

# ***Conference Program***

*Macau, China*

*August, 2013*

**ICSSB**

*International Congress on Social Sciences and Business*

**ICEAI**

*International Congress on Engineering and Information*

**ASMOR**

*Annual Symposium on Management, Operation Research and Economics*

**ISEANS**

*International Symposium on Engineering and Natural Sciences*

*Proceedings of International Congress on Social Sciences and Business*  
ISBN: 978-986-87417-7-5

*Proceedings of International Congress on Engineering and Information*  
ISBN:978-986-88450-4-6

*Proceedings of Annual Symposium on Management, Operation Research and Economics*  
ISBN:978-986-87417-5-1

*Proceedings of International Symposium on Engineering and Natural Sciences*  
ISBN: 978-986-89844-3-1

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## ***General Information for Conference Participants***

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### ***Information and Registration***

The Registration and Information Desk will be situated in the **Hotel Okura Macau** on the **28th floor**, and will be open at the following times:

Thursday, August 29 (08:15-16:30)

Friday, August 30 (08:15-15:00)

### ***Parallel Sessions***

Parallel Sessions will run on August 29 and 30. Sessions are usually 90 minutes in length.

### ***Presentations and Equipment***

All presentation rooms are equipped with a screen, an LCD projector, and a laptop computer installed with PowerPoint software. You will be able to insert your USB flash drive into the computer and double click on your presentation to open it in PowerPoint. We recommend that you bring two copies of your presentation in case of one fails. You may also link your own laptop computer to the projector cable, however if you use your own Mac please ensure you have the requisite connector.

### ***A Polite Request to All Participants***

Participants are requested to arrive in a timely fashion for all addresses, whether to their own, or to those of other presenters. Presenters are reminded that the time slots should be divided fairly and equally between the number of presentations, and that they should not overrun. The session chair is asked to assume this timekeeping role.

### ***Poster Sessions & Poster Requirements***

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

1. X-frame display & Base Fabric Canvases (60cm×160cm)
2. Adhesive Tapes or Clamps

**Materials Prepared by the Presenters:**

Home-made Poster(s)

**Requirement for the Posters:**

1. Material: not limited, can be posted on the canvases
2. Size: smaller than 60cm\*160cm



## **Conference Organization**

### **ICSSB International Committee Board**

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Mohammad Reza Iravani	<i>Islamic Azad University</i>
Engku Mohammad Nazri	<i>Northern University of Malaysia</i>
Engku Abu Bakar	
Jamilah Hj Ahmad	<i>Universiti Sains Malaysia</i>
Kim Tong Won	<i>Sungkyunkwan University</i>
Deniss Tsi Chung Yeung	<i>WINTEC</i>
Muhammad Akram Naseem	<i>University of Lahore</i>
Hong Liu	<i>Nanyang Technological University</i>
Zhou Zhen	<i>Ningxia University</i>
Grace Edmar Elizardel Prado	<i>Western Visayas College of Science and Technology</i>
Chunhui Liu	<i>University of Winnipeg</i>
Saddam Hussain Rahim	<i>Iqra national University</i>
Weon Jae Kim	<i>University of Incheon</i>
Sundaram Janakiramanan	<i>Singapore Institute of Management</i>
Bob Barrett	<i>American Public University</i>
Maria Rebecca Alviar Campos	<i>De La Salle University</i>
Shim Chang-Hack	<i>Gyeongsang National University</i>
Subhasish Dasgupta	<i>George Washington University</i>
Marieta Banez Sumagaysay	<i>University of the Philippines Visayas Tacloban College</i>

## ***ICEAI International Committee Board***

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Aidy b. Ali	<i>University of Putra Malaysia</i>
K.Ananthanarayanan	<i>Indian Institute of Technology</i>
Ram Prakash Bharti	<i>Indian Institute of Technology Roorkee</i>
Henskens Frans	<i>University of Newcastle</i>
P K Garg	<i>Indian Institute of Technology Roorkee</i>
M L Kansal	<i>Indian Institute of Technology Roorkee</i>
Kaushik Kumar	<i>Birla Institute of Technology Mesra</i>
Dattaram. B	<i>Indian Institute Of Technology</i>
Xiaomei Li	<i>Southeast University</i>
S.P. Mehrotra	<i>Indian Institute of Technology Kanpur</i>
D. P. Mishra	<i>Indian Institute of Technology</i>
Bhaskarwar A.N.	<i>Indian Institute of Technology Delhi</i>
Ojha, C.S.P.	<i>Indian Institute of Technology Roorkee</i>
Dhaval Patel	<i>National University of Singapore</i>
Dianne Cheong Lee Mei	<i>Universiti Teknologi MARA</i>
TSE Kam Tim	<i>The Hong Kong University of Science and Technology</i>
N. Balasubramanian	<i>Anna University</i>
Selim Hossain	<i>University of New South Wales</i>
Nor Shahniza Kamal Bashah	<i>Universiti Teknologi MARA</i>

## ***ASMOR International Committee Board***

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Pedro Gardete	<i>Stanford University</i>
Pascal Paillé	<i>Université Laval</i>
Deniss Tsi Chung Yeung	<i>Wintec University</i>
Hui Du	<i>Beijing Jiaotong University</i>
Wan Khairuzzaman Wan Ismail	<i>Universiti Teknologi Malaysia</i>
Xiang Yu	<i>Huazhong University of Science and Technology</i>
Ding Qing	<i>Singapore University of Management</i>
Yuntao Chen	<i>Beijing Jiaotong University</i>
David Ding	<i>Massey University</i>
Lee Kong Chian	<i>Singapore University of Management</i>
Jianwen Zhang	<i>Beijing University of Chemical Technology</i>
Sanjay K. Jain	<i>University of Delhi</i>
Sanhong Deng	<i>Nanjing University</i>
Gengmiao Zhang	<i>Xi'an Jiaotong University</i>



## ***ISEANS International Committee Board***

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Abhijit Mitra	<i>University of Calcutta</i>
Ahmad Zuhairi Bin Abdullah	<i>Universiti Sains Malaysia</i>
Bo Jin	<i>University of Adelaide</i>
Bon-Gang Hwang	<i>National University of Singapore</i>
Deepa G Nair	<i>Cochin University of Science &amp; Technology</i>
Ena Ray Banerjee	<i>University of Calcutta</i>
Hocheng Hong	<i>National Tsing Hua University</i>
Huada Daniel, Ruan	<i>BNU-HKBU United International College</i>
Ian C. Hsu	<i>National Tsing Hua University</i>
Jastini Bt. Mohd Jamil	<i>Universiti Utara Malaysia</i>
Jui-Sheng (Rayson) Chou	<i>National Taiwan University of Science and Technology</i>
Kartini Binti Haji Kamaruddin	<i>Universiti Teknologi Mara</i>
Kam-Tim Tse	<i>Hong Kong University of Science and Technology</i>
Ken-Shiung Chen	<i>Nanyang Technological University</i>
Kil Hyun, Kwon	<i>Korea Advanced Institute of Science and Technology</i>
Mahesh Prasad Srivastava	<i>University of Delhi</i>
Mohd Fozi Ali	<i>Universiti Teknologi MARA</i>
Palanisamy Kamaraj	<i>Sri Ramaswamy Memorial University</i>
P. Loganathan	<i>Anna University Chennai</i>
Rubiyah Baini	<i>Universiti Malaysia Sarawak</i>
P. Subramanian	<i>Annamalai University</i>
P. Valsalal	<i>Anna University</i>
Rini Asnida Abdullah	<i>Universiti Teknologi Malaysia</i>
Roy M. Thomas	<i>Cochin University of Science and Technology</i>
Sanjay Sen	<i>University of Calcutta</i>
Seunghee Park	<i>Sungkyunkwan University</i>
Shijo Thomas	<i>National Institute of Technology</i>
Simon Fong	<i>University of Macau</i>
Tang Bin	<i>South University of Science and Technology of China</i>
Tang Sai Hong	<i>Universiti Putra Malaysia</i>
T. Sivakumar	<i>Annamalai University</i>
Umesh Kumar	<i>Indian Institute of Technology</i>
V.Subha	<i>Cochin University of Science and Technology</i>
Sandeep Joshi	<i>Manipal University Jaipur Rajasthan</i>
T.R.Vijayaram	<i>VIT University Chennai Campus</i>

## ***Special Thanks to Session Chairs***

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Prof. Guohao Zhao | *Shanxi University of Finance & Economics*

Prof. David S Kung | *University of La Verne*

Prof. Marguerita Nina Imperial Kanapi | *University of the Philippines*

Prof. Tuncay Neyisci | *Akdeniz University*

Prof. Daniel Jong Schwekendiek | *Sungkyunkwan University*

Prof. Manfred Martin | *RWTH Aachen University*

Prof. Yu-Hung Chien | *National Taiwan Normal University*

Mr. Nevrus Kaja | *University of Michigan*

Prof. Tience Debora Valentina | *Udayana University*

Prof. Advina Lizah Julkifle | *Universiti Sains Malaysia*

Prof. Monica Law | *Hong Kong Shue Yan University*

Prof. Abdelkarim D. Elfadil | *University of Gezira Wadmedani*

Prof. Zhengguo He | *Jiaying University*

Prof. Yung-Nien Sun | *National Cheng-Kung University*

## Conference Schedule

**Wednesday, August 28, 2013**

**Executive Committee Meeting (Executive Committee Only)**

**Thursday, August 29, 2013**

<b>Time</b>	<b>Information</b>
08:15-16:30	<b>Registration</b>
08:45-10:15	Oral Session Orchid 1, Business and Economics I/ Management/ Operations Research I Oral Session Orchid 3, Information/ Mathematics and Statistics/ Information Management and Technology Management
<b>10:15-10:30</b>	<b>Tea Break</b>
10:30-12:00	Oral Session Orchid 1, Education and Psychology I Oral Session Orchid 3, Environmental Engineering/ Civil Engineering/ Energy Engineering
<b>12:00-13:30</b>	<b>Lunch Time (Lotus, 28F)</b>
13:30-15:00	Oral Session Orchid 1, Communication and Culture I Oral Session Orchid 3, Chemistry/ Chemical Engineering/ Physics
<b>15:00-15:15</b>	<b>Tea Break</b>
15:15-16:45	Oral Session Orchid 1, Education and Psychology II Oral Session Orchid 3, Electrical Engineering/ Industrial Engineering

### **Poster Session, Orchid 2**

<b>Time</b>	<b>Information</b>
10:00-11:00	Business and Economics/ Education and Psychology/ Finance and Accounting/ Information Management and Technology Management/ Society
14:30-15:30	Biology/ Biological Engineering / Chemical Engineering/ Chemistry/ Civil Engineering

## Friday, August 30, 2013

Time	Information
08:15-15:00	<b>Registration</b>
08:45-10:15	Oral Session Orchid 1, Education and Psychology III Oral Session Orchid 3, Biology
10:15-10:30	<b>Tea Break</b>
10:30-12:00	Oral Session Orchid 1, Business and Economics II/ Finance and Accounting/ Operations Research II Oral Session Orchid 3, Engineering/ Engineering Management
12:00-13:30	<b>Lunch Time (Terrace, 2F)</b>
13:30-15:00	Oral Session Orchid 1, Communication and Culture II/ Society Oral Session Orchid 3, Biological Engineering

## Poster Session, Orchid 2

Time	Information
10:00-11:00	Engineering/ Environmental Engineering/ Industrial Engineering/ Information Engineering/ Mathematics and Statistics/ Electrical Engineering

## Saturday, August 31, 2013

**Macau City Tour (Extra Charge)**

## Conference Venue Information

### Hotel Okura Macau

Address: Galaxy Macau™, COTAI, Macau

TEL: +853 8883 8883



#### Galaxy Shuttle Bus Schedule

Pick-up point	From Pick Up Point to Galaxy Macau™	Depart from Galaxy Macau™	Frequency (Minutes)
StarWorld Hotel	10:00 – 23:45	10:00 – 00:05	7 – 10 mins
Macau Ferry Terminal	09:00 – 23:45	09:00 – 00:05	5 – 10 mins
Macau International Airport	10:00 – 23:00	10:00 – 23:00	15 – 20 mins
Taipa Ferry Terminal	08:00 – 24:00	08:00 – 23:30	10 – 15 mins
Lotus Border (Heng Qin)	09:30 – 20:00	09:30 – 19:30	10 – 15 mins
Border Gate Tour Coach Station	08:30 – 23:45	09:00 – 23:30	5 – 10 mins
Border Gate Casino & Hotel Shuttle Bus Station	09:00 – 23:45	09:30 – 00:05	9 – 12 mins
San Ma Lo (Nearby Metropole Hotel)	10:00 – 21:45	10:00 – 21:45	10 – 15 mins
Old Taipa Village (Nearby Rua do Cunha)	11:00 – 21:00	11:00 – 21:00	10 – 15 mins
City of Dreams	11:00 – 23:00	11:00 – 23:00	10 – 15 mins
Venetian Macao	10:00 – 23:00	10:00 – 23:00	10 – 15 mins
Sands Cotai Central	10:00 – 23:00	10:00 – 23:00	10 – 15 mins

#### Galaxy Macau™ Internal Route

Hotel Okura Macau / Banyan Tree Macau	09:00 – 23:45	09:00 – 23:45	15 mins
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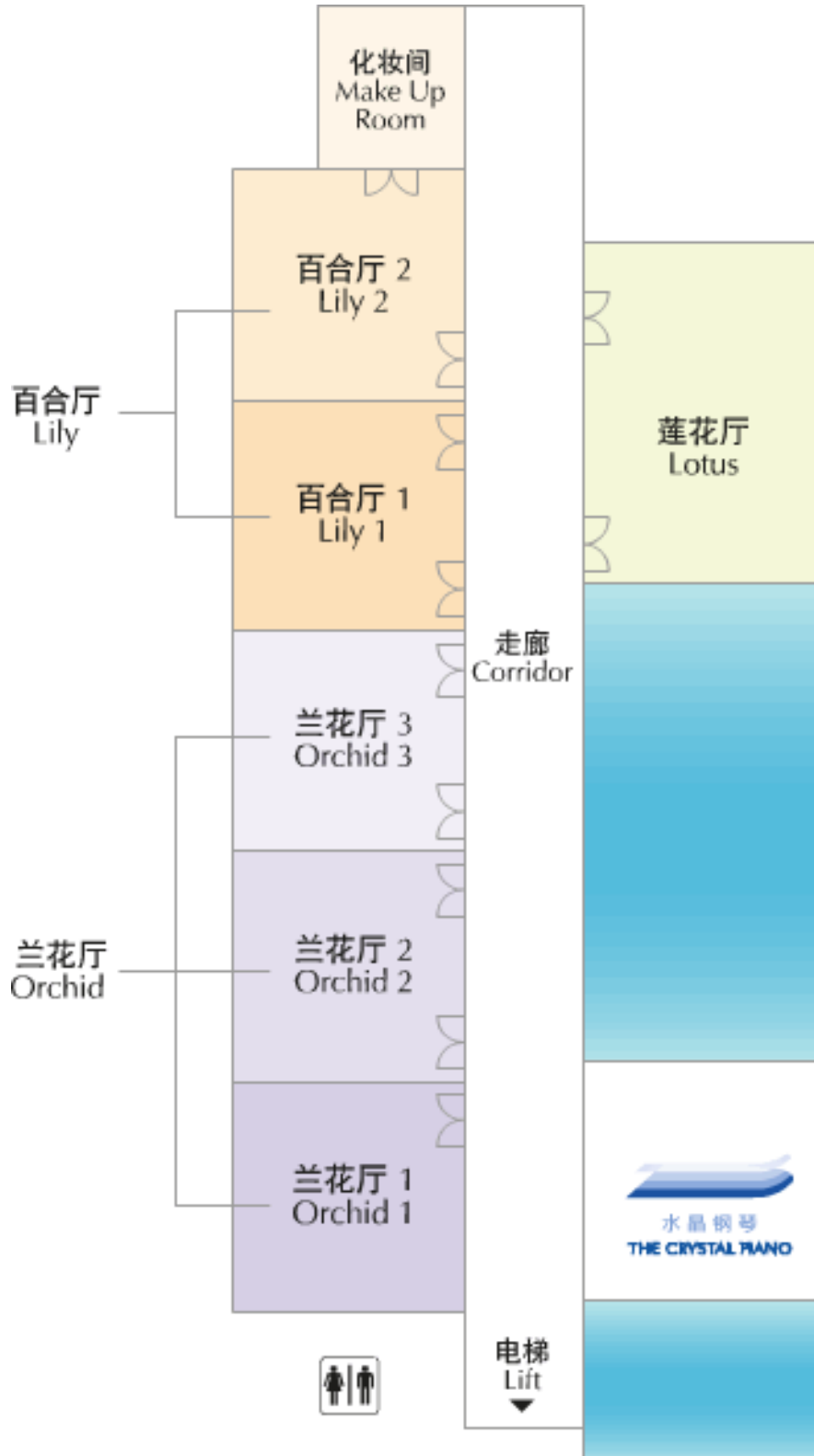
#### Airline Check-in Service

Guests who are flying out of Macau through Macau International Airport with the following airlines can check in at the Airport Counter located at the Shuttle Bus Lobby at Galaxy Macau™

- Air Macau / Jin Air / Shenzhen Airlines
- China Eastern Airline / Philippine Airlines / Transasia Airways
- Eva Air / Shanghai Airlines / Xiamen Airlines

Guests must check in at least 2 hours prior to flight departure time and arrive at the airport for boarding 45 minutes before flight departure.

## Conference Venue Floor Plan (28F)



**Business and Economics I/ Management/ Operations**

**Research I**

**2013/08/29 Thursday**

**08:45-10:15**

**Orchid 1**

**Session Chair:** *Prof. Guohao Zhao*

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**ICSSB 6061**

**Forecasting the Coke Price Based on Kalman Filtering Algorithm.**

Guohao Zhao | *Shanxi University of Finance & Economics*

Meifeng Zhu | *Shanxi University of Finance & Economics*

Jing Shentu | *Shanxi University of Finance & Economics*

**ICSSB 6052**

**The Impact of Quality and Process Standards on Senior Executive Compensation: A Research Agenda**

Andy C. L. Yeung | *The Hong Kong Polytechnic University*

Hugo K. S. Lam | *The Hong Kong Polytechnic University*

**ICSSB 6073**

**Assessment Study of Perceived Service Value in Natural Sceneries Based on IPA Model—A case of Dinghu Mountain**

Juan Tang | *Macau University of Science and Technology*

Tao Zeng | *Macau University of Science and Technology*

**ICSSB 6051**

**Customer Service Index (CSI) in the Zhuhai, PRC Regions: A preliminary study to validate CSI constructs**

Anthony Shu Chuen Tsui | *United International College*

Mark X James | *United International College*

Berry Kwock | *United International College*

**ASMOR 758**

**Patent output and Network Position in the Internet Business Method**

Chun-Yao Tseng | *Tunghai University*

**ASMOR 80**

**Defining the Manufacturing Process (MP) for a Single Server, Multiple Product Kanban Controlled System (SS/MP/KCS)**

Alvin Ang Ntu | *Nanyang Technological University*

**ICSSB 6047**

**An Assessment of Forms and Conditions To Establish Strategic Alliances in Higher Education**

Xiaoqing Li | *Northumbria University*



## Information/ Mathematics and Statistics/ Information

### Management and Technology Management

2013/08/29 Thursday

08:45-10:15

Orchid 3

**Session Chair:** *Prof. David S Kung*

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#### ICEAI 432

##### **Data Mining Model: IT-based System with Dynamic Pricing Algorithm**

David S Kung | *University of La Verne*

Linda C Gordon | *University of La Verne*

Frank Lin | *California State University, San Bernardino*

Tapie Rohm | *California State University, San Bernardino*

#### ISEANS 26

##### **On $(-1, 1)$ Weakly Novikov Rings**

Jaya Lakshmi Karamthot | *JNTUA University*

#### ISEANS 192

##### **Internal Resonances of An Euler-Bernoulli Beam Supported by Quadratic Spring and Compressed by Axial Load**

Mei-Feng Liu | *I-Shou University*

#### ICSSB 6064

##### **How one's Online Activities Influence Impression Formation on Social Networking Sites**

Chong Guan | *SIM University*

Zhan Xiong Sean Lee | *The University at Buffalo, The State University of New York*

#### ICSSB 6085

##### **The Growth of Scientific Research in Macao: Bibliometrics and Network Analysis**

Roger S. Chen | *Chinese Culture University*

Chong-Hei Shaw | *Chinese Cultrue University*

# Education and Psychology I

2013/08/29 Thursday

10:30-12:00

Orchid 1

**Session Chair:** *Prof. Marguerita Nina Imperial Kanapi*

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## ICSSB 6098

### **Children's Spontaneous Responses to Reduced Array Selection Task**

Kenji Oura | *Waseda University*

## ICSSB 5997

### **Teaching in an Accounting Context: Motivating Students by Intrinsic Factors**

Yuet-Ngo Mok | *City University of Hong Kong*

## ICSSB 6140

### **Development and Validation of a Special Education Teacher Aptitude Test**

Marie Grace Avelino Gomez | *University of the Philippines*

Lynna Anna Laurel | *University of the Philippines*

## ICSSB 6142

### **Computer-assisted Instruction and Baking Skills of Adolescents with Autism**

Lynna Anna Laurel | *University of the Philippines*

Marie Grace Avelino Gomez | *University of the Philippines*

## ICSSB 6029

### **Development of Educational Therapeutic Story Books for Children with Cancer**

Marguerita Nina Imperial Kanapi | *University of the Philippines*

Ilene Ivy Lobrin | *University of the Philippines*

Ariel G Santos | *University of the Philippines*

Melissa Pamintuan | *University of the Philippines*

## **Environmental Engineering/ Civil Engineering/ Energy**

### **Engineering**

**2013/08/29 Thursday**

**10:30-12:00**

**Orchid 3**

**Session Chair:** *Prof. Tuncay Neyisci*

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#### **ISEANS 286**

##### **A Critical Assessment on the Environmental Investments for a Developing Country**

Tuncay Neyisci | *Akdeniz University*

#### **ISEANS 140**

##### **Recycling of Solid Waste Material: II. Phosphate Adsorption by Modified Clay Mineral Waste Material Relating to Remediation of Eutrophication in Aquatic Systems**

Huada Daniel Ruan | *Beijing Normal University- Hong Kong Baptist University*

#### **ISEANS 100**

##### **Uses of Biochar Derived From Waste Materials in Environmental Applications: Pb Immobilization and Acidic Soil Quality Improvement**

Deok Hyun Moon | *Chosun University*

Yoon-Young Chang | *Kwangwoon University*

Kyung Hoon Cheong | *Chosun University*

Hoon Rho | *Kwangwoon University*

Jaekyu Yang | *Kwangwoon University*

Im-Soon Kim | *Kwangwoon University*

Agamemnon Koutsospyros | *University of New Haven*

Yong Sik Ok | *Kangwon National University*

#### **ISEANS 133**

##### **Analytical Model for the Initial Rotational Stiffness of a Double Split Tee Connection**

Jae-Guen Yang | *Inha University*

JooWoo Kim | *Semyung Univ.*

Min-Chang Back | *Inha University*

#### **ISEANS 175**

##### **Review Paper on Thermoelectric Generator (TEG)**

Zi Yang Adrian Ang | *Newcastle University*

Ehsan Mesbahi | *Newcastle University*

## Communication and Culture I

2013/08/29 Thursday

13:30-15:00

Orchid 1

**Session Chair:** *Prof. Daniel Jong Schwekendiek*

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### ICSSB 6037

#### **Understanding South Korea's Global Brand Value: A Content Analysis of German News Coverage on Korea**

Daniel Jong Schwekendiek | *Sungkyunkwan University*

### ICSSB 6070

#### **Communication Behavior and Thematic Analysis in Online Hakka Community**

Chen-Chi Chang | *National United University*

Yan-Chun Zhang | *National United University*

### ICSSB 6066

#### **To Understand The Hakka Culture and Language Teachers' Motivation of Language Promotion and Working Status**

Ruey-Ming Chao | *National United University*

Yu-Chi Huang | *National United University*

Chen-Chi Chang | *National United University*

### ICSSB 6068

#### **The Value of Hakka Cultural Archive and Sustainable Business Model**

Ruey-Ming Chao | *National United University*

Yao-Chung Chang | *National United University*

Chen-Chi Chang | *National United University*

### ICSSB 6069

#### **Sustainable Development and Business Model for Hakka Cultural Park**

Ruey-Ming Chao | *National United University*

Chih-Wei Yu | *National United University*

### ICSSB 6165

#### **Facebook Usage Among Muslim Youth in Malaysia**

Muhamad Zaki Mustafa | *University Sains Islam Malaysia*

**ASMOR 782**

**Immigrants as Entrepreneurs: From Myanmar to Thailand**

Pusanisa Thechatakerng | *Maejo University*

## **Chemistry/ Chemical Engineering/ Physics**

**2013/08/29 Thursday**

**13:30-15:00**

**Orchid 3**

**Session Chair:** *Prof. Manfred Martin*

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### **ICEAI 465**

**Effect of Phosphoric Acid and Temperature Profile on Pine Cone Based Activated Carbon Production and Its Effectiveness in the Removal of Congo Red Dye by Adsorption.**

Sara A Dawood | *Curtin University*

Tushar Kanti Sen | *Curtin University*

Chi Phan | *Curtin University*

### **ISEANS 152**

**Solid State Reactions in the System Ga-O-N**

Manfred Martin | *RWTH Aachen University*

### **ISEANS 63**

**Measurement Concentration of Uranium and Thorium in Fertilizers by using Neutron Activation Analysis**

Murtadha Shakir Aswood | *Universiti Sains Malaysia-Penang*

Mohamad S Jaafar | *Universiti Sains Malaysia- Penang*

Sabar Bauk | *Universiti Sains Malaysia- Penang*

## Education and Psychology II

2013/08/29 Thursday 15:15-16:45

Orchid 1

**Session Chair:** *Prof. Yu-Hung Chien*

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### ICSSB 6056

#### **Creativity in Malaysian Schools: Policy and Implementation**

Huzaina Abdul Halim | *University of Malaya*

### ICSSB 6147

#### **Is Mind Reading Expectancy just Illusion? : Differences between Mind Reading Expectancy and Illusion of Transparency**

Taekyun Hur | *Korea University*

Shinhwa Suh | *Korea University*

Monica Kim | *Korea University*

Jongwon Lee | *Korea University*

Holly Oh | *Korea University*

Judy Eo | *Korea University*

### ICSSB 6167

#### **Organ Donation Promotional Materials: The Role of Persuasion**

Yu-Hung Chien | *National Taiwan Normal University*

Wan-Li Wei | *Ming-Chuan University*

## Electrical Engineering / Industrial Engineering

2013/08/29 Thursday

15:15-16:45

Orchid 3

**Session Chair:** *Mr. Nevrus Kaja*

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### ICEAI 430

**Performance Improvement of the System Angle Control in the MLRS Platform**

**Applying Ziegler - Nichols tuning PID Controller Method**

Parkpoom Chokchairunroj | *Defence Technology Institute*

### ISEANS 117

**E-Nose, Developing a Standard Product.**

Nevrus Kaja | *University of Michigan*

Lubna Alazzawi | *University of Michigan*

Ghanem Ahmed Raishouni | *University of Michigan*

### ICEAI 431

**An Application of Bore Sight Calibration Equipments for the Multiple Launch Rocket System**

Auttapoom Loungthongkam | *Defence Technology Institute*

### ICEAI 434

**Parametric Study of Welding Process using Response Surface Methodology : Case Study of Military Manufacturer**

Piangpen Puasopis | *Defence Technology Institute*

### ICEAI 474

**A Study of Cross-sectional Imaging of a Warhead With X-ray Tomography System**

Kedit Jaidee | *Defence Technology Institute*



## **Education and Psychology III**

**2013/08/30 Friday**

**8:45-10:15**

**Orchid 1**

**Session Chair:** *Prof. Tience Debora Valentina*

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### **ICSSB 6163**

#### **A Qualitative Study of Conceptualizing Jajonshim**

Shinhwa Suh | *Korea University*

Min Han | *Woosong University*

Soohyun Lee | *Korea University*

Seongyeul Han | *Korea University*

### **ICSSB 6071**

#### **Factors Motivating People Who are HIV Positive to Rise Confronting Discrimination**

Tience Debora Valentina | *Udayana University*

Ni Putu Natalya | *Udayana University*

### **ICSSB 6187**

#### **Understanding of and Attitude Toward People With Disabilities in An Engineering and Technological College in The Philippines With Inclusive Education Program Model**

Karen Develos Sacdalan | *University of the Philippines*

### **ICSSB 6097**

#### **The Effect of Concept Mapping on Student Learning**

To-ming Ho | *City University of Hong Kong*

## Biology

2013/08/30 Friday

8:45-10:15

Orchid 3

**Session Chair:** *Prof. Sreeramanan Subramaniam*

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### ISEANS 55

#### **Agrobacterium-Mediated Transformation of wwin1 and wwin2 Genes in Dendrobium sonia-28**

Sreeramanan Subramaniam | *Universiti Sains Malaysia*

Advina Lizah Julkifle | *Universiti Sains Malaysia*

### ISEANS 58

#### **Insect Control for Hairy Basil**

Suwimon Chiangtong | *KMITL*

Sayomporn Pleansri | *KMITL*

Suvarin Bumroongsook | *KMITL*

### ISEANS 227

#### **Evaluation on the Efficacy of Microbial Approach in Managing Ganoderma Boninense Colonization and Its Effect to Soil Microbial Community**

Khim Phin Chong | *Universiti Malaysia Sabah*

Arnyitte Alexander | *Universiti Malaysia Sabah*

### ISEANS 77

#### **The Study of RNAi Suppression of Glutamate Decarboxylase (GAD) Gene in Tissue Cultured Transgenic Tomato (*Solanum lycopersicum*)**

Bee Lynn Chew | *Universiti Sains Malaysia*

Graham B Seymour | *University of Nottingham*

## **Business and Economics II/ Finance and Accounting/**

### **Operations Research II**

**2013/08/30 Friday**

**10:30-12:00**

**Orchid 1**

**Session Chair:** *Prof. Monica Law*

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#### **ICSSB 6089**

##### **Forgiveness as a Missing Link in the Relationship between Procedural Justice and Organizational Citizenship Behaviors**

Monica Law | *Hong Kong Shue Yan University*

#### **ICSSB 6188**

##### **The Effect of Structural Empowerment on Work Effectiveness Among Nurses in a Local Hospital in Hong Kong**

Fanny Yuet Ming Ng | *Caritas Medical Centre/ Hospital*

Andrew Chin Pang Yeung | *Caritas Medical Centre/ Hospital*

Vicky Woon-Kam Lui | *Caritas Medical Centre/ Hospital*

Catherine Siu Man Leung | *Caritas Medical Centre/ Hospital*

Annemarie Hor Wan Cheung | *Caritas Medical Centre/ Hospital*

#### **ASMOR 749**

##### **Learning From the Previous Winning Bids in A Repeated First-Price Discrete Auction**

Shlomit Hon-Snir | *The Max Stern Academic College of Emek Yezreel*

#### **ICSSB 6111**

##### **A Study of Determinants of Capital Structure-Is anything new for listed firms in China**

Yang Ying | *University of Malaysia*

Che Hashim Bin Hassan | *University of Malaysia*

Choong Kwai Fatt | *University of Malaysia*

#### **ICSSB 6203**

##### **The Time Expectation Gap between Auditors and Clients**

Lu Huang | *Macquarie University*

Andreas Hellmann | *Macquarie University*

Medhat Endrawes | *Macquarie University*

**ICSSB 6221**

**Concentration of Portfolios on The Zimbabwe Stock Exchange after Currency Reform**

Batsirai Winmore Mazviona | *National University of Science and Technology*

**ASMOR 68**

**The Impacts of Supply Chain Disruption on Financial Performance: Evidence from China**

Xiaoming Ding | *Xian Jiaotong-Liverpool University*

Zhenhuan Li | *Xian Jiaotong-Liverpool University*

## **Engineering/ Engineering Management**

**2013/08/30 Friday**

**10:30-12:00**

**Orchid 3**

**Session Chair:** *Prof. Abdelkarim D. Elfadil*

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### **ICEAI 408**

#### **Development of a Simulation Model to Predict the Optimum Machinery Requirement for Cutting, Loading and Transporting Of Sugarcane**

Abdelkarim D. Elfadil | *University of Gezira Wadmedani*

### **ICEAI 409**

#### **Development of a Simulation Model to Predict the Total Cost of Cutting, Loading and Transporting Of Sugarcane**

Abdelkarim D. Elfadil | *University of Gezira Wadmedani*

Mamoun Ibrahim Dawelbeit | *Agric. research Corporation*

Abdalla Suliman Abdalla | *University of Gezira Wadmedani*

Yosof Elnaem Yosof | *University of Gezira Wadmedani*

### **ISEANS 180**

#### **Methods of Cash Flow Forecasting Using the Project Planner Software**

Hyojin Ahn | *Chungbuk National University*

Hyungkeun Park | *Chungbuk National University*

## **Communication and Culture II/ Society**

**2013/08/30 Friday**

**13:30-15:00**

**Orchid 1**

**Session Chair:** *Prof. Zhengguo He*

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### **ICSSB 6105**

#### **Communication for maintaining Thai Culture: The Documentary Survey**

Khanittha Jitsaeng | *Khon Kaen University*

### **ICSSB 6080**

#### **Translation Information Literacy Measurement and Training**

Zhengguo He | *Jiaying University*

Mark X James | *United International College*

### **ICSSB 6035**

#### **Patient Information Seeking, Gender and Effects on Satisfaction in a Medically Underserved Nation**

Payal Mehra | *Indian Institute of Management Lucknow*

### **ICSSB 6026**

#### **Is Mining Reconcilable With Human Rights?**

Feliece Yeban | *Philippine Normal University*

### **ICSSB 6166**

#### **The Effectiveness of Antidrug Media Campaign Strategy in Malaysia**

Zainol Abidin Ahmad | *Universiti Sains Islam Malaysia(USIM)*

Musa Abu Hassan | *Universiti Sains Islam Malaysia(USIM)*

Abdul Halim Mohd Hussin | *Universiti Sains Islam Malaysia(USIM)*

Muhamad Zaki Mustafa | *Universiti Sains Islam Malaysia(USIM)*

Mohd Zaliridzal Zakaria | *Universiti Sains Islam Malaysia(USIM)*

## **Biological Engineering**

**2013/08/30 Friday**

**13:30-15:00**

**Orchid 3**

**Session Chair:** *Prof. Yung-Nien Sun*

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### **ICEAI 437**

#### **Development of a Wireless ECG Monitoring System Integrated with Smartphone Platform at Home**

Praewpohn Pongpakdee | *Chulalongkorn University*

Arporn Teeramongkonrasmee | *Chulalongkorn University*

Apiwat Lek-uthai | *Chulalongkorn University*

### **ISEANS 87**

#### **Computer Evaluation of Glenoid Bone Loss from MR Image**

Bo-I Chuang | *National Cheng-Kung University*

Bo-An Chen | *National Cheng-Kung University*

Chiang-Kuo Wang | *National Cheng Kung University Hospital*

Wei-Jen Su | *National Cheng Kung University Hospital*

Yung-Nien Sun | *National Cheng-Kung University*

### **ISEANS 38**

#### **Process Optimization for Shake Flask Bio-treatment of Disperse Yellow 9 Textile Dye with White-rot Fungi and their Enzymes**

Muhammad Ramzan | *University of Agriculture Faisalabad*

**Business and Economics/ Education and Psychology/ Finance  
and Accounting/ Information Management and Technology  
Management/ Society**

**2013/08/29 Thursday**

**10:00-11:00**

**Orchid 2**

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**ICSSB 6141**

**Clinical Outcome of the Adult Translaryngeal Intubated ICU Patients Requiring Mechanical Ventilation More than 14 days and Tracheostomy not Favored by the Attending Physician**

Shu-Chen Hsing | *Chi Mei Medical Center*

Mei-I Sung | *Chi Mei Medical Center*

Kuei-Ling Tseng | *Chi Mei Medical Center*

Chun-Chieh Yang | *Chi Mei Medical Center*

**ICSSB 6175**

**The Analysis of Medical Resource Utilization and Outcome of Patients Using High-Frequency Oscillation Ventilator**

Yueh-Chih Chung | *Chi Mei Medical Center*

Kuo-Chen Cheng | *Chi Mei Medical Center*

Shu-Chen Hsing | *Chi Mei Medical Center*

Mei-Chen Huang | *Bureau of National Health Insurance*

**ICSSB 6113**

**Effects of Technology-Enhanced Cooperative Learning on Achievement of Geography and Attitude toward Learning Geography for the Ninth Graders: An Experimental Study**

Yuen-kuang Cliff Liao | *Chinese Culture University*

Hsin-Ho Tsao | *Institute for Information Industry*

Shih-Hsin Hu | *Institute for Information Industry*



**ICSSB 6145**

**How Much Do Others Pay?: The Role of Social Comparison on Perceiving Tax Fairness**

Jin an Lee | *Korea University*

Seung-Hyuk Choi | *Korea University*

Taekyun Hur | *Korea University*

So Eun Choi | *Korea University*

**ICSSB 6144**

**Who Have to Pay More Taxes?: Irrationality and Selfishness in Imposing Taxes**

Jin an Lee | *Korea University*

Seung-Hyuk Choi | *Korea University*

Taekyun Hur | *Korea University*

Seungkyung Baek | *Korea University*

**ICSSB 6156**

**The Psychological Characteristics of Illegal Gamblers: Individual Disposition, Attitudes towards Gambling Law, and Misconception on Illegal Gambling**

JunBok Lee | *Korea University*

Sun Kyung Lee | *Korea University*

Sangyeon Yoon | *Korea University*

Taekyun Hur | *Korea University*

**ICSSB 6153**

**The Predicting Variables of Bullying among Early Adolescents: Focusing on Students Authoritarian Personality and Homeroom Teachers' Gender**

Hye Jin Kim | *Korea University*

Steve Jong-Won Lee | *Korea University*

Sangyeon Yoon | *Korea University*

Taekyun Hur | *Korea University*

**ICSSB 6011**

**Effects of Information Disclosure on Hospital Governance Efficiency: A Comparative Study of the First and Second Generations of Nation Health Insurance**

Yu Hua Yan | *Tainan Municipal Hospital*

**ICSSB 6161**

**Satisfaction Survey of a Nursing Information System at a Regional Hospital in Southern Taiwan**

Yu-Hsia Wang | *Tainan Municipal Hospital*

**ICSSB 6181**

**Qualitative Analysis on Constructing a Systematic Innovative Design Model: a Pilot Survey**

Wan-Li Wei | *Ming Chuan University*

Yu-Hung Chien | *National Taiwan Normal University*

Shu-Feng Tsai | *Mackay Medical College*

Ya-Fen Tsai | *Ming Chuan University*

Ching-Chang Chuang | *Ming Chuan University*

**ICSSB 6044**

**Comments on Policy Implementation**

Lu Zhang | *Shanxi Normal University*

Yaowen Xue | *Shanxi Normal University*

**ICEAI 475**

**Generalized Dynamic Linguistic Weighted Averaging Operators Applied to Decision Making**

Jin Han Park | *Pukyong National Univeristy*

Min Yoon | *Pukyong National University*

**Biology/ Biological Engineering/ Chemical Engineering/**

**Chemistry/ Civil Engineering**

**2013/08/29 Thursday**

**14:30-15:30**

**Orchid 2**

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**ISEANS 185**

**Effect of Activation Protocols on Pronuclear Formation and in Vivo Development in Canine Parthenotes**

Hyun Ju Oh | *Seoul National University*

Byeong Chun Lee | *Seoul National University*

Min Jung Kim | *Seoul National University*

Geon A Kim | *Seoul National University*

Jin Choi | *Seoul National University*

Young Kwang Jo | *Seoul National University*

**ISEANS 102**

**Control Measures for Cercospora Leaf Spot on Centella asiatica**

Saengmanee Chingduang | *Horticultural Research Institute*

Sunitra Kameesak | *King Mongkuts Institute of Technology Ladkrabang*

Suvarin Bumroongsook | *King Mongkuts Institute of Technology Ladkrabang*

**ISEANS 153**

**Seasonal Reproductive Activity in Free-Living Male Saharan Sand Vipers, Cerastes Vipera (Viperidae) in the Negev Desert, Israel**

Avi Rosenstrauch | *Academic College Achva*

Jaim Sivan | *Academic College Achva*

**ISEANS 181**

**Generation of Alzheimer Disease Model Dog by Intracerebroventricular Injection of Streptozotocin**

Geon A Kim | *Seoul National University*

Hyun Ju Oh | *Seoul National University*

Min Jung Kim | *Seoul National University*

Young Kwang Jo | *Seoul National University*

Jin Choi | *Seoul National University*

Byeong Chun Lee | *Seoul National University*

## **ISEANS 82**

### **Analysis of Isoliquirtin and Isoliquiritigenin from Insam paedoksan Fermented by *Lactobacillus plantarum***

Min Jung Gu | *Korean Institute of Oriental Medicine*

Kwang Jin Lee | *Korean Institute of Oriental Medicine*

Pil Mun Jung | *Korean Institute of Oriental Medicine*

Chun Liang | *Korean Institute of Oriental Medicine*

Jin Yeul Ma | *Korean Institute of Oriental Medicine*

## **ISEANS 83**

### **Simultaneous Determination of Seven Marker Components in Sagunja-tang via HPLC-DAD**

Nayoung Song | *Korean Institute of Oriental Medicine*

Kwang Jin Lee | *Korean Institute of Oriental Medicine*

Hye Jin Yang | *Korean Institute of Oriental Medicine*

BoHyoungh Lee | *Korean Institute of Oriental Medicine*

Pil Mun Jung | *Korean Institute of Oriental Medicine*

Chun Liang | *Korean Institute of Oriental Medicine*

Jin Yeul Ma | *Korean Institute of Oriental Medicine*

## **ISEANS 101**

### **Development and Validation of skeletal muscle relaxant Metaxalone in human plasma by LC-MS/MS : application to a Pharmacokinetic study**

Chandrasekhar Kothapalli Bannoth | *JNTUA University*

## **ISEANS 154**

### **Determination of Iron and Chromium Concentration in Some Brands of Tea Sold in Gharian-Libya**

Fathi Al Harari | *AlJabel Algerbi University*

Mohamed Elazumi | *Elzitone University*

Abdunnaser Magrahi | *Tripoli University*

Al Nageh Al Taib | *Tripoli University*

#### **ISEANS 194**

##### **Direct and Derivative Spectrophotometric Determination of Palladium(II) using 2,4-dimethoxy Benzaldehyde 4-Hydroxy Benzoyl Hydrazone(DMBHBH)**

Viswa Natha Goud | *Jawaharlal Nehru Technological University*

Nayakanti Devanna | *Jawaharlal Nehru Technological University*

Marappareddy Hymavathi | *Jawaharlal Nehru Technological University*

#### **ISEANS 14**

##### **Estimating the Effect of Wind Load on Innovative VMS with a Ventilative-type LED Module**

Suk Ki Lee | *Korea Institute of Construction Technology*

Jun Hwa Jeong | *Korea Institute of Construction Technology*

Jae Pil Moon | *Korea Institute of Construction Technology*

Young Rok Kim | *Korea Institute of Construction Technology*

#### **ISEANS 92**

##### **Development of Highway Accident Prediction Model for Crest Vertical Curve Based on the Concept of Design Consistency**

Wonbum Cho | *Korea Institute of Construction Technology*

Dokyeong Kim | *University of Seoul*

#### **ISEANS 189**

##### **CFD Simulation of Liquid-Filled Solar Window for Building Energy Saving**

Chunying Li | *BNU-HKBU United International College*

Huada Daniel Ruan | *BNU-HKBU United International College*

#### **ISEANS 239**

##### **Enhancement of Astrocyte Activity Cultured on Spirulina Extract-Embedded PCL Nanofiber Mat**

Hwa Sung Shin | *Inha University*

**Engineering/ Environmental Engineering/ Industrial  
Engineering/ Information Engineering/ Mathematics and  
Statistics/ Electrical Engineering**

**2013/08/30 Friday**

**10:00-11:00**

**Orchid 2**

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**ICEAI 461**

**Temperature Effect on the Conductivity of the Wearable Electronic Knitted Fabrics**

Li Li | *The Hong Kong Polytechnic University*

Ding Feng | *The Hong Kong Polytechnic University*

**ISEANS 47**

**Risk Assessment on Bioaerosols of Natural Ventilated Residential Buildings in Hong Kong**

Kwok-Wai Mui | *The Hong Kong Polytechnic University*

Ling-Tim Wong | *The Hong Kong Polytechnic University*

Man-Yan Chu | *The Hong Kong Polytechnic University*

Wai-Yee Chan | *The Hong Kong Polytechnic University*

**ISEANS 81**

**Ensiling of Agricultural and Food Processing by-Products for Biogas Production**

Gopi Krishna Kafle | *University of Idaho*

Sang Hun Kim | *Kangwon National University*

**ISEANS 99**

**A Study of Structure-Borne Sound Power Transmission through a Dual-Layer Beam Structure Rectifying with Transverse Connection**

Cheuk Ming Mak | *The Hong Kong Polytechnic University*

Yi Yun | *The Hong Kong Polytechnic University*

### **ISEANS 10**

#### **A Study of Plasma-induced Ozone Treatment on the Colour Levelness of Cotton Fabric**

Hing-fu Cheung | *The Hong Kong Polytechnic University*

Yan-sheung Lee | *The Hong Kong Polytechnic University*

Chi-wai Kan | *The Hong Kong Polytechnic University*

Chun-wah Marcus Yuen | *The Hong Kong Polytechnic University*

Joanne Yip | *The Hong Kong Polytechnic University*

### **ISEANS 95**

#### **Behavior of Oxides on Steels during Hot-Dip Galvanizing**

Ho-Jong Lee | *Sunchon University*

### **ICEAI 492**

#### **An Image Authentication via Robust Synchronization Channel of Uncertain Unified Chaotic Systems**

Chao-Jung Cheng | *Kun Shan University*

### **ISEANS 93**

#### **Development of the Recognition System for a Golf Ball Picking Robot**

Zhu Jia Qi | *Chonnam National University*

### **ISEANS 78**

#### **Application of the Thurstone's Method of Paired Comparisons in Dental Education**

Hai Ming Wong | *The University of Hong Kong*

### **ISEANS 76**

#### **A study on mechanical behavior of radiation-induced polymer modified kenaf fiber reinforced cement composite**

Joon-Pyo Jeun | *Korea Atomic Energy Research Institute*

Du-young Kim | *Korea Atomic Energy Research Institute*

Hyun-Bin Kim | *Korea Atomic Energy Research Institute*

Seung-Hwan Oh | *Korea Atomic Energy Research Institute*

Phil-Hyun Kang | *Korea Atomic Energy Research Institute*

### **ISEANS 300**

#### **Development of A Novel Colorimetric Cr(VI) Nanosensor from Protein Nanofibers for Rapid On-Site Cr(VI) monitoring**

Pak-Ho Chan | *The Hong Kong Polytechnic University*

Wai-Hong Leung | *The Hong Kong Polytechnic University*

Wai-Hung Lo | *The Hong Kong Polytechnic University*

### **ICEAI 511**

#### **DTM Simulation of Water-cooled Heat sink Applied to Power Electronic Equipment**

Wen Yuliang | *Guangzhou Goaland Energy Conservation Tech.Co., Ltd.*

Ming Quan Leng | *Guangzhou Goaland Energy Conservation Tech.Co., Ltd.*

Jian Ye Chen | *Tsinghua University*

Zheng Guo Zhang | *South China University of Technology*