EURASIA RESEARCH LIVE ONLINE CONFERENCE PROCEEDINGS

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Preface:

Social Science And Humanities Research Association (SSHRA) is a global group of scholars, academicians and professionals from the field of Humanities and Social Sciences for encouraging intellectual development and providing opportunities for networking and collaboration. This association achieves its objective through academic networking, meetings, conferences, workshops, projects, research publications, academic awards and scholarships. The association is driven by the guidance of the advisory board members. Scholars, Academicians, Professionals are encouraged to freely join SSHRA and become a part of this association, working for benefit of academia and society through research and innovation.

For this conference around 40 Participants from around 9 different countries have submitted their enteries for review and presentation.

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Our mission is to make continuous efforts in transforming the lives of people around the world through education, application of research & innovative ideas.

KEYNOTE SPEAKER



Dr. Shahryar Sorooshian

Department of business administration, University of Gothenburg, Sweden

Topic: Preparation of organizations for the current industrial environment

Dr Shahryar Sorooshian gained his Ph.D. in industrial engineering from University Putra Malaysia. His lectures and research are in the field of industrial engineering and management. He has authored and co-authored several articles and books. He recently joined University of Gothenburg, in 2019. Prior to this, his most recent position was as associate professor at University Malaysia Pahang, where he achieved a few research medals and awards. He is an accredited management consultant, Lean six-sigma belt holder, certified graduate technologist, and a certified professional in engineering management.



Dr. Merissa B. Ocampo

Lecturer, Department of Nursery and Early Education, Fukushima Gakuin College, Japan

Topic: Interconnectedness: A Happiness Booster in the Classroom

She has been doing related researches on motivation, positive psychology and improvement of teachers' and students' well-being.



Dennis Relojo-Howell

Founder of Psychreg, United Kingdom

Topic: Promoting Resilience through Mental Health Blogging

Dennis Relojo-Howell is the founder of Psychreg and is the editor-in-chief of Psychreg Journal of Psychology. He holds a master's degree in psychology from the University of Hertfordshire.

PRESENTERS

KAN, Hing Ki (Mike) **ERCICBELLP2003063**	**Research Proposal - Relationship between Sustainability Orientations and Employer Attractiveness in Hong Kong's Graduate Labour Market** **KAN, Hing Ki (Mike)** **Division of Business and Hospitality Management, SPEED of The Hong Kong Polytechnic University, Hong Kong** **Abstract** **Achieving a good organization-person fit is vital to organizational survival and can also create a win-win phenomenon for both employers and job applicants. One of the factors of this 'fit' can hinge on how job applicants perceive whether their prospective employers have sustainability mindsets and practicesthat match their own 'sustainability orientation' ('SO') and SO can be one of the 'employer-attractiveness'('EA') influencing factors. However, the construct and definition of sustainability mindsets and practices and SO have been elusive or indefinite, subject to different social-cultural environments, time frame and value orientations of people.** **Seems that little research has been done in qualitatively investigating the relationships, if any, between the SO of undergraduate students in their senior years (full-time and part-time students) and Employer Attractiveness ('EA') in Hong Kong's graduate labour market.** **This study is trying to fill up this research gap. It tries to find out whether students' SO would influence their employment decisions towards organizations which have exhibited various extents and types of sustainable behaviors.** **This study will adopt a qualitative approach as the primary one, supplemented by a quantitative one; content-analysis and inductive analysis on data collected will be adopted. A focus-group interview approach is to be used, supplemented by a questionnaire survey and a post focus-group phone-interview (with individual focus-group members). The research is essentially constructionist, but incorporates a questionnaire survey.** **Stratified purposeful sampling is to be used and there will be around 100 participants, all undergraduate students at a tertiary institution in Hong Kong, at which the researcher has worked for over 20 years in teaching and programme-management.** **The outcomes of the research could be informative for both human resources management theory and practice in organisations where there is a debate over whether, and how, they should pursue a sustainability agenda. Furthermore, this research adds to literature which seeks to link corporate social responsibility orientation, employment recruitment and employer attractiveness.** **Keywords: Sustainability, Sustainability Orientation, Employer Attractiveness**
Tzu Hsien Yang **ERCICSSH2004096**	**The Representation of Female Image in Chinese Film** **Tzu Hsien Yang** **Department of Graphic Arts and Communications, National Taiwan Normal University, Taipei, Taiwan** **Abstract** **In recent years, the discussion of women's issues has been increasing year by year, and no matter in which field they are being paid more attention than in the past. As the mass media leading the trend of the times, the theme presented by movies often reflects the social issues and phenomena that people are focusing to. In the process of seeing movies, in addition to bringing their own experiences, they are more likely to learn new knowledge from them, and then view yourself and the world from different angles.The purpose of this study is to explore the representation of female images in Chinese movies.Content analysis was used to observe the age, job creation, job title, appearance, personality traits, etc. of female characters in the Golden Horse Awards for Best Feature Film. The results of the study found that, compared to the past, today 's Chinese films have shown less traditional female stereotypes, but there are still a few films that have gender stereotypes. In addition, the depiction of male characters and background stories are more diverse. It can be seen that in the film industry, the description of female characters still has room for improvement.**

	In the end, based on the conclusion, except forinterpreting and reflecting on the problems of contemporary Chinese film, this research also puts forward relevant suggestions, looking forward to giving film practitioners as a reference, and the directions that future research can continue to study. **Keywords: Chinese Film, Female Image, Representation**
Yoko Shirasu **ERCICSSH2004104**	**Motivational Factors to Study English through Short-term Study Abroad Program** **Yuko TOMOTO** **Yoko SHIRASU** **Faculty of English Education Centre, Yokohama College of Commerce, Kanagawa, Japan** **Abstract** **The purpose of this research was to investigate the effectiveness of our two-week-intensive English learning program at our affiliated school in US, University of Pittsburgh at Bradford. In 2019, one of the authors on this research led the group of students there and observed the transition on the students not only in the aspect of language ability but also in motivational aspect during and after the program.** **All the students fully enjoyed both the program's All in English classes given by the American professor and other excursion activities on and off campus. Students were satisfied with their L2 self-esteem and have become more self-content, and their motivation to study English has beenconsiderablystrengthened through the program. However, some students show little improvement on their test scores.** **Our research question is what the influential factors on their improvement of English are. There are students who have improved their post-program English test scores and those who have not improved. To find out what hindered their English acquisition and what helped them, both quantitative and qualitative researches were made. We conducted individual in-depth interviews as well as questionnaire after returning back to Japan. Also, students wrote feedback reports as post-program assignment, and they were analyzed by text-mining method. Students also took English proficiency tests before and after the program, and their scores were compared and analyzed.** **We would like to make the best use of the research resultsto improve our program for the next year.** **Keywords: L2 self, Motivation, Language Learning, Intensive Study Abroad program**
 **Morgan Mattler** **ERCICSSH2005177**	**The Implications of Donald Trump's Policies Toward the Israeli-Palestinian Peace Process** **Morgan Mattler** **Student of Political Science and Economics , Grand Valley State University, Grand Rapids, Michigan** **Abstract** **The purpose of this paper is to study and analyze the policies of President Donald Trump towards the Israeli-Palestinian peace process. A case is built on the effect of the policies, and then analyzed on the implications of such decisions towards the future of the conflict. Through a background on the history of the conflicts peace talks, a literature review of multiple journal articles, and a deep assessment of the implemented policies, we can conclude that the already shaky history of the Israeli-Palestinian peace process was only worsened by Donald Trump, no doubt moving the process decades back, and potentially eliminating the desire of a two-state solution.**
Chao Gu **ERCICSSH2005193**	**A Discussion of The Relationship Model of the Purchase Intention of Brands, as Based on Food Safety Issues** **Chao Gu** **Department of Media Design, Tatung University, Taipei, Taiwan** **Yonghang Huang** **Department of Information Management, Tatung University, Taipei, Taiwan** **Wei Wei** **School of Design, Chaoyang University of Technology, Taichung Taiwan**

Shuyuan Lin
Department of Media Design, Tatung University, Taipei, Taiwan

Abstract

In recent years, food safety issues have been occurring in Taiwan, making food safety increasingly concerned and valued. Some people think that they should not buy the brands that have had food safety problems, while others think they can continue to buy the brands that have had food safety problems because the brands have made adjustments. For brands that have had food safety issues, the complex and diverse consumer attitudes are worth discussing. This study examines the relationship model of the subjects regarding brand image, food safety certification trust, brand trust, brand loyalty, and purchase intention of brands with food safety problems. The research methods used in this study include literature review, expert interview, and questionnaire survey, and data analysis methods include exploratory factor analysis, confirmatory factor analysis, and regression analysis. Finally, this study proposes the tested relationship model. The results of this study can provide certain reference and theoretical basis for solving the food safety problems of brands.

Keywords: Consumer Behavior, Brand Image, Brand Trust, Food Safety Certification Trust, Brand Loyalty, Purchase Intention

Amir Mohammad Bamdad Machiani
ERCICSSH2006114

Persian Sufism History in Ancient Iran: A Semiotic Study Of The Mystical Symbols Of Kamal Al-Din Behzad's "Dancing Dervishes" Miniature Based On Jami's Epistemological Ideology

Amir Mohammad Bamdad Machiani
Department of Humanities, Faculty of Foreign Languages and Literature, University of Kashan, Kashan, Iran

Abstract

One of the Exquisite Manifestations in the compounding of literary and artistic sciences is the synthesis between the Study of Para-Textual branch of Art and Literature. The explicit schema that derives from combining Art and Literary sciences is that the sciences mentioned, Para-Textually, have similar semantic layers that can be analyzed in a convergent way by analyzing Semiotic Methodology. In this article, based on the Para-Textual and semantic roots of Persian Sufism literature and Persian Miniature, the "Dancing Dervishes" Miniature by Kamal al-Din Behzad has been analyzed with looking at Jami's Epistemological Ideas. Since the language of Persian Sufism Literature and Miniature is symbolic, this paper aims to decode symbols to examine the History of Persian Sufism and a review of Behzad's Miniatures and his thoughts based on the Jami's Epistemological Ideas in order to analyze Sufi rituals in Ancient Iran.

Keywords: Persian Miniature, Sufism Literature, Jami, Kamal al-Din Behzad, Semiotic study, Symbolism



Fariza Anggraini
ERCICSSH2007071

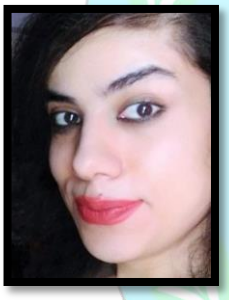
Diffusion of Innovations in Consumer Behavior of Online Buyer on the National Cyber and Code Agency Training Center Staff

Fariza Anggraini
Faculty of Communication, Jakarta Institute of Social Sciences and Political Science, Jakarta, Indonesia

Asrul Mustaqim
Jakarta Institute of Social Sciences and Political Science

Abstract

Information technology has changed the way of human life, especially in internet-based technology. The use of internet-based facilities lately is in a great demand because it can make communication more effective and efficient. For example the activities based on online nowadays is shopping through online shops. Database research shows that in 2018, the number of e-commerce transactions in Indonesia has reached around 144 trillion Rupiah. It means that Indonesian people have a tendency to shop through online media. As many as 86% of Indonesian internet users shopping online through any device. Online shop is one of the innovations in shopping activities.

	One of the online buyer is BSSN Training Centre employee. This research is a qualitative study using the Divusion of Innovation Theory. The aim of this research is to see how the diffusion ofinnovation in consumer behavior of online buyer among BSSN Training Centre Staff, as well as thesupporting and inhibiting factors of diffusion of innovation. The results showed that the diffusion of innovation in consumer behavior of online buyer among BSSN Training Centre employees was widespread, as evidenced by changes in how shopping at BSSN Training Centre employees who have now utilized online shop as one of the buying and selling media. However, even though the existence of an online shop can be well received, all informants are of the opinion that an offline shop is still needed. **Keywords: Diffusion of Innovation, Internet, Online Buyer, Online Shop**
A.K.Isabekova **ERCICSSH2007074**	**The Usage of Synergic Approach in Professional Development of Teacher** **A.K.Isabekova** **Zhetysu State University named after Ilyas Zhansugurov, Taldykorgan, Kazakhstan** **Abstract** **The article is dedicated to the development of the professionalism of the teacher on the basis of synergic approach. It covers the main factors contributing to the professional development of teachers in the modern school. One important factor in this development is the methodical, aswell as scientific work of the teacher, which is implemented through the participation of a teacher in methodic conferences and seminars, further education and transition courses, as well as self-conducted search of the necessary scientific and methodical literature, implemented by the teacher. Synergic approach plays an important role in shaping the development of professionalism and creativity of theteacher.** **Keywords: Intellectual Facility; Self-Actualization; Self-Perfection; Priority; Professionalism; Synergic Approach**
 **Mehrnoosh Pirhayati** **ERCICSSH2008078**	**Proposing a Model and Framework for Translation Quality Assessment (TQA)** **Mehrnoosh Pirhayati** **M.A. in English Language Translation, Department of English Language, Science and Research Branch, Islamic Azad University, Tehran, Iran** **Abstract** **The researcher tried to propose a model of assessing the quality of translation, and a framework to detach this vital assessment from its pure quantitative aspect. The researcher distinguished translation from the other products such as re-writing, writing, and adapted writing and defined a scale for the act of translation by making distinction between translational strategies and those (translational) strategies that are used for re-writing or mixed-up with re-writing such as addition, and paraphrasing. This research depicts that Translation Quality Assessment (TQA) must be based on the rational critical view and rejects the limitation of rating-oriented quality assessment. This research focuses on the role of Translation Criticism (TC) in both process-oriented and product-oriented assessments of the quality of translation. This model sheds the light of TC on the inter-semiotic, and visual aspects of translation and regards them very important factors and vital elements to give the credit of good quality to translation. This proposed model gives the scientific appearance to TQA and also it is very functional. Those who can benefit from this proposed model of TQA and the framework are translation students, translation criticizers, and translation quality assessors.**
	**Representation of Mythology in Augmented Reality Environment** **Assistant Professor Dr. Bahadir Ucan** **Department of Communication Design, Yildiz Technical University, Istanbul, Turkey** **Assistant Professor Dr. Ertan Toy** **Faculty of Art and Design, Yildiz Technical University, Istanbul, Turkey** **Assistant Professor Dr. Ismail Erim Gulacti** **Faculty of Art and Design, Yildiz Technical University, Istanbul, Turkey**

Assistant Professor Dr. Bahadir Ucan
ERCICSSH2009060

Assistant Professor Dr. Mehmet Emin Kahraman
Faculty of Art and Design, Yildiz Technical University, Istanbul, Turkey

Abstract

In this research, it is aimed to represent the elements included in oral and written traditions such as mythology, epic and story on virtual reality environment. Models and designs were created on Blender 2.80, which can be used as free and open software. Within the scope of the project, augmented reality feature added to character designs created by using mythological characters. With the help of augmented reality created through the Artivive software, models gained feature that enables interactive participation of audience over the phone / tablet. The exhibition of the project provided an interactive participation opportunity to the audience with augmented reality experience. This research has been supported by Yildiz Technical University Scientific Research Projects Coordination Department. Project Number: SBA-2019-3749 Augmented Reality Applications Using Three Dimensional Models.

Keywords: Three-Dimensional Modeling, Design, Augmented Reality, Virtual Reality, Mythology

Smaro Agagiotou
ERCICSSH2009072

The impact of on-the-job training on employees' productivity in coffeehouse chains in Greece

Agagiotou Smaro
Msc, Phdc, Sociologist, University of Macedonia, Thessaloniki, Greece

Abstract

The present study examines the relationship between coffeehouse chains employees' on-the-job training and their productivity, as factors that may have contributed to the sector's development during the economic crisis in Greece. The study's sample consisted of 175 coffeehouse chains employees in Thessaloniki, Greece. The required data were collected using Job Training and Job Satisfaction Survey (only the part related to job training), developed by Schmidt (2004) and Job Performance Scale, developed by Williams and Anderson (1991). The results of this study showed that there is a significant and positive relationship between the sample's on-the-job training and their productivity, and thus, this training constitutes a predictive factor for the employees' productivity. Findings also revealed that women and older employees in coffeehouse chains evaluated training as more important than men and younger employees. Similar results were observed with respect to the relationship between age and productivity, as younger employees had lower productivity. As coffeehouse industry is a crucial sector for Greek economy, further studies on job's characteristics and employees' well-being should be conducted.

Keywords: Training, productivity, coffeehouse chains



Dr. Dilhani Dissanayake
ERCICSSH2009082

Beyond the Spice: the Cultural Value of Cinnamon

Dr Dilhani Dissanayake
Department of History, La Trobe University, Australia

Abstract

Cinnamon is an extraordinary commodity which has come to represent Sri Lankan culture far beyond its economic value. As a native plant to the island, cinnamon has a long-standing association with Sri Lankan culture and identity. Its unique aroma and the medicinal and edible qualities attributed to it captured the imaginations of individuals and empires. Cinnamon has never been confined solely to the cookery pot, whether as a spice in curries, or a flavour in baking. The focus of this paper is to investigate the cultural value of cinnamon to Sri Lanka. To develop this idea, I examined a variety of primary and secondary sources.

Keywords: Cinnamon, Culture, Commodity, Sri Lanka

LISTENERS

BoyataWenziAristote **Ministere Des Affaires Sociales, Kinshasa, R.D., Congo** **ERCICSSH2002049**
Paschal Onyia **Business Development, Patcy Global Resources, Rivers State, Nigeria** **ERCICBELLP2004058**
Niyonkomezi Lys-Bella **Faculty of Information Technology, University of Uganda Christian University, Uganda** **ERCICSSH2005129**
Ben Obrey **Pastor, Accra, Ghana** **ERCICBELLP2005105**

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