

Conference Program

Taipei, Taiwan

December, 2013

ISBBME

International Symposium on Business, Banking, Marketing and Economy

GIAMS

Global Information and Management Symposium

APICENS

Asia-Pacific International Congress on Engineering & Natural Sciences

ACMASS

Annual Conference on Management and Social Science

ISBBME

International Symposium on Business, Banking, Marketing and Economy

ISBN: 978-986-89298-4-5

GIAMS

Global Information and Management Symposium

ISBN:978-986-88450-2-2

APICENS

Asia-Pacific International Congress on Engineering & Natural Sciences

ISBN:978-986-89298-2-1

ACMASS

Annual Conference on Management and Social Science

ISBN: 978-986-89298-3-8

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General Information for Conference Participants

Information and Registration

The Registration and Information Desk will be situated in the **Grand Hyatt Taipei** on **the third floor**, and will be open at the following times:

Friday, December 6, 2013 (08:15-16:45)

Saturday, December 7, 2013 (08:15-12:00)

Parallel Sessions

Parallel Sessions will run on **December 6 and 7**. 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.



Sandals or Slippers



Tank Top



Shorts

Poster Sessions & Poster Requirements

Materials Provided by the Conference Organizer:

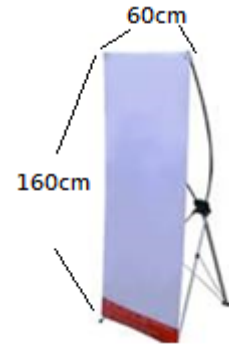
1. X-frame display & Base Fabric Canvases (60cm×160cm)
2. Adhesive Tapes or Clamps

Materials Prepared by the Presenters:

1. Home-made Poster(s)

Requirement for the Posters:

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



<p>A photograph of a poster on an X-frame. The poster is white with black text and images. The title is 'PROTOTYPE OF A MICROCONTROLLER DEVICE FOR MEASURING VIBRATING WIRE SENSORS'. It includes sections for Introduction, Development, Results, and Conclusion. There are several small images and graphs on the poster.</p>	<p>A photograph showing two posters on X-frame displays. The poster on the left is wider than 60cm and contains a large amount of text and images. The poster on the right is narrower and consists of multiple copies of A4 paper slides arranged vertically.</p>
<p>A 60cm*160cm Poster Illustrates the research findings.</p>	<ol style="list-style-type: none"> 1. Wider than 60cm (left) 2. Copy of PowerPoint Slides in A4 papers (right)
<p>A blue circular icon with a white center, representing a correct or approved poster format.</p>	<p>A blue circular icon with a white center and a diagonal slash, representing an incorrect or disapproved poster format.</p>

Conference Organization

ISBBME International Committee Board

Jay Mannadiar	<i>Concordia University</i>
Jephte Olimpo Munez	<i>San Beda College; University of Philippines</i>
Jagdish Kumar Sachdeva	<i>Aruna Manharlal Shah Institute of Management and Research</i>
Seval Kardeş Selimoğlu	<i>Anadolu Üniversitesini</i>
Shuliang Li	<i>University of Westminster</i>
Tan Khay Boon	<i>SIM University</i>
T.S. Devaraja	<i>University of Mysore</i>
Victor Ong	<i>Sunway University Business School</i>
Zulnaidi Yaacob	<i>Universiti Sains Malaysia</i>
Jai Pal Singh	<i>CCS Haryana Agricultural University</i>
Tso-Jen Chen	<i>Tainan University of Technology</i>
Leszek Kiełtyka	<i>Czestochowa University of Technology</i>
Robert Kucęba	<i>Czestochowa University of Technology</i>
Waldemar Jędrzejczyk	<i>Czestochowa University of Technology</i>
Maria Lucia Kho Giok Song	<i>De La Salle University</i>
Warner P. Woodworth	<i>Brigham Young University</i>
Aloysius Ajab Amin	<i>College of Social Science</i>
Amitabh Gupta	<i>University of Delhi</i>
Bo Liu	<i>University of Electronic Science & Technology</i>
Eko Suyono Msc Ak	<i>Jenderal Soedirman University</i>
Erwin Saraswati	<i>Brawijaya University</i>
Eun Jin Hwang	<i>Indiana University of Pennsylvania</i>
Evelyn Wamboye	<i>Pennsylvania State University</i>
Henrique Schneider	<i>Swiss Federation of Medium Enterprises, Department of Economics</i>
Himanshu Tandon	<i>Vit University</i>
Ishak Yusof	<i>Universiti Kebangsaan Malaysia</i>
Jai Pal Singh	<i>CCS Haryana Agricultural University</i>
Jianhong Fan	<i>University of Macau</i>
Kavita Sharma	<i>University of Delhi</i>
Miao Zhao	<i>Roger Williams University</i>

Ocean Fan Lu
Rusli Bin Ahmad
Navid Mollae

Camosun College
Universiti Malaysia Sarawak
Tehran Institute of Technology

GIAMS International Committee Board

Hyun Kon Kahng	<i>Yonsei University</i>
Bal Kishan Dass	<i>University of Delhi</i>
Jiankun Hu	<i>The University of New South Wales at the Australian Defence Force Academy</i>
Sanjay K. Jain	<i>University of Delhi</i>
Santosh Kumar	<i>The University of Memphis</i>
Sri Ram Khanna	<i>University of Delhi</i>
Abu Bakar bin Abd Hamid	<i>Universiti Teknologi Malaysia</i>
Chung-Sik Yoo	<i>Hanyang University</i>
Abraham Lee	<i>Handong Global University</i>
Abu Bakar Abd Hamid	<i>Universiti Teknologi Malaysia</i>
Bryan Lo	<i>Universiti Malaysia Sabah</i>
Hyun Kon Kahng	<i>Yonsei University</i>
Bal Kishan Dass	<i>University of Delhi</i>
Jiankun Hu	<i>The University of New South Wales at the Australian Defence Force Academy</i>
Sanjay K. Jain	<i>University of Delhi</i>
Santosh Kumar	<i>The University of Memphis</i>
Sri Ram Khanna	<i>University of Delhi</i>
Abu Bakar bin Abd Hamid	<i>Universiti Teknologi Malaysia</i>
Chung-Sik Yoo	<i>Hanyang University</i>
Abraham Lee	<i>Handong Global University</i>
Abu Bakar Abd Hamid	<i>Universiti Teknologi Malaysia</i>
Bryan Lo	<i>Universiti Malaysia Sabah</i>

APICENS International Committee Board

Mal B. C.	<i>Chhattisgarh Swami Vivekanand Technical University</i>
R. Rajaram	<i>Theoretical Physics School of Physical Sciences Jawaharlal Nehru University</i>
El-Nezami Hani S	<i>The University of Hong Kong</i>
Hui Tong Chua	<i>The University of Western Australia</i>
K.P. Jaya	<i>Anna University</i>
K. Kanagasabapathi	<i>Annamalai University</i>
Malihe Abdollahian	<i>RMIT University</i>
K. Manikandan	<i>Annamalai University</i>
H. Gong	<i>National University of Singapore</i>
M Muruganantm	<i>University of Wollongong</i>
R.Raman	<i>Annamalai University</i>
Moonhor Ree	<i>Pohang University of Science and Technology</i>
Rosly Abd Rahman	<i>Universiti Teknologi Malaysia</i>
Ram P Bharti	<i>Indian Institute of Technology Roorkee</i>
R. Rajaram	<i>Bharathidasan University</i>
Santabrata Das	<i>Indian Institute of Technology Guwahati</i>
Ghosh, S.K	<i>Indian Institute of Technology Roorkee</i>
R. Singaravel	<i>Annamalai University</i>
Jain, Sharad K.,	<i>National Institute of Hydrology Roorkee</i>
Sushanta Karmakar	<i>Indian Institute of Technology, Guwahati</i>
N. Victor Jaya	<i>Anna University</i>
Vir Singh	<i>IIT Roorkee</i>
Gao, Yonggui	<i>Nanyang Technological University</i>
Han Yilong	<i>The Hong Kong University of Science & Technology</i>
Zainuriah hassan	<i>Universiti Sains Malaysia</i>
Sivaprakash Baskaran	<i>Annamalai University</i>
Farhad Memarzadeh	<i>National Institutes of Health</i>
Abdelnaser Omran	<i>Universiti Sains Malaysia</i>

ACMASS International Committee Board

Armine Ishkanian	<i>London School of Economics</i>
Melissa Thomas	<i>The Johns Hopkins University</i>
Ng Chong Guan	<i>University of Malaysia</i>
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Adam D. Danel	<i>Virginia Polytechnic Institute and State University</i>
Betsy (Sarah E.) Bledsoe-Mansori	<i>University of North Carolina at Chapel Hill</i>
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Ehsanul Haque	<i>University of Dhaka</i>
T.S.Devaraja	<i>University of Mysore</i>
Nafees Ahmad	<i>South Asian University</i>

Special Thanks to Session Chairs

Prof. Jong-Soon Koo | *Chungnam National University*

Dr. Guek Nee Ke | *International Medical University*

Prof. Yee-Boon Foo | *Monash University Malaysia*

Prof. Yong Ho Kim | *Pukyong National University*

Prof. Alex Tung | *University of Connecticut*

Prof. Chialin Chen | *Queens University*

Dr. Chris Baumann | *Macquarie University*

Prof. Bob Barrett | *American Public University*

Prof. Gilberto João Pavani | *Instituto Federal do Rio Grande do Sul*

Conference Schedule

2013/12/05, Thursday

Executive Committee Meeting (Executive Committee Only)

2013/12/06, Friday

Time	Information
08:15-16:30	Registration
09:30-09:40	Opening, Magpie
09:40-10:15	Keynote Speech-Prof. Peter J. Morton (Magpie) "Choice of Agency Devices in Business and Social Science Writing: Practical Advice for Handling the Tough Stylistic Options"
10:15-10:30	Tea Break
10:30-12:00	Oral Session, Crane, Management I/ Finance Oral Session, Swallow, Psychology/ Society
12:00-13:30	Lunch Time, Magpie
13:30-15:00	Oral Session, Crane, Business & Economics Oral Session, Swallow, Education I/ Culture/ Politics
15:00-15:15	Tea Break
15:15-16:45	Oral Session, Swallow, Information

Poster Session, Egret

Time	Information
10:00-11:00	Chemical Engineering/Mechanical Engineering Fundamental and Applied Sciences/Material Science and Engineering/ Environmental Science/ Information
14:30-15:30	Psychology/ Society/ Education/ Marketing

2013/12/07, Saturday

Time	Information
08:15-12:00	Registration
08:45-10:15	Oral Session, Crane, Management II Oral Session, Swallow, Education II
10:15-10:30	Tea Break
10:30-12:00	Oral Session, Crane, Management III/ Marketing Oral Session, Swallow, Information/ Computer and Information Sciences/ Material Science and Engineering
12:00-13:30	Lunch Time, Magpie

Poster Session, Egret

Time	Information
10:00-11:00	Management/ Economics

2013/12/08, Sunday

Taipei Optional Tour (Extra Charge)

Conference Venue Information

Grand Hyatt Taipei

2, SongShou Road, Taipei, Taiwan, 11051,

Tel: +886 2 2720 1234

Fax: +886 2 2720 1111

Transfers from Taiwan Taoyuan International Airport

Located in Taoyuan County and 46 kilometres from the city centre, Taiwan Taoyuan International Airport is conveniently accessible via limousine, taxi and airport bus.

Limousine

- Time - 45 minutes
- Operating hours – 24 hours
- Advance reservation is required
- Charges – NT\$2,400
- Where to meet the limousine: After customs, the hotel's airport representative will greet guests who booked the limousine upon their arrival in the arrival hall. Alternatively, guests can approach the Hotel Reservation Centre or Tourist Service Centre located in the arrivals hall.

Taxi

- Time - 45 minutes
- Operating hours - 24 hours
- Charges - approximately NT\$1,300 including tolls
- Reservations - go to taxi stand

Airport Airbus

- Time - 60 to 75 minutes
- Operating hours –

Departing from Taiwan Taoyuan International Airport: 5:50am to 12:15am

Departing from Grand Hyatt Taipei: 4:40am to 11pm

- Frequency - approximately every 20-30 minutes
- Charges - NT\$145 for an adult and NT\$70 for a child
- Ticket Purchasing - Approach the Airport Airbus desk in the arrivals hall or contact our concierge desk on the hotel's lobby level.

Distances to the Hotel

Transportation

- Taiwan Taoyuan International Airport (Airport Code: TPE) – 46 kilometres, 45 minutes by car
- Taipei Songshan Airport – 3.9 kilometres, 15 minutes by car
- Taipei Main Railway Station – 6.7 kilometres, 25 minutes by car
- Taipei City Hall MRT Station – 0.5 kilometres, 10 minutes by walk

Shopping and Entertainment

- TAIPEI 101 Mall and Financial Tower – adjacent to the hotel with a sky bridge linkage
- XinYi District – the central business and entertainment district where the hotel is located
- Yung-Kang Area – 4.9 kilometres
- XiMenDing – 6.6 kilometres
- DingHao Area/East Taipei, Taiwan's most popular shopping street – 3.9 kilometres
- Taipei Arena – 3.2 kilometres
- Mirama Entertainment Park – 7 kilometres

Arts and Sightseeing

- Sun Yat-Sen Memorial Hall – 2.2 kilometres
- Chiang Kai-shek Memorial Hall – 7 kilometres
- National Theatre and Concert Hall – 7 kilometres
- Taipei Fine Arts Museum – 8 kilometres
- National Taiwan Museum – 5.9 kilometres
- Museum of Contemporary Art – 5.9 kilometres
- National Palace Museum – 10 kilometres
- Taipei Astronomical Museum – 11.1 kilometres
- Lungshan Temple – 7.1 kilometres
- Confucius Temple – 8.5 kilometres
- Beitou Hot Spring – 15.2 kilometres
- Shihlin Night Market – 9.9 kilometres
- Mucha Gondola and Tea Plantation – 9.8 kilometres

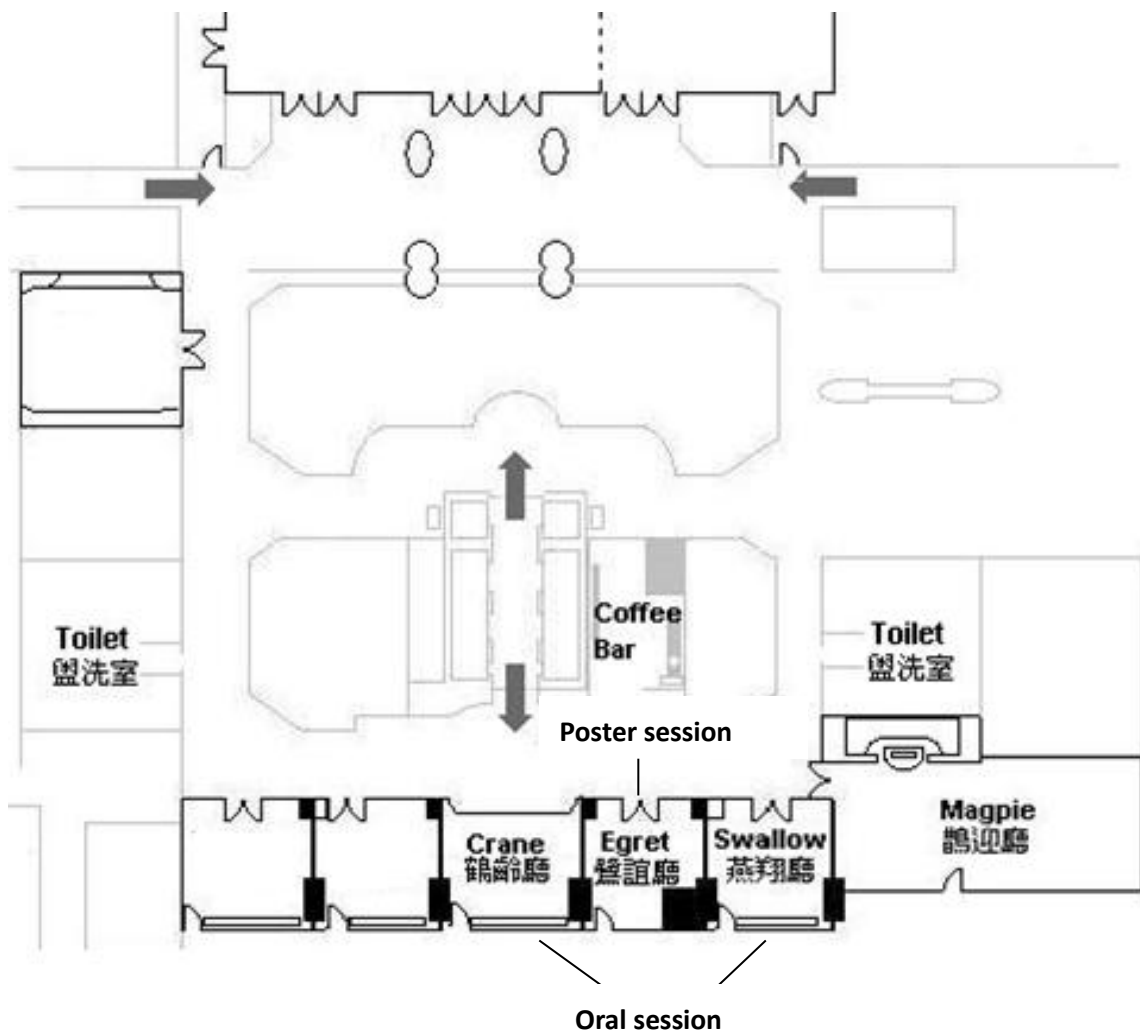
Nature and Sports

- Da'an Park – 4.1 kilometres
- Botanical Garden – 6.5 kilometres
- Taipei City Zoo – 7.6 kilometres

- Zhishan Garden – 9.8 kilometers
- Yangmingshan National Park – 13.5 kilometres
- LinKou Golf Course – 19.7 kilometres
- Yung-Han Golf Club – 28.9 kilometres
- Yehliu Geopark and Ocean World – 33.5 kilometres



Grand Hyatt Taipei Floor Plan (3F)



Keynote Speech

2013/12/06 Friday

9:40-10:15

Crane

Topic: *“Choice of Agency Devices in Business and Social Science Writing: Practical Advice for Handling the Tough Stylistic Options”*

Keynote Speaker: *Prof. Peter J. Morton*
Center for Language Teaching and Learning
Chinese Culture University



Abstract

Academic writers face some tough choices in how to document and take responsibility for their own research judgments. Some editors encourage third-person references to "the present study," while others may prefer blurring an agent's identity with various passive constructions, or risking too subjective a tone by the abundant use of first-person pronouns. The risks of over-reliance on the wrong option are not trivial. For each, there is also a body of seemingly-contradictory negative editorial commentary to contend with. Seldom do these choices add greatly to, or subtract greatly from, the substantive research claims made in a paper, but they may influence readers' subjective acceptance or rejection of those claims. The present study analyzes a corpus of 269 articles from 31 different journals in business and social science, all published early in the year 2002. A text-analysis accounting is made of different agency devices actually employed by the authors. Regression models are then estimated to control for the most important non-stylistic factors that are known to influence citation counts. Such factors include the length of the article and number of references cited in it, the quality of the publishing journal, the number of co-authors, and their collective citation success with their other articles published shortly before and after. After adjusting for these factors, the information about agency attribution explains a small but significant share of the remaining variation in citation counts received by the surveyed articles within five years subsequent to their publication. These results may offer guidance and reassurance to authors seeking an appropriate stylistic balance or to those negotiating style issues with their editors.

Key Words: Agency, Passive Voice, First-Person, Citation Frequency, Impact Factor, Style

Oral Sessions

Management I/ Finance

2013/12/06 Friday

10:30-12:00

Crane

Session Chair: *Prof. Jong-Soon Koo*

ACMASS 5703

The Awakening of Backpacker - Taiwanese Share Housing in Perth

Chin-Chia Liu | *National Cheng Kung University*

Hsiao Ling Chung | *National Cheng Kung University*

ACMASS 5707

Relationship Analysis through the Oil Palm Supply Chain in Pak Panang River Basin, South Thailand

Phacharaporn Phisuthisuwan | *Kasetsart University*

Boontaree Chanklab | *Walailak University*

ACMASS 5655

Managing Global Competitive Dynamics of Shipping Liners: Competitive Embeddedness Perspective

Eon-Seong Lee | *University of Tasmania*

ACMASS 5652

Does the Japanese Management Model Work for Japanese Companies Abroad? – Some evidence from Vietnam

Thomas Diefenbach | *Ritsumeikan Asia Pacific University*

ACMASS 5643

Is it Possible to Cover Liner Freight?

Jong-Soon Koo | *Chungnam National University*

Kyung-Yun Hwang | *Chungnam National University*

Min Zhao | *Chungnam National University*

ACMASS 5732

Empirical Investigation into the Provision of Non-Audit Services and Auditors' Independence in the Nigerian Deposit Money Banks

Muhammad Umar Kibiya | *Kano State Polytechnic, Kano-Nigeria*

Oral Sessions

Psychology/ Society

2013/12/06 Friday

10:30-12:00

Swallow

Session Chair: *Dr. Guek Nee Ke*

ACMASS 5665

A New Understanding of Micro Expression Recognition: Experimental Challenges and Visual Factors

Carolyn Marie Hurley | *University at Buffalo*

Sean R Green | *University at Buffalo*

ACMASS 5559

Excessive Internet Use: A Prevention Programme for Young Adults

Guek Nee Ke | *International Medical University, Malaysia*

Siew Fan Wong | *Sunway University, Malaysia*

Nigel Vincent Marsh | *Sunway University, Malaysia*

ACMASS 5694

On an Integrated Scale of the Life Satisfaction Construct

Bình Nghiệm-Phú | *Keio University*

ACMASS 5629

Public Participation in the Malaysian Environmental Impact Assessment (EIA): Credibility Issues and Challenges

Nor Hisham Bin Md Saman | *Leiden University; Universiti Teknologi MARA*

Peter Ho | *Leiden University*

Oral Sessions

Business & Economics

2013/12/06 Friday

13:30-15:00

Crane

Session Chair: *Prof. Yee-Boon Foo*

ACMASS 5570

Internationalization of Malaysia SMEs

Mohd Roslan Ismail | *International University of Malaya - Wales*

Rasli Mahamad | *International University of Malaya – Wales*

Syaida Faizatul Hana Yahya | *International University of Malaya - Wales*

Noor Azzura Mohamed | *Universiti Teknologi Mara*

ACMASS 5689

Voluntary/Involuntary Informal Employment and Tax Payment, Utilization of Banking Services and Business Growth: a Survey of Mbare Magaba Informal Traders, Harare, Zimbabwe

Cuthbert Takawira Masarirambi | *Zimbabwe Open University*

ACMASS 5569

Financial Development and Economic Growth in Singapore: A Causal Analysis

Khay Boon Tan | *Singapore Institute of Management Global Education*

ACMASS 5754

The Dutch Disease Implications of Metallic Exports vs. Fuel Exports: A Panel Data Investigation

Boldsaikhan Battogtokh | *Chinese Culture University*

Peter J Morton | *Chinese Culture University*

ISBBME 588

The Joint Effects of Advertising and Product Market Competition on Stock Liquidity

Yee-Boon Foo | *Monash University Malaysia*

Ferdinand A. Gul | *Monash University Malaysia*

Yik-Pui Low | *Monash University Malaysia*

Oral Sessions

Education I/ Culture/ Politics

2013/12/06 Friday

13:30-15:00

Swallow

Session Chair: *Prof. Yong Ho Kim*

ACMASS 5745

Software Application for Developing Cross-Cultural Competency for Undergraduate Students at a Local Thai University

Wajee Chookittikul | *Phetchaburi Rajabhat University*

Peter Maher | *Webster University*

Mai Truong Anh | *Fresco Co., Ltd*

Tuan Anh | *FPT Software*

ACMASS 5746

Enhancing a School Course Schedule as a Database Retrieval Tool

Wajee Chookittikul | *Phetchaburi Rajabhat University*

Jaruek Chookittikul | *Phetchaburi Rajabhat University*

ACMASS 5744

Internship and CO-OP Preparation for the ASEAN Market through Software

Kaytip Ojaka | *Phetchaburi Rajabhat University*

Wajee Chookittikul | *Phetchaburi Rajabhat University*

Sasiphorn Get-ium | *Webster University Thailand*

Peter Maher | *Webster University*

ACMASS 5714

Ballerinas and Consumerism in Advertisements: A Simulation

Moon Mi Jung | *Yonsei University*

Young Shin Won | *Yonsei University*

ACMASS 5685

The 2013 Australian Election: Prospects for Foreign Policy

Craig William Mark | *Kwansei Gakuin University*

ACMASS 5721

A Diamond Model for the Support for Regulating Election Poll Publication by Mass Media: Mediating Roles of the Third-Person Effect and Defensive Vote for the Influence of Perceived Bias in Election Poll Reporting

Yong-Ho Kim | *Pukyong National University*

Su-ki Kim | *Pukyong National University*

Oral Sessions

Information

2013/12/06 Friday

15:15-16:45

Swallow

Session Chair: *Prof. Alex Tung*

GIAMS 341

Timestamp-Based Proxy Signature Scheme with Revocation

Han-Yu Lin | *National Taiwan Ocean University*

Tzong-Sun Wu | *National Taiwan Ocean University*

Ming-Lun Lee | *National Taiwan Ocean University*

Yih-Sen Chen | *National Taiwan Ocean University*

GIAMS 359

Improving the Efficiency of AHP through Pairwise Comparison Reductions

Alex Tung | *University of Connecticut*

GIAMS 348

Probit Regressions and Data Mining with Socio-Economic Data: Identifying Clusters of Recipients of Energy Subsidies

Daniel Ray Lewis | *Chulalongkorn University*

GIAMS 350

An Innovative Collaboration Strategy to Realize the Value of Enterprise Systems in a Retail Business

Siew Fan Wong | *Sunway University*

Younghoon Chang | *KAIST*

GIAMS 336

Cloud Computing in KAUST Library: Beyond Remote Hosting

Yi Yu | *King Abdullah University of Science and Technology, Saudi Arabia*

Management II

2013/12/07 Saturday

08:45-10:15

Crane

Session Chair: *Prof. Chialin Chen*

GIAMS 345

Confucius as an Educational Designer 21st Century-Oriented Education

Anxi Mao | *Pusan National University*

Gyeongsik An | *Pusan National University*

Mihee Moon | *Pusan National University*

GIAMS 367

Wonhyo as an Educational Designer of Ancient Korea

Wenshu Fu | *Pusan National University*

Gyeongsik An | *Pusan National University*

GIAMS 338

Quantitative Analysis of the Economic and Environmental Impacts of Smart Grid Technologies

Chialin Chen | *Queens University*

Xiaodan Pan | *Massachusetts Institute of Technology*

GIAMS 330

A Case Study on the Application of TRIZ for Packaging Quality Improvement

Nikalus Shu Luing Swee | *Tunku Abdul Rahman University College*

Mum Wai Yip | *Tunku Abdul Rahman University College*

Chee Sheng Keong | *Tunku Abdul Rahman University College*

See Chew Tai | *Tunku Abdul Rahman University College*

Guat Guan Toh | *Tunku Abdul Rahman University College*

ACMASS 5709

Using 'Psychic Income' to Generate Job Satisfaction and Work Commitment in Non-profit Organizations

Ricky Yuk-kwan Ng | *Vocational Training Council, Hong Kong*

ACMASS 5642

Internet Banking Patronage among the Educated: the Moderating Role of Internet Experience-Familiarity

Richard Shambare | *Tshwane University of Technology, South Africa*

Education II

2013/12/07 Saturday

08:45-10:15

Swallow

Session Chair: *Dr. Chris Baumann*

ACMASS 5725

Competitiveness in Education – Interaction Effect with Ethnicity

Chris Baumann | *Macquarie University*

Marina Harvey | *Macquarie University*

ACMASS 5555

e-Learning Portfolios: Adapting Web 2.0 for Deeper, Meaningful, Lifelong Learning

Rashika Sharma | *Unitec Institute of Technology*

Sylila Monteiro | *Unitec Institute of Technology*

ACMASS 5594

Parenting Styles and Students' Achievement in Science

Hunus Riah | *Universiti Brunei Darussalam*

Suhailla Azmi | *Universiti Brunei Darussalam*

Oral Sessions

Management III/ Marketing

2013/12/07 Saturday

10:30-12:00

Crane

Session Chair: *Prof. Bob Barrett*

ACMASS 5641

Corporate Social Responsibility and Consumer Buying Behaviour: Evidence from Mauritius

Vidisha Gunesh Ramlugun | *University of Mauritius*

ACMASS 5696

Human Resource Management Strategies for Reprogramming New Expatriates to New Self-referenced Criterion

Bob Barrett | *American Public University*

ISBBME 592

Redirecting the Spreadsheet Effect on Human Capital on Global Business Ventures

Bob Barrett | *American Public University*

ISBBME 594

Corporate Governance and Firm Performance: Evidence from Korea during the Global Financial Crisis

Seo Yoon Ha | *Korea Advanced Institute of Science and Technology*

Seung Hun Han | *Korea Advanced Institute of Science and Technology*

ISBBME 595

Does the Relation between Information Quality and Capital Structure Vary with Cross-country Institutional Differences?

Chee Yeow Lim | *Singapore Management University*

ACMASS 5712

Does Board Diversity Affect Tobin's Q and Firm Policies?

Christophe Volonte | *University of Basel*

Pascal Gantenbein | *University of Basel*

ISBBME 679

The Effects of the Relationship Marketing on Travelers' Transaction Intention: The Moderating Role of Word-of-mouth

Raveetiva Nongnuch | *Chinese Culture University*

Wann-Yih Wu | *Chinese Culture University*

Information/

Computer and Information Sciences/

Material Science and Engineering

2013/12/07 Saturday

10:30-12:00

Swallow

Session Chair: *Prof. Gilberto João Pavani*

GIAMS 328

A Research Study on whether Facebook would be an Effective Medium of Marketing and Sales Advertising to the Target Receivers

Sajitha Lakmali Hewapathirana | *University of Colombo*

GIAMS 354

Security Requirements for Online Stores: Development of Use Cases and Security Use Cases

Drew Hwang | *California State Polytechnic University, Pomona*

Ming Wang | *California State Polytechnic University, Pomona*

Zhongming Ma | *California State Polytechnic University, Pomona*

APICENS 910

Prediction of Aerodynamic Coefficients and Derivatives by Surrogate Model Approach

Norazila Othman | *Tokyo Metropolitan University*

Masahiro Kanazaki | *Tokyo Metropolitan University*

APICENS 900

Application of Polymeric Nanocomposites for the Production of Natural Gas Reservoirs for Carbon Fiber Reinforced

Gilberto João Pavani | *Instituto Federal do Rio Grande do Sul*

Carlos Arthur Ferreira | *Universidade Federal do Rio Grande do Sul*

Sandro Campos Amico | *Universidade Federal do Rio Grande do Sul*

APICENS 932

The Effect of Sic and Si₃n₄ Additions on the Oxidation Resistance of Tial Alloys

Muhammad Ali Abro | *Sungkyunkwan University*

Poonam Yadav | *Sungkyunkwan University*

Min Jung Kim | *Sungkyunkwan University*

Dong Bok Lee | *Sungkyunkwan University*

APICENS 934

A Study on Web-based Information Hiding Techniques

Kuo-Feng Hwang | *National Taichung University of Science and Technology*

Siou-Jhu Lin | *National Taichung University of Science and Technology*

Chemical Engineering/ Mechanical Engineering

2013/12/06 Friday

10:00-11:00

Egret

APICENS 912

Detailed Action Modes of *Bacillus Licheniformis* Endo-Arabinanase-B and its Application to Branched Arabinooligosaccharides Production

Jung-Hyun Kang | *Chungbuk National University*

Myoung-Uoon Jang | *Chungbuk National University*

So-Won Lee | *Chungbuk National University*

Eun-Hee Lee | *Chungbuk National University*

Gyo-Won Oh | *Chungbuk National University*

Nam Soo Han | *Chungbuk National University*

Tae-Jip Kim | *Chungbuk National University*

APICENS 925

Analysis of Lignocellulosic Waste that can be Used as Biomass Romania

Campeanu Gh | *University of Agronomical Sciences and Veterinary Medicine Bucharest*

Neata Gabriela | *University of Agronomical Sciences and Veterinary Medicine Bucharest*

Popescu M., I. | *University of Agronomical Sciences and Veterinary Medicine Bucharest*

Israel Florentina | *University of Agronomical Sciences and Veterinary Medicine Bucharest*

Teodorescu R. | *University of Agronomical Sciences and Veterinary Medicine Bucharest*

Popa Daniela, Valentina | *University of Craiova*

APICENS 933

Nanohybrids of Multi-walled Carbon Nanotubes with POSS Molecules

Hye Jin Yoo | *Konkuk University*

Jae Whan Cho | *Konkuk University*

APICENS 950

Synthesis and Structural Properties of Sn Doped Spinel-Type $\text{Li}_4\text{Ti}_5\text{O}_{12}$ as an Anode Material

Byung-Ki Na | *Chungbuk National University*

Choong-Hoon Cheong | *Chungbuk National University*

APICENS 935

Disturbance and Fault Detection and Identification on Satellite Actuators

Hwa-Suk Oh | *Korea Aerospace University*

Ji-Chul Kim | *Korea Aerospace University*

Jun-Sik Lee | *Korea Aerospace University*

Poster Sessions

Fundamental and Applied Sciences/

Material Science and Engineering/ Environmental Science/

Information

2013/12/06 Friday

10:00-11:00

Egret

APICENS 919

Enhanced Transglycosylation Activities of *Leuconostoc Citreum* Dextranase by C-Terminal Truncations

So-Won Lee | *Chungbuk National University*

So-Ra Lee | *Chungbuk National University*

Min-Jeong Kim | *Chungbuk National University*

Jung-Hyun Kang | *Chungbuk National University*

Myoung-Uoon Jang | *Chungbuk National University*

Gyo Won Oh | *Chungbuk National University*

Eun-Hee Lee | *Chungbuk National University*

Nam Soo Han | *Chungbuk National University*

Tae-Jip Kim | *Chungbuk National University*

APICENS 911

Formation of Fe Alloy Cladding Layer on A6061 Plate by Resistance Seam Welding with High Carbon Iron Alloy Powder

Wenqin Wang | *Kyushu Institute of Technology*

Tomiko Yamaguchi | *Kyushu Institute of Technology*

Kazumasa Nishio | *Nishinippon Institute of Technology*

Naoyuki Ohno | *Kyushu Institute of Technology*

APICENS 931

Arsenic Induced Adverse Effects on Cardiac Function in Sprague Dawley Rats

Nhut Nam Phan | *Chinese Culture University*

Yen-Chang Lin | *Chinese Culture University*

GIAMS 352

Analysis of Factors Affection the Development of Secondary Vocational Education in China

Tingting Liu | *Pusan University*

Guang Li | *Pusan University*

Park Chang Un | *Pusan University*

APICENS 916

The Management of the Sludge Generated by Urban Wastewater Treatment Plants in Order to Promote the Protection of Public Health and the Environment

Daniela Valentina Popa | *University of Craiova*

Alina Daniela Patrusca | *University of Craiova*

Poster Sessions

Psychology/ Society/ Education/ Marketing

2013/12/06 Friday

14:30-15:30

Egret

ACMASS 5693

Predictors of Parental Depression in the Perinatal Period

Fei-Wan Ngai | *The University of Hong Kong*

ACMASS 5653

Individual Differences in the Propensity to Deceive

Szatkowska I. | *Nencki Institute of Experimental Biology*

Riegel M. | *Nencki Institute of Experimental Biology*

Marchewka A. | *Nencki Institute of Experimental Biology*

Falkiewicz M. | *Nencki Institute of Experimental Biology*

ACMASS 5661

The Effect of Dynamics on Perception Basic Emotions from Natural Faces

Krystyna Rymarczyk | *Warsaw School of Social Science & Humanities*

Lukasz Zurawski | *Nencki Institute of Experimental Biology*

ACMASS 5646

The Religious Situation of Bangladesh

Risheque Barua | *Mahachulalongkorn University*

ACMASS 5656

A Comparative Study on the Superintendent Election System in France, England, the United States and Korea

Jiyoung Nam | *Pusan National University*

Hyejin Kim | *Pusan National University*

Hyeyoung Kim | *Pusan National University*

Changnam Hong | *Pusan National University*

ACMASS 5675

A Study on the Impact of the School-based Teacher Collaboration on School Effectiveness

Hyeyoung Kim | *Pusan National University*

Hyejin Kim | *Pusan National University*

Jiyoung Nam | *Pusan National University*

Jinhee Yang | *Pusan National University*

Changnam Hong | *Pusan National University*

ACMASS 5657

Teachers' Resistance to Changes in School Organizations

Hyejin Kim | *Pusan National University*

Changnam Hong | *Pusan National University*

Hyeyoung Kim | *Pusan National University*

Jiyoung Nam | *Pusan National University*

ACMASS 5722

Teachers' Workload: Their Story

Hye-Na Kim | *Pusan National University*

Dae-Hyun Kim | *Pusan National University*

ACMASS 5742

Needs and Current State Analysis on Educational Informatization in Thailand

Seo Yeon Lee | *Pusan National University*

Young Hwan Kim | *Pusan National University*

ISBBME 590

Continuing to Bridge the Academic-Practitioner Divide: Development of the General Parsimonious Scale (GPS) for Spectator Sports

Sophia Min | *University of Georgia*

Tzu Shuo Ryan Wang | *Kennesaw State University*

Management/ Economics

2013/12/07 Saturday

10:00-11:00

Egret

ACMASS 5708

The Influence of Customer's Individual Differences on the Zone of Tolerance in Highway Service: An Empirical Study

Zhou Liming | *Southwest Jiaotong University*

Wang Wenyi | *Southwest Jiaotong University*

ACMASS 5683

An Enhancement Employees Appraisal System

Wael Dewydar | *Arab Academy for Science, Technology and Maritime Transport*

ACMASS 5733

Identifying the Valuation Effect of Telecommunications Carriers' Beyond-Telecom Strategy in Korea Using an Event Study Approach

Hyeongjik Lee | *Electronics and Telecommunications Research Institute*

Sang Woo Lee | *Electronics and Telecommunications Research Institute*

GIAMS 363

Case Study on Education Informatization for Developing Countries in Asia-Pacific Region - In priority of APEC e-Learning Training Program

Seon-Jeong Kim | *Pusan National University*

Young-Hwan Kim | *Pusan National University*

GIAMS 365

Needs and Current State Analysis of Educational Informatization in China: Focusing on Trainees of the APEC e-Learning Training Program

Zhou Qiyuan | *Pusan National University*

Young-Hwan Kim | *Pusan National University*

GIAMS 361

A Comparative Study on Curricula of Vocational High School in China and South Korea

Xuan Li | *Pusan National University*

Daehyun Kim | *Pusan National University*

GIAMS 332

Systematic Layout and Design of Product Service System Based on SLP Method

Jiuliang Zhong | *Shanghai Jiao Tao University*

Rui Miao | *Shanghai Jiao Tao University*

Tian Zhang | *Shanghai Jiao Tao University*

Xiaoxu Deng | *Shanghai Jiao Tao University*

ACMASS 5691

Estimation of Export Demand Functions for Thai Fresh Fruits

Rangsan Nochai | *King Mongkut's Institute of Technology Ladkrabang*

Titida Nochai | *Assumption University*