



**International Conference on Vital  
Issues in Social Sciences,  
Communication and Management  
Research**

*December 02-03, 2017  
Istanbul, Turkey*

*Volume 01, Issue 07*



# **VSCM – Istanbul, Turkey**

## **International Conference on Vital Issues in Social Sciences, Communication and Management Research**

December 02–03, 2017

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**Book of abstracts**

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## **Conference Chair Message**

### **Dr. Estefany Copes Coloma**

International Conference on “Vital Issues in Social Sciences, Communication and Management Research” 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. Estefany Copes Coloma  
Conference Chair  
VSCM Secretariat – 2017

# Conference Schedule

**DAY 01 Saturday (December 02, 2017)**

**Venue: Room 1**

09:00 am – 09:30 am	Welcome Reception & Registration
09:30 am – 09:35 am	Opening Ceremony
09:35 am – 09:45 am	Welcome Remarks – <b>Ms. Sukhvinder Kaur</b> – Conference Coordinator
09:45 am – 09:50 am	Introduction of Participants
09:50 am – 10:00 am	Group Photo Session
10:00am – 10:30 am	Grand Networking Session and Tea Break

**DAY 01 Saturday (December 02, 2017)**

**Session 1 (10:30 am – 01:00 pm)**

**Venue: Room 1**

**Session Chair: Mr. Leon Yap**

**Track A: Business, Economics, Social Sciences and Humanities**

<b>IT-127-101</b>	Personal Characteristics of Opinion Leader in Influencing Youth Involvement in Oil Palm Industry	Suhana Saad
<b>IT-127-103</b>	Palm Oil Integration Practice amongst The Palm Oil Smallholders' in Sabah, Malaysia	Zaimah Ramli
<b>IT-127-125</b>	Translation Quality Analysis of Construction Standards Translated from English into Turkish within the Framework of Skopos Theory	Betul Kocer
<b>IT-127-135</b>	Student-Teacher Interaction in Online Synchronous Learning Environment: A Cultural Perspective	Ömer Arslan
<b>IT-127-129</b>	The Mediating Role of Brand Performance	Dr. Cigdem Unurlu
<b>IT-127-137</b>	Network Governance of Haze in Shenyang	Xu Jingsi

**Track B: Engineering and Technology, Computer, Basic and Applied Sciences**

<b>ISE-1127-101</b>	Game Theory Applied to Network Security	Chaimae El Ouazzani
<b>ISE-1127-111</b>	Utilizing Regression Algorithms for ATS Route Forecasts	Dewansh Raheja

**Lunch Break (01:00 – 02:00 pm)**

**(Closing Ceremony)**



**DAY 02 Sunday (December 03, 2017)**

## **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 Sciences and  
Humanities**

# Personal Characteristics of Opinion Leader in Influencing Youth Involvement in Oil Palm Industry

Suhana Saad<sup>1\*</sup>, Mohd Yusof Abdullah<sup>2</sup>, Ali Salman<sup>3</sup>, Novel Lyndon<sup>4</sup>

## Abstract

This study examined the opinion leaders based on the traditional characteristics at the village level which is still not fully exposed to latest information technology. Opinion leader should be individual who is important and influential for the success of village development programs and attract youth to engage in the oil palm industry. In this study data, collected are both primary and secondary. Primary data were collected using a qualitative approach through face to face interviews with four informants consisting of entrepreneurs, the village chief, the Village Development and Security Committee (JKKK) and an acting head of the village. The study was conducted in North Johor, Malaysia. The study found that personal characteristics such as personality and demographic are important in attracting youth to engage in the oil palm industry. Individuals with social status, high income, innovative, knowledgeable and have high social mobility are more convenient to have a following among the youth. This means that formal education is no longer a guarantee for someone to gain followers because what matters is the experience and expertise in the field. Other features are media habits, product-related characteristics, social attributes, and having characteristics of an opinion seeker. These successful individuals play a key role in restoring confidence in the future of the youth towards a career in the oil palm industry. In addition, the study found that opinion leaders who are directly involved in the oil palm industry are more trusted by the youth as compared to the leaders who hold key positions at the village level but partially involved in the sector.

**Keywords:** Opinion Leaders, Communication, Oil Palm, Social Mobility, Youth

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# **Palm Oil Integration Practice amongst The Palm Oil Smallholders' in Sabah, Malaysia**

Zaimah Ramli<sup>1\*</sup>, Sarmila Md Sum<sup>2</sup>, Novel Lyndon<sup>3</sup>, Mohd Yusof Hussain<sup>4</sup>

## **Abstract**

The Malaysian Government encourages the palm oil smallholders to implement palm oil integration to help increase their income. Palm oil integration is an integrated farming method that combines other crops with palm oil or livestock within the palm oil's farm or plantation. There are two types of palm oil integration, namely integration of crops and livestock integration. Previous studies have shown that palm oil integration can provide additional income to smallholder while waiting for the palm oil trees produce. In fact, the integration also able to increase the palm oil smallholders' income. Thus, the first objective of the research is to study the palm oil intergration practices amongst smallholders. The second objective is to examine the continuity of palm oil integration practices by smallholders after the palm trees produce. This study adopts the quantitative approach using survey methods. The study was conducted in Sabah and the study's sample were the palm oil smallholders that cultivating palm oil integration either with crops , livestock or both. Questionnaires were used as the data collection instrument. A total of 150 palm oil smallholders were involved in this study. In General, the results show that there are three patterns of palm oil integration practices, namely palm oil integration implemented by the smallholders themselves, shared and implemented by others. On average, the palm oil smallholders agreed that integration of palm oil is able to increase their income. In fact, majority of the palm oil smallholders intend to continue the palm oil integration practice in future. This shows that the palm oil smallholders are aware of the importance and the need for integration practices in increasing their income. The fact is, the palm oil integration among the palm oil smallholders needs to be implemented and continued by all the palm oil smallholders.

**Keywords:** Crop Integration, Livestock Integration, Practices Pattern, Continuity, Smallholders

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# Translation Quality Analysis of Construction Standards Translated from English into Turkish within the Framework of Skopos Theory

Betul Kocer<sup>1\*</sup>, Elena Antonova Unlu<sup>2</sup>

## Abstract

National standardization body of Turkey, Turkish Standards Institution (TSE), went through a radical change in translation policy in the year of 2016, which resulted in the introduction of a new standard developing and translation guide. To this end, the present study aims to evaluate the quality of standards translated from English into Turkish after and before the year of 2016 to see where there has been an improvement in the quality of standard translation as a result of the innovation. For this purpose, corpus one (C1) consisting of 10 randomly chosen construction standards translated before the year of 2016 and corpus two (C2) consisting of 10 randomly chosen construction standards translated after the year of 2016 were evaluated according to the Multidimensional Quality Metrics (MQM) translation quality assessment model (Lommel, Burchardt & Uszkoreit, 2015). The quantitative data analysis showed that there were 544 instance of translation error observed in C1, while in C2, the number of error decreased to 314. Statistical analysis revealed significant difference between the quality of standard translation between the two corpora. The qualitative analysis showed that the error patterns differed between the two corpora: in C1 the majority of the errors were defined as mistranslation (equivalence) errors and stylistic errors, while in C2 the majority of the errors were typographical ones. The findings of the study were discussed within the framework of Skopos Theory.

**Keywords:** Translation Quality Assessment, Multidimensional Quality Metrics (MQM), the Skopos Theory, Standards, English-Turkish

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# Student-Teacher Interaction in Online Synchronous Learning Environment: A Cultural Perspective

Omer Arslan<sup>1\*</sup>, Dr. Telhat Özdoğan<sup>2</sup>

## Abstract

Student-teacher interaction varies with respect to different cultural backgrounds. In this regard, this study aimed at investigating student-teacher interaction in online synchronous learning environment through power distance (Hofstede, 1986) and high-low context (Hall, 1976) cultural dimensions. The study used a triangulation mixed method approach in which quantitative and qualitative data were collected simultaneously. The statistical analyses were carried out with data collected from 158 students enrolled in a distance education program. The results show that high context communication tendency was greater than the low context and the difference was statistically significant. This finding implies that participants might need and value eye contact, proxemics or body language during student-teacher interaction. Due to high context tendencies, the majority of the participants stated that the teacher is recognized more authoritarian in face-to-face classroom environment compared to online synchronous learning environment. The number of participants expressing their ideas more comfortably in face-to-face learning environment due to the availability of high context factors is greater than online synchronous learning environment. However, there is an increase in the number of participants expressing their ideas more comfortably in online synchronous learning environment which might be attributed to lessened power asymmetries. The results of the study is important to align student-teacher interaction in online synchronous learning environment with respect to cultural backgrounds.

**Keywords:** Student-Teacher Interaction, Online Learning, Power Distance, High-Low Context, Culture

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# The Mediating Role of Brand Performance

Dr. Cigdem Unurlu\*

## Abstract

The purpose of this study is to determine whether tourists' attitudes of uncertainty avoidance and confusion by over choice affect their attitudes of loyalty towards a hotel brand, and to reveal whether brand performance has a mediating role on these attitudes. The proposed model was tested on 437 participants. As a result of the analysis, it was revealed that brand performance has a full mediating effect on the relationship between the attitudes of confusion by over choice and brand loyalty, and a partial mediating effect on the relationship between the attitudes of uncertainty avoidance and brand loyalty.

**Keywords:** Brand Performance, Consumer Behavior

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# Network Governance of Haze in Shenyang

Xu Jingsi\*

## Abstract

Deteriorating air pollution and ecological impact of environmental management in sustainable development is a significant policy issue in China, especially in Northeastern area, which is exemplified by Shenyang as well as in economic development. Seriously, haze weather brings harm to residents' health besides worsening the transportation. To handle this issue, not only the local people's governments are called for environmental policies, but citizens and enterprises are responsible. Governments are supposed to take responsibility entrusted by people and yet to organize people to protect the environment in that natural resources belong to all men in the society. Enterprises are the direct beneficiary of natural resources utilization. This paper will give advice on how governors cooperate with citizens and enterprises to solve haze in Shenyang based on network governance theory. By demonstrating the roles of different collaborative subjects, this paper will explain each subject's separate and mutual responsibilities in the haze governance.

**Keywords:** Haze, Network Governance, Sustainable Development

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**Track B: Engineering and Technology, Computer,  
Basics and Applied Sciences**

# Game Theory Applied to Network Security

Chaimae El Ouazzani<sup>1\*</sup>, Abdellatif Elghazi<sup>2</sup>, Zineelabidine Abdelali<sup>3</sup>

## Abstract

Network security is one of the most challenging and complex problem. However, researchers have been exploring the applicability of game theoretic approaches to address the network security issues and some of these approaches look promising, the network security problem is far from completely solved. This paper explains the existing game theoretic solutions which are designed to enhance network security and presents classification of the proposed solutions. This classification will provide the reader to understand better the game theoretic solutions to a variety of cyber security problems.

**Keywords:** Cyber Security, Games Theory, Network

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# Utilizing Regression Algorithms for ATS Route Forecasts

Dewansh Raheja<sup>1\*</sup>, Y. X. Lee<sup>2</sup>, Z. W. Zhong<sup>3</sup>

## Abstract

The air traffic forecast methodology by FAA assumes that the route network for flights will not change. The route forecasts are therefore derived from the origin-destination demand by assigning the origin-destination passengers to routes based on the percentage distribution of passengers. Assuming the static nature of routes, our study employed traffic feedback results from European airspace design evaluation tool combined with econometric modelling to forecast air traffic on selected ATS routes in the ASEAN region. A case study involving evolution scenarios of the economy from 2004 to 2019 was used to show the importance of regression modeling and form an ATS route forecast procedure in order to illustrate current capabilities.

**Keywords:** Air Traffic, ATS Route, Forecasting

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