IBSSH – Dubai UAE

2nd International Conference on Communication Media, Education Research and Business Management (CMEBM)

January 18-19, 2019

Venue: Four Points by Sheraton Bur Dubai, UAE

Book of abstracts


Volume 02, Issue 12
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1. Mr. Abeer
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2. Ms. Leysan Storie
   Conference Coordinator

3. Ms. Filareti
   Conference Coordinator

4. Ms. Petrel Qiu
   Conference Coordinator
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Conference Chair Message

Dr. Pillai Mahesh

“2nd International Conference on Communication Media, Education Research and Business Management (CMEBM)” serves as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the challenges faced by our societies globally. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences.

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

Thank you.

Dr. Pillai Mahesh
Conference Chair
IBSSH- Secretariat, 2019
# Conference Schedule

**DAY 01 Friday (January 18, 2019)**

**Venue: Room 1**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<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>
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<tr>
<td>9:50 am – 10:00 am</td>
<td>Grand Networking Session and Tea Break</td>
</tr>
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</table>
DAY 01 Friday (January 18, 2019)

Session 1 (10:00 am – 11:00 am)

Track A: Business Management & Social Sciences

<table>
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<tbody>
<tr>
<td>CMEBM-JAN2019-102</td>
<td>Service Quality And Customers’ Satisfaction In Tertiary Institution: A Case Study Of Nasarawa State Polytechnic, Lafia-Nigeria.</td>
<td>Baba Mohammed Onwana</td>
</tr>
<tr>
<td>CMEBM-JAN2019-103</td>
<td>Understanding Financial Literacy Among Youth</td>
<td>Shelly Daly</td>
</tr>
<tr>
<td>CMEBM-JAN2019-105</td>
<td>Behavioral Agency and Corporate Entrepreneurship: Ceo Equity Incentives and Competitive Behavior</td>
<td>Carla D. Jones</td>
</tr>
</tbody>
</table>

Lunch Break (11:00 – 12:00 pm)

Closing Ceremony
LIST OF CONFERENCE ATTENDEES

The following scholars/practitioners/educationists don’t have any paper presentations; however, they will be attending the conference as delegates and 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>CMEBM-JAN2019-104A</td>
<td>Mr. Alkalli Bappah</td>
<td>Aminu Saleh College of Education, Azare Bauchi State, Nigeria</td>
</tr>
<tr>
<td>02</td>
<td>CMEBM-JAN2019-105A</td>
<td>Mr. Adamu Usman Mohammed</td>
<td>Aminu Saleh College of Education, Azare Bauchi State, Nigeria</td>
</tr>
<tr>
<td>03</td>
<td>CMEBM-JAN2019-106A</td>
<td>Mrs. Gbatse Hembafan Victoria</td>
<td>Aminu Saleh College of Education, Azare Bauchi State, Nigeria</td>
</tr>
<tr>
<td>04</td>
<td>CMEBM-JAN2019-107A</td>
<td>Mrs. Mohammed Hassana Yalwa</td>
<td>Aminu Saleh College of Education, Azare Bauchi State, Nigeria</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
Impact of Using Total Quality Management on the Financial Performance of Companies Listed on the Palestine Exchange

Abeer Alatrash*

Abstract This paper aimed to explore the impact of using total quality management on the financial performance of companies listed on the Palestine Exchange. The researcher used the descriptive analysis approach and relied on a questionnaire and the analysis of the financial data of 15 companies from 2011 to 2015. A census is used to explore the opinions of the study population of 75 people, consisting of managers, heads of departments and workers in the department of quality management and finance in the listed firms.

Keywords: Total quality management, Financial Performance

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Service Quality And Customers’ Satisfaction in Tertiary Institution: A Case Study of Nasarawa State Polytechnic, Lafia-Nigeria

Baba Mohammed Onwana*

Abstract Service quality and customers’ satisfaction is a very important and relevance concept in tertiary institution: This is because its affect the quality of its product (students) and the image of the institution. Tertiary institutions in Nigeria have witnessed so many violent demonstrations as a result of poor quality service delivery. The objective of this study is to determine students' perception of service quality in the polytechnic. The study makes use of survey research and a sample of four thousand (4000) was draw from the population using a sample random sampling. Questionnaire was distributed and respondents were asked to assess the twelve (12) service variables that affects their satisfaction (asked to rate the quality of service in the polytechnic). The findings reveal there is total absence of quality service. The paper conclude that effect of service quality is imperative and management of the polytechnic must focus their efforts on providing qualitative education by meeting the growing demand of students. Anything that takes it away from this focus is not core to the polytechnic activities.

Keywords: Service Quality, Customer Satisfaction, Perception, and Tertiary Institution

Department of Business Administration and Management, Nasarawa State Polytechnic, Lafia-Nigeria
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Understanding Financial Literacy Among Youth

Shelly Daly*

Abstract The subject matter of financial literacy deals with broad implications of a nation’s economic well-being and potential advancement. Bhutan’s economic advancement over the last fifty years has been a role model for Asia and the entire developing world. Bhutan boasts one of the highest literacy rates and lowest unemployment rates in South Central Asia. However, this study shows that financial literacy on issues such as budgeting, saving, investing, cash management and insuring are minimal. This study uses a sample of 320 youth and detailed statistical analysis to enumerate and discuss potential causes. Understanding and improving financial literacy will allow Bhutan to continue its path towards economic security as it continues to serve as an example in the region and for all emerging economies.

Keywords: Financial, Literacy, Implications

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The Impact of Economic Risk Factors on Industry Stock Returns: An Empirical Investigation in The UAE Stock Market

Mahdy Elhusseiny¹*, Mariam Ali Alyammahi²

Abstract This study employs a multifactor pricing model in investigating industry stock returns in the United Arab Emirates (UAE) based on the work of Chen, Roll, and Ross (1986). A set of local macroeconomic factors are used, which is initially guided by the basic economic theory of asset pricing as possible explanatory factors of local industry stock returns. This study also employs a global version of the single-factor CAPM to test the effects of global risk factors on industries’ stock returns in UAE Stock market as well. Most of the work on this topic has been carried out to investigate the effect of different sets of local and global risk factors on the returns of either individual or portfolios of stocks regardless of industry type. For instance, Fama (1980), Chen, Roll, and Ross (1986), Poon, and Taylor (1991), and Altay (2003) employ different analytical methods such as the factor analysis technique or utilize regression processes in order to test the significance of different sets of local and global factors and their betas on portfolio stock returns. However, it would be appealing to investigate the returns at the industry level. The objective of this study is to add to the limited amount of literature by identifying and examining the extent to which innovations in several key local macroeconomic factors are reflected in the performance of different local industries stock returns. It also investigates to what extent the global risk factors have effects on industry’s stock returns. More specifically, three main questions are posed in this study. First, whether and to what extent do returns on local industries respond to changes in local macroeconomic risk factors? Second, whether and to what extent do returns on local industries respond to changes in global risk factors? Third, Is the impact on industry stock returns similar across industries? For this purpose, several local macroeconomic risk factors are constructed. These Macroeconomic risk factors are: Composite market Price, Exchange rate, Export of Goods, Imports of Goods, Industrial Production, Inflation, money supply (M1), money supply (M2), and Oil Prices, we also consult the world market index provided by The Global Financial Data (GFD) as proxy for the global risk factors. The results of this study should provide valuable empirical and practical contributions. First, the findings of this study should add to the limited research of the effect of macroeconomic risk factors as well as global risk factors on industry returns. Second, more practically, the findings of this study can be beneficial to investors and practitioners by improving their understanding of how local and global risk factors influence investment returns of different industries. Such an understanding should enable investors and practitioners to make more informed decisions with regard to allocating, timing, and diversifying their investment portfolios

Keywords: Economic, Empirical, Investigation

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Behavioral Agency and Corporate Entrepreneurship: 
Ceo Equity Incentives and Competitive Behavior

Carla D. Jones*

Abstract The influence of entrepreneurial behavior among established firms has been long studied. Yet little is known about how individual factors shape a firm’s choice to pursue entrepreneurship. To improve our understanding of internal factors influencing corporate entrepreneurship (CE), we combine behavioral agency and CE literature to explore the consequences of different forms of CEO equity compensation on firm-level entrepreneurial strategies. We test the contrasting effects upon entrepreneurial choices of (1) CEO restricted stock & stock options, and (2) the role of industry dynamics in shaping these relationships. We elucidate the CEO’s perception of risk consequences and provide insight regarding the consequences of CEO equity based pay. We use S&P 1500 firms, which are included in the Raven Pack database. Our time frame spans from 2000 to 2014. We obtained 159,729 headlines to capture competitive activity. Entrepreneurial actions refer to externally directed, specific, and observable moves initiated by firms to enhance their relative competitive position. We used fixed effects regression analyses on our panel dataset. Our results support that different types of CEO equity incentives differentially influence CE behaviors. Specifically, CEO stock option wealth is negatively related to CE, only when we include an interaction with industry dynamics. Similarly, CEO restricted stock wealth weakly positively influences CE, only as an interaction with industry dummies. Our findings suggest CEOs avoid CE as option wealth increases. Hence, to predict the role of equity incentives in influencing CE, it is necessary to integrate industry dynamics. Our findings provide a theoretical platform for predicting dimensions of entrepreneurial behavior and CEO equity ownership.

Keywords: Agency, Entrepreneurship, Incentives

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http://ibssh.org/

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contact@ibssh.org

Upcoming Events

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

Four Points by Sheraton Bur Dubai, UAE
VISION

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