

2016 IEDRC THAILAND CONFERENCES ABSTRACT

Bangkok, Thailand

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Conference Venue

Rangsit University, Pathumthani, Thailand

Arthit Ourairat Building (Building 1) [Room No.801]

<https://www2.rsu.ac.th/home>

Transportation

Rangsit University is located at 52/347 Muang-Ake, Phaholyothin Road, Lak-Hok, Muang, Pathumthani 12000 Thailand.

Please click the link below to see the way to go to Rangsit University.

<http://www2.rsu.ac.th/info/rsu-directions>

For the local travel from airport, the trip from Don Mueang Airport to Rangsit University will take about 20-30 minutes (about 12.7 km). The travel time will depend on the traffic situation. We recommend you to take a Taxi from Don Mueang Airport to Rangsit University which is more convenience than take a bus. The Taxi fare is about 120-150 Baht. In case of Suvarnabhumi Airport, taxi is convenient too.

Hotels near the Conference Venue

The organizer won't provide accommodation. There are some hotels near the conference venue. We suggest you book any of them by visiting the on-line reservations sites, such as Booking, Agoda and etc.

Hotel	Hotel Website
Asias Boutique Club	http://www.asiasboutiqueclub.com/
The Asia Airport Hotel	http://www.asiahotel.co.th/asia_airport.htm
Amari Don Muang Airport	http://www.amari.com/donmuang/
Miracle Grand Convention Hotel	http://www.miraclegrandhotel.com/

Introductions for Publications

All accepted papers for the Thailand conferences will be published in those journals below.

2016 3rd International Conference on Education and Social Sciences (ICESS 2016)



International Journal of Information and Education Technology (IJET)

ISSN: 2010-3689

DOI: 10.18178/IJET

Indexed by: EI (INSPEC, IET), Cabell's Directories, DOAJ, Electronic Journals Library, Engineering & Technology Digital Library, Google Scholar, Crossref and ProQuest etc.



International Journal of Culture and History (IJCH)

ISSN: 2382-6177

DOI: 10.18178/ijch

Indexed by: Google Scholar, Engineering & Technology Digital Library, Crossref, ProQuest.

2016 3rd International Conference on Marketing, Business and Management (ICMBM 2016)



Journal of Economics, Business and Management (JOEBM)

ISSN: 2301-3567

Frequency: Monthly

DOI: 10.18178/JOEBM

Indexed by: DOAJ, Engineering & Technology Library, Electronic Journals Library, Ulrich's Periodicals Directory, MESLibrary, Google Scholar, Crossref, and ProQuest.

Instructions for Oral Presentations

Devices Provided by the Conference Organizer:

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

Materials Provided by the Presenters:

Power Point or PDF Files (Files should be copied to the conference laptop at the beginning of each session)

Duration of each Presentation (Tentatively):

Regular Oral Presentation: about 15 Minutes of Presentation and Q&A
Keynote Speech: 40 Minutes of Presentation, 5 Minutes of Q&A

Instructions for Poster Presentation

Materials Provided by the Conference Organizer:

The place to put poster

Materials Provided by the Presenters:

Home-made Posters
Maximum poster size is A1
Load Capacity: Holds up to 0.5 kg

Best Presentation Award

One Best Oral Presentation will be selected from each presentation session, and the Certificate for Best Oral Presentation will be awarded at the end of each session on Oct. 10, 2016

Dress Code

Please wear formal clothes or national representative clothing.

Time Schedule

Day 1:

Lobby	October 9 10:00-16:00	Registration & Conference materials collection
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Day 2:

Room No.1-801	October 10 08:30-12:00	08:30-08:40	Opening Remarks Prof. Dr. Somboon Suksamran Faculty of Political Science, College of Government, Rangsit University
		08:40-09:25	Keynote Speech 1 Prof. SONG-KYOO (AMANG) KIM Faculty of Business, Al Hosn University, Abu Dhabi, UAE Title: Innovation Adaptation for Business and Marketing Strategies
		09:25-10:10	Keynote Speech 2 Assoc. Prof. Dr. Yip Mum Wai Faculty of Engineering and Built Environment Tunku Abdul Rahman University College Malaysia Title: Creating Value Innovation by Blue Ocean Strategy: A Case Study
		10:10-10:30	Coffee Break & Group Photo
		10:30-11:15	Keynote Speech 3 Prof. Dr. Somboon Suksamran Faculty of Political Science, College of Government, Rangsit University, Thailand Title: The Military and Thai Politics after the Black May
		11:15-12:00	Plenary Speech Prof. Jean-Michel Sahut IDRAC Business School (France) & HEG Fribourg-University of Applied Sciences Western, Switzerland Title: Syndication in Venture Capital Networks: Do the Corporate Venture Firms Pursue an Optimum Strategy?
Room No.1-801	October 10 12:00-13:00	Lunch	
Room No.1-801	October 10 13:00-18:55	13:00-16:00	Session 1 (12 papers) Theme: Education and Social Sciences
		16:00-16:10	Coffee Break
		16:10-18:55	Session 2 (11 papers) Theme: Management and Economic Science
Room No.1-801	October 10 19:30-21:00	Dinner Banquet	

Introductions for Keynote Speakers



Assoc. Prof. Dr. Yip Mum Wai

Dean, Faculty of Engineering and Built Environment Tunku Abdul Rahman University College
Malaysia

Assoc Prof Dr. Yip Mum Wai holds a Diploma in Materials Engineering and MSc in Manufacturing Systems Engineering from University of Warwick, United Kingdom. He was awarded an Engineering Doctorate in Engineering Business Management from Universiti Teknologi Malaysia. Dr. Yip holds a position as Dean of Faculty of Engineering and Built Environment, Tunku Abdul Rahman University College. He is a certified Train the Trainer of PBSM Malaysia, certified TRIZ Instructor, certified Knowledge Management Facilitator and Practitioner, Senior Member of International Association of Computer Science and Information (IACSIT), Senior Member of South Asia Institute of Science and Engineering (SAISE) and also a senior member of IEDRC. Dr Yip has presented many papers in the field of management such as Blue Ocean Strategy, TRIZ, innovation management, knowledge management and also in the field of materials engineering such as laser cladding, machining and etc in many international conferences in China, Macau, Malaysia, Japan, Thailand, Korea, Indonesia and Brunei. He is also a reviewer, Editorial Board Member and conference chair and keynote speaker for many International Journals and International Conferences.



Prof. SONG-KYOO (AMANG) KIM
Faculty of Business, Al Hosn University, Abu Dhabi, UAE

Dr. Song-Kyoo (Amang) Kim is an Associate Professor of Al Hosn University in Abu Dhabi, UAE who is mainly involved in Management Sciences. Prior to join Al Hosn, he was the core faculty member of Asian Institute of Management who taught Technology, Innovation, Operations Research and Behavioural Economics topics. Before joining the academe, he had been a Technical Manager of mobile communication division at Samsung Electronics for over 10 years and mainly dealt with technology management in IT industries.

He is recently published the online book, titled, “Innovative Design Guidebook for Game Changers 2nd Edition” which is targeted to apply the systematic innovation for business development and it is available online (<http://bitly.com/1tVhrnv>).



Prof. Dr. Somboon Suksamran

Faculty of Political Science, College of Government, Rangsit University, Thailand

Somboon Suksamran is a Professor of Political Science. He holds a Ph.D. in Southeast Asian Sociology from the University of Hull. Dr. Somboon is a Founding President of the Naresuan University (1991-1992). Additionally, he is a former governor of three provinces, Karbi (1997-1998); Mukdahan (1998-1999); and Samut Prakan (1999-2001) respectively. He is currently a Vice President of the Royal Society of Thailand and the Dean of Faculty of Political Science, College of Government, Rangsit University.

His published papers are in the area of political sociology, comparative politics, and political Buddhism. As one of the leading authorities on the relationship between Buddhism and political authority in Thailand, his publications, such as “Political Buddhism in Southeast Asia” (1976); “Buddhism and Politics in Thailand” (1982); “A Buddhist Approach the Development” (1988); and “Buddhism and Political Legitimacy” (1993); are definitely a valuable contribution toward the understanding of Buddhism’s role in the domestic power politics.

Prof. Jean-Michel Sahut
IDRAC Business School (France) & HEG Fribourg-University of Applied Sciences Western,
Switzerland

Jean-Michel Sahut (jmsahut@gmail.com) is a Professor at IDRAC Business School (France) and a Senior Research Fellow at HEG Fribourg, HES-SO, University of Applied Sciences Western Switzerland. He teaches Corporate Finance, Financial Accounting, Reporting & CSR for engineering and management students. Previously, he was Associate Dean for Research at Amiens School of Management (France), Professor of Finance at Telecom & Management Paris Sud (France) and Director of the RESFIN Laboratory. He has published more than sixty articles on finance, governance, CSR, financial accounting and services in international peer-reviewed journals as well as five books. He is the editor-in-chief of the journal *Gestion 2000* and has served as a guest editor for journals such as *Technological Forecasting and Social Change* (Elsevier), *Small Business Economics* (Springer), *Journal of Management and Governance* (Springer)

Full Schedule



Day 1: Registration Only: October 9, 2016 (Sunday)

10:00 – 16:00	Arrival and Registration (Venue: Lobby)
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- (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) Your paper ID will be required for the registration.
- (5) The organizer won't provide accommodation, and we suggest you make an early reservation.
- (6) One best oral presentation will be selected from each oral session. The Certificate for the best one will be awarded at the end of each session on October 10, 2016.

Day 2: Conference: October 10, 2016 (Monday)

Venue: Room No.1-801

08:30-08:40	<p>Opening Remarks</p>  <p>Prof. Dr. Somboon Suksamran Faculty of Political Science, College of Government, Rangsit University</p>
08:40-09:25	<p>Keynote Speech 1</p>  <p>Prof. SONG-KYOO (AMANG) KIM Faculty of Business, Al Hosn University, Abu Dhabi, UAE</p> <p>Title: Innovation Adaptation for Business and Marketing Strategies Abstract: Innovation is more evident and creating value which is the main purpose of Innovation. The innovation could be purely technological breakthrough or could be structured creative thinking. These approaches are applied not only for solving technical problems but also for developing strategies for business and marketing. The innovation could be a structured process and the set of practical tools for new idea generations. The demonstration for the adaption to the hi-tech industries show how the innovation is adapted into the business and marketing strategies.</p>

<p>09:25-10:10</p>	<p style="text-align: center;">Keynote Speech 2</p>  <p style="text-align: center;">Assoc. Prof. Dr. Yip Mum Wai Dean, Faculty of Engineering and Built Environment Tunku Abdul Rahman University College Malaysia</p> <p>Title: Creating Value Innovation by Blue Ocean Strategy: A Case Study Abstract: Knowledge based economy has driven many organisations to recognize the importance of creativity and innovation in competitive business world. The Red Ocean (competition in an existing market) is where every industry is today, there is a defined market, defined competitors and typical way to run the business. In order to overcome the competition in red ocean market, one of the strategy used is Blue Ocean Strategy (BOS). The main purpose of this presentation is to present the various blue ocean strategy analytical tools such as Strategy Canvas, pain point of customers and non-customers, integration of non-customers and six paths to create blue ocean strategy in the organizations in Malaysia. A case study of the implementation of Blue Ocean Strategy (BOS) will be presented. Findings revealed that BOS has a very strong impact on creating the value innovation in the organization.</p>
<p>10:10-10:30</p>	<p style="text-align: center;">Coffee Break & Group Photo</p>
<p>10:30-11:15</p>	<p style="text-align: center;">Keynote Speech 3</p>  <p style="text-align: center;">Prof. Dr. Somboon Suksamran Faculty of Political Science, College of Government, Rangsit University, Thailand</p> <p>Title: The Military and Thai Politics after the Black May Abstract: This article reviews the roles of the military in Thai politics since the incident of Black May (May, 1992) in aspects of the status of the armed forces as the keeper of equilibrium in Thailand’s political system, as the civilian-military relationship has functioned appositely as an interference that brought several conflicts to their ends over the past decade. It has been found that the roles of the military in Thai politics after the Black May were prominent still. The distant position from political roles and its role of protector of national institutions projected positive image upon the armed forces, and earned supports from the middle class to stage coups d’état in order to establish democracy in the country on several occasions, similar to the roles of armed forces in developing countries. Furthermore, the establishment of a political body in the armed forces</p>

	<p>warranted stability in affairs of the military, as the government cannot interfere therewith as in the past, counterbalancing Thai political system, promoting stability and shaping the future of this nation towards peace and harmony for the time to come.</p>
<p>11:15-12:00</p>	<p style="text-align: center;">Plenary Speech</p> <p style="text-align: center;">Prof. Jean-Michel Sahut IDRAC Business School (France) & HEG Fribourg-University of Applied Sciences Western, Switzerland</p> <p>Title: Syndication in Venture Capital Networks: Do the Corporate Venture Firms Pursue an Optimum Strategy?</p> <p>Abstract: Using data on corporate venture capital (CVC) investments by US corporations between 2001 and 2013, we analyze their CVC expenditures based on their positions in syndication networks and their financial resources. The generalized-method-of-moments models used show that these companies' annual CVC expenditures depend on the number of co-financing relationships they have and their cash flows in the previous year, as well as their prior investments. However, their previous centrality in syndication networks is not significant, contrary to social network theory, which stipulates that prior central positions in syndication networks significantly explain the future network positions of corporate venture capitalists.</p>

Authors' Oral Presentations

Session 1

13:00-16:00

Venue: Room No.1-801

Theme: Education and Social Sciences

Session Chair: Dr. Srirath Gohwong

*The time slots assigned here are only tentative. Presenters are recommended to stay for the whole session in case of any absence.

ID	Title+ Author's Name
MM0022 13:00-13:15	<p>An Empirical Study of Trans-Nationalization at Home in A Japanese Firm Fumihiko Isada, Yuriko Isada, The Faculty of Informatics, Kansai University, Japan Abstract: The objective of this research is to clarify empirically the relationship between personnel system design, management performance and corporate results brought about by trans-nationalization in the head offices of Japanese companies at home in Japan. As the research methodology, the actual condition was quantitatively clarified by a questionnaire administered to foreign employees who work in Japanese firms. As result, the contribution to corporate strategic objectives and performance by talented foreign people in Japan became clear, and their effect on the organization and personnel systems of Japanese multinational firms were also shown.</p>
GS0004 13:15-13:30	<p>Quality of Service (QoS) for 5G Networks Raed Abduljabbar Aljiznawi, Naseer Hwaidi Alkhazaali, Saba Qasim Jabbar, and Dheyaa Jasim Kadhim Huazhong University of Science and Technology, China Abstract: This work explores some important number of key performance indicators (KPIs) that may affect on the quality of service (QoS) in 5G networks. The proposed QoS necessities are based on the analysis of functional requirements to 5G networks and traffic parameters for HD video and massive M2M services, which will be highly demanded in 2020. One of the 5G development paradigms is the network functions virtualization (NFV) including cloud radio access and cloud core networks. This work has planned the concept of function blocks; cloud QoS management function (CQMF) and cloud QoS control function (CQCF) to control and monitor QoS, which is implemented as part of the 5G network cloud infrastructure.</p>
GS0008-A 13:30-13:45	<p>Hybrid Course Design in Manufacturing Courses to Improve Learning in the Classroom Ronald Sterkenburg Purdue University Abstract: Students at Purdue University Aviation Technology program follow a typical university curriculum of taking courses that consists of lecture and laboratory sessions that are delivered on campus. This model has worked for many years but feedback from industry representatives has shown that students do not meet the high standards of the aerospace and manufacturing industry. Faculty members at Purdue University have started a new hybrid class structure for selected materials courses that consists of traditional lectures and laboratory sessions that are enriched with online design and manufacturing course assignments. In the first restructured course: AT205 Statics</p>

	<p>for Aero structures, students will learn traditional statics topics in a lecture setting but they will also use advanced simulation software to solve statics and strength of materials problems in a laboratory environment. The second course: AT272 Introduction of composite technology, students will complete a complete online workbook consisting of advanced Computer Aided Design (CAD) tutorials that they will complete during the semester. In the third course: AT472 Advanced composite technology, they will learn Computer Aided Manufacturing (CAM) programming online. Open laboratory sessions are scheduled every week where students can interact with a graduate student if they have problems with the online learning modules. Blackboard learn is used to track students' progress and students can interact with the Professor on blackboard. The main advantages of this new hybrid model are that more material can be covered in a course, the integration of design and manufacturing modules, and students are exposed to real world engineering problems that will enrich their learning experience. The authors will present best practices and lessons learned of this new course design.</p>
<p>GS0010 13:45-14:00</p>	<p>Blending Technology in Promoting Higher Order Thinking Skills Lourdes D. Sabile University of Manila, Philippines Abstract: It is believed that in blending technology, the students can be transformed on how they deal and treat knowledge, its applications and values. It is claimed that education should go beyond content or formal knowledge to include application and disposition on how to create meaning and value. The study assessed the role of blending technology in promoting higher-order thinking skills (HOTS) among 71 Teacher Education fourth year students of the University of Manila (SY 2015-2016) from being less active students in teacher-centered and pure face-to-face (F2F) instruction to active engagement in the synchronous use of F2F instruction and digital learning. Mixed method of research is the design and informal interview, class observation and survey questionnaire were used in gathering data. The statistical tools were the average weighted mean and the Likert Rating Scale of Definitely Agree (DA) with the value of 4; Agree (A) with the value of 3; Disagree (D) with the value of 2; and Definitely Disagree (DD) with the value of 1. HOTS like critical thinking, cognitive collaboration, creative thinking and metacognition are experienced by the respondents. They were given the opportunities to do research in the lessons that they have to present; how to craft their report or project; to be inquisitive, to be self-confident and reliable.</p>
<p>GS0013 14:00-14:15</p>	<p>Psychological Traits and Social Situation Related to Volunteer Behaviors of Rajabhat University Students in the North Eastern Region Rattawan Siriliang, Wunlapa Sabaiying, Kosol Meekul, Dusadee Yolao Sukhothai Thammathirat Open University, Thailand Abstract: The study objectives were to develop the model of the causal correlations of social situations, psychological characteristics, psychological situational characteristics related to the volunteers behaviors, the volunteer behaviors at the aspect of the rouses behavior and the volunteer behaviors at the aspect of the self-sacrificing of Rajabhat universities' students in the Northeast. The samples were 902 students selected by multi-stage sampling. The research instruments were totally 13 sets of rating scale questionnaires. The model validity and the empirical data were</p>

	<p>approved with LISREL 8.30. The study result were the model of the causal correlations related to the volunteers behaviors, the volunteer behaviors at the aspect of the rouses behavior and the volunteer behaviors at the aspect of the self-sacrificing fitted the empirical data. The volunteer behaviors at the aspect of the rouses behavior, the volunteer behaviors at the aspect of the self-sacrificing and the volunteers behaviors related to the attitudes towards of the volunteer activities exhibited the coefficient of direct influence at the level of 1.35, 1.19, 0.96. The social situations and psychological characteristics related to the volunteers behaviors, the volunteer behaviors at the aspect of the rouses behavior and the volunteer behaviors at the aspect of the self-sacrificing exhibited the coefficient of indirect influence at the level of 1.16, 1.02, 0.81 through the attitudes towards of the volunteer activities exhibited the coefficient at the level of 0.90, 0.80, 0.59.</p>
<p>GS0017 14:15-14:30</p>	<p>The Importance of Daily Life Phenomena in Chemical Engineering Education Gokcen A. Ciftcioglu, Fulya Kunter, Gulsah Yilan-Ciftci, and M. A. Neset Kadirgan Marmara University, Thailand</p> <p>Abstract: Life is an excellent laboratory to understand, comprehend and master the basic sciences. The theoretical principle underlying the daily life phenomena has a potential to assist education. With this point of view, some examples were offered to use in engineering education, especially for chemical engineering departments, to ease the understanding and mastering of the undergraduate students. In order to check this educational approach, a questionnaire was performed among the students taking the lecture with the notion mentioned in this study and students not taking the course. The evaluation of the questionnaire proved that the daily life examples can enhance learning.</p>
<p>GS0025 14:30-14:45</p>	<p>Designing Localized Teaching Aids for Sustainable Use Through Human-Centered Design in Rural Vietnam Youngchan Jeong and Namjun Kang Seoul National University, South Korea</p> <p>Abstract: The goal of this study was to provide sustainable science teaching aids to a primary school in the rural area of Vietnam. To solve a sustainability issue, field research, an ideation workshop, and prototyping workshops were conducted, following the HCD Toolkit designed by IDEO. A co-creation workshop was also conducted to modify the final product with teachers of the school. Finally, six kinds of science teaching aids were applied at the primary school. The result, although it has some limitations, showed that HCD is an effective way to design a localized science teaching aids for long-term use.</p>
<p>GS0026 14:45-15:00</p>	<p>Influence of Sample Sizes in Extraction of Employability Skills of Engineering Graduates using Factor Analysis M. M. G. V. Shyamalee, K. S. Walgama, W. M. V. S. K. Wickramasinghe, S. Dissanayake University of Peradeniya, Sri Lanka</p> <p>Abstract: Identification of employability skills expected by employers in engineering disciplines is vital for fresh engineering graduates who enter to Sri Lankan work force. Factor Analysis was found to be one of the best methods for identifying these skills, and use of proper sample sizes in such an analysis is essential for reliable results. From this view point, this study establishes a method for investigation of applicable sample sizes in extraction of employability skills of civil</p>

	<p>engineering graduates. For this purpose, a questionnaire survey was carried out among civil engineering organizations to measure employer expectation on thirteen technical and fifteen nontechnical specific attributes identified as important. These attributes were measured using five point Likert scale based on their importance levels. In the factor analysis process, the communality values of each attribute that represent the degree of participation in the analysis was considered as the key indicators to examine their consistency with effective sample sizes. This study used fifty random samples generated for sample sizes ranging from 25 to 100 with 25 increments and the total sample size 122. From the results, it was found that the communality values showed consistent trend above the sample size 75. Moreover, it should be noted that questionnaire should be properly designed and also respondents should be correctly chosen when this sample size is selected for questionnaire surveys. Finally the finding of this study will help in planning and conducting questionnaire surveys effectively and data analysis with a proper sample sizes in order to make reliable predictions in related studies.</p>
<p>GS0027 15:00-15:15</p>	<p>A Study on Establishment an Information Platform Combining Remedial Instruction and Learning Guidance Shu-Fang Lin and Yih-Jeng Lin Department of Educational Policy and Administration of National Chi Nan University Taiwan Abstract: The purpose of this study is to expand remedial instruction function on a comprehensive counseling platform. After the expansion work, school’s goal of students learning guidance and the efficacy of remedial instruction can be realized effectively. Combination of a comprehensive counseling system and remedial instruction programs, the schools can benefit economically to prevent from establishing two different platforms. Teachers and students will be able to spend less time and efforts on their acquaintance with all kinds of information platforms. Most important of all is that teachers can have more complete understanding about students who will receive remedial instruction from students’ academic and life performance which a counseling platform has already integrated. In this study, we demonstrate the model of expanding remedial instruction function on a comprehensive counseling platform by an example of a vocational school. Based on the study, we hope to establish an effective model to do remedial instruction works in schools efficiently and technologically.</p>
<p>GS0035-A 15:15-15:30</p>	<p>Otherish Spending Makes you Happy Irrespective of the Source of Money R. K. Srivastava and Ashish Ambasta Abstract: In this report we examine if there is a different in happiness level experienced by people when they spend money on themselves Vis a Vis spending money on others. We also checked that personality profiles (based on how they behave in an exchange things in relationship) of people also impact the way they look at spending money and thus experience happiness. In this experiment, first of all participants were given their responses in different situation thus classifying them into one of these five categories, (Grabber, Indifferent, Sharer, Matcher and Gifter). We also checked their happiness levels and then were given INR 20/- to be spent on themselves. Once they spent the money they had to take the happiness test once again and explain how and why they chose to spend the way they did. After a week another set of students were taken through the same process but with on difference, and that difference was instead of spending money on themselves the students had to spend money on someone else (even strangers) and come back and report their</p>

	<p>happiness. Through this experiment we wanted to see if the personality profiles of an individual leads different happiness levels by doing the same exercise and if one is aware of his/her personality, one can expect differentiated happiness pattern.</p>
<p>GS0023 15:30-15:45</p>	<p>Development and Use of Problem Solving Competence Model in Teaching Chemistry Mary Sheenalyn P. Rodil DE LA Salle University, Philippines Abstract: The study highlights the use of problem solving competence model tested using Nutrition and Food Technology college students in chemistry course in developing chemistry learning material in the areas of solutions, chemical equilibrium and acids and bases. The model shows how self-efficacy, effort, perceived usefulness belief, resource management, and metacognitive regulations interact and contribute to the successful solution of well-defined, quantitative chemistry problems. A structural equation model, particularly path analysis supported the model and indicated that only two variables, perceived usefulness and metacognitive regulation, strongly influenced students' problem solving performance.</p> <p>The chemistry learning material developed consistent with the students' problem solving competence model was tested by the researcher into one intact class for 10 weeks during the second semester of school year 2015-2016 at Technological University of the Philippines, Manila. Pretest and Post test injecting qualitative approaches revealed a highly positive effectiveness of utilizing the learning material in the learning process. This was noted in the student's scores in pre-post problem solving test and student's responses on open ended exit interview, reflections and feedbacks and answers on various problem solving activities and exercises in the learning material. The design and structure of the learning material improved students' problem solving performance, enhanced students' problem solving strategies, and facilitated increase on students' perceived usefulness belief and metacognitive regulation. Students responded positively to the use of the chemistry learning material in their problem solving tasks.</p>
<p>GS0034 15:45-16:00</p>	<p>The Representation of Character Education in The Lesson Plans of The English High School Teachers, The Case at Semarang Vocational High School Askhabul Kahfi Tatas Transinata Semarang State University Abstract: The purposes of this study were to examine how the teachers implemented character education, to explain the types of the character education values integrated in the lesson plans, and to explain how the teachers construct the Character Education values integrated in the lesson plans, This study used descriptive qualitative. The researcher interviewed 3 teachers, which is the very core of this education. The results of the study show the teacher integrated character education in lesson plan, the character education value and implementation have already suitable with the guideline. This study provides numerous values about courage, loyalty, justice, respect, hope, honesty, and love that can coincide with the six character traits. This study could help to improve the entire school environment. Finally, an additional way to improve better integrating character education in lesson plan, the teachers has to be more care with the student's problem or situation in the school and pay much attention to the guideline. In order the teacher can input the most important thing in their lesson plan.</p>

16:00 – 16:10**Coffee Break****Session 2**

16:10-18:55

Venue: Room No.1-801

Theme: Management and Economic Science

Session Chair: Assoc. Prof. Dr. Yip Mum Wai

*The time slots assigned here are only tentative. Presenters are recommended to stay for the whole session in case of any absence.

ID	Title+ Author's Name
MM0031 16:10-16:25	<p>Factors Affecting Effective Flood Disaster Response Operations in the Malaysian Infantry Corp Rayyan Cheong Tian Ming National Defense University of Malaysia, Malaysia</p> <p>Abstract: The objective of this study is to examine factors affecting effective flood disaster response operations in the Malaysian Infantry Corp. The factors examined were command and control, coordination, equipments and logistic, human resources and communication. Data were collected through interviews and focus group discussions with 26 infantry officers from both the operational and tactical levels. The study found that the Malaysian Infantry Corp are indeed somewhat ready in terms of its readiness for disaster response. Command and control center was systematically managed. Communication was good. Human resources mobilized for the disaster response missions were sufficient and they were committed towards their responsibilities in saving the lives of the community. It is seen that despite the fact that Malaysian Infantry Corp are highly ready for effective disaster response, with the poor inter-agency coordination, inter-agency communication and inter-agency understanding of individual roles and responsibilities, the Malaysian Infantry Corp may not be fully effective in its disaster response management, particularly, when the flood disaster is of bigger scale compared to what has happened. Hence, the state government of Sarawak and the Malaysian Infantry Corp should be able to understand the issues underlying effective disaster response in Sarawak, therefore, a systematic operating procedure should be developed and shared with all relevant agencies.</p>
MM0009 16:25-16:40	<p>A Conceptual Model of Customer Recapture Ayşe Banu Elmadağ Istanbul Technical University, Turkey</p> <p>Abstract: Traditionally, attracting new customers and retaining the current ones have been the center of focus in many studies. Research shows that only half of the customers that are satisfied with the service recovery, planned to return. Since service failure is inevitable in service contexts, this finding means even though customer retention strategies are in place some customers will defect. Therefore, it is more than ever important to understand the mechanisms of regaining lost customers. In this study, the importance of customer recapture efforts is first discussed and the existing research on customer reacquisition is reviewed. Next, the gaps in the literature are</p>

	<p>presented. Proposition towards a model of customer recapture are then laid out based on support from relevant literatures such as switching behaviors and barriers, emotion/affect, service failure and recovery, equity / customer lifetime value, and customer defections. Finally, concluding remarks and future research directions are put forward.</p>
<p>MM0010 16:40-16:55</p>	<p>Risk Analysis for Occupational Health & Safety and Risk Improvement: A Case Study in an Electric Electronic Company Hatice Camgoz Akdag Istanbul Technical University, Turkey</p> <p>Abstract: Occupational Health and Safety has been an important topic both in World and Turkey in recent years. Regulations and preventions are becoming more of an issue from day to day. Turkey is a country which is dealing with occupational health and safety problems a lot. According to Social Security Institution, 1360 death cases deriving from occupational accidents are observed in 2013. In production-based companies, occupational accidents are occurring frequently. As a result of this, companies are trying to decrease the number of the occupational accidents with taking required cautions in order not to experience it.</p> <p>The scope of this paper is to investigate the risks in terms of occupational health and safety in one of the biggest electric electronic company located in Turkey and offer a solution to the problem which is found at the end of the study. Furthermore, a detailed research study about occupational health and safety and risk evaluation methods have been included in this study. There are two kind of risk analysis methods which are qualitative methods and quantitative methods. Both of these methods are analyzed in the study in detail. However, in order to obtain a discernable result, the quantitative method which the selected company is using has been examined and another suitable quantitative method has been selected. In light of this information, risk analysis and evaluation method for the company has been appraised and solutions have been presented in this study.</p>
<p>MM0015 16:55-17:10</p>	<p>The Effects of Service Quality, Perceived Value and Price Fairness on Customer Satisfaction and Loyalty in the Hotel Industry Cigdem Altın Gumussoy and Berkehan Koseoglu Istanbul Technical University, Turkey</p> <p>Abstract: Tourism in Turkey is one of the industries that has a great contribution to the economic growth of Turkey. For the continuity of its contribution, the government and hotels' managers try to find ways to satisfy customers and become loyal ones. This study aims to reveal the determinants of hotel customers' satisfaction and their loyalty. To do this, a research model including service quality, perceived price fairness and perceived value is developed in order to explain customer satisfaction and loyalty. A total of 346 questionnaires were collected from the customers of the hotels in the region of Alanya in Turkey. A SPSS Statistics 20 program was used to test the reliability of the answers and the relationships defined in the research model. The results are as follows: First, customer satisfaction and perceived value are the significant predictors of customer loyalty. Second, perceived value, price fairness and service quality-reliability, assurance and empathy explain customer satisfaction. Third, all the dimension of service quality has an influence on the perception of value with the hotel experiences. This study concludes with the discussion and possible future studies.</p>
<p>MM0019</p>	<p>Relationship between Innovation Practice and Public Project Success: Project Type as a Moderating</p>

17:10-17:25	<p>Variable</p> <p>Ya-Ting Chang, Chung-Yuang Jan, and Li-Ren Yang</p> <p>Department of Business Administration, Tamkang University, Taiwan</p> <p>Abstract: Conceptualizing innovation practice in the public project context is still rudimentary. The first objective of this study was to assess the influence of innovation practice on public project success. The second objective was to evaluate the moderating role of project type in the relationship between innovation practice and public project success. This study empirically investigated a sample of public projects in the Taiwanese construction industry. Regression analysis was used to assess the influence of innovation practice on public project success. In testing the moderation effect, two-way analysis of variance (ANOVA) was used. The findings indicate that adopting innovation practice significantly contributes to public project success. In addition, project type has a moderating effect on the relationship between innovation practice and public project success. Owner and project managers can use the research results to help improve public project success.</p>
MM0020 17:25-17:40	<p>Technology Based Firms Located Off Technology Development Zones: Reasons for Not Being A Part of Technology Development Area in Turkey</p> <p>M. Akif Ozyurt, Basak Cetinguc, Eyup Calik, and Fethi Calisir</p> <p>Istanbul Technical University, Turkey</p> <p>Abstract: Being prevalent around the world, science and technology parks have been built up and developed under various names in different regions. Turkey has kept pace with this trend, with the seeds of the first science park being sown in the 1980s. In 2001, all techno parks, science parks and techno policies were gathered under the same roof of technology development zones (TDZs) by Turkish law. According to the Scientific and Technological Research Council of Turkey, by 2014, there are more than 3000 firms in 55 TDZs. Firms in TDZs benefit from various government promotions and several tax dispensations granted by law. In spite of these incentives, the number of located-in firms is less than expected. For this reason, this study aims to focus on the reasons for not being a part of technology development areas among technology based firms that are located off science parks. The differing reasons for not being a tenant of a TDZ among several sectors and firm sizes is the main concern of this study. The sample consists of 159 technology-based firms from nine different sectors. Analysis of variance is conducted to test the hypotheses. It is found that some sectors show differences in reference to six of the eight different reasons for not being a part of a TDZ, while there is no difference between firms in terms of size.</p>
MM0002 17:40-17:55	<p>Cultivating a Fine Dining Restaurant: The Application of Service Personal Values to Fine Dining Restaurants in Malaysia</p> <p>Wei Ching Loh and Gary P. Tan</p> <p>KDU Penang University College, Malaysia</p> <p>Abstract: This study analyzes the impact of service personal values on consumers' satisfaction and behavioral intentions, within the context of the Malaysian fine dining scene. In particular, it examines the relationship between fine dining patrons' three service personal values constructs, consumer satisfaction, and behavioral intentions. Fine dining is typically catered for the affluent society (Lane, 2014; Woods, 1995) or considered a luxury service (Andersson & Mossberg, 2004; Atwal & Williams, 2009). The challenge is – how can fine dining restauranteurs thrive in today's</p>

	<p>tough economy? Luxury services are often very elastic to consumer income (Hsu, et al., 2001) and luxury services are not exempt from negative impacts in an unstable economy. This study broadens the previous research done (Lages & Fernandes, 2005; Muller, 1991; Thuy & Hau, 2010) by synthesizing marketing, economics, and hospitality literature, to explore the unique fine dining patrons' service personal values, and the ways they contribute to satisfaction and behavioral intentions. The findings from this study can enhance luxury service providers' ability to survive in challenging economic situations and help fine dining restaurateurs to further improve their services, ultimately towards their financial gains. This study also provides theoretical implications for future development of service personal values studies.</p>
<p>MM0024 17:55-18:10</p>	<p>Exploring Business Opportunities in Singapore for Japanese Apparel Companies Noriyuki Suyama Bunka Gakuen Univerity, Japan Abstract: Japan has been closer relationship with Singapore among ASEAN nations politically, economically and culturally. Singapore possesses several of national competitive advantages, but a labor-intensive business like retailing does not seem suitable for the Singapore market. A variety of Japanese firms have launched their business in Singapore recently. This dissertation is to illustrate how Singapore market conditions of fashion apparel have been functioning and to explore the opportunities for Japanese companies to be successful in their business there. More concretely, the political and economic conditions of Singapore and the characteristics of each consumer segment are reviewed on the basis of its cultural backgrounds and consumer behavior. Comparisons with other countries are also adopted to look into business opportunities. Finally, the potential of businesses for Muslim consumers has been examined whether to become a future huge potential market.</p>
<p>MM0032 18:10-18:25</p>	<p>Sri Lankan Graduate Labour Market: A Status Mismatch S. A. C. L Senarath and S. S. J Patabendige University of Kelaniya, Sri Lanka Abstract: The status mismatch in the labour market occurs when an individual is unable to find a suitable job for his or her level of education attained. Generally, this is known as Job- Education Mismatch and it's mainly occurs due to demand side deficiencies of the economy. That is lack of job creation in the economy to absorb the educated youth to the job market. If the economy is unable to produce enough job opportunities to absorb newly passed out graduates, they find difficulty to secure suitable jobs. Senarath and Patabendige 2012, have found that there exists a considerable extent of education mismatch among the graduates who are employed in the Sri Lankan graduate labour market. Although this problem continuously exists, no proper attention has been still given. Accordingly, the main objectives of the research are to analyze the status of employment of Sri Lanka to identify the job generation of the economy and identify whether the graduates are doing jobs suited for their level of education using the secondary data analysis. The study used a deductive methodology and developed a declarative hypothesis to identify whether there exist a status mismatch in the graduate labour market. The study used the content analysis to analyze the secondary data available in the Central Bank Annual Reports, the Consumer Finances and Socio Economic Survey Reports, and the other relevant research already published.</p>

	<p>Finally, all the evidences support the hypothesis confirming that education mismatch is a more visible in the graduate labour market in Sri Lanka.</p>
<p>MM1002 18:25-18:40</p>	<p>Omni-channel Targeting Approach For Conversion Rate Optimization Shady Ramadan MoneyGram Int. US Abstract: In today's world, people are more and more inclined towards cross-device; cross-browser communication and the evolution of new technologies are bringing in fundamental changes in consumers' shopping behaviors. Expenditure on digital advertising is rising exponentially from year to year. Given this, the challenge for all marketers lies in setting the right strategy to generate more leads for business, rather than simply throwing money in every digital channel. So, adapting a new Omni-channel approach will be crucial for some industries especially retail. Omni-channel is not the same as multi-channel. The Omni-channel approach is about open lines of communication across multiple channels with your customer. Omni-channel strategies take into account all devices, platforms, and contexts of your customers' experience. Then, using that knowledge and data collected from different touch points, an integrated and unified experience is created for your audience. Even for a single transaction, customers are roaming about in multiple channels. Hence for brands to score high on the customer experience quotient, all channels of customer interaction must be kept open, the major channels being email, social media, text messaging, video as well the conventional, plain voice call. Whether it is display, search or interaction, we will dive into the best practices of Omni-channel marketing strategy, with special focus on content marketing strategy, in addition to personalized marketing approach (re-marketing) to build a consistent customer experience, both in case of e-commerce website as well as physical stores. It is widely acknowledged that adopting an Omni-channel strategy is the future of retail businesses. Customers want to shop anywhere at any time and expect a seamless experience across all channels while doing it. Marketers must engage customers appropriately and also learn more about each customer to understand when, how, and where he or she prefers to receive communications, to get more leads. If you are going to invest your valuable time in doing it, do it the right way.</p>
<p>MM1004 18:40-18:55</p>	<p>Effects of Auditor Independence and Experience, Size of Client's Financial Health and Audit Fee on Audit Quality: An Empirical Study on Public Accounting Firms in Indonesia Faiz Zamzami Accounting Diploma, Vocational School of Gadjah Mada University, Yogyakarta, Indonesia Abstract: The study was aimed at examining the effects of auditor independence and experience, size of clients's financial health and audit fee on the audit quality. This study is therefore expected to provide empirical evidence about the audit quality in Indonesia, and targets auditors at the Public Accounting Firms in Indonesia as the respondents. Surveys were conducted while hypothesis testing was done with partially simple regression analysis and simultaneously multiple regression in which SPSS application was in use. The study states that on a partial basis, the auditor independence and experience affect the audit quality, while the size of the client's financial health and the audit fee give no significant effects on</p>

	the audit quality. On the other hand, simultaneously, the auditor independence and experience, the size of the client's financial health, and audit fee significantly affect the audit quality.
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Poster Session

MM0004	<p>A Study of Applying Memorization Method to Enhance Primary School Students' English Oral Ability</p> <p>Wen-Chin Chen, Min-Chuan Yang, Kuan-Ming Lin, Chung Hua University, Taiwan</p> <p>Abstract: This study aims to investigate the effects of applying memorization to language teaching on the sixth graders' speaking ability, in addition to their attitudes toward memorization. Two homogenous classes from an elementary school in New Taipei City, named as Experimental Group and Control Group, containing 45 sixth graders, participated in this ten-week program. Experimental Group received the experimental instructions, whereas Control Group was given the traditional instructions without any memorization activities. Both took a pretest and a posttest before/after the program and were asked to complete an attitude questionnaire. Finally, I collected and analyzed the data by ANCOVA. The major findings of this study are presented as follows:</p> <ol style="list-style-type: none"> 1. The memorization method had better effects on students' oral ability than traditional approach. 2. There was a significant difference in the subjects' oral accuracy and fluency between the two groups, and Experimental Group performed better than Control Group. 3. The memorization method enabled the students to deal with questions related to their personal lives. 4. Teaching through memorization improved the students' abilities of speaking, listening and reading. 5. Students held positive attitudes toward learning English through memorization and the speaking activities adopted.
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Listeners' List

Listener 1	Cily Tabane University of South Africa
Listener 2	Byungki Choi Samsung Life Insurance Co., Ltd, South Korea
Listener 3	Chung Woojo Samsung Life Insurance Co., Ltd, South Korea

<p>October 10, 2016 19:30</p> <p>(Room No.1-801)</p>	<p>Dinner Banquet</p>
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Call For Paper



2017 8th International Conference on E-Education, E-Business, E-Management and E-Learning (IC4E 2017) will be held in Kuala Lumpur, Malaysia during January 5-7, 2017.

IC4E 2017 aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experience, new ideas, and research results about all aspects of E-Education, E-Business, E-Management and E-Learning, and discuss the practical challenges encountered and the solutions adopted.

Publication

All accepted papers for the IC4E 2017 will be published in: International Conference Proceedings Series by ACM, which will be archived in the ACM Digital Library, and indexed by Ei Compindex and Scopus and submitted to be reviewed by Thomson Reuters Conference Proceedings Citation Index (ISI Web of Science).

Important Dates

Submission Deadline	Before November 1, 2016
Acceptance Notification	Before November 15, 2016
Registration Deadline	Before November 30, 2016
Conference Date	January 5-7, 2017



2017 4th International Conference on Education and Psychological Sciences (ICEPS 2017), will be held in Barcelona, Spain during February 12-14, 2017.

ICEPS 2017 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.

Publication

All accepted papers will be selected and published according to the paper theme in the following Journals:



International Journal of Social Science and Humanity (IJSSH)

ISSN: 2010-3646

DOI: 10.18178/IJSSH

Abstracting/ Indexing: Google Scholar, DOAJ, Engineering & Technology Digital Library, Crossref, Index Copernicus, and ProQuest



International Journal of Information and Education Technology (IJIET)

ISSN: 2010-3689

DOI: 10.18178/IJIET

Abstracting/ Indexing: EI (INSPEC, IET), Cabell's Directories, DOAJ, Electronic Journals Library, Engineering & Technology Digital Library, Google Scholar, Crossref and ProQuest

Important Dates

Submission Deadline	Before December 10, 2016
Acceptance Notification	On January 5, 2017
Registration Deadline	Before January 20, 2017
Conference Date	February 12-13, 2017
One-Day Tour	February 14, 2017



2017 6th International Conference on Economics Marketing and Management (ICEMM 2017) will be held in Phuket Island, Thailand during January 23-25, 2017.

ICEMM 2017 aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experience, new ideas, and research results about all aspects of Economics Marketing and Management, and discuss the practical challenges encountered and the solutions adopted.

All full paper submissions will be peer reviewed and evaluated based on originality, technical and/or research content/depth, relevance to conference, contributions, and readability.

Publication

All accepted papers will be selected and published according to the paper theme in the following Journals:



International Journal of Innovation, Management and Technology (IJIMT)

ISSN: 2010-0248

DOI: 10.18178/IJIMT

Abstracting/ Indexing: Google Scholar, Ulrich's Periodicals Directory, Engineering & Technology Digital Library, Crossref and ProQuest, Electronic Journals Library.



International Journal of Trade, Economics and Finance (IJTEF)

ISSN: 2010-023X

DOI: 10.18178/IJTEF

Abstracting/ Indexing: Engineering & Technology Digital Library, ProQuest, Crossref, Electronic Journals Library, DOAJ, EBSCO, and Ulrich's Periodicals Directory

Important Dates

Submission Deadline	Before October 31, 2016
Acceptance Notification	Before November 20, 2016
Registration Deadline	Before December 10, 2016
Conference Date	January 23-24, 2017
One day tour	January 25, 2017

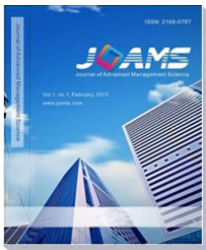


2017 4th International Conference on Advances and Management Sciences (ICAMS 2017), will be held in Barcelona, Spain during February 12-14, 2017.

ICAMS 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 Advances and Management Sciences, and discuss the practical challenges encountered and the solutions adopted.

Publication

All accepted papers will be selected and published according to the paper theme in the following Journals:



Journal of Advanced Management Science (JOAMS)

ISSN: 2168-0787

DOI: 10.18178/joams

Abstracting/ Indexing: Ulrich's Periodicals Directory, Google Scholar, Crossref, Engineering & Technology Digital Library and Electronic Journals Digital Library.

Important Dates

Submission Deadline	Before December 15, 2016
Acceptance Notification	On January 5, 2017
Registration Deadline	Before January 20, 2017
Conference Date	February 12-13, 2017
One Day Tour	February 14, 2017



2017 6th International Conference on Education and Management Innovation (ICEMI 2017), will be held in Ho Chi Minh, Vietnam during February 22-24, 2017.

ICEMI 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 Management Innovation, and discuss the practical challenges encountered and the solutions adopted.

Publication

All accepted papers will be selected and published according to the paper theme in the following Journals:



Option A: International Journal of Innovation, Management and Technology (IJIMT)

ISSN: 2010-0248

DOI: 10.18178/IJIMT

Abstracting/ Indexing: Google Scholar, Ulrich's Periodicals Directory, Engineering & Technology Digital Library, Crossref and ProQuest, Electronic Journals Library.



Option B: International Journal of Information and Education Technology (IJIET)

ISSN: 2010-3689

DOI: 10.18178/IJIET

Abstracting/ Indexing: EI (INSPEC, IET), Cabell's Directories, DOAJ, Electronic Journals Library, Engineering & Technology Digital Library, Google Scholar, Crossref and ProQuest.

Important Dates

Submission Deadline	Before October 15, 2016
Acceptance Notification	On November 5, 2016
Registration Deadline	Before November 25, 2016
Conference Date	February 22-24, 2017



Welcome to the official website of 2017 3rd International Conference on Learning and Teaching—ICLT 2017, will be held during April 7-9, 2017, in Jeju Island, South Korea. ICLT 2017, organized by IEDRC, 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. International Journal of Languages, Literature and Linguistics (IJLLL)

Publication

All accepted papers will be selected and published according to the paper theme in the following Journals:



International Journal of Learning and Teaching (IJLT)

ISSN: 2377-2891

DOI: 10.18178/ijlt

Abstracting/ Indexing: Google Scholar; Crossref; Engineering & Technology Digital Library; etc.

Important Dates

Submission Deadline	Before November 20, 2016
Acceptance Notification	On December 10, 2016
Registration Deadline	Before December 31, 2016
Conference Date	April 7-9, 2017

