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SOCIAL SCIENCES 2021**

New Normal to a New Beginning: Formation of a Sustainable Society

BOOK OF ABSTRACTS



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PLENARY SPEECH

GLOBALIZATION AND THE GLOBAL PANDEMIC: ISSUES AND RESEARCH

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ABSTRACT

Concepts and theories of Globalization, what it is, what causes it, and its likely effects, continue to be debated and analysed across the Social Sciences and its allied subjects. The Global Pandemic has not only raised various issues as regards, for instance, public health responses and the role of health inequalities in directing responses, but also about the merits and future of Globalization itself. This plenary presentation will explore some of the likely effects of the global pandemic on how social scientists view and use Globalization. It will also suggest some future directions for the study of Globalization in the social sciences. For example, it will argue that studies of Globalization, and its effects, are traditionally achieved through structuralist perspectives which, make a significant contribution to social sciences, in terms of their focus on, for instance, marginalization of people, and potential inequalities, caused by Globalization. However, they often do not pay significant attention to people's subjectivity; culture; context; and social action. As a result, studies of the effects of Globalization also require that social scientists assume a broader hermeneutic and contextual, approach, to enable actors and groups to articulate their experiences and complement previous studies. This places emphasis upon individual volition, action, agency, and standpoints, to build contextualized knowledge around health, wellbeing, and global issues and bridge the gap between theory and research.

Keywords: Globalization, health, wellbeing, social science, foundationalism, research

ORAL PRESENTATIONS

[01]

OBSTACLES FOR ONLINE EDUCATION/DISTANCE LEARNING DURING THE COVID-19 PANDEMIC: THE EXPERIENCE OF TEACHERS AND STUDENTS OF URBAN MADRASAHS IN KHULNA, BANGLADESH

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ABSTRACT

The ongoing global pandemic has compelled the government of Bangladesh to introduce the online education/distance learning (OE/DL) – an unfamiliar teaching and learning approach – in all the educational institutions of Bangladesh. The Madrasah education is no exception. However, the obstacles of implementing the OE/DL in Madrasah and the attitudes of both students and teachers towards OE/DL remain unexplored as it is a recent phenomenon. This study was designed to explore the obstacles of OE/DL in Madrasahs from the perspective of both students and teachers, and to identify the determinants of their attitudes towards OE/DL. Administering a self-administered questionnaire in Bengali, data were collected from 319 participants from seven Madrasahs of Khulna City of Bangladesh. Data were analyzed in three steps, using univariate, bivariate and multivariate analyses. Among the participants, more than half were female (51.7%), three out of four were residing in urban areas (74%), and around 56% were not familiar with OE/DL. Findings suggested that the students and teachers have different opinions regarding the obstacles of OE/DL. For example, difficulties of learning through OE/DL followed by financial issues were identified by the students, whereas teachers identified financial issues followed by technical complexities as the major obstacles for OE/DL in Madrasahs. Exploratory factor analysis (EFA) suggested a three-factor solution with a good internal consistency (Cronbach's $\alpha = 0.70$) to identify the major obstacles of OE/DL. The ordinary least square (OLS) regression indicated that location of residence, occupation and perception towards OE/DL significantly influence the attitude towards OE/DL among students and teachers. For an effective implementation of OE/DL in Madrasahs of Bangladesh, inclusiveness with sustainable educational and infrastructural approaches was recommended.

Keywords: COVID-19, online education, distance learning, Madrasah, Bangladesh

[02]

COVID-19 IMPACTS ON DIGITAL EDUCATION IN MAURITIUS: A DIGITAL READINESS ANALYSIS

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ABSTRACT

Institutional, national and international education community are all, without any exception, facing challenging situations to mitigate the impacts of COVID-19 pandemic on the education system. Mauritius, currently facing the second wave of the pandemic, has taken several initiatives towards remote learning to maintain continuity of teaching and learning during COVID-19 related school closures. This is a strategy that is in line with the implementation of the Reaching Out ALL (ROA) initiative and the Sustainable Development Goals (SDGs), particularly SDG4, which focuses on access, equity and inclusive quality education for all. One such initiative is the amendment of the Education Act Bill, to make provision for staffs of educational institutions to produce and conduct distance education and online learning programmes, including broadcast lessons, during temporary closure of educational institutions. However, there is a real need to produce baseline empirical data that inform such an initiative. This Mauritian study, underpinned by a quantitative epistemological stance, is an integral part of the Stockholm University recent Global Online Survey of COVID-19 Impacts on Education. It analyses the voices of the different stakeholders, such as students, teachers, managers and policy makers, to (i) situate the country's readiness for the implementation of the digital initiatives, (ii) inform and assist policy makers in developing both during and after COVID digital educational actions, solutions and policies, and (iii) assist the educational community in their choice of the most effective distance education and digital solutions to reduce or mitigate Digital divide in Mauritius.

Keywords: digital divide, digital solutions, student's voices, COVID-19 digital initiatives

[03]

**UNDERGRADUATES' PERCEPTIONS ON OPEN BOOK VERSUS CLOSED BOOK
EXAMINATIONS: A COMPARATIVE STUDY**

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ABSTRACT

Closed book examinations have been the conventional method of assessing undergraduates' performance. However, with the COVID-19 outbreak, universities have been closed in Sri Lanka and the pandemic has transformed the educational system in favor of virtual learning. The difficulty of conducting closed book exams has turned the exams into online open book exams. This research aimed at investigating the attitudes of undergraduates toward open book and closed book examinations. For this purpose, a sample of 100 undergraduates from the Faculty of Commerce and Management of the University of Kelaniya, Sri Lanka were selected by utilizing the random sampling technique. These students have sat for closed book examinations before the pandemic. The study involved a mixed-method approach where a self-made questionnaire and semi-structured interviews were utilized to collect data. The quantitative data gathered from the questionnaire were analyzed using SPSS whereas qualitative data from the interviews were analyzed thematically. 70% of the participants stated that they are in favor of open book examinations since they require less memorizing. 69% accepted that open book examinations are relevant for subjects with a heavy workload. 60% accepted that open book exams are the most difficult as they have to waste their time finding answers. The results showed that both open and closed book exams have advantages as well as disadvantages. Overall, the results revealed that open book examinations should be a part of assessment at universities along with closed book examinations since they enhance the cognitive skills of the students. The data obtained from this research are of relevance to researchers, instructors, and policymakers since this may inform assessment practices in higher education classrooms within the Sri Lankan context.

Keywords: assessment practices, closed book exams, comparative study, open book exams

[04]

LITERACY PRACTICES OF LOW-INCOME SINGAPOREAN MINORITY FAMILIES

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ABSTRACT

There are diverse ways of using and learning literacy. When schools are not culturally responsive, they risk perpetuating socioeconomic inequalities. This presentation describes the findings of a study that sought to describe and explain the literacy practices of six low-income earning, ethnic-minority families of preschool-aged children in Singapore. The participants' lived experiences of literacy events with their children were examined using the descriptive phenomenological psychological method, and Barton's Social Theory of Literacy. It found that, firstly, while literacy is traditionally defined as the ability to read and write, these parents also defined it as the ability to comprehend, and as necessary for preparation for formal education and future career. Secondly, the essential structure delineated in the study depicted how their literacy practices were influenced foremost by negative personal and observed experiences of the demands of primary school. Parents aimed to equip their children with the literacy skills necessary to survive formal education. However, this was in conflict with their personal beliefs that children should enjoy their childhood and develop at their own pace. Thirdly, ethnic culture had only trace influence on literacy practices, suggesting that literacy practices may be stratified across socioeconomic levels, and not ethnicity. The recommendations of the study include adopting diverse literacy practices and meanings of literacy in schools, providing parents with positive experiences of literacy and communicating the literacy skills expected before primary school entry. Future research can examine the interplay between literacy practices, socioeconomic status and ethnicity in Singapore.

Keywords: literacy, socioeconomic status, ethnicity, early childhood

[05]

USE OF DESIGN THINKING AS STRATEGY TO IDENTIFY AND CLEAR STUDENTS' MISCONCEPTIONS

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ABSTRACT

Failure to use the appropriate methods to identify and clear misconceptions remains a major hurdle in students' understanding of scientific concepts and the transformation of the lay public into informed citizens with the appropriate scientific knowledge, skills and attitudes required to face current and future challenges such as climate change, emergence of new epidemics, food shortages, and energy crisis. This has been expounded by the lack of a proper umbrella strategy that provides a structured, formalized, and adaptable pathway which allow teachers to select and use the most appropriate context-driven methods to identify and clear misconceptions. This study therefore showcases the development of a new context-driven adjustable model, termed the 'Design Thinking Strategy to Identify and Clear Misconceptions' (DTSICM), which is based on the 5-staged Stanford model of 'design thinking'. The model, centered on evidence-based decision making, provides teachers with an adjustable pathway that allow selection of methods that are context-appropriate and fit the needs of students. Underpinned by mixed methodology, the study showcased the efficiency of the DTSICM model by revealing a net reduction in the percentage prevalence of misconceptions among the sampled students.

Keywords: misconceptions, design thinking, model, strategy

[06]

AN ETHICAL CURRICULUM FOR THE NEW NORMAL- THE CASE OF SOCIAL STUDIES IN A CONTROVERSIAL MULTICULTURAL CONTEXT

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ABSTRACT

This paper reports on the findings of an empirical study conducted on the role of Social Studies in the Mauritian Curriculum. It looks at a highly controversial context with competing stakeholders claiming a space on the curriculum to address young minds in schools on issues of social interest. While the motives are diverse, conflict on what to teach can become political in a multicultural society where economic challenges are placing people in a highly competitive situation. People seek other means than merit and educational qualifications for social mobility. Social studies turns into an arena for conflict and a means to foreground opinion of diverse pressure groups. Curriculum developers have to navigate with the conflicting nature of knowledge and the curriculum. In addition, given the challenges of teaching for 21st Century skills, curriculum developers debate the epistemological and ontological questions on what to teach, how to teach and propose an ethical curriculum for the new age. They also question the nature of knowledge and argue that social or natural sciences have the same questions of legitimacy. It is more apparent today when the world has to adapt to the new normal. The research adopted a qualitative methodology of inquiry. Analysis of documentary evidence and semi-structured interviews were used to generate data from a diversity of stakeholders, including teachers, curriculum developers and policy makers. Findings suggest that 21st century demands a change in approaches to teaching and assessment with schools to address ways they teach in a postmodern context where knowledge is highly volatile and truth an illusion.

Keywords: social studies, curriculum, 21st century skills, ethical curriculum

[07]

**TRANSITION FROM TRADITIONAL TO ONLINE LEARNING: EXPERIENCE OF
INTERNATIONAL ISLAMIC UNIVERSITY ISLAMABAD PAKISTAN**

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ABSTRACT

The semester Spring 2020 was going smooth and many of its activities were underway, but unfortunately the pandemic COVID-19 reached Pakistan also in end of February resulting in the closure of academic institutions in mid of March 2020. A few efforts were made to start classes in online modes immediately, but quality and uniformity became an issue and online classes were stopped mentioning that time as summer vacations for students. The current study describes the experience of the management for shifting the classes to online mode. The members of core committee were group interviewed and they shared their efforts for smooth transition to online mode in a traditional university. They shared their working and experiences regarding statutory approval for online classes, training of master trainers, studio facility on campus, target dates, issues of students regarding Learning Management System, Library access to data basis from home, use of you tube video lectures, visiting faculty and courses on supervision were discussed and finalized. After policy formulations Training sessions for regular and part time faculty members of all Departments were organized by master trainers for Online Readiness of all courses. The examination through online open book mode were conducted formally.

Keywords: online learning, Pandemic, learning, management system, Pakistan, experience

[08]

EDUCATORS' PREPAREDNESS IN THE EMERGENCE OF INDUSTRY 5.0

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ABSTRACT

The emergence of every industrial revolution from 1.0 to 5.0 has regenerated human and social capital with new ways of leading the world from mechanization to digitization affecting the smallest and the most remote economies of the world. To embrace change, education, educators and the related stakeholders have the major role to play and must meet collectively at level playing fields. This paper focuses on educators' preparedness on the transformations paved by Industry 4.0 and Industry 5.0 and the influences on their roles and responsibilities, disposition to adapt what they teach and how they teach directly or indirectly affect their lesson preparation and consequently their learners as future economic agents and contributors. Methodologically, a survey (sample size=80) has been used to collect information from the secondary in-service as well as pre-service educators in various interrelated business subject areas following the PGCE Course at the Mauritius Institute of Education. The study is primarily a qualitative study with a critical source of data to gauge the finding and analysis for everyone in the field of education. The findings revealed various aspects and concepts related to Industry 4.0 and 5.0 are relevant to the various business subject areas and though not manifestly present in the Curriculum are nevertheless integrated in the subject areas throughout syllabus. Thus, educators must pay stronger attention to the transformations not only in local contexts but international as well to for further lesson preparation and implementation in the teaching and learning of concepts in business education.

Keywords: business education, Industry 4.0, Industry 5.0, educators

[09]

**IMPACT OF UNIVERSITY CLIMATE ON TEACHERS' MOTIVATION IN PUBLIC
SECTOR UNIVERSITIES IN PAKISTAN**

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ABSTRACT

An institute that works for individuals or is anxious with satisfying the necessities of learners may have a climate where the professors sense an assured self-centeredness and egotism self-importance, have its place to that organization. Various factors are involved to get the highest competence and output from the teachers i.e., service safety, positive institutional climate, and good income. Self-confidence of teachers and a positive university climate play an important role to give the learners quality education. This paper branded the university climate and examined the influence of university climate on motivation of teachers. Mixed methods approach was used to perform the study. The initial seven plus ten declarations on the tool signify the open climate, and the preceding seven plus ten avowals represent the confined environment. A self-developed motivation scale and face to face meetings were steered for data collection. The population of the study was 4210 teachers and 350 heads of departments in Punjab province. The sample was 35 leaders, 255 male and 171 female teachers from public sector universities in Punjab, using simple random, stratified random sampling and convenient sampling techniques. Research questions were formulated. Both data were collected and analyzed with quantitative and qualitative analytical tools. The results showed that most public sector universities in Pakistan have an open climate significantly motivate teachers. However, it was found that noteworthy variance was existed of the motivational level of teachers with working in open and closed climate.

Keywords: university climate, teacher motivation, public sector

[10]

ENTREPRENEURIAL MARKETING DIMENSIONS AND SME PERFORMANCE

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ABSTRACT

Small and Medium Enterprises (SMEs) have been recognized as the major driving force for sustainable economic development in both developed and developing countries. But, as revealed in the literature there are number of factors that hamper the growth and survivability of SMEs that leads to the business failures in terms of bankruptcy and liquidation. Under this circumstance, the Entrepreneurial Marketing (EM) has been identified as critical determinant of SME growth and survivability since their marketing approaches do not fit with traditional marketing theories. As the SMEs are operating with uncertain market conditions and resource constrains they must clearly identify which EM dimensions are most effective for achieving business goals. Thus, the purpose of this study is to review the literature on EM and its impact on the SME performance in both developed and developing economies. In order to achieve this objective researchers conducted a comprehensive web search via Google Scholar and reviewed the selected literature. This study found a range of EM dimensions that affect to the SME performances and identified external environment, internal venture environment and venture approach to marketing as the other variables that shows a causality between EM and SME performance. This study also provides research directions for practical and theoretical implications.

Keywords: entrepreneurial marketing dimensions, SMEs, sustainable economic development

[11]

REVOLUTIONIZING THE PPP MODEL: A TRANSITION TO THE FOURTH INDUSTRIAL REVOLUTION (4IR)

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ABSTRACT

The Fourth Industrial Revolution (4IR) present a number of implications for public governance and policy making. Some of these implications include digitisation, data reform and revolution, ethics around de-humanising governance and policy making, reconceptualization of capacity, scale and transition. These implications present a challenge to government, in striving to become a resilient society. Resilience is a concept that defines people's and government's ability to deal with shocks and stresses. The ability to deal with shocks and stresses are influenced by a number of factors, including amongst: disturbances, complexity, risks, wicked problems, instability, change and transitions (United Nations Office for Disaster Risk Reduction [UNDRR], 2019). Transformative shifts are required to overcome these shocks and disturbances. The public sector does not have the capacity to fully participate in the 4IR, while Public Private Partnerships (PPPs) offer the government affordability, value for money, and risk-sharing opportunities in order to develop its digital capabilities to improve service delivery. The deployment of PPPs can improve service delivery and contribute to development. In order for governments to fully participate in the 4IR, robust strategies for PPPs need to be developed (Nel, 2020). This paper considers transformative shifts in PPPs towards the Fourth Industrial Revolution. The research makes use of secondary data, using a qualitative research approach. Unobtrusive research techniques was used to analyse secondary data. Trends and opportunities to improve PPPs were identified, including the use of risk intelligence, artificial intelligence, e-government, information communication technology, futurist studies, blockchain and smart contracts to establish smart partnerships. A framework for balancing risk and innovation is proposed.

Keywords: PPPs, fourth industrial revolution, innovation, artificial intelligence, risk intelligence

[12]

BUSINESS PRACTICES AND SME PERFORMANCE: A CASE OF SRI LANKA

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ABSTRACT

Small and medium-sized enterprises (SMEs) are one of the significant strategic sectors in the Sri Lankan economy. SMEs in most developing countries have associated with the barriers due to the lack of sufficient information, which leads to a lack of management competencies strongly related to owners' competences, lack of finance/knowledge/skills, and external assistance. Thus, the business management practices act as the needful critical factor for achieving better performances. The purpose of this paper is to investigate the relationship between business practices and the SME's performance in Sri Lanka. The sample frame of the study is SMEs in Sri Lanka in a selected dataset, consisting of 3553 observations. Researchers used main independent variable of business practice score with control variables of marketing, buying and stock control, costing and record-keeping, and financial planning practices with control variables of owners' hours, firm age, firm size, owners' age, and the dependent variables of monthly sales, and monthly profits. The multiple linear regression analysis was employed, and the results evaluated that the business practices have a significantly positive impact on the SMEs' performance in terms of monthly profits and monthly sales. It revealed that the higher the use of business practices, the higher the SMEs' performance in Sri Lanka. The results further suggested that the Sri Lankan SMEs in the sample used more buying and stock control practices while very few using the financial planning practices. It can be concluded that the higher the use of buying and stock control, costing and record-keeping methods will lead to improving the sales and profits while more use of the marketing practices improve sales, but lower the profits of the Sri Lankan SMEs..

Keywords: business practices, firm-level characteristics, SMEs performance, Sri Lanka

[13]

**DESIGNING I-AVEN|GER AS HIGH-TECH VIRTUAL REMOTE TEACHING AND
LEARNING PLATFORM WITH INCORPORATION OF EXPERIENCED BASED
LEARNING AND SELF-REGULATED LEARNING APPROACHES**

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ABSTRACT

The slow pace of change in education or academic institutions globally is lamentable, with centuries-old, lecture-based approaches to teaching, entrenched institutional biases, and outmoded classrooms. However, COVID-19 has become a catalyst for educational institutions worldwide to search for innovative solutions in a relatively short or long period of time. As countries deal with the situation, it is important to ensure this crisis promotes innovation and inclusion and does not exacerbate learning inequalities. Schools are deploying distance-learning programmes and education applications and platforms, including radio and the internet to reach students remotely. But the so-called "digital divide" - which refers to the gap between those who have access to computers and the internet, and those with limited or no access - is a challenge. In this paper, we design first comprehensive futuristic hi-tech, comprehensive and inclusive online structured learning platform in the world with all sorts of interactivity, namely, educational app and portal will be designed, namely Interactive Accessible Virtual Education Network – Grand Educational Repository (i-AVEN|GER). To this extent, we described the architecture and all the functionalities. This proposed app and portal will be enhanced in term of inclusivity for all without any prejudice and also its incorporation of trendy technology^[1] such as AR, VR and AI, it even can cope with offline environment, mean it allow the learning materials to be downloaded to the mobile devices or computer and watch them later. Several parties will be included in this collaboration around the globe in producing this comprehensive whitelisted educational app and portal as closure the gap of “digital divide”.

Keywords: personalised and experiential learning, interactive, inclusive, collaborative, remote learning, Covid-19

[14]

AFFECTING FACTORS FOR TECHNOLOGICAL ADOPTION OF AGRO-BASED SMALL AND MEDIUM ENTERPRISES (SMES) IN SRI LANKA

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ABSTRACT

Small and Medium Enterprises (SMEs) have been recognized as the key driving force of both developed and developing economies and the major contributor on income and employment generation. The major issue that identified in SME sector especially in developing countries is that a considerable percentage of SMEs have closed down within a very shorter period of its commencement. According to the literature this is mainly due to competitive challenges including Technological challenges. The technological adaptation have been identified as the survival and succeeding strategy following by the SMEs for facing technological challenges. The purpose of this study is to identify the affecting factors for technological adaptation of agro-based SMEs in Sri Lanka. The researchers collected data from 460 agro-based SMEs operates in all nine provinces in Sri Lanka, by employing a semi structured questionnaire. The binary logistic regression was employed for econometric analysis. Participating in an association with the other enterprises, facing high competition in the market, entrepreneur's ambitions for expanding the business, having the technological knowledge from government sector/ private sector or from Non-Government Organization (NGO), and having a bank loan are the statistically significant factors when the average marginal effect of the binary logistic model is aligned in descending order. Thus, this study recommended encouraging the business associations, providing technological knowledge and providing bank loans as the factors that need to be addressed and developed soon to increase the growth of SMEs.

Keywords: NGO, SMEs, sustainability, Sri Lanka, technological adaptation

[15]

FILM BASED COUNSELLING ON ADOLESCENT BODY IMAGE: A PILOT STUDY

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ABSTRACT

Adolescent Body Image is a well-researched subject. Still, there has only been a handful of studies involving the use of films or video-based learning in terms of body image. The study aims to evaluate the effect of film-based counselling on body image dissatisfaction among adolescents to precisely ascertain the cause of the alteration in body image dissatisfaction due to the said intervention. The mixed-method study is based on a pre-test post-test design conducted on 11 school-going adolescents between 13 and 17. The Body Shape Questionnaire (BSQ- 34) was used as a pre-test and post-test measure, and the film-based counselling intervention model was used through individual counselling sessions. Paired sample t-test was used to analyse the data quantitatively, and thematic analysis was used to evaluate qualitative data. The results indicated that there is a significant difference between the pre-test and post-test means. Since $t(11) = 9.042$ is significant at a 99% confidence level, film based counselling intervention reduces body image dissatisfaction. The five distinct themes originated from the thematic analysis are “acceptance, awareness, empowered to change, empathy, and reflective”. The paper contributes originally to the repertoire of research on film therapy as a successful counselling intervention for addressing the challenges of body image dissatisfaction. This study also opens avenues for considering alteration of teaching pedagogy to include video-based learning in various subjects.

Keywords: body image dissatisfaction, adolescents, film-based counselling, film therapy, acceptance and commitment therapy

[16]

**APPLYING THE THEORETICAL DOMAINS FRAMEWORK TO IDENTIFY
SOCIOCULTURAL BARRIERS AND ENABLERS TO ACCESS AND USE OF
PRIMARY AND MATERNAL HEALTHCARE SERVICES BY RURAL
BANGLADESHI WOMEN**

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ABSTRACT

The United Nations Sustainable Development Goals call for ensuring healthy living and well-being for all by 2030. Over the past few decades, increased use of services in Bangladesh has contributed to healthcare outcomes, however little is known about the sociocultural barriers and enablers to women's access to and use of primary health care in rural Bangladesh. To apply a behaviour change framework, the Theoretical Domains Framework (TDF), to identify sociocultural barriers and enablers to primary and maternal healthcare access and use of Bangladeshi rural women. Three focus groups and 31 interviews were undertaken with rural women, their husbands and healthcare providers to collect data. The questionnaire was guided by the TDF, which is based on a synthesis of constructs from a number of theories of behaviour change. All focus groups and interviews were taped and transcribed. Data were analysed thematically using a framework approach aided by NVivo12 software. Lack of family reinforcement, religious superstition to the uptake of birth control techniques, social stigma to illness, gender of the healthcare providers, traditional family norms and cost of care emerged as key sociocultural barriers. In contrast, sociocultural enablers included the support of families, neighbourhood and media to access rural healthcare services by women. The findings aligned with five TDF domains: Knowledge, social/professional role, reinforcement, environmental context and resources and emotion. Social/professional role was the most prominent domain identified from the participants to explore both barriers and enablers related to healthcare services. This study identified several key behavioural constructs aligned with the TDF that can be targeted when developing increasing healthcare access and use interventions.

Keywords: theoretical domains framework, sociocultural, barriers and enablers, healthcare access and use, women, Bangladesh

[17]

**THE WAY FORWARD TO ENSURE THE RIGHTS OF INDIGENOUS PEOPLE IN
SRI LANKA: A CRITICAL PERSPECTIVE**

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ABSTRACT

Under the common law of the country, some communities in certain countries including Sri Lanka, have been governed by the ethics built on the traditional ritual customs and civilizations in their livelihood. The minority indigenous group called Veddas or Wanniyal-aeto is the example for such community in Sri Lanka. However, presently, Sri Lankan indigenous people have face d a challenge of sustaining their legal rights to protect their community. Therefore, the problem arises as to how a strong legal background can be ascertained to provide an effective protection for the violated rights of the Veddas community. The objective of this study is to critically evaluate the practical impact of laws of conservation of wild life and forests, and procedure for administering justice, enacted under the common law in relation to the rights of Veddas as indigenous group of people in Sri Lanka and the violation occurred to the right of native grounds due to the acquisition of lands for government development projects and translocating them to other lands selected by the government. This study follows the doctrinal research methodology and a qualitative research approach. In this study, the researcher examines and discusses the available local enactments constitution and information gathered from relevant books, journals, articles, treaties, conventions, as well as concepts and facts. The study reveals the challenges that affect the rights of the indigenous people in Sri Lanka. Accordingly, it concludes and recommends that the law should be amended with new provisions, and, pragmatic procedural strategies should be enforced by the government, considering the rights of Vedda community.

Keywords: indigenous people, legal rights, development projects, veddas, conservation

[18]

GARBHA SANSKAR: BLESSING FOR NEW PARENTS

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ABSTRACT

Conception is the first step towards major transition in the life of couple. Reports document this time span as the onset period of depressive symptoms which later transform into post partum depression. The present longitudinal research is the detailed investigation of three pregnant couples starting from the time of conception to six weeks post child birth. The given study intends to examine the effect of Garbha sanskar on the mental health of pregnant couple during pregnancy phase and after the birth of child. This is a longitudinal study where three couples were approached with the idea of opting garbha sanskar methods during pregnancy so as to study the effect of the same. The couple chosen for the study had the personal psychiatric history of dealing with chronic stress and depression. The tools used to analyze the effect were EPDS & PSS on both the parents. Garbha Sanskar worked wonder on all the three couples. Results denote that garbha sanskar could be used as a tool for the precautionary measure against post partum depression. The similar study could be carried out on a large sample.

Keywords: Garbha sanskar, post partum depression, India

[19]

**SOCIO- ECONOMIC PROBLEMS FACED BY SMALL SCALE PADDY FARMERS
WITH SPECIAL REFERENCE TO HINGULA GN DIVISION, MAWANELLA, SRI
LANKA**

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ABSTRACT

Rice cultivation is an important source of livelihood and food security especially for those who living in the rice growing countries. This study basically focused on challenges of rural, small paddy farmers in Mawanella, Sri Lanka. The main objective of this research is, to understand small scale paddy farmer's social and economic related challenges and attempts to propose recommendations. This research conducted in Hingula GN division, Mawanella DSD, Kegalle district, Sri Lanka using interview method and direct observation. For the interview, this study used 25 farmers in Hingula GN division who selected through purposive sampling technique. In addition, this study collected information from few stakeholders like Grama Niladhari, agricultural research and production officer and leader of farmer organization. This study findings reveal that small scale paddy farmers faced many challenges in paddy cultivation. There are lack of labour, problems of wild animal (rats, wild boars), water scarcity, heavy rain and climate change, lack of machinery, low marketing opportunity, low output and poverty. This field based study finds that young people's involvement in paddy cultivation is very low in Mawanella due to various reasons. In addition, they are not highly oriented towards marketing purpose, mostly they cultivate for themselves and if only cultivation is high, they markets. Finally, this study conclude that institutional support to these small scale paddy farmers is compulsory to reduce their problems. GO, NGOs, and CBOs should play a prominent role in reducing a small scale farmers; issues. There should be an organized bond among small paddy farmers and government officials.

Keywords: paddy, small scale, agrarian, livelihood

[20]

**ASSESSING THE EFFICACY OF THAILAND'S ECONOMIC POLICY
RESPONSES DURING THE COVID-19 PANDEMIC**

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This paper assessed the efficacy of Thailand's economic policies in response to the COVID-19 pandemic. After early success, Thailand struggled to contain evolving viral strains amid rising cases. Hence, it is important to gauge whether the policy responses helped curb cases and eased adverse economic impacts. To do so, we identified major, relevant economic policies and determined the date of implementation for each policy to pinpoint daily infections and the Government Stringency Index (GSI) rating which measures the rigidity of a country's pandemic lockdown policies. We assessed the timeliness and efficacy of each policy by using the Pandemic Intervals Framework (PIF) which describes the progression of a pandemic over six intervals or phases. The PIF was used as a comparative scale to evaluate the implementation of each policy in their pandemic interval. A visual representation of each policy's pandemic phase was achieved by graphing each economic policy as PIF interval vs. GSI. We then compared Thailand's pandemic policies to the UN Socioeconomic Response Framework by analyzing the date of implementation and daily infections to identify the pandemic phase. The UN socioeconomic response framework derives from past pandemic responses which put forth a model of an effective pandemic response. The most effective policies would constitute an appropriate pandemic phase and corresponding GSI. Furthermore, they would fit within the UN framework model, and show a positive impact on their respective sectors. We found that policies that directly addressed issues within their respective PIF while cushioning the harmful effects of lockdown were most effective. Hence, it can be concluded that Thailand's economic policies were created out of urgency, failing to provide appropriate resources to aid the economy.

Keywords: COVID-19, GSI, PIF, UN, Thailand

[21]

EVALUATING PUBLIC POLICY SOLUTIONS TO REDUCING EMIGRATION BY FILIPINO WORKERS

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ABSTRACT

The Philippines has been one of the biggest producers of overseas workers in the world — with an estimated 10.3 million Overseas Filipino Workers (OFWs). Despite the significant contribution of the remittances gained through the country's Labor Export Model to the national economy (with over 33.2B USD remittance in 2020 alone), the increasing outflow of the country's skilled workers continues to cause the loss of talent in the country's labor force, more popularly known as brain drain. It also continues to contribute to the growing unemployment and underemployment in the Philippines due to the rising incompatibility between jobs and skills available in the economy. To address this issue, we evaluated public policy solutions that manage migration, specifically policies that (1) increase wages in the labour market, (2) provide incentives for returning emigrants, and (3) increase nationalist attitudes among the populace. We evaluated these policies using OECD Evaluation framework, which has six criteria — coherence, efficiency, sustainability, relevance, effectiveness, and impact. After our evaluation, we came to the conclusion that the emigration in the Philippines is not only a result of antagonistic compensation workers receive but a result of their perception of living in the Philippines. By investigating their perceptions, more inclusive and fitting policies can be created to manage migration.

Keywords: migrant workers, economic policies, governance, policy analysis

[22]

**REVIEW IN TECHNICAL AND LEGAL ACCEPTS OF BIO LUBRICANT
PRODUCTION USING WASTE COOKING OIL IN SRI LANKA**

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ABSTRACT

It has proven that the reheated cooking oil triggered cancers. Further, recycling of reheated cooking oil (waste cooking oil) is challenging for a country like Sri Lanka. However, the use of waste cooking oil as a raw material in bio lubricant production is a one of the sustainable solutions for aforementioned issue. This is a review on technical and legal accepts of using waste cooking oil (WCO) as raw material for bio lubricant production. Enzymatic and chemical catalyst are main approaches in bio lubricant industry. Though, enzymatic approach is costly than chemical catalyst, enzymatic approach is efficient and ecofriendly. The enzymatic approach produces biodegradable lubricant with around 90% yield and appropriate physical-chemical properties for auto-motive industry. Further, enzymatic reaction does not produce any by product. Hence, enzymatic approach has comparative advantage as a sustainable, ecofriendly process for bio lubricant production using WCO. Moreover, when study continues in legal accepts of using WCO as a raw material, there is no legislation available for limiting reheated cooking oil usage in Sri Lanka. Though, there are regulations for cooking oils in in food act, No.26 of 1981, a gap exists in legislation, as no regulations to define WCO. According to the national environment act, WCO could categorize as waste. However, there should be a clear regulation to limit reheated cooking oil usage and it directly enhance the quality of food industry in Sri Lanka.

Keywords: WCO, bio lubricant, enzymatic, chemical catalyst, regulations for WCO

[23]

**WHAT ARE THE FACTORS THAT STIMULATE THE INNOVATIONS OF SMALL
AND MEDIUM ENTERPRISES (SMES)? EVIDENCE FROM AGRO BASED SMES
IN SRI LANKA**

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ABSTRACT

Small and Medium Enterprises (SMEs) are recognized as the engine of sustainable economic development in both developed and developing economies. But the key issue that identified regarding SMEs is that more than 80% of SMEs are closed down within a very shorter period of their business commencement due to the impact of competitive challenges including Technological challenges. Innovation is identified as a driving force that upgrade the technological competency of SMEs that empower SMEs to face the technological challenges. The purpose of this paper is to identify the factors that stimulate the innovations of agro-based SMEs in Sri Lanka. In order to achieve this objective the researchers collected data from 460 agro-based SMEs operates in all nine provinces in Sri Lanka, by employing a semi structured questionnaire. The binary logistics regression was used to identify the relationship between the firm's engagement in innovations and affecting factors. In the average marginal effect calculation of the binary logistic regression having a bank loan, having the technological knowledge from government sector/private sector or from Non-Government Organizations (NGO), Firm's practice of participating with the entrepreneurial exhibitions, and firms' level of sensitivity on the customer's feedbacks are the statistically significant factors when the marginal effect is aligned in descending order. Thus, the above factors are recommended as the areas that need to be addressed and developed soon to increase the growth of SMEs through improving the engaging with innovations.

Keywords: innovation, NGO, poverty, Sri Lanka, SMEs, sustainability

[24]

TRADITIONAL ECOLOGICAL KNOWLEDGE AND NATURAL RESOURCE CONSERVATION - THE CASE OF SELECTED COMMUNITIES IN GHANA

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ABSTRACT

The significance of Traditional Ecological Knowledge in the conservation practices of rural communities have been investigated widely in the field of social science. However, the lack of empirical studies on the dynamics of the integration of TEK institutions, processes and products into Natural Resource Conservation (NRC) in Ghana has affected the development of policies that promote the integration of TEK into Natural Resource Conservation. The study set out to examine the TEK and the natural resource conservation systems in Buabeng - Fiema, Tafi - Atome and the Amansuri resource areas. The specific objectives were to explore the nature of TEK and the Natural Resource Conservation (NRC) system and learn lessons from the integration of TEK into NRC at the three study areas. The study employed a multiple-case study approach using a qualitative study design. A combination of convenience and purposive sampling were used to select the respondents. Data collection was by interviewing, focus group discussion and observation. Qualitative data analysis involved thematic analysis, discourse analysis and interpretative phenomenological analysis. The study revealed that, the TEK of the three communities were founded on the cosmovision, history and beliefs of the selected communities. The Natural Resource Conservation system relied on the TEK institutions and motivated by the need for spiritual harmony, eco-tourism and social development. The lessons learnt centered on the effect of a resilient TEK on adaptive conservation system. The Conclusion on the findings was that TEK remained significant in resource conservation if the institutions, processes and products adapting to socio- ecological changes. The documentation of TEK by Traditional Authorities was recommended to improve TEK research, generational transmission and policy development on the subject.

Keywords: traditional, ecological, natural, resource, conservation

[25]

**ALTRUISM AND THE FACTORS THAT AFFECT VOLUNTEER WORK:
EVIDENCE ACROSS DIFFERENT COUNTRIES**

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ABSTRACT

Altruism can be defined as an individual behavior that doesn't correspond to the self-interest concept defined in economics. Different disciplines including neuroeconomics, philosophy, sociology, and biology have shaped this concept. We describe the different approaches discussed in the literature and explore the determinants of volunteer work as a form of altruism. To do so, we use cross-sectional data of individuals in 60 countries between 2010 and 2014 interviewed in the World Values Survey. We find that individuals with higher levels of social and human capital are more likely to volunteer, as shown by the positive impact of an individual's education, health, level of trust, and church attendance. Higher income individuals, students, independent workers and union members are more likely to volunteer. By country characteristics, the presence of weak institutions increases the volunteer work. This study makes three contributions to the literature. First, it contributes to the analysis of the concept of altruism from an interdisciplinary perspective. Second, it examines what determines that an individual volunteer, using data from a multicultural setting. Third, we provide evidence on the role that unions and other institutions have when deciding on volunteer work.

Keywords: altruism, ordered logit, volunteering

[26]

FISHERY MANAGEMENT REGIMES AND WELFARE SCHEMES FOR FISH FARMERS AND FISHERS OF INLAND FISHERIES IN MADHYA PRADESH, INDIA

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ABSTRACT

In Madhya Pradesh, the Water Resources Department owns small and medium reservoirs, and large reservoirs constructed on river Narmada or its tributaries are owned by the Narmada Valley Development Authority (NVDA). The fishing rights of small water bodies ranging from <10 ha-1000 ha is provided to the three-tier Panchayati Raj Institutions (PRI). Water bodies <10 ha is under Village Panchayat, 10-100 ha under Block Panchayat, and 100-1000 ha under District Panchayat. The policy underlining the fisheries of the state is the 'Madhya Pradesh Inland Fisheries policy, 2008' that provide the first fishing priority to the traditional fishing communities. These water bodies are leased to the highest bidder among fishers or Fisheries Cooperative Societies (FCS) by PRI. The fishing rights of medium water bodies ranging from 1000 ha to 2000 ha are with the Department of Fisheries (DoF), which are given on lease to FCS. The fishing rights of the water bodies >2000 ha is with the Madhya Pradesh Fisheries Federation, which are given on lease either to FCS or to private contractor depending upon the water area. Medium reservoirs (2000 ha-5000 ha) are leased to FCS. Large reservoirs (>5000 ha) are leased to a private contractor, while fishing is exclusively done by fishers of FCS. DoF implemented the welfare schemes only for fish farmers and not for fishers. However, the schemes of the Madhya Pradesh Fisheries Federation for fishers of FCS of medium and large reservoir fisheries is limited to providing incentives or grants rather than subsidies on opening aqua enterprises, unlike DoF. Therefore, the coverage of DoF schemes needs to be enhanced to benefit landless fishers. Also, the centrally sponsored components of Pradhan Mantri Matsya Sampada Yojana by DoF, Government of India should be implemented for fish farmers and fishers under which 60% subsidy to women and 40% subsidy to men can be provided for aquaculture to fish farmers and reservoir fisheries to fishers.

Keywords: schemes, reservoir, fisheries cooperative societies, fish farmers, fishers

[27]

**CULTURAL DYNAMICS AND CONFLICT MANAGEMENT: EVIDENCE FROM
BUIPE AND BOLE CHIEFTAINCY CONFLICTS IN THE SAVANNAH REGION,
GHANA**

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ABSTRACT

Chieftaincy violence and tensions have persisted in most of the Savannah Region's traditional areas, owing to competing claims by chieftaincy gates to skins, resulting in increased insecurity. Attempts to resolve these problems primarily through the formal court system have failed since the parties reject most court decisions. As a result, this research examines cultural dynamics in conflict management in the context of long-term conflict resolution in the region. A multiple case study design was used in the research. A non-statistical means was used to determine a sample size of 38. All of the participants were chosen using a purposive sample technique. Data were gathered through interviews and focus group discussions. Thematic analysis was used to analyse the data. The structural reasons of the conflicts are interwoven with cultural breakdowns, according to key findings. Traditional committees' awareness of culture in the management process, on the other hand, resulted in acceptable outcomes, as the processes proved to be meaningful to all stakeholders because it better met local needs. It is proposed that stakeholders in conflict management and peacebuilding should encourage, develop, and expedite local conflict management processes, with culture as an essential factor to consider in the process.

Keywords: conflicts, culture, management, chieftaincy, mechanisms, participatory

[28]

GENDER PERSPECTIVES IN THE STRUCTURE AND FUNCTION OF CONFLICT MANAGEMENT INSTITUTIONS AND ITS INFLUENCE ON DEVELOPMENT: EXPERIENCES FROM THE OTI AND VOLTA REGIONS OF GHANA.

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ABSTRACT

The Oti and Volta Regions of Ghana have a number of conflict hotspots as old as the age of the communities themselves. These conflicts must be managed sustainably so they do not degenerate into violent situations time after time. The study analyzed gender perspectives in conflict management looking at the structure and function of conflict management institutions and how they could facilitate sustainable management of conflicts. A case study design was adopted. Data was collected through interviews, focus group discussions and observations. Narrative thematic analysis was used in bringing out key issues related to the specific objectives of the study. The structure of conflict management institutions across the different study communities indicated the traditional leadership playing an essential role in conflict management. There were more males than females on conflict management committees indicating a low involvement of women in conflict management. The findings also indicated the availability of specialized structures traditionally for conflict management; an interesting blend of conflict managers-traditional elders and religious leaders. The mandate of institutions in conflict management were mainly maintenance of peace, crime prevention, education on conflict avoidance, addressing the needs of the vulnerable and facilitating conflict resolution drives. Concluding, it was suggested that institutions in charge of conflict management liaise among themselves to create a unique link and framework to enhance the inclusive nature of the conflict management process to meet the development needs of the communities in times of conflict and after. The involvement of women was also observed as essential, cognizant of their unique qualities in managing conflicts. Finally, a uniquely prominent perspective that emerged was that each gender had a unique role to play in facilitating conflict management.

Keywords: gender perspectives, sustainably, conflict management, development, conflict management institutions

[29]

DISCRIMINATION AND PREJUDICE: WITCH-HUNTING DURING THE COVID-19 PANDEMIC

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ABSTRACT

Historically, witch-hunting is a form of gender-based violence targeting mostly women and driven by societal prejudices. Metaphorically during the COVID-19 pandemic, witch-hunting has come to connote targeted discrimination and violence driven by social prejudices about the diseases. It is intriguing the interplay of accusation and counter accusations. Hidden prejudices have come to the forefront along with the pandemic. Contemporary forms of racism, violence, discrimination, and prejudices were reported on COVID-19 related attacks. People from different groups, communities, and occupations have been the targets. Simultaneously, although not frequently, the same people have been the target of hero-welcoming for their role in fighting the spread and consequences of the diseases. These incidents seem to confirm that in times of crisis and great uncertainty, people may behave in contradictory ways. They may look for scapegoats, to vent their frustrations, worries, and fears based on their prejudices. They may also make heroes of those that can provide a calm, care, and courage based on their positive prejudices. The two opposite dynamics must be managed to minimize their ill-effects and maximize their good effects. An ontological framework is provided in this research paper that provides a structured logic by streamlining the different perspectives. The ontology provides us the lens to study the different forms of prejudicial acts. But it gives a symmetrical view of the problem. The framework provides a lens to understand the antecedents and consequences of the acts and to manage them effectively. The research paper aims to propose policy intervention with the help of the ontological review of the relevant literature.

| Impact | Factor | Type | Act | Target |
|---------------|------------|---------------|----------------|------------|
| Economic | Caste | Economic | Witch-hunting | Individual |
| Moral | Ethnicity | Physical | Hero-welcoming | Family |
| Physical | Gender | Psychological | | Group |
| Psychological | Occupation | Social | | Community |
| Social | Race | | | |
| Political | Region | | | |
| | Religion | | | |
| | Ideology | | | |

Figure 1: Witch-Hunting and Hero-Welcoming During COVID-19

Keywords: prejudice, discrimination, witch-hunt, COVID-19

[30]

GENDER DYNAMICS OF CONFLICT MANAGEMENT POLICIES AND PROGRAMMES AND ITS INFLUENCE ON DEVELOPMENT: EXPERIENCES FROM THE OTI AND VOLTA REGIONS OF GHANA

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ABSTRACT

A number of age old conflict hotspots are associated with some communities of the Oti and Volta Regions of Ghana. These conflicts must be managed sustainably so they do not degenerate into violent situations time after time. The study analyzed the gender dynamics of conflict management policies and programmes and its influence on development. A case study design was adopted. Data was collected through interviews, focus group discussions and observation. Narrative thematic analysis was used in bringing out key issues related to the specific objectives of the study. Institutional gender perspectives on policies and practices of gender equality, mainstreaming, women's empowerment, and the involvement of women in peace and security issues revealed that even though there is education on gender equality and gender mainstreaming, the involvement of women is generally low in all spheres. The findings also indicated that there was name calling by other women resulting in women shying away from taking various public positions. Some institutions also maintained the status quo that women were below men and should therefore work under the authority of men. It was thought that Gender equality and mainstreaming was to be applied only when women qualified for the positions they were applying to. Concluding, the consideration of gender balance in the creation of committees that help to manage conflicts was overwhelmingly affirmed across board emphasizing the need for inclusion of women just as the men on the conflict management committees. However, female empowerment seemed to be a concept yet to be practicalized in some settings.

Keywords: gender mainstreaming, gender equality, gender dynamics, conflict management, women's empowerment, development

[31]

DOCTRINE OF RULE OF LAW AND REGIONAL POLITICS

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ABSTRACT

Pakistan has faced many upheavals since independence in the way of policy making and implementation of rule of law. Policy makers were of the view to attain power through regional politics in order to enter into power corridors of South Asia. Doctrine of British politics has lead Pakistan into uncertain circumstances i.e lack of implementation of rule of law, lack of socio-economic freedom and fall of democracy due to giving an outlook of British cultural limelight by imposing laws of eighteenth century. These laws were unfit to tackle this primitive society in the presence of status quo and following the ideology of Islamic and personal jurisprudence with multi-cultural, multi-lingual and multi religion concept with effect to ethnocentrism. Regional politics are high ratio of illiteracy leads the nation towards inexperienced political leadership that had shifted the main focus on personal interest. Regional political dilemma has leads the making of constitution in the favor of military establishment, the nation is still facing unstable democracy in across the country. However, civil-military coordination was essential at the same time to uplift the state by protecting international border conflicts with neighboring states. This concept leads the military to hold the supremacy of the state by giving the power to civilians in order to initiate rule of democracy.

Keywords: international border conflicts, unfit constitution, role of military establishment, rule of democracy.

[32]

**GENDER ROLES IN CONFLICT MANAGEMENT APPROACHES AND ITS
INFLUENCE ON DEVELOPMENT: EXPERIENCES FROM THE OTI AND VOLTA
REGIONS OF GHANA**

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ABSTRACT

The number of age-old conflict hotspots in the communities of the Oti and Volta Regions of Ghana must be managed sustainably so they do not degenerate into violent situations time after time. The paper analyzed gender roles in conflict management approaches and its influence on development. A case study design was adopted. Data was collected through interviews, focus group discussions and observations. Narrative thematic analysis was used in bringing out key issues related to the specific objectives of the study. Approaches used in conflict management by people in leading positions in the communities depicted varieties. Diverse approaches for conflict management were used especially from the religious perspective, to educate the community on conflicts and their influence on peace. Differences in gender roles, activities, needs and opportunities in the community saw a historical narrative of women playing supportive and housekeeping roles which all emerged and perceivably influenced their inclusion in conflict management. Women were perceived to be placed in leadership positions when it had to do with managing other females. The findings also indicated that women were playing pivotal roles in conflict management institutions. Concluding, the involvement of men and women was essential to curbing conflicts and ensuring peace for development. It was also observed that gender roles limited women from playing their roles in the public sphere. Institutions responsible for conflict resolution had mandatory quotas for women as part of their conflict management teams. The security sector however did not have any mandatory quotas in relation to gender. Institutions that did not deal specifically with conflict resolution, focused on empowering both men and women or generating a higher level of recognition for women's contribution to societal development.

Keywords: conflict management approaches, peace, gender roles, needs, conflict management, opportunities, development

[33]

**PATERNALISTIC LEADERSHIP AND PATIENT-ORIENTED ORGANISATIONAL
CITIZENSHIP BEHAVIOUR IN HEALTHCARE SECTOR: A MODERATED
MEDIATION MODEL**

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ABSTRACT

Drawing upon the social exchange theory (SET) and leader-member exchange (LMX), this research aims to assess whether an Eastern-based leadership style namely paternalistic leadership behaviour (authoritarianism, benevolence and morality) influence an extra-role behaviour particularly ‘Patient-oriented Organisational Citizenship Behaviour (POCB)’ in healthcare sector. This study also investigates the role of perceived organisational support (POS) as mediator and public service motivation (PSM) as moderating mechanism for the current research model. The data were gleaned from the healthcare workers working in large public and private sector hospitals in Pakistan. To test the research model, structural equation modelling (SEM) was applied. The data analyses revealed that authoritarianism was negatively associated to POCB while benevolent and moral behaviours of paternalistic leadership (PL) are positively related to POCB. Moreover, the findings provide an evidence for the role of POS as mediating variable between PL and POCB. Additionally, the study results verified the role of PSM to lessen the negative relationship between authoritarianism and POS. The empirical study widens leadership literature by unfolding the role of PL in nurturing POCB among healthcare workers via POS together with role of PSM as moderator. This inquiry provokes various practical implications such as healthcare managers need to develop equilibrium in authoritarianism, benevolence and morality while dealing with employees to promote better patient care.

Keywords: social exchange theory, paternalistic leadership, patient-oriented OCB, public service motivation, healthcare sector, Pakistan

[34]

**TRANSCENDING POLITICAL LEARNED HELPLESSNESS: TOWARDS A
SUSTAINABLE SOCIAL RESISTANCE TO OPPRESSION**

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ABSTRACT

Social movements intrinsically aim at achieving social change. Yet the success or failure of a social movement depends on a number of factors. Political opportunities is emphatically significant in this regard. This paper aims at developing our understanding of the success and failure of social movements. The world has always been rife with conflicts and injustice. Yet the modern era's new political neologisms and technologies (capitalism, the modern nation state, globalization...etc.) has structurally inhibited the human agents capability to resist oppression and injustice. The system arguably always eventually, resistance is dismantled, hopes are shattered, and movements wither away. This provokes a important question for social struggle: How can human agents sustain their resistance to oppression and injustice? This paper addresses this question from a political psychology perspective by employing the concept of learned helplessness. It argues that learned helpless impedes the human agents' capacity to recognize and capitalize upon available political opportunities. The paper concludes with an investigation into the possible ways to transcend political learned helplessness. One way of achieving such transcendence is the development of learned hopefulness.

Keywords: social movements, political opportunity, political psychology, learned helplessness, learned hopefulness.

[35]

THE COLONIALITY OF NEOLIBERAL GLOBALIZATION: CRITICALLY UNPACKING THE “REPACKAGED” “NEW” NORMAL FOR SUSTAINABILITY

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ABSTRACT

Our current world is heavily marked by the accumulated violence of coloniality as evidenced by the intersectional pandemics of poverty, war, migration, “racism”, modern slavery, environmental degradation, and various other sufferings. This is the outcome of centuries of western European global capitalism, colonization, and worldwide hegemony. The more recent move in our global world system was brought on by the economic reform agenda of the Washington Consensus in the 1980s with the hyper-“development” of trans/ multinational corporations and networks of production, trade and finance within a “free” global market economy which further secured the interests of the “developed” world. Today, the role of the state, in both North and South contexts, remains primarily deferential in which to promote technological changes, capitalism, and the rule of international institutions (i.e. corporations, International Monetary Fund) within the state given that the majority of the world’s nations are pressed to move towards a similar path of national “development”. Covid-19 has served as a catalyst to further herald capitalists’ interest as evidenced by the galvanization and in/voluntary accelerated use of information and communication technologies (ICT) under the rubric of “a new normal”. This paper raises concerns about the ongoing onto-epistemic hegemonic deepening of neoliberalism’s global capitalistic dogma and global capitalist “development” agenda which is entrenched in coloniality. This paper critically unpacks neoliberal globalization’s ‘colonial matrix of power’ and the guise of “sustainability”, and argues for the conscientized dismantling of the current structurally violent world-system and the establishment of an equitable just world for all irrespective of geopolitical muscle.

Keywords: Neoliberal globalization, “international development”, coloniality

[36]

**STRATEGIZE, SELL, SURVIVE: INDIAN NEWSPAPER INDUSTRY'S
STRUGGLES TO KEEP AFLOAT DURING THE PANDEMIC**

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ABSTRACT

March 2020 brought in the COVID-19 pandemic which affected the world in multiple ways. It has impacted many aspects of human life and economy, none more than the media industry. News media struggled to meet the needs of the society for accurate, fast, and comprehensive coverage of the pandemic. The newspaper industry especially suffered the most in India. Much before the pandemic, the newspaper industry had been struggling to succeed financially, yet remained hopeful due to the steady and growing readership in India. The pandemic however has left the newspaper industry shaken. The objective of the present research is to get a better understanding of the varied actions taken by the newspaper industry to make itself relevant again, to look at the challenges faced by the newspaper industry in the face of a pandemic and the changes wrought in by the industry to make itself viable and vibrant. Expert interviews with senior journalists & business heads of newspaper institutions, form the primary source of data. Newspapers initially cut the size of their staff, then reduced the number of pages, in some cases stopped loss making editions and finally salary cuts were implemented that helped them to bounce back.

Keywords: pandemic, newspaper industry, India, readership, challenges

[37]

SUBTLE IMPACT OF HORROR MOVIES

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ABSTRACT

On streaming platforms around the world horror films were popular over the past year. Their popularity has continued to rise over the past 20 years. In fact, 2020 was the year where the horror genre took home its largest share of the box office in modern history. What is driving this rise of interest in horror is not entirely clear. While the tangible impact that horror movies have on the human psyche is known, their subtle impact is largely unknown. With 40 years of spiritual research experience, the team at the Maharshi University of Spirituality has studied the subtle impact of various genres of entertainment, including horror. This research has been conducted by using aura and subtle energy scanners along with the advanced sixth sense of its research team. It was found that after watching a horror movie, the viewers' subtle energy and aura showed significant increases in distressing vibrations, which lasted for hours. People with severe spiritual distress were impacted to a greater extent after watching such movies. Also, on analysing the subtle vibrations from the photographs of a few directors and actors who had taken part in popular horror movies, it was found that they emitted a high level of distressing vibrations. Distressing subtle-vibrations lead to negative side-effects on the human psyche. There is a spiritual principle that like attracts like. When one is exposed to media that has distressing vibrations, one is more likely to attract distressing energies from the Universe. If one has to watch a horror movie, then it is suggested that one use spiritual techniques to regain one's positivity.

Keywords: impact of horror movies, movies, film and cinema, internet

[38]

DEVELOPMENT OF BEHAVIOUR CHANGE COMMUNICATION MODEL FOR IMPROVING MATERNAL HEALTH SERVICES AMONG BADUY TRIBES IN LEBAK DISTRICT OF WEST JAVA PROVINCE, INDONESIA

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ABSTRACT

Baduy is one of the inland tribes in Lebak Regency, West Java Province which is known to still adhere to customary regulations. The Baduy people have their own social rules, cultural beliefs and traditional practices. This tribe has never checked pregnancy and childbirth in health facilities, so it is one of the contributors to maternal and infant mortality due to childbirth in the Lebak Regency area. The remoteness and lack of modern facilities in the area discourage trained personnel from being placed in the area, causing health services to be neglected, including sub-optimal health promotion activities. This exacerbates public distrust of the modern health system. We implemented behavior change interventions to increase the use of maternity services in the Baduy tribal area with a population of 11,711 people during 2018-2019. **Method:** we use the Participation Action Research (PAR) method with the aim of preserving traditional cultural practices, mobilizing the community to encourage public acceptance of the modern health system and providing basic maternity care based on the 4 P marketing principles (product, price, place and promotion) **Result:** Designing an intervention program that is participatory and involves all levels, including health services and upstream levels is important, as well as involving local community leaders in every decision making. All of these processes can increase public health-seeking behavior related to maternal and build trust in modern health services. In the process, we noted, the Baduy community began to want to check their pregnancy and give birth at health facilities.

Keywords: behaviour change communication, maternal health, baduy tribes

[39]

A REFLECTION OF ADVERTISEMENTS AS AN ENGINE OF CHANGE IN BEHAVIOUR AND LIFESTYLE DURING COVID PERIOD

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ABSTRACT

The scourge of coronavirus has jolted every nation directly or indirectly. Macro level effects were seen as economies plunged with many countries reporting negative growth rates. To tackle this storm, countries across the globe went full ballistic to spread information and bits of coronavirus to its citizens. Information was bombarded via every source that was available in the arsenal be it social media, print advertisement, TV advertisement and radio. Some things were made compulsory, some were told to modify and some to be completely discarded. India was no different. Here too the government imposed lockdowns and travelling restrictions leaving it's citizens no choice but to stay home and simply wait it out. Continuous influx of information from all sides created a new norm for society. Suddenly wearing masks was within my comfort zone and multiple handwashing was not annoying anymore. There was a change in behaviour patterns as well. Social distancing became the new norm and people accepted it eventually. All these changes were possible because of the sheer number of advertisements people were subjected to. These advertisements created a new normal. There are so many examples in the past of how advertising has changed our attitude, behaviour, lifestyle, likes and dislikes. This paper analyses in depth synthesis of how advertisement not only creates a market for itself but in a way changed our perception and lifestyle in turn to create new norms.

Keywords: advertisement, behaviour, social norms, Coronavirus, perception

[40]

**ONLINE LEARNING AND CHALLENGES ON INCLUSIVENESS OF CHILDREN
WITH DISABILITIES IN EDUCATION UNDER COVID-19 PANDEMIC: A
SOCIOLOGICAL ANALYSIS**

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ABSTRACT

COVID-19 pandemic has required schools to establish learning from home temporary around the world without considering on structural socio-economic environments. Education acts as a main channel of socialization, mobility and empowerment. “What are the challenges in ensuring inclusiveness of children with disabilities within education in the process of online learning, within the context of COVID- 19 pandemic?” has been considered as the research problem and ‘Examine how to address challenges that have been emerging due to online learning in education of children with disabilities within the context of COVID-19 pandemic’ has been considered as the research object. Thematic analysis has been used in data analysis and field based research has been done in order to collect data. Interviews have been done as main data collection method and purposive sampling has been used. There are many categories of disabilities which should considered specifically. Examining factors connected with students’, teachers’ and parents’/guardians’ roles and views on this regard is significant. Education is an institution which enhance knowledge, skills and attitudes. Inadequate consideration on fulfilling education needs of children with disabilities is a violation of human rights. It’s needed to have consideration on, to what extent they have been meeting their needs in online education. Accessibility of resources is one main debatable aspect. Even though online learning can promote inclusion of children with varies disabilities minimizing their health, transportation and physical accessibilities etc. there are considerable obstacles. Proper training, knowledge on curriculum adaptation via online learning is lacking. Key challenges can be recognized as material, digital, skills and disposition, support and adjustments divides. These challenges could be severe with regard to institutionalized children with disabilities. Therefore, adequate consideration on this regard is significant considering them as a part of social diversity, equality and equity. As a marginalized and disadvantaged group, they are at risk of disengaging and permanently being left out from education. Those deprivations are multidimensional, widening inequalities and disproportionately affected disadvantaged children.

Keywords: children with disabilities, education, inclusion, marginalization, online learning

[41]

**AN EVALUATION OF THE AUTISM AWARENESS OF THE INDIVIDUALS
CONSULTING TO FAMILY HEALTH CENTER**

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ABSTRACT

Autism Spectrum Disorder is a heterogeneous neuropsychiatric disorder and in the course of this disease the different levels of impairment in the social area, problems in the communication and behaviors and delay in the cognitive development are seen. Despite becoming decreasingly, the lifelong continuance of the severity and symptoms of the disease affects the communication skills, behaviors and the social life of an individual diagnosed with autism negatively. People's point of views about the autism and their level of information about the disease affect their behaviors oriented to the individuals with autism; and such behaviors directly affect the individuals diagnosed with autism and their developments. At this point, the perspective of people in society about autism is considered important. Based on this idea, the aim of the study was to determine the opinions of adults about autism and to make suggestions. Interview technique, one of the qualitative research methods, was used in the research. The study group of the research was determined by using criterion sampling, one of the purposive sampling methods. In this context, adults who came to a family health center in Ankara between 02.09.2020-11.09.2020, who did not have a family member with special needs and who agreed to participate in the study were included in the study. The data were collected with the "Personal Information Form" and "Semi-Structured Interview Form" prepared by the researchers. Adults' thoughts about autism were evaluated with descriptive analysis, and direct quotations were included in the results. According to the results obtained, adults have different views on the diagnosis, symptoms and causes of autism, and the welfare of individuals with autism; however, it can be said that there are deficiencies and errors in the information they have.

Keywords: disabled Individual, autism, adult, interview

[42]

**RELIGION, SOCIAL SUPPORT AND COPING WITH DEPRESSION; A
PREGNANT WOMEN STUDY**

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ABSTRACT

Empirical and cross-sectional research has explained the effects of religious practices and social support on coping with depression among pregnant women. Depression is different from ordinary mood swings and short-term emotional reactions to challenges in everyday life. Especially when prolonged and with moderate or severe intensity, depression can become a serious health condition. Obstacles to effective care include a lack of resources, a lack of skilled health workers, and social stigma associated with mental health problems. This study employed quantitative research design and collected data from 200 respondents through interview schedule. Research selected the respondents for sample through purposive and convenient sampling from clinical settings. Findings of this research revealed that there was significant association between socio-demographic factors, social support, Religious practices and Depression ($>.005$) and negative correlation. While mere coping strategies (Problem focused and emotion focused) had no significant relationship with depression. so this research concluded that in pregnancy social support from family and intimate partner plays a vital role in minimizing the effects of depression. Secondly faith and religion also played partial role in coping with the depression.

Keywords: depression, social support, coping strategies, religious practices

[43]

THE ANALYSIS OF MIRROR NEURON FORGED SOCIAL LANGUAGE THROUGH SYMBOLIC INTERACTIONISM

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ABSTRACT

The theory of symbolic interactionism is one of the pillars of sociology that has been studied extensively. Symbolic interactionism seeks to understand how individuals give descriptive meanings to words, objects and behaviors as they engage with it. Despite extensive research there still remains very little understanding of the connection between neurosociology and symbolic interactionism. Mirror neurons fall under this field of neurosociology. These neurons are activated when an action is performed or observed. This paper explores the research question: how mirror neurons forge a social language that reflects individual need for cybernetic control. The nature of the study is inductive with an idiographic focus that emphasizes qualitative analysis but integrates quantitative approaches as well. Using existing research data (secondary data) and the symbolic interaction sub-theory of identity and the reflexivity of society, an analysis of mu wave suppression is extrapolated from existing EEG tests of 10 female and male college students. Results indicate that mu wave suppression is greater when identification with a stimulus is to a higher degree (data is statistically significant with a $p < 0.0001$ rejecting the null hypothesis). Analysis of the secondary data with symbolic interactionism sub-theories suggests that the homo sapien brain emulates familiar stimulus at higher rates. This analysis helps establish a new behavioral theory of interpretive conformity, which is further explored in the paper.

Keywords: mirror neurons, neuroscience, neurosociology, symbolic interactionism, sociology, and language

[44]

**REARING ON THE EDGE: THE CASE OF SMALL RUMINANTS' PRODUCTION
ON THE FRINGES OF SECONDARY CITIES IN THE GLOBAL SOUTH**

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ABSTRACT

Little is known about the small ruminants' production in peri-urban areas in secondary cities in the Global South. The study contributes to filling this knowledge gap through a questionnaire-based survey involving 412 local households and in-depth interviews on the fringes of the secondary city of Wa, Ghana. Descriptive statistics, Mann–Whitney U test, chi-square test of independence, and thematic analysis were used to analyse the data. The results show a general downward trend in small ruminants keeping over ten years. The downward trend in the small ruminant keeping is attributable to the decline in land for pasture as farmers compete with private developers for land at the city's fringes. The study also found that smallholder farmers widely adopt the semi-intensive system since they cannot afford the intensive system. As, smallholder farmers continue to keep small ruminants, they encounter theft of animals, vehicular knockdown, unavailability of land and water, and financial constraints. The study recommends the municipal's livestock division of the Department of Agriculture to assist local farmers in building a low-cost housing system and preparing relatively cheap livestock feed to enable them to adopt the intensive livestock keeping system and to increase production.

Keywords: fringes, Ghana, secondary city, small ruminants, Wa

[45]

**CAUSES OF INFANT MORTALITY IN LAUT ETHNIC GROUP, INDRAGIRI
HILIR DISTRICT, RIAU PROVINCE INDONESIA**

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ABSTRACT

One of the health problems that occur in Indragiri Hilir Regency is the high infant mortality rate. The government's health program has been running but has not been able to reduce this number significantly. An ethnographic study was conducted with an exploratory design in which the researcher lived for about 60 days with the Laut ethnic group. In-depth interviews and observations were conducted to obtain the required data. The Laut ethnic group believes that illness in babies is caused by magical things, specifically because of the disturbance of subtle people caused by a process they call keteguran, kelintasan, and tekene'. Based on an understanding of the causes of the disease, the traditional form of prevention is installing amulets attached to pregnant women and babies. Treatment or healing of illness is also through rituals carried out by shamans or traditional midwives. There are still traditional health practices based on their beliefs that are not by health ethics. It will endanger the baby's health if the practice continues without proper treatment behavior. The recommendations given included the creation of partnerships with traditional midwives and health midwives. In addition, socialization on maternal and child health was carried out with a community-based approach, such as conducting health socialization at recitation events.

Keywords: infant mortality, child health, traditional medicine

[46]

PARENTING WHILE WORKING IN FILIATION: A METAPHORICAL STUDY

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ABSTRACT

Healthcare workers involved in filiation (contact tracing) services go to the homes of COVID-19 patients, take swab samples (PCR), treat and follow the patients during the isolation. We aimed to investigate healthcare worker parents' metaphorical perceptions about parenthood who took part in filiation services. This qualitative study was structured based on a phenomenological design. The study group consisted of 47 healthcare worker parents (25 mothers, 22 fathers) who had children between the ages of 0-18 who were involved in filiation studies during the COVID-19 epidemic. Data collected through a demographic information form and a metaphorical questionnaire with the expression "Being a parent working in the filiation team is like ... because ..." was used to determine their perceptions of being a parent during the filiation studies. The data were analyzed with the content analysis method in the MAXQDA. Forty metaphors were generated and evaluated in five conceptual categories (filiation rules, fatigue, health protection, disease transmission, family disruption, and longing). According to findings, health worker parents indicated that they were afraid of infecting their families and children; were experienced fatigue because of workload; had difficulty managing fatigue and parenthood in the meantime. Also, we found that they were developed a positive perception by associated their duties with protecting others. Fathers who stated that they could not see or hug their children due to social distancing emphasized loneliness and described themselves as lonely. Consequently, we found that being a healthcare worker parent during the pandemic triggered physical needs like feeling rested and secure; emotional needs especially like being with the family.

Keywords: Covid-19, contact tracing, parenting, health care workers

[47]

**SUTDENTS FROM BLACK AND MINORITY ETHINIC BACKGROUNDS’
EXPERIENCE OF HIGHER EDUCATION: A PILOT STUDY**

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ABSTRACT

Eradicating the attainment gap between black, Asian, and minority ethnic (BAME) and white students is a strategic priority for the University of Greenwich. Students from BAME backgrounds studying within the public health portfolio achieve up to 33.5% worse assessment outcomes than white counterparts. The dominance of BAME students participating in public health programmes suggests that they may not experience marginality in immediate peer groups in the same way as BAME students enrolled on other programmes with a white student majority and their experience may be more nuanced than statistics suggest. This is a small qualitative project to explore the barriers and enablers of their learning experience that can be used, alongside the quantitative data, as the basis for a larger more targeted study. Ethical approval was provided via the University approvals process. Students were recruited from a purposive sample of those currently studying within the public health portfolio. Students were given a £20 token for their participation. This was funded by the University. Semi-structured interviews were conducted remotely using MSTeams and transcribed verbatim. Transcripts were analysed thematically. Emergent themes include; the role of the family, the influence of peer groups and flexible learning environment. The findings indicate that measuring student outcomes using ethnicity alone is a blunt tool and doesn’t capture the intersectionality of gender roles within families and cultural norms where bearing children at a young age is expected. The outcomes from this study will be fed into the strategic work on the BAME awarding gap across the University of Greenwich, and as a pilot study, used to secure funding for further research across universities within the UK

Keywords: BAME, education experience, barriers, enablers

POSTER PRESENTATIONS

[48]

**WHY DO LOCAL GOVERNMENT OUTSOURCE PUBLIC WORKS TO
REGIONAL AUTONOMOUS ORGANIZATION? - THE CASE OF THREE
REGIONAL AUTONOMOUS ORGANIZATION IN JAPAN**

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ABSTRACT

Japan's local governments are experiencing one of the world's fastest aging populations and declining birthrates, and the population outflow in rural areas is weakening the traditional neighborhood associations that have been responsible for maintaining a comfortable and cozy living environment in towns. In recent years, there is a lot of regional autonomous organization that have been created by uniting multiple citizens' groups in the community and replacing the traditional neighborhood associations to solve local issues. Some of these organizations have been entrusted with public projects to secure their own financial resources. However, it is unclear what factors determine local governments' decision to outsource projects to non-professional resident organizations rather than the private sector. Therefore, in this study, we examined three cases in a town of about 16,000 people located in the western part of Japan. As a result, it was found that the spontaneous approach from the regional autonomous organization to the government led to establishing a mutual communication and cooperation system. In the process, the government evaluated the skills and performance of the regional autonomous organizations and judged that they were suitable for outsourcing the project. Hence, the decision to outsource the project was attributable to the voluntary efforts of the local autonomous organization and the efforts of the local government to understand the actual situation of local autonomous organizations in response. This kind of relationship between the government and local autonomous will affect the acquisition of independent financial resources by the resident organizations. Local governments are looking for ways for residents to participate in community development autonomously. Even if it is difficult for residents to spontaneously encourage them, local governments may need to strategically increase their involvement with community organizations in order to strengthen their ties with them.

Keywords: regional autonomous organization, neighborhood association, local government, outsourcing, public works

[49]

USE OF HEALTH PROMOTION APPROACH TO REDUCE SOCIAL MEDIA INFLUENCES AFFECTING ON NUTRITION

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ABSTRACT

Nutrition is under influences of social media and all community members are consumers or costumers at some point. Social media is a potentially engaging way to affect community in maintaining healthy diet and learning about nutrition. As social media influence concern on Facebook, whatsapp and instergram. They identified social media as the underlying factor influencing their nutrition. Using health promotion approach, social media stimuli that affect nutrition of community, methodology they used to strengthen community regarding nutrition can be described as follows. A group of 10 university students living in my village selected and built a small health setting. The 10 university students discussed and recorded in a book all the varieties of foods according to influence on social media. Then they analyzed them by classifying them ass artificial / natural, nutritional value, colour, properties/negatives, like/dislike and their tastes. They listed the underlying factors that influenced their choices. Then they were prioritized by themselves. The activities were organized at the family level after discussing the impact of these social media influences on the health and economy of their families' .Instead of artificial flavors, natural local flavors are used to prepare flavors, reduce artificial and fast food, gardening, adding natural vegetables and fruits. Monthly body mass index and its difference were monitored. The amount of money left over in each month was assessed. Blood glucose levels were estimated. They shared the knowledge and experiences. The ten students were determined to share their health promotion experiences with others in the village. The community has the power to develop positive social media influences that affect community nutrition and to maintain its nutritional quality by eliminating negative influences.

Keywords: nutrition, social media, health promotion approach

[50]

THE UMBRELLA PROJECT OF THE INTERNATIONAL HELLENIC UNIVERSITY: HOW MANY STUDENTS NEED SUPPORT TO COMPLETE THEIR STUDIES?

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ABSTRACT

During the last decade Greece has encountered a major socio/economic crisis, influencing undoubtedly all aspects of the society, including Higher Education, in terms of institutional funding and students' academic engagement due to family financial burdens. As a result, a notable proportion of students at the Alexander campus of the International Hellenic University (IHU) delay, interrupt or even abandon their studies, especially when they come from low-income families, they belong to sensitive social or special needs groups, they have different cultural origins etc. In response to this situation, the European project, entitled "Umbrella", was launched aiming at providing effective psychological support and counseling, especially to disadvantaged students for their studies completion. The project aims, orientations and analytical structure was presented elsewhere ^[1], while the purpose of the present study was to provide empirical data concerning the extent of the delayed or dropped of students across Schools and Departments. Analysis was based on N=21.432 records during 2004-2019. The statistical results showed increased percentages of dropped off students for all four Schools of the IHU, except Health Sciences $\chi^2(3)=1439.9$, $p<0.001$, Cramer's $V=0.269$. Specifically, for School of Agriculture, Food Science and Nutrition $\chi^2(4)=383.3$, $p<0.001$, Cramer's $V=0.314$, for School of Engineering $\chi^2(4)=10.007$, $p<0.001$, Cramer's $V=0.048$ and for School of Economics and Business Administration $\chi^2(3)=265.2$, $p<0.001$, Cramer's $V=0.245$. While focusing on the departments, the highest rates were observed in Animal Production (63.5%), Food Sciences (65.4%) and Business Administration (79.3%). Departments of the Engineering School had a relatively stable percent of dropped off students about 53%. Project Umbrella is currently collecting additional data about these students' categories in order to re-integrate them in the academic process via the iMentor framework.

^[1] Kotsakis R., Tsigilis N., Grammatikopoulos V., Zachopoulou E. and the research academic team of the project "Umbrella" (2021). "Supporting "vulnerable" students to complete their studies during the economic crisis in Greece: The Umbrella program of International Hellenic University". Paper presented in the 23th International Conference on Interdisciplinary Social Sciences (ICISS 2021), Paris, France, Jan. 25-26.

Keywords: iMentor, disadvantaged students, studies completion



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