more positively to dividend increase.</p>
 <p>Hao Li GIC1417062</p>	<p><b><i>A Case of People in Bangkok who have an Internship Experience in Hotels Abstract</i></b></p> <p>Hao Li</p> <p>This research focuses on the study of affecting interns' towards job satisfaction and job performance a case study of hotel industry in Bangkok. Based on previous studies , nine factors were found to measure the relationship between each other, and they are Job clarity, Job conflict, Job freedom, Payment, Perceived supervisor support, Physical working condition, Workload, Job satisfaction, Job performance. This research can expand to industries other hotels, and a broader population for future research.</p> <p>There are total 400 questionnaire were distribute through in e-mail during to different respondents, and in the end, 400 questionnaire are available, the software SPSS used to measure the relationship between each variable, (including both dependent variable and independent variables)</p> <p>The results of this research found that there is a strong relationship between each variable and job satisfaction and job performance can be affecting interns. And most of the findings of this research, which might be useful for interns and hotel s in hotel industry and to find important factors related to build interns' job satisfaction, and increase interns' job performance.</p>

	<p>The last but not the least, the results also show that each variable will be affecting interns career advancement.</p>
 <p>Linh GIC1417063</p>	<p><b>A comparative study about the impact of cultural dimensions on job satisfaction of non- managerial Thai and Vietnamese employees in the private business sector</b></p> <p><b>Thi Linh Giang</b></p> <p><a href="mailto:linhgiang10@yahoo.com">linhgiang10@yahoo.com</a>; <a href="mailto:linhgiangdangthi2011@gmail.com">linhgiangdangthi2011@gmail.com</a></p> <p><b>ABSTRACT</b></p> <p>This study aims to investigate the impact of cultural dimensions on Job satisfaction between non managerial Thai and Vietnamese employees who work in the private business sector using six Hofstede’s cultural dimensions: power distance, uncertainty avoidance, collectivism/individualism, masculinity/femininity, long term orientation and indulgence/restraint. In addition, some demographic factors such as gender, income and education groups were used to test the difference in job satisfaction between non managerial Thai and Vietnamese employees.</p>
<p>Chihab GIC1417064</p>	<p><b>The Work System Method for designing Knowledge Mobilization projects</b> <b>Chihab Benmoussa</b></p> <p><b>Abstract</b></p> <p><i>Could the Work System Approach (WSA) function as a framework for designing high-impact knowledge mobilization systems? This paper put forward arguments in favor of the applicability of WSA for knowledge mobilization design based on evidences from a practical research. Normative approaches for practitioners are highly needed especially in the field of knowledge management (KM), given the abysmal rate of disappointment and failure of KM projects. The paper contrasts knowledge management and knowledge mobilization, presents the WSA and showed how the WSA’s concepts and ideas fit with the approach adopted by a multinational company in designing a successful knowledge mobilization initiative.</i></p> <p><b>Keywords— Knowledge Management, Knowledge Mobilizations, Work System Method.</b></p>
<p>Samedy GIC1417065</p>	<p><b>Factors Affecting Internal Audit</b></p>

## **Effectiveness: A Case Study of the Internal Audit Department, Ministry of Commerce, Phnom Penh, Cambodia**

Samedy Hong

### **ABSTRACT**

The objective of this researcher is to analyze and measure the relationship between quality assurance factors, such as effective internal control system, audit experience, cooperation between internal and external auditors, the quality of audit work, and organizational independence with internal audit effectiveness in the Internal Audit Department of the Ministry of Commerce, Phnom Penh, Cambodia.

For data collection, the researcher used a self-administrative technique through the samples of 277 questionnaires were contributed to government officers including audit officers and non-audit officers who are working in the Ministry of Commerce, Phnom Penh, Cambodia. In this study, the researcher used probability sampling which included stratified sampling, in which samples were drawn from all 19 sub departments in the Ministry of Commerce, Phnom Penh, Cambodia. And the methodology used in this research was descriptive statistical analysis and inferential statistical analysis though the Pearson Correlation Coefficient by using SAS enterprise license number 12400609. The results showed that there are medium positive relationships between quality assurance factors (effective internal control systems, audit experience, cooperation between internal and external auditors, quality of audit work, and organizational independence) with internal audit effectiveness in the Internal Audit Department of the Ministry of Commerce, Phnom Penh, Cambodia.

The conclusion is presented that the ministry, organization, institution, and company should take good care of internal audit effectiveness because an effective internal audit would allow those organizations to reach their goals.