Proceeding of

INTERNATIONAL ACADEMIC MULTIDISCIPLINARY RESEARCH CONFERENCE IN ROME 2018

Rome, Italy
28–30 November, 2018

THE 2018 ICBTS ROME

Edited by
Kai Heuer, Wismar University, Germany
Chayanan Kerdpitak, IBEST Conference & Publication, USA
Bob Barrett, American Public University, USA
Ebrahim Soltani, Hamdanbin Smart University, UAE
Vipin Nadda, University of Sunderland, United Kingdom

Conference Proceedings

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Organised by
ICBTS Conference Center & IJBTS International Journal of Business Tourism and Applied Sciences

In Academic Scholars Cooperation with

Wismar University University Lincoln University Hamdan Bin Smart Universisty Suan Sunandha Rajabhat

Sponsored by

Ryerson University University of Sunderland Thai Airways International

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INTRODUCTION

We would like to welcome our colleagues to the International Business Education Social Sciences Humanities Tourism Transport Technology Research Conference. It is the nine series in 2018 of Conference on Business Tourism and Apply Sciences was held in Paris. As always many members of the ICBTS 2018 community look forward to meeting, sharing and exchanging their research ideas and results in both a formal and informal setting which the conference provides. Likewise, the concept of alternating the international conference every one month on April to October between Europe and the rest of the world is now well established. This year's event in Vienna (Austria) London (UK) Las Vegas (USA) Amsterdam (Netherlands) Zurich (Switzerland) Oslo (Norway) Helsinki (Finland) Berlin (Germany) Rome (Italy) Lisbon (Portugal) Lucerne (Switzerland) and another continues with the cultural following the very successful and productive event held in London in February 2018 in the field of various types for international academic research conference on Business Education Social Sciences Humanities and Technology. As usual The ICBTS 2018 brings together leading academics, researchers and practitioners to exchange ideas, views and the latest research in the field of Business Tourism and Apply Sciences.

The theme of this event The 2018 ICBTS International Business Tourism Social Sciences Humanities and Education Research Conference is - Opportunities and Development of Global Business Economics Social Sciences Humanities and Education. It is also represents an emerging and highly challenging area of research and practice for both academics and practitioners alike. The current industrial context is characterized by increasing global competition, decreasing product life cycles, Global Business, Tourism Development, Social Sciences Humanities Education Apply Sciences and Technology collaborative networked organizations, higher levels of uncertainties and, above all, customers. In our view holding this event in Paris represents a timely opportunity for academics and researchers to explore pertinent issues surrounding Business Economics Tourism Social Sciences Humanities Education Sciences and Technology.

Potential authors were invited to submit an abstract to the International Conference Session Chairs. All abstracts were reviewed by two experts from the International review committee and final papers were further reviewed by this volume with 30 contributing authors coming from 18 countries. This book of proceedings has been organized according to following categories:

- Business & Economic
- Social Sciences
- Education & Teaching
- Sciences & Technology
- Tourism & Transport
- Hospitality & Healthcare Management
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## 2018 ICBTS CONFERENCE ROME PROGRAM

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| 29 Nov     | 09.31 – 10.45 (TH) | **Session D 1** | Paper 1 (208) REASSESSING THE IMPACTS OF BRAIN DRAIN ON DEVELOPING COUNTRIES: CAUSES AND ECONOMIC CONSEQUENCES FOR AFRICAN NATIONS Nelson Chigozie Juliana  
**Paper 2 (209)** REVIVING INTERCONNECTIONS FOR SUSTAINABLE DEVELOPMENT: EXAMINING AFRICAN DEVELOPMENT THROUGH THE LENS OF CULTURE AND INDIGENOUS KNOWLEDGE Umeonyirioha Emmanuel Ikechukwu  
**Paper 3 (210)** STUDY ON THE IMPACT OF ECONOMIC LIBERALIZATION POLICY IN INDIA Sanskriti Singh  
**Paper 4 (211)** A SOCIOLINGUISTIC INVESTIGATION OF CONSUMER ADVERTISEMENTS IN NIGERIA Adegbembo Folasade Justina  
**Paper 5 (212)** SUSTAINABLE TOURISM-A TOOL FOR HOLISTIC DEVELOPMENT ketan bhatt  
|            |            |              |         |         |         |         |         |
|            | 10.45 – 11.00 | Break       |         |         |         |         |         |
|            | 11.01 - 12.00 | **Session D 2** | Paper 1 (213) DESIGN, IMPLEMENTATION AND VALIDATION OF ICT DELIVERY SYSTEM FOR LARGE CLASS OF COMPUTER APPRECIATION COURSE Johnson O. Aleburu  
**Paper 2 (214)** INFLUENCE OF THE SCHOOL OWNERSHIP ON THE STUDENTS’ ACHIEVEMENT IN BASIC TECHNOLOGY IN LAGOS STATE. Abayomi Adegbenjo  
**Paper 3 (215)** CLASS SIZE AND GENDER AS DETERMINANT OF STUDENTS’ PERFORMANCE IN ELECTRICAL COURSES IN COLLEGES OF EDUCATION IN LAGOS STATE SATILEHIN JOHN AGBEJOYE  
|            |            |              |         |         |         |         |         |
| 28-29 Nov  |            | **Participation and Discussion** | 1. Hamidreza Dezfoolian, Iran  
2. Dr.Hayriye Oya SAF, Turkey  
3. Dr.Andi Ilham Latunra, Indonesia  
4. javad khamisabadi, Iran  
5. Dr.Abid Shehzad, Pakistan  
6. Ahmad Badawi Saluy, Indonesia  
7. Sunil Kanti Dewan, Bangladesh  
8. Edgar José, Gálvez Moreno, Mexico  
|            |            |              |         |         |         |         |         |
| 30 Nov     |            | **Conference Close** |         |         |         |         |         |
|            |            | **Free day for Participants** |         |         |         |         |         |
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