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Sustainable Business Models in India

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Abstract

The aim of this study was to review the sustainable business models in India. Various databases were searched for keywords ‘sustainable business + India’, ‘sustainable business models + India’, and ‘sustainability + India’. The search yielded 2545 papers and out of these 25 were selected for a review. The review found that there have been many Sustainable Business Models (SBMs) which have emerged in India over the past decade including e-governance, improved biomass stoves, small hydro power, green marketing etc. It also showed that there has been a dramatic growth in the number of SBMs in India, given the current emphasis on sustainability in business across the globe and the increased adoption of e-governance models worldwide. The review of research studies identified that the current business and industrial agenda is dictated by eco-innovations, eco-efficiency and corporate social responsibility practices. The study also revealed that the Indian government has been utilizing SBMs for implementing e-governance.

Keywords: Sustainable Business, India, Models, Best Practices

A Review of Diversity Management Practices in Saudi Arabia

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Abstract

The aim of this study was to review diversity management practices in Saudi Arabia. Various databases were searched for keywords ‘diversity management + Saudi Arabia’, ‘diversity management practices + Saudi Arabia’, and ‘diversity management + Middle East’. The results were shortlisted as per the year of publication and a few of the studies were selected for a review. The review found that policies related to Saudization, retention, health insurance, pay with benefits etc. had a significant impact on diversity management practices in the private sector in Saudi Arabia. The review of research studies identified gender equality in Saudi workspaces was influenced by the interplay of factors such as religio-cultural factors, the notion of female modesty and family honour. Issues related to gender segregation also influenced gender equality in Saudi workspaces. The study also revealed that the clash between diversity policies designed in the West and the challenges faced in the implementation of the same in Middle Eastern nations can be addressed by designing strategies which work on the interrelated nature of multilevel factors of local context. The review identified that there were implications for organizations, especially the multinational corporations operating out of Saudi Arabia as well as Saudi-owned companies in the West.

Keywords: Diversity Management, Saudi Arabia, Review

Social Media Trends in China - A Systematic Review

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Abstract

The aim of this study was to review the trends on social media platforms in China. Various databases were searched for keywords 'social media + China', 'social networking + China', and 'social media platforms + trends + China'. The review found that China uses very different social media platforms from those worldwide. It also showed that there has been a dramatic growth in the number of Internet users in China, with the number topping the number of Internet users in the U.S. The review of research studies identified that the content shared on Chinese social media platforms was very different from what is shared on global social media platforms. The review also revealed that social media in China is being used for city promotion, and publicity. The study has implications for the companies conducting business with China. The findings from the research can be used to formulate business strategies for doing business with Chinese firms. One limitation of the study was the limited number of research studies available on the use of social media platforms in China.

Keywords: Social Media, Trend, China, Asia

Mobile Collaborative Language Learning

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Abstract

The aim of this study was to review mobile collaborative language learning. Various databases were searched for keywords ‘mobile collaborative language learning’, ‘mobile assisted language learning’, and ‘mobile assisted language assessment’. The search yielded 2574 papers and out of these 25 were selected for a review. These studies were also shortlisted as per the year of publication. The review found that most respondents in the selected studies expressed positive attitude towards using mobile devices in language instruction. The selected studies discussed Mobile Assisted Language Assessment (MALA) where the respondents’ concerns were primarily around fairness and lack of authentic communication. The findings of this review identified that mobile technologies support collaborative language learning through affordances such as flexible use, continuity of use, timely feedback, personalization, socialization, self-evaluation, active participation, peer coaching, outdoor sources of inspiration and cultural authenticity. As per the findings, these affordances were found to promote social constructivism which is frequently sustained by game-based, task based and seamless learning.

Keywords: Language Learning, Mobile, Collaborative, Education