

## Acknowledgement

This PhD Without Residence (PWR) symposium proceeding for the Annual PWR Doctoral Symposium 2018- 2019 is a direct team effort that is part of the long-standing relationship between Ahlia University, Bahrain and Brunel University London, UK.

I would like to acknowledge the work of the academics from both Brunel University (London) and Ahlia University on their support and cooperation throughout the peer review process.

I would like also to express my deepest gratitude to **Ms. Hessa AIDhaen**, Administrative Officer for the PhD W.R Programme for her cooperation and coordination throughout the process.

This proceeding is an outcome of the Deanship of Graduate Studies and Research at Ahlia University, AND I would like to acknowledge the collaborative work between the graduate studies and PhD W.R which ended up to successfully complete the proceeding to be published for researchers' knowledge.

Sincerely,

Dr. Dalia Mohamed Kamel  
Acting Dean, Graduate Studies and Research  
Ahlia University, Bahrain

## Editors

**Dr Dalia Mohamed Kamel**

**Dr Tillal Eldabi**

## Table of Content

<i>The Impact of Neuromarketing Advertising on Children: Intended and Unintended Effects</i> Amani Al Abbas, Weifeng Chen, and Maria Saberi .....	1
<i>Does Control of Corruption Matter for Entrepreneurship in Emerging Economies: Evidence from Post-Communist Countries</i> Hasan Ghura, Xiqing Li, and Allam Hamdan .....	17
<i>Indepth Analysis of Medical Dataset Mining: A Comparative Analysis on a Diabetes Dataset Before and After Preprocessing</i> Latifa Nass, Stephen Swift, and Ammar Al Dallal.....	45
<i>The Role of Motivation in Enhancing Employees' Creativity: A Literature Review</i> Maryam Hashem, David Gallear, and Tillal Eldabi .....	64
<i>Obesity Review in GCC and New Evaluation Strategy</i> Nada Rabeea, Tillal Eldabi, and Dalia M Kamel.....	78
<i>Plural Leadership During Organisational Transformation Initiatives (Vertical &amp; Horizontal)</i> Nawaf AlGhanem, Ashley Braganza, and Tillal Eldabi .....	90
<i>Investigating Obesity Related Behaviours in Friendship Networks Among the Youth: A Systemized Review</i> Noor Alsayed, Tillal Eldabi, and Habin Lee .....	109
<i>Enterprise Risk Management (ERM): Assessment of Environmental and Social Risks from ERM Perspective</i> Omar Albasteki, Amama Shaukat, and Thaira Alshirawi.....	128
<i>Effect of Social Media in B2b Marketing: Invertigation of Ewom Effect in Oil and Gas Sector in Qatar</i> Soud Al-khinji, Weifeng Chen, and Tillal Eldabi .....	152
<i>The Role of Corporate Governance in Mitigating Real Earnings Management: Literature Review</i> Zakeya Sanad, Radha Shiwakoti, and Gagan Kukreja .....	173