

# 2014 IEDRCPHUKET ISLAND CONFERENCESSCHEDULE

**Phuket Island, Thailand**

**December27-28, 2014**

**Co-Sponsoredby**



**<http://www.iedrc.org/>**

# IEDRC PHUKET ISLAND CONFERENCE PROGRAM

December 27-28, 2014, Phuket Island, Thailand

The Royal Paradise Hotel & Spa

<http://www.royalparadise.com/>

## Day 1:

<b>Lobby</b>	<b>December 27 10:00-17:00</b>	<b>Registration</b>
--------------	------------------------------------	---------------------

## Day 2:

Dec. 28 9:00-12:00	<b>Venue Grand Ballroom AB</b>	8:30—8:45	Opening Remarks
		8:45—9:30	Keynote Speech 1(Professor Donald Chang)
		9:30—10:15	Keynote Speech 2(Professor Yixun Shi)
		<b>10:15—10:35</b>	<b>Coffee break</b>
	<b>Venue FuengFah</b>	10:35—12:30	<b>Session 1( 9papers )</b>
	<b>Venue RoyalKitchen</b>	10:35—12:30	<b>Session 2( 8papers )</b>
Dec. 28 12:30-13:30	<b>Restaurant</b>	<b>Lunch</b>	
Dec. 28 13:30-18:00	<b>Venue FuengFah</b>	13:30-15:30	<b>Session 3( 10papers )</b>
		<b>15:30—15:50</b>	<b>Coffee break</b>
		15:50-18:00	<b>Session 5( 11papers )</b>
Dec. 28 13:30-18:00	<b>Venue RoyalKitchen</b>	13:30-15:30	<b>Session 4( 10papers )</b>
		<b>15:30—15:50</b>	<b>Coffee break</b>
		15:50-18:00	<b>Session 6( 11papers )</b>
Dec. 28 19:00-22:00	<b>Restaurant</b>	<b>Dinner</b>	

## **Instructions for Oral Presentations**

### **Devices Provided by the Conference Organizer:**

Laptops (with MS-Office & Adobe Reader)  
Projectors & Screen  
Laser Sticks

### **Materials Provided by the Presenters:**

PowerPoint or PDF files (Files shall be copied to the Conference Computer at the beginning of each Session)  
Duration of each Presentation (Tentatively):  
Regular Oral Session: about 9-12 Minutes of Presentation, 2-5 Minutes of Q&A  
Keynote Speech: 30-45 Minutes of Presentation, 5-10 Minutes of Q&A

## **Registration Only: December 27, 2014 (Saturday)**



### **Venue: The Royal Paradise Hotel & Spa**


Item	Time	Place
Arrival and Registration	10:00-17:00	Lobby

- (1) Please print your registration form before you come to the conference.
- (2) You can also register at any time during the conference.
- (3) Certificate of Participation can be collected at the registration counter.
- (4) Please tell the conference reception your paper ID.
- (5) The organizer won't provide accommodation, and we suggest you make an early reservation.
- (6) One Best Paper will be selected from each oral session. The Certificate for Best Papers will be awarded in the Closing Banquet on December 28, 2014.

## Conference: Morning, December 28, 2014 (Sunday)

### Venue: Grand Ballroom AB

08:30-08:45	<p>Opening Remarks</p>  <p><b><i>Professor Yixun Shi</i></b>  Department of Mathematics, Computer Science and Statistics, the Bloomsburg University of Pennsylvania, USA</p>
08:45-09:30	<p>Keynote Speaker Speech 1</p>  <p><b><i>Professor Donald Chang</i></b>  School of Business Metropolitan State University, USA</p> <p><b>Title: Incorporating Instruction with Online Technologies into Teaching Portfolio</b></p> <p><b>Abstract:</b> With the advance in online communication technology, there has been a remarkable progress made for online courses and programs. While the overall resistance remains strong among academicians, more higher education institutions have expanded and developed new programs and curriculums to take advantage of the new instructional medium, while modifying existing ones to keep pace with the changing landscaping of the U.S. higher education. Some universities have found its online offerings expanded by ten folds or more within few years, while others have found new frontiers and markets for its programs. Yet, many college educators have been lagging in adopting the emerging online delivery medium. Facing new realities, many U.S. higher education educators and administrators have concluded that avoiding the online instruction medium could be a perilous proposition. Instead of treating online teaching as inadequate or unequal, it may be more productive to consider how to better embrace it to enrich one's teaching portfolio. We discussed how teaching with technologies could be an important asset. By</p>

	examining the overall trend, implications for college educators are introduced and discussed in details. Strategies and steps in incorporating online instruction delivery medium into curriculums are developed and proposed. For the new generation of higher education educators and administrators, they might find new achievements that are made possible by the new instructional medium.
9:30-10:15	<p>Keynote Speaker Speech 2</p>  <p><b>Professor Yixun Shi</b>  Department of Mathematics, Computer Science and Statistics, the Bloomsburg University of Pennsylvania, USA  <b>Title: Mathematical Models for Estimating Social Impacts of Technology Developments</b>  <b>Abstract:</b> Rapid developments of modern technology have impacted the lives of all peoples. In this presentation, we discuss a few mathematical models for estimating social impacts of such developments on today's society. In particular, we consider the impacts in the area of communication. Mathematical models for estimating those impacts are discussed, numerical procedures to apply these models are mentioned, and simulated data are used to illustrate the applications of these models.</p>
10:15-10:35	<b>Group Photo &amp; Coffee Break</b>

**SESSION-1**

Venue: Fueng Fah

Session Chair: *Professor Donald Chang*

Time: 10:35-12:30

ID	Title+Author's name
<b>Linguistics &amp; literature</b>	
X00053	Domain Adaptation in Morphological Analysis <b>Prathyusha Kuncham</b> , Chandu Khyathi Raghavi, Kovida Nelakuditi, and Dipti Misra Sharma Student, International Institute Of Information Technology, Hyderabad, India <b>Abstract:</b> Morphological Analysis is a major component in many Natural Language Processing (NLP) applications. The performance of general purpose morphological

	<p>analyzer (GMA) degrades when used for a particular domain. In this paper we present our effort in developing a domain specific morphological analyzer (DMA) whose architecture is an extension of the existing paradigm based GMA. The method involves identifying domain specific words from a raw text and assigning a paradigm class to them. The proposed method is language independent and has been tested on domain specific Hindi data. The results show 90.60% coverage which is an increase by 6% over GMA and accounts for 25.39% of unanalyzed words.</p>
X00056	<p>Pictures Turn Us On: Diaspora Cognitive Linguistics  <b>J. Wigfall</b>  Teacher, Hengyang Ba Zhong, China  <b>Abstract:</b> Words navigate readers from tripartite signs to additional ideas and unique associations. Metaphors, similes, and allusions introduce their new concepts to us while we process content's main ideas. Subconsciously, we multitask literacy's cognitive demands. Consequently, where figurative and structuralist concerns converge, new questions about metaphor develop: Can books written in one language manifest a different language inside our thoughts? In absence of foreign signifiers can a text 'translate' itself?</p>
X10003	<p>A Preliminary Study on Vocabulary Learning Strategies used by the Students from the Faculty of Accountancy  <b>Surina Nayan</b> and Hariharan N. Krishnasamy  Lecturer/ Ph.D. Candidate, UNIVERSITI TEKNOLOGI MARA, Malaysia  <b>Abstract:</b> Communication is almost important without words. Learners with limited vocabulary face difficulties in conveying their messages to others. Therefore, they should acquire enough words to communicate their ideas in L2. Besides, knowing the right strategies to acquire words is also important to help learners in their study. Because of that, the study aims to unveil the usefulness of vocabulary learning strategies among students from the faculty of Accountancy in a public university in northern Malaysia. 52 participants (44 female and 8 male) from this faculty participated in the study. From the total of 52 participants, 30 are from the Diploma in Accountancy and the remaining 22 are the students from Diploma in Accounting Information System. The study focuses on second language vocabulary learning acquisition. Participants were asked to answer questionnaires during normal class time. The questionnaire contains seven questions on vocabulary learning strategies where participants had to choose the four options given from 'very useful' to 'not useful at all' based on their L2 study experience on their L2 vocabulary learning process. The findings show that learners preferred to communicate, read books and listen to English songs in order to acquire vocabulary. In addition, they also acquire vocabulary explicitly from their daily routine activities. These suggest that lecturers should focus more on explicit teaching vocabulary because previous research shows that this strategy helps learners in their vocabulary acquisition.</p>

X10004	<p>Digitalk: An Exploration of the Linguistic Features of CMC  Chenee M. Dino and <b>Leah E. Gustilo</b>  Associate Professor, De la Salle University Manila, Philippines  <b>Abstract:</b> This pilot study was anchored on the viewpoint that language users are creative and innovative, and that Electronic English is an emerging variety of language. This study investigates the features and functions of electronic language used by Filipino Facebook users. Results of the pilot analysis of 1,671 Facebook statuses revealed that Filipino Facebookers used nine types of linguistic features. Of these nine linguistic features, code switching and acronym are the most frequently used. The linguistic features in this study show Filipino Facebookers' competence to make use of their linguistic knowledge in order to develop innovations in communication.</p>
X10005	<p>Validating the Japanese Bilingual Version of the Vocabulary Size Test  <b>Richard Derrah and D. Edward Rowe</b>  Lecturer/ Ph.D Candidate, Kwansei Gakuin University, Japan  Lecturer(student), Temple University Osaka, Kobe Women's University, Japan  <b>Abstract:</b> This study uses Rasch analysis to validate the Japanese bilingual version of the 14,000-word level vocabulary size test. The test was given to two sets of students. The first group were students at a women's university in Western university (N=27). The second group consisted of students from a high school also in western Japan (N=16). All participants (total N=43) completed the 140 question Japanese bilingual version of the 14,000-word level Vocabulary Size Test. The data was then analyzed using Winsteps software to perform Rasch analysis to check the validity of the test.</p>
X10026	<p>Teaching Business Chinese Translation to Thai Undergraduates: Problems, Difficulties and Implications  <b>Ping Xu</b>  Lecturer, Assumption University, Thailand  <b>Abstract:</b> This research aims to (1) identify common problems and potential difficulties Thai undergraduates faced when they practicing their translation skills from Thai to Chinese, (2) examine Thai students' perceptions on their knowledge and skill; and (3) investigate Thai students' feedback on Thai-Chinese translation teaching materials and teaching methods. Based on the literature review, a 20-item survey was designed. The questionnaire's Cronbach's Alpha reliability is .868 (&gt;.70). At the first semester of academic year 2014, the survey was distributed to the fourth-year students who are studying Thai-Chinese translation at Business Chinese (BC) Department and Chinese for Economy &amp; Trade (CET) Department of Assumption University. The results indicated that most Thai translation students have weak Chinese foundation. Thai students often make grammatical errors, write wrong Chinese characters, and use inappropriate vocabularies and incorrect punctuations. Thai students find it difficult to translate Chinese idiom, business terminology, proper</p>

	name, and Chinese measure word. The study's findings offer useful information that is applicable for improving business Chinese translation teaching and learning.
X00018	<p>An Analysis of the Identity Transformations and the Survival of an Immigrant in Bharati Mukherjee's 'Jasmine'</p> <p><b>Anjana Sukumary</b> Lecturer, Mahidol University International College, Salaya, Thailand</p> <p><b>Abstract:</b> Identity formation is integral to every human being where by a person locates oneself in society. However, in the case of immigrants, many of them undergo identity transformations as part of their adjustments with the host society. Bharati Mukherjee's 'Jasmine' is the story of a village girl from India who immigrates to America and undergoes multiple identity transformations to assert her place in the American society. This paper is an exploration into Jasmine's journey of transformed identities and how she emerges not only as a survivor but also a successful immigrant in America. It explains why these different identities are integral for her survival as an immigrant and ultimately throws light into the fact that for immigrants if the past is replete with sufferings and hopelessness, it is better to discard the past and move forward in life.</p>
X00050	<p>A Picture of Istanbul through the Eyes of Women Writers from Turkey</p> <p><b>GülDeniz Demirel Aydemir</b> Lecturer, Hacettepe University, Turkey</p> <p><b>Abstract:</b> Women have their own miscellaneous ways of experiencing and perceiving the world, and telling their stories from those perspectives. Therefore, women writers are gaining more and more recognition all over the world and specifically in Turkey as well. This article aims to compare the stories in the collection, titled Istanbul in Women's Short Stories, in terms of employing women's perspective while drawing a picture of the city as the inhabitants of a metropolis. The article comes up with the finding that in most of the stories, ideas of changing dynamics in Istanbul and masculine traits of the city are prominent as the common observations.</p>
X10030	<p>Oral Literary Tradition: Manual for K-12 Revised Curricula on Literature, History, and Social Studies</p> <p><b>Doris Ogdock-Gascon</b> Ph.D. Candidate, CEBU TECHNOLOGICAL UNIVERSITY, Philippines</p> <p><b>Abstract:</b> Literature has become an important tool to reflect the psyché of a group of people. This study aims to preserve these literary legacies of the Filipinos by documenting the legends and folklores of the country in English and Cebuano-Visayan (using the standardized linguistic decoding using the phoneme-grapheme correspondence) through printed texts. Moreover, recent changes with the Philippine Educational System as an effort to be at par with the rest of the world have been made through the creation of the K-12 Enhanced Basic Education Act of 2013. There is a high need for a manual that meets the requirements of the</p>



	courses of the revised curricula of both the Senior High School and the higher education. Therefore, the findings of this study proposes a manual-output as a reference in teaching courses in literature, history, and social studies that are relevant and novel in today's generation of Filipinos.
M111	<p>Incorporating Instruction with Online Technologies into Teaching Portfolio Su-Jane Chen and <b>Donald Chang</b></p> <p><b>Abstract:</b> With the advance in online communication technology, there has been a remarkable progress made for online courses and programs. While the overall resistance remains strong among academicians, more higher education institutions have expanded and developed new programs and curriculums to take advantage of the new instructional medium, while modifying existing ones to keep pace with the changing landscaping of the U.S. higher education. Some universities have found its online offerings expanded by ten folds or more within few years, while others have found new frontiers and markets for its programs. Yet, many college educators have been lagging in adopting the emerging online delivery medium. Facing new realities, many U.S. higher education educators and administrators have concluded that avoiding the online instruction medium could be a perilous proposition. Instead of treating online teaching as inadequate or unequal, it may be more productive to consider how to better embrace it to enrich one's teaching portfolio. We discussed how teaching with technologies could be an important asset. By examining the overall trend, implications for college educators are introduced and discussed in details. Strategies and steps in incorporating online instruction delivery medium into curriculums are developed and proposed. For the new generation of higher education educators and administrators, they might find new achievements that are made possible by the new instructional medium.</p>

**SESSION-2**

Venue: Royal Kitchen

Session Chair:

Time: 10:35-12:30

ID	Title+Author's name
<b>Economy</b>	
M009	<p>Factor Affecting the Housing Financing of Bumiputera in Iskandar Malaysia <b>Azizah Ismail</b>, Ahmad Ariffian Bujang, Wilson Ranga Anthony Jiram, Hasmah Abu Zarin and Mohd Nadzri Jaafar Postgraduate, Universiti Teknologi Malaysia</p> <p><b>Abstract:</b> Housing financing is one of the important mechanisms that should be considered by all groups to meet housing needs. Housing financing problems do not only face by the low-income groups, but also medium income. There are various government initiatives implemented to help the population, especially for the bumiputera to own a house. However, due to low purchasing power and difficulties in</p>

	obtaining financing facilities affected the bumiputera afford to own a house according to their eligibility. Thus, this paper presents the overview of the problems and factors that influenced a bumiputera buyer to obtain financing facilities. Data and information are collected through questionnaires and the data gathered then be analyzed by using descriptive analysis, Cross Tabulation and Correlation Analysis by using SPSS software. The main factors influencing bumiputera problems to secure housing financing facilities are house prices too high; banking restrictions; high expenditure patterns and housing policies.
M020	<p>Determinants of Female Autonomy across Indian States</p> <p><b>Sudatta Banerjee</b> and Amrita Roy</p> <p>Assistant Professor, Birla Institute of Technology &amp; Science (BITS), Pilani - Hyderabad Campus</p> <p><b>Abstract:</b> This paper analyzes the condition of female autonomy and its determinants across states in India. The study relates to the year 2005-06 across states in India and uses National Family Health Survey 3 (NFHS-3) data. The results suggest that women autonomy which is one important reflector of development of a country is mostly dependent on social factors. Social backwardness and religious conservativeness have reduced the strength of decision making power of women compared to men in India. The results also indicate that rise in household income might lead to increase in the level of female autonomy.</p>
M005	<p>Evaluation of the impact of the global financial crisis on the innovative performance of Lithuanian industrial and service companies in the European Union context</p> <p>Rytis Krusinskas, <b>Ausrine Lakstutiene</b> and Rasa Norvaisiene</p> <p>Associate Professor, Kaunas University of Technology, Lithuania</p> <p><b>Abstract:</b> The article analyses the intensity of scientific research and experimental development in Lithuanian business sector, as well as the changes in innovation activities of Lithuanian industrial and service companies amidst the global financial crisis and the post-crisis period in the European Union context. The research showed that R&amp;D intensity of Lithuanian business companies is significantly lower than the European Union average and the gap grew even more during the crisis. It was found that the global financial crisis had no significant effect on R&amp;D funding structure in Lithuanian business sector, nor the distribution of R&amp;D expenses by cost areas. During the crisis there was a slight increase in the innovation of Lithuanian business companies; however, both Lithuanian industrial and service companies are lagging behind the EU innovation level both with respect to the pre-crisis and the post-crisis periods. As a result of the global financial crisis, Lithuanian business companies have considerably reduced technological process innovations, especially the industrial companies.</p>
M027	<p>The Effects of Shariah Compliance Announcement towards Stock Price Changes in Malaysia</p> <p><b>Erimalida Yazi</b>, Fareiny Morni, Song Saw Imm</p>

	<p>Universiti Teknologi MARA (UiTM)</p> <p><b>Abstract:</b> This paper seeks to investigate whether the announcement would affect the investors or funds managers' decision to buy, keep or sell stocks that are Shariah-compliant or non-Shariah compliant. The sample is based on the listed Shariah-compliant stocks (SCS) on 29 November 2013 which uses a revised methodology in screening stocks for Shariah-compliance. This has resulted a dramatic change to the number of Shariah compliant firms in Bursa Malaysia and for the first time it has caused a drastic removal of 158 previously Shariah compliant stocks from SAC's Shariah compliant list. Considering the revised screening methodology of the SC, this paper provides clear evidence that the inclusion of a stock in the Shariah-compliant list has a positive effect to the value of the stock while removal from the list negatively affects the price of the stock.</p>
M106	<p>The Global Financial Crisis and its Impact on Emerging Markets: A CGE Assessment</p> <p><b>Xianming Meng</b>, Mahinda Siriwardana, and Judith Mc Neill</p> <p>Research fellow, University of New England</p> <p><b>Abstract:</b> The global financial crisis (GFC) began four years ago, but the world economy is still in its shadow. The sluggishness of the economic recovery in the US and the recurrences of the European debt crises destroy the confidence of investors as well as consumers. "Double dip" appears as a threat from time to time. Under these circumstances, it is imperative to understand fully the impact of the GFC and the effectiveness of various policy responses to it. Using the GTAP model, the GTAP database version 7 and macroeconomic data, this paper will gauge the impact of the GFC on emerging markets. The paper also reports the simulation results assessing the effect of policy responses. By analyzing the simulation results, this paper will shed light on the contributing factors of the GFC and the efficient ways to cope with a large negative economic shock like the GFC.</p>
M110	<p>An Investigation of Video Experiment on Dynamic Bargaining Game</p> <p><b>Wanbo Lu</b>, Zhenxin Li, and Huihui Li</p> <p>Professor, Southwestern University of Finance and Economics</p> <p><b>Abstract:</b> Experimental economics has been become one of the most active areas in economics nowadays. Based on the data and copy from a video experiment on the dynamic bargaining game conducted at Sichuan University recently, this paper studies the factors influencing negotiating behavior, the hypothesis of rational economic man in the dynamic bargaining game experiment. Our experiment simulates the non-cooperative two-person characteristic function game. We find that the fairness and patience do impact the bargaining behavior in the experiment and the hypothesis of rational economic man is threatened to some extent. At most of time, economic man is bounded rationality, resulting in a deviation from the optimum strategy, challenging the classical game theory in a sense.</p>
H026	<p>Measuring the Gen Y Housing Affordability Problem</p> <p>Ahmad Ariffian Bujang, <b>Wilson Ranga Anthony Jiram</b>, Hasmah Abu Zarin, and</p>

	<p>Farah Hanan Md. Anuar Postgraduate, Universiti Teknologi Malaysia, Malaysia</p> <p><b>Abstract:</b> Most of the available research today focuses on housing affordability between different income groups, affordable housing and housing market, but very little work has been done on housing affordability for different generations. Hence, this paper focuses on housing affordability for the young generation, otherwise known as Gen Y. In general, the study on housing for Gen Y is inter-connected with the study on demographic factors. Gen Y has been confronted with several housing issue which is the main housing issue for the Gen Y often relates to affordability to buy. The main question often raised is whether at this young age, a person can afford to buy and owned a house? Therefore, this study is carried to verify the level of affordability among the young age people to buy and owned a house. This study is also carried out to identify the factors influencing the problems faced by this age group to buy and owned a house. Looking at it from the positive side, buying a house at young age can be an advantage where they can enjoy a longer financing period. The longer term financing is taken; the amount pay for housing loan can be a small sum.</p>
H027	<p>Assessing the Adequacy of Assimilation of Real Estate Graduate's Generic Competency</p> <p><b>Wilson Ranga Anthony Jiram, Ahmad Ariffian Bujang, Hasmah Abu Zarin, and Azlan Abdul Latib</b> Postgraduate, Universiti Teknologi Malaysia, Malaysia</p> <p><b>Abstract:</b> Today's challenging economic environment means that it is no longer enough for graduates to have knowledge of academic courses. It is necessary for students to acquire generic competencies that will enhance their employment prospects and make them more competitive in the job market. Previous studies examine that real estate formal curriculum in public universities lacks emphasis on assimilation of generic competencies in the curriculum. Therefore, the purpose of this study was to evaluate the assimilation of generic competencies of graduates of this property. This study was carried out on the real estate graduates of public universities. A total of 200 questionnaires were collected. Descriptive and inferential Exploratory Factor Analysis was used to analyze the data. The finding was verified through focus group discussions with various stakeholders in the education estate. The pr écis of the analyses signified that generic competencies infused in the real estate program have not met the needs of the graduates.</p>

12:30-13:30

Lunch

## Afternoon, December 28, 2014 (Sunday)

### SESSION-3

Venue: FuengFah

Session Chair:

Time: 13:30-15:30

ID	Title+Author's name
<b>Linguistics</b>	
X00015	<p>Corpus-Based Vocabulary Analysis of Rock Guitar Lessons and a Sample Dictionary  <b>Nantakarn Impong</b> and Jirapa Vitayapirak  Minburi Technical College, Thailand</p> <p><b>Abstract:</b> This study explored in-depth to the language of rock guitar lessons. The aims of this study are to find out terminologies used in rock guitar lessons and to design a sample bilingual dictionary for Thais. The user needs analysis was done to receive information about reading materials to compile the Rock Guitar Lessons Corpus (RGL). The RGL Corpus consists of 1,356,029 words (tokens). The concordance software “Wordsmith Tools”, and “RANGE_GAL_AWL Programs” were used.</p> <p>The word lists were classified into three groups of general, academic, and technical vocabularies. The function words, content words, collocation, and abbreviations were also analyzed. The total word types in the corpus were 40,542 and the types and tokens ratio was 1:33.44. The results showed that general vocabulary occurred at the highest frequency. Some general and academic words were used as technical terms. Many multi-word terms were frequently found when using KWIC concordance. These terms were formed by combination of general and academic vocabularies. Symbols and abbreviations were significantly found in the corpus, i.e. clippings, initials, acronyms, contractions, and substitutions. The word frequencies, word combination and typical usage were used to create sample English-Thai dictionary entries of rock guitar.</p>
X00028	<p>Effectiveness of Acquiring of basic Verbs by Using Core Schema-based Instruction  <b>Masanobu Sato</b>  Ph.D. Candidate( Graduate student), Keio University, Japan</p> <p><b>Abstract:</b> This study compared schema-based instruction and translation-based instruction with regard to the learning of basic visual verbs of perception, look and see. Overall, the results show that SBI is as effective as TBI in the short run and more effective than TBI in the long run.</p>
X00030	<p>Analysis of Topic Development in Guided Writing in terms of Theme and Rheme  <b>Yoko Suganuma Oi</b>  Ph.D. Candidate, Graduate School of Education, Waseda University</p> <p><b>Abstract:</b> The topic development in guided writing was analyzed in terms of theme and rheme based on teacher assessment. 82 Japanese high school students, one</p>

	<p>native English teacher and one Japanese English teacher participated in the study. Students were asked to write about 150 words on the guided writing topic and then both students and teachers assessed students' English composition using the same assessment sheet. The result showed that the frequency of the progression of theme and rheme was not related to the scores. Half of the students used all of the types of progression in their compositions. Preferably the number of T-units was connected to the scores. It was also observed that teaching the progression of theme and rheme could be helpful for students to develop a topic and learn how to make their written production coherent.</p>
X00031	<p>Arabic Between Formalization and Computation  <b>Haytham El-Sayed</b>  Lecturer, South Valley University, Egypt.  <b>Abstract:</b> This paper provides an attempt to apply a formal method (Montague grammar) to Arabic, as a pre-step towards its computation. Since semantic representation has to be compositional on the level of semantic processing, formalization based on Montague grammar can be utilized as a helpful and practical technique for the semantic construction of Arabic in Arabic understanding systems. As efforts of Arabic syntactic-semantic formalization are very limited, I hope that this approach might be a further motivation to redirect research to modern formal interpretation techniques for developing an adequate model of semantic processing for Arabic.</p>
X00035	<p>Classifiers in Lao: A Cognitive Linguistic Approach  <b>Rattanapraxa Analee</b> and Nuntana Wongthai  Student, Srinakharinwirot University, Bangkok, Thailand  <b>Abstract:</b> This research is aimed at studying classifiers in Lao and the cognitive process of Lao native speakers reflected by their usage of classifiers. The scope of the study is limited to classifiers in standard Lao (Vientiane dialect). The total number of informants involved in the study is 90. The researchers analyze the attributes of prototypical nouns and non-prototypical nouns to highlight the relationship between them. The analysis is based on the prototype theory, attributes in categorization and idealized cognitive models (ICMs). The results indicate that the Lao classifier system works on some kinds of general principles like in earlier studies by Dyirbal and Thai. However, the study shows that the cognitive system of Lao people is influenced by their own geographic and cultural factors as well as their religious beliefs. The study also shows the cognitive system of Lao people which is different from others, even in Thai, which is the member of the same language family (Tai-Kadai).</p>
X00037	<p>Noise Issues in Sentence Structure for Morphological Analysis of English Language Sentences for Hindi Language Users  <b>Seema Shukla</b> and Usha Sinha  Ph.D. Candidate, Lucknow University, India  <b>Abstract:</b> This paper identifies some issues in English Language sentences which are</p>

	<p>interpreted by Hindi speakers. Sentences may seem grammatically correct but since they may not have equivalent constructs in Hindi Language, it may be difficult for NLP processes to interpret as correctly as human mind. This gap of knowledge transfer from a language to another by NLP processes would need additional knowledge base. Often, NLP systems need to use such knowledge base either as rule base or empirical formulations identified out of statistical methods on large set of bilingual corpus. Bilingual parallel corpus, though essential, is not easily available. Grammar mapping of a language to another is also difficult. The structures in a sentence which may not have proper mapping can be viewed as noise. 1000 unique English Language sentences from a 460000 word corpus were identified as representative sentences. These sentences were translated manually as well as using Machine Translation System. The outputs were compared to find out most common issues wherein MT did not interpret as correctly as human being. This misinterpretation by NLP system has been marked as noise. This paper identifies ten categories of such noises.</p>
X00038 presenter only	<p>Semantics of Signs: Analyzing Meaning in Baguio's Linguistic Landscape  <b>Maria Rosario Yumul-Florendo</b>  Assistant Professor, University of the Philippines Baguio, Philippines  <b>Abstract:</b> The linguistic landscape reveals the politics behind language preference. This is evident in the wide use of Philippine English (despite the popularity of local languages for conversational purposes) for composing signs in the commercial and business districts of the city. As a result of its multicultural population, signs are generally composed with the target audience in mind and these are migrants from surrounding provinces speaking/using a variety of Philippine languages and foreign/local tourists alike. Hence, English is usually the language of choice. Signs are also generally composed with brevity and clarity as general guiding principles. How effective are the resulting signs in accurately conveying meaning? What linguistic and extra-linguistic factors contribute to the composition of the messages in signs?</p>
X00046	<p>Comparison of English Vocabulary Learning Strategies for Good and Weak Learners at King Mongkut's Institute of Technology Ladkrabang  <b>Khanadee Rojananak</b> and Jirapa Vitayapirak  Postgraduate, King Mongkut's Institute of Technology Ladkrabang, Thailand  <b>Abstract:</b> The purposes of this study were to find out the vocabulary learning strategies that the second year students of King's Mongkut's Institute of Technology Ladkrabang commonly use and compare the vocabulary learning strategies between good and weak students. The sample was 356 second-year students in 9 faculties: Engineering, Architecture, Industrial Education, Science, Agribusiness Administration, Agricultural Industry, Information Technology, Nanomaterial Engineering, and Management Technology. The research instrument used in collecting the data were a five-point Likert scale questionnaire adopted from Schmitt's taxonomy for vocabulary learning strategies. The quantitative data were analyzed</p>

	using the descriptive statistics of arithmetic mean and standard deviation, and independent sample t-test. The results of the study revealed that English vocabulary learning strategies that the second year students commonly use is using an English-Thai dictionary ( $\bar{x} = 2.86$ ), strategies that good students use is guessing the meaning from context ( $\bar{x} = 3.32$ ) whereas strategies that weak students use is asking their classmates for the meaning ( $\bar{x} = 2.85$ ). The result from Independent sample t-test showed statistical significant difference between good and weak students ( $p=0.00^{**}$ ). This study confirmed earlier reported findings that good language learners are heavily dependent on bilingual dictionaries for their English vocabulary learning.
X00048	<p>How to Prevent Students' Code Switching During Group Work</p> <p><b>Bircan Özdemir</b> Lecturer, School of Foreign Languages, Hacettepe University, Ankara, Turkey</p> <p><b>Abstract:</b> Group work is one of the most favorable techniques in communicative language teaching. In an EFL setting, it is the one that learners have to depend on in order to use the language functionally and meaningfully. Therefore, language teachers have to make sure it serves its purpose. One of the obstacles that decreases usefulness of this activity is codeswitching. This action research is concerned with students' use of first language during pair and group work in an EFL setting at Hacettepe University, Turkey. It aims to test the effectiveness of some strategies that are used to prevent codeswitching.</p>
X00052	<p>Classroom Discourse Analysis in EFL Elementary Lessons</p> <p><b>Dorota Domalewska</b> Lecturer, Rangsit University, Thailand</p> <p><b>Abstract:</b> The present study is an attempt to confront the problem of many Thai students' failure to communicate fluently and accurately in English. For this reason the study investigates the patterns of teacher-student interaction in beginner EFL (English as a Foreign Language) lessons in a Thai elementary school. The analysis of classroom discourse shows that one-way communication prevails in the lessons with the teachers leading teacher-fronted discussion and students listening and then either repeating after the teacher or responding briefly. If the students are engaged in a discussion, they are asked mainly comprehension, assent or educational (grammar and vocabulary) questions. Furthermore, an examination of the teachers' and students' verbal behaviors shows frequent code-switching practices.</p>

**SESSION-4**

Venue: Royal Kitchen

Session Chair:

Time: 13:30-15:30

ID	Title+Author's name
<b>Social Science and Humanity</b>	



H008	<p>HIV /AIDS - A Social context in Arunachal Pradesh(INDIA)</p> <p><b>Bikash Bage</b> Assistant Professor, Rajiv Gandhi University, India</p> <p><b>Abstract:</b> In this paper, the ways in which HIV is transmitted and factors facilitating transmission are described, although we still do not fully understand why the HIV epidemic has spread so heterogeneously across India. Estimates of HIV prevalence vary in quality but give some idea of trends in different countries and regions. Of all regions in the world, The North Eastern States and Arunachal Pradesh of India is the hardest hit by HIV, containing around 30% of people living with HIV/AIDS. There are, however, recent signs of hope in the states due to a slight reduction in the number of new HIV cases through government efforts. Reductions in morbidity and mortality through the use of highly active antiretroviral therapy are at present limited to high-income and people near to facilities. Due to Topographical difficulties and communication bottleneck the nearest health facility is still a dream distance. There are visibility of both the cost of these therapies and the poor health care delivery systems in many affected areas of the region. The concept of Stigma and discrimination still persists, which are to be addressed before antiretroviral need can benefit the majority of people living with HIV/AIDS.</p>
H010	<p>The Political Rivalry of W.E.Gladstone and B.Disraeli on the Eastern Question Through the Lens of Victorian Political Cartoons</p> <p><b>Fahriye Begum Yildizeli</b> Ph.D. Candidate, University of Exeter, UK</p> <p><b>Abstract:</b> From 1876 until the late 1880s, the question of the status of the Ottoman Empire as to the rights of Christian subjects was transformed into a national question for Great Britain. Beyond being a question of the fate of the Ottoman Christians in the Ottoman Empire, the period of the Eastern Question can be regarded as a scene for the portrayal of intense political rivalry between Gladstone and Disraeli, the metamorphosis of British diplomacy towards the Ottoman Empire and growing importance of public opinion in a foreign issue that connected with party politics. Moreover, due to the increase of the news and interest of the public on the future of the Ottoman subjects became a ‘national matter’ as well as a main headline in domestic politics. As being one of the prominent witnesses of the term, the political cartoons defined the related events, the statesmen’s policies and approaches to this foreign issue from their unique perspectives.</p> <p>Beyond any doubt, the Eastern Question was a matter of showing the ‘linguistic and political boundary’ between Disraeli and Gladstone even to a further degree. Therefore, this study will try to portray the crucial events during the Eastern Question and re-define this mentioned rivalry/boundary through the reflection of the popular cartoons in this period. Whilst the analysis of the process will be generally based on the language and portrayal of the policies and attitudes of the two great rivalries, it will also try to explore the reactions coming from newspaper audience.</p>

H011	<p>The Legal Perspective of Jus Post Bellum: Independent or Ancillary Body of Law?</p> <p><b>Kursat Yilmaz</b> Ph.D. Candidate , University of London, UK</p> <p><b>Abstract:</b> Current analysis of the law of armed force is mainly concentrated on the argument of the functions of its dualist structure; jus ad bellum and jus in bello. The distinction between the law of recourse to force and the law governing the conduct of the hostilities has altered the apprehension of war and has reconfirmed that the conflicting parties must apply the obligations imposed upon them without any discrimination. However, the dualist architecture of the law of armed force basically concentrates on the hostility stage of the conflict, thus it does not manage to reflect the relation between the conflict and restoration. Therefore, one may say that both systems governing armed force mainly focus on a limited period of time; from beginning of the hostilities to the termination of the conflict. Further, it must be borne in mind that the distinction between the law of recourse to force and the law governing the conduct of the hostilities, namely the dualist structure of the law of armed force, is not always as clear as is argued. Therefore, one might argue that the classical dualist structure of the law of armed force must be reviewed in conjunction with the relatively new phrase of jus post bellum in just war theory.</p> <p>This paper will focus on the role and the place of jus post bellum in just war theory by analyzing three leading traditional just war theorists arguments. Later, the inadequacy of the dualist concept of the law of armed force and the possible functions of jus post bellum will be taken into account. A brief criticism of traditional understanding of jus post bellum and the scope of application of jus post bellum will be respectively observed.</p>
H012	<p>Public Space As Contested Space: The Battle Over The Use, Meaning and Function of Public Space</p> <p><b>Rowena Capulong Reyes</b> Professor, Far Eastern University, Philippines</p> <p><b>Abstract:</b> Background: The optimists among the public space scholarship argue that instead of a well-organized, carefully concerted and highly controlled urban social life, what unfolds in regulated public spaces are a m�lange of manifold incongruous lifestyles and a spatial condition. This theoretical proposition claims that public spaces are contested spaces offering a potent description of everyday reality in privatized public spaces like the shopping mall. But is a similar mechanics available outside the developed world? Objective: The study looked into the empirical validity of the urban spatial experiences of a developing country like the Philippines. Method: Case study method is employed. Verbal and observational data were analyzed using the process of pattern matching. Findings: Evidence indicates that oppositional politics exists in the public spaces of the privatized built environments. And this oppositional politics springs from three competing conceptualizations: the “by us”, “for us”, and “up to us”</p>

	<p>mentalities. Lessons Learned: Public space is not just about regulation; it is also about opposition. But unlike traditional forms of oppositional politics, these are not organized conquest of mall spaces; instead, they simply are individual acts of passive defiance.</p>
H013	<p>Social Data Analysis of Brazilian's Mood from Twitter  <b>David Prata</b>, Kleber Soares, Michel Silva, Daniela Trevisan, Patrick Letouze  Professor, Universidade Federal Do Tocantins, Brazil  <b>Abstract:</b> In this work, a software application was developed to analyze and visualize messages over Twitter social network, ranking the posts relatively to variations in moods within the Brazilian territory. Artificial intelligence techniques such as text mining and sentiment analysis were used for this purpose. The use of methods of machine learning allows determining the polarity (positive or negative) of tweets collected. Results were displayed in cartograms, through representations of tweet's geographic locations. Surprisingly, another study of twitter's mood from United States Nation showed similar results for the variation of moods throughout the day, hypothesizing a humor pattern for human beings during the period of 24 hours.</p>
M021-Pre	<p>Do New Media Substitute Old Media? : An Analysis of Daily Media Consumption  Minsoo Park and <b>Shinjae Jang</b>  <b>Postgraduate, Sungkyunkwan University (SKKU)</b>  <b>Abstract:</b> Measuring the degrees of substitutability among various media platforms has important implications in many aspects such as media policy, advertisement strategies, and formation of public opinion. This paper estimates media substitution using a media diary data which records the media use of individuals over the course of three days. As a result of the regressions, we observe significant substitution among paper, television and computer use while complementarity is shown between telephone and computer use. In addition, we estimate media substitution for specific purpose of use. Television and computer for 'terrestrial and non-terrestrial television watch', paper and computer for 'reading news article', and computer and telephone for 'using information contents' show significant substitution. The fixed-effects panel data models allow us to eliminate the possible bias due to individual-specific propensity of media use.</p>
H016	<p>Independence of Judicial Power as Foundation of Human Rights Judicial Function in the Indonesian Constitutional Law System  <b>Yustina Trihoni Nalesti Dewi</b> and Willibrordus Riawan Tjandra  Doctor (Ph.D.), Soegijapranata Catholic University, Indonesia  <b>Abstract:</b> The amendments to the 1945 Constitution of the Republic of Indonesia resulted in fundamental changes being made to the structure, position and function of all state institutions including the judiciary. These amendments were designed to influence and foster the growth of new values including democratic freedoms, people's sovereignty, protection of human rights, checks and balances, transparency, participation, accountability, and the rule of law. Unfortunately the provision of a fair</p>

	trial is still not ensured before the Human Rights Court in Indonesia, despite fair trial guarantee being enshrined in the 1945 Constitution. What is before the law and according to law in fact is not in accordance with before the court and according to the court. There are still weaknesses in the judicial system of human rights with the position located between the existence of the guarantees of judicial power independence set in textual - explicit in the constitution (normative-theoretical context) and the needs for the practice of human right courts through the decisions that protect human rights substantively (factual-applicative context) requires a re-conceptualization of the position and function of the human right court based on the philosophy on the independence of judicial power
H10004	<p>A Historical and Cultural Study of Buddhist Art in Early South-east Asia</p> <p><b>Anand Shanker Singh</b></p> <p>Principal, University of Allahabad, India</p> <p><b>Abstract:</b> By the beginning of first millennium, Buddhism has been firmly established in the area of Thailand, Burma, Java and Cambodia. Buddhism develops art and architectures as visual aids for propagation of the religious ideas in South-east Asia. Buddhist stylistic arts have given the great impacts on the religious and secular life of the people in those related areas for more than two millenniums and thus Buddhism had created a great current of art in south-east Asia. Under this artistic trend, many valuable art works created and gave rise to emerge a special social phenomenon. Thus, the paper focuses on the influence and impact of Indian Buddhist art on south-east Asian art and the dimensions of Buddhist art in south-east Asian culture. This paper also compares the Buddhist art in the homeland of Buddhism with those in other Buddhist countries in south-east Asia and examines the dissemination of Buddhism through art and Architecture.</p>
H10012	<p>Japan's New Defense Policy: Identity Change or Strategic Shift</p> <p><b>Nutthathirataa Withitwinyuchon</b></p> <p>Ph.D. Candidate, University of Otago, Thailand</p> <p><b>Abstract:</b> Many view Japan's latest move to reinterpret its postwar peaceful constitution with inevitable wariness that the nation identity as a pacifist country has totally changed and that Japan is now returning to militaristic past. Analyzing Japan's defense policies from the postwar period until present through lens of constructivism theory, this paper argues that Japan's national identity has not drastically changed but gradually transformed over the past 60 years in accordance with ongoing changes in international security environment. Japan's new defense posture achieved through reinterpretation of the constitution is arguably a combined consequence of both strategic shift and incremental change in Japan's national identity. However, this ongoing transformation in identity from a peaceful state in the Cold War era to a normal state in the post-Cold War period does not mean that Japan has totally shaken off its antimilitarism culture and is pursuing militarism.</p>
H015	Solid Waste Reduction through 3R Thrust 1 National Solid Waste Management

	<p>Policy: Implementation among Contractors in the Construction Industry in Penang, Malaysia and Elements to Close Gap between Policy and Contractors</p> <p><b>Ng Lee Shan</b>, Seow Ta Wee, and Goh Kai Chen</p> <p>Postgraduate, Universiti Tun Hussein Onn Malaysia, Malaysia</p> <p><b>Abstract:</b> The construction industry is seriously contributing to waste disposal due to the rapid development of construction industry. Weaknesses in the implementation on solid waste reduction through 3R among contractors in the construction industry will cause unsustainable construction waste management. This has increased construction waste in landfills, especially island areas where limited of land for waste disposal activities. This paper aimed to study the implementation on solid waste reduction through 3R NSWM Policy among contractors in the construction industry in Penang, Malaysia and elements to close gap between policy and contractors. This paper conducted by the semi-structured interview, questionnaire survey and participant observation. The respondents consisted of officers Municipal Council and CIDB in Penang and 61 contractors registered under CIDB located in Penang. The results show that solid waste reduction through 3R is currently ineffective and has limited implementation in the construction industry in Penang. Furthermore, most respondents revealed that law enforcement, implementation among contractors and awareness are the elements that appropriate to close gap between the policy and contractors. Construction waste should be managed through the 3R as it is sustainable. Thus, all parties involved should be aware and emphasize the 3R concept for reducing the construction waste disposal.</p>
--	---

<b>15:30-15:50</b>	<b>Coffee Break</b>
--------------------	---------------------

**SESSION-5**

Venue: FuengFah

Session Chair:

Time: 15:50-18:00

ID	Title+Author's name
<b>Education</b>	
X00009	<p>Comparison of E-Learning, Blended and Traditional English Teaching Methods: A case Study of Ban Hong Community Education College</p> <p><b>Sayoomporn Promsurin</b> and Jirapa Vitayapirak</p> <p>King Mongkut's Institute of Technology Ladkrabang, Bangkok, Thailand</p> <p><b>Abstract:</b> With the global interest in computers, innovative teaching methods have been oriented to English language learning environments. The objectives of this research were to compare the effectiveness of the three English teaching methods,</p>

	<p>i.e. e-learning, blended learning, and traditional instruction and assess students' satisfaction. The samples were 90 first year vocational certificate students who enrolled on an English course in the academic year 2013 at Ban Hong Community Education College, Thailand. Those students were divided into three groups of 30, i.e. two experimental groups and one control group by using simple random sampling. The first experimental group was taught through e-learning instruction, the second experimental group was taught through blended learning instruction, whereas the control group was taught through traditional instruction. The study was conducted two hours a week for eight weeks period. The main findings indicated that blended learning instruction can significantly increase the students' achievement scores and the students show highly positive satisfaction towards learning language English.</p>
X00033	<p>Cultural Attributes of Students to Make Student-Centered Approach Successful  <b>Olga A. Filatova</b>  Visiting Assistant Professor, Miami University, USA  <b>Abstract:</b> Student-centered approach to teaching and flipped classrooms have recently become a focus of on-going teaching discussion. They are powerful tools in helping students to develop their language and interpersonal communication skills, promote cooperation, academic curiosity, responsibility, and active and deep learning. We will focus on student attributes specific to culture that should be taken into consideration when teaching students native of different areas namely from Arabic, Asian and South American and Eastern European countries when teaching in a student centered classroom. Although the examples are from teaching English as a second or foreign language to students of above mentioned nationalities in an Intensive English Language program at an American University setting, the author believes that general principles can be applied to teaching other disciplines to international students.</p>
X10017	<p>A Comparison of Web-mediated and Conventional Instruction: Effects on Students' Reading and Writing Performance  <b>Maria B. Cequena</b>  Assistant Professor, University of Santo Tomas, Philippines  <b>Abstract:</b> The influx of Information Communications Technology (ICT) has revolutionized instructional delivery in language courses. This quasi-experiment is an attempt to investigate the impact of ICT via Web-mediated instruction and Conventional instruction on students' reading and writing performance. Two groups of respondents representing two learning conditions – the experimental group exposed to Web-mediated Instruction and the control group taught using the Conventional Method participated in this study for one term consisting of 13 weeks. Top findings reveal that significant improvements were found in the writing performance of both experimental and control groups but no improvements were noted in their reading performance. Furthermore, both groups posted significant</p>

	<p>improvements in their writing performance particularly on content and organization. However, there is no significant difference in the reading and writing performance of both groups. Experimental groups perceived that web-mediated instruction, the use of web blog in particular, contributed to the development of their writing skills. Thus, educators can utilize any methods of instruction in teaching ESL writing provided that fundamental concepts in academic writing are thoroughly discussed and adequate opportunities are provided to ensure optimum development of students' academic writing skills.</p>
M006	<p>Entrepreneurial Competencies and Business Creation. A Research on Policies and Applications</p> <p>Serena Cubico, Jocilene Gadioli De Oliveira Gadioli de Oliveira, <b>Massimo Bellotto</b>, Maddalena Formicuzzi, Giuseppe Favretto and Riccardo Sartori</p> <p>Professor, University of Verona, Italy</p> <p><b>Abstract:</b> The theme of this study can be justified by the importance that European Union gives in promoting the culture of <i>Entrepreneurship</i> among young people, so that they can deal with more awareness and attitude to future educational and career choices. Set this as a premise, this research aims to give an answer to this question: is the Italian university system really meeting the European expectations in terms of developing <i>sense of initiative and entrepreneurship</i> among Italian university students. This article focuses on describing and analyzing the perception that Italian university students have about entrepreneurship in <i>Higher Education</i>. A quantitative research method was used (a questionnaire structured and applied to a sample of 1918 university students). The most significant results are: 71% of the students do not work; 7% are entrepreneurs and out of 71% students who do not work, 39% never had a work experience. However, most of the respondents show interest to start a business and this perception decreases over the years. Moreover, 58.4% do not believe that the university can help a student find a job and 57.6% believe that the university can help an entrepreneur, but only 12.8% actually. A <i>Supranational Policy of Education</i> indicates that <i>Higher Education</i> should develop competencies in students, especially those ones that are considered as key competencies for a student such as initiative, <i>Sense of initiative and entrepreneurship</i>, but how effective these indications are in reality if, as percentages show, only a few students opt for an entrepreneurial career.</p>
M030	<p>The Status Analysis of Accounting Courses in Turkish Universities</p> <p><b>Yasin Seker</b> and Habib Akdoğan</p> <p>Research Assistant, Hitit University</p> <p><b>Abstract:</b> Initially, information related to the importance of accounting education, Bologna process and accounting system in Turkey were provided in this study. The primary purpose of this study is to determine the current condition and contemporary issues in accounting courses which are given at undergraduate level in Turkey. So as to achieve this purpose, public and private (or called foundation) universities in</p>

	<p>Turkey, which have business administration department in their faculties, are examined in detail, business administration departments curriculums are obtained from web addresses of those universities, and related accounting courses of business administration departments are determined. In this context, initially, the lists of accounting courses in business administration departments are arranged and Bologna Process is evaluated. According to the results, it is realized that there are considerable differences in accounting courses between public and private universities. Depending upon our analysis, it is concluded that university based accounting education is quite significant in Turkey as an IFAC member for professional accountants who meet the requirements of standards, improve the quality of accounting, and make courses internationally adopted.</p>
H029	<p>Outdoor-based Education Camp: An Essential Tool to Promote Leadership Skills  <b>Evelyn Yeap Ewe Lin</b>, Rosmiza Mokhtar, Mohd Anwar Muslimen, Husni Mohd Radzi, Nurshuhaida Mohd Shokri, Farhaniza Ghazali, and Mohd Ariff Ahmad Tarmizi  Lecturer, Universiti Tenaga Nasional, Malaysia  <b>Abstract:</b> This study seeks to examine if a three days two nights Outdoor-based Education Camp (OBEC) module designed with 8 leadership-based activities helps in developing undergraduates' leadership skill through their self-assessments. This study employs a set of questionnaire to examine students' leadership skills after going through the camp in an outdoor-based environment. A total of 43 students from Universiti Tenaga Nasional (UNITEN) were involved in this study. Interviews were also conducted to gauge students' feedbacks how they think the activities have helped them in understanding the qualities of a leader, and also to further triangulate their responses on their LS. Students reported that they are more aware about the importance of being a good leader after attending this experiential outdoor learning camp. Some recommendations and ideas from OBEC module designed are discussed.</p>
K00018	<p>Developing A Quality Checklist for Designing Blended Learning Course Content  <b>Sahreen Chauhan</b>, Azra Naseem, and <b>Eman Rashwan</b>  Senior Research Coordinator, Aga Khan University, Pakistan  <b>Abstract:</b> This paper describes the process of developing a quality assurance checklist for course designers and faculty members who are engaged in designing blended learning courses at a multi-campus private university. The purpose is to establish unified quality criteria for ensuring quality of the design of blended learning course content. Six categories were identified in the checklist to meet the purpose: (i) contact information, copyrights, (ii) privacy and security of information, (iii) nature of interactive online content, (iv) usability, (v) multimedia, and (vi) interface design and technical specifications. Four stages of the checklist development were followed during the process: initial discussion for item adaption, validity and reliability assessment, tool/checklist refinement and finalization. These</p>



	<p>stages were found to be useful in creating the quality checklist for designing the course content taught through blended learning approaches.</p>
H006	<p>The Role of Teachers' Behaviour and Strategies in Managing a Classroom Environment  <b>Priya Vijayan</b>, Srikumar Chakravarthi, and John Arul Philips  Lecturer, Segi University, Malaysia</p> <p><b>Abstract:</b> Managing a classroom is a challenge for teachers. Many factors have to be taken into consideration while planning and preparing for a new class of students. I feel that having a clear and consistent classroom management plan with an understanding of how the teacher will behave the beliefs, the rules and strategies, are crucial in the running and organization of a classroom in order for all children to learn and succeed to the best of their ability.</p> <p>The main aim of this case study is to look into how three themes (teacher behaviour, practical strategies and interventions and rules) appear in two classrooms in an International school in Malaysia. I used case study methodology by taking observations of what we have seen and how this relates back to the background research we have found. I have focused on the question: How do the themes of teacher behavior, the use of practical strategies and the use of rules affect the behavior management of a kindergarten and primary classroom in an International School in Malaysia?</p> <p>My first classroom was based in a kindergarten class. My second classroom was in a standard two classroom. This paper is based upon findings of teachers of an early age range. The findings of this research showed that student-centered approach is crucial in the management of the classroom. However, the findings may not be universal due to children from different countries in the same classroom of an international school.</p>
H007	<p>Overcoming Exclusion and Marginalization in Education through Inclusive Approaches: The Challenges and Vision in Arunachal Pradesh, India  <b>Soubhagya Ranjan Padhi</b>  Associate Professor and Head Dept. of Sociology Rajiv Gandhi University, Arunachal Pradesh, India</p> <p><b>Abstract:</b> After independence, Indian national leaders have taken special care for formulating some special provisions of education to enhance the socio-economic status of backward sections and envisage all round development of the most deprived social sections known as aboriginal or Scheduled Tribes. In spite of all the loud rhetoric on the empowerment of STs, the conditions of this community have not improved to the extent desirable since independence. The disparity in education in particular is widening over the years. Effective machinery should be created to review all hitherto existing educational policies to plug loopholes, strict enforcement of the provision for education and to reduce the inequality in education. Against this backdrop, this paper has tried to critically analyze the educational status of tribal</p>

	<p>communities in Arunachal Pradesh and explore the constraints in enhancing the educational levels of this marginalized section. It is in this context that this paper seeks to map out inclusive approaches in education as a strategy to achieve the goal of education for all. It aims to construct a coherent conceptual and contextual policy framework in order to provide access and quality in basic education for all children and young people, and what it implies for education systems so that these needs can be addressed and responded to in mainstream of education whether it is formal or non-formal.</p>
M032	<p>Educational Service Quality at Public Higher Educational Institutions: Difference between Perceived Service and Expected Service</p> <p><b>Za'Faran Hassan</b> and Abdul Raheem Muhamad Yusof</p> <p>Professor, Faculty Of Business Management, Universiti Teknologi Mara</p> <p><b>Abstract:</b> The objective of this paper is to empirically investigate the difference between perceived service and expected service. This study employs a modified SERVQUAL model to look into educational service quality. The sub-dimensions of Educational Service Quality according to this model are reliability, assurance, empathy, responsiveness, tangibles (program quality and servicescapes), communication, knowledge/ expertise, systems/secondary services, social responsibility and self-development. A survey instrument was used to gather information. A differencing technique and t-test was used to analyze the data. The results of the empirical study show that there is a significant difference between perceived service and expected service with regard to all the sub-dimensions. It is interesting to note that even though the score for the difference between perceived service and expected service are negative for all the sub-dimensions, the respondents are satisfied with the services. The findings of this research may help academics and administrators allocate their resources and prioritize their efforts.</p>
H30019	<p>Educating South African Youth Towards Spiritual Intelligence (SQ): A Viable Option</p> <p><b>Cheryl Ferreira</b></p> <p>Dr., University of South Africa (UNISA)</p> <p><b>Abstract:</b> The majority of secondary public schools in South Africa can be regarded as sites of moral panic that highlight criminality and violence, as well as “drop out” and academic failure. The current generation of South African youth has only ever known a society characterised by rampant change, cultural and religious plurality, dislocated families, unemployment and increasing anxiety about risk which have left them with social, emotional, moral and spiritual scars, largely due to the discriminatory history of apartheid. The education system acknowledges that growth and development should also foster the spiritual needs of learners. However, due to its controversial nature, the matter of religion and spirituality within education was held in abeyance. Spirituality was also never seen as part of moral education and learners were not exposed to the opportunity to become spiritual in a broader sense, except from a Christian religious point of view. This paper points to a broader vision</p>

	of education that promotes resilience, connectedness, compassion, and meaning. It will explore the nature and relevance of developing Spiritual Intelligence (SQ) to address fundamental values, spirituality and existential questions like: Who are we? Why are we here? It will argue that such an approach can lead to the development of educational strategies that infuse spirituality in educational contexts and create learning environments that not only promote universal values and encourage meaningful learning and teaching, but also have the power both to transform and to offer solutions directed towards the benefit of all.
--	---

**SESSION-6**

Venue: Royal Kitchen

Session Chair: *Professor Yixun Shi*

Time: 15:50-18:00

ID	Title+Author's name
<b>Management</b>	
M008	<p>New Insights For The Management of Job Insecurity-Psychological Wellbeing Relationship  B. Piccoli and <b>M. Bellotto</b>  Professor, University of Verona, Italy  <b>Abstract:</b> Empirical evidence considers job insecurity as a stressor that leads to poor job-related well-being. With the present study we intend to increase this knowledge by testing how and through what mechanisms job insecurity may give rise to such consequences. In particular, we examined the mediating processes underlying the relationship between job insecurity and emotional exhaustion, as an indicator of psychological well-being and core element of burnout. A total of 322 blue collar workers in Italy are used to test the hypotheses derived from our framework. The results found support for a model in which the effect of job insecurity on exhaustion was mediated by two variables, i.e. breached psychological contract and perceived distributive injustice (three-path mediational model). Employees who were insecure perceived a breach of their psychological contract, which led to distributive injustice perceptions, which in turn increased emotional exhaustion. The tested model provides a theoretical framework that may lead to new insights on the job insecurity-burnout relationship.</p>
M013	<p>Corporate Language Policies-What Are They?  <b>Guro Refsum Sanden</b>  Ph.D. Candidate, Copenhagen Business School  <b>Abstract:</b> This paper offers a review of previously published material dealing with language policies in general and corporate language policies in particular. Based on a discussion of various definitions of these concepts within two research traditions, i.e. sociolinguistics and international management, a three level definition of corporate language policies is presented, emphasising that a corporate language policy is a</p>

	<p>context-specific policy about language use. The three level definition is based on that argument that in order to have a complete understanding of what corporate language policies involve, one needs to consider three progressive questions; (1) what is a policy?, (2) what is a language policy?, and ultimately, (3) what is a corporate language policy?</p>
M023	<p>Supply Chain Management: The influence of SCM on Production Performance and Product Quality</p> <p><b>Arawati Agus</b> Professor, Universiti Kebangsaan Malaysia</p> <p><b>Abstract:</b> The primary purpose of this empirical paper is to examine the importance of incorporating supply chain management (SCM) in the Malaysian manufacturing industry and investigate its impact on production performance and product quality. Further, the study also attempts to investigate the mediating influence of production performance in the relationship between SCM and product quality. A measurement Smart PLS model is developed and refined with reliability and validity tests. The study employs a quantitative survey method and data are collected from 250 manufacturing companies. The survey instrument tries to measure senior production or SCM managers' perceptions of SCM implementations and the level of performances in their manufacturing companies. SCM has a positive and significant effect on production performance. In addition, SCM also has a positive and significant effect on product quality. The result also provides evidence that the production performance construct partially mediates the linkage between SCM and product quality. Among the SCM practices, 'new technology and innovation' emerges as the most important factor that enhances production performance and product quality, and it is followed by 'strategic supplier partnership', 'quality information exchange' and 'lean production'.</p>
M029	<p>The Effects of Marketing Expenses on Firm Performance: Empirical Evidence from the Bist Textile, Leather Index</p> <p><b>Fatih Konak</b> Lecturer, Hitit Üniversitesi İİBF İşletme Bölümü, Akkent/ Çorum- Turkey</p> <p><b>Abstract:</b> Nowadays, it is crucial to determine the effects of marketing, selling and distribution expenditures on firm performance. Many research have been conducted to highlight whether this relationship exists or not. In this perspective, the main purpose of this research is to detect the relationship between marketing expenses and firm performance of 22 companies that were listed on the BIST Textile, Leather Index from 2009 to 2013. The impact levels were determined by cross sectional time series analysis technique. According to Hausman Test results, it was found that random effect model was appropriate for Model 2, whereas fixed effect model was suitable for Model 1 and Model 3 we conducted. ME coefficient was found statistically significant with dependent variable ROE. In addition, a concave relationship between marketing expense and firm performance was found by</p>

	analysing ME2 and this result is in line with the literature.
M031	<p>Taylor's "Scientific Management Principles": the Effect of Today's Human Resources Management on Personnel Selection Period</p> <p><b>HAKAN TURAN</b> Lecturer, Hitit University</p> <p><b>Abstract:</b> "Scientific management trend", which claims that there is only one best way to deal with every issue and directs its efforts to finding this way and applying it on production process, underpins today's management science. We still witness the effects of Taylor's insights and theories, who is the pioneer of this trend, on modern management understanding. It is observed that traditional management understanding which was criticised by Taylor is completely ignored in the personnel selection process. Also, it is noticed that a more advanced level has been attained by using the scientific management methods which were pointed out by Taylor in the process of personnel selection. The purpose of this study is to evaluate the harmony of Taylor's insights and techniques in modern management and portray the contributions of Taylor on human resources management in the personnel selection process.</p>
M036	<p>E-Service Attribute Analysis: An Application of Kano's Model</p> <p><b>Nitipan Ratanasawadwat</b> Ph.D. Candidate, Assumption University of Thailand</p> <p><b>Abstract:</b> The aim of the paper is to contribute to a better understanding of e-service attributes through an empirical investigation. Very limited studies have been directed towards understanding the implementing role of e-service attributes influencing customer satisfaction in online movie theatre settings. Therefore, this study apply an empirical investigation for implementing online movie theatre quality attributes using an integrated method of Kano's model to persuade customer satisfaction.</p>
M037	<p>The Influence of Customer Interaction, Variety, and Convenience on Customer Satisfaction and Revisit Intention: A Study of Shopping Mall in Bangkok</p> <p><b>Amornrat Pattarakitham</b> Ph.D., Assumption University of Thailand</p> <p><b>Abstract:</b> The purpose of this paper is to explore knowledge about the impact of customer interaction, variety, and convenience on customer satisfaction and revisit intention towards shopping mall in Bangkok. A self-administered questionnaire was employed to collect data from customers who had visited shopping malls in Bangkok area in the period during which the questionnaire was conducted. The survey period was during July 2014, and 209 questionnaires were used to analyze the data by using a structural equation modeling (SEM) approach. Results show that convenience has the greatest influence on the satisfaction, followed by variety, and customer interaction. In addition, convenience and satisfaction are important factors that influence revisit intention in this study.</p>
M040	CSR at Japanese Companies as Seen in Changes in Administrative Departments

	<p><b>Youngjae Koh</b> Associate Professor, Konan University, Hyogo Japan</p> <p><b>Abstract:</b> This study clarifies the how the departments responsible for CSR (Corporate Social Responsibility, thereafter CSR) activities have changed at leading companies in Japan. In particular, it clarifies the departments at which CSR activities, legal and regulatory compliance, investor relations (IR), social contribution activities and environmental activities are administered, and how these departments have changed, at 9 companies in the electric equipment industry and 8 companies in the automobile industry that were among the highest ranking 15 in terms of net sales from the year of Jun., 2012 to May., 2013 Japan. When the companies in the electric equipment industry was analyzed, it became clear that CSR, legal and regulatory compliance, IR, environmental activities and social contribution activities are being managed at CSR, compliance or legal affairs, IR, environmental departments and respectively social contribution. In contrast to this, in the automobile industry these activities are engaged in comparatively diverse departments. This also was revealed that compared with the electric equipment industry, more companies in the automobile industry have changed the departments administering these activities.</p>
M041	<p>The Influence of Demographic, Social System, Communication System, and Herbal Characteristics on Purchase Decisions of Herbal Medicine In Indonesia</p> <p><b>Angga Prawira Kautsar</b>, Moniek Ayunovani F. S., Emma Surahman Lecturer, Faculty of Pharmacy, Universitas Padjadjaran</p> <p><b>Abstract:</b> Indonesia is very notable for its natural richness where its use is highly beneficial in the pharmacotherapy. Its products are made as herbal medicine that has been a major concern of government, business, scholar, and people in community during this decade. Purchase decisions of herbal medicine (herbs, standardized herbal medicine, and fitofarmaka) is an important part of marketing, therefore need to explore the relationship between several variables, such demographic, social system, communication system, and herbal characteristics that influence to it. The objective of this research was to determine usage profiles and some variables that influence the purchase decision of herbal medicine in Indonesia. Using a method of cross-sectional, survey was conducted to 150 villagers in West Java, the province known with large production of herbal medicine, with random data sampling. Profiles were shown by descriptive analysis, while the influence was determined by PLS. The results showed that 70% of people using herbs, 20% using standardized herbal medicine and 1.3% using fitofarmaka. Social system and herbal characteristics showed significant influence on purchase decision of herbal medicines, on the other hand demographics and communication system didn't show positive influence. The conclusion is that majority people in the village bought herbs and their purchase decision is influenced by social system and herbal characteristics. People believe that herbal medicine is more effective than synthetic medicine after</p>

	some information or promotion was received from their close friends and relatives.
M100-Pre	<p>Attributes of Employees of Generation X and Y in IT Industries in India</p> <p><b>Shiri Shammy</b>, Shikha Dugar, and Ida, Dsouza</p> <p>Lecturer, Manipal University</p> <p><b>Abstract:</b> Labor markets have changed dramatically during the last few decades. Employees' sense of loyalty can no longer be taken for granted, since the future workforce has different views on work than previous generations had. Adminstrating multigenerational workforces is an art in itself. Young workers want to make a quick impact, the middle generation needs to believe in the mission, and older employees don't like ambivalence. This paper focuses on analyzing the attributes, differences and similarities that exist among the generation X and Y. The researcher adopted an exploratory research design with a total of four hundred respondents from various IT industries in Karnataka (India).The result of the study indicates that generation X marks the level of job satisfaction have difficulty in learning new technology and are result oriented were as generation Y are more ambitious, demand a lot of autonomy and are process oriented.Both generations X and Y felt 'pay' as a barrier to their working; believe in team work and self-reliant attitude.</p>
H019	<p>Exploring the Nexus of Institutional Pressures, Brand Extension Strategies and Consumer Perceptions</p> <p>Ahsan Ali Chaudhri, JaishreeAsarpota, and <b>Anita Ajmiri</b></p> <p>The Higher Colleges of Technology – Dubai Women's College, UAE</p> <p><b>Abstract:</b> Brand extension is an important concept in marketing literature since a brand serves as an asset and creates brand equity. This drives marketers to leverage on existing and successful brands' equity by offering new products as brand extensions. This strategy is often undertaken as a reaction to various institutional pressures faced by an organization. Institutional pressures include environmental factors like social norms, regulations and governance that organizations face in the market place. If the new product offered through brand extension does not provide a good psychological fit in the customer's mind, the extension is doomed to fail and may also compromise the parent brand's equity. This paper examines the rationale and implications of using brand extension and encapsulates the lessons learnt from past experiences under the lens of institutional pressures.</p>

### Listener list

Listener 01	<p><b>Eman Abdel Gayed Elsayed Rashwan</b></p> <p>e-learning Consultant, Aga Khan University, Pakistan</p>
Listener 02	<p><b>Shosaku Tanaka</b></p> <p>Professor, Ritsumeikan University, Japan</p>

Listener 03	<b>Adelina Philipsen</b> Rotterdam University of Applied Sciences, RBS
Listener 04	<b>Charat Vadepinyo</b> London Metropolitan University

<b>19:00-22:00</b>	<b>Closing Ceremony</b>
	<b>Dinner</b>



## **The Royal Paradise Hotel & Spa**

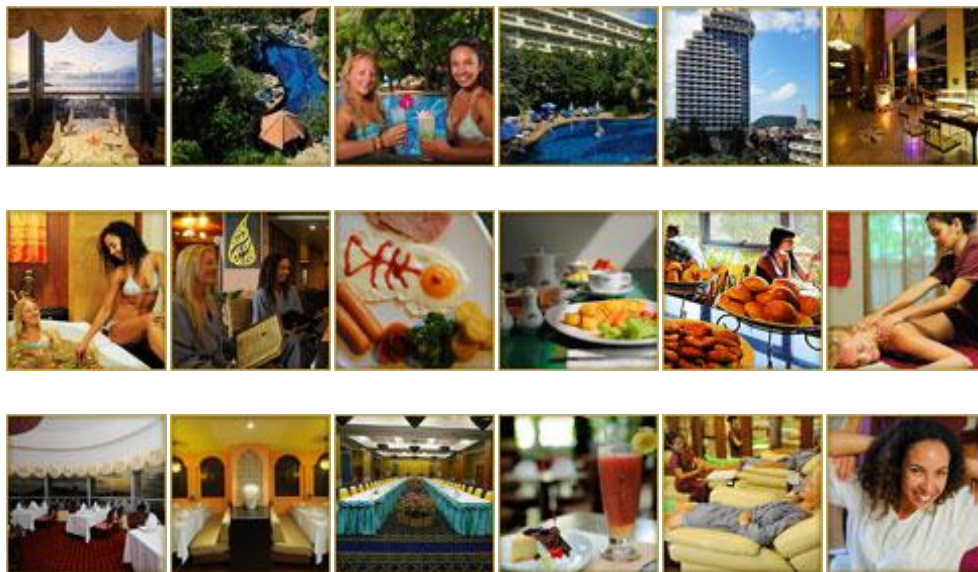
<http://www.royalparadise.com/>

Phuket accommodation, **The Royal Paradise Hotel & Spa** (Patong hotel) with it naturally endowed with breath-taking sea views and sweeping panoramas of undulating hill, ideal location, unmatched excellent service and timeless ambience of an exotic tropical resort, will provide you with a unique and authentic vision of this heavenly paradise.

Enjoy spectacular breathtaking views of the Andaman Sea, its crescent bays and distant islands from our "Paradise wing" with provides luxurious in 248 guest rooms and " Royal wing" offers 102 luxurious rooms with tastefully unique Thai Design. Every room equipped with air-conditioned, most with a private balcony, full amenities, and with a Thai contemporary touch.

**Location:** Just a few hundred meters, the hotel located within walking distance to the beach, shopping and nightlife center, likewise, getting more comfortable from our shuttle bus service every hour from 09.00 - 17.00 hrs. It takes 15 minutes to Phuket Town and 1 hour to Phuket International Airport. (More information, visit: <http://www.royalparadise.com/location.html> )

- The Royal Paradise Hotel & Spa ( Patong Hotel )
- 135/23,123/15-16 Rat-U-Thit 200 Pee Road, Patong Beach, Kathu, Phuket 83150,Thailand
- Tel: (66) 76 340 666 Fax: (66) 76 340565 E-mail: [sales@royalparadise.com](mailto:sales@royalparadise.com)



<b>2015</b>		
<b>Feb 12-13,2015</b>	<b>Place</b>	<b>Submission</b>
<b>2015 2nd International Conference on Advances and Management Sciences</b> <a href="#">(ICAMS 2015)</a>	Amsterdam, Netherlands	Dec 05,2014
<b>2015 2nd International Conference on Innovation in Economics and Business</b> <a href="#">(ICIEB 2015)</a>	Amsterdam, Netherlands	Dec 05,2014
<b>2015 2nd International Conference on Education and Psychological Sciences</b> <a href="#">(ICEPS 2015)</a>	Amsterdam, Netherlands	Dec 05,2014
<b>Mar 08-09,2015</b>	<b>Place</b>	<b>Submission</b>
<b>2015 2nd International Conference on World Islamic Studies</b> <a href="#">(ICWIS 2015)</a>	Seoul, South Korea	Dec 05,2014
<b>2015 5th International Conference on Economics, Trade and Development</b> <a href="#">(ICETD 2015)</a>	Seoul, South Korea	Dec 05,2014
<b>2015 4th International Conference on Humanity, History and Society</b> <a href="#">(ICHHS 2015)</a>	Seoul, South Korea	Dec 05,2014
<b>Mar 25-26,2015</b>	<b>Place</b>	<b>Submission</b>
<b>2015 International Conference on Management and Behavioral Sciences</b> <a href="#">(ICMBS 2015)</a>	Singapore	Dec 05,2014
<b>2015 The 2nd International Conference on Advances in History of Sciences</b> <a href="#">(ICAHS 2015)</a>	Singapore	Dec 05,2014
<b>2015 International Conference on Learning and Teaching</b> <a href="#">(ICLT 2015)</a>	Singapore	Dec 05,2014
<b>Apr 09-10,2015</b>	<b>Place</b>	<b>Submission</b>
<b>2015 4th International Conference on Language, Medias and Culture</b> <a href="#">(ICLMC 2015)</a>	Kyoto, Japan	Dec 30,2014
<b>2015 4th International Conference on Economics and Finance Research</b> <a href="#">(ICEFR 2015)</a>	Kyoto, Japan	Dec 30,2014
<b>2015 5th International Conference on Social Science and Humanity</b> <a href="#">(ICSSH 2015)</a>	Kyoto, Japan	Dec 30,2014
<b>Apr 11-12,2015</b>	<b>Place</b>	<b>Submission</b>
<b>2015 The 2nd International Conference on Advances in Business and Economics</b> <a href="#">(ICABE 2015)</a>	Los Angeles, USA	Dec 05,2014
<b>2015 The 2nd International Conference on Management and Humanities</b> <a href="#">(ICMH2015)</a>	Los Angeles, USA	Jan 05,2015
<b>2015 International Conference on Language and Communication Science</b> <a href="#">(ICLCS 2015)</a>	Los Angeles, USA	Dec 10,2014

May 06-07,2015	Place	Submission
2015 International Conference on Culture, Society and Humanity ( <a href="#">ICCSH 2015</a> )	Dubai, UAE	Dec 25,2014
2015 International Conference on Financial and Business Economics ( <a href="#">ICFBE 2015</a> )	Dubai, UAE	Dec 25,2014
2015 2nd International Conference on Innovation, Service and Management ( <a href="#">ICISM 2015</a> )	Dubai, UAE	Dec 25,2014
May 15-16,2015	Place	Submission
2015 2nd International Conference on Society, Education and Psychology ( <a href="#">ICSEP 2015</a> )	Rome, Italy	Dec 30,2014
2015 5th International Conference on Management and Service Science ( <a href="#">ICMSS 2015</a> )	Rome, Italy	Dec 30,2014
2015 International Conference on Language Communications and Culture ( <a href="#">ICLCC 2015</a> )	Rome, Italy	Dec 30,2014
Jun 03-04,2015	Place	Submission
2015 4th International Conference on Psychological Sciences and Behaviors ( <a href="#">ICPSB 2014</a> )	Bandar Seri Begawan, Brunei	Jan 20,2015
2015 3rd International Conference on Sociality Culture and Humanities ( <a href="#">ICSCH 2015</a> )	Bandar Seri Begawan, Brunei	Jan 20,2015
2015 International Conference on Business and Economic Analysis ( <a href="#">ICBEA 2015</a> )	Bandar Seri Begawan, Brunei	Jan 20,2015
Jun 09-10,2015	Place	Submission
2015 2nd International Conference on Teaching and Education Sciences ( <a href="#">ICTES2015</a> )	Kuala Lumpur, Malaysia	Jan 25,2015
2015 2nd International Conference on Innovations in Business and Management ( <a href="#">ICIBM2015</a> )	Kuala Lumpur, Malaysia	Jan 25,2015
2015 International Conference on Culture, Languages and Literature ( <a href="#">ICCLL2015</a> )	Kuala Lumpur, Malaysia	Jan 25,2015
Jul 03-04,2015	Place	Submission
2015 International Conference on Industrial and Business Engineering ( <a href="#">ICIBE2015</a> )	Bangkok, Thailand	Feb 15,2015
2015 5th International Conference on Financial Management and Economics ( <a href="#">ICFME2015</a> )	Bangkok, Thailand	Feb 15,2015
2015 4th International Conference on Society, Humanity and History ( <a href="#">ICSHH2015</a> )	Bangkok, Thailand	Feb 15,2015
Jul 20-21,2015	Place	Submission
2015 International Conference on Literature and Linguistics	Paris, France	Mar 05,2015

<a href="#">(ICOLL2015)</a>		
<b>2015 2nd International Conference on Humanity and Social Sciences</b> <a href="#">(ICHSS2015)</a>	Paris, France	Mar 05,2015
<b>2015 2nd International Conference on Economics, Society and Management</b> <a href="#">(ICESM2015)</a>	Paris, France	Mar 05,2015
<b>Aug 10-11,2015</b>	<b>Place</b>	<b>Submission</b>
<b>2015 2nd International Conference on Education and Training Technologies</b> <a href="#">(ICETT 2015)</a>	Singapore	Mar 25,2015
<b>2015 6th International Conference on Construction and Project Management</b> <a href="#">(ICCPM 2015)</a>	Singapore	Mar 25,2015
<b>2015 2nd International Conference on Social Sciences and Innovations</b> <a href="#">(ICSSI 2015)</a>	Singapore	Mar 25,2015
<b>Aug 25-26,2015</b>	<b>Place</b>	<b>Submission</b>
<b>2015 6th International Conference on Education and Management Technology</b> <a href="#">(ICEMT 2015)</a>	Hong Kong	Mar 30,2015
<b>2015 4th International Conference on Knowledge, Culture and Society</b> <a href="#">(ICKCS 2015)</a>	Hong Kong	Mar 30,2015
<b>2015 International Conference on Economics, Business and Trade</b> <a href="#">(ICEBT 2015)</a>	Hong Kong	Mar 30,2015

# ICEMI 2015

## 2015 4th International Conference on Education and Management Innovation

Bandar Seri Begawan, Brunei  
February 4-5, 2015



<http://www.icemi.org/>

Sponsored by IEDRC, aim to gather professors, researchers, scholars and industrial pioneers all over the world, ICEMI is the premier forum for the presentation and exchange of past experiences and new advances and research results in the field of

theoretical and industrial experience. The conference welcomes contributions which promote the exchange of ideas and rational discourse between educators and researchers all over the world.

**All accepted papers for the IC4E2015 will be selected and published according to the paper theme in one of the following: IPEDR (ISSN: 2010-4626) as one volume, and will be included in the Engineering & Technology Digital Library, and indexed by Electronic Journals Digital Library, EBSCO, WorldCat, Google Scholar, Ulrich's Periodicals Directory, Cross Ref and will be sent to be reviewed by ISI Proceedings.**

All full paper submissions will also be peer reviewed and evaluated based on originality, technical and/or research content/depth, correctness, relevance to conference, contributions, and readability. The full paper submissions will be chosen based on technical merit, interest, applicability, and how well they fit a coherent and balanced technical program. All full paper submissions will also be peer reviewed and evaluated based on originality, technical and/or research content/depth, correctness, relevance to conference, contributions, and readability. The full paper submissions will be chosen based on technical merit, interest, applicability, and how well they fit a coherent and balanced technical program.

Please submit your papers by [Electronic Submission System](#); (.pdf) before **Dec 20, 2014**.

Contact Email:

For any inquiry about the submission and conference, please feel free to contact us at: [icemi@iedrc.org](mailto:icemi@iedrc.org)

## Important Dates

Full Paper Deadline	2014/11/20
Acceptance Notification	2014/12/10
Registration Deadline	2014/12/25
<b>Conference Date</b>	<b>2015/02/04-05</b>

# ICLLA 2015

**2015 2nd International Conference on  
Linguistics, Literature and Arts**

Bandar Seri Begawan, Brunei  
February 4-5, 2015



<http://www.iclla.org/>

Sponsored by IEDRC, aim to gather professors, researchers, scholars and industrial pioneers all over the world, ICLLA is the premier forum for the presentation and exchange of past experiences and new advances and research results in the field of

theoretical and industrial experience. The conference welcomes contributions which promote the exchange of ideas and rational discourse between educators and researchers all over the world.

**All registered papers for the ICLLA 2015 will be published in the IPEDR (ISSN: 2010-4626) as one volume, and will be included in the Engineering & Technology Digital Library, and indexed by Electronic Journals Digital Library, EBSCO, WorldCat, Google Scholar, Ulrich's Periodicals Directory, Cross Ref and will be sent to be reviewed by ISI Proceedings.**

All full paper submissions will also be peer reviewed and evaluated based on originality, technical and/or research content/depth, correctness, relevance to conference, contributions, and readability. The full paper submissions will be chosen based on technical merit, interest, applicability, and how well they fit a coherent and balanced technical program. All full paper submissions will also be peer reviewed and evaluated based on originality, technical and/or research content/depth, correctness, relevance to conference, contributions, and readability. The full paper submissions will be chosen based on technical merit, interest, applicability, and how well they fit a coherent and balanced technical program.

Please submit your papers by [Electronic Submission System](#); (.pdf) before **Dec 20, 2014**.

Contact Email:

For any inquiry about the submission and conference, please feel free to contact us at: [iclla@iedrc.net](mailto:iclla@iedrc.net)

## Important Dates

Full Paper Deadline	2014/11/20
Acceptance Notification	2014/12/10
Registration Deadline	2014/12/25
<b>Conference Date</b>	<b>2015/02/04-05</b>



<http://www.iceps.org/>

Welcome to the official website of 2015 The 2nd International Conference on Education and Psychological Sciences (ICEPS2015) will be held during February 12-13, 2015, in Amsterdam, Netherlands. ICEPS2015 aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experiences, new ideas, and research



results about all aspects of Education and Psychological Sciences, and discuss the practical challenges encountered and the solutions adopted.

**All papers for the ICEPS 2014 will be selected and published according to the paper theme in one of the following journals:**

**IJIET (ISSN: 2010-3689) as one volume**, and will be included in the Engineering & Technology Digital Library, and indexed by Electronic Journals Digital Library, EBSCO, WorldCat, Google Scholar, Ulrich's Periodicals Directory, Cross Ref and sent to be reviewed by ISI Proceedings.

**International Journal of e-Education, e-Business, e-Management and e-Learning (IJEEEE) (ISSN: 2010-3654)** Abstracting/ Indexing: Engineering & Technology Digital Library, Google Scholar, Electronic Journals Library, QUALIS, Crossref, ProQuest, EI (INSPEC, IET).

Please submit your papers by [Electronic Submission System](#); (.pdf) before **Jan 10, 2014**.

Contact Email:

For any inquiry about the submission and conference, please feel free to contact us at: [iceps@iedrc.net](mailto:iceps@iedrc.net)

### Important Date

Paper Submission(Full Paper)	Before December 5, 2014
Notification of Acceptance	On December 20, 2014
Final Authors' Registration	Before January 05, 2014
ICEPS2015Conference Dates	February 12-13, 2015



<http://www.ichhs.org/>

The 2015 4th International Conference on Humanity, History and Society (ICHHS 2015) will be held in Seoul, South Korea during Mar 8th-9th, 2015. The main objective of this conference is to provide a platform for engineers, academicians, scientists, industrial professionals and researchers from over the world to present the result of their research activities in the

field of Humanity, History and Society. ICHHS 2014 provides opportunities for the delegates to share the knowledge, ideas, innovations and problem solving techniques.

**All registered papers for the ICHHS 2015 will be published in the IJSSH (ISSN: 2010-3646) as one volume, and will be included in the Google Scholar, DOAJ, Engineering & Technology Digital Library, Crossref, Index Copernicus, and ProQuest.**

Please submit your papers by [Electronic Submission System](#); (.pdf) before **Jan 15, 2014**.

Contact Email:

For any inquiry about the submission and conference, please feel free to contact us at: [ichhs@iedrc.org](mailto:ichhs@iedrc.org)

## Important Dates

Full Paper Deadline	2014/12/05
Acceptance Notification	2014/12/20
Registration Deadline	2014/01/05
<b>Conference Date</b>	<b>2015/03/08-09</b>



2015 International Conference on Learning and Teaching  
March 25-26, 2015, Singapore

**ICLT 2015**

**IEDRC** org **IJLT** www.ijlt.org  
International Journal of Learning and Teaching

<http://www.iclt.org/>

ICLT 2015 aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experiences, new ideas, and research results about all aspects of Learning and Teaching and discuss the practical challenges encountered and the solutions adopted.

The conference will be held every year to make it an ideal platform for people to share views and experiences in Learning and Teaching and related areas.



Conference papers can be selected and published according to the paper theme in one of the following journals:

**International Journal of Learning and Teaching (IJLT)**, which will be indexed by Google Scholar, DOAJ, Engineering & Technology Digital Library and ULRICH'S.

**International Journal of e-Education, e-Business, e-Management and e-Learning (IJEEEE)** (ISSN: 2010-3654) Abstracting/ Indexing : Engineering & Technology Digital Library, Google Scholar, Electronic Journals Library, QUALIS, Crossref, ProQuest, EI (INSPEC, IET).

Please submit your papers by [Electronic Submission System](#); (.pdf) before **Jan 25, 2014**.

Contact Email:

For any inquiry about the submission and conference, please feel free to contact us at: [iclt@iedrc.net](mailto:iclt@iedrc.net)

## Important Dates

<b>Paper Submission (Full Paper)</b>	<b>Before December 5, 2014</b>
<b>Notification of Acceptance</b>	<b>On December 25, 2014</b>
<b>Authors' Registration</b>	<b>Before January 15, 2015</b>
<b>ICLT 2015 Conference Dates</b>	<b>March 25-26, 2015</b>



<http://www.iclmc.org/>

ICLMC 2015 is to bring together innovative academics and industrial experts in the field of Language, Medias and Culture to a common forum. The primary goal of the conference is to promote research and developmental activities in Language, Medias and Culture. Another goal is to promote scientific information interchange between researchers, developers, engineers, students, and practitioners working all around the world. The conference will be held every year to make it an ideal platform for people to share views and experiences in Language, Medias and Culture and related areas.

All papers for the ICLMC 2015 will be published in the IPEDR (ISSN: 2010-4626) as one volume, and will be included in the Engineering & Technology Digital Library, and indexed by Electronic Journals Digital Library, EBSCO, WorldCat, Google Scholar, Ulrich's Periodicals Directory, Cross Ref and will be sent to be reviewed by ISI Proceedings.

Conference papers can be selected and published according to the paper theme in one of the following journals:

International Journal of Learning and Teaching (IJLT), which will be indexed by Google Scholar, DOAJ, Engineering & Technology Digital Library and ULRICH'S.

International Journal of e-Education, e-Business, e-Management and e-Learning (IJEEEE) (ISSN: 2010-3654) Abstracting/ Indexing : Engineering & Technology Digital Library, Google Scholar, Electronic Journals Library, QUALIS, Crossref, ProQuest, EI (INSPEC, IET).

Contact Email:

For any inquiry about the submission and conference, please feel free to contact us at: [iclmc@iedrc.org](mailto:iclmc@iedrc.org)

## Important Dates

Full Paper Deadline	2014/11/25
Acceptance Notification	2014/12/20
Registration Deadline	2015/01/5
Conference Date	2015/04/09-10

Note
