



## Conference Proceedings

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## **Preface:**

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## **KEYNOTE SPEAKER**



### **Dr. Sita Yiemkuntitavorn**

**Associate Professor, School of Educational Studies, SukhothaiThammathirat Open University, Thailand**

**Topic:** The effects of using Lesson Study in English subjects in Thailand

Associate Professor Dr. Sita Yiemkuntitavorn is currently an Assistant to the President and a full-time lecturer in School of Educational Studies, SukhothaiThammathirat Open University. She received her Bachelor Degree in Liberal Arts, major in Linguistics and minor in English from Thammasat University in 1999. In 2001 and 2003, she graduated M.Ed major in TESOL and M.Ed (research) with Second Class Honor Upper Division from The University of Tasmania, Australia. In 2005, she received her Ph.D. in Education (Linguistics) from The University of Tasmania, Australia. Her expertise is in the field of TESOL, language learning and teaching, applied linguistics and related topics.



KistiNurhayati  
ERCICBELLP1805053

**Religious Prejudice Towards Muslim Religious People Relating To The Case Of Terrorism In Indonesia**

**KistiNurhayati**  
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**Abstract**

The number of recent terrorist bombing cases conducted by a group of people in Indonesia created social problems and gaps among certain individuals and changed people's behavior towards Muslim religious people. One of the aspect that changed people's behavior was their prejudice. Prejudice is a pervasive and destructive social problem. Previous research on prejudice almost entirely focused on racial and minority groups. This research is an attempt to broader the research of prejudice by explaining religious prejudice against Muslims related to the case of terrorism Indonesia. This study was conducted to show the level of prejudice that occurs among the society. Questionnaires regarding the issue given to the subjects that will reveal their religious prejudices. The predicted results from this research are (1) There are religious prejudice among Indonesian society; (2) People in the area of bombing have higher levels of religious prejudice than those who do not. An important implication of this research is the need to portray the level of religious prejudice among Indonesians regarding the case of terrorism for further prevention or minimization of religious prejudice.

**Key Words : Prejudice, Terrorism, Indonesia**



Mona HamdyMostafa  
ERCICBELLP1805057

**Stress and Coping Strategies Among Parets of Autistic Children**

**Mona HamdyMostafa**  
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**Abstract**

Having child with autism is a major event that negatively affects families, and force families to re-evaluate its plans, goals, and relationships in light of restrictions and limitations associated with child's disability, and resultant stresses in parents, and their efficiency in coping with these stresses. This study aimed to assess stress and coping strategies among parents of children with autistic disorder. A purposive sample of thirty Parents of Autistic Children was recruited from the Center for Social and Preventive Medicine (Child Psychiatry Out-patient Clinic) in Abou-El-RishUniversityHospital. Three tools were used to conduct the current study, demographic and medical data sheet, parent stress scale and coping strategies scale. The results showed that, sixty percent of the studied parents had moderate level of stress and slightly more than fifty percent of the studied parents using seeking information, avoidance and denial as a coping strategies. In conclusion, children with ASD require lifelong provision, management and service coordination.

**Keywords: Autistic Disorder, Parents Stress And Coping Strategies.**

HeydarLotfi  
ERCICBELLP1805059

**Geopolitical Features of Iran and Formulation of a National Strategy with an Emphasis on Foreign Policy**

**HeydarLotfi**  
Political Geography, Garmsar Branch, Islamic Azad University, Garmsar, Iran

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Computer Engineering & Financial System Planning, Garmsar Branch, Islamic Azad University, Garmsar, Iran

**Abstract**

Iran is in one of the most sensitive geopolitical situations in the world, so that the active geopolitical regions with its broad and diverse functions around it have become the focus of gravity of regional and international diplomacy. This situation is affecting Iran in the context



of global and regional developments. The geopolitical position of countries over time and under the influence of various factors such as wars, revolutions, changes in the international system and the global system, and changes in the balance of power are constantly changing. Iran has been one of the countries in which its geopolitics has undergone many changes over the past four decades, whose causes can be found in a variety of internal and external geopolitical factors. This paper uses a descriptive-analytical research methodology and libraries to investigate the process of changes in the geopolitical situation in Iran before and after the Islamic Revolution and the imposed war on how and why the process is deeply rooted. The reasoning behind the present article is that the process of Iranian geopolitical developments has been very rapid and in recent decades has been more influenced by the process of internal transformation of Iran's society and internal power potentials, and external and national factors have played a secondary role in this process.

**Keywords:** Geopolitics, International System, Diplomacy, Transregional

**Abdul Malik**  
**ERCICBELLP1805061**

**A Study of the Characteristics of Idealist Educators at Secondary Level**

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**Education, UMT, Pakistan**

**Abstract**

The study is aimed at a “Study of the Characteristics of Idealist Educators at Secondary Level”. The objectives of the study were to identify the characteristics of idealist educators at secondary level. The significance of the research the value of this study could be obtained from the possibility of building bridges between the thoughts of Idealism and characteristics of educator at secondary level. The study will be further delimitations to characteristics of educators of the institutions of Secondary level. Research Design, this section of the research paper presents the study sample, instrument, content validity of the study questionnaire as well as its reliability, and then the study findings will be presented throughout the final part of this section. The study sample consisted of (30) secondary educators randomly selected from Lahore district secondary level of whom (15) males, and (15) females. Total Population of the research was 120 educators of the secondary school of district school Lahore. Data collection, the questionnaire will be personally administered by the researcher from the respondents mentioned in the sample. The data was obtained and shown in tabulated form and statistically analyzed using percentage method. The Findings of the research, the percentage about mind is more effective agree response 94% disagree 6% and undecided is 0%. The conclusion has been drawn out of this descriptive thus paving the way for making recommendation of this study. Recommendation the idealist educators promote the theory of idealist.

**Key words:** Curriculum, Methods, Teaching strategy, idealist, Mind and soul.



**Jamilu Yaya**  
**ERCICBELLP1805063**

**Influence of Social Media on Moral Decay among Youth in Bauchi State, Nigeria**


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**Department of Sociology, Faculty of Social and Management Science, Bauchi State University, Gadau, Bauchi State, Nigeria**

**Abstract**

Social media is one the outcome of technology that reduce the world to a global village; this medium enables users to interact, share feeling, thoughts and ideologies. Social media windows provides opportunities to users more especially the youth, it create an enabling environment for online interaction. Youth all over the globe exchange knowledge, messages, photos and videos. It was believed that, Youths are the predominant users of social media. These youth connect to people from almost every looks and cronies of the world. Now our days, youth use social media platforms such as Whatsapp, 2go, Facebook, Goggle+, Instagram, twitterer, You-tube, My Space, Skype, and LinkedIn for both economic, social, political and cultural purposes. This study examined the influence of social media on moral decay in Bauchi state, Nigeria. The study used quantiatative method. 220 respondents were


	<p>used among the youth in Bauchi. Four Hypothesis were tested at 0.5, the study found there's significant relationship between moral decay and social media, peer groups influence and mass media was also found to have influenced moral decay. The study recommend that parents should regularly watch the social media activities of their children and governments should make policies that will put social media providers on track. The study recommend that further research should be conducted on social media and youth participation on political violence and terrorism in northern Nigeria.</p>
<p>Helio Mau-Quei ERCICBELLP1805064</p>	<p style="text-align: center;"><b>How Does The Informal Sector Affect Food Security In Timor-Leste?</b></p> <p style="text-align: center;">Helio Mau-Quei Department of Economics, Waikato Management School, University of Waikato, Hamilton, New Zealand</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This study analyzes the impact of informal sector work on food security among workers in Timor-Leste. We use primary data, directly collected from the field between January and early May 2017, on 349 households with a total of 658 adult respondents. Food security was measured using food insecurity experience scale (FIES) which suggested by FAO. We applied a linear regression model to identify the factors associated with food security, with a specific focus on the effect of informal work status. The results showed that the coefficient of informal sector variable (<math>\beta = -0.372</math>) is negative and statistically significant at the 0.05 level (<math>p=0.049</math>). This indicates that informal sector workers have lower food security than workers not in the informal sector, after controlling for other relevant covariates. These results are not causal, so we cannot conclude that informal sector work itself is bad for workers' food security. However, the results indicate that policy makers in Timor-Leste could improve food security by focusing their efforts on workers engaged in the informal sector.</p>
<p>Jaytee Pascua ERCICBELLP1805065</p>	<p style="text-align: center;"><b>21st Century Classroom: Gender Sensitivity in Language Use</b></p> <p style="text-align: center;">Jaytee Pascua English Department, College of Education, Rizal Technological University, Mandaluyong City, Philippines</p> <p style="text-align: center;">Micaela Bantog English Department, College of Education, Rizal Technological University, Mandaluyong City, Philippines</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The main purpose of the study was to dig deeper in the issue of gender sensitivity in a 21<sup>st</sup> century classroom by means of analyzing gender stereotypes through language. Qualitative approach was the nature of the study and utilized the descriptive method. This study heavily relied on discourse analysis. Moreover, the data used in this study were in the forms of conversations from the audio recorded classroom discussions and interviews; which were transcribed as it was subjected for discourse analysis.</p> <p>The study revealed that there were forms of stereotyping inside the classroom through language wherein gender stereotyping was evident through verbal cues and discourses. More so, a form of gender stereotyping was also through performance wherein such biases were evident by means of actions and performatives. In addition, each forms were narrowed down to come up with manifestations such as in the gender role which indicates stereotyping in traditional roles of genders; addressing which shows how genders were stereotypically referred to; capabilities which is how gender biases were employed through performativity and ability; and traits which exhibits how stereotypic behaviors are evident through biases of the genders' characteristics. These manifestations exposed some effects on the students such as practiced belief for treating the stereotyping as if normal in the classroom; negative feelings for it lowers their self-concept; and limitation to express oneself for not having freedom to say what they wanted to say without being judged based on their gender.</p>



 <p><b>GenioLadyanFinasisca</b> ERCICBELLP1805066</p>	<p><b>Keywords: gender-sensitivity, language, education</b></p> <p><b>Indonesian State Ownership of Natural Resources: A Comparative Study</b></p> <p><b>GenioLadyanFinasisca</b> Department of Administrative Law, Faculty of Law, Universities Indonesia, Jakarta, Indonesia</p> <p><b>Abstract</b> Indonesia is a country with a promising potential of natural resources, such as metallic mineral, oil and coal. To manage and utilize this potential, it is crucial to have a legit and strong legal basis regarding the ownership of this natural resources. Indonesia's law and doctrines recognize the term of state ownership right of the natural resources. Hence, there still are few misunderstanding regarding the definition and enforcement of this right. This reserach uses doctrinal research method supported by non-doctrinal reserach method to give a picture of Indonesian state ownership right and the enforcement of this right. This research uses mesthod of regulatory approach and also comparative approach regarding the natural resources exploitation in Botswana and Nigeria. This result of this study indicates that the state ownership is an effective way to manage the exploitation and utilization of natural resources in a country. <b>Keywords: Natural resources management, Exploitation, Utilization, State Ownership Right, Law.</b></p>
<p><b>Lariosa Ma Bianca Isabelle C</b> ERCICBELLP1805067</p>	<p><b>Multiple Case Study of Family Resilience among TreceMartires Railway Displaced Families</b></p> <p><b>Lariosa Ma Bianca Isabelle C</b> Psychology Department, De La Salle University, Cavite, Philippines</p> <p><b>Abstract</b> This multiple case study focused on identifying the protective factors utilized by the railway displaced families from TreceMartires, Cavite, Philippines, in addition to acquiring an in-depth understanding of the impact of displacement in their lives. Thus, methodological triangulation which includes semi-structured interviews and the brief resilience scale (BRS) was applied to gather information from the five representatives of the participating displaced families. The questions of the said interview focused on both family resilience and displacement. The gathered data was then subjected to thematic analysis which revealed three superordinate themes (source of strength and weakness, bilateral aftereffect of displacement, and utilization of protective factors) and seven subordinate themes (support system, Achilles' heel, interpersonal assistance, finding comfort through faith, optimistic point of view, positive impact, and negative impact). It was found out that the Filipino displaced families of the said study were able to slowly recover with the help of their family, friends, positive thinking, and spirituality. Apart from providing additional input to the existing literature regarding family resilience and displacement, these findings may also further contribute in the creation and development of interventions to properly accommodate the needs of the marginalized displaced families, especially in the Philippines. <b>Keywords Family resilience, Displacement, Marginalized, Philippines</b></p>
<p><b>Shaleen Jain</b> ERCICBELLP1805068</p>	<p><b>Educational Inequalities in India in context of Affirmative Actions</b></p> <p><b>Shaleen Jain</b> Bachelor of Law (B.A. LLB), Hidayatullah National Law University, Raipur, India</p> <p><b>ABSTRACT</b> Education is considered to be a liberation force which has helped individuals in uplifting themselves intellectually and spiritually. It is a tool that can abridge the widening gap between the rich and the poor. India is one country which suffers from substantial inequalities when it comes to education. The parliament through Constitutional Amendment of 2002 inserted Article 21A and granted all the citizens the Fundamental Right of Education.</p>



	<p>Special rights to children through Right to Education Act (RTE), 2009, (which aims to provide free and compulsory education) were provided by the parliament.</p> <p>The policy of ‘affirmative action’, commonly referred to as ‘reservation’ in India, was adopted by the Constitution makers to help elevate the weaker section of the society. Affirmative action refers to the positive steps that are designed to eliminate the existing inequalities in terms of opportunities (which are on the basis of caste, sex, religion, or place of birth). These policies usually comprise of legislations, schemes, and programmes for the betterment of such deprived sections. However, affirmative action is not reservation. Reservation can be considered as a subset of affirmative action but not wholly affirmative action.</p> <p>This paper examines the educational inequalities that continue to exist in India and how the policy of affirmative action (commonly called ‘reservation’) has helped so far in bridging the gap that it was aimed at. The paper also attempts to look how this policy is being misused in India.</p> <p><b>Key words:</b> Affirmative Action, Educational Inequalities, Reservation, Right to Education</p>
<p>Mengyuan Zhou ERCICBELLP1805071</p>	<p><b>Relationship in Inheritance Attitudes Towards Children and the Spouse</b></p> <p>Mengyuan Zhou Graduate School of Economics, Keio University, Tokyo, Japan</p> <p><b>Abstract</b></p> <p>This study investigates individuals’ inheritance attitudes towards children and the spouse by using survey data conducted in the U.S. and Japan. The questions are asking about an individual’s opinion on leaving an inheritance as much as possible towards children/spouse. Because the subjective questions concerning inheritance attitudes may arouse the subjective measurement error (SME), to solve this problem, this study uses a new method called “S-O, S-O (Subjective-Objective, Subjective-Objective).” The results show that (1) Japanese people are less likely to leave inheritance as much as possible towards children and the spouse, comparing to Americans; (2) the bequest attitudes towards children and the spouse are positively correlated; (3) the sources of income have different effects on Japanese’s bequest attitudes towards children and the spouse. This study provides a unique method to solve the SME problem. Also, the finding of income source effect will contribute to the inheritance tax policy.</p> <p><b>Keywords:</b> Bequest motives, Bequest attitudes, Income effect, intergenerational and intragenerational transfer.</p>
<p>NishaJia ERCICBELLP1805072</p>	<p><b>FDI and Labor Share of Home-country: Empirical Evidence from Micro Data of Chinese Enterprises</b></p> <p>NishaJia International Business School, Shaanxi Normal University, XI'AN, China</p> <p><b>Abstract</b></p> <p>When an enterprise is operating globally, it will surely lead to the flow of production factors, and thus change the factor income distribution in the home country. This paper studies the influence of FDI on the labor share in enterprises’ home country under the background of continuous economic globalization. Based on the theory of Heterogeneity of FDI Motivation, this paper firstly analyzes the influence mechanism of FDI on home country labor share. Then, with the micro data of Chinese enterprises, this paper adopts Mahalanobis distance matching and Difference-in-Differences (DID) estimation to have empirical test on the influence of FDI on the labor share in enterprises’ home country. The results show that, overall, enterprises’ FDI and labor share in the home country present a negative correlation. In terms of heterogeneity of FDI motivation, market-seeking FDI significantly decreases the labor share in the home country, while resources-seeking and technology-seeking FDI significantly increase the labor share in the home country. From the perspective of host country heterogeneity, FDI in developed countries significantly increases the labor share in</p>

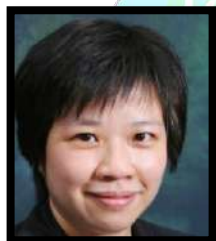
	<p>the home country, while the FDI in developing countries inhibits the increase of labor share in the home country. <b>Keywords:</b> Foreign direct investment (FDI); labor share; Motivation of FDI</p>
<p><b>RawanAlafeshat</b> <b>ERCICBELLP1805077</b></p>	<p><b>Effect of Training and Development and Selecting and Recruitment on Organization performance: The Mediating Role of Employee Engagement</b></p> <p><b>RawanAlafeshat</b> <b>Tourism Management, Eastern Mediterranean University, North Cyprus, Turkey</b></p> <p><b>Abstract</b> The purpose of this study was to examine the mediating role of employee engagement in the relationships selecting and recruitment, training and development with organizational performance. The participants in the current study were 277 employees working in the private airline sector in Jordan. The results of the study revealed that both selecting and recruitment and training and development were positively linked with employee satisfaction and employee retention as indicators for organizational performance. Finally, the findings indicate that employee engagement partially mediates the relationships of both selecting and recruitment and training and development with employee satisfaction and employee retention. This study is the first empirical study of the airline sector in Jordan also it is the first to focus on employee engagement as a mediator of the effect of selecting and recruitment and training and development on employee satisfaction and employee retention using structural equation modeling (SEM) to analyze data collected from employees working in the airline sector. <b>Keywords:</b> Selecting and recruitment, training and development, employee engagement, employee satisfaction and employee retention</p>
<p><b>AchinthaEkanayake</b> <b>ERCICBELLP1805078</b></p>	<p><b>Cultural Impact on Commitment to Change of Blue-Collar Workers</b></p> <p><b>AchinthaEkanayake</b> <b>Department of Business Management, Faculty of Management Studies, Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka</b></p> <p><b>Abstract</b> Many efforts for successful implementation of planned changes have fail due to various reasons; out of which people factor is crucial. Thus, managing a change is a challenge. Hence the present study considered commitment to change of blue-collar employees in Sri Lankan context. The research was based on two studies; first, to find out the levels of commitment to change; and second, to find out the relationship between commitment to change and two cultural dimensions; power distance and individualism using a survey method. The findings revealed that, blue-collar workers have less affective and normative commitment to change while high continuance commitment to change. Both power distance and individualism significantly and negatively correlated with commitment to change. Thus, lower level employees expect a less power distant and collective work culture to support a successful change effort. <b>Keywords:</b> Commitment to change, Culture, Organizational change</p>
 <p><b>Jaybee Coronel</b> <b>ERCICBELLP1805070</b></p>	<p><b>The Discourse of Governance in the Linguistic Landscape of Quezon City Government</b></p> <p><b>Jaybee Coronel</b> <b>Department of Filipino and Philippine Literature, University of the Philippines, Diliman, Quezon City, Philippines</b></p> <p><b>Abstract</b> The study aims to analyze the discourse of governance on the body signature line and slogan of tarpaulins, posters, and titles from newsletters of Quezon City government, which are posted and distributed on the identified public spaces. The researcher used the three-dimensional model (description, interpretation, and evaluation) of Critical Discourse Analysis</p>



designed by Norman Fairclough as a method for document analysis. Likewise, the Rights-Based Approach in Governance formulated by the National College of Public Administration was used as a theoretical guide in analyzing the discourse of governance in Quezon City. Issues relative to human rights emerged in the texts gathered from the materials such as necessities and rights of the marginalized sectors of women and children and issues such as poverty, globalization, public safety, public trust and social development. Apart from the rights and needs of its citizens, the texts also manifest the advocacies of the local officials and the thrust of the current administration.

The study concludes that (1) despite the negative statements of the national government about human rights, the local government still believes of its influence in responding the needs of the constituents. In addition, (2) since the English language is being used in most of the transactions and communications of bureaucracy, the city government used Filipino language and Taglish to simplify and further explain the importance of enacted policies and created programs to their everyday lives. (3) There has been no policy in using the National language/Filipino language in the government aside from its use as a medium to communicate with the mass. And lastly (4), Language can create and close the gap between the government and citizens.

**Keywords:** Language, linguistic landscape, discourse, governance, human rights



**Cheng Mei Seung Catherine**  
YRSICBELLP1805051

**Students' perception of the effectiveness of summative, feedforward and dialogic approaches to feedback**

**Cheng Mei Seung Catherine**

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**Abstract**

In this paper, I describe how formative feedback approaches are incorporated into individual-based and group-based assessment tasks in a Hong Kong sub-degree academic writing course to support students' learning. The effectiveness of these approaches is evaluated through a post-study survey questionnaire on students' perceptions after the course is completed. A total of 118 out of 155 students responded to the survey. Findings were: (1) most participants chose individual-based learning as their preferred learning method, rather than group-based learning; (2) feedback approaches on the individual-based assessment tasks have the highest perception score compared with the group-based ones; (3) perception of the end-of-term test has the strongest association with the perception of the overall course assessment. Findings are discussed and recommendations are made, followed by the conclusion and limitations of the study.

**Keywords:** Feedforward feedback, summative feedback, dialogic feedback, students' perception, corrective feedback

**Thuy Le**  
ERCICBELLP1805084

**Foreclosure on Collateral Under French and Vietnamese Laws**

**Thuy Le**

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**Abstract**

Vietnamese laws on secured transactions have been recently developed, learning from French laws. The paper focuses on presenting the differences of the foreclosure on pledged and mortgaged property between French and Vietnamese laws and suggests some modifications to Vietnamese relevant statutes to protect the right of both debtors and creditors in pledge and mortgage transactions. The recommendations include a more active role of the securing party in security right enforcement process under judicial supervision, the court's involvement in property value appraisal, an extra-judicial mechanism for creditors for collateral repossession and a provision setting forth an obligation of the secured party to diligently and effectively exploit the secured property to earn maximum fruit and incomes and deduct such



	<p>amount from the interest and original loan. Key words: collateral, foreclosure, security right enforcement, secured property</p>
<p>Francy Iriani Ekawati ERCICBELLP1805085</p>	<p style="text-align: center;"><b>T-Cash, which Affects Most: Benefit, Product Feature or Promotion?</b></p> <p style="text-align: center;">Francy Iriani Ekawati Management Department, Economy and Business Faculty, Universitas Trilogi, Jakarta, Indonesia</p> <p style="text-align: center;"><b>Abstract</b></p> <p>E-money or cashless payment is new in the Financial industry in Indonesia. Digital payment, or using internet/mobile banking to pay transaction has been grown for the last three years. And so does the payment method using virtual account or mobile phone number, it is something new and grow interests among youngsters or we can say as millennial generations. This study aims to explain how the benefits of T=Cash, product features and promotion affect on the consumer's intention in reusing electronic money T Cash, in South Jakarta. This study using questionnaires as a research instrument, distributed to 100 respondents. The analytical method used in this research is SEM (Structural Equation Modeling), and the researcher uses Smart PLS 3.2 software to analyze data.</p> <p>The results of the study showed that the variables such as benefit of the product, product features and promotions altogether influenced the consumer's intention in reusing T Cash. Partially, only product feature variables and promotion that influence the intention of reusing T-Cash. The most influenced variable in the intention of reusing T-Cash is the product feature.</p> <p><b>Keywords:</b> Product Benefits, Product Features, Promotions, Intention to reuse.</p>
<p>Sarunya Tarat ERCICBELLP1805082</p>	<p style="text-align: center;"><b>Job Satisfaction among Social Sciences Cluster Academic Staff in the Public University Situated at the Lower Northern Region of Thailand</b></p> <p style="text-align: center;">Sarunya Tarat and Manassaphorn Wongsawat Naresuan University International College, Naresuan University, Phitsanulok, Thailand</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This study focuses on job satisfaction in various aspects: Day – to – day activities, work environment, compensation, and communication. In addition, it finds out what factors lead to potential problems such as absenteeism and turnover. All participants are Social Sciences Cluster academic staff aged between 25 to 60 years old in the public university situated at the lower northern region of Thailand. The survey questionnaire was applied as research instrument to collect the quantitative data. The findings revealed that the overall job satisfaction of the academic staff was high. Day – to – day activities was ranked as the highest and compensation was ranked as the lowest. Additionally, the factors that led to the problem at work the most belonged to work overload, lack of communication and lack of professional growth and development, respectively. The results obtained from this study can assist the university administrators to make some changes to improve the satisfaction level.</p> <p><b>Index Terms</b>— job satisfaction, Social Sciences Cluster academic staff, absenteeism, turnover</p> <p><b>I. Introduction</b></p> <p>Job is an activity often performed in exchange for payment for a living. A person can resume a job by becoming an employee, a lecturer, a volunteer, or even starting one's own business. The duration of job may range from temporary (e.g., part-time job) to a lifetime. Job life is one of significant parts of our daily lives that causes a large amount of stress. Due to the competitive nature of the job environment, most of the people are spending most of their time on working (Ahsan et. al, 2009). The efficiency, quality of their work and behaviors depend on their satisfaction on jobs. Locke (1969) defined job satisfaction as “an emotional state related to the positive or negative appraisal of job experiences”. It might be linked to</p>

performance, organizational productivity and other issues, including turnover and absenteeism (Toker, 2011). A person who is satisfied with his or her job holds a positive attitude towards it, whereas the one who is dissatisfied holds a negative attitude (Robbins, 1993). For example, if people are satisfied with their jobs owing to day-to-day activities, work environment, compensation, and communication, positive effects on the organization tend to arise. Employee satisfaction can improve productivity, reduce staff turnover and enhance creativity and commitment (Ahsan et. al, 2009). On the other hand, if they are dissatisfied with their jobs, this may leave negative impacts to the organization. They may not perform tasks well and their work quality might not be effective.

University is one of education sectors that runs about facilitating learning and providing knowledge, skills and experience to learners or members of the public. It is regarded as the highest source of knowledge and awareness production institutions which train the subject in different fields of life (Stankovsk et. al, 2017). Machado-Taylor et al. (2010) found that job satisfaction and motivation among lecturers play a significant role in contributing to positive outcomes in the quality of the institutions and the students' learning. A positive and healthy university structure leads to increased lecturers' job satisfaction and better job motivation (Stankovsk et. al, 2017).

However, understanding whether lecturers are satisfied or dissatisfied with their work can result in improvements and innovations in their teaching (Duong 2013). For example, if lecturers are satisfied with their jobs, they are more likely to show up for work, have higher levels of performance and remain in their profession (Daft, 2005). Conversely, if job dissatisfaction arises, their performance will be decreased and they will be incapable to contribute to education sector (Masum, Azad and Beh, 2015). For instance, if lecturers are dissatisfied with their jobs due to various factors such as day-to-day activities, work environment and compensation, their effectiveness of teaching might be low and students will also be affected from their job dissatisfaction. In worse case, it might lead to turnover.

In higher education, most studies emphasize on students as "customers", and evaluate their level of satisfaction/dissatisfaction with their programs of study (Comm and Mathaisel, 2000), yet they generally neglect teachers' job satisfaction. While many employees satisfaction have been performed, very few associate with university professors or academic staff in general (Ward and Sloane, 1998). Consequently, the researcher investigated the level of job satisfaction among academic staff who are teaching in Social Sciences Cluster at Naresuan University since the number of academic staff has been increasing continuously. On the other hand, there has also been turnover due to several factors. According to this circumstance, it may affect student's ability development. Also, the researcher found out what factors led to potential problems such as absenteeism and turnover.

## II. Literature Review

### *Day-to-Day Activities*

Many people might see that undergraduate teaching is only a lecturers' job. However, that is not true. Lecturers' jobs are more than that. Their jobs include doing research, grant writing and academic service. One major satisfaction of being a lecturer is work itself. According to Marston and Brunetti (2009) said in their research that professors' source of satisfaction comes from their being able to learn and grow themselves. They see that teaching is like gardening because every year they receive a new chance and also meet challenges that keep them growing in different ways. Also, they pointed out the passion and joy for subjects could drive the relationships with students and dedication in teaching. Furthermore, they state in their study that "Professors' love of their subject had a powerful impact on their remaining in the classroom" (p.328). They stay in the classroom that they teach because they have got conversations and shared inquiring with students. Students have questions to ask professors and professors have got a chance to share their ideas and knowledge to students; that's what they love.

Apart from their teaching, professors also spend their time in their research, grant writing and academic services. An increasing in number of work assignment and a hectic day results in emotional exhaustion. According to Skaalvik and Skaalvik (2011), they said in their



recent research that workload and hectic workday cannot be separated since both of them can be referred as time pressure. The increasing workload or work assignment result in less time for rest and recovery leading to emotional exhaustion. The increasing workload is due to multiple cases such as an increasing demand for documentation with parents, the administration and scoring of achievement tests, frequent changes of the curriculum, and participation in a number of school development projects.

Additionally, Bozeman and Gaughan (2016) suggested that faculty members spend most of their time on research (18.65 hours per week), undergraduate teaching (9.76 hours), and grant writing (4.28 hours) respectively.

#### *Work Environment*

Work environment is very significant since it retains lecturers in the long run and motivates them to work harder. Poor communication, lack of relationship with co-workers and recognition, and a disregard for lecturer health can greatly reduce job satisfaction. On the contrary, if the workplace is friendly and collaborative, it leads to higher job satisfaction. In this case, a healthy university environment will not only enhance the job satisfaction of lecturers, but it will at the same time develop the learning environment and increase the productivity of the university (Osakwe, 2014). According to Masum, Azad and Beh (2015), positive working conditions diminish employee turnover and induce a lower degree of job stress. Undesirable outcome on employees' dedication is prone to arise if they are dissatisfied with the working conditions. As a consequence, it may result in turnover decision. In addition, Bozeman and Gaughan (2016) stated that lecturers' satisfaction heavily depends on one's views about co-workers' perception of oneself and one's work. This means if they are perceived in a good way, their satisfaction tends to be high. In contrast, if they are perceived in an undesirable way and lack of relationship with co-workers, they are more likely to be dissatisfied. Marston and Brunetti (2009) said that that having good relationships with co-workers appears to have been considerably more significant than relationships with administrators in lecturers' decision to continue their teaching at the university.

Apart from co-workers, students are also the main of satisfaction. According to Grayson and Alvarez (2008), academic staff were more likely to stay motivated and enthusiastic in their teaching if they succeeded in keeping a positive relationship with their students. In addition, facilities in the faculties are considered as one component of work environment as well. Facilities in this case means computers, projectors, microphones, library, and rooms. Fabunmi (1997) stated in the study that that when facilities were provided, they assisted in teaching and learning programs resulting in better academic achievement of students.

#### *Compensation*

Compensation is one necessary factor that attracts and retains lecturers in their teaching. It refers to "all forms of financial returns, tangible services, and benefits employees receive as part of their employment relationship" (Milkovich and Newman, 1999, p. 6). Compensation includes monetary and non-monetary components and it is a major factor of satisfaction. Another study by Armstrong (2006) stated that employee allowances, which are considered as one component of compensation, include pensions, sick pay, insurance cover, and other many perks. Perks include something that could help employees perform their job better. The traditional perks at work are a company car, which employees can use as a personal vehicle, and additional time off, and tickets to event. On the other hand, the new common perks in the organization can be gym membership and Summer Fridays. Muguongo et. al., (2015) also said that some benefits are mandated by law such as social security, unemployment compensation and worker compensation. In addition, benefits can be treated as the payment or entitlement, such as insurance policy and employment agreement.

According to Ngidi and Ngidi (2017), fringe benefits and pay are job satisfaction factors that were ranked the lowest, respectively. This means that monetary and nonmonetary fringe benefits as well as pay and remuneration are the key factors that contributed to their low level of job satisfaction. Similarly, Ping Du et. al., (2010) stated that



academic staff generally feel a lack of financial support, and they usually do not have time to take part in higher education research activities. Additionally, they also suggested that an increase in professors' enthusiasm and job satisfaction depends on the nature of their work and motivation for development.

#### *Communication*

Communication is tremendously significant in the workplace since lecturers need to interact with one another in order to get jobs done effectively and also to understand students' needs. They have to communicate with their co-workers, students and also their parents. However, communication can affect satisfaction in both positive and negative ways. Good communication can increase satisfaction while poor communication does the opposite. Hence, it results in a decrease in productivity and dissatisfaction in the workplace. According to Rosenfeld (1983), when lecturers communicate with their students in a defensive manner, they create a hostile classroom climate in which students feel uncomfortable and threatened, so they react by engaging in resistance and rebellion. On the contrary, the findings of Darling and Civikly (1987) shown that when lecturers communicate with their students in a supportive manner, they establish a good healthy classroom climate which results in effective communication. In addition, communication also helps find out the needs of students which results in better academic achievement.

In addition, the finds of Da Luz (2015) presented that 57% of lectures are always emotionally aware and sensitive to the needs of the students, because they feel that they are in charge of students' future. Students need supports from lecturers to accomplish their goals. Another main thing in the organization is employee voice, or in this case, lecturer voice. According to Alfayad and Arif (2017), employee voice is a form of communication and expression of ideas. It can be regarded as a motivational factor, which leads to job satisfaction. Once lecturers have a chance to express their opinions and ideas at the workplace, they tend to feel more valued and appreciated resulting in higher motivation and satisfaction in the job.

### **III. Methods**

#### *A. Participants*

The participants of this study were Social Sciences Cluster academic staff aged between 25 to 60 years old in the public university situated at the lower northern region of Thailand.

#### *B. Design*

Yamane's formula technique with the confidence level at 95% with the acceptable sampling error 0.05 was utilized to get the number of 208 participants from 433 people. Simple random sampling was used to choose 208 Social Science Cluster academic staff in the region.

#### *C. Instrument*

The survey questionnaire was applied as research instrument to collect the quantitative data. The questionnaire comprised of three parts: general information, the satisfaction in various aspects and the factors leading to problems at work.

#### *D. Procedure*

The questionnaires were distributed randomly to Social Sciences Cluster academic staff and they had 10 to 15 minutes to complete the questionnaires. After they finished answering, they were required to put the questionnaire into a box provided by the researcher.

#### *E. Data Source and Analysis*

The quantitative data analysis was conducted with data obtained from the survey questionnaires. Descriptive statistic was employed to analyze the data obtained. In addition, percentage and frequency method was used to analyze the general information such as age, gender and length of teaching as well as the factors that led to problems at work.

#### IV. RESULTS

In this study, the researcher investigated the level of career satisfaction focusing on day-to-day activities, work environment, compensation, and communication among Social Sciences Cluster academic staff in the public university situated at the lower northern region of Thailand. Also, the researcher analyzed what factors led to potential problems. The results gained from 208 participants were analyzed as follows:

According to Table I, it revealed the numbers and percentage of participants participated in this study in which there were 91 male academic staff (43.8%) and 117 female academic staff (56.3%).

**TABLE I: DISTRIBUTION OF SAMPLE ACCORDING TO GENDER (N=208)**

Gender	Total (%)
Male	91 (43.8%)
Female	117 (56.3%)

Furthermore, Table II showed the range of participants' age. It was found that the majority of participants were between 40 to 44 years old (27.4%), while the minority of participants were between 25 – 29 years old (2.4%).

**TABLE II: THE DISTRIBUTION OF SAMPLE ACCORDING TO AGE (N=208)**

Age	Total
25 – 29	5 (2.4%)
30 – 34	27 (13.0%)
35 – 39	50 (24.0%)
40 – 44	57 (27.4%)
45 – 49	35 (16.8%)
50 – 54	17 (8.2%)
55 – 60	17 (8.2%)

According to Table III, it was found that most participants or 90 people (43.3%) have been teaching at the public university for 10 or above 10 years. Followed by 49 academic staff (23.6%) with 4 – 6 year experience. However, there were 35 participants (16.8%) and 34 participants (16.3%) that have been teaching at the public university for 1 – 3 years and 7 – 9 years, respectively.

**TABLE III: THE DISTRIBUTION OF SAMPLE ACCORDING TO THE LENGTH OF TIME OF TEACHING AT THE PUBLIC UNIVERSITY (N=208)**

Years	Total
1 – 3	35 (16.8%)

4 – 6	49 (23.6%)
7 – 9	34 (16.3%)
10 or above 10	90 (43.3%)

As shown in Table IV, the overall satisfaction towards the job was in a high level. The results presented that most of the academic staff were satisfied with their job because if they had a chance to choose a job again, they would still choose the teaching profession. Nevertheless, the findings also showed that those academic staff were least satisfied with opportunities in teaching profession.

**TABLE IV: MEAN AND STANDARD DEVIATION OF OVERALL SATISFACTION**

Overall Satisfaction	N	Mean ( $\bar{x}$ )	S.D.
I look forward to coming to work each day.	208	3.88	0.9
If I have a chance to choose a job again, I will still choose the teaching profession.	208	4.15	0.9
I would still like to be teaching in 5 years.	208	4.00	0.9
I receive many opportunities in teaching profession.	208	3.79	0.9

According to Table V, it was found that academic staff were satisfied with day – to – day activities the most ( $\bar{x}$ = 3.96, S.D. = 0.89). Then, it was followed by work environment ( $\bar{x}$ = 4.01, S.D. = 0.77) and communication ( $\bar{x}$ = 3.75, S.D. = 0.74), respectively. However, the compensation was the only one aspect that was ranked neutral ( $\bar{x}$ = 3.46, S.D. = 0.82).

**TABLE V: MEAN AND STANDARD DEVIATION OF EACH ASPECT**

Aspects	N	$\bar{x}$	SD
Day – to – day activities	208	4.17	0.74
Work environment	208	4.01	0.77
Compensation	208	3.46	0.82
Communication	208	3.75	0.74

As seen in Table VI, the highlight factor chosen by most participants was “work overload” or 90 people (43.3%). The following factor was “lack of communication” chosen by 79 participant (38%). The third factor was “lack of professional growth and development” selected by 73 academic staff (35.1%). The next factor was “compensation and benefits” picked by 67 people (32.2%). The following factor was “generation gap” chosen by 54 participants (26.0%), and followed by the factor of “colleagues” which was selected by 46 participants (21.1%). The factor of “personality differences” was selected by 39 participants (18.8%). The factors that slightly caused a problem at work belonged to “poor working facilities (17.3%) and students’ attitudes (16.8%)”. However, 6 participants (2.9%) chose



other factors that led to problems of their work then added additional information such as politics in the organization, unorganized work plans of the faculty, inadequate support from supporting staff, and colleagues' attitudes.

**TABLE VI: FREQUENCY AND PERCENTAGE OF FACTORS LEADING TO PROBLEMS AT WORK**

Factors Leading to Problems of your Work	Frequency	P e r c e n t a g e
1. Lack of communication	79	38.0
2. Work overload	90	43.3
3. Students' attitudes	35	16.6
4. Compensation and benefits	67	32.2
5. Colleagues	46	22.1
6. Poor working facilities	36	17.7

			.
			3
7. Lack of professional growth and development (i.e., promotion)	73		3
			5
			.
			1
8. Personality differences	39		1
			8
			.
			8
9. Generation gap	54		2
			6
			.
			0
10. Others.....	6		2
			.
			9

## V. CONCLUSIONS AND RECOMMENDATIONS

### A. Conclusion

The findings revealed that the majority of participants in this research study were female and most of participants have been teaching at the public university for 10 or more than 10 years. According to the results of this study, the academic staff who responded surveys expressed a high level of satisfaction, as indicated by mean scores ranging from 4.15 (SD, 0.93) to 3.79 (SD, 0.99) on the 5-point scale. (Total mean score = 3.96 [SD 0.89]). Overall, the survey data presents that these academic staff were satisfied with their jobs.

In this study, it was found that those Social Sciences Cluster academic staff were satisfied with their job in terms of day – to – day activities, work environment and communication, respectively. However, compensation was the only one aspect that was neutral, which means academic staff were neither satisfied nor dissatisfied with it. Besides, the results also presented that work overload was the highlight factor that led to problems at work the most, and it was followed by the factors of lack of communication and lack of professional growth and development. However, the factors that slightly caused a problem at work belonged to poor working facilities, students' attitudes and other factors such as politics in the organization, unorganized work plans of the faculty, inadequate support from support staff, and colleagues' attitudes specified by some participants.

### B. Recommendations

The study also led to three suggestions. First, future studies should have more participants in order to make this study more general for other clusters. Second, other types of data collection instrument such as mixed method should be used for future studies in order to get more accurate and in-depth information. Finally, future research should include more aspects of job satisfaction for reliable and accurate data.

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Why Does Transmission Licensee should have Bulk Supply Transaction Account, in Vertically Integrated Utility in Monopolistic Electricity Market in Sri Lanka

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#### Abstract

Sri Lanka has monopolistic electricity market dominated by Ceylon Electricity Board (CEB) in all three aspects of electricity i.e. Generation, transmission and distribution. The Public Utilities Commission of Sri Lanka (PUCSL) is the regulatory authority for the electricity sector. PUCSL has informed CEB for establishment of an effective and transparent mechanism to carry out Bulk Supply Transaction Account (BSTA) for implementation of a transparent Tariff Regime. However still CEB has not agreed to establish the BSTA. Since this is an issue where both parties are arguing advantages and disadvantages it was studied qualitatively to figure out the reasons and solution. Hence the objective of the study is to reason out the importance of BSTA and to identify the obstacles of establishing BSTA. We interviewed Director General PUCSL, Transmission Licensee and Distribution licensees of CEB, Lanka electricity Company officials, Donor Agencies and independent experts. It was revealed that the reasons highlighted by the advantages of having BSTA are improvement of efficiency, monitoring by the management on functions and sound financial situation of utility and the counter arguments made by Senior officials of CEB are at present CEB has separate accounting system for transactions, threat of unbundling, no legal provision to do it. However, under the existing legal framework there is no requirement to establish separate physical bank accounts for each licensee of CEB, considering the reasons explained by both

parties it can be concluded that implementation of BSTA is important to improve the effective and transparent financial system in the CEB. But it is necessary to have clear legal provisions. However, BSTA is an integral part of tariff methodology. Hence it is necessary to have good tariff methodology for the sector to ensure the financial viability of the utility.  
Key words: Ceylon Electricity Board, Public Utilities Commission of Sri Lanka, Bulk Supply Transaction Account, Electricity Regulation

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