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CONFERENCE PROCEEDINGS

BOOK OF ABSTRACTS BESSH-2019

International Conference on
“Business Economic, Social Science & Humanities”
(BESSH-2019), Istanbul, Turkey



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Book of Abstracts Proceeding

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**International Conference on
“Business Economics, Social Science & Humanities”
Istanbul, Turkey
Venue: Istanbul Gonen Hotel, Istanbul Turkey**

ORGANIZING COMMITTEE

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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 honorable scientific and review committee for spending much of their time in reviewing the papers for this event. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We the scholars of this world belong to the elite educated class of this society and we owe a lot to return back to this society. Let's break all the discriminating barriers and get free from all minor affiliations. Let's contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed.

Thank you.

Dr. Malika Ait Nasser

Conference Chair

Email: chair@academicfora.com

BESSH-2019

Conference Schedule

DAY 01 Saturday (May 11, 2019)

Venue: Istanbul Gonen Hotel, Istanbul Turkey

09:00 am – 09:10 am	Welcome Reception & Registration
09:10 am – 09:20 am	Introduction of Participants
09:20 am – 09:30 am	Inauguration and Opening address
09:30 am – 09:40 am	Grand Networking Session
09:40 am– 10:00am	Tea Break

DAY 01 Saturday (May 11, 2019)

Session I (10:00 am – 11:00 am)

Venue: Room 1

Track A: Business, Economics, Social Sciences and Humanities

IST-159-101B	Public Service Announcements—the Underlying Architecture of Success	Leon Zurawicki
MMLE-MAY19-04	An Empirical Study of Factors Affecting Entrepreneurial Intention among Youth	Naima Atiq
MMLE-MAY19-06	Audit Committee as a Monitoring Mechanism, does it Recover Negative Effect of Family Ownership on Value of Thai Firms?	Asst. Prof. Dr. Wonlop Buachoom

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

BAED-519-105	Fluorine Containing Comb-Type Organosilicon Polymers and Solid Polymer Electrolyte Membranes on Their Basis	Omar Mukbaniani
BAED-519-106	Solid Polymer Electrolyte Membranes Based on Some Organosilicon Compounds	Jimsher Aneli

Lunch Break (11:00 am – 12:00 pm)

Closing Ceremony

DAY 02 Sunday (May 12, 2019)

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
SCIENCE & HUMANITIES**

Public Service Announcements—The Underlying Architecture Of Success

Leon Zurawicki*

Abstract In the pursuit of various policy goals the governments and public organizations engage in campaigns addressing a number of issues of social concern. The subjects of such programs vary widely and range from the issues pertaining to the sustainability, waste reduction, responsible driving to changing unhealthy lifestyles. At the intersection of three disciplines: sociology, management and the consumer neuroscience, this paper aims to map the ways to enhance the effectiveness of persuasion of the messages aimed to curb bad habits/addictions. The unique feature of the public policy campaigns is that unlike in the most cases of traditional advertising their primary focus is not on pursuing a reward-generating behavior and on the reinforcement of such. Rather, the emphasis here often shifts to abstaining from an established habit whether a substitute is suggested or not. This is a big difference in the psychological and neurological terms. The response mechanism relying on self-discipline and avoidance of some favorite products and activities is emotionally distinct from the approach-based pleasure-seeking attitude. The underlying differences in the human neuronal stimulation networks and the intensity of response impact the processing of respectively positive and negative communications. Hence, the experience from advertising does not necessarily apply to the public announcements.

We identify the key elements of relevance when undertaking public policy campaigns. A far less ambitious goals could focus on the exposure and the comprehension of the messages broadcast and the “buzz” they create (for example on the social media). These different measures of success may require different approaches to the design, execution and the duration of the promotional campaigns. Further, certain outcomes can be noted almost instantly (the “buzz”), whereas some other manifest themselves in a longer period of time (the behavioral change). Next, it is posited that at minimum three factors affect the success of the public service announcements (PSA). The quality (e.g. trustworthiness) of the source The communication format and execution The number of repetitions of the messages issued Against the above backdrop, the author discusses how the recent developments in the consumer neuroscience inform the best practices applied to the PSAs.

Keywords: Economic Diplomacy, Export, FDI, Multi-Objective Programming

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An Empirical Study of Factors Affecting Entrepreneurial Intention among Youth

Naima Atiq^{1*}, Abdul Rauf Kashif², Umer Shahid³

Abstract Entrepreneurship is considered as an important factor contributing positively to the economy of a country. Entrepreneurs not only expedite economic activity by innovations but also play a vital role in job creation and development. The decision to become an entrepreneur by an individual is always backed by the intention to perform such behavioral activity. The entrepreneurial intention is the key determinant of the entrepreneurship activity. The focus of the proposed study is to study the factors influencing the entrepreneurial intention of academic graduates. The aim of the study is to understand the relationship between personality and social factors on entrepreneurial intention. The study is further focused on the university students. It has been observed that there is a positive relationship between independent variables like individual's personal characteristics, Perception about own abilities to become an entrepreneur, Influence of family and friends and dependent variable i.e. entrepreneurial intention, however, the different aspects of study components showed varying levels of significance. The independent variables perception about qualities of an entrepreneur and career choice had an overall insignificant relationship with the intention for entrepreneurship in the present study. The study shows that there is a significant relationship between the personality factors as well as the social factors on the entrepreneurial intention among university students and an entrepreneur's decision is influenced by different elements that associate varying levels to influence entrepreneurial intention.

Keywords: Empirical Study, Entrepreneurial, Youth

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Audit Committee as a Monitoring Mechanism, does it Recover Negative Effect of Family Ownership on value of Thai Firms?

Asst. Prof. Dr. Wonlop Buachoom*

Abstract An audit committee plays its crucial roles in corporate governance system, so it helps to balance the rights and benefits among related stakeholders. When the evidence of negative effect of family ownership on firm value have been found, this study questions that whether good characteristics of an audit committee have moderate effect on family ownership and firm value relationship. To find out the research question, using the three-level hierarchical regression, the 10-year data from 2008 to 2017 of the companies in the SET100 in the Thai stock market are collected and tested. The evidence confirms the negative effect of family ownership on firm value, but an audit committee with higher independence and with more frequent of meeting can perform effectively in preventing the negative effect of the family members as controlling shareholders.

Keywords: Corporate Governance, Audit Committee, Family Ownership, Thailand

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

Fluorine Containing Comb-Type Organosilicon Polymers and Solid Polymer Electrolyte Membranes on Their Basis

Omari Mukbaniani^{1*}, Jimsher Aneli², Tamara Tatrishvili³, Eliza Markarashvili⁴

Abstract Hydro-silylation reaction of 2,4,6,8-tetrahydro-2,4,6,8-tetramethyl-cyclo-tetrasiloxane (D4H) with allyl trifluoroacetate and vinyltriethoxysilane in the presence of platinum catalysts: platinum hydrochloric acid, Karstedt's catalysts and Pt/C (10%) at 700C have been carried and corresponding addition adduct D4R,R' have been obtained. The synthesized product D4R,R' have been analyzed by FTIR, ¹H, ¹³C, and ²⁹Si NMR spectroscopy methods. Co-polymerization reaction of D4R,R' type fluoroorganocyclotetrasiloxane in the presence of catalyst tetramethylammonium fluoride have been carried out in dry solution and trimethylsiloxy group terminated comb-type fluoroorganosiloxanes have been obtained. Sol-gel reactions of this comb-type fluoroorganosiloxanes doped with Lithium tri-fluoromethyl-sulfonate (triflate) or Lithium bis(trifluoromethanesulfonyl)imide and tetraethoxysilane have been studied and solid polymer electrolyte membranes have been obtained. Via electrical impedance spectroscopy ion-conductivity of solid polymer electrolyte membranes have been determined

Keywords: Hydrosilylation, Polymerization, Sol-Gel Reaction, Polymer Electrolyte Membrane, Ion-Conductivity

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Solid Polymer Electrolyte Membranes based on some Siliconorganic Compounds

Jimsher Aneli^{1*}, Omari Mukbaniani², Eliza Markarashvili³,
Tamara Tatrishvili⁴

Abstract The hydro-silylation reaction of 2,4,6,8-tetrahydro-2,4,6,8-tetramethyl-cyclo-tetrasiloxane (D4H) with allyl trifluoroacetate in the presence of platinum catalysts (platinum hydrochloric acid, Karstedt's catalysts and Pt/C (10%)) at 500°C have been carried out and corresponding addition adduct (D4R) have been obtained. The synthesized product D4R was analyzed by FTIR, ¹H, ¹³C, and ²⁹Si NMR spectroscopy. Polymerization reaction of D4R type fluoroorganocyclotetrasiloxane in the presence of catalyst tetramethylammonium fluoride have been carried out and comb-type fluoroorganosiloxanes have been obtained. Sol-gel reactions of this comb-type fluoroorganosiloxanes doped with Lithium trifluoromethylsulfonate (triflat) or Lithium bis(trifluoromethanesulfonyl)imide and tetraethoxysilane have been studied and solid polymer electrolyte membranes have been obtained. Via electrical impedance spectroscopy ion-conductivity of solid polymer electrolyte membranes have been determined.

Keywords: Sol-Gel Reaction, Polymer Electrolyte Membrane, Ion-Conductivity, Ion Pairs Pairs

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