International Conference on Policy Directions for Business, Social Science and Humanities (PBSH)

April 13-14, 2018
Best Western Premier Deira Hotel, Dubai UAE

Book of abstracts


Volume 01, Issue 04
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Office Address:
P.O Box: 35529 Al Garhoud, Dubai, UAE

Contact Email: Contact@ibssh.org
Organizing Committee

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   Conference Coordinator

2. Ms. Leysan Storie
   Conference Coordinator

3. Ms. Filareti
   Conference Coordinator

4. Ms. Petrel Qiu
   Conference Coordinator
# Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>DISCLAIMER</td>
<td>3</td>
</tr>
<tr>
<td>ORGANIZING COMMITTEE</td>
<td>4</td>
</tr>
<tr>
<td>CONFERENCE CHAIR MESSAGE</td>
<td>6</td>
</tr>
<tr>
<td>CONFERENCE SCHEDULE</td>
<td>7</td>
</tr>
<tr>
<td>LIST OF CONFERENCE ATTENDEES</td>
<td>9</td>
</tr>
<tr>
<td>TRACK A: BUSINESS, ECONOMICS, SOCIAL SCIENCES AND HUMANITIES</td>
<td>11</td>
</tr>
<tr>
<td>Overview of the Statutory Prohibition of Market Manipulation In Zimbabwe</td>
<td>12</td>
</tr>
<tr>
<td>George Orwell’s Idea of Power and the Universal Declaration of Human Rights</td>
<td>13</td>
</tr>
<tr>
<td>Metric Benchmarking of Health Research Scientists: Research Award System, Saudi Arabia</td>
<td>14</td>
</tr>
<tr>
<td>Salient Factors That Influence Men’s Purchasing Intentions of Male Cosmetics: An Empirical Study</td>
<td>15</td>
</tr>
<tr>
<td>TRACK B: ENGINEERING &amp; TECHNOLOGY, COMPUTER, BASIC &amp; APPLIED SCIENCES</td>
<td>16</td>
</tr>
<tr>
<td>Empirical Evaluation of Average Percentage of rate of Fault Detection of Software GA-based Regression Test Case Prioritization Strategy</td>
<td>17</td>
</tr>
<tr>
<td>SCIENTIFIC BOARD</td>
<td>18</td>
</tr>
<tr>
<td>CONTACT US</td>
<td>19</td>
</tr>
<tr>
<td>VENUE</td>
<td>20</td>
</tr>
</tbody>
</table>

International Conference on Policy Directions for Business, Social Science and Humanities (PBSH)
Conference Chair Message

Dr. Pillai Mahesh

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

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

Thank you.

Dr. Pillai Mahesh
Conference Chair
IBSSH - Secretariat, 2018
## Conference Schedule

**DAY 01 Friday (April 13, 2018)**

**Venue: Room 1**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 am – 9:20 am</td>
<td>Welcome Reception &amp; Registration</td>
</tr>
<tr>
<td>9:20 am – 9:30 am</td>
<td>Opening Ceremony</td>
</tr>
<tr>
<td>9:30 am – 9:40 am</td>
<td>Welcome Remarks – Conference Coordinator</td>
</tr>
<tr>
<td>9:40 am – 9:45 am</td>
<td>Introduction of Participants</td>
</tr>
<tr>
<td>9:45 am – 9:50 am</td>
<td>Group Photo Session</td>
</tr>
<tr>
<td>9:50 am – 10:00 am</td>
<td>Grand Networking Session and Tea Break</td>
</tr>
</tbody>
</table>
DAY 01 Friday (April 13, 2018)

Session 1 (10:00 am – 11:00 am)

Venue: Room 1
Session Chair: Mr. Leon Yap

Track A: Business, Economics, Social Sciences and Humanities

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Presenter</th>
</tr>
</thead>
<tbody>
<tr>
<td>PBSH-APRIL-102</td>
<td>Salient Factors that Influence Men’s Purchasing Intentions of Male Cosmetics: An Empirical Study</td>
<td>Brian J. Quarles</td>
</tr>
<tr>
<td>DBS-348-102</td>
<td>George Orwell’s Idea of Power and the Universal Declaration of Human Rights</td>
<td>Dr. Eiman Amin Mahmoud Abdallah</td>
</tr>
<tr>
<td>CLBER-101</td>
<td>Overview of the Statutory Prohibition of Market Manipulation In Zimbabwe</td>
<td>Assoc. Prof. Dr. Howard Chitimira</td>
</tr>
<tr>
<td>DBS-348-109</td>
<td>Metric Benchmarking of Health Research Scientists: Research Award System, Saudi Arabia</td>
<td>Tahani Daghistani</td>
</tr>
</tbody>
</table>

Track B: Engineering and Technology Study

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Presenter</th>
</tr>
</thead>
<tbody>
<tr>
<td>DBE-348-101</td>
<td>Empirical Evaluation of Average Percentage of rate of Fault Detection of Software GA-based Regression Test Case Prioritization Strategy</td>
<td>Samaila Musa</td>
</tr>
</tbody>
</table>

Lunch Break (11:00 am – 12:00 pm)

Closing Ceremony
List of Conference Attendees

The following Scholars/practitioners/educationist who don’t have any paper presentation, however they will be attending the conference as delegates & observers.

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Official ID</th>
<th>Name</th>
<th>Affiliation Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>DBM-348-101</td>
<td>Mohamed Mmadoh</td>
<td>IMC (International Medical Center)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mohamed Elgack</td>
<td>Jeddah</td>
</tr>
</tbody>
</table>
City Tour and Shopping Day

All respective guests are free to conduct their own sightseeing and tour. The second day of the event is reserved for this memorable purpose.
TRACK A: BUSINESS, ECONOMICS, SOCIAL SCIENCES AND HUMANITIES
Overview of the Statutory Prohibition of Market Manipulation in Zimbabwe

Howard Chitimira*

Abstract The paper provides a synoptical evaluation of the statutory prohibition of market manipulation in Zimbabwe under the Securities Act 17 of 2004 [Chapter 24:25] as amended (Securities Act) and other relevant legislation. This is primarily done to explore the adequacy of the anti-market manipulation provisions that are contained in Securities Act. Moreover, the available penalties, enforcement approaches and the effectiveness of the Securities and Exchange Commission of Zimbabwe (SECZ) in the enforcement of the anti-market manipulation prohibition in Zimbabwe under the Securities Act are discussed. Accordingly, the paper investigates whether the SECZ and other relevant enforcement authorities are effectively and consistently enforcing the anti-market manipulation prohibition to combat illicit market manipulation activities in the Zimbabwean financial markets. Furthermore, and where applicable, possible anti-market abuse enforcement approaches and/or other relevant measures that enhance the curbing of market manipulation practices in the Zimbabwean financial markets are provided.

Keywords: Securities and Exchange Commission of Zimbabwe, Market Abuse, Market Manipulation, Regulation, Enforcement.

North West University, South Africa
*E-mail: tafarachitimira@gmail.com,Howard.Chitimira@nwu.ac.za
George Orwell's Idea of Power and the Universal Declaration of Human Rights

Dr. Eiman Amin Mahmoud AbdAllah*

Abstract  In all of man's history, there are legends of different unprecedented tyrants, and merciless emperors, corrupted with the thirst for ultimate power. Rising to power is a part of any human being. Psychologically, it has been decided that man likes power: physical power, economical power, and also spiritual power. He believes that power leads to happiness which is the eternal goal of any human being, and forgets that power is the seed of all sufferings in the world, because of its misapplication. Feeling powerful gives anyone a certain feeling of supremacy, which turns gradually to be a feeling of tyranny. The question here: Is tyranny an instinct? Is man (by nature) a cruel dictator to his fellow men? According to a Latin proverb "man to man is a wolf". It means that all of us are wolves and we are all cruel tyrants, waiting for the chance. In all of the old civilizations, the captives became slaves immediately, receiving the worst treatment. George Orwell (1903-1950), realized all those facts very early, and I dare say that he is considered one of the pioneers and foresighted intellectuals, who called for human rights many years before the advent of the "Universal Declaration of Human Rights" on the 10th, December, 1948. He introduced the right of equality and freedom through the idea of "power corruption" in his great novel "Animal Farm" (1945). It is considered a prophecy for what had happened in Russia (1992), and what is happening in our world today.

Keywords: George Orwell, Human Rights Declaration, Animal Farm

*E-mail: eimanamin12@yahoo.com
Metric Benchmarking of Health Research Scientists: Research Award System, Saudi Arabia

Tahani Daghistani\textsuperscript{1*}, Hanan Althagafi\textsuperscript{2}

Abstract The primary objective is to explore the Research Award System (RAS) experience at King Abdullah International Medical Research Center (KAIMRC) in Saudi Arabia. A case study method was used to describe a real experience of a research award system (RAS) with multiple data sources collection. RAS is one of the tools used by KAIMRC for attracting and retaining research scientists and improve the overall performance, in line with its vision and strategies. The purpose of the RAS is to provide an automated and systematic way to measure and benchmark research productivity belong research scientists. In addition to identifies, validates and honor research scientists based on quantitative measures. It covers three groups of research scientists and calculate the final score (FS) for a total of ten (10) criteria and based on the assigned criterion/sub-criterion weight. The Journals Impact Factor (JIF) that required for the calculations can be imported from outsourcing databases like International Scientific Indexing (ISI) or Scopus. Also, provides each applicant with an estimated final score (FS) instantly and the highest attained score for each criterion calculated to attain Benchmarking Score. The current case study highlights a unique experience represented in an automated the process of selecting winners using quantitative criteria and benchmarking approach. Such a system can be utilized at broader levels, to support research institutions or R&D organizations in self-assessment on the level of their belonging research scientists and to develop a large pool of research scientist’s data required for research programs and initiatives.

Keywords: Research Award, Web-Based, Benchmarking, Performance, Scoring System, Self-Assessment

King Abdullah International Medical Research Center (KAIMRC) 
Ministry of National Guard Health Affairs (MNGHA) Riyadh, Saudi Arabia 
\textsuperscript{*}E-mail: TahaniDaghistani@gmail.com
Salient Factors That Influence Men’s Purchasing Intentions of Male Cosmetics: An Empirical Study

Han-Chiang Ho¹, Brian J. Quares²*, Somkiat Mansumitrchaisri³

Abstract While previous studies have primarily analyzed the impact of only one behavioral attitudinal construct (i.e., intention to buy) on men’s purchasing behavior of male cosmetics, this study has critically examined the impact of two additional behavioral attitudinal constructs: utilitarian value and hedonic value. This study tested if hedonic value and utilitarian value positively influence men’s intentions to perform a particular behavior (i.e., intention to purchase male cosmetics). This study mediated the three behavioral constructs with the four independent variables of facial attractiveness, male identity reflection, health care, and product reliability. The findings confirm that a strong correlation exists between utilitarian and hedonic values and men’s intentions to purchase male cosmetics. That is, men’s motivation to buy male cosmetics is affected by their hedonic and utilitarian values directly and the four independent variables indirectly.

Keywords: Male Cosmetics, Hedonic Value, Utilitarian Value, Intention to Buy

¹ College of Business and Public Management, Wenzhou-Kean University, Daxue Rd, Wenzhou, China
² Email: bquarles@kean.edu, sausare@yahoo.com.tw
TRACK B: ENGINEERING & TECHNOLOGY, COMPUTER, BASIC & APPLIED SCIENCES
Empirical Evaluation of Average Percentage of rate of Fault Detection of Software GA-based Regression Test Case Prioritization Strategy

Samaila Musa¹*, Abu Bakar Md Sultan²

Abstract In economic life, every human activity carries a range of risks, which include in its classification intermediate many steps to determine the risks of: probability, attractiveness and duration. As the economy is affected by global competition and globalization requirements of current policies, it is exposed to many risks and problems, which ultimately lead to investment failure or failure to achieve the desired results. In this context, until the decision to invest in a rational manner is taken away from risk by taking into account the fundamentals of the investment from the determination of the return, the potential risks, in addition to determining the risk-free return and trying to manage these risks in order to reduce, Of which. The impact of financial risk on financial markets is reflected in economic crises that negatively affect economic stability and balance, as well as economic growth and development.

Keywords: Financial risks, Economic crises, Real and financial flow, Globalization.

¹School of Science and Technology, Abdu Gusau Polytechnic, Talata Mafara, Zamfara State, Nigeria, ²Faculty of Computer Science and Information Technology Universiti Putra Malaysia,
Email: samailaagp@gmail.com
Scientific Board

Assistant Professor Moo Sung Kim  
College of Business, Zayed University, Dubai UAE

Assistant Professor Jamel Khenfer  
College of Business, Zayed University, Dubai UAE

Associate Professor Dr. Meraj Naem  
School of Business Administration, Al Dar University College, Dubai UAE

Assistant Professor Dr. Ahmed Al Hiyari  
School of Business Administration, Al Dar University College, Dubai UAE

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Department of International Management, MODUL University, Dubai, UAE

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Institute of Management Technology, Dubai UAE

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Institute of Management Technology, Dubai UAE

Dr. Muhammad Masroor Alam  
MENA College of Management Dubai, UAE
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Upcoming Events

http://ibssh.org/upcoming-conferences/
Venue

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VISION

Scholastic ideas and perception as well as developing new networks and collaborations Through innovative Research.