2nd International Conference on Innovations in Business, Social Sciences & Humanities

May 27-28, 2019
Ibis Styles Accra Airport Hotel, Ghana
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Book of Abstracts Proceedings

Innovations in Business, Social Sciences & Humanities

City/Country: Accra Ghana
Date: May 27-28, 2019
Venue: Ibis Styles Accra Airport Hotel, Ghana

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Proceedings of the 2nd International Conference Innovations in Business, Social Sciences & Humanities

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Conference Theme: To give opportunity to people for exchange of ideas and knowledge related to field of Business & Economics.
SCIENTIFIC COMMITTEE

Dr. Mahmoud Fath-Allah  
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CONFERENCE TRACKS

- Education
- Early Childhood Education
- Education and Globalization
- Education of Science
- Education Policy and Administration/Leadership
- Education Science
- Education, Research and Globalization
- Educational Communications and Technology
- Educational Measurement and Evaluation
- Educational research
- E-learning
- Finance
- Journalism
- Law
- Regional Study
- Science, Technology and Society
- Social and Organizational Networks
- Social Psychology
CONFERENCE CHAIR MESSAGE

Dr. Dzingai Katsamba

"International Conference of AFR Academy of Research" is a platform that thrives to support the worldwide scholarly community to analyze the role played by the multidisciplinary innovations for the betterment of human societies. It also encourages academicians, practitioners, scientists, and scholars from various disciplines to come together and share their ideas about how they can make all the disciplines interact in an innovative way and to sort out the way to minimize the effect of challenges faced by the society. All the research work presented in this conference is truly exceptional, promising, and effective. These researches are designed to target the challenges that are faced by various sub-domains of the social sciences and applied sciences.

I would like to thank our honorable scientific and review committee for giving their precious time to the review process covering the papers presented in this conference. I am also highly obliged to the participants for being a part of our efforts to promote knowledge sharing and learning. We as scholars make an integral part of the leading educated class of the society that is responsible for benefitting the society with their knowledge. Let’s get over all sorts of discrimination and take a look at the wider picture. Let’s work together for the welfare of humanity for making the world a harmonious place to live and making it flourish in every aspect. Stay blessed.

Thank you.
Dr. Dzingai Katsamba
Conference Chair
Email: info@afracademy.com
### AFR CONFERENCE SCHEDULE

**Day 01, Monday**  
**Date:** May 27, 2019  
**Venue:** Ibis Styles Accra Airport Hotel, Ghana

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>09:00 am</td>
<td>Welcome Reception &amp; Registration</td>
</tr>
<tr>
<td>09:30 am</td>
<td>Introduction of Participants- Welcome Remarks</td>
</tr>
<tr>
<td>09:45 am</td>
<td>Inauguration and Opening address</td>
</tr>
<tr>
<td>09:55 am</td>
<td>Grand Networking Session</td>
</tr>
</tbody>
</table>
**Presentation Session**

Day 01 (May 27, 2019)

**Time:** 10:00 am – 11:30 am

**Venue:** Room 1

**Track A: Business Management & Social Sciences**

<table>
<thead>
<tr>
<th>Paper ID</th>
<th>Manuscript Title</th>
<th>Presenter Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>IBSH-059-AFR101</td>
<td>Digital Learning in Business and Management</td>
<td>Zoltan Veres</td>
</tr>
<tr>
<td>IBSH-059-AFR102</td>
<td>Structural Changes and Evolution of the Middle Class in sub-Saharan Africa</td>
<td>My Hanh Nguyen</td>
</tr>
<tr>
<td>IBSH-059-AFR105</td>
<td>Interactions between Exchange Rate Regime type and Economic Development: Case of Sub-Saharan Africa</td>
<td>Viktar Dudzich</td>
</tr>
</tbody>
</table>

**Track B: Engineering and Technology study**

<table>
<thead>
<tr>
<th>Paper ID</th>
<th>Manuscript Title</th>
<th>Presenter Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEBPA-MAY2019-101</td>
<td>Modelling Oil Spills in the Nigeria Coastal Area using the Statistical Neural Network.</td>
<td>Christopher G. Udomboso</td>
</tr>
</tbody>
</table>

**Lunch & Closing Ceremony** (11:30 am - 12:30 pm)
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. All Expenses are borne by Participants himself/herself.
TRACK A: 
BUSINESS MANAGEMENT & SOCIAL SCIENCES
Digital Learning in Business and Management

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Keywords: Digital, Management, Communicational

In higher education changing environment, fast development of info communicational technology makes the traditional learning techniques unsustainable. Research on crisis in higher education shows the positive effect of interactions, and common value creation on students’ satisfaction with education. Changing attitude of students forces out searching for new methods. This is the case in teaching of business and management as well. The solution is the digital co-creation: incorporating of users’/students’ resources into the process of teaching service by digital platforms. Some possible elements of the above solution: The aim of subject development should be amelioration of digital skills (visual, verbal, audiovisual). This makes necessary the rethinking of teaching and student roles. It means that students behave like partners. And by this student role, taking responsibility increase its value. Teacher takes part in the educational process like a mentor or coach. There is a significant transparency both from the viewpoint of the content and of the evaluation. The strength of this approach is the perceived control in the learning process and the balance between individual and teamwork. The means of the solution: paper analysis and blog-writing – During the courses theme-specific papers are discussed. The form of their analysis is blog-writing. In this case each student selects a paper, writes a summary of 1,5-2 pages about it, formulates his/her opinion, poses discussion topics, and uploads to the blog of the subject. The other team-members comment on the uploaded summaries. The goal is to generate an intensive discussion among the participants of the course in the blog. In the evaluation quality of the summary and the opinion adressed to other materials are equally taken into consideration. Online mind mapping – preparing an online mind map. It is expected that the created mind map contain at least 10 first level terms, 15 second level terms, 5 pictures and 5 links and from the latters at least one be video, inserted based on the link. Online collage – preparation of an online collage on the topic of the relationship between the consumer and the brand design. It is expected to add a title to each work, and to visualize their ideas regarding the selected theme. A part of the task is to interpret another student’s work in written form. Online video – The task is to make an online video (with a youtube sharing link), in which students present the related theme in 3-5 minutes. The video material has to include also visual illustration, and new thoughts as compared to those said during the course. Verbal style and quality of recording are equally evaluated. The above subject development can be resulted in positive student feedbacks, increased content of learning experience (from both students’ and educators’ point of view), possible diversity, extending of contact hours in the virtual space and that exam can be replaced by online assignments. Concerning challenges originated from the development the enlarged workload of the teachers and the subjective evaluation as source of conflict can be mentioned.
Middle class has been widely perceived as an essential part constituting inclusive growth. From what we know from the history, economic growth of the vast majority of developed countries was accompanied by emergence of sizeable middle class, enhancing the structure of the growth by their demands, whether political, or economical. The emphasis on such structure of society, where the majority is neither rich nor poor, is backed by empirical comparison, which concludes that countries with large middle class tend to grow faster (Banerjee – Duflo 2008). As such, middle classes should foster sustainable growth, given the assumption that a society, where the majority can consume approximately the same amount, is more stable and easier to manage. In the social sphere, they tend to value human capital as a whole, particularly education and health. There has been general concensus of opinions that human capital is a precondition needed for an economy to thrive. this article will bring together both topics mentioned above, as they appear to be among factors mostly emphasised in recent literature as being the backbone of sustainable growth. The purpose of this paper is to assess the evolution of middle class in selected countries in sub-Saharan Africa (SSA) in relation to observed structural changes. For the purpose of segregation of countries exhibiting similar patterns of structural changes, a cluster analysis is conducted. The cluster analysis covers the period from 1960 to 2011, whereas the middle class evolution will be examined from 1991 to 2012, where available data allow us to conduct a plausible analysis.
Interactions between Exchange Rate Regime type and Economic Development: Case of Sub-Saharan Africa

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Keywords: Exchange Rate Regime, Real Exchange Rate, Inflation, Sub-Saharan Africa, Independence of Monetary Policy

This paper raises the question of importance of exchange rate regime choice in countries of sub-Saharan Africa and provides theoretical framework on this topic. The right choice of the exchange rate regime (according to the needs of economy and based on economic structure and level of institutional development) can have significant influence on economic development and also political stability. The problem lays in fact that many African countries choose exchange rate regime bases not on economic, but political pre-requisites, but political benefits of the exchange rate regime (usually one of the fixed types) are usually short-term, while long-term such approach can generate macroeconomic imbalance. The aim of this paper is to describe preferences, pre-requisites and conditions which influence the choice of the exchange rate regime in countries of this region, and also identify and analyze interactions between exchange rate regime and basic economic variables. This paper also aims to give recommendations about optimal choice of exchange rate regime in countries of the region. Setting: The research is focusing on the countries of the region of sub-Saharan Africa (with several exceptions) and the analyzed period is 2000-2016. To describe the interactions between exchange rate regime and economic development countries of the region were divided into groups based on their exchange rate regime type (based on methodology of IMF). Afterwards the groups were compared bases on their average inflation, GDP growth rate and volatility of real exchange rate. It was found out that countries with floating exchange rate show higher average GDP growth rate (than those with fixed exchange rate) while showing comparable inflation (but only to those with fixed exchange rate and their own currency). Only members of the CFA franc currency zone showed significantly lower inflation, but also the lowest GDP growth rate in the region. There wasn’t found a clear evidence of effect of exchange rate regime on real exchange rate volatility. Based on theoretical research and comparative analysis, floating exchange rate seems more favorable for the countries of this region, and countries with this exchange rate regime are more successful in their economic development. More successful African countries tend to switch from fixed to floating exchange rate regime.
TRACK B:
ENGINEERING AND TECHNOLOGY STUDY
Modelling Oil Spills in the Nigeria Coastal Area using the Statistical Neural Network

Christopher G. Udomboso\textsuperscript{1,*}, Olamide O. Ilori\textsuperscript{2}, Olugbenga A. Falode\textsuperscript{3}

\textsuperscript{1,2,3}Department of Statistics, University of Ibadan, Ibadan, Nigeria

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Keywords: Transfer function, convolution, probability distribution, mean, variance

This study derives a new heterogeneous transfer function of the Statistical Neural Network from a convolution of two transfer functions; the Symmetric Hard Limit and Hyperbolic Tangent Sigmoid. The properties of this new function were examined. Result show that it is a proper probability distribution. The mean and variance were also shown to exist.
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Lead the African Researchers through global communication and collaboration.