

**CONFERENCE PROGRAM
SATURDAY, NOVEMBER 18, 2017**

1:00pm-1:30pm Check-in

1:30pm-1:45pm Welcoming Remarks

1:45pm-3:00pm Panel Discussion

Moderator: Prof. Dr. Bulent Aras, CEO of the Humanitarian Studies Foundation, Sabanci University, Turkey.

Speakers:

1:45pm-2:00pm *“Supercomputing of Tomorrow- Artificial Intelligence in a Smarter World”*

Prof. Dr. Detlev Doherr, University of Applied Sciences Offenburg, Germany.

Abstract

Technology and computer applications influence our daily lives and questions arise concerning the role of artificial intelligence and decision-making algorithms. There are warning voices, that computers can, in theory, emulate human intelligence – and exceed it. This paper points out that a replacement of humans by computers is unlikely, because human thinking is characterized by cognitive heuristics and emotions, which cannot simply be implemented in machines operating with algorithms, procedural data processing or artificial neural networks. However, we are going to share our responsibilities with superior computer systems, which are tracking and surveying all of our digital activities, whereas we have no idea of the decision-making processes inside the machines. It is shown that we need a new digital humanism defining rules of computer responsibilities to avoid digital totalism and comprehensive monitoring and controlling of individuals within the planet Earth.

Keywords: Artificial intelligence, humanity, algorithms, smarter world

2:00pm-2:15pm *“Analysis of Web-Based Sports Management Education Systems in the U.S.A”*

Assoc. Prof. Dr. Mustafa Yıldız, Akdeniz University, Turkey.

Abstract

Since the seventies, sport management developed little by little as an autonomous discipline: first in the United States, then in Europe and the rest of the world. Today, numerous countries offer training in this field at various levels. The large number of university courses in sport management in North America, Europe and Australia is the reflection of a strong demand on the part of students who enter university aiming for a career in sport administration. There is also a considerable need for further training for those already employed within in sport organization (Chappelet 1996). In parallel to these developments, the Internet has undergone a boom since the beginning of the nineties. Today, sport is one of the most popular and the most lucrative subjects on the Web (Church 2000). Web-based educations are being adopted by academics in higher education, including by sport management instructors. While this adoption has progressed rapidly, there is a definite paucity of research on the effectiveness of Web-based instruction in the discipline of sport management. In this research, developments and studies on the web based sports management education area have examined web pages that suitable content of Departments of Sports Management is designed. Aim of the research, to contribute to the studies in the subject of web based Sports management education in the U.S.A

Keywords: Sports Management, Education, Web-Based

2:15pm-2:30pm “Does Employee & Asset Intensity in Tourism Industry Affect SG&A Cost Stickiness?”

Prof. Dr. Meiqun Yin, Min Zhang, Business School, Beijing International Studies University, China.

Min Zhang, Business School, Beijing International Studies University, China.

Jidong Zhang, Business School, Winona State University, MN, USA.

Abstract

Tourism has made a great contribution to the GDP growth and employment increase in China, so tourism is predicted to play a very important role in the economy in the future. Using the 2009-2015 financial data of tourism listed companies as the sample, this paper found that cost stickiness of selling, general and administrative expenses (SG&A) exists in tourism industry due to the seasonal and non-persistent pattern of its activities. Because the labor and asset intensity in tourism industry is different from manufacturing industry, this paper found that the number of employees is one of the important factors that affect the cost stickiness in tourism industry.

Keywords: Tourism Industry, Employee Intensity, Asset Intensity, SG&A, Cost Stickiness

2:30pm-2:45pm “Virtual World and Gender Identity”

Huang Xiaowei (Ph.D. Candidate), University of Macau, China

Abstract

This paper will be about subjectivity and gender identity, as they are played out on the online virtual reality world Second Life. This paper will focus on how people produce/represent themselves as ‘virtual bodies’ in Second Life, and to what extent ideas about subjectivity and gender identity (male and female) carried over into, and represented at the level of the avatars in Second Life. The activities, practices, performances and culture of gender identity in Second Life will constitute the focus of the research. The main issue to be dealt with in the analysis of Second Life is the extent to which its gender politics, and by extension its culture of gendered identity, replicates the offline/real world; and the extent to which it differs for departs from the real world, and in what ways? One of the underlying claims about Second Life is that participants are somehow ‘free’ from the influences or limitations of the offline world. This paper makes use of Boellstoff’s book *Coming of Age in Second Life* as a major reference: this work conducts research on virtual worlds by applying the methods of participant observation within an ethnographic framework. Boellstoff’s book provides a helpful introduction to ethnographic methodology, and has influenced my decision to use participant observation as a methodology. My research also focuses on textual aspects of Second Life, including its discourses, culture and practices (interaction, environment, and rules), all of which will be subjected to analysis. In addition to the method of participant observation, online interviews will be conducted with Second Life residents. There will be no real life meetings with any resident of Second Life.

Keywords: Subjectivity and gender identity, virtual worlds, Second Life, textual aspects of Second Life

2:45pm-3:00pm “Six Mountains on her back: A Stiwaniist Perspective of Selected Works of Francophone African Authors”

Joy Ifeanyichukwu Osarumwense Joseph (Ph.D. Candidate), Rhodes University, Grahamstown, Eastern Cape, South Africa.

Abstract

This study intends to examine how male and female authors portray the male characters in selected francophone novels. Over the years, the African Woman has been oppressed, marginalised and humiliated. She seemingly has no voice in the traditional African society which is largely patriarchal. Women are generally considered as an inferior sex according to Simone de Beauvoir (1976). This study intends to examine how francophone authors portray the conditions and images of the African woman through selected works of authors like Ramonu Sanusi’s *Le Bistouri des larmes* (2005) and Baboni Azaratou’s *Vie de femme, vie de sang* (2011). These prolific authors have written on topics that affect the conditions of women in the twenty-first century. These conditions include polygamy, single motherhood, female genital mutilation, unwanted pregnancy, abortion and sterility. The study seeks to plead for social change with respect to Molar Leslie-Ogundipe’s theory of Stiwaniism, an African type of feminism which advocates for social transformation in relation to women of Africa and their role in the society. According to Ogundipe (1996), the new term STIWA describes her agenda for women in Africa. The theory allows her to discuss the needs of the African women today against the backdrop of socio-cultural challenges in relation to African tradition. This comparative study will highlight the perceptions of francophone authors and their views on the contemporary issues regarding the image and condition of the African woman, and how she can be empowered to bring about social change in her community.

Keywords: Stiwaniism, Six Mountains, Female Genital Mutilation, Domestic Violence, *Le bistouri des larmes*

3:00pm-3:10pm Break (Family Picture)

3:10pm-3:25pm “Sociology criticizes Thirds in the management of political crises in Africa : between commitment and distance”

Ekodo Mveng Simeon Roland, Fondation Paul Ango Ela de Géopolitique en Afrique Centrale, Cameroon.

Abstract

In ordered reports and the blunt analysis of polemology, the accounting of the actors to the conflict, by putting pomposity on the role of the official belligerents is very often unaware to rationalize the interest crawling of the mediators, good-officers and soldiers made with the operations of prevention, interposition and of outcome of the political crises in Africa. However precisely, the analyzes situation central African Republic, of Ivory Coast, or even Congolese since the reign of the Kabila would give to a Karl Popper the possibility of falsifying the assumption angelica of the operations of peacekeeping. This debate would find obviously a second breath at the time when certain skeptical see there more with the Thirds, which the simple ones elected in the field of operation to make safe interest geostrategic or to conquer economic spaces after service. So certain example of arbitration can justify international action of help and of protection of the civil populations, does renew functionalism can found the suspicion of interference and in complicity one lend to them? In other terms, a third pride a axiological neutrality in antagonistic game with worthless sum? If not, how to rebuild it historical legitimacy

Key Words: Political crises in Africa, mediation, arbitration

3:25pm-3:40pm “Inclusion of ethnic minority in democratic governance system for the wellbeing and social justice in Bangladesh”

Dr. Lawrence Besra, World Vision Bangladesh, Bangladesh.

Abstract

This paper demonstrates that as a result of the fragile democracy and governance system in Bangladesh, the human rights of the most vulnerable and marginalized Indigenous people have increasingly become a cause for concern. Bangladesh is a country of people with diverse background. More than 45 different ethnic communities comprising of 2.5 million of population out of 160 million of country's total population consistently experience human rights violation, systemic marginalization and social exclusion in Bangladesh. The non-recognition of the ethnic minority in the national constitution has transformed them in to marginalized second class citizens resulting limited citizenship rights and entitlement of social and political rights in Bangladesh. This undermines their well-being, life chances and quality of life. The social contract and the constitutional provision of rights do not guarantee equal citizenship rights or the quality of life of the voiceless and socio-politically excluded ethnic minorities in Bangladesh. As a result, the ethnic communities are the victims of vicious cycle of vulnerabilities and marginalization, and multi-layered systemic discriminations due to social exclusion, deprivation and limited citizenship rights. To address their multiple vulnerabilities, their inclusion in participatory democracy, inclusive governance and decision-making is vital. This paper urges for an inclusive public policy that implies equal opportunities, social justice and rights for all human beings irrespective of religion and ethnicity, and improving of life chances. In addition, this paper invokes that the state has to be accountable to accommodate cultural diversity, communal and religious harmony for sustaining a peaceful co-existence of all citizens including Indigenous people with equal citizenship rights in Bangladesh.

Key Words: Inclusive governance, systemic marginalization, social exclusion, human rights violation, social justice, diversity.

3:40pm-3:55pm “Jordan’s special economic zones, the highs and lows”

Dr. Mohammad Alawamleh, American University of Madaba, Jordan.

Dr. Loiy Bani Ismail, American University of Madaba, Jordan

Abstract

This paper will highlight the effects of special zones on Jordan, the term special zones has diverse meanings and categories. There are free trade zones, export processing zones, free economic zones, industrial parks, free ports, bonded logistics parks and urban enterprise zones. Their names reflect their meanings, in essence, by understanding their meanings there will be a slight understanding of their functions. Once the types and functions of free zones that are available in Jordan are covered it is then possible to understand their effects. In addition, a discussion of advantages and disadvantages will be highlighted in order to find solutions for the disadvantages to be presented. Primary and secondary research methodology was conducted to enhance the collection of valuable information; published articles, online readings, interviews, questionnaires and general knowledge and experience. This research will discuss the importance of special zones, the types of special zones, the positive and negative effect on a country and how they contribute to an economy. Our goal is to understand what a special zone is, it is a term that is referred to a place where business and trade laws differ from those of the host country, and they are known as special economic zones (SEZ). After discussing the first factors of special zones, their types and functions, advantages and disadvantages are then discussed. Furthermore, to enhance the validity and understanding of this research, several visits to working businesses in one of these special zones were attained, in order to enhance the acknowledgment of the nature of their work and how these special zones differ from the working conditions in the rest of the country, where they receive advantages and suffer from disadvantages. The ultimate purpose of this research is to find a way to reduce the chances and impacts of the disadvantages.

Keywords: Special Economic Zones , SEZS , Free Zones, Industrial Parks , Economic Impact , Jordan , Aqaba , Economic Value

3:55pm-4:10pm “Identifying Environmental Affordances in Kypseli Square in Athens, Greece”

Charalampos Kyriakidis (Ph.D. Candidate), National Technical University of Athens, Greece.

Efthimios Bakogiannis (Assistant Teaching Staff), National Technical University of Athens, Greece.

Angelos Siolas (Emeritus Professor), National Technical University of Athens, Greece.

Abstract

The urban space is characterized by inviting or discouraging qualities for the expression of an action. These qualities were described by James Gibson with the term “environmental affordances” in the homonymous theory. This theory is used by urban designers and environmental psychologists in order for them to understand and explain the way in which urban spaces function. Users interact with the form and meanings that a space provides and attempt different behaviour in specific moments that respond to their needs. However, those needs change through time and thus the form of the space should be transformed. Such a need has arisen for public spaces also in Greece and utilisation of the theory of environmental affordances looks well founded, in order for public spaces to be evaluated if such is required. In the specific paper, the interest turns towards the area of Kypseli in Athens, an area especially densely populated with different urban and social issues to arise, in time. Based on the theory of environmental affordances, which is briefly presented at the beginning of this paper, understanding of its form and its function is attempted. Finally, a short assessment is conducted by taking into account the contemporary users’ needs.

Keywords: Environmental affordances, classification, public square, Greece, Kypseli

4:10pm-4:25pm “Effects of Single Parenting on Academic Performance Senior High School Students: a case study of Benkum Senior High School of Larteh, Ghana”

Gershon Tawiah Ashie, Benkum Senior High School, Ghana.

Abstract

The purpose of this study is to investigate into the effects of single parenting on academic performance of senior high school students in Ghana. The research design adopted in this study is the descriptive sample survey. Data was collected from respondents using questionnaire as the main instrument. The accessible population comprises of selected students of Benkum Senior High School, Larteh Akuapem. A total of 50 students from single parent homes were considered. On the whole out of 50 respondents all questionnaires were completed. Data gathered to answer the research questions were edited and coded to make classification uncomplicated. Analysis of the data was made through the use of frequency counts and percentages as the statistical tool to answer the research questions. It became apparently clear that students from single parent homes earned low academic scores and consequently poor academic performance. The findings revealed that students from single parent homes have interest and know the essence of school and do not want to miss class. The findings also showed that students from single parent homes expect to earn better grades but lack incentives and basic needs that will motivate them to be regular in school. The study generally recommends that Government, private organizations and individuals concerned with the business of education should endeavor to address the obstacle hindering effective academic performance of students. This can be done by developing achievement motivation in students through achievement training. Also, counselors and teachers should be trained with the necessary skills for the recognition of individual differences in students and the need to deal with them accordingly. Counselors should provide the necessary assistance and psychological support for students from single homes so as to overcome their emotional problems. There is also the need for counselors and teachers to keep enlightening the parents of the importance of home structure on the life of students/adolescents. This is necessary so that parents can understand the implications and consequences of single home and thus mobilize all resources to curtail the problems arising from the situation.

Keywords: Special Economic Zones , SEZS , Free Zones, Industrial Parks , Economic Impact , Jordan , Aqaba , Economic Value

4:25pm-4:40pm “Cost effectiveness of social networking services based marketing”

Prof.Dr. Sung Ook Park, Kyung Hee University, South Korea.

Abstract

The aim of this paper is to examine the relationship between SNS activities (e.g., adopting SNS as a marketing channel: posting, editing page information, commenting, liking, and sharing) and corporate operating costs, particularly advertising costs, using actual market data. In total, 565 firms listed in KOSPI are included in the empirical study. Multiple regression method is conducted. The results suggest that company-driven SNS activity (posting, updating text) is related to higher advertising expenses, while customer-driven SNS activity (liking, commenting) is not. To the best of our knowledge, this empirical study is the first to empirically reveal the numerical relationship between SNS activities and advertising costs using actual market data.

Keywords: Social Networking Services; Facebook; Debt Ratio; Advertising Costs



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Other Panel Participants:

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Aiyad Alshammari, Howard University.

Pauline Zulu, Republic of Zambia, Ministry of Gender and Child Development.

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Abdullahi A. Shaibu, Executive Chairman, Suleja Local Government Council.

Obimah Sunday Destiny, International Cyprus University.

Suheyl Enis Aras, Intern, Humanitarian Studies Foundation.

Yusuf Güllük, Intern, Humanitarian Studies Foundation.

Dolunay Dagci, Intern, Humanitarian Studies Foundation.

4.40pm-4:50pm Final Remarks