

**International Conference on  
Society of Business, Economics,  
Social Science & Humanities**

**BESSH-2016**



**25-26 March 2016  
Dubai, UAE**

# CONFERENCE PROCEEDINGS

## BOOK OF ABSTRACTS BESSH-2016

**International Conference on  
“Business Economic, Social Science & Humanities”  
(BESSH-2016), Dubai, UAE**

# **Book of Abstracts Proceeding**

**International Conference on  
“BUSINESS ECONOMIC, SOCIAL SCIENCE &  
HUMANITIES”  
(BESSH-2016)  
Dubai, UAE**

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(BESSH-2016)”**

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**International Conference on  
“Business Economics, Social Science & Humanities  
Dubai, UAE**

**Venue: Flora Grand Hotel Deira Dubai UAE**

**ORGANIZING COMMITTEE**

**1. Dr. Silvia C. Ambag**

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## CONFERENCECHAIR MESSAGE

**Dr. Silvia C. Ambag**

International Conference on Business Economic, Social Science & Humanities” serves as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the challenges faced by our societies globally. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences.

I am really thankful to our honorable scientific and review committee for spending much of their time in reviewing the papers for this event. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We the scholars of this world belong to the elite educated class of this society and we owe a lot to return back to this society. Let’s break all the discriminating barriers and get free from all minor affiliations. Let’s contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed.

Thank you.

**Dr. Silvia C. Ambag**

Conference chair

Email: [chair2016@academicfora.com](mailto:chair2016@academicfora.com)

BESSH-2016

# Conference program

**DAY 01 Friday (March 25, 2016)**

**Welcome Reception & Registration**

**9:00– 9:30 am**

**Opening Ceremony (09:30 – 10:00 am)**

**Venue: Room 1**

09:30 am – 9:40 am	Introduction of Participants
09:40 am – 9:50 am	Welcome Remarks – <b>Dr. Muzamil</b> –Conference Coordinator Academic Fora
09:50am – 10.00 am	Group Photo Session

**Grand Networking Session and Tea Break (10:00– 10:30 am)**



**DAY 01 Friday (March 25, 2016)**

**Session 1 (10:30 am – 12:00 pm)**

**Venue: Room 1**

**Session Chair: Dr. Muzamil**

**Track A: Business, Economics, Social Science & Humanities**

<b>DBS-336-101</b>	Technological Transformation of Emerging Markets: Experience of Kazakhstan	Aigul Tuleibayeva
<b>DBS-336-101A</b>	Technological Transformation of Emerging Markets: Experience of Kazakhstan	Tulegenova M
<b>DBS-336-102</b>	Investigating Transformational Leadership on Organizational Commitment: A Case Study of a Public University Lecturers in Thailand	Maureen Ricafort
<b>DBS-336-104</b>	Women in Management Positions in Nigerian Public Universities.	Igiebor Oluwakemi Temitope

**Track B: Engineering & Technology, Computer, Basic & Applied Sciences**

<b>DBE-336-101</b>	Element Elimination Method in Rolling Contact Wear in the Finite Element Procedures	Seong Wook Cho,
<b>DBE-336-101A</b>	Element Elimination Method in Rolling Contact Wear in the Finite Element Procedures	Hong Sun Ryou

**Lunch Break (12:00 -2:00pm)**

**Closing Ceremony**



# **DAY 02 Saturday (March 26, 2016)**

## **City Tour and Shopping Day**

All participants will be free to carry on their own tourism and shopping activities in Dubai, UAE it's a free day for this purpose

**TRACK A: BUSINESS, ECONOMICS AND  
MANAGEMENT**

## Technological Transformation of Emerging Markets: Experience of Kazakhstan

**Aigul Tuleibayeva<sup>1\*</sup>, Tulegenova M<sup>2</sup>, Mansurova B<sup>3</sup>**

Al-Farabi Kazakh National University, Kazakhstan

### Abstract

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The resonance of information and social revolutions involved humanity into a series of cyclical fluctuations in the economy. The global financial crisis that shook the global economy since the beginning of the XXI century is the tip of the iceberg aggravated the internal contradictions of post-industrial society. World capital involved in its turnover post-Soviet countries, forcing them to evolve according to the laws of market relations. Kazakhstan, with a range of resource advantages, nevertheless significantly lags behind in technological development not only of advanced countries, but also from rapidly developing countries the average level of economic development. The results of the initial phase of implementation of the state program of industrial-innovative development of the country do not reach the desired effect. Among a number of reasons the most important is the low assessment of the role of labor and its productivity, the cost model of the Soviet attitude to work.

**Keywords:** Technological Transformation, Productivity, Evolutionary Changes in Labour Relations, Trade Unions of Workers.

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## **TRACK B: SOCIAL SCIENCE AND HUMANITIES**

## Investigating Transformational Leadership on Organizational Commitment: A Case Study of a Public University Lecturers in Thailand

**Dr. Pannarat Wansavatkul Kadish<sup>1</sup>, Ms. Maureen Ricafort<sup>2\*</sup>**

Rangsit University, Thailand

### Abstract

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Amidst the current trends faced by the higher education sector in Thailand, universities strive to achieve excellence by offering quality degree programmes which adopt innovative approaches. In order to create, develop and implement these demand-driven programmes, academic leadership is required to cultivate responsive scholars, professors, lecturers and academic staff. In as much as keeping committed and satisfied employees to the organization is becoming a challenge, retaining effective leaders with the necessary skills that fosters growth and unleashes potentials, now becomes a much harder find. Identifying what keeps employees satisfied supports strategies that would help retain them as well as on how to utilize employees' skills in order for them to provide greater contribution to the organization. This research paper aims to address the influence of transformational leadership with the organizational commitment of lecturers of a public university in Thailand. Empirical evidence will be gathered for the purpose of evaluating lecturer's satisfaction on transformational leadership components implemented and its influence on organizational commitment of the employee. A questionnaire scale which includes the five components of transformational leadership by Bass (1985) and the three-component model (TCM) of organizational commitment by Meyer & Allen (2004) are used to collect primary quantitative information. Conclusions derived from this research study will contribute to the university's knowledge on the relationship of transformational leadership factors that could influence organizational commitment of their employee, which in turn will assist in identifying areas of improvement that focuses on the development of its future leaders.

**Keywords:** Leadership, Transformational Leadership, Organizational Commitment, Academic Administrator

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## Women in Management Positions in Nigerian Public Universities

**Igiebor Oluwakemi Temitope<sup>1\*</sup>, Dr. (Mrs) Christiana Ogbogu<sup>2</sup>**  
Adeleke University, Ede Nigeria<sup>1</sup>, Obafemi Awolowo University, Ile-Ife<sup>2</sup>

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### Abstract

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The study examined the extent of women's representation in management positions in selected universities in southwestern Nigeria. It also examined the factors responsible for the peculiar experiences and challenges of women in university management positions. These were with a view to enhancing knowledge on matters and policies relating to gender equality in university administration. Primary and secondary data were used for the study. Primary data were sourced through questionnaire administration and the conduct of in-depth interviews. The instrument used in collection of data for the study was a self-constructed questionnaire with a combination of close-ended and open-ended questions, while the 'Questioning Route' was used for the personal interview. Secondary data were sourced from relevant books, academic journals, magazines, conference papers and the Internet. Factors such as higher level of stress and difficulties in influencing decision-making in male dominated workplace were identified as major experiences of women in university management positions. Furthermore, factors such as child-rearing/childcare, balancing family and career were identified as major challenges faced by women in university management positions. The results showed that gender-based stereotypes ( $\chi^2=19.83$ ,  $p < 0.05$ ) and multiple roles of women ( $\chi^2= 16.64$ ,  $p < 0.05$ ) significantly hindered the extent of women's representation in university management positions. The study therefore concluded that women faced differential experiences and challenges as a result of their multi-faceted roles and gender-based stereotypes which stemmed from the patriarchal culture prevalent within the university environment.

**Keywords:** Experiences, Challenges, University Management Positions, Public Universities, Women.

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**TRACK C: ENGINEERING & TECHNOLOGY,  
COMPUTER, BASIC & APPLIED SCIENCES**

## Element Elimination Method in Rolling Contact Wear in the Finite Element Procedures

Seong Wook Cho<sup>1\*</sup>, Jiwoo Nam<sup>2</sup>, Hong Sun Ryou<sup>3</sup>

<sup>1, 2, 3</sup> Chung-Ang University, South of Korea

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### Abstract

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Rolling contact wear is the removal of materials caused by rolling contact in wheel-rail, gears, bearings or tires. Rolling contact wear causes vibration and noise, therefore decreases lifecycle and performance on mechanical elements or structures. If wear is not properly managed, mechanical component will fail eventually. Especially, failure of wheel or rail due to rolling contact wear in wheel-rail leads to the derailment of a train and causes a catastrophic casualty. So, experimental and numerical researches about mechanism and quantitative analysis of wear have been performed to prevent the accident. In this study, we developed the numerical wear model by using the element elimination method in the finite element program and directly described the removal of material on contact surface. Wear depth was estimated by using wear parameters such as contact pressure, frictional forces and sliding distance calculated in FEM simulations. Elements in wear zone were eliminated to directly describe the removal of the material. The suggested numerical wear model is expected to properly describe non-linear material behavior than the other procedures.

**Keywords:** Wear, Contact, FEM, Rolling contact

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## **FUTURE EVENTS**

**You can find the Details regarding our future events by following below:**

**Business, Economics, Social Science & Humanities (BESSH) Conferences:**

**<http://academicfora.com/buisness-conference-home/>**

**Engineering & Technology, Computer, Basic & Applied Science**

**<http://academicfora.com/engineering-conference-home/>**

**Medical, Medicine & Health Science**

**<http://academicfora.com/medical-conference-home/>**

# VISION

**“Our vision is to promote research excellence through networking Platform”**

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