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CONFERENCE PROCEEDINGS

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

Book of Abstracts Proceedings

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

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**International Conference on
“Business Economics, Social Science & Humanities
Bangkok, Thailand”**

**Venue: Holliday Inn Bangkok Silom Bangkok,
Thailand**

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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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BESSH-2016

KEYNOTE SPEAKER



Prof. Subir Kumar Sarkar was born on 1st February 1958 in Kolkata, West Bengal. He received his B.Tech, M.Tech and PhD Degrees from the Institute of Radio Physics and Electronics, University of Calcutta, India and Post Doctoral from Virginia Commonwealth University (VCU), USA. He served as an Executive Engineer in Oil and Natural Gas Corporation Limited (ONGC), A Govt. of India Enterprises, for about 10 years before joining the teaching profession.

He has been in the teaching profession since 1992 and currently he is a Professor in the Department of Electronics and Telecommunication Engineering, Jadavpur University, Kolkata, India. He was the Head of the Department of Electronics and Telecommunication Engineering, Jadavpur University from 2011 to 2013. He was the coordinator of the course of M. Tech in “VLSI Design and Microelectronics Technology” from 2009 to 2013. Currently he is a Professor, coordinator of IC Design and Fabrication Centre, and Course coordinator of M. Tech in “VLSI Design and Microelectronics Technology” and Electron Device specialization, Master of Engineering, Dept. Electronics and Telecommunication Engineering, Jadavpur University. He has published 5 engineering text books so far and more than 500 research papers in highly reputable international/national refereed journals. He has successfully guided 39 research scholars for Ph.D (Engineering) and more than 50 M.E./M.Tech thesis. He has also filed an Indian Patent on “Work Function Engineered Binary Metal Alloy Gate Strained Silicon SOI/SON MOSFET Device”. His innovative research work on “Work Function Engineering with Linearly Graded Binary Metal Alloy Gate Electrode for Short Channel SOI MOSFET” wherein an idea of work function engineering with continuous horizontal mole fraction variation in a binary alloy gate has been proposed and implemented for the first time, was published in IEEE Transaction on Nanotechnology. His research work on “Quantum Analytical Modelling for Device Parameters and Characteristics of Nanoscale Dual-Material Double-Gate Silicon-on-Nothing MOSFET”, published in IEEE Transactions on Electron Devices, included the quantum mechanical effects for the first time in the analytical current expression of ultra-scaled dual-material double-gate silicon-on-nothing MOSFET structure.

Conference Program

DAY 01 Wednesday (July 13, 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 – Mr. Metha Shahi – Conference Coordinator Academic Fora
09:25 am – 09:50 am	Key Note Speech – Dr. Subir Kumar Sarkar – Jadavpur University, Kolkata, India
09:50am – 10.00 am	Group Photo Session

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

DAY 01 Wednesday (July 13, 2016)

Session 2 (10:30 am – 12:00 pm)

Venue: Room 1

Session Chair: Mr. Leon Yap

Track A: Business, Economics, Social Sciences & Humanities

BKS-376-101	The Contribution of Historically Black Colleges and Universities to Science and Engineering Higher Education in the U.S.	Cheryl Leggon
BKS-376-106	Mobile Communication between Protégés and Mentors and Mentoring Functions	Min Jeong Kim & Kyoungjoo Choi
BKS-376-107	Socioeconomic Costs of Mental Illness: A Systematic Review	Anwar Khan
BKS-376-113	A Brief Study on the Unique Form, Representation and Utility of Masks in the <i>VAISNAVITE</i> Monasteries of Assam	Nilanjana Gogoi
BKS-376-114	Religiosity, Cultural Belief, and Economic Behavior in Contemporary Muslim Minangkabau West Sumatera	Asyari
BKS-376-121	Unescoworld Heritage and Tourism: A Stakeholder Engagement Analysis	Yiping Li

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

DAY 01 Wednesday (July 13, 2016)

Session 2 (01:00 – 02:30 pm)

Venue: Room 1

Session Chair: Dr. Subir Kumar Sarkar

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

BKE-376-101, 101A & 101A2	Design and Development of an Information Technology Fundamentals Multimedia Courseware for Dynamic Learning Environment	Frederick Flores Patacsil, Christine Lourrine S. Tablatin & Paulo V. Cenas
BKE-376-106	New Ratio Estimators in Simple Random Sampling Using Auxiliary Information	Kamolthip Soponviwatkul
BKE-376-108	Geographical Aspects of Organizing Natural Resource Management Structure in Kazakhstani Section of a New Economic Belt of the Silk Road	Aizhan Skakova

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

DAY 01 Wednesday (July 13, 2016)

Session 3 (02:45 pm – 04:00 pm)

Venue: Room 1

Session Chair: Yunhwa Ko

Track C: Medical, Medicine & Health Sciences

BKM-376-103	Prevalence and Determinants of Tobacco Use Among School Students of Imphal East District, Manipur	Ebenezer
BKM-376-104	Profile of Blood Donors in Model Blood Bank Aizawl, Mizoram. A Record Based Case Series Study	Sangzuala
BKM-376-106	The Influence of Screening Intention from Attitude about the Cervical Cancer Screening of Youth Women Participates in Physical Activity	Yunhwa Ko

Closing Ceremony

DAY 02 Wednesday (July 14, 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.



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



The Contribution of Historically Black Colleges and Universities to Science and Engineering Higher Education in the U.S.

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Abstract

In 1965, the Historically Black College and University (HBCU) Act defined historically black colleges and universities as those that existed before 1964 with an historic and contemporary mission of primarily educating Blacks. These institutions have been identified as the principal driver of the establishment of the Black middle class following the 1960s Civil Rights Movement. Today, there are 105 HBCUs accounting for approximately 3% of all U.S. institutions of higher education. These institutions account for a disproportionate share (19%) of science and engineering (S&E) bachelor's degree awarded to Black citizens and permanent residents. Additionally, approximately 26% of Black citizens and permanent resident doctorate recipients had their undergraduate origins in HBCUs. By any measure, these are striking levels of production of the U.S. S&E talent pool. Nevertheless, the figures point to the underproduction of non-HBCUs in educating Blacks. This, despite the fact that a majority of Blacks attend non-HBCUs. Further, these percentages represent declines over the past two decades. Collectively, HBCUs are facing ominous challenges: declining enrolment (especially males), underfunding, limited endowments, high student attrition, intense competition for students (especially from for-profit institutions), stable and well-prepared leadership, and relevancy in a so-called 'post-racial society'. In this paper, the authors explore the implications of these trends for both the life chances of African Americans (especially those from low-income families) and the U.S. S&E workforce.

Keywords: HBCUs, S & E Talent Pool, Civil Rights Movement

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Mobile Communication between Protégés and Mentors and Mentoring Functions

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Abstract

Different from previous research explaining mentoring outcomes in light of individual or program characteristics, the current study focuses on the frequency of mobile communication (MC) between protégés and mentors as the antecedents of formal mentoring functions. This study empirically investigates the effects of expressive MC initiated by mentors and instrumental MC initiated by protégés on career functions and psychosocial functions. In addition, it examines the interactive effects of both types of MC in predicting mentoring functions. In this purpose, hypotheses were tested in a sample of 106 nurses participating in formal mentoring program offered by a general hospital in South Korea. The results indicate that the expressive MC initiated by mentors predicts both career and psychosocial functions received by protégés, while the instrumental MC initiated by protégés predicts marginally career functions. Significant interaction effects were also found between the two types of MC on mentoring functions. This study highlights the roles played by mobile communication between mentor-protégé pairs in today's organizations.

Keywords: Formal Mentoring, Mobile Communication, Mentoring Functions

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Socioeconomic Costs of Mental Illness: A Systematic Review

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Abstract

Mental illness is a psychological health problem that causes disability and impairment. Populations suffering from mental illnesses experience a wide range of social and work related problems that have economic impacts. Keeping in view the seriousness of this issue a systematic review of existing literature was done for identifying facts and figures on the socioeconomic costs of mental illness among general populations. A Systematic Narrative Review was done by searching studies in electronic databases like Google Scholar, Wiley Online, Oxford Journals, Science Direct and Taylor & Francis. The results showed that mental illness causes social problems like, e.g., stigma, low self esteem, poor quality of life, clinical problems e.t.c. Moreover, its economic impacts include cost associated with treatment, absenteeism, accidents, and turnover intentions e.t.c. Findings of the current study revealed that mental illness has both social and economic impacts; therefore, proactive steps need to be taken together at individual and institutional levels for overcoming costs associated with mental health illnesses.

Keywords: Mental Illness, Socioeconomic Costs, Systematic Review

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A Brief Study on the Unique Form, Representation and Utility of Masks in the *VAISNAVITE* Monasteries of Assam

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India

Abstract

The art of masks hold deep significance in the socio-cultural cognitive and perspective since ancient times. Mask is an intact and intrinsically distinguishing feature of every civilization of the world. In India the diverse geographical ambit, legion of races, varied languages, religion and rituals have equally accumulated the socio-cultural aesthetic domain in creating the unique art of mask. In North-east India, the *Vaisnavite* Monasteries known as *Satras* of Assam are the exquisite socio-religious and cultural institutions established in the 16th century by the great *Vaisnavite* Saint, *Srimanta Sankaradeva* along with his fraternity. The *Satras* are unique heritage institutions with multidisciplinary socio-religious, cultural and creative realm with distinctive characteristics. The aesthetical facets of the unique representation, observation and analyze of the art of masks creates interactive discourse among the varied ranges of aesthetic domains. The unique form, utility and representation of masks show the values of spiritual beliefs externally, but internally carry resistance to the elite art practices through its direct communications with the regional folk. The visual narratives of the masks: its unique forms, utility and structural representations resists the hierarchical practices of mainstream arts and has challenged the occupation of galleries over the visual psyche of the common people. Masks stands as a critique to the norms of the so-called cultural stereo types and rigid spiritual practices by making the art of masks beyond the structure of religion and enhance the act of benefaction towards the human kind. The *Satra* masks have contributed a lot towards the socio-cultural, religious orbit and are precious cultural treasures which the people must preserve, protect and practice.

Keywords: Interactive, Mask, Representations, Resistance, *Satra*

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Religiosity, Cultural Belief, and Economic Behavior in Contemporary Muslim Minangkabau West Sumatera

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Abstract

Minangkabau society is known by tradition called *merantau* (*out-migration*), people with matrilineal system, co-exist and inseparable Islam and *Adat*. Islam is the identity of Minangkabau people. Islam became part of inherent in various fields of life including the economy (Abdullah, 1983, Navis, 1984). There has never been any doubt the role of Islam in Minangkabau history. *Adat* can be defined as cultural belief as normative system which guide human behavior (Hooker, 1983). Not many researchers succeeded in explaining clearly the relations and influence of Islam and cultural belief in the economic life of Muslim Minangkabau. The study aims to examine what we believe to be important religiosity and cultural belief shape economic behavior Muslim Minangkabau that extremely loyal to the religion and *adat*. Minangkabau of West Sumatera an ideal field site for a study that investigates the uses religiosity and cultural belief. 457 samples were selected using purposive sampling from both rural and urban area. I employ original data were collected through questionnaires designed and analyzed by qualitative and quantitative approaches. Religiosity and cultural belief influence on economic behavior Muslim in Minangkabau, but it is not significant. Good religiosity and cultural belief does not produce economic behavior in accordance with the demands of religious teachings. Muslim behavior is in a state of dis-equilibrium in accordance to the desired behavior of religion and *adat*. Minangkabau people often quoted the saying "*Adat based on Islam and Islam is based on the Qur'an*" and it only becoming the promotion of identity to the public discourse rather than comprehensive implementing religious values and cultural belief in economic behavior. If this continues to develop, the implications on religion will stay in Quran and would just be the proverbial custom-proverb.

Keywords: Minangkabau, Religiosity, Quran

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Unescoworld Heritage and Tourism: A Stakeholder Engagement Analysis

Yiping Li*

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Abstract

China is enthusiastic about UNESCO World Heritage inscription, seeing the substantial rise of the tourism profits. This has raised concerns about over commercialization of the heritage assets in China's UNESCO World Heritage Sites. The major issues of concern include, not exclusively, cultural integrity of heritage sites and social justice of tourism benefits distribution among destination stakeholders. This study takes an in-depth look into the tourism development of a UNESCO World Heritage Site (hereafter WHS) – Tulou – in China's Fujian Province. It investigates some emerging economic and social issues in the process of WHS inscription and the related tourism development, from a stakeholder engagement perspective. Mixed methods are used, including an informal questionnaire survey, in-depth interviews and on-site observation. Documentary research is used as supplementary data source. The findings indicate that the WHS inscription is essentially regarded as a strategy to boost the local economy. In the process, conflicts of interest emerge among the key stakeholders, which hinder effective protection of the heritage assets. Based on the findings, a SWOT analysis is conducted to assess the tourism potentials of the heritage assets; and draw policy implications.

Keywords: China, Conflicts, Stakeholder Engagement, Tourism, World Heritage

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TRACK B: MEDICAL, MEDICINE & HEALTH SCIENCES



Prevalence and Determinants of Tobacco Use Among School Students of Imphal East District, Manipur

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^{1,2} Department of Health and family Welfare, Government of Nagaland, Regional Institute of Medical Sciences, Imphal, Manipur, India

Abstract

Tobacco use is one of the chief preventable causes of death and illness in the world. Presently, about five million people worldwide die yearly from tobacco related diseases i.e. one death every eight seconds. If current trends continue, there will be one death every three seconds by 2030 and a third of them will be in developing countries. To determine the prevalence and influencing factors for tobacco use, this cross sectional study was conducted from December 2011 to September 2013 in Imphal East, Manipur among class 9, 10, 11 and 12 school students. A two stage cluster sample design with probability proportional to the enrolment in grades IX-XII was used. Anonymous self-administered questionnaire was used for students in the selected schools/sections. Data was analyzed using chi-square and multiple logistic regressions. Of the 1364 respondents, 39.5% (80.9% boys, 19.1% girls) were ever tobacco user. The mean (SD) age of initiation of tobacco use was 14.27 (+2.4) years; of them 4.5% had used tobacco before 10 years of age. The most common reasons by ever users to start using tobacco included experimentation (52.3%), imitating (15.8%) and peer pressure (15.6%). A substantial proportion (57.6%) of the students reported that at least one family member used tobacco and more than two third of the students (67.3%) reported that at least one of their friend used tobacco. Majority (83.7%) of the students claimed to have knowledge of the hazards of tobacco.

Keywords: Tobacco, Prevalence, Students, Cross sectional, Initiation

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The Influence of Screening Intention from Attitude about the Cervical Cancer Screening of Youth Women Participates in Physical Activity

Yunhwa Ko*

Kongju National University, Republic Korea

Abstract

The purpose of this study was to examine the psychological factors affecting cervical cancer screening intention focused on college women including graduate students, Total of 281 college women students were analyzed. The major result of this study indicates that the screening attitude of the cervical cancer shows that it positively effects on the screening intention of the cervical cancer.

Keywords: Cervical Cancer Screening, Attitudes toward Cervical Cancer Screening, Cervical Cancer Screening Intention

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Profile of Blood Donors in Model Blood Bank Aizawl, Mizoram. A Record Based Case Series Study

Sangzuala*

Mizoram State Aids Control Society, India

Abstract

Blood transfusion is a life-saving procedure in many instances. A blood bank plays a pivotal role in ensuring the supply of safe blood as and when required. Studying the profile of blood donors will help identify sections of the population which could be targeted to increase the pool of voluntary blood donors. To study the profile of blood donors utilizing Model blood bank services in Aizawl, Mizoram and to determine the association between seroprevalence and selected variables of interest, this study was conducted using secondary data from blood donors register in Model blood bank, all 10726 blood donors who donate blood during one calendar year were included in the study. Ethical approval was sought from Institutional Ethics Committee, Civil Hospital Aizawl. Data collected were checked for consistency and completeness. Analysis was done using SPSS software version 16. Data were analyzed using descriptive statistics like mean, percentage. Chi-square test and Fisher's exact test was used for testing the significance. p value of < 0.05 is considered as significant. Out of 10726 blood donors mean age was 24.64 ± 6.24 years with minimum age of 18 years and maximum of 59 years. Maximum 84% donors belong to less than 30 years of age who were male and belongs to urban area. 83% of the donors donate voluntarily. Most of the blood donors belong to O+ve (38%) and A+ve (32%) blood. The major infection among the TTIs were HCV (1.03%) followed by Hepatitis B (0.68%). HIV and HCV were significantly higher among older age group ($p=0.009$ and 0.000 respectively). HCV were significantly higher among male ($p=0.016$) voluntary donors ($p=0.000$) and those belong to urban areas ($p=0.001$). Hepatitis B is also significantly higher among male donors ($p=0.022$)

Keywords: Seroprevalence, Ethics, HIV, HCV

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



Design and Development of an Information Technology Fundamentals Multimedia Courseware for Dynamic Learning Environment

**Frederick Flores Patacsil¹, Christine Lourrine S. Tablatin²,
Paulo V. Cenas^{3*}**

^{1, 2, 3}Pangasinan State University, Philippines

Abstract

This research proposed and developed a multimedia courseware in Information Technology (IT) Fundamentals based on the dynamic learning environment which provide self-paced learning material for the IT Fundamentals students. Further, this study asked the participation of faculty members to contribute lecture materials and recommended presentation for each lecture material that were suggested while past students were tapped to contribute localized questions and problems that were included in the quiz database. In addition, this research addresses the challenges in creating a learning module that caters the needs of different types of learners in a student centered environment employing educational materials that were displayed in various formats which enable students to interact with the materials being presented as needed in their own time. The result of the validity and acceptability shown that faculty members and students agree on the content and features of the proposed multimedia courseware. The validity and acceptability test indicate positive acceptance from both faculty members and students, however, there are still rooms for improvement before gaining maximum acceptance from the students.

Keywords: Multimedia Courseware, Student-Centered Learning (SCL), Dynamic Learning Environment, IT Fundamentals, Information Technology

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Advanced VLSI Design: Issues and Challenges

Subir Kumar Sarkar*

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Abstract

The growing market of battery powered systems such as cellular phones, laptop, personal digital assistance, etc. Demands the design of micro and nano-electronic circuits with low power dissipation. The major challenges for design Engineers are to design new generation products, which consume minimum power, without compromising its performance or achieving minimum chip area as high speed and low power design are requirements for many applications. As the device size is drastically reducing, and density and complexity of the chips continue to enhance, the difficulty in providing adequate cooling might either add significant cost or limit the functionality of digital electronic systems which make use of such integrated circuits. Power dissipation is the greatest obstacle for Moore's law. Modern chips consume ~100W of power of which about 20% is wasted in leakage through the transistor gates. The traditional means of coping with increased power per generation has been to scale down the operating voltage of the chip but voltages are reaching limits due to thermal fluctuation effects. In the last few years several techniques, tools and methodologies for designing low power circuits have been observed in the scientific literature. But out of them only a limited number of such techniques, methodologies and tools have found their way in current design flows. To save power, several tricks viz., minimizing activity, glitches, effective capacitance, wire length of nodes and use of minimum possible supply voltage constrained by performance needed. Design for high speed and then reduce voltage to get the desired speed is also a trick to save power. There are many more tricks to save power such as lost performance can be compensated by parallelism.

Keywords: Nano-Electronic Circuits, VLSI, ICs

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New Ratio Estimators in Simple Random Sampling Using Auxiliary Information

Kamolthip Soponviwatku¹, Nuanpan Lawson^{2*}

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Thailand

Abstract

This paper proposes a new ratio estimator by adapting the estimator's of Sisodia and Dwivedi (1981), Sing and Tailor (2003), and Nangsue (2009) to estimate the population mean of the study variable y in the case of simple random sampling using the information based on auxiliary variable x . The expressions for the bias and mean square error (MSE) of the estimator up to the first order of approximation have been obtained. Theoretical results have been verified by taking a numerical illustration. It has been shown that the proposed estimator performs better than the existing ratio estimators.

Keywords: Ratio Estimators, Simple Random Sampling

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Geographical Aspects of Organizing Natural Resource Management Structure in Kazakhstani Section of a New Economic Belt of the Silk Road

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Gulnara Nussupova⁴**

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Abstract

For China the project of a new economic belt of the Silk Road is more important in comparison with the Great Silk Road in the past epoch. This initiative should be rightly regarded as a "focus" of foreign policy of China in the forthcoming years, which covers a significant part of Eurasia. Kazakhstan is a key country of the new economic belt of the Silk Road and its territory will undergo respective loads on natural and economic system, which will result in the need for the development of a mechanism of protection against the negative influence of anthropogenic factors. In another scenario, the Chinese side will consider the Kazakhstani section of the Silk Road only as a transit zone, which does not meet the expectations of the Kazakhstani side and will require the development of cost-effective options of calculations for sustainable socio-economic development. At various stages of implementation of the new economic belt of the Silk Road project, the main objective is to preserve the landscape - ecological sustainability of the Silk Road zone in the areas of intensive technogenic and agricultural impacts on terrains. In view of these circumstances, the policy of Kazakhstan in respect of the new economic belt of the Silk Road development, should distinguish in a specific, flexible approach that foresees the implementation of the principle of gradual accession of Kazakhstan into global technological chains with maximal efficient natural resource use.

Keywords: Natural Resource Management, Economic Belt, Silk Road, Sustainable Development, Protection Mechanisms

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