Shanghai Academic Network-SAN

2nd International Conference on Recent Developments in Social Sciences, Business, Management and Humanities Research,

March 30-31, 2019

Hotel: Vesh Coffee Shanghai, China
Address: No. 1100 Ding Xi Road (Near Zhao Hua Road)
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Book of abstracts


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Organizing Committee

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Conference Coordinator

2. Associate Professor Mingdong Xu

Conference Coordinator

3. Professor A. CHEN

Conference Coordinator

4. Ms. Petrel Qiu

Conference Coordinator
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Conference Chair Message

Dr Maggie Qin

“Shanghai Academic Network (SAN)” 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 Maggie Qin
Conference Chair
SAN- Secretariat, 2019
## Conference Schedule

**Shanghai China**

**Venue: Room 1**

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<tr>
<th>Time</th>
<th>Activity</th>
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<tr>
<td>09:00 am – 09:10 am</td>
<td>Welcome Reception &amp; Registration</td>
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<tr>
<td>09:10 am – 09:20 am</td>
<td>Opening Ceremony</td>
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<tr>
<td>09:20 am – 09:30 am</td>
<td>Welcome Remarks – Conference Coordinator SAN</td>
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<tr>
<td>09:30 am – 09:40 am</td>
<td>Introduction of Participants</td>
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<tr>
<td>09:40 am – 09:50 am</td>
<td>Group Photo Session</td>
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<tr>
<td>09:50 am – 10:00 am</td>
<td>Grand Networking Session and Tea Break</td>
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DAY 01 Saturday (March 30, 2019)
Session 1 (10:00 am – 11:30 am)
Venue: Room 1

Track A: Business, Economics, Social Sciences and Humanities

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<th>RSBMH-MARCH2019-103</th>
<th>Demystifying the relationship between ethnic identities of Indian Muslims and their level of religious tolerance - a case study conducted at West Bengal, India</th>
<th>Adrinil Santra</th>
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<td>RSBMH-MARCH2019-105</td>
<td>The Availability level of (NCTM) Standards for the Education and Continued Professional Growth among High School Mathematics Teachers</td>
<td>Dr Fahad Abdulrahman Alolyan</td>
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<td>RSBMH-MARCH2019-107</td>
<td>The Importance of Artificial Intelligence in Customer's perceptions in services of Interactive Voice Recognition in the Banking Industry in Sri Lanka</td>
<td>Dr. Chammika Mallawaarachchi</td>
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<tr>
<td>RSBMH-MARCH2019-114</td>
<td>A Stakeholder Engagement Strategy for Public Private Partnership Urban Infrastructure Provision in Nigeria</td>
<td>Bello Nagogo Usman,</td>
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Lunch Break (11:30 am – 12:30 pm)

Closing Ceremony
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
Demystifying the relationship between ethnic identities of Indian Muslims and their level of religious tolerance - a case study conducted at West Bengal, India

Adrinil Santra*

Abstract India, the land that witnessed a myriad of religious and cultural experiences, graciously conserving both secularism and freedom of speech in its constitution, has been having a curious debate in recent times - whether the world's one of the leading democracy has become an intolerant nation. The nation has witnessed the synthesis of several rich cultures and has been predisposed by a history that is several millennia old. Inspite of the frantic effort by the various political activists and social bodies to imbibe the amicable spirit of symbiotic and harmonious existence among the multi ethno-religious groups in India, the altruistic effort eventually resulted in disenchantment far from the idealism expected. The obvious reason for such disquieting state of affair is often attributed to the historically reflecting Hindu nationalist position of the present government but an unraveling attempt to reflect deep into consciousness of the largest minority group obviates such claim. The indigenous cultural tradition and passionate religious beliefs of Indian Muslims of different ethnicities underwent a great transformation after its social intercourse with the prevailing social norms of the ethnic majorities. Surprisingly the level of resentment of the Indian Muslims towards the majority Hindus has manifested stark discrepancies among various ethnic groups. Religious extremism and fundamentalism have breed counter-fanaticism and counter- fundamentalism ruining the age old tradition of peaceful coexistence and reciprocal reverences. The research paper makes a meek attempt to ascertain the obscure reasons for such differences in the level of resentment of Indian Muslims belonging to two ethnic groups. This case study was conducted by collecting data regarding religious tolerance using the questionnaire developed by Broer et.al (2017) from two hundred and fifty Muslim students hailing from West Bengal, a state in India and the test results can be extrapolated with minor changes within the entire territory of India.

Keywords: cultural tradition, ethno-religious groups, fundamentalism, intolerant nation, secularism.

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A Stakeholder Engagement Strategy for Public Private Partnership Urban Infrastructure Provision in Nigeria

Bello Nagogo Usman¹*, Chika Udeaja², Peter Mc Dermott³, Claudia Trillo⁴

Abstract The global population is increasingly becoming urban. By the year 2050, Nigeria will be among the top three countries that will account for this trend of migration behind China and India. The trend of urbanisation comes with various challenges and benefits. However, Nigeria has been unable to tap into the benefits of urbanisation due to existing poor infrastructure and inability to meet the increase in demand for new ones due to scarcity of resources. Globally, the concept of Public Private Partnership (PPP) has been adopted to galvanise resources to bridge infrastructure deficit and improve efficiency of service provision of existing stock. However, the concept as adopted by Nigeria has not yielded fruitful results due to various problems chiefly among them include: political will, technical knowhow, lack of clear coordination between the government and the concessionaire and the negligence of community/public engagement in Urban Infrastructure (UI) PPP processes. However, various studies have indicated the absence of a structured Stakeholder Engagement process (SE) as a critical success factor that has led to the failure and slow growth of PPP in Nigeria, none has addressed the issue of proposing a strategy for SE in UI provision. This thesis intends to bridge this gap by proposing SE strategy for PPP UI provision in Nigeria.

Keywords: Urbanisation, Stakeholder, Public Private Partnership, Infrastructure, Nigeria

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The Availability level of (NCTM) Standards for the Education and Continued Professional Growth among High School Mathematics Teachers

Dr Fahad Abdulrahman Alolyan*

Abstract This study aimed to identify the availability level of (NCTM) standards for the education and continued professional growth among high school mathematics teachers according to their self-assessment. The study followed the descriptive survey methodology. The data was collected through a questionnaire constructing based on the standards and indicators included in (NCTM) standards for the education and continued professional growth (2007). The sample of the study consisted of (92) appointed teacher of high school mathematics teachers in public schools in Riyadh. The results of the study showed a high availability level of standards of mathematics content knowledge & mathematics teaching principles; however, The result indicated that availability of both standards of teachers’ experiences for mathematics learning & students’ knowledge as mathematics learners had a moderate level; while standard of participating in continued professional growth shows a weak availability level among mathematics teachers.

In light of these results, the researcher recommended: Designing and implementing training courses, workshops and educational meetings for mathematics teachers to increase their level of awareness and professional skills in (NCTM) standards which were available at moderate & weak level.

Keywords: (NCTM) Standards, Professional Growth, Mathematics Teachers.

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The Importance of Artificial Intelligence in Customer's perceptions in services of Interactive Voice Recognition in the Banking Industry in Sri Lanka

Dr. Chammika Mallawaarachchi

Abstract This research was conducted in qualitative approach. The researcher has worked with a developed framework and then suggested a new model based on the concept of Artificial Intelligence (AI) and collected primary data from hundred interviews with an open-ended questions in services of Interactive Voice Recognition (IVR) in the Banking Industry in Sri Lanka. The researcher has coded the collected data to spot the patterns to identify and analyzed the core relationship in AI and IVR to discuss and to revise the developed model. The researcher has used the qualitative research approach to conduct the research based on an exploratory research design because since the purpose of the study is to explore customer's perceptions instead of to explain or describe the relationships. Therefore, the study was applied a cross-sectional design means that the data was collected only once with a comparative perspective. So, the researcher has decided to use semi-structured interviews where interview guidelines were developed and pre-tested in order to ensure the optimum coverage of the subject to make-sure all the question and topics were addressed. Further, the samples are selected in accordance with the intention to extract relevant information and thus, the researcher has used non-probability sampling because aimed to find respondents that had some experiences with any types of services in IVR. Data was analyzed by labeling them as “codes” and the researcher went through all the labels that were constructed in the previous stage, these were then categorized once more into themes. These themes and labels were then used to spot indications and patterns in the data that the researchers used when analyzing their primary data, The findings of this study suggest that customers are skeptical towards in Interactive Voice Recognition in telephone customer services and believe that the service quality would be lower than regular telephone service. The findings do however reflected that customers are willing to cope or adjust to new technology as long as there are alternatives if they are not satisfied.

Keywords : Artificial Intelligence, Interactive Voice Recognition, Customer Services, Customer Satisfaction, Banking Industry, Sri Lanka

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Surviving Tsunami: What a Japanese “Living God” Did in 1854 and Lessons for Disaster Prevention

Kumi Yamada*

Abstract There are many things we can learn from actions of the past. I teach philosophy at a technical school, but I see a need for less technical knowledge to be gained, practiced and used in the event of an emergency. A Japanese rich farmer, Hamaguchi Goryo, saved the lives of villagers when a huge Tsunami (an enormous tidal wave) devastatingly hit Ansei-Nankai area in western Japan in 1854. Goryou set fire to his abundant rice harvest intentionally to urge people toward a hilltop showing an evacuation route by the beacon fire. Goryou’s feat impressed a famous novelist, Lafcadio Hearn, who wrote a novel named “A living God” and published it in 1897. The story was translated into Japanese later, and was used as a government-designated disaster prevention textbook for Japanese youngsters from 1937 to 1947. The aim of my research is to clarify two main points that should be remembered. First, I will introduce Goryo’s true acts and deeds: his ultimate devotion to the village. Second, I will show you some hints to consider what you can do to protect yourselves when an earthquake happens next. The most significant lesson as disaster prevention from our history is, in a word, that “in prosperity prepare for adversity.

Keywords: Tsunami, disaster, Fire of Inamura, Warning system, Henry D. Thoreau

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Vision

Our vision is to demonstrate sustainable research with a global reputation for academic excellence.