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**July 30-31, 2016
Casablanca, Morocco**

CONFERENCE PROCEEDINGS

BOOK OF ABSTRACT BESSH-2016

**International Conference on
“Business Economics, Social Science & Humanities”
(BESSH-2016), Casablanca, Morocco**

Book of Abstracts Proceedings

**International Conference on
“BUSINESS, ECONOMICS, SOCIAL SCIENCE &
HUMANITIES”
(BESSH-2016)
Casablanca, Morocco**

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**“Business, Economics, Social Science & Humanities
(BESSH-2016)”**

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**International Conference on
“Business Economics, Social Science & Humanities
Casablanca, Morocco”**

**Venue: Kenzi tower Hotel Twin Center, bd
Zerktouni, 20 100 Casablanca Morocco**

ORGANIZING COMMITTEE

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4. Mr. Leon Yap

Conference coordinator

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CONFERENCE CHAIR MESSAGE

Dr. Malika Ait Nasser

International Conference on “Business Economic, Social Science & Humanities” 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 honourable 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. Malika Ait Nasser

Conference Chair

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KEYNOTE SPEAKER



Walayet A. Khan is Professor of Finance and Research Director of Institute of Global Enterprise in Indiana at University of Evansville (UE), Indiana, USA. He received his Ph.D. in finance from the University of Arkansas, Fayetteville, in 1990. Dr. Khan is a recipient of several teaching and research awards including 1996 outstanding teacher of the year (UE), 2008 and 2013 outstanding researcher, Schroeder School of Business, and 2006 and 2014 UE Global Scholar. Professor Khan maintains a consistent record of scholarly work. He has published papers in numerous finance journals, including the *Journal of Financial Research* and the *Financial Review*. Dr. Khan has served as a consultant to many national and regional organizations, including the Philadelphia Stock Exchange, the Chicago Stock Exchange, and Attain (Electronic Communications Network).

KEYNOTE SPEAKER



Dr. Farhan Alshammari is assistant professor and dean of College of Nursing at University of Hail, Saudi Arabia. In addition he is the Chairman of Nursing College Dean's committee at Saudi Universities. He is involved in many research projects.

Conference Program

DAY 01 Saturday (July 30, 2016)
Welcome Reception & Registration
9:00– 9:30 am

Opening Ceremony (09:30 – 10:00 am)
Venue: Room 1

09:00 am – 9:15 am	Introduction of Participants
09:15 am – 9:25 am	Welcome Remarks – Dr. Malika Ait Nasser – Conference Coordinator Academic For a
09:25 am – 09:45 am	Key Note Speech – Walayet A Khan – Schroeder Family School of Business Administration, University of Evansville, USA
09:45 am – 10:05am	Key Note Speech – Dr Farhan Alshammari – University of Hail, Saudi Arabia
10:05am – 10.15 am	Group Photo Session

Grand Networking Session and Tea Break (10:15– 10:30 am)

DAY 01 Saturday (July 30, 2016)

Session 1 (10:30 am – 12:00 pm)

Venue: Room 1

Session Chair: Mr. Leon Yap

Track A: Engineering & Technology, Computer, Basics & Applied Sciences Studies

CME-576-104	Semi-Analytic Method for Solving the Lane-Emden Boundary Value Problems	Helmi Temimi
CME-576-105	Harmonic Mitigation Using Shunt Active Power Filter Based on PQ theory	Tali Mouna Eljadida
CME-576-110	New Underestimator for Twice Differentiable Functions with Bounded Variables	Djamel Aaid
CME-576-111	Microstructural Analysis and Mechanical Properties of Cr 13 Ni 5 Mo 2 Super Martensitic Stainless Steel	Tlili Samira
CME-576-106	The Electric Vehicle Technology as Exploits for Cyber Attacks Next Generation of Electric Power System	Said Ahmed

Lunch Break (12:00-01:00pm)



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DAY 01 Saturday (July 30, 2016)

Session 2 (01:00 – 02:30 pm)

Venue: Room 1

Session Chair: Mr. Leon Yap

Track B: Business, Economics, Social Sciences & Humanities

CMS-576-101	Effects of Message Variation and Communication Tools Choices on Consumer Response	Boonchai Hongcharu
CMS-576-106	Required Competencies to Successfully Manage an Organizational Change Project?	Abdelhadinaji
CMS-576-107	The Dynamics of Sales on-line for Saudi Private Organizations	Dr. Abdulwahab Shmailan
CMS-576-108	Mass Culture, Media and Propaganda: A Case Study of Chinese Management	Andrew Chan
CMS-576-109	Inflation and Economic Growth Causality: Empirical Evidence from SAARC Countries	Walayet A Khan

Tea Break (02:30- 02:45pm)



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DAY 01 Saturday (July 30, 2016)

Session 3 (02:45 – 04:00 pm)

Venue: Room 1

Session Chair: Dr. Nidal Mohammed Abu Diab

Track C: Medical, Medicine & Health Sciences

CMM-576-103	Toxoplasmosis : Epidemiology and Diagnosis in Immuno Compromised Patient	Pr Tlamcani Zineb
CMM-576-104	Pneumocystosis: Laboratory Diagnosis	Pr Tlamcani Zineb
CMM-576-106 & 106A	Children from Migrant Families	Marzena Kruk & Joanna Bielecka-Prus
CMM-576-105	Simulation-based Training among Bachelor of Science in Nursing Students of University of Hail enrolled in Critical Care Nursing Practice	Dr Farhan Alshammari



LIST OF CONFERENCE ATTENDEES

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

Sr. No	Official ID	Name	Affiliation Details
1.	CMM-576-107A	Dr. Nidal Mohammed Abu Diab	Jazeera Pharmaceutical Industries. (JPI), Saudi Arabia
2.	CMM-576-109A	Dr Mohammad Al Hamawi	Consultant PM&R, Doha Qatar

Closing Ceremony

DAY 02 Sunday (July 31, 2016)

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 & HUMANITIES**



Effects of Message Variation and Communication Tools Choices on Consumer Response

Boonchai Hongcharu*

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Thailand

Abstract

The use of a variety of message formats has been a concern in marketing communications planning. In the midst of budget constraints, marketers are also worried about placing messages in one or more multiple communication tools. This paper explores the effects of using of one or more message variation and one or more communication mix elements on advertising and sales promotion through a real brand in an experimental study. The results are useful for marketers in message and media planning in their marketing communication campaign. Implications on the findings which can benefit marketing communications planning will also be provided.

Keywords: Advertising, Sales Promotion, Message Variation, Marketing Communication Tools, Experimental Study In Marketing

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Required Competencies to Successfully Manage an Organizational Change Project?

Abdelhadinaji*

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Abstract

This research aims to make available to leaders a managerial tool that allows them to better manage a change project within their companies. The purpose of this research, mostly exploratory, is to identify a set of competencies critical to carrying out a change. As approaches to develop competencies are different from one country to another, we decided in this research to use a method that is in line with the British school of thought, according to which a competency is a requirement that must be satisfied once identified following an assessment of the outputs of a project. To develop our tool, we started with the survey of specialized literature on selected competencies by various authors. Subsequently we combined two methods, one qualitative and another quantitative (administration of a questionnaire developed from the results of the qualitative study). The results of this research show that the proposed competencies' structure was largely confirmed. Statistical analysis upheld much of the competencies' content. Like any research, limitations have been associated with this work and we suggested avenues of research to consolidate the results obtained.

Keywords: Competencies, Change Management, Leadership, Change Success

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The Dynamics of Sales On-line for Saudi Private Organizations

Abdulwahab Shmailan*

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Abstract

There is enough evidence to support the need for any private organization that sells on line to increase their presence. On line sales are growing yearly around the world and in the gulf countries; especially in Saudi Arabia. In this study around 120 Saudi private organizations were reviewed to see how their products and services on line in contrast to their traditional sales. The aim of this study is to show the percentage of sales conducted on line through organizations in Saudi Arabia. It also to show what percentage of advertising is done on online instead of traditional advertising. The study will attempt to find out what are the obstacles and motivations facing Saudi organizations in doing sales on line.

Keywords: Obstacles, Motivation, Sales On Line, Saudi Private Organizations

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Mass Culture, Media and Propaganda: A Case Study of Chinese Management

Andrew Chan*

City University of Hong Kong, HK

Abstract

Despite Western demonization of Mao Zedong, the symbolic status of the Party's leader does not subside within China. A continual battle of China's past was contested throughout the last 67 years of the Republic. As a case in point the Chinese ruling party has a well-tested mechanism of propaganda. Propaganda, a pejorative word in the West, is still thriving in China. This session puts value-judgment in suspension and considers the methods of inculcating values into the minds of cinema audience by the Chinese Communist Party through mass culture. Motion picture serves the purpose of propaganda. This workshop begins with a mini-case study episode of the Chinese Communist Party (CCP) using cinematic reconstruction to rehabilitate once Peking University Vice Chancellor and Chinese Ambassador to the USA, Mr. Hu Shih who became a prisoner of war under New China regime in 1949, later a fugitive to Taiwan. The movie re-represented him as a mentor of Chairman Mao Zedong in the 2011 CCP-backed mega-movie production *The Beginning of the Great Revival*. In the movie, young Mao was given chores to do in the reading room of the library of Peking University by Li Dazhao, a co-founder of the CCP. Young Mao appeared as one of the attentive and admiring students Hu Shih's university lectures. Through this cinematic reconstruction, the once politically discredited Hu was de facto "rehabilitated" or pin fang. This characterization of their encounter served practical purposes under the current political atmosphere in China, and here is the argument of the power of words.

Keywords: Media, Management, Culture

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Inflation and Economic Growth Causality: Empirical Evidence from SAARC Countries

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Abstract

SAARC countries namely Bangladesh, India, Pakistan, Bhutan and Nepal are always under pressure from World Bank, IMF and ADB to control inflation rates in order to accelerate economic growth. This study will re-examine the said prescription provided by these developing partners, using dynamic panel causal model. We have employed panel unit root testing, Johansen-Fisher panel co-integration test, panel VECM and F statistics. The Johansen-Fisher test confirms that variables are co-integrated. Estimation based on Panel VECM reveals that there exists long run causality running from inflation to economic growth indicating that inflation predicts economic growth. Any restrictive policy suggested by developing partners may harm economic growth. We neither find short run nor long run causality from economic growth to inflation indicating that economic growth does not cause inflation.

Keywords: Causality, Inflation, Economic Growth, Developing Partners

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**TRACK B: ENGINEERIG & TECHNOLOGY,
COMPUTER, BASICS & APPLIED SCIENCES**



Semi-Analytic Method for Solving the Lane-Emden Boundary Value Problems

Helmi Temimi^{1*}, Mohamed Ben Romdhane²
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Abstract

In this work, we introduce a semi-analytic method based on the Newton-Raphson-Kantorovich approximation in function space to solve the Lane-Emden type problems. A quasi-linearization technique is performed to reformulate the problem leading to an iterative scheme. Such scheme consists in a linear ordinary differential equation that uses the approximate solution from the previous iteration to estimate the unknown solution of the current iteration. At every iteration, a further discretization of the problem is achieved which provides the numerical solution with low computational cost. Numerical simulation shows the accuracy as well as the efficiency of the method.

Keywords: Semi-Analytic, Newton Raphson Approximation, Discretization

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Harmonic Mitigation Using Shunt Active Power Filter Based on PQ theory

Tali Mouna Eljadida^{1*}, Nasser Tamou Abat²
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Abstract

Most of the pollution issues created in power system are due to the nonlinear loads and power electronic equipment, more than passive filter, Active power filters have been developed over the years to solve these problems to improve power quality. In this paper, three phase shunt active power filter is proposed to compensate harmonics power generated by nonlinear load, which compensate the current harmonics by injecting compensating currents which are equal but opposite in phase. The harmonic and reference currents are calculating by using instantaneous power theory also known as pq theory. the main aim of this paper is to reduce the total harmonic distortion THD in the source current. PQ theory has been purposed to verify its performance and ability to compensate the harmonics and reactive power. a number of simulation on Matlab/Simulink have been performed for the shunt active filter for multiple non-linear loading.

Keywords: Shunt Active Power Filter; PQ Theory, Total Harmonic Distortion THD, Non Linear Load

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New Underestimator for Twice Differentiable Functions with Bounded Variables

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³Département de Mathématiques, Université de Tizi-Ouzou, Algeria

Abstract

In this paper, a new global optimization method is proposed for an optimization problem with twice-differentiable objective function a single variable with box constraint. The method employs a difference of linear interpolant of objective and a concave function, where the former is a continuous piecewise convex quadratic function under estimator. The main objectives of this research are to determine the value of lower bound that does not need an iterative local optimizer. The proposed method is proven to have a finite convergence to locate the global optimum point. The numerical experiments indicate that the proposed method competes with another covering method.

Keywords: Global Optimization, Branch and Bound, Piecewise Convex Underestimation, Explicit Solution

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Microstructural Analysis and Mechanical Properties of Cr 13 Ni 5 Mo 2 Super Martensitic Stainless Steel

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Abstract

Super martensitic stainless steel Cr 13 has been widely used in many applications particularly in the oil field for their superior mechanical properties and a corrosion resistance. In the present work, we study the microstructure and mechanical properties of a super martensitic stainless steel Cr 13% Ni 5% Mo 2% after quenching treatment at 1050 °C and tempering at 700 °C for 1 hour. Chemical analyzes were obtained by X-ray fluorescence and EDS / SEM. The experiment results that microstructure after heat treatment consisted of martensite and residual austenite estimated at 29%. For mechanical analysis, several methods of investigation were used namely micro indentation, testing tensile and charpy impact test. The friction wear is investigated in dry conditions and ambient air by pin-on-disk tribometer at 2, 6 and 10N load against WC ball. The friction coefficient (COF) varied from 0.62 to 0.56 and wear rate varied from $2.4 \cdot 10^{-3}$ (mm³/N.m) to $0.6 \cdot 10^{-3}$ (mm³/N.m). The wear mechanism was studied by scanning electron microscopy.

Keywords: Super Martensitic Stainless Steel, Heat Treatment, Structure, Mechanical Properties, Wear

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The Electric Vehicle Technology as Exploits for Cyber Attacks Next Generation of Electric Power System

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Abstract

In recent years, the attention of automakers to integrate technology in electric vehicles. Also, linking intelligent transportation systems and their applications. It becomes a link between the Smart Energy Systems and Systems smart mobility and the development of its and benefits, but it has an impact negatively on systems others like the smart grid. Therefore, the numbers of cyber-attacks are increasing rapidly. The cyber terrorists are seeking to find a new component. Execution number of attacks to advanced power system knowledge may be able to create an integrity, availability or confidentiality attack on the network. Order to ensure protection for ourselves, it is necessary to detect vulnerabilities in critical systems before terrorists or other adversaries are able to exploit them. To destroy a country's physical electric power infrastructure that is considered the backbone of each activity by attacking its control system through cyber means has become an important way to weaken as platform cyber-attack to network example in energy systems and in this paper we provide the electric vehicle as bridge or platform to attack malicious programs on the energy networks, a concept that explains How can It use the electric vehicle technology equipped with all technical connections and software as the point exploits attack on sensitive areas with in management energy, the transport network, and power distribution lines by injecting data or part of attack.

Keywords: Electric Vehicle Technology, Vulnerability, Smart Grid, Vehicle-To-Grid

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TRACK C: MEDICAL, MEDICINE & HEALTH SCIENCES



Toxoplasmosis: Epidemiology and Diagnosis in Immuno Compromised Patient

Pr Tlamcani Zineb*

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Abstract

Toxoplasmosis is a common chronic infection in humans caused by intracellular Protozoan: *Toxoplasma Gondii*. Serious disease can develop due to *Toxoplasma* reactivation in immunocompromised individuals especially in AIDS including cerebral toxoplasmosis and chorioretinitis. In this presentation we will give the parasitological aspect of the causatif agent , the epidemiology and diagnosis of toxoplasmosis in immunocompromised patient. *T. gondii* belongs to the phylum of Apicomplexa. There are three infectious forms of this protozoan including oocysts, tachyzoite and bradyzoites. The parasite infects mammals, humans but the definitive host is represented by felid (cats). Toxoplasmosis is an opportunistic infection distributed worldwide, almost a third of the world's human population is estimated to carry a *Toxoplasma* infection. The transmission can be made by contaminated water or food by oocysts, Undercooked meat, Mother to fetus, Organ transplant and Blood transfusion. 750 deaths caused by toxoplasmosis are estimated in the United States each year. the association of HIV and toxoplasmosis seroprevalence are distinct in different areas of the world. Certain authors revealed higher prevalence of *T. gondii* specific IgG in HIV-infected patients (>70%) when compared with non-infected individuals others would not find any variations between the two groups Immunocompetent adults are usually asymptomatic. Infection acquired during pregnancy may cause severe damage to the foetus. In immunocompromised patients reactivation of latent infection can cause life-threatening encephalitis and chorioretinitis. *T. gondii* infection may be diagnosed indirectly with serological methods and directly by Polymerase Chain Reaction (PCR), hybridization, isolation, and histology. Definitive diagnosis in immunocompromised people is based on direct detection of the parasite.

Keywords: Toxoplasmosis, Diagnosis, Immunocompromised Patient

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Pneumocystosis: Laboratory Diagnosis

Pr Tlamcani Zineb*

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Abstract

Pneumocystis is a respiratory disease due to a fungus *Pneumocystis jirovecii*. It is the most common opportunistic infection linked to the profound immune deficiency (AIDS ++) that can be fatal without treatment. Pneumocystis stills a major cause of death in patients with AIDS in United States. Diagnosis is based on clinical, radiological and biological criteria. Laboratory plays a vital role in the diagnosis confirmation by the research of organism on respiratory samples such as broncho-alveolar lavage or induced sputum. Direct examination remains the gold standard of diagnosis using different techniques: Giemsa stain, Gomori-Grocot, Toluidine blue or IF. Giemsa can detect trophozoites and cyst forms but not cyst wall, Gomori-Grocot and Toluidine blue stains the wall of *Pneumocystis* cysts.

Keywords: *Pneumocystis jirovecii*, AIDS, Broncho-Alveolar Lavage

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Children from Migrant Families

Marzena Kruk¹, Joanna Bielecka-Prus^{2*}

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Abstract

Migration of families, the issues widely discussed by scientists, politicians and journalists. Transnational Families face many challenges and problems. The biggest impact of this separation bears children from migrant families, which are called eurosierotami. Euro-orphan hood is not only a problem of individual families but social. Migratory mothers and fathers are facing the new challenge of motherhood and fatherhood distance But if we can rightly speak of a child whose parents are abroad, that is euro-orphans? After all, even in case of migration of the double and the long separation from their parents / parent of the children still have a mother and father. Children of migrants who often do not understand the decision of migration leaving parents remain at home under the care of other people: grandparents, family, neighbors. Therefore, we can talk about eurosierotwie as a social problem. The article is to present the situation of families and the problem of transnational Euro-orphan hood based on empirical research conducted within the project Polfamigra. A particularly important aspect is to show the different dimensions of Euro-orphan hood themselves children of migrants and caregivers relatives (grandparents, family) and further (social workers, teachers), and the presentation of proposed solutions.

Keywords: Transnational Families, Migration, Euro-Orphan hood, Support, Care

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Simulation-based Training among Bachelor of Science in Nursing Students of University of Hail enrolled in Critical Care Nursing Practice

Dr Farhan Alshammari*

College of Nursing, University of Hail, Dean, Saudi Arabia

Abstract

This study aims to explore the benefits perceived by nursing students of the College of Nursing at the University of Hail on a simulation-based training (SBT) for selected procedures in the course Critical Nursing Care Practice. The study will utilize a quantitative descriptive normative design. A five-part research instrument developed by the research investigators based on literature review that will be used for data gathering will include student respondent demographics, an assessment of their level of satisfaction on the SBT, an assessment of the student respondents' perceived SBT outcome in terms of their improvement in various nursing skills and an assessment of their perceived quality of the SBT. Convenience sampling will be employed to generate the student respondents from the study population. The results of the study will be used to generate an action plan for the integration of pre-clinical simulation based training in the different course offerings of the BSN program for the next academic year.

Keywords: Simulation Based Training, Demographics, Pre-clinical Simulation

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