

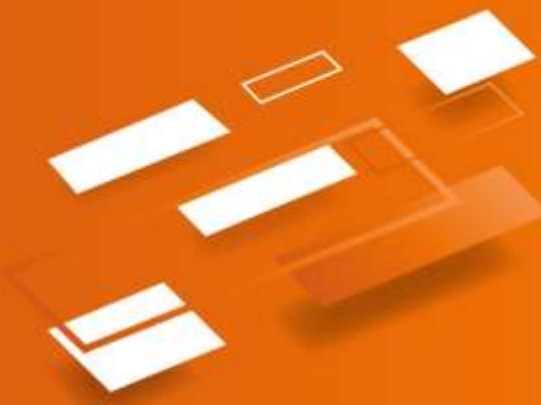


# Charles Institute of European Studies

Proceedings of International Conference on  
Multidisciplinary Perspectives in Social  
Sciences & Humanities Research  
MPSHR-2017

**Volume 01, Issue 02**

**October 21-22, 2017  
Barcelona, Spain**



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CONFERENCE  
PROCEEDINGS

BOOK OF PROGRAM & ABSTRACTS

International Conference on  
“Multidisciplinary Perspectives in Social Sciences & Humanities Research”  
MPSHR-2017

**CIES – 2017**

**BARCELONA, SPAIN**

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**MPSHR-2017**

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## **Organizing Committee**

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**International Conference on  
Multidisciplinary Perspectives in Social Sciences & Humanities Research (MPSHR)**

**Barcelona, Spain**

**Venue: Salles Hotel Pere iv Carrer De Pallars, Barcelona Spain**

## **Conference Chair Message**

### **Dr. Carlos**

International Conference on “Emerging Issues in Management & Marketing Research” 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. Carlos  
Conference Director  
Email: carlos@cies.education  
CIES– 2017

## Conference Program

**DAY 01 Saturday (October 21, 2017)**

### Venue: Room 1

09:00 am – 09:30 am	Welcome Reception & Registration
09:30 am – 09:45 am	Opening Ceremony
09:40 am – 09:50 am	Welcome Remarks – <b>Mr. Metin</b> – Conference Coordinator Charles Institute of European Studies
09:50 am – 09:55 am	Introduction of Participants
09:55am – 10:00 am	Group Photo Session
10:00am – 10:30 am	Grand Networking Session and Tea Break

**DAY 01 Saturday (October 21, 2017)**

**Session 1 (10:30 am – 12:00 pm)**

**Venue: Room 1**

**Session Chair: Mr. Leon Yap**

**Track A: Business, Economics, Social Sciences and Humanities**

<b>10-IMSS-108</b>	Cognitive, Physical, Social and Emotional Development of a Child	Dr. Rehab Begum
<b>10-IMSS-109</b>	Challenges Issues in Medical Education and Expansion, of Medical colleges in Pakistan	Dr. Maida Khattak
<b>10-IMSS-116</b>	Competitive Factors in Spanish Wine Industry. Independent Wineries versus Business Groups	Assoc. Prof. Juan Ramón Ferrer Lorenzo
<b>10-IMSS-103</b>	Economic Exposure of Stock Returns: An Investigation through Multifactor Model	Dr Babar Zaheer Butt
<b>MR-OCT-113</b>	Enhancing Teaching and Learning Methodology with Computing Visualisation in Studies of Qiraat (Malaysia)	Dr. Ahmad Zulfiqar Shah Abdul Hadi
<b>MR-OCT-119</b>	Trafficking in Persons under the International Criminal Court Jurisdiction	Dr.Muath Al-Zoubi

**Lunch Break (12:00 – 01:00 pm)**



**DAY 01 Saturday (October 21, 2017)**

**Session 2 (01:00 pm – 02:30 pm)**

**Venue: Room 1**

**Session Chair: Mr. Leon Yap**

**Track B: Engineering & Technology, Computer, Basic & Applied Science**

<b>BRE-4107-101</b>	Effective Project Management Tools	Mohammed ALSaleh
<b>10-ICAS-104</b>	Different Wind Speed Data in Turkey by using Data Mining Classification Algorithms	Mustafa Akkaya
<b>10-ICAS-102</b>	Gender Prediction based on Facial Images with Artificial Neural Network	Assistant Prof. Mehmet Hacibeyoglu
<b>10-ICAS-101</b>	Data Clustering using Metaheuristics: Bat Algorithm and Particle Swarm Optimization	Assistant Prof. Kemal Alaykiran

**Tea Break (02:30 – 02:45 pm)**

**DAY 01 Saturday (October 21, 2017)**

**Session 3 (02:45 pm – 04:30 pm)**

**Venue: Room 1**

**Session Chair: Dr. Rehab Begum**

**Track A: Business, Economics, Social Sciences and Humanities**

<b>MR-OCT-125</b>	Answers Came from Different Industries for the Current Employer Branding Challenges	Dr. Mónika Fodor
<b>MR-OCT-128</b>	The Role of Institutions on Trade: A Gravity Model Approach	Sevcan Güneş
<b>MR-OCT-129</b>	Hate Speech in Turkish Media: The Example of Charlie Hebdo	Ferihan Polat
<b>MR-OCT-101</b>	Effect of Religious Holy-Days and Optimism in Analyst Recommendations: Evidence from Arab Countries	Dr Harit Satt
<b>10-IMSS-112</b>	Conflicts Beyond Borders – Possibilities for International Alternative Conflict Resolution I.	Asst. Prof. Csilla Mizser
<b>10-IMSS-113</b>	The Analysis of the Change of Consumption of Organic Productions in the Last Decades in Hungary	Asst. Prof. Gábor Gyarmati

**Tea Break (04:30 – 04:45 pm) Closing Ceremony**

## LIST OF CONFERENCE ATTENDEES

The following Scholars/ practitioners/educationist who don't have any paper presentation, however they will attend the conference as delegates & observers.

<b>Sr. No</b>	<b>Official ID</b>	<b>Name</b>	<b>Affiliation Details</b>
1.	<b>10-IMSS-109A</b>	Dr. Shehla	Peshawar Dental College Warsak Road KPK Peshawar Pakistan

## **DAY 02 Sunday (October 22, 2017)**

### **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**

## Effect of Religious Holy-Days and Optimism in Analyst Recommendations: Evidence from Arab Countries

**Dr Harit Satt\***

Al Akhawayn University in Ifrane, Morocco

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### *Abstract*

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The Muslim Holy days of Ashoura, Eid Milad-un-Nabi, Eid-ul-Fitr and Eid- ul-Adha are amongst the most celebrated religious traditions in the world, observed by more than 1.5 billion Muslims. This study has investigated the impact of these Muslim Holy days on daily stock returns of 8 Asian and African financial markets for a period of 2004 to 2015. The study documents statistically significant changes in daily stock returns associated with heterogeneity of worship, special consumption patterns and expenditures within these holydays. This paper examines the nearness of religious occasions impact on analysts' recommendations in MENA nations' securities exchanges (Tunis, Iran, Jordan, Kuwait, Oman , Qatar, Lebanon, Algeria, Saudi Arabia and Bahrain) amid the period in the vicinity of 2004 and 2015. Our discoveries uncover that on Pre-Holidays, analysts tend to issue negative recommendations, and issue positive recommendations on Post-Holidays. Our outcomes are powerful to substitute measures of positive thinking and in the wake of controlling for different firm-particular qualities.

**Keywords:** Analyst Recommendations, Holidays Effect, Optimism

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## Enhancing Teaching and Learning Methodology with Computing Visualisation in Studies of Qiraat (Malaysia)

**Dr. Ahmad Zulfiqar Shah Abdul Hadi\***  
Sultan Idris Education University, Malaysia

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### *Abstract*

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The development of learning process by using the diversity of technologies has given many positive impacts on education. These development and computer programs have transformed teaching and learning scenarios in the classroom. It has become the premier teaching aids in order to improve and enhance the quality of teaching and learning process in the classroom. Ilmu Qiraat is a traditional knowledge which means its delivery process is really focusing on the concept of talaqqi and musyafahah. Hence, this article aims to expose the needs of enhancing teaching and learning methodology with computing visualization in studies of Qiraat. This study is a conceptual study by using a survey method. The survey has been conducted by analyzing websites, softwares, applications and multimedia that discussing on Qiraat studies. The results indicated that there have had a lot of computerized visualization mediums in Qiraat in the market but there are still no specific sources in Malay Language. Thus, this article will provide informations and the starting point towards empowerment of Qiraat studies comparable to other disciplines in the development of Islamic studies.

**Keywords:** Computing Visualisation, Teaching and Learning Methodology, Studies of Qiraat

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## Trafficking in Persons under the International Criminal Court Jurisdiction

**Dr. Muath Al-Zoubi\***  
The University of Jordan, Jordan

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### *Abstract*

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This paper examines the effectiveness of addressing the crime of trafficking in persons (TIP) as a Crime against Humanity (CAH) falling under the notion of enslavement under the International Criminal Court (ICC) jurisdiction. In doing so, the paper will firstly examine the crime of TIP as a global problem, arguing that, to successfully address this crime, it is necessary to adopt both unifying and comprehensive approaches. Secondly, the paper argues that the notion of enslavement as a CAH under the Rome Statute of the International Criminal Court (RSICC) does not contain an accurate and precise definition of the crime of TIP, which may hinder the effective prosecution of the crime by the ICC. Thirdly, this paper highlights the need for the ICC's involvement as a more capable body than national criminal justice systems for addressing TIP as a CAH. Fourthly, this paper examines how the ICC might be more relevant in prosecuting perpetrators of the crime of TIP by examining three scenarios: referral of the crime of TIP to the ICC Prosecutor by a State Party, or by the Security Council, or by the Prosecutor acting proprio motu. This paper concludes by examining the lacuna in relation to addressing TIP as a CAH through the absence of a clear definition of TIP under RCICC and the failure so far to achieve any prosecution of the crime of TIP as a CAH under the ICC jurisdiction.

**Keywords:** Trafficking in Persons, Crimes against Humanity, the International Criminal Court

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## Answers Came From Different Industries for the Current Employer Branding Challenges

**Dr. Mónika Fodor<sup>1\*</sup>, Tibor Pál Szilagyi<sup>2</sup>, Bernadett Almádi<sup>3</sup>**

<sup>1,2</sup>Óbuda University, Keleti Faculty of Business and Management, Hungary, <sup>3</sup>Szent Istvan University

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### *Abstract*

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There are several challenges which employers in Hungary have to face: decreasing labour force, generation problems, very intensive changes in employees' expectations and preferences regarding to a successful carrier and ideal workplace. These are only some examples which modify the current labour market. Based on that the role of employer branding and reputation building will be more and more important tools in the portfolio of HR and HR marketing. Our paper focuses on the answers, solutions of different employees came from different industries. Main aim is to present adaptable employer branding tactical actions, HR-marketing tools to give a targeted support for the employees based on empirical experience. During our qualitative research project five expert interviews have been occurred with the help of semi-structured guide. We asked HR managers, employer branding experts from different companies (multinational, small and medium sized companies) to collect colourful experiences and to find the common ground of different employer branding solutions.

**Keywords:** Employer Branding, HR Marketing, Qualitative Research

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## Hate Speech in Turkish Media: The Example of Charlie Hebdo

**Ferihan Polat\***

Pamukkale University, Turkey

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### *Abstract*

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In this paper, the attacks at the French satirical magazine on January 7th, 2015 regarding the caricatures of Islam and the prophet Mohammad theme have been examined. The purpose of the study is to evaluate the view of the journalists as to whether the caricature carries out the hate speech or the freedom of express. In this context; firstly, the definition of hate speech, to whom it is pointed, its relation with the freedom of express have been examined, then the findings regarding the columns watching have been analyzed. In this study, the language of the mainstream media has not been found as intense as to raise the discriminatory language and the prejudice. Columns have been written in the first six month of following the Charlie Hebdo attack; it is shown that there has been emphasis to freedom of express and peace on often neutral and the centrist newspapers. Sabah Newspaper, as a representative of pro-government media, has focused more on Islamafobia and the hate speech concept as distinct from others, and has not mentioned the freedom of speech. Yeni Akit Newspaper, as a representative of conservative pro-government media, engages hate speech with the report called “Charlie Hebdo has looked for a trouble again.” Habertürk on the one hand, has focused on “This is not the true nature of Islam” theme; and, on the other hand, Sabah Newspaper has mentioned that the caricature was a subject of an attack to Islam itself. According to the research result, it is seen that the newspapers have made news as they represented their political ideologies, and have not considered the other opinions.

**Keywords:** Charlie Hebdo Attack, Hate Speech, Freedom of Expression. Turkish Press

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## The Role of Institutions on Trade: A Gravity Model Approach

Sevcan Güneş<sup>1\*</sup>, Filiz Yeşilyurt<sup>2</sup>, Marina Tan<sup>3</sup>  
Pamukkale University, Turkey

### *Abstract*

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The basic aim of the research is to investigate the impacts of institutional quality on trade. The notion of institutions has received a great deal of attention in recent literature. High quality institutions may provide lower transaction costs, less uncertainty and more stable macroeconomic environment for economic agents. Recent theoretical literature argues that institutional differences across countries are important determinants of trade patterns and major source of comparative advantage. In this study, World Governance Indicators (WGI) are used to measure institutional quality because of including six indicators that span a wide array of factors that can potentially affect the trade. The six dimensions of Governance Indicators are Voice and Accountability (VA), Political Stability and Absence of Violence (PV), Government Effectiveness (GE), Regulatory Quality (RQ), Rule of Law (RL) and Control of Corruption.(CC).Traditional Gravity model has been used to estimate the effects of the institutional factors. Data covers 40 countries for the period from 2000 to 2015. The results of the study indicate that only PV and RQ variables have effect on export performance.While PV variables affects trade performance positively, RQ affects trade performance negatively.

**Keywords:** Export, Institutions, Gravity Model, Panel Data

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## **Economic Exposure of Stock Returns: An Investigation through Multifactor Model**

**Dr Babar Zaheer Butt\***  
NESCOM, Islamabad, Pakistan

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### *Abstract*

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Purpose of this study is to examine the stock returns variation to specific macroeconomic and industry variables by applying multi-factor model. Firms of Banking Industry were selected for this study on the basis of data availability, profitability and performance on the Pakistan Stock Exchange. The data for the selected firms and economic variables obtained for the period of 10 years. Descriptive statistics performed for the temporal properties and GARCH model was used to analyze the risk and return relationship. The tests were applied on the stock returns of each firm and on the data set of the entire industry to generalize the results. The results reveal that market return is largely accountable for the stock returns variation, however the inclusion of other macroeconomic and industry related variables has added additional explanatory power in describing the stock returns variation. It is also found that industry stock returns are more responsive to changes in economic conditions than firm level stock returns.

**Keywords:** Stock Market, Stock Returns, Macroeconomic Variables, Banking Industry, Multifactor Model

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## Cognitive, Physical, Social and Emotional Development of a Child

**Dr. Rehab Begum\***

Peshawar Medical & Dental College KPK Peshawar Pakistan, Pakistan

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### *Abstract*

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Developmental psychology is a relatively new science, but the continued pursuit of its study has led to many conclusions and insights on the development of humans. The study of child development has been particularly investigated, allowing people to realize and facilitate the transformations that occur from infancy through childhood through adolescence. The third aspect of development that I will examine is social and emotional development. Humans go from birth, where they only possess four innate emotions, to adolescence, where they face a complicated quest for identity. Although this is an overview of child development, it is important to remember that each theory in child development has its strengths and weaknesses and each theory has been subject to both affirmations and criticisms. Another thing to think about while going through this article is the importance of outside factors on a child's development. For example, children's development is affected by the historical time in which they live, the culture they belong to, any social or demographic changes that take place in their culture, their family situation, and many other factors. Also, while development is explained in this article by age group, these ages do not represent definite marks as to where a child should be at a specific age, and are instead rough guidelines to the typical progression of child development.

**Keywords:** Child Psychology, Child development

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**Challenges Issues in Medical Education and Expansion, of Medical Colleges in Pakistan****Dr. Shehla, Dr. Maida Khattak\***

Peshawar Medical &amp; Dental College KPK Peshawar Pakistan, Pakistan

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*Abstract*

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Doctors and healthcare providers are looked upon by the society as highly respectable members of the society. The methods by which our students are converted from raw recruits into medical graduates need to be revisited. In simple terms, medical education needs to be constantly updated in response to our social needs and requirements of the medical practice. Training for doctors requires careful attention, as in these days of globalization the movement of doctors across international boundaries is even more frequent and, therefore, a degree of international homogeneity and understanding of educational and training standards is required even though cultural variations must be taken into account. Over the past two decades or so, there has been a major expansion of medical colleges in Pakistan, both at the government and private levels, perhaps more so at the latter level. The media recently voiced concerns about a number of issues related to alleged corruption in medical colleges and also about poor regulation and quality control through the Pakistan Medical and Dental Council (PMDC). The role of the regulator needs to be expressed, expanded and evaluated clearly and carefully. In the speed to develop more medical colleges, some colleges in the private sector are lagging behind in terms of resources-both human and material, and also less than rigorous evaluations in both the entry and exit of medical students.

**Keywords:** Medical Education, Challenges, Private Medical Colleges

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**Competitive Factors in Spanish Wine Industry. Independent Wineries versus Business Groups**

**Juan Ramón Ferrer Lorenzo\***  
Universidad de Zaragoza, Spain

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*Abstract*

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Spain is the country with the largest area of vineyards in the world. As production stabilizes, consumption in Spain has suffered a significant decline in recent years, which has prompted companies to seek new markets and increase their competitiveness. The objective of this work is to analyze the factors that define competitiveness, from the optics of resources and capabilities, strategies, and business performance, between independent wineries and those belonging to business groups. The survey was conducted to all Spanish wineries, obtaining 339 valid answers. The analysis was performed using hierarchical regression, the results show that independent companies and those belonging to groups, have different explanatory elements of performance. Thus, while in independent companies resources and capabilities are more important than strategies, in companies belonging to groups both elements are relevant.

**Keywords:** Business Groups, Wine Sector, Resources and Capabilities, Strategies and Results

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**Conflicts Beyond Borders – Possibilities for International Alternative Conflict Resolution I****Csilla Mizser \***

Óbuda University Keleti Faculty of Business and Management, Hungary

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*Abstract*

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Mediation is one kind of procedures to solve a conflict. Mediation is based on the voluntary participation of the parties. Mediation is a voluntary process in which an impartial person (the mediator) helps with communication and promotes reconciliation between the parties which will allow them to reach a mutually acceptable agreement. It is a procedure, in which an intermediary without adjudicatory powers systematically facilitates communication between the parties with the aim of enabling the parties themselves to take responsibility for resolving their dispute. While court proceedings are authoritative, formalised and claim-oriented, mediation offers a flexible, self-determined approach in which all aspects of the conflict -independent of their legal relevance- may be considered. Against this background, mediation in contrast to court proceedings is described as alternative dispute resolution (ADR). The question is: to solve the conflict and find a solution or to transform a conflict and reshape the connection between the parties? What is the matter when the mediation process has to be conducted between parties, who live in different countries or when one person of the parents just want to go abroad with the common child or children. How can cross-border mediation help? This publication tries to show a possible answer.

**Keywords:** Transformation, Solution, Intermediary, Neutrality, Confidentiality, Cross-Border Mediation

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## The Analysis of the Change of Consumption of Organic Productions in the Last Decades in Hungary

**Gábor Gyarmati \***

Óbuda University Keleti Faculty of Business and Management, Hungary

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### *Abstract*

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Organic agriculture is one of the solutions for sustainable agriculture. But as all market-based farming forms, the organic plant must be able to stand in the market. Over the past decades, more writing has been made with the aim of examining what the markets, the demand, the supply, the producers and the consumers of organic products are. Based on these surveys and researches, it can be stated that it is a fast-growing market that is seeking consumer products for consumer or health reasons or deliberately and is able to pay for it. The purpose of the present study is to examine current producer and consumer attitudes, characteristics, goals and opportunities and to show what factors have led to the fact that the size and growth of domestic organic production at present is far below compared to the Western characteristics. The material and methodology for these papers are in-depth interviews and questionnaire surveys with producers and consumers alongside the literature. The paper also discusses what changes need to be made in order to show the trends of Western markets at home? Here, in the same way as the previous point, my assumption is to increase the incomes and improve the awareness of the need for changes in food characteristics and capacities.

**Keywords:** Organic Production, Organic Food Consumption, Marketing Survey, Trends

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**TRACK B: ENGINEERING AND TECHNOLOGY**

## Data Clustering Using Metaheuristics: Bat Algorithm and Particle Swarm Optimization

**Kemal Alaykiran \***

Necmettin Erbakan University / Konya / Turkiye

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### *Abstract*

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Data clustering is the unsupervised classification of unlabeled instances into clusters which is used as a preprocessing method in data mining. In the data clustering process, determining the centers of the clusters is a combinatorial optimization problem. Metaheuristic algorithms are often used to solve optimization problems. In this paper we used two metaheuristic algorithms: *Bat Algorithm* (BA) and *Particle Swarm Optimization* (PSO) for determining the center gravity of the clusters with different sizes of number of cluster parameter. In the experiments, we used five different datasets from UCI repository. *Silhouette Coefficient* is used as *fitness function* for determining the optimum center of the clusters. Finally, we measured the accuracy of the clustering process by classifying the clustered data clusters with artificial neural networks.

**Keywords:** Data Clustering, Optimization Problem, Bat Algorithm, Particle Swarm Optimization Algorithm

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## Gender Prediction Based On Facial Images with Artificial Neural Network

**Mehmet Hacibeyoglu\***

Necmettin Erbakan University / Konya / Turkiye

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### *Abstract*

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Gender prediction based on facial images is an important task for Human Computer Interaction and it can be used in many software that will develop a relation in social manner. In this paper, first the face image is determined from a head picture using image processing techniques and then the coordinates of eyes, mouth, nose and forehead on the face are detected. Then, the distances between the coordinates are calculated and normalized with data mining normalization techniques. Finally, gender prediction is performed using supervised artificial neural network with Back-propagation algorithm. The experiments are carried out using head pictures of 20 persons with 10-fold cross validation. The proposed method correctly predicted the gender of 17 out of 20 samples.

**Keywords:** Gender Prediction, Artificial Neural Network, Back-Propagation, Image Processing

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## Different Wind Speed Data in Turkey by Using Data Mining Classification Algorithms

**Mustafa Akkaya\***

Karamanoglu Mehmetbey Universit, Turkey

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### *Abstract*

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Today, the energy is one of the most significant indications in the development of the societies. One of the renewable energy resources, the wind power is quite important for generating energy. Depending on this prevalence and development, the wind speed and direction data and analysing and categorizing these data is important. In this study, measured in the cities of Adiyaman, Nevşehir, Elazığ and Konya in 2014, the wind speed data obtained legally from the Republic of Turkey the Ministry of Forestry and Water Affairs and the General Directorate of Meteorology were analysed on the basis of provinces through WEKA software program by using Multilayer perceptron, K-NN and Naive Bayes algorithm. At the result of the analysis, the best success rate is achieved through K-NN algorithm (Correctly Classified Instances : 83.0357%). The best success rate for Mersin was achieved through K-NN algorithm (Correctly Classified Instances : 90.4762%). In the classification made for Mersin, RMSE was calculated as 0.2713 and MAE was 0.1815 Finally, by comparing two analysis conducted, some recommendations were made about using wind power effectively and productively.

**Keywords:** Wind Speed, Energy, WEKA, Data Mining, Multilayer perceptron, KNN, Naive

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## Effective Project Management Tools

**Mohammed Alsaleh\***  
Kuwait Oil Company, Kuwait

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### *Abstract*

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When organizing any project, before diving into your project management software, it is important first to bear in mind precisely what the project is aiming to achieve. Clearly, any project will have a specific improvement objective that it will be expected to meet. Beyond that, though, in the wider context of the organization, it will be expected to begin setting the environment for other improvement activities on a much wider scale. To achieve the requirements of a “Successful Quality Improvement Project”, a project must satisfy a number of success criteria: • It must contribute directly to the company’s overall improvement aims; otherwise, it will be seen as trivial and unimportant. • It must be well co-coordinated and monitored; a project must be run in a professional and disciplined fashion. • It must attempt to achieve a high involvement of the appropriate people from the appropriate levels. • It must optimize the use of people’s time. The project must not tie people up in endless meetings, it must be a clearly, crisply executed set of activities with no-one feeling that their time is being wasted. The success of the use of effective tools in your project is as dependent upon the way in which it is carried out involving people as it is upon its outcome. Moreover, make sure that all projects support the overall organizational improvement program in Kuwait Oil Company and do not focus solely on their own narrow personal aims.

**Keywords:** Project, Management, Tools

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