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CONFERENCE PROCEEDINGS

BOOK OF PROGRAM & ABSTRACTS

**International Conference on
“Business, Economics, Social Science & Humanities- BESSH-2019”**

BESSH– 2019

ATHENS, GREECE

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Office Address:
M2-17-01 Tower 2, Level 17 Strium
Bandar Sri Damansara,
52200 Kuala Lumpur, Malaysia
CONTACT: (+6) 03 6735 6566
EMAIL: contact@academicfora.com

Organizing Committee

1. Ms. Ani Wahyu

Conference Coordinator

Email: aniwahyu@academicfora.com

2. Mr. Metha Shahi

Conference Coordinator

Email: metha@academicfora.com

3. Mr. Leon Yap

Conference Coordinator

Leonyap@academicfora.com

4. Mr. Metin

Conference Coordinator

Email: metin@academicfora.com

**International Conference on
“Business, Economics, Social Science & Humanities- BESSH-2019”**

Athens, Greece

Venue: Electra Hotel Athens 5, Ermous Str., GR-10563- Athens

Conference Chair Message

Dr. Malika Ait Nasser (PhD)

International Conference on “Business, Economics, and Social Science- BESSH-2019” 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 (PhD)
Conference Chair
Email: Chair@academicfora.com
BESSH– 2019

Conference Program

DAY 01 Saturday (May 25, 2019)

Venue: Electra Hotel Athens 5, Ermous Str. , GR-10563- Athens

09:00 am – 09:20 am	Welcome Reception & Registration
09:20 am – 09:30 am	Introduction of Participants
09:30 am – 09:40 am	Welcome Remarks – Conference Coordinator
09:40 am – 09:50 am	Grand Networking Session
09:50 am – 10:00 am	Tea Break

DAY 01 Saturday (May 25, 2019)

Session 1 (10:00 am – 11:00 am)

Venue: Room 1

Session Chairs: Mr. Leon Yap

Track A: Business, Economics, Social Science & Humanities

ESEB-MAY-103	Chicken or Egg? Two Dimensions of Development and Press Freedom	Hai L Tran
ATH-459-102B	College Students' Perceptions Of Using An Online Automated Essay Scoring System	Karen C C Tsai
ATH-459-103B	Why Students Drop Out Of Higher Education? How Important Is To Strengthen The Cooperation Between Education And Societal Actors?	Gabriel Gorghiu
ESEB-MAY-101	Menopause At Work	Ruth McPhail
ESEB-MAY-106	The Role Of Startup Ecosystem In Encouraging Entrepreneurial Activity In Croatia	Mihaela Mikic

Lunch Break & (Closing Ceremony 11:00 am –12:00 pm)

DAY 02 Sunday (May 26, 2019)

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, SOCIAL SCIENCES, ECONOMICS AND HUMANITIES

Chicken or Egg? Two Dimensions of Development and Press Freedom

Hai L Tran*
DePaul University, USA

Abstract

For more than half of a century, international development has been driven by the proposition that press freedom and social change are closely linked. Modernization theories, in particular, emphasize the power of free media as the “change agent” that accelerates the process of development. Meanwhile, the question of whether press freedom precedes or follows social change remains unanswered. This research examines causal connections between the level of development and the state of press freedom in 152 countries around the world, using new data reported by international organizations in the last two years. Specifically, the current undertaking gauges development in both physical and psychological/emotional terms. Economic development is measured by the Human Development Index compiled by the United Nations Development Programme. The state of global happiness is recorded in the World Happiness Report by the United Nations Sustainable Development Solutions Network. The Press Freedom Index comes from Reporters Sans Frontières. According to the findings, levels of human development, happiness and press freedom in the previous year are significant predictors of the corresponding scores in the current year. While human development and happiness in the previous year are positively linked, they both have negative relationships with press freedom in the previous year. The more interesting results pertain to the significant impact of human development in both years on press freedom in the current year. However, happiness in both years has little to do with press freedom in the current year and press freedom in the previous does not contribute to human development or happiness in the current year. Overall, this analysis demonstrates that development in physical terms is a deciding factor that drives media democratization, not the other way around. The results reported here contradict the assumption underlying modernization theories, thereby providing a more nuanced understanding of causality in research of development communication.

Keywords: International Development, Social Change, Global Happiness, Press Freedom

*All correspondence related to this article should be directed to Hai L Tran
DePaul University, USA
Email: htran10@depaul.edu

Menopause at Work

Ruth McPhail*
Griffith University, Australia

Abstract

There has been noticeable change throughout organisations globally to establish, increase and sustain gender diversity and a call for the overall removal of gender inequality from the workplace. Increased focus on how this can be achieved has specifically concentrated on increasing knowledge among organisations to promote institutional change and challenge traditional organisational gender norms. Menopause is in under researched area of study that impacts women and indirectly men at work. This research highlights these challenges and presents a call to action for employers and associations globally to get menopause on the agenda, to provide greater education and support and for women in the workplace.

Keywords: Menopause, Work

*All correspondence related to this article should be directed Ruth McPhail
Griffith University, Australia
Email: r.mcphail@griffith.edu.au

The Role of Startup Ecosystem in Encouraging Entrepreneurial Activity in Croatia

Mihaela Mikic*

University of Zagreb, Faculty of Economics and Business, Croatia

Abstract

This paper analyses the startup ecosystem in Republic of Croatia and focus especially on its impact on encouraging entrepreneurial activity. Startup ecosystem refers to a set of interdependent actors and factors coordinated in such a way that they enable productive entrepreneurship within a particular territory. It explicitly focuses on how urban and regional contexts affect ambitious entrepreneurship. There are five actors in entrepreneurial ecosystem: entrepreneurs and potential entrepreneurs, large enterprises, private investors, government institutions and universities. In order to get better insight into this topic, comparative analysis is conducted. Croatian entrepreneurial ecosystem is compared with the entrepreneurial ecosystem in United Kingdom, Germany, Israel and United States of America. Results show that Croatia is far behind all analyzed economies, but all of them can serve as the example of good practice by giving guidelines for future improvements. In addition, because of small market, in most cases Croatian startups are forced to use their own funds. The other obstacle is lack of unique database with information about all actors in startup ecosystem, which makes transfer of knowledge within startup ecosystem and investing more difficult.

Keywords: Startup Ecosystem, Startup, Croatia, Entrepreneurship

*All correspondence related to this article should be directed Mihaela Mikic
University of Zagreb, Faculty of Economics and Business, Croatia
Email: mmikic@efzg.hr

College Students' Perceptions of Using an Online Automated Essay Scoring System

Karen C C Tsai*

Chinese Culture University, Taiwan

Abstract

With the ascendant used of technology in language learning, a variety of online automated essay scoring (AES) systems have developed and applied in EFL writing class. By providing instant feedback to the learners in their writing process, the system is used in and outside of the class to improve students' writing skills. Among all the systems, PIGAI system is the most commonly used writing tool in China. This study aimed to investigate students' perceptions and writing performance after using PIGAI system in their English writing class. The research adopted both quantitative as well as qualitative methods on 30 college students who took Advanced Writing Course. The results showed that students have positive attitude toward using PIGAI system, especially in the vocabulary and grammar aspects. It is interesting to note that students with higher English proficiency argued the system sometime gave them confused information and lower scores than their expectation. Moreover, they mentioned that teacher's feedback is also necessary in their writing process. By contrast, students with lower English level considered it is a good writing tool to help them increase their writing confidence before submitting the essay to the teacher. Findings suggest a need to sensitize teachers and researchers about the use of both AES system and teacher's feedback in writing class when designing the course plan.

Keywords: Automated Essay Scoring, PIGAI system, College English Writing

*All correspondence related to this article should be directed Karen C C Tsai
Chinese Culture University, Taiwan
Email: jing53w@gmail.com

Why Students Drop Out Of Higher Education? How Important Is To Strengthen The Cooperation Between Education And Societal Actors?

Gabriel Gorghiu*

Universitatea Valahia din Targoviste Aleea Sinaia, nr. 13 Targoviste, Romania

Abstract

According to EU statistics, almost six million young people leave the school yearly - this corresponds to a percentage around 14% of the number of students enrolled in various forms of training at the EU level. In Romania, approximately one out of five students dropped out of school in the last years. In higher education, more than a quarter of the students who are enrolled in universities (bachelor and master programs) do not graduate and most of them leave the academic studies before the ending of their first year of study. As example, in Valahia University, for the last 3 academic years, even the figures are on a decreasing trend, the percentage of students who leave the university studies in their first academic year is around 20%. In this respect, the university has implemented a project - entitled <<The “Pro Academica” Learning Center - Services and Logistic Support for Students>> (ROSE Grant Agreement no. 81/SGU/CILI/18.12.2017) - having as general objective the decreasing of the students dropout rate in the first year of study, especially for those ones who are in risk situations, through setting up of a specific learning center and implementing of a set of activities aimed at providing quality services, as well as building of a suitable logistical base for continuing the studies and optimal insertion. The paper tries to figure out the causes of the students drop out - from personal issues (financial problems, lack of time - especially for students who are working and meet serious difficulties on supporting themselves or even their families), to related-school environment issues (inadequate orientation concerning their career, poor secondary school preparation, new type of relationship with teachers and colleagues, new formats related to teaching and evaluating etc.) -, and the importance of a suitable cooperation between education and societal actors on preventing the phenomena. Such cooperation will allow an early identification of the students who are in risk situation, will produce extensive communication with teachers, counsellors and successful university graduates, will develop partnership between university and companies / organizations ready to support an easier integration of students in the academic and social life.

Keywords: Higher Education, Students’ Dropout, Learning Center, Cooperation, ROSE Project

*All correspondence related to this article should be directed Gabriel Gorghiu
Universitatea Valahia din Targoviste Aleea Sinaia, nr. 13 Targoviste, Romania
Email: ggorghiu@gmail.com

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