



List of Applicants

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Preface:

Social Science And Humanities Research Association (SSHRA) is a global group of scholars, academicians and professionals from the field of Humanities and Social Sciences for encouraging intellectual development and providing opportunities for networking and collaboration. This association achieves its objective through academic networking, meetings, conferences, workshops, projects, research publications, academic awards and scholarships. The association is driven by the guidance of the advisory board members. Scholars, Academicians, Professionals are encouraged to freely join SSHRA and become a part of this association, working for benefit of academia and society through research and innovation.

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 <p>Dr Pravin Baviskar ERCICBELLP1804052</p>	<p>Effect of Violent television serial on Physical, Verbal & Hostility among Adolescents.</p> <p>Dr Pravin Baviskar Dept Of Psychology, Dr A.G.D.Bendale Womens College, Jalgaon, North Maharashtra University, India</p> <p>Abstract Present research study investigated possible relationships between television serial and aggressive factor within a society. Research evidence from aggression related social learning theories claiming associations between television serial type and physical, verbal and hostility characterized by unequal cell sizes of data. Present research study predicted that compared to those with other television serials types and aggressive factors would be correlated with more aggressiveness. A main effect for gender on aggression and an interaction effect for gender and television serials on aggression were also predicted. Participants comprised a purposive sample of viewing television serial - 80 males and 80 females. Forty males and 40 females from each of the two types of television serials were included in the final analysis. An aggression questionnaire developed by Buss & Perry Test Revised were administered. ANOVA results showed that the combined dependent variables were significantly affected by television serials & gender. Its relationship between television serials and aggression is supported by this study. Methodology of research studies is implications of the findings considered.</p> <p>Keywords – Aggression, television serials & adolescents</p>
 <p>Dr Janatha Kumari ERCICBELLP1804053</p>	<p>Muted Melancholy of Women: An Insight into Nandini Saha "The Other Voice"</p> <p>Dr Janatha Kumari Department of English and Research Centre, Sree Ayyappa College for Women, Nagercoil, Tamil Nadu, India</p> <p>Abstract Nandini Sahu, an Indian poet, creative writer, folklorist, critic and professor of English is one of the most acclaimed Indian poets in the modern times who explored life and society. She has proved her mettle by fathoming the deepest recesses of human psyche and recording the realities in her writings. Her poems are personal but the social and spiritual dimensions of creativity mingled in them make it meaningful and appealing. She is a humanist to the core and a rebel sometimes. Her expression is honest and has the courage of conviction. The author of four collections of poems, Sahu delves deep into the human consciousness and captures the cacophonies of the mind. The present paper is an attempt to explore the longing and loneliness a woman as pictured in The Other Voice. It further unfolds the reverberating inner turmoil of the each and every woman.</p> <p>Key Words: Predicament, loneliness, suffering, woe(men), inner turmoil</p>
<p>Abdullah Saeed</p>	<p>Social and professional challenges faced by the Chinese in Pakistan</p>

<p>ERCICBELLP1804055</p>	<p>after CPEC</p> <p>Abdullah Saeed School of Management, FAST NUCES, Islamabad, Pakistan</p> <p>Abstract The purpose of this research is to study the social and professional challenges faced by the Chinese in Pakistan. For this study we conducted a qualitative research method which involves interviews. With a varied sample (N = 9 interviews) of Chinese employees from various organizations in Pakistan, the authors tested for challenges faced by Chinese in Pakistan, mainly, Food issues, language barrier, political instability, regional and internal security and lack of quality labor. Findings provided worthy provision for the proposed hypotheses. All the proposed variables proved to have a significant relationship with challenges faced by the Chinese residing in Pakistan. In our everyday life we hear about foreigners facing difficulties abroad.</p> <p>Key Words: Chinese, Pakistan, Challenges, Foreigners, Food issues, language barrier, political instability, regional and internal security and lack of quality labor.</p>
 <p>Noman Javed ERCICBELLP1804056</p>	<p>Determinants of Bitcoin Price System</p> <p>Noman Javed Fast school of Management, National university of Computer and Emerging sciences, Islamabad, Pakistan</p> <p>Abstract Bitcoin is a cryptocurrency considered as a digital asset and payment system which, unlike traditional currency, works in a peer-to-peer network and is mostly utilized as a digital financial instrument with a primary medium of exchange function Dirk G. Baur (2017). The potential users of bitcoin have a very basic idea of how it operates; however, it is becoming increasingly complex with several factors affecting its price system and the volatility of the exchange market which may not be consumer induced. The ignorance of the consumers, investors and other future stakeholders on the operations and dynamics of the bitcoin market is given the massive transactions, speculative bubbles, and their impact on other currencies Blau, B. M. (2017). The current research on the topic is lacking crucial transformation of the crypto industry in the recent years. In an effort to explore and analyze the effects of unconventional variables on BTC, this research mostly focuses on the interpretations of trends and inclination of the said cryptocurrency in its objective to take over the digital exchange market as to inform the audience to make a better understanding of bitcoin and its operations so that efficient use is encouraged.</p>
<p>Ayesha Yaqoob ERCICBELLP1804057</p>	<p>Impact of celebrity endorsement on purchase intention of consumers</p> <p>Ayesha Yaqoob Bachelors of Business administration, NUCES-FAST, Islamabad, Pakistan</p>

	<p style="text-align: center;">Abstract</p> <p>Sample Data collected is (N=200) from several university students situated in Islamabad. Researchers wanted to examine the impact of celebrity endorsement through Television advertisements on targeted sample of teenagers who has different income levels. Researchers also studied the impact of celebrity endorsement on adolescents having either positive or negative affectivity. Suggested hypothesis are greatly supported by upcoming results in which celebrity endorsement is associated with all variables. Results proved that celebrity endorsement has significant association with advertisement through Television, which states that Television advertisement containing celebrities has greater influence on purchase intention of targeted consumers. Conversely, the result for positive and negative affectivity was against our expectations.</p> <p>Key words: Celebrity endorsement; Positive affectivity and negative affectivity; Television advertisement</p>
<div style="text-align: center;">  <p>Sannia Salman ERCICBELLP1804059</p> </div>	<p style="text-align: center;">Impact of Packaging Design on Purchase Decision Making. With the Moderation of Gender</p> <p style="text-align: center;">Sannia Salman FAST School of Management, FAST National University of Computer and Emerging Sciences, Islamabad, Pakistan</p> <p style="text-align: center;">Abstract</p> <p>This article the Impact of Packaging Design on Purchase Decision Making, with the Moderation of Gender analyzes whether the consumer's decision to purchase is influenced by the design of the packaging. Which results in the article emphasizing on the quantitative aspects of sales related to a product, Lay's. The packaging of Lays is designed in three different ways to check which type of packaging has the most impact on purchase decision making, the three types are: Attractive, Regular and Corporate Social Responsibility. Also, it is to be analyzed with the moderation of gender that which type of packaging is most preferred.</p> <p>An experiment with 85 respondents reveals that purchase decision is highly influenced by the design of the packaging of Lay's chips. Most preferred design was the attractive packaging. This shows us that all the companies should consider packaging as an important factor while developing a product. At the same time, with the moderation of gender it was seen that females preferred CSR packaging more.</p> <p>Our findings recommend with great importance to all the FMCGS to put their focus towards the good designs for packaging while developing a product.</p> <p>Key words: Purchase decision making, Attractive packaging, Regular Packaging, CSR Packaging, Gender</p>
<p>Dr. Wende Olaosebikan Timothy Ojo ERCICBELLP1804060</p>	<p style="text-align: center;">Beyond Verbal Acrobatic: Towards Effective Foreign Language Education In An Anglophone Linguistic Community</p> <p style="text-align: center;">Dr. Wende Olaosebikan Timothy Ojo Department of Languages and Linguistics, Osunn State University, Osogbo, Nigeria</p>

	<p style="text-align: center;">Abstract</p> <p>Language has become so familiar a concept that everybody would think he has an answer to the question “what is language?” without necessarily passing through the rudiments of language acquisition believing that one’s ability to speak more than one language qualifies one as a linguist. By extension, planning and implementation of foreign language policies in an Anglophone linguistic community like Nigeria have been seriously endangered by such assumption thereby necessitating the question “who is a foreign language expert?” to which satisfactory explication has not been given. This article, therefore, sets to deconstruct the notion of assuming the status of a linguist upon one’s ability to speak or write in more than one language. It goes further to examine bilingualism/multilingualism as a pedagogic instrument needed by a foreign language expert in an Anglophone milieu like Nigeria. It also explicates the question of class-size as a major determinant of learners’ academic performance. The paper concludes that to ensure an effective foreign language teaching and learning, the teacher should at least be bilingual and ensure a standardised class-size.</p> <p>Keywords: Verbal acrobatic, foreign language education, Anglophone linguistic community</p>
<p style="text-align: center;">Catra Diningrat ERCICBELLP1804061</p>	<p style="text-align: center;">Carbon Mitigation Policy for Indonesia's Industrial Sector: Carbon Cap VS Carbon Tax</p> <p style="text-align: center;">Catra Diningrat Department of Development Economics, Faculty of Economics, Parahyangan Catholic University, Bandung, Indonesia</p> <p style="text-align: center;">Abstract</p> <p>Indonesia has declared its commitment to reduce 29% of its carbon emission by 2030 from its BAU scenario. Acknowledging the lack of incentives for economic agents to cut down their emission, a government intervention may be necessary. This research aims at comparing the possible environmental and economic impacts of two different carbon mitigation policies, namely carbon tax and carbon cap, with the use of coal in the metallurgy, cement, and textile industrial sub sectors being the policy target. By utilizing elasticity tests and complementary mathematical equations, the extent of how a carbon mitigation policy would affect economic performance differs depending on the use of coal in each respective sub sectors. The closer coal is to the final product of a certain sub sector, the more sensitive the sub sector is towards changes in its coal consumption. In the end, after designing two separate scenarios, carbon tax seemed able to fulfill the emission reduction target with the least damage towards the industry’s sub sector output. In contrast to the carbon tax scenario, the carbon cap scenario appeared to have reduced the sub sectoral’s output to a third of its initial output. This research can be developed by incorporating a trade aspect for the carbon cap scenario and implementing the concept of revenue neutrality for the carbon tax scenario.</p> <p>Keywords Carbon Tax, Carbon Cap, Coal Consumption, Industrial Sector</p>
	<p style="text-align: center;">A Sociolinguistic Study of Doctor-Patient Interaction in Healthcare</p>



Etaf Alkhlafat
ERCICBELLP1804063

Settings: A Jordanian Perspective

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Abstract

The effectiveness of verbal and nonverbal communication between doctors and patients has significant impact on health outcomes for patients. Specialists in social and therapeutic sciences are becoming increasingly aware of the significance of language in healthcare settings between clinicians as service providers and patients as service users. Consequently, the utilization of complicated language can lead to ineffective verbal interaction between the communicators and this may influence the quality of healthcare, trust and patients' satisfaction. Among the linguistic obstacles that may influence the quality of healthcare services are the patient's level of literacy, and the over-use of medical terms and therapeutic language by doctors. On the other hand, using non-verbal language plays an important part in emotion management and the maintenance of relationship between doctors and patients. This study aims to investigate communication barriers encountered by doctors and patients in Jordan, focusing mainly on the overall bilingualism among doctors due to educational motivations, while patients are not restricted to bilinguals, but extended to educational, social, ethical, cultural and regional variables. This study will be conducted to investigate empirically a sample of population of two groups; 6 doctors and 20 Patients. Sampling can be either random or non-random. To achieve the study aims and objectives, a qualitative approach will be used. The researcher will conduct observation and interview for doctors and patients. The data will be audio and videotaped. The researcher will analyze the data qualitatively. It is predicted that findings would support the hypothesizes that Jordanian Arabic, is the most used language variety, during medical examination, but English can't be avoided and also it will still the linguistic barriers affect communication in healthcare settings due to the unbalanced societal bilingualism and the complex linguistic diversity. In addition, it is hoped this study will contribute to improving the reputation of qualitative research methods in the medical community.

Key words: Communication, Linguistics Barriers, Cultural barriers, Bilingualism, Health Care Settings.

Ida Nurhayati
ERCICBELLP1804064

Code violations Bankers In Banking Crime (An Overview Of Aspects of Criminology)

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Abstract

This study used a qualitative approach using the model proposed by Graaf-Huberts ie "Monster Grid". Then, using dimensional analysis of criminal behavior Clinard-Quinney, who tersiri of 5 (five) dimensions of criminal behavior. Violation of ethics in banking crime is one form of white collar crime, as stated by Sutherland, as traits he

	<p>has put forward have been fulfilled by the perpetrators. First, the actors all do not feel guilty, because such work has long and repeatedly performed. Secondly, they are not detrimental to customer. Still a good relationship with the victim, in this case the customers. In this study, only until the reason why ethics is not used as guidelines in running the banker profession ?. This can occur, among others, as: 1. Weak internal control; 2. Monitoring should be integrated with non-formal factors, such as lifestyle factors, social, and cultural communities; 3. Not to be strictly adhered to with full awareness of the principles of the code of ethics profession, because only principle Bankers Code. In detail still be submitted to the respective banks to improvise the code, in accordance with the conditions of the bank. Kindness, may be in accordance with the conditions of the bank, but ugliness, because each can to improvise, making it less able to bind universally, the result was less as guidelines that can actually be used as a comprehensive reference, without any gaps to ignore. In the end it can be concluded the conclusion that despite formal regulations, SOPs in each section and level, but if it is not based on the ethics of each operations, the violations and crimes related to the issue of "trust" will always happen.</p> <p>Keywords: Ethics, Professional, Bankers, Banking, Crime.</p>
<p>Usman Khan ERCICBELLP1804069</p>	<p>Socio-Economic and Psychological Exploitation of Labour Migrants in Middle East. A Case Study of Peshawar Pakistan</p> <p>Usman Khan School of Sociology and Anthropology, Sun Yat-Sen University China, Guangzhou, China</p> <p>Abstract</p> <p>The paper entitled "Socioeconomic and psychological exploitation of Migrants in Middle East" focuses on mass migration which is not a new phenomenon in human history. The people migrated from one place to another due to many reasons, e.g. better life opportunities, prosperous, healthy lives with satisfying basic needs. The study focuses on issues and challenges faced by the emigrants in their destination countries, that's how the labor class is exploited and used by the bourgeoisie class for their own profits and benefits. It is a qualitative anthropological study, data collected through anthropological research methods with major emphasis on In-depth interviews, case studies. The study was conducted in the two villages Zulam and Shagokas in District Dir Lower, Khyber Pakhtunkhwa. Apart from the above, the focus of this article is on the issues and exploitation of labour migrants, which they faced during the recruiting process and also the way they are exploited in the destination countries in the name of Kafala, (Supervision) Tanazol system.</p> <p>Keywords: Migration, Exploitation, labour, Middle East, Kafala and Tanazol System.</p>
<p>Tianqing Yao ERCICBELLP1804075</p>	<p>Impact of Legal Systems on Economics Growth Among Developed Countries</p>

	<p style="text-align: center;">Tianqing Yao Shanghai Ulink Education, Shanghai, China</p> <p style="text-align: center;">Abstract</p> <p>Many studies indicated that countries that implement Common Law as their political system will provide better protection of property rights, unbiased-ness, and legal rights for its people. Furthermore, it has been argued that greater-level of protection encourages businesses to invest more, thus encourage economic growth. In this research paper, an attempt to test the validity, and measure the financial impacts of those claims by studying the economic impacts, as well as analyze the spending habits of households in different countries. The main argument is to test Common Law countries versus Non-Common Law countries economic performance, and evaluate against their economic growth effect for year of study from 1990 to 2015. By conducting this research of study, it would greatly readers to understand how the political systems of different countries can impact the direction, and growth of its economies.</p>
<p style="text-align: center;">James Hn ERCICBELLP1804077</p>	<p style="text-align: center;">AI Cars: How Expensive Should They Be?</p> <p style="text-align: center;">James Hn Rising High School Senior, Boston Latin School, Boston, United States</p> <p style="text-align: center;">Abstract</p> <p>Artificial Intelligence enables self-driving cars, and with the development of technology, it is not surprising to see AI cars being a common means of transportation in the near future. How much more are people willing to pay for the cars to have the AI outfit? This study interviewed 70 high school students, who will be the first generation of AI car consumers, and found that in general most people are willing to pay about 20% more for the AI capability. Furthermore, the willingness to pay is much higher among boys than girls, and also higher among people with higher familiarity with AI.</p> <p>Key Words: Willingness to pay, Artificial Intelligence, self-driving car</p>
 <p style="text-align: center;">Nadir Ali Mugheri ERCICBELLP1804082</p>	<p style="text-align: center;">Code-Mixing of English in Urdu Electronic Media: A Case Study of Pakistan's leading News Channel Geo Television</p> <p style="text-align: center;">Nadir Ali Mugheri Department of English, University of Sindh, Jamshoro, Pakistan</p> <p style="text-align: center;">Abstract</p> <p>In a multilingual and bilingual society, the fact of code-mixing is done often. This aspect is also demonstrated in different written and verbal communications. This research will explore the scope to which code-mixing is observed in the programs & news bulletins of Pakistan's leading Urdu News Channel Geo Television. A qualitative approach will be applied to this case study. The programs and news bulletins of the channel Geo News for the month of February & March 2018 would be scrutinized and examined for this study. Those sentences and words which show code-mixing will be fixed appropriately with deliberations below them. Samples will definitely</p>

	<p>show the amazing outcomes along with their socio-political motives raging from choice of language to linguistic supremacy and influence. Code-mixing leads to language crossbreeding that in return creates issues of language protection and change. These entire circumstances have momentous socio-cultural and political repercussions in the framework of globalization and beginning of English as a universal language in the recent times which has posed a serious challenge to the endurance of local and domestic languages of many nations. Keywords: Code-mixing, verbal communication, linguistic hegemony, globalization, indigenous languages</p>
<p>Ma. Carmela Mores ERCICBELLP1804084</p>	<p>Numbers and Letters: Problem-solving and Comprehension Skills</p> <p>Ma. Carmela Mores Department of English, Rizal Technological University, Manila, Philippines</p> <p>Abstract Mathematics and Literature work in partner like how comprehension and problem-solving skills work together in providing an accurate answer. Through the help of Schoenfeld's (2013) four categories, there are already existing studies that had proven the vivid connection of these two subject matters. Hence, this dissertation further determined the factors that acted as the contributors in the success of students' problem-solving attempts. The researchers used descriptive method of research, which includes the instruments used in the study. In the end, this study puts forward recommendations, which are based on fact-finding with accurate interpretation of findings. For the accomplishment of this study, Senior High School students of Rizal Technological University, particularly Science, Technology, Engineering and Mathematics academic track of year 2017-2018 were chosen as respondents, as these classes are both having English and Mathematics related subjects. According to the results, the students appeared to be aware of the use of their comprehension skills upon solving math problems. Based on the analysis, self-discipline and prior knowledge are the most factors that are believed to be great contributors in students' problem solving attempts. This study suggests innovative strategies and competencies in teaching the two subject matters by making intervention programs and related activities happen.</p>
<p>Eugene Silas Seminega ERCICBELLP1804085</p>	<p>Social Legal Protection of Orphans in Rwanda</p> <p>Eugene Silas Seminega College of Arts and Social Sciences, School of Law, University of Rwanda, Kigali, Rwanda</p> <p>Abstract The East African Community ("EAC") is a regional economic bloc comprising the five (5) Partner States namely Burundi, Kenya, Rwanda, Tanzania and Uganda. The EAC established a Customs Union in 2005 which encompasses a five (5) year progressive programme to remove internal tariffs, application of a Common</p>

	<p>External Tariff and elimination of Non-Tariff barriers.</p>
<p>Helio Mau-Quei ERCICBELLP1804087</p>	<p>How Does The Informal Sector Affect Food Security In Timor-Leste?</p> <p>Helio Mau-Quei Department of Economics, Waikato Management School, University of Waikato, Hamilton, New Zealand</p> <p>Abstract This study analyzes the impact of informal sector work on food security among workers in Timor-Leste. We use primary data, directly collected from the field between January and early May 2017, on 349 households with a total of 658 adult respondents. Food security was measured using food insecurity experience scale (FIES) which suggested by FAO. We applied a linear regression model to identify the factors associated with food security, with a specific focus on the effect of informal work status. The results showed that the coefficient of informal sector variable ($\beta = -0.372$) is negative and statistically significant at the 0.05 level ($p=0.049$). This indicates that informal sector workers have lower food security than workers not in the informal sector, after controlling for other relevant covariates. These results are not causal, so we cannot conclude that informal sector work itself is bad for workers' food security. However, the results indicate that policy makers in Timor-Leste could improve food security by focusing their efforts on workers engaged in the informal sector.</p>
 <p>Ian Nasser Berowa ERCICBELLP1804089</p>	<p>Looking Into Stress and Job Satisfaction: The Case of the University Faculty Members in Southern Philippines</p> <p>Ian Nasser Berowa Political Studies Department, Mindanao State University, Main Campus, Marawi City, Philippines</p> <p>Abstract This research project centered on the university faculty members from Southern Philippines. The study found that among nine indicators of causes of stress that were considered, only health condition and sanitation within campus grounds are sources of stress among the respondents. However, as to level of satisfaction, the subjects are quite dissatisfied with the following factors: (1) the policy on faculty promotion, (2) the services offered by the University Infirmary, inclusive of how the University ensures the adequacy and effectivity of service of the Infirmary, (3) the enforcement of University measures of sanitation on campus grounds, which includes garbage disposal units and sanitation facilities, among others. Furthermore, the investigation looked into the bearing of stressors on level of satisfaction of the research subjects and found that only two stressors do not affect their level of satisfaction, and these are: the monitoring of classroom activity, and the control of the faculty of the content of one's work. All the other stressors that were considered were found to affect the level of satisfaction, and these include the following: physical working conditions, safety and security, faculty grants and study leave privileges, tenure, promotion, administration's leadership, adequacy of medical services offered by</p>

	<p>the University Infirmery, sanitation of comfort rooms, sanitation of academic buildings and facilities, the work load, remuneration for services rendered, and participatory decision-making.</p> <p>Keywords: Stress, Stressors, Job Satisfaction</p>
<p>Grazielle Rigotti da Silva ERCICBELLP1804091</p>	<p>Board and Climate Changes: Evidence of External Events in Corporate Donations</p> <p>Grazielle Rigotti da Silva Department of Finance, School of Business Administration, Fundacao Getulio Vargas, Sao Paulo, Brazil</p> <p>ABSTRACT</p> <p>In the last decade, the appeal for charitable donations from organizations around the world as charity has taken an increasing space in the media, and, consistently, it is alleged the intention of dealing with severe social problems, from hunger, climate changes, and its diverse consequences, preservation of fauna and flora, until other problems, such as massive involuntary migration. However, the literature regarding the propensity of taking on charitable behaviors is limited and inconclusive. In this respect, governance seems to play a relevant role, but equally lacking in research. This paper has, as central objective, to verify the existence of associations between attributes of governance and the disposition to the charitable behavior. Therefore, it proposes to conduct the analysis under two distinct prisms: I) governance of countries around the world, and the propensity of its population to assume more charitable behavior; II) corporate governance of listed companies and their propensity for charity. Panel regression models are used, with data from six different bases for the first trial, which considers a role of 93 countries in the period 2010-2016. The second assay employs panel regression models, using board characteristic data and using the Diff-in-Diff estimator, with data from 203 listed firms, in the period 2003-2017, to observe the trend of corporate donations, through events of great social and environmental impact. The main results show that the size of the board and the presence of outsiders have a positive influence on the company's propensity for charity. And the Diff-in-diff analysis pointed out that companies affected by Hurricane Sandy had higher donation rates after the disaster. It is expected that these findings, relevant in governmental and corporate aspects, can influence and assist in solving social problems around the world.</p> <p>Keywords: Board, Charity, DID, Donations, Panel data</p>
	<p>The Impact of Microfinance on Poverty Alleviation: A Case Study of Sinapi Aba Savings and Loans Limited</p> <p>Francisca Omama Koranteng Faculty of Business Education, Department of Management Education, University of Education, Winneba, Kumasi Ashanti, Ghana</p> <p>Abstract</p> <p>Microfinance, banking to the poor, is a recent global phenomenon introduced by Nobel Prize Winner Dr. Mohammed Yunus of</p>

<p>Francisca Omama Koranteng ERCICBELLP1904092</p>	<p>Bangladesh in the 1970's. The poor are not usually allowed access to credit due to the inability of the poor to repay the loan. Therefore one of the mechanisms to get the poor engage in economic activities is through the microcredit. It is important to know the impact of microfinance and small loan on poverty alleviation. The main objective of the study was to know whether microfinance (SINAPI ABA SAVINGS AND LOANS LTD) has contributed to poverty alleviation. Microfinance gives the poor households, the ability to managed household emergencies, build assets and reduce vulnerability to crisis. A sample of 100 respondents of traders was selected from AtwimaNwabiagya District precisely Abuakwa considering the various types of trade in the area. The study focuses on the beneficiaries of SINAPI ABA SAVINGS AND LOANS LTD, enhancing the poverty alleviation through financial services, managerial skills and education which will eventually reduce poverty. In the analysis information from primary data that was obtained through questionnaires administered to beneficiaries and staff of SINAPI ABA SAVINGS AND LOANS LTD and was employed in the research work. The administration of questionnaires of collecting data covered a period of one and half months. The beneficiaries were selected at random from the records of SINAPI ABA SAVINGS AND LOANS LTD in the Abuakwa branch of the AtwimaNwabiagya District, while the officials were selected based on purposive sampling techniques. The responds of the questions from management and clients were coded. Computer data analysis software, the Statistical Package for Social Scientist (SPSS) was employed to analyse the data. Frequency tables and graphs were constructed where necessary. The data was qualitatively analysed in most cases. The study revealed that most of the clients who benefited from the registered loan have increased income.</p> <p>Keywords: microfinance, loans, Sinapi Aba, poverty, financial services</p>
<p>Dr. Sudhansh Kumar Sharma ERCICBELLP1804093</p>	<p>Social Responsibility of Business</p> <p>Dr. Sudhansh Kumar Sharma Associate Professor and Head, Faculty of Commerce and Management, J.S. Hindu (PG) College, Amroha (UP), India</p> <p>Abstract</p> <p>Should business accept social responsibility? If yes, then why and how much? If no, then why not? This is what my research paper will be discussing in detail. The main objective of a business is to make as much profit as possible. Undertaking social responsibility may hamper the main aim a little, but in today's world it is very necessary. Business and social responsibility must go hand in hand in today's times. Responsibilities of a business towards investors, employees, consumers, fellow-businessmen, the community and the Government are also discussed.</p> <p>Keywords – Social responsibility, business, consumers, responsibilities.</p>
<p>Beena Sharma ERCICBELLP1804095</p>	<p>Human Resource Management in Banks in India</p> <p>Beena Sharma</p>

	<p>Faculty of Commerce and Management, J.S.Hindu P.G.College, Amroha (U.P.) India</p> <p>Abstract</p> <p>“Manpower” of “Human Resource” may be thought of as “The total knowledge skills, creative abilities, talents and aptitudes of an organization work-force, as well as the values, attitudes and benefits of an individual involved It is the sum total of inherent abilities, acquired knowledge and skill represented by the talents and aptitudes of the employed persons.” Of all the co-ordinates in the mechanics of management (i.e. the management of men, machine, money, materials and methods) the element of manpower or human resource occupies a seminal position. The Human Resource Management in Banks is based on the concept that every human being has some potential to do remarkable things. If the bank is to be effective then the task of an executive is to multiply performance capacity of the whole staff by putting available natural resources, what like strength, health aspiration. Human resource management is a process by which the employee will continuously help in planned way to;</p> <p>(i) Acquire capabilities (knowledge, perspectives, attitude, values and skills) required to perform various tasks or functions associated with their present or future expected roles, (ii) Develop capabilities and utilize their potential for their own or organization development process, and (iii) Develop a culture in bank where superior-subordinated relationship, team-work and collaborations among different sub-units are strong and can contribute to the human health dynamism and pride of employee.</p> <p>Keywords – Human Resource Management, Banks, Skill, Knowledge</p>
<p>Ehsan Sarkhosh ERCICBELLP1804097</p>	<p>A Legal Study on the Term of Observance of Environmental Considerations in International Oil and Gas Contracts, Focusing on New Iranian Petroleum Contracts (IPC)</p> <p>Ehsan Sarkhosh Faculty of Law, Imam Sadiq University, Tehran, Iran</p> <p>Abstract</p> <p>The right to have a healthy environment is one of the fundamental rights of humanity and nowadays, the necessity to ensure the exercise of this right is felt more than ever. In this regard, exploration, development and operation contracts of oil and gas are important because of the extent of damages that these operations cause to the environment. In addition, a considerable part of the world's oil and gas reserves is located in developing countries, which most of them do not have the necessary legal regimes to apply international standards. In this article, we study the different environmental clauses contained in various oil and gas contract patterns, including the new generation of Iranian Petroleum Contracts. In this regard, when we study older contracts it is understood that the environment issue has not been considered appropriately and it is since the middle of the twentieth century that the terms and conditions about protecting the environment are gradually inserted in these contracts. However,</p>

	<p>most of these terms are often too general and sometimes vague, in addition in most cases there are no specific responsibilities for those who violate these provisions. The present study is conducted based on the analysis of content of international oil and gas contracts and related provisions. The purpose of this article is to study the strategies available in international contracts, to analyze the current situation of relevant provisions in Iran, and finally to provide appropriate and efficient solutions about environmental issues in light of the current status of oil and gas fields. According to the results of this paper, it is imperative that countries which have oil, including the Islamic Republic of Iran, in addition to drafting laws and regulations for monitoring and controlling oil operations, shall provide a comprehensive monitoring system for the implementation of environmental conditions.</p> <p>Key words Environmental terms and conditions, International standards, Oil and gas contracts, Iranian Petroleum Contracts, Analyzing environmental effects</p>
 <p>Hail Park ERCICBELLP1804098</p>	<p>Threshold Effects of Population Ageing on Economic Growth: A Cross-Country Analysis</p> <p>Hail Park Department of International Business and Trade, Kyung Hee University, Seoul, Korea</p> <p>Abstract This paper investigates the nonlinear effects of population ageing on economic growth in consideration of different income groups of countries involving various capital flows. For identification of the threshold level of population ageing a country-level panel dataset is constructed, on a 5-year average basis covering 99 countries for the period from 1971 to 2015, and panel regression models allowing quadratic functional forms are employed. The overall estimation results show that both the share of the elderly and the old-age dependency ratio lead to rises in economic growth initially, but then cause economic growth to slow when the degrees of population ageing exceed certain threshold levels. The threshold for the share of the elderly ranges is estimated around 13% while that for the old-age dependency ratio around 19%. Further estimation shows that the nonlinear effects are more significant in high- and middle-income countries while the nonlinearity vanishes in low-income countries.</p> <p>Key Words: Population Ageing, Economic Growth, Nonlinearity, Threshold, Capital Flows</p>
<p>Ehsan Sarkhosh ERCICBELLP1804102</p>	<p>Studying the Concept of Underground Resources Ownership in Iranian International Oil and Gas Contracts</p> <p>Ehsan Sarkhosh Faculty of Law, Imam Sadiq University, Tehran</p> <p>Abstract Maybe the concept of ownership, along with the financial and economic issues of oil and gas contracts, is the most important factor</p>

in the contractual transformations and changes in the patterns of these contracts. Contemplating oil and gas contracts indicates that oil-rich countries have always tried to design and use those kind of patterns that limit the ownership of international oil companies. This effort represents the implementation of the principle of national sovereignty over natural resources and that is the main factor for transition from Concession Contracts to Sharing Contracts. Accordingly, this paper studies the status of international oil companies' ownership of Iran's oil and gas underground resources in order to clarify its nature and place in various contractual patterns. Since all the laws and regulations in Iranian legal regime are influenced by Islamic law, it is also necessary to study the concept of ownership of oil and gas resources in the Islamic law. It seems that international law, as well as domestic law, prefers the sovereignty and ownership of states over their natural resources to the rights of international oil companies. On the other hand, it seems that international companies are entitled to seek appropriate compensation in return.

Key Words: oil and gas law, ownership in oil and gas contracts, state sovereignty over natural resources, international law, Iranian oil and gas contracts



Sadiya Sultana Silvee
ERCICBELLP1804103

**Article 111 Of The Constitution of Bangladesh: A Venture Towards
A Sentencing Guideline**

Sadiya Sultana Silvee

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ABSTRACT

Generally, the decision of the higher court is binding on its subordinate courts. As provided in Article 111 of the Constitution, “the law declared by the Appellate Division (AD) shall be binding on the High Court Division (HCD) and the law declared by either division of the Supreme Court shall be binding on all courts subordinate to it.” This means the judicial discipline requires the HCD to follow the decision of the AD and that it is necessary for the lower tiers of courts to accept the decision of the higher tiers as a binding precedent. Hence, Article 111 implies adhering to the doctrine of binding precedent, the judicial organ needs to maintain a legal certainty and jurisprudence constante. Contemplating the Death Reference (DR) Cases, the paper analyses Article 111 of the Constitution and delineates the said article as a strong reflection of the doctrine of binding precedent which can be a venture towards a sentencing guideline. Examining whether inconsistency in the decision of the HC benches, while using their discretion to make the choice between death and imprisonment for life under section 302 of PC, reflects its effect on the practice of subordinate courts, the paper explores, whether HCD can per incuriam its pervious decision. Additionally, it explores, whether HCD has provided any specific direction for sentencing. Arguing that inconsistency in the decision of the HC benches in deciding DR cases challenges the reasons

	<p>provided by the Division under Section 367 (5) of the CrPC to commute the sentences to develop into a normatively serious doctrine, which ensures coherent and consistent adjudication, the paper advocates for a specific direction/guideline for sentencing by the higher courts creating a binding precedent under Article 111 of the Constitution.</p> <p>Keywords: the doctrine of precedent, Death Reference (DR) Cases, per incuriam, legal certainty and jurisprudence constante</p>
<p>Mingzhe Sun ERCICBELLP1804105</p>	<p>The Legacies of European colonization World Trading System, Ecological Exchange, and Mercantilism</p> <p>Mingzhe Sun Vanke Meisha Academy, Shenzhen, Guangdong Province, China</p> <p>Abstract Colonization of European nations from the 15th to the 20th centuries created a lasting impact on human history. What began as outward exploration and the quest to find a faster way to the east for wealth and goods eventually grew into larger patterns of economic and political control by European nations. The legacies of colonialism have formed important elements of modern societies and its lasting impacts include its influence on systems of world trade, an ecological exchange, and mercantilism.</p>
<p>Sunil Gaikwad ERCICBELLP1804051</p>	<p>Human Rights In Buddha's Philosophy</p> <p>Sunil Gaikwad All India Radio (India's Public Service Broadcaster), All India Radio Jalgaon, Jalgaon, India</p> <p>Abstract Human rights are such rights which human beings should and must enjoy not only from the time he/she germinates in the womb of a mother. Human rights are an integral part of human beings without which the life of human being is meaningless. Like water, air, cloth, food and shelter human rights are also sine quo non for the well being and existence of human beings. But not only the history of India but the whole world is replete with discrimination of human being on different grounds like caste, creed, religion, rich and poor. The old system was bases on might is right principle which was in conflict with human rights. It is widely believed that the Magna Charta is the first charter of human rights thereafter charter of human rights declared by United Nations Organization (UNO) which came into existence in 1945 but the history history has it that the first movement for human rights was started by Gautam Buddha in the world.. Gautam Buddha who was borned according to the historical evidence around 445 BC enunciated the principle of equality, freedom of thoughts and respect for each human being. Which are the basic of human rights.. this aspect has remained neglected and unresearched so far. There is need to focus on this hidden and unearthed legal facts. facts KEY WORDS- BUDDHAS PHILOSOPHY, HUMAN RIGHTS, PANCHSHEEL, INDIAN CONSTITUTION, INTERNATIONAL COVENANTS</p>



Zhulduz Rsaliyeva
ERCICBELLP1804065

The Study of Paremiological Units as an Object of Linguistics

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Abstract

The objective of the research is the study of the structure and semantics of the English proverbs of the thematic group "labour-idleness".

The following tasks are set and solved in the dissertation:

1. To assemble, process and systematize available material;
2. To analyze the semantics and structure of the proverbs of the thematic group "labour-idleness" in English language;
3. To compose a logical-semantic classification of the proverbs of the thematic group "labour-idleness";
4. To compose a mini-dictionary of the thematic group "labour-idleness" in English, Russian and Kazakh languages.



Dr. Chhidami Lal Patel
ERCICBELLP1804066

Rights of the elderly persons in India (With special reference to National documents)

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Abstract

The population of the elderly persons has been increasing over the years. As per the UNESCO estimates, the number of the aged (60) is likely to 590 millions in 2005. The figure will double by 2025. By 2025, the world will have more elderly than young people and cross two billion mark by 2050. In India also, the population of elder persons has increased from nearly 2 crores in 1951 to 7.2 crores in 2001. In other words about 8% of the total population is above 60 years. It cannot be disputed that ageing is a natural process, which leads to weakening of the body and the mind. The productivity and the working ability of a person also decrease with increase in age. It is the duty of State as well as other members of the family of a person to take care of him in his old age. However due to illiteracy and lack of awareness, in India older generations are not aware of their rights. There are various rights in different laws provided to the elderly peoples and senior citizens of India. They include Constitutional Law of India, Personal Law, Code of Criminal Procedure Act, 1973 and The Maintenance and Welfare of Parents and Senior Citizen Act, 2007 etc. The Government of India is also implementing various policies and schemes like NPOP, IPOP, NPHCE, EGNOAPS etc. to improve the quality and other needs of older persons. Despite all those constitutional and legal protection most of the older peoples in Indian society are indeed in a very helpless situation and at present the violation of the rights of the elderly peoples is on the rise.

In view of the above, this paper seeks to discuss the rights and facilities available to the elderly. It also discuss the policies and initiatives taken by the government. An attempt shall also be made to give some suggestions in order to improve the situation.

	<p>Key Words: Elderly peoples, Senior citizens, Legal and Constitutional rights, Maintenance, Welfare</p>
<p>Hsuan-Yi Chou ERCICBELLP1804067</p>	<p>Subtle but Critical: Effects of Pronoun Use and Visual Cue Variations in Campaign Advertising</p> <p>Hsuan-Yi Chou Institute of Marketing Communication, National Sun Yat-sen University, Taiwan</p> <p>Abstract Campaign advertisements are generally regarded as having a substantial influence on voters' evaluations of and attitudes towards candidates, thereby influencing their voting decisions. Most campaign advertising studies have focused on the effects of obvious manipulations of advertising content, neglecting the impact of more subtle changes. There are many classic cases of election campaigns making subtle but impactful language choices such as Obama's slogan "Yes, we can" and Trump's "We will make America great again!" in the 2008 and 2016 U.S. presidential elections, respectively. These slogans could be rephrased by changing the pronouns in them to "Yes, Obama and you can" and "Trump and you will make America great again!" This paper explores the effect of pronoun choice in campaign advertising on voters' responses. Based on metaphorical association studies related to verticality and spatial proximity, this study also examines the possible impact that subtle visual changes like background orientations and copy positioning have on voters. These could affect voters' perceptions of the various aspects related to candidates, and therefore, moderate the effects of using specific pronouns in communication. The results of two experiments demonstrate the effects of minor variations in pronoun use and visual cues in advertisements on voters' perceptions of electoral candidates and their attitudinal responses. This research makes theoretical contributions to the field of campaign advertising. The results provide candidates and campaign teams practical suggestions on the placement of advertising copy and choice of background orientation for improved advertisement effects. Candidates are advised to use the pronoun "we" more often to symbolize closeness in communication. However, the effects of pronoun choice on candidate credibility, candidate attitudes, and voting intentions depend on voters' perceptions of the candidates' power and possibilities of promise realization. These perceptions are influenced by visual cues in the advertisements.</p> <p>Keywords Campaign advertising, Minor language variations, Visual cues, Candidate perceptions, Attitudinal responses</p>
<p>Ayesha Yameen ERCICBELLP1804071</p>	<p>Michael Ondaatje's Running in the Family</p> <p>Ayesha Yameen Senior Assistant Professor, Department of Humanities & Social Sciences, Bahria University, Islamabad, Pakistan</p> <p>Abstract Running in the family is more than an autobiography of Ondaatje.</p>

	<p>Quite contrary to the purpose of narrating his history, Ondaatje uses it as a means to locate and discover himself through his writing. The basic quest of Ondaatje's novel is to search for his identity in the mirrors of his past. The quest for his history, is in fact a quest for himself and he mounts on this quest through the novel 'Running in the Family'. "Ondaatje's relationship to his past is in process-and the text itself is an exploration of that process (Joanne 45-6)." He tries to locate himself in the shadows of his father, his native land Ceylon, his family relationships and tries to piece together the random, frivolous life that he remembers of Ceylon. And it is heartening to realize in the first chapter that Ondaatje has absented himself from his own autobiography in lieu of his perception that his own identity can only be located if he anchors the identity of the peripheral characters.</p> <p>Key Words: Identity, Past, Shadows, Relationships, Perception</p>
 <p>Sorawadee Srivetbodee ERCICBELLP1804074</p>	<p>Corporate Social Responsibility Involvement from Low-Level Controversy Industry: A Case Study of Manufacturing Companies in Thailand</p> <p>Sorawadee Srivetbodee Department of Marketing, Faculty of Business Administration, Rajamangala University of Technology Rattanakosin, Bangkok, Thailand</p> <p>Abstract Due to the nature of controversial industries, which are engaged in activities that are more prone to affect the environment and society (Cai, Jo, & Pan, 2012; Killian & Hennings, 2014), companies from low-level controversy industries (e.g. manufacturing, telecommunication, information and media) need corporate social responsibility (CSR) tools to maintain positive perceptions from relevant stakeholders (Jo, Kim, and Park, 2015). This study adopts a thorough literature review and a case study with three leading manufacturing companies in Thailand to explore CSR practice and its major effect. Findings from in-depth interviews with executives and representatives demonstrate that the companies have regularly performed CSR practice to align with local and international CSR requirements (e.g. ISO14001, ISO9000, OHSAS [Occupational Health and Safety Assessment Series] 18000), public expectations and community relationship. This study not only adds up to and paves the way for academic knowledge in CSR involvement of firms in low-level controversial industries, but also offers insights to business practitioners in such industries to improve their CSR strategy. Keywords: Corporate social responsibility, CSR practice in Asia, low-level controversial industries</p>
<p>Michelle Yit ERCICBELLP1804078</p>	<p>Status of Employee Empowerment in Food and Beverage Industry in Indonesia</p> <p>Michelle Yit School of Business Management, Institute Technology Bandung, Jakarta, Indonesia</p> <p>Abstract</p>

	<p>A study was conducted to investigate the status of employee empowerment in food and beverage (F&B) industry in Indonesia. The F&B industry growth potential, consumer trends and the country's employment situation pushes the need for F&B manufacturers to have an innovative culture. Based on literature review, a conceptual model was drawn up where the leader profile, employee profile, leader and employee relation and organizational tools were measured on employees' decision making and innovation. The leader's profile comprised of leadership style, communication, trust and opportunity while the employee's profile consist of capability, experience and attitude. The leader and employee relation comprised of supportive, clarity of goals set and mistakes and problems handling. Organizational tools consist of training and development, information and technology. Nine decision making questions common in food factories were selected and validated. A quantitative survey was conducted with 203 respondents' data collected nationwide. Using multiple regression analysis, the overall model of leader, employee, leader and employee relation, and organizational tools proved significant and positively predicting decision making and innovation. In addition, seniority position and level of employee from the head of company analysis showed significant difference. Managers showed more empowerment than staff. Therefore the factors that influence employee empowerment are leader, employee, leader and employee relation, organizational tools, position and levels. The F&B manufacturers could use employee empowerment to produce innovative products and services, and to retain talented employees.</p> <p>Keywords: Employee empowerment, decision making, innovation, food and beverage, Indonesia</p>
<p>James Han ERCICBELLP1804088</p>	<p>AI Cars: How Expensive Should They Be?</p> <p>James Han Student, Boston Latin School, Boston, United States of America</p> <p>Abstract</p> <p>Artificial Intelligence enables self-driving cars, and with the development of technology, it is not surprising to see AI cars being a common means of transportation in the near future. How much more are people willing to pay for the cars to have the AI outfit? This study interviewed 70 high school students, who will be the first generation of AI car consumers, and found that in general most people are willing to pay about 20% more for the AI capability. Furthermore, the willingness to pay is much higher among boys than girls, and also higher among people with higher familiarity with AI.</p> <p>Key Words: Willingness to pay, Artificial Intelligence, self-driving car</p>



Rasa Balte-Balciuniene
ERCICBELLP1804096

Development Of Leadership Qualities Through Methods Of Direct Experience Of Live Living

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Abstract

This article examines the problem of formation of special mindset of the leader – a person, who is able to implement his life project and coordinate actions of other people bringing novelty to the context of his operation. Modern neuropsychology recognizes existence of two main neural networks of the brain: default mode neural network and direct experience neural network. In order to develop leader's ability to create novelty, it is necessary to change reaction of the default mode neural network which blocks the potential.

Psychological research of participants of consciousness leadership training program was conducted before and after the program (44 leaders at all, period from 2013 to 2015). During this program such methods as cinematology, psicotea, authentication counseling allowed for participants' direct experience of Live Living to occur, activating direct experience neural networks, instead of default mode neural networks.

Results of the study showed that changes in value orientations of participating leaders took place in the form of changes in their behavioral priorities. Importance of independence of action and stimulation grew while importance of conformity decreased. Responsibility and internality in the process of business decision-making significantly increased while influence of stereotypes decreased.

Keywords:

Leader, consciousness, authenticity, innovation.



Dr. Alvita Piedade Antonetta de Souza
ERCICBELLP1804101

Being Grateful and its Impact on the Quality of Life of Cancer Patient

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ABSTRACT

The present study was designed to: (a) determine whether there is empirical support for a relationship between Being Grateful and the Quality of Life, (b) provide an estimate of the strength of this relationship, and (c) examine the demographic variables contributing to Gratitude. Stage 1 and Stage 2 Cancer patients were employed for this study. The sample for the study consisted of 397 Cancer patients aged between 36 to 67 years. The Gratitude Scale, the Quality of Life for Adult Cancer Survivors and EORTC for cancer patients were administered on the participants. Results supported previous research that Being grateful positively correlated to Quality of life ($r = .376, p < 0.05$). The Mean and SD scores on Gratitude ($M = 32.49$ & $SD = 3.48$) and Quality of Life ($M = 252.74$ & $SD = 34.46$).

	<p>Through multiple regression, females have contributed to 24% of the variance on gratitude which is significantly very high ($t=6.69$; $P<0.001$); further a high social support has contributed to 18.1% of the variance on gratitude which was significantly high ($t=2.49$; $P<0.01$). The implication of this study is that Gratitude can be utilized as a significant paradigm to improve the Quality of life and is a ray of hope particularly for those who are afflicted with the disease. Keywords: Gratitude, Quality of Life, Cancer Patients</p>
<p>Raem Farooq YRSICBELLP1804051</p>	<p>Impact of Packaging Design on Purchase Decision Making. With the Moderation of Gender</p> <p>Raem Farooq FAST University, School of Management, Islamabad, Pakistan</p> <p>Abstract This article the Impact of Packaging Design on Purchase Decision Making, with the Moderation of Gender analyzes whether the consumers' decision to make is influenced by the design of the packaging. This article emphasizes on the quantitative aspects of sales related to a product, Lays. An experiment with 85 respondents reveals that purchase decision is highly influenced by the packaging of the Lays chips. Most preferred design was the attractive packaging. This shows us that all the companies should consider packaging as an important factor while developing a product. At the same time, with the moderation of gender it was seen that females preferred CSR packaging more. Our findings recommend with great importance to all the FMCGS to put their focus towards the good designs for packaging</p>

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- 2018 – VIIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), Dec 14-15, Mauritius
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- 2018 – IXth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), Dec 25-26, Dubai
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- 2nd Singapore – International Conference on Research in Social Science & Humanities (ICRSSH), 12-13 March 2019
- 2019 – IIIrd International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), March 14-15, Singapore
- London – International Conference on Research in Social Science & Humanities (ICRSSH), 08-09 April 2019
- 2019 – IVth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), April 10-11, London

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- Rome – International Conference on Research in Social Science & Humanities (ICRSSH), 30 April – 01 May, 2019
- 2019 – Vth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), May 02-03, Rome
- Prague – International Conference on Social Science & Humanities (ICSSH), 04-05 June 2019
- 2019 – VIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), June 05-06, Prague
- 2nd Malaysia – International Conference on Social Science & Humanities (ICSSH), 26-27 June 2019
- 2019 – VIIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), June 27-28, Malaysia



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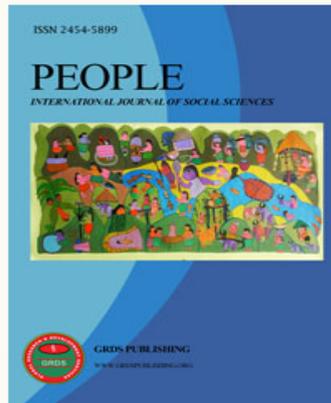


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VARIOUS ASPECTS OF PAREMIOLOGICAL UNITS

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Abstract

The objective of the research is the study of the structure and semantics of the English paremiological units (on the material of the thematic group "labour-idleness"). The following tasks are set and solved in the article: to give a definition to the term "paremiological unit"; to identify different aspects of the paremiological units which is belong to the branch of the linguistics, paremiology. The expected results of the doctoral thesis will contribute to the development of the theory of linguistics, paremiology, linguistic folklore, comparative linguistics and linguoculture. The results of the research will find application for conducting scientific courses and seminars, in the process of reading lectures and special courses in English language.

Keywords

Paremiological Units, Semantics, English Language, Linguistics, Philology

1. Introduction

This paper is devoted to the problem of a comprehensive description of paremiological units from the standpoint of philology. Paremiological units are widely used in society since ancient times. In ancient times, people did not have the opportunity to put their thoughts in written form. They had to remember catchy sayings similar to the paremiological units. Consequently, such sayings as the norm of society were spread orally from generation to generation, and subsequently renamed as "*paremia*" or "*paremiological unit*". "*Paremiological unit*" is the scientific meaning, while this name is widely spread among the people as "*proverbs and sayings*". Soviet folklorist G.L. Permyakov gives the following comment on proverbs: "First of all proverb and saying is a language phenomenon, consisting of regular expressions similar to phrases. Secondly, they are logical units representing certain meanings. Thirdly, proverb and saying is an artistic miniature with the most remarkable example of truth data collection." (Permyakov G.L., 1988).

Paremiological units or *paremia* are stable in the language. They can be characterized by rhythm, brevity, stability, standards, emotional intensity, imagery, artistic and regular expression of their originality, their unique inhesion to the people and their long-term effectiveness.

2. Objects of Research

The importance of paremiological units is considered as undervalued in our modern life. The studying and understanding of paremiological units may lead to many achievements in modern education system. Despite the long tradition of philological research of paremiological units, this area of philology is one of those areas where there has not yet been a fairly stable understanding of the semantics and status of the object being studied. Practically each of the paremiological units and, as the whole area of this scientific field, needs clarification for a wide scientific audience. The object of research can be considered the linguistic status of the paremiological units and their semantic structure. Listed above, to the greatest extent determines the relevance of this study. If we look at the semantics of any paremiological units, it sounds sensible and wise. Representation of negative thoughts and wrong paremiological units do not spread among the people. Paremiological units in a specific situation compose analogs. One of the functions of paremiological units is to interpret a simple explanation of the situation, using different vocabulary, which is not related to the figurative situation. Semantic shades of paremiological units which are used in similar cases are different. The semantics of the paremiological units are full of wisdom and reflects the way of life of ordinary people by the

perceived images that they have seen for centuries, their perceptions and even sometimes the shortcomings and limitations of people. Over time, these paremiological units were confirmed and acquire a definite form.

3. Theory

The paremiological units are like a code. It is a law that can not be changed. The principles and rules laid down in society are consolidated with the truth. No one dares to violate these stable social norms. It is impossible to disagree with the value of paremiological units, the same as, it is impossible to ignore the law. Paremiological units monitor compliance with the principles of life formed over the centuries. These principles are continuously transferred from the next generation to the younger generation.

The paremiological units are small utterances that are used for educational purposes. The paremiological units permanently affect a person, both the older and younger. A deep meaning of the proverbs makes a person mentally think and, it leads a person in the right way. Paremiological units do not only educate the younger generation but also from generation to generation they educate the whole people of a certain society. The educational essence of paremiological units is that a paremia gives a definite opinion to a specific situation. It welcomes or rejects the event, that has committed or is about to be committed. Accordingly, the opinion of the listener who has heard about a certain paremiological unit is located near the semantics of this paremia.

The paremiological unit gives an aesthetic education to a person. Teaching to appreciate the beauty of work, the beauty of nature, the beauty of human activity - influences people to speak culturally, to be a polite and a high moral person. Aesthetic feelings play an important role in human's life. Aesthetic education is taught by reading written works and paremiological units, understand its meaning and recognize the beauty of the world.

The paremiological units are ready-made complex formulae. It is willing to express a specific situation with the help of a number of phrases that can not be replaced. Like the complex formulae used in mathematical calculus, paremiological units are also a well-known word string.

4. Methodology

The methodological basis of the research is the achievements of modern linguistics. The method of structural and semantic analysis of paremiological unit was adopted as the main one in

the work. The material for the study was taken from various sources of paremiological unit, belonging to different types of cultures. In this paper, we used materials from the following authors in the field of paremiological units: Mieder W., Whiting B., Karsanova T.K., Osheva E.A., Zhusipova R.B., Esimzhanova M.R.

The paremiological units are explored as one of the branches of oral folk literature in folklore studies and as a permanent syntax in linguistics. Perhaps, in general linguistics, the number of definitions to paremiological units is much greater than the number of paremiological units. English, Russian and Kazakh linguists, as well as, linguists of the number of languages spoken in the world, provided an infinite number of paremiological definitions in their languages. In 1932 Bartlett Jere Whiting gave the following description to the paremiological units: «A proverb is an expression which, owing its birth to the people, testifies to its origin in form and phrase. It expresses what is apparently a fundamental truth – that is, a truism – in homely language, often adorned, however, with alliteration and rhyme. It is usually short, but need not be; it is usually true, but need not be. Some proverbs have both a literal and figurative meaning, either of which makes perfect sense; but more often they have but one of the two. A proverb must be venerable; it must bear the sign of antiquity, and, since such signs may be counterfeited by a clever literary man, it should be attested in different places at different times. This last requirement must often waive in dealing with very early literature, where the material at our disposal is incomplete» (Whiting B.J., 1932).

Here is another definition of paremiological units: «A proverb is a popular set phrase having no author, known mostly in different languages, expressing in one sentence a principle, advice, a genuine or assumed truth in a general, concise form, its basic idea being of general validity, or at least its user considers it as such» (Nagy O., Közmondás, 1979). As well as the German professor U. Mieder gives the following definition to paremiological units: «Proverbs are short, generally known sentences of the folk that contains wisdom, truths, morals, and traditional views in a metaphorical, fixed and memorizable form and that are handed down orally from generation to generation» (Mieder W., 1996).

5. Findings

Analyzing the above-mentioned paremiological units, we decided to give the following explanation to the paremiological units: «*Paremiological units have educatory, cultural, aesthetic, artistic and figurative characteristics depending on a certain circumstance. It is in*

touch with truth and human wisdom, with the traditions and customs of the people. They express allegorically, having a deep meaning. It is a stereotyped idea that is used as a communication tool». The stereotypical idea is a stable and normal position of the public group in relation to the situation or reality.

Any speaker in order to persuade his speech resorts to the people's wisdom, the paremiological units. Paremiological units are powerful. It is in the midst of a conversation, comes to mind in time. The figurative meaning of the paremiological units, as a rule, are crucial, rather than, a literal meaning. Using paremiological units, a speaker intends to confirm his speech with the figurative meaning of paremiological units. Speech of a speaker who uses the paremiological units becomes acute. The Kazakh people say: *"The stick gets body, a word gets bone"*. As well as, the paremiological units similar to words get a bone.

Paremiological units are a folklore statement of certain people which have an infinite number of topics. Topics are about each part of mankind's life. These include various thematic groups: different social situations; life of ordinary people and their life activities; history of the people; people's hopes and intentions; the human soul and its health; the nature and goodwill of man; Happiness, wealth, hard work, patience; greed, misery, waste; God, religion, faith, conviction, sin; work, unemployment, agility, laziness; art, education, family, parenting; animal, all types of livestock, agriculture; nutrition, health, conflict; good and evil, humanity. "It is possible to find a significant life event, stories in the context of a proverb. Proverbs are like wisdom, the result, the final conclusion given to them", - explains about proverbs Kazakh academician Malik Gabdullin. (Kazakh anthology of proverbs, 2012).

An oratoric art is one of the kinds of art like singing and dancing. "The oratoric art is the art that makes the heart of the listener to speak, trill someone's thoughts, tug at one's heartstrings, give someone up to accomplish ends and bring someone to do something". (Dadebaev Zh., Bisenbaev P., Karibozov P., 2015). The use of paremiological units in oratorical speech gives special significance to them. They are accompanied with patters and riddles in oratory. Using of these phrases in his speech, it multiplies man's logic and figurative thinking. Some paremiological units are similar to one another, and some paremiological units are similar to the certain situation. It is possible to explain the situation in a transformed way, using special word orders, due to the metaphorical nature of the paremiological units, without explaining the situation in a simple language. The use of paremiological units in oratorical speech turns a simple speech into the great one.

In general, the first English paremiological units were found in ancient chronicles and early English records. A collection of paremiological units, classification of paremia and different studies carried out in the framework of paremiological units can be assigned to a later period. The semantics of English proverbs are connected with myths, religions, history, the reality of life and the way of life of ordinary people. The collection of English paremiological units takes its beginning since ancient times, and it continues to this day.

The proliferation of paremiological units begins with the Egyptian people. In ancient times, in Egypt Zerah's sons designated many great words in writing for themselves. About BC in III-IV centuries, the first time in Europe, paremiological units were recorded on paper by Aristotle. He put in order the sayings of ancient Roman poets and philosophers, constantly writing them down for himself. The collection of sayings of philosophers, led by Aristotle, was important for rhetorical speakers and other philosophers. These wise words were brief, rhythmic, harmonious, consistent, and its meaning solid and wide, and attracted a large part of its interest on the part of society. In England, paremiological units for English people, patters and riddles, poems and aphorisms, in one word, didactic poetry is one of the most beloved genres of literature.

According to data, the first collection of paremiological units «Books of Proverbs in the Old Testament» was written in the fifth century. Over time, it was published another collection of written paremiological units in English, "The Proverbs of Alfred" in X-XI centuries, approximately in 1150-80. This collection is used as a reference for people and consists of a series of religious and ethical norms. «The Proverbs of Alfred» and «Old Testament» are collections of proverbs written on the basis of previous collections.

Another collection of English paremiological units published in England in the 15th century is «Proverbs», a collection of Proverbs, compiled by the famous scientist Desiderius Erasmus. This collection contains 4251 proverbs. Several new editions of this collection have been published again and again over the time. This collection also includes translations of each of the paremiological units in Latin. Thus, over time, other collections of Proverbs have been published at different times on the basis of Erasmus's paremiological units. In 1500, the collection «Collectanea» by Desiderius Erasmus, in 1508 the collection «Chiliades» in Venice was published. Later, these collections were subsequently supplemented between 1515-1536 and published as a collection.

Collections were not only limited to the list of proverbs but were also from the Bible fragments and were formed from the proverbs of ancient thinkers. For example, short sayings in Julia Caesar's and the well-known poet and writer William Shakespeare's works were used among the population then became paremiological units. Shakespeare's sayings before becoming the paremiological units, these sentences may still be in use. However, the process of his sayings' transformation into paremiological units was slow, because maybe it has not been widely used among the population. Similarly, it can be said about the Bible. It is not a suddenly written book. Perhaps the thoughts on the book have already been written, but before that, it may have not been unified. Therefore, paremiological units in English originate from great words in sacred books, from spoken semantic words from well-known politicians and writers, exemplary words, it can be said that it originates even before these times.

John Heywood, another English scientist who drafted a collection of the English paremiological units in 1546. His work "A Dialogue containing the number in effect of all the Proverbs in the Old Testament" is well known to the public. From 1550 to 1560, several new versions of this collection were published.

Interest in the English paremiological units starts from the XVI-XVII centuries. The first paremiological unit in English was delivered to the ordinary people in a friendly language. Over time, however, the number of these paremiological units has increased, expanding usage both oral and written forms, and the number of paremiological units has reached to 12,000. From that time of research, these paremiological units in comparison with paremiological units in other languages show the same living conditions and the human thinking ability, due to this, it was identified that paremiological units in the different languages are parallel to each other or similar. For example, Russian, Spanish, Italian, and French languages. The paremiological units of different people are not similar to each other in terms of the meaning, but also, sometimes their word orders are similar to each other. Therefore, it is unknown which paremiological unit belongs to the English, which is French, Spanish or Italian people, and, as well as, it is difficult to identify.

From the XVII-XVIII centuries, the collection of paremiological units started to be published intensively. In 1612, a church clerk, Thomas Draxe, «Bibliotheca Scholastica Instructissima or a Trasurie of Ancient Adagies, and Sententious Proverbes», in 1639 the pastor John Howell «Proverbs» works have become an indelible mark in the history. In 1670, J. Ray's

«A collection of English Proverbs» book was published, and in 1855 Ball published his work named «Proverbial book». In 1870 Hazlitt's book «English proverbs and sayings» was published.

At the beginning of the 20th century, linguists and philologists began to study the paremiological units of English in depth. English people collected and classified the paremiological units. They focused on the structure and meaning of paremiological units, history of the origin and their distribution, as well as performed a comparative study of paremiological units with the paremiological units of the foreign people. The bibliography of the collection of paremiological units has been created, and the number of accumulated paremiological units has increased. In other words, English paremiological units began to be considered comprehensive. S. I. Vyaltseva conducted a research of paremiological units from the stylistic point of view, E. Akhundova performed a syntactic analysis of English paremiological units, while A.V. Kunin studied regular expressions of English language. A.V. Kunin started comparing of English paremiological units with paremiological units of other languages of the Soviet era, as the author in his textbooks like «English-Russian Phraseological Dictionary», «A Course of Modern English» and «A Course of English». These works include: V.A. Yermakova defended her master's dissertation «Conceptualization of the opposite "friend-or-foe" in the paremiological map of the world (on the material of the Russian and English languages)» in 2010, E. M. Sozinova defended her master's dissertation «General and specific in paremic-equivalents: on the material of Bashkir, Russian and English languages» in 2011, Korsanova T. K. defended master's dissertation «Comparative study of proverbs of the Ossetian, Russian and English languages» in 1984, Osheva E. A. defended her master's dissertation «Linguocultural specification of the paremiological space: on the material of the Russian and English languages» in 2013 and other endless works. As it can be seen, English paremiological units are not only interesting for English philologists and linguists but also started to be studied by linguists of other nation.

Nowadays, the various dictionaries and collections of English paremiological units have been released. These days S. Burton [1948], W. Smith [1970], D. Epperson [1993] and others' works on the paremiological units are known among the people.

And as for the Kazakh linguists and philologists, who conducted research on English paremiological units are R. B. Zhusupova's master dissertation "Ethno-linguistic character of English and Kazakh proverbs and sayings" in 2004, M. R. Esimzhanova's master dissertation "Interlanguage phraseological correspondences (on the English, Russian and Kazakh languages)" in 1998 and T. Baymahanova, N. Utesheva, N. Baitoleyeva established the first proverbial

dictionary "English proverbs and sayings and their equivalents in the Russian and Kazakh languages" in 1988. In this proverbial dictionary, the paremiological units are divided into ten themes and with its equivalents in three languages. Obviously, this dictionary also contains equivalents of paremiological units of English, sometimes Russian, and sometimes Kazakh, which were translated word-to-word.

Language is one of the main issues today. Kazakh president N. A. Nazarbayev: «I propose a step-by-step implementation of the cultural project "Trinity of languages". Kazakhstan should be recognized in the world as a culturally developed country that uses three languages. These are Kazakh - the state language, Russian - the language of interethnic communication and the English language - the language of successful integration into the global economy», - marks the role of English in everyday life, including Kazakh and Russian. (Ministry of justice of the Republic of Kazakhstan, 2007 February 28). These days, an educational system based on three-languages is being actively introduced in schools and universities. Well, this means that using interactive whiteboards, e-books, and language laboratories, and with an emphasis on English paremiological units in English classrooms, require new curricula, using a new communicative approach. Therefore, the structural and semantic characteristics of English paremiological units have not yet been scientifically analyzed, and this is the first time that it is going to be analyzed in this dissertation, which increases the importance of the work.

The paremiological foundation of any population is one of the oldest forms of folk art. Studying English paremiological units allows you to get acquainted with the traditions, culture, history and the outlook of the country. Paremiological units allow you to determine the mental agility, national peculiarities, and character of the people. It is possible to see the wealth of the most important links of spiritual culture, inventiveness and creative power of the people from the English paremiological units, short and full of edification through linguistic illustration.

6. Conclusion

Each language of people is closely related to the place where they settle down and live. The English paremiological units are impressive with their peculiarities. Specifically, the right words of the people are mysteriously depth and skillfully adorn and fascinate every person. Paremiological units of the English language, such as paremiological units of other languages, are important in their semantics. Specific semantics of the particular nation is also expressed in phonetics, grammar, and syntax. In general, it is possible to see what they observed and

understood in their life, and their given life assessment from the meaning of the English paremiological units. “Every nation will live with his language until retaining only the inherent to him the weather, the seasons, the natural landscape, traditional food, and ethnic type. They continuously feed the language and reproduce national thoughts and realities” (Gachev G. D., 1988).

In the work, theoretical problems related to the complex description of paremiological units were formulated. Some of these problems were solved in the research process. Paremiological unit was considered as phenomena of the language, stable, reproducible in certain communicative situations expressing a particular judgment. A sufficiently controversial question of attributing proverbs and sayings to phraseology is decided by considering these paremiological units through the prism of phraseology, that is, from the standpoint of matching their phraseological criteria. As relevant features that make it possible to attribute proverbs and sayings to phraseology, the following can be attributed: their stability of composition, structure, and meaning. Paremiological units first of all expresses a definite attitude to this or that fact that is actually happening. However, the fact chosen as an object for display and evaluation by the saying is not accidental, but belongs to typical situations and properties. Therefore, the question of describing the semantics of the paremiological unit was considered. Formally, proverbs and sayings coincide with sentences, but their difference lies in the fact that a sentence corresponds to any situation based on certain events or facts.

For future studies, it is recommended to researchers to investigate the semantics of paremiological units as this area loses its scientific significance and interest in the modern linguistic scientific world, and apply your research results in the field of foreign language teaching through paremiological units.

7. Scope of Future Research

English paremiological units will be still comprehensively studied in the future, and their new ideas will be revealed. As we use the paremiological units today, in unchanged form, it will pass on to the next generation. It is people's treasure that is passed on from generation to generation. His vital value was not exhausted and will not be exhausted. The English paremiological units formed over the centuries can be seen by the people's eagerness to science and education. Additionally, analyzing the word sequences of its inner and outer structure and

semantics of the paremiological units of English, it allows understanding the peculiarities of the paremiological units for the learners of English language as a Foreign Language.

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