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CONFERENCE PROCEEDINGS

BOOK OF ABSTRACTS BESSH-2016

**International Conference on
“Business Economic, Social Science & Humanities”
(BESSH-2016), Dubai, UAE**

Book of Abstracts Proceeding

**International Conference on
“BUSINESS ECONOMIC, SOCIAL SCIENCE &
HUMANITIES”
(BESSH-2016)
Dubai, UAE**

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Proceedings of the International Conference on

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

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TABLE OF CONTENTS

ORGANIZING COMMITTEE	V
CONFERENCE PROGRAM COORDINATOR MESSAGE.....	VI
LIST OF CONFERENCE ATTENDEES	XII
TRACK A: BUISNESS, ECONOMICS, SOCIAL SCIENCES & HUMANITIES	13
1. CLARIFYING THE FUZZY NATURE OF POWER AND POLITENESS: A LITERATURE REVIEW	14
2. THE MODERATING EFFECT OF ORGANIZATIONAL JUSTICE ON THE RELATIONSHIP BETWEEN INTEGRITY AND ORGANIZATIONAL CITIZENSHIP BEHAVIOR IN EDUCATIONAL INSTITUTIONS.....	15
3. CITIZENSHIP AND THE QUEST FOR NATIONAL INTEGRATION IN NIGERIA	16
TRACK B: ENGINEERING & TECHNOLOGY, COMPUTER, BASIC & APPLIED SCIENCES.....	17
4. AGRICULTURAL WASTE AS ALTERNATIVE SOURCE OF ALKALI	18
5. COMPARING TWO METHODS FOR HANDLING DROPOUTIN REPEATED MEASURES DATA: A SIMULATION STUDY USING SAS SOFTWARE.....	19
6. DATA MINING TECHNIQUES FOR EXTRACTING THE PATTERNS OF REPORTS FROM THE GRADUATES' INFORMATION FILE	20
7. A COMPARISON OF DYNAMIC BEHAVIOURS OF MINDLIN, SHEAR, ROTATORY AND KIRCHOFF PLATES SUPPORTED BY SUBGRADE UNDER MOVING LOAD	21
FUTURE EVENTS.....	22

**International Conference on
“Business Economics, Social Science & Humanities
Dubai, UAE**

Venue: Flora Grand Hotel Diera Dubai UAE

ORGANIZING COMMITTEE

4. Mr Metin Gurani

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CONFERENCE PROGRAM COORDINATOR MESSAGE

Ms. Ani Wahyu

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.

Ms. Ani Wahyu

Conference Program coordinator
Email: aniwahyu@academicfora.com
BESSH-2016

DAY 01 Friday (January 22, 2016)

Welcome Reception & Registration

9:00– 9:30 am

Opening Ceremony (09:30 – 10:00 am)

Venue: Room 1

09:30 am – 9:40 am	Introduction of Participants
09:40 am – 9:50 am	Welcome Remarks – Mr Metha –Conference Coordinator Academic Fora
09:50am – 10.00 am	Group Photo Session

Grand Networking Session and Tea Break (10:00– 10:30 am)



DAY 01 Friday (January 22, 2016)

Session 1 (10:30 am – 12:00 pm)

Venue: Room 1

Session Chair: Mr. Ajaelu Henry Chidiebere

Track A: Business, Economics, Social Science & Humanities

DBS-316-101	Clarifying the Fuzzy Nature of Power and Politeness: A Literature Review	Khadijah Althuwaimer
DBS-316-110	The Moderating Effect of Organizational Justice on the Relationship between Integrity and Organizational Citizenship Behavior in Educational Institutions	Husameddin Demir

Track B: Engineering & Technology, Computer, Basic & Applied Sciences

DBE-316-103	Comparing two methods for handling dropout in repeated measures data: A simulation study using SAS software	Ali Satty
DBE-316-106	A Comparison of Dynamic Behaviours of Mindlin, Shear, Rotatory and Kirchoff Plates Supported by Subgrade under Moving Load	Dr Agarana M.C.
DBE-316-104	Data mining techniques for extracting the patterns of reports from the graduates' information file	Dr Hythem Hashem

Lunch Break (12:00 - 1:00pm)

DAY 01 Friday (January 22, 2016)

Session 2 (2:00 pm – 3:00 pm)

Venue: Room 1

Session Chair: Mr. Ajaelu Henry Chidiebere

Track A. B: Business, Economics, Social Science & Humanities & Engineering and technology study

DBE-316-112	Citizenship and the Quest for National Integration in Nigeria	Maliki Christopher I
DBS-316-115	Agricultural Waste as Alternative Source of Alkali	Maliki, M

Closing Ceremony



DAY 02 Saturday (January 23, 2016)

City Tour and Shopping Day

All participants will be free to carry on their own tourism and shopping activities in Dubai, UAE it's a free day for this purpose

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	DBE-316-110A	Mr. Ajaelu Henry Chidiebere	Enugu State University of Science and Technology, (ESUT) Enugu State, Nigeria
2	DBS-316-113A	Nwobodo Theophilus Nnaemeka	Enugu State University of Science and Technology, (ESUT) Enugu State, Nigeria
3	DBS-316-114A	Eman Hamad Al-Shatti	Kuwait Oil Company (KOC)

**TRACK A: BUSINESS, ECONOMICS, SOCIAL
SCIENCES & HUMANITIES**

Clarifying the Fuzzy Nature of Power and Politeness: A Literature Review

Khadijah Althuwaimer^{1*}, Abdulmuhssen, Ayedh Alqahtani²

Higher Institution of Telecommunication and Navigation, Public Authority of Applied Education and Training, Kuwait

Abstract

Although the concept of power and politeness appears to be a central theme in social reality, it has been divergently defined as it relates to multi-faceted factors. This paper reviews the relevant literature and proposed conceptual scheme based on two main underlying dimensions- the linguistic dimension and the social dimension- to highlight the differences and fluctuations among researches' thoughts in defining the concept of power and politeness. Clear and simple explanations of how power and politeness are viewed, how researchers adopt different perspectives in modeling politeness, and how the idea of power is addressed in relation to politeness are discussed in this paper. An important finding emerged in this study is that power and politeness -as any social phenomenon- is closely related to its situation and in turn should be studied with careful inspection.

Keywords: Power and politeness, the concept of power, communication studies.

*All correspondence related to this article should be directed to Khadijah Althuwaimer, Higher Institution of Telecommunication and Navigation, Public Authority of Applied Education and Training
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The Moderating Effect of Organizational Justice on The Relationship Between Integrity and Organizational Citizenship Behavior in Educational Institutions

Ahmet Cezmi Savas¹, Husameddin Demir^{2*}

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Abstract

The purpose of this study is to analyze the relationship between organizational justice, integrity and organizational citizenship behavior. In this relationship organizational justice was found to be moderator on the other variables. The study was conducted in Gaziantep, Turkey with 252 participants who are teachers and managers at different schools. Three different scales with high reliability and validity were used to measure the relationship by employing hierarchical regression analyses. Mode Graph-I was used to make a further analyses of the data. According to the analysis, it was seen that organizational justice has a moderating effect on the relationship between integrity and organizational citizenship behavior ($p < .001$). Managers and educators should give importance to organizational justice in order to have more efficient organizations and output.

Keywords: Organization, Integrity, Behavior, Education

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Citizenship and the Quest for National Integration in Nigeria

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Abstract

This paper examined the concepts of citizen and citizenship and its origin in Nigeria. It looked at issues in Nigeria citizenship such as indigeneship, dual citizenship, citizens' rights and responsibility, loss or termination of citizenship. It considered the methods of acquisition and observed that its citizenship by birth was based on indigeneship rather than place of birth. It established three types of citizens but observed that in practice two broad types existed at state and local government levels which are the indigenes and non-indigenes citizens and citizens' right were classified on this basis. It also saw that citizens of the major ethnic groups superimposed themselves on the minorities to the extent that some minorities feel like colonized persons. It also observed that the indigenes had more rights than non-indigenes who were treated as foreigners outside their home states. It observed that naturalized persons suffered more deprivations than other citizens even by virtue of its constitution of 1999. It observed that issues in citizenship were partly responsible for some inter group crisis in the country such cattle rusling or Fulani herdsmen menace, Niger Delta crisis and the separatist tendencies and state creation agitations. It considered efforts at national integration which have failed not because of bad laws but because extant laws have not been implemented and institution to control enforcement have failed to do their job. Citizens have been given mammoth responsibility and they are expected to help in national development and integration but because of disparity in rights it is doubtful whether citizens who are alienated can give their desired role or full contribution to national growth.

Keywords: Citizenship, Integration, Established

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**TRACK B: ENGINEERING & TECHNOLOGY,
COMPUTER, BASIC & APPLIED SCIENCES**

Agricultural Waste as Alternative Source of Alkali

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Abstract

Samples of cocoa pods and plantain peels were separately burnt in air at a very high temperature, in an open combustion pan to obtain the ash. The moisture, dry matter and ash contents of the samples were investigated. Moisture content was 71.23% and 90.78% for cocoa pods and plantain peels respectively. Dry matter content was 28.77% and 9.23%, while ash content was 23.11% and 27.54 for cocoa pods and plantain peels respectively. Alkali was extracted from the ashes sample using water at room temperature. The ashes and water mixture was agitated, allowed to stand for 72 hours to ensure maximum extraction of the alkali and the mixture was gently decanted to remove any particle that could cause blackening. The extracts were characterized for their alkali content, conductivity, pH and metal concentration. Analysis of the extracts gave alkaline content as 0.805M and 0.890M for cocoa pods ash extract and plantain peels ash extract respectively, conductivity was 71.64s/m and 86.6s/m, while the pH was 11.42 and 11.48 respectively. Metal analysis results of the extracts, revealed that they contain appreciable amount of potassium and sodium ions with plantain peels ash extract having a higher percentage composition of potassium (47.17%) than cocoa pods (41.15%), while cocoa pods ash extract had a higher percentage composition of sodium ion (37.55%) than plantain peels ash extract (30.85%). Results from this study reveal that these agricultural wastes contain appreciable amount of alkali. Also plantain peels ash extract had a higher concentration and contained a higher percentage of potassium ion compared to cocoa pods ash alkali extract.

Keywords: Alkali Extract, Plantain Peels, Cocoa Pods

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Comparing Two Methods for Handling Dropout in Repeated Measures Data: A Simulation Study Using SAS Software

Ali Shatti*

Faculty of Mathematical Sciences and Statistics, Alneelain University,
Khartoum, Sudan

Abstract

The paper deals with the problem of dropouts in non-Gaussian longitudinal data, with a particular focus on binary outcomes. The paper is devoted to a comparison of two different techniques or methods. The methods that were considered include the weighted generalized estimating equations (WGEE) and the generalized linear mixed models (GLMMs). The type of dropout pattern in the outcome variable is assumed to be a monotone missingness pattern. The main objective of this paper is to study how these methods compare when the missing values due to dropouts are missing at random (MAR). The methods are compared using simulated datasets, under different dropout rates and sample sizes. A SAS code is developed for simulating the data as well as for comparing the findings from these two methods. The performance of these two methods is evaluated based on two criteria: bias and coverage. Data from a clinical trial is used to illustrate the performance of the considered methods, by comparing them in terms of their impact on the parameter estimates, standard errors and p -values.

Keywords: Weighted Generalized Estimating Equations (WGEE), Generalized Linear Mixedmodel (GLMM), Incomplete Longitudinal Binary Outcome, Missing At Random (MAR)

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Data Mining Techniques for Extracting the Patterns of Reports From the Graduates' Information File

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² White Nile College for Science & Technology, White Nile state Kosti

³ School of Statistics and Actuarial Sciences, Alneelain University,
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Abstract

The graduates file is an important issue as it contains necessary information, particularly the academic information about the graduates' records. The graduates are representing the outputs of each educational system and interaction factors with the other systems. The graduates unit was established to manage this file and prepare the reports that can be used to assist the decision-makers in making valuable decisions. This article is used several data mining techniques to producing carious patterns of reports. Further, the article is based on three important characteristics of graduates for competition and employment process; these are grade position average GPA),gender, department. The techniques that were considered include thek-means and Apriorialgorithms. The results obtained from both techniques are compared with each other.

Keywords: Graduates, Data Mining Apriori Algorithm, K-Means Algorithm

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A Comparison of Dynamic Behaviours of Mindlin, Shear, Rotatory and Kirchoff Plates Supported by Subgrade under Moving Load

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²Mathematics Department, University of Ilorin, Nigeria

"
Abstract

We are living in the digital era in which overly vast amount of information is generated almost constantly. The huge information hubs such as Twitter are one of the main sources of this diverse information space. However, with more than 500 million tweets sent per day as of 2015, identifying and classifying critical information when it first emerges on Twitter is a tremendous challenge. Our proposed work is an intention to tackle this challenge by discovering, extracting and qualifying into 5 generic categories from huge mess of public tweets in real-time. Going real time with such intention is not a trivial task. There has been extensive research on information retrieval on the topic. However, most existing works on classification of short text messages like tweets integrate every message with meta-information from external information sources such as Wikipedia and Word Net. Automatic text classification and hidden topic extraction techniques do well when there is meta-information or the context of the tweet is extended with knowledge extracted leveraging huge collections. But these approaches require online querying which is time consuming and unfit for real time applications. Hence, we propose slightly different intuitive approach to tackle this issue by leveraging χ^2 statistical method as a feature extractor and Storm as a real-time data processing engine.

Keywords: Classification, Storm, Statistics, Twitter, Information Retrieval, Big Data

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FUTURE EVENTS

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