IBSSH – Dubai UAE

2nd International Conference on Advance Research Methods Techniques in Economics, Business and Social Science (RTEBS)

February 15-16, 2019

Venue: Four Points by Sheraton Bur Dubai, UAE

Book of abstracts


Volume 02, Issue 13
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Office Address:
P.O Box: 35529 Al Garhoud, Dubai, UAE

Contact Email: Contact@ibssh.org
Organizing Committee

1. Mr. Abeer
   Conference Coordinator

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 Advance Research Methods Techniques in Economics, Business and Social Science (RTEBS)” 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 (February 15, 2019)**

**Venue: Room 1**

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<th>Activity</th>
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<tr>
<td>9:00 am – 9:20 am</td>
<td>Welcome Reception &amp; Registration</td>
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<td>9:20 am – 9:30 am</td>
<td>Opening Ceremony</td>
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<td>9:30 am – 9:40 am</td>
<td>Welcome Remarks – Conference Coordinator</td>
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<td>9:40 am – 9:45 am</td>
<td>Introduction of Participants</td>
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<td>9:45 am – 9:50 am</td>
<td>Group Photo Session</td>
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<td>9:50 am – 10:00 am</td>
<td>Grand Networking Session and Tea Break</td>
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### DAY 01 Friday (February 15, 2019)

**Session 1 (10:00 am – 11:00 am)**

**Track A: Business Management & Social Sciences**

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<td>RTEBS-FEB2019-109</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>
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<td>Shelly Daly</td>
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**Track B: Engineering & Technology, Computer, Basic & Applied Sciences**

| DBE-329-101 | The Role of abstract painting in the educational development of aesthetic criticism in interior design | Mayyadah Fahmi Hussein |

**Track C: Medical Medicine and Health Study**

| DBM-329-103 | Computational Strategies to 3D Organ Bioprinting - Osteogenesis Study Case | Maria Kersanach |

**Lunch Break (11:00 – 12:00 pm)**

**Closing Ceremony**
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 HUMANITIE
UAE cultural artifacts that may inhibit or complicate leadership of UAE nationals by non-nationals

Hanan Al Mazrouei*

Abstract Leading across cultures can be critical for global business success. This study investigates UAE cultural artifacts that may inhibit leadership of UAE nationals by non-nationals. Quantitative method was employed to discover the UAE cultural artifacts that may complicate leadership of non-nationals. The findings show that Arabic language, communication differences, time management and UAE focus on group aspects are the most important UAE culture that can complicate leadership of UAE nationals by non-nationals. The research identifies approaches expatriate leaders working in the UAE can employ to more effectively manage local staff. Expatriates currently on assignment in both cities will also find this useful. The article concentrates on management across cultures for expatriate leaders working in the UAE.

Keywords: Expatriate, Management, Arabic language, communication differences, time management and UAE focus on group aspects, UAE.

*E-mail: halmazrouei@uaeu.ac.ae
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

*E-mail: henmueltrainers@gmail.com
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

Lindenwood University, USA
*E-mail: sdaly@lindenwood.edu
TRACK B: ENGINEERING & TECHNOLOGY,
COMPUTER, BASIC & APPLIED SCIENCES
The Role of abstract painting in the educational development of aesthetic criticism in interior design

Mayyadah Fahmi Hussein*

Abstract Many educators believe that students can be given the knowledge needed to develop and analyze their own interpretations through aesthetic understanding, thus enabling students to think critically and look at art in different, more complete ways. From an educational point of view in criticism and analyses of interior design course especially in aesthetics criticism topic, the objective of this study is to develop curriculum for critical thinking into the paints doing by Syrian pantries Dr.Shafik shtay by using a new method to developing the process of criticism in interior design. Using various techniques (Representation, Expressionism, and Formalism). This study analyzes the potential benefits of an aesthetics curriculum through a review of art education literature especially in abstract paintings as well as interviews with practicing art educators also with the university of Petra 22 students in criticism and analysis of interior design course in 2018-2019. The data regarding the paints collected through published resources, open-ended interviews and surveys with 22 students also by colored photos and site visits the dr. Shafik exhibition in U.O.P 2018. The purpose of the study is to establish a new methods that interior design students can use it to broaden the criticism and analysis art curriculum in the educations of interior design. Also to provide a discussion of aesthetics in the context of design education and use examples from a student's criticism work to demonstrate the development of aesthetic awareness in practice. The conclusion of study focuses on using aesthetics in the art education curriculum. It also suggests a variety of approaches through which art educators may implement aesthetics in the classroom. Discussions of aesthetics were found in writings of Plato and Aristotle and continue to this day. Philosophers have defined aesthetics as a theory of the beautiful. Educators took this idea a step further in developing curricula and methods of educating that include aesthetics. It has been said in art education literature that aesthetics gives those who practice it a more complete understanding of art. To show the extent of benefits that aesthetics can have in art education, examples of aesthetic experiences are reviewed and discussed. The aesthetics as a philosophy of art has developed into methods used in education of criticism and analysis of interior design. These methods will be discussed. Using the knowledge that aesthetics reveals will demonstrate the importance of art through comparative analysis and historical variation. Aesthetics provide important knowledge about art that can give a classroom teacher motivational dialogue and stimulating ideas in teaching art. Helping students to understand the connection between art and aesthetics allows students to know more about and better understand the importance of each.

Keywords: Educational Development, Aesthetic Criticism, Interior Design.

*E-mail: mayada19732004@yahoo.com

Associate professor Department of interior design University of Petra/ Amman Jordan
TRACK C: MEDICAL, MEDICINE AND HEALTH SCIENCES
Computational Strategies to 3D Organ Bioprinting - Osteogenesis Study Case

Maria Kersanach¹*, Janaina Dernowsek², Jorge Vicente Silva³

Abstract  Biofabrication is an emerging and promising technology on the tissue engineering and regenerative medicine fields, being an alternative to tissue and organ transplants in the future. In this matter, we still have countless challenges to refine and to solve, because we need to pursue a truly understanding about biological phenomena happening at the tissue and organs in different levels, as the intra and intercellular interactions, the biomolecules, the biomaterials, and many others. The existing complexity is explicit and highly interdisciplinary. Therefore, this work proposes the creation of a predictive biomodel to obtain new knowledge related to biological phenomena, and consequently to produce microtissues using 3D bioprinting technology. From the use of mathematical and computational methods, simulations of biological phenomena are made through the transcription of the biomolecular processes described in the literature in logical and computational processes. With this methodology, we achieved a refinement of biological, physical, and biochemical parameters before the in vitro phase. Therefore, we developed a computational model of osteogenesis and angiogenesis from tissue spheroids to the production of bone matrix and vascularization.

Keywords: Biofabrication, Osteogenesis, Computational Model

¹University of Campinas and Renato Archer Information Technology Center, Brazil
*Email: mmboker@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

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School of Business Administration, Al Dar University College, Dubai UAE

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Department of International Management, MODUL University, Dubai, UAE

Assistant Professor Dr. Ana Stranjancevic
Department of International Management, MODUL University, Dubai, UAE

Professor K. Abdul Waheed
Institute of Management Technology, Dubai UAE

Associate Professor Dr. Anupam Mehta
Institute of Management Technology, Dubai UAE

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Venue

Four Points by Sheraton Bur Dubai, UAE
VISION

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