

Conference Program

Singapore
August , 2014

ACMASS

Annual Conference on Management and Social Science

ISCEAS

International Scientific Conference on Engineering and Applied Sciences

ISBBME

International Symposium on Business, Banking, Marketing and Economy

APICENS

Asia-Pacific International Congress on Engineering & Natural Sciences

ACMASS

Annual Conference on Management and Social Science

ISBN 978-986-89298-3-8

ISCEAS

International Scientific Conference on Engineering and Applied Sciences

ISBN 978-986-89844-9-3

ISBBME

International Symposium on Business, Banking, Marketing and Economy

ISBN 978-986-89298-4-5

APICENS

Asia-Pacific International Congress on Engineering & Natural Sciences

ISBN 978-986-89298-2-1

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General Information for Conference Participants

Information and Registration

The Registration and Information Desk will be situated on the **2nd floor** in the Meeting Center at **Hotel Fort Canning Singapore** during the following times:

Friday, August 15 (8:15-17:00)

Saturday, August 16 (8:15-17:00)

Parallel Sessions

Parallel Sessions will run on August 15 and 16. Oral Sessions are usually 90 minutes in length; each presenter has 15-20 minutes.

Presentations and Equipment

All presentation rooms are equipped with a screen, an LCD projector, and a laptop computer installed with Microsoft PowerPoint. You will be able to insert your USB flash drive into the computer and double check your file in PowerPoint. We recommend that you bring two copies the file in case of one fails. You may also link your own laptop to the provided projector, however 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 and summarize clarify key important issues in each topic



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

<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)

***Conference Organization
ACMASS International Committee Board***

Armine Ishkanian	London School of Economics
Melissa Thomas	The Johns Hopkins University
Ng Chong Guan	University of Malaysia
Sibnath Deb	Pondicherry University
Adam D. Danel	Virginia Polytechnic Institute and State University
Betsy (Sarah E.) Bledsoe-Mansori	University of North Carolina at Chapel Hill
Rekha (Rao) Nicholson	University of Bath
Ehsanul Haque	University of Dhaka
T.S.Devaraja	University of Mysore
Nafees Ahmad	South Asian University
Mohamed A. Elkhoul	The Ministry of State for Administrative Development

ISCEAS International Committee Board

C H OH	National University of Singapore
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Zulkifli Hj. Shamsuddin	Universiti Putra Malaysia
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A. M. Chandra	University of Calcutta
Chien-Cheng Chang	National Taiwan University
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J. Gao	The University of Hong Kong
P.K.Barhai	Birla Institute of Technology
Singh	Indian Institute of Technology Roorkee
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Olivia J Fernando	Annamalai University
K. Padmakumar	Kerala University Campus
John Hearne	Royal Melbourne Institute of Technology
Hamed M. El-Shora	Mansoura University
Huabei Jiang	The University of Florida

ISBBME International Committee Board

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Aloysius Ajab Amin	College of Social Science
Amitabh Gupta	University of Delhi
Bo Liu	University of Electronic Science & Technology
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Erwin Saraswati	Brawijaya University
Eun Jin Hwang	Indiana University of Pennsylvania
Evelyn Wamboye	Pennsylvania State University
Henrique Schneider	Department of Economics
Himanshu Tandon	Vit University
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Jai Pal Singh	CCS Haryana Agricultural University
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Rusli Bin Ahmad	Universiti Malaysia Sarawak
Navid Mollae	Tehran Institute of Technology

APICENS International Committee Board

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Ghosh, S.K	Indian Institute of Technology Roorkee

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Sushanta Karmakar	Indian Institute of Technology, Guwahati
N.Victor Jaya	Anna University
Vir Singh	IIT Roorkee
Gao, Yonggui	Nanyang Technological University
HAN Yilong	The Hong Kong University of Science & Technology
Zainuriah hassan	Universiti Sains Malaysia
Sivaprakash Baskaran	Annamalai University
Farhad Memarzadeh	National Institutes of Health
Hamed M. El-Shora	Mansoura University
Girish Kumar Sinha	Magadh University Bodh-Gaya

Special Thanks to Session Chairs

Chin-Chia Wu	<i>Feng Chia University</i>
Gannu Praveen Kumar	<i>Sahasra Institute of Pharmaceutical Sciences</i>
Pamela M. H. Kwok	<i>PolyU Hong Kong Community College</i>
Régis Chenavaz	<i>Kedge Business School</i>
Suho Bae	<i>Sungkyunkwan University</i>
Alok Satapathy	<i>National Institute of Technology, Rourkela</i>
Dhemi Harlan	<i>Bandung Institute of Technology</i>
Wan-Wen Day	<i>Chung-Cheng University</i>
Rosli Mahmood	<i>Universiti Utara Malaysia</i>
Dmitry Baluev	<i>Nizhniy Novgorod State University</i>
Hung-Yi Chen	<i>Soochow University</i>
Leo Huang	<i>National Kaohsiung University of Hospitality and Tourism</i>
Yu-Mi Kim	<i>Chungbuk National University</i>
Pamela M.H. Kwok	<i>PolyU Hong Kong Community College</i>
Han Jo You	<i>University of Seoul</i>
Nan-Ying Yu	<i>I-Shou University</i>
Hui-Yu Chou	<i>Chaoyang University of Technology</i>

Conference Schedule

Friday, August 15, 2014	
Oral Sessions	
Time	Information
08:30-16:30	Registration
08:40-10:10	Lavender I--- Business & Economics
	Lavender II--- Fundamental and Applied Sciences/ Computer and Information Sciences
	Lavender III--- Psychology / Education I
10:10-10:25	Tea Break
10:25-10:30	Lavender I -Welcome Speech
10:35-12:00	Lavender I --- Keynote Speech Keynote Speaker: <i>Carolyn M. Hurley</i> Paper title : Real Life Myth-busting: Identifying the Truth about Deception
	Lavender III --- Keynote Speech Keynote Speaker: <i>Naresh Kumar Singh</i> Paper title : Developing Mammary Fat Pad Adipose Tissues and Angiogenesis Within Critically Defines the Fate of Epithelial Markers of Epithelial Stem Cells in Ruminants
	Lavender II---Marketing/Banking/Business & Economy II
12:00-13:30	Lunch Time
13:30-15:00	Lavender I --- Society I
	Lavender II --- Mechanical Engineering
	Lavender III--- Civil Engineering I
15:00-15:30	Tea Break
15:30-17:00	Lavender I --- Society II /Communication
	Lavender II --- Management I
	Lavender III--- Politics/Culture/Law

Friday, August 15, 2014	
Poster Sessions	
Time	Information
08:30-16:30	Registration
10:00-11:00	Psychology / Society
	Material Science and Engineering / Mechanical Engineering
	Marketing
	Electrical and Electronic Engineering
	Fundamental and Applied Sciences
	Civil Engineering
	Law

Saturday, August 16, 2014	
Oral Sessions	
Time	Information
08:30-16:30	Registration
08:45-10:15	Lavender I --- Economics/Finance/Business & Economy III
	Lavender II ---Geosciences and Petroleum Engineering
10:15-10:30	Tea Break
10:30-12:00	Lavender I --- Management II
	Lavender II --- Environmental Sciences I
12:00-13:30	Lunch Time
13:30-15:00	Lavender I--- Education II
	Lavender II --- Environmental Sciences II
15:00-15:30	Tea Break
15:30-17:00	Lavender I--- Biomedical Engineering/Chemical Engineering/ Material Science and Engineering
	Lavender II --- Civil Engineering II

Saturday, August 16, 2014

Poster Sessions

Time	Information
08:30-16:30	Registration
10:00-11:00	Management
	Biomedical Engineering
	Environmental Sciences
	Natural Science
	Education

Sunday, August 17, 2014

Executive Committee Meeting (Executive Committee Only)

Conference Venue Information

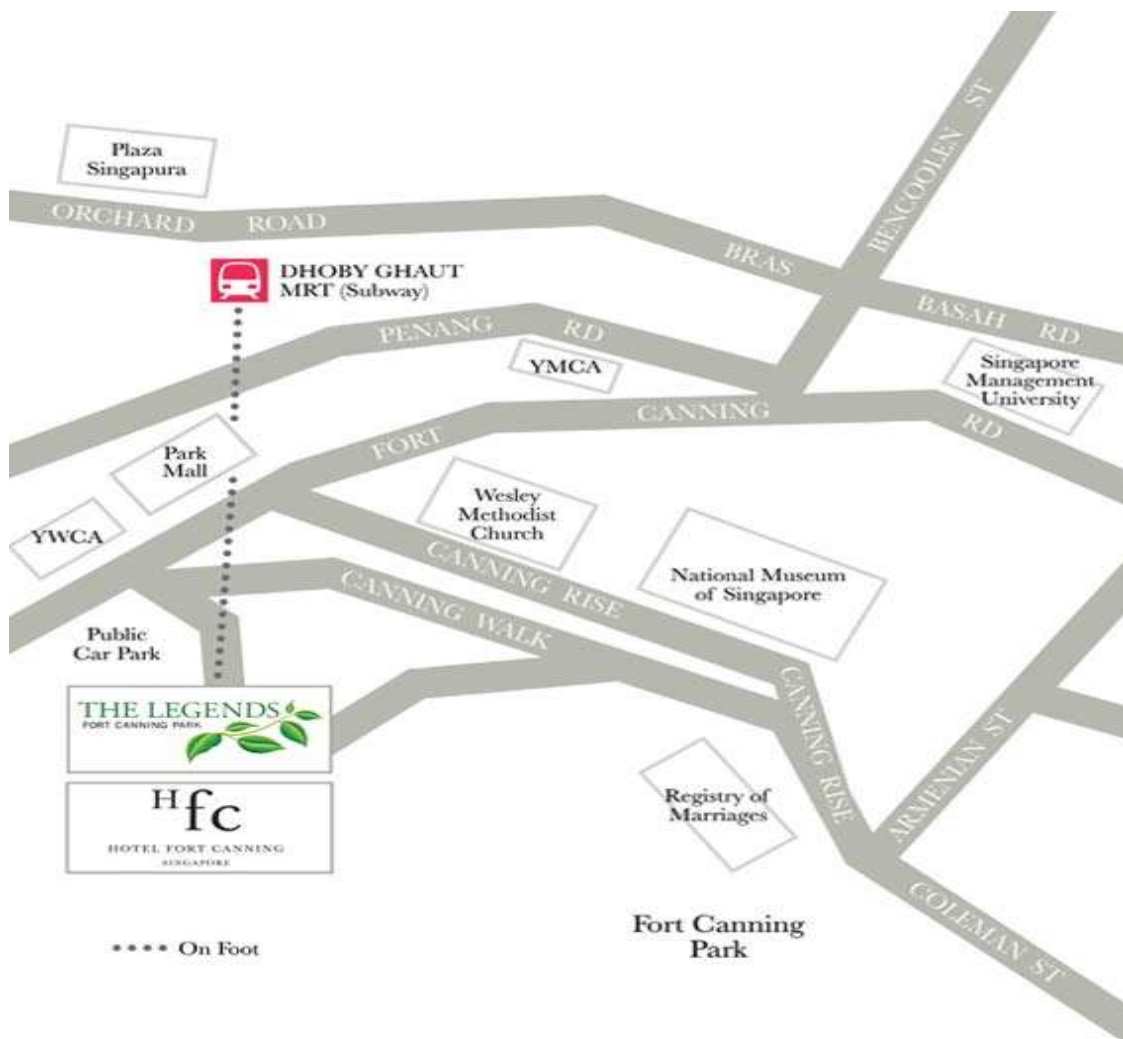
Hotel Fort Canning Singapore

Address: 11 Canning Walk, Singapore, 178881

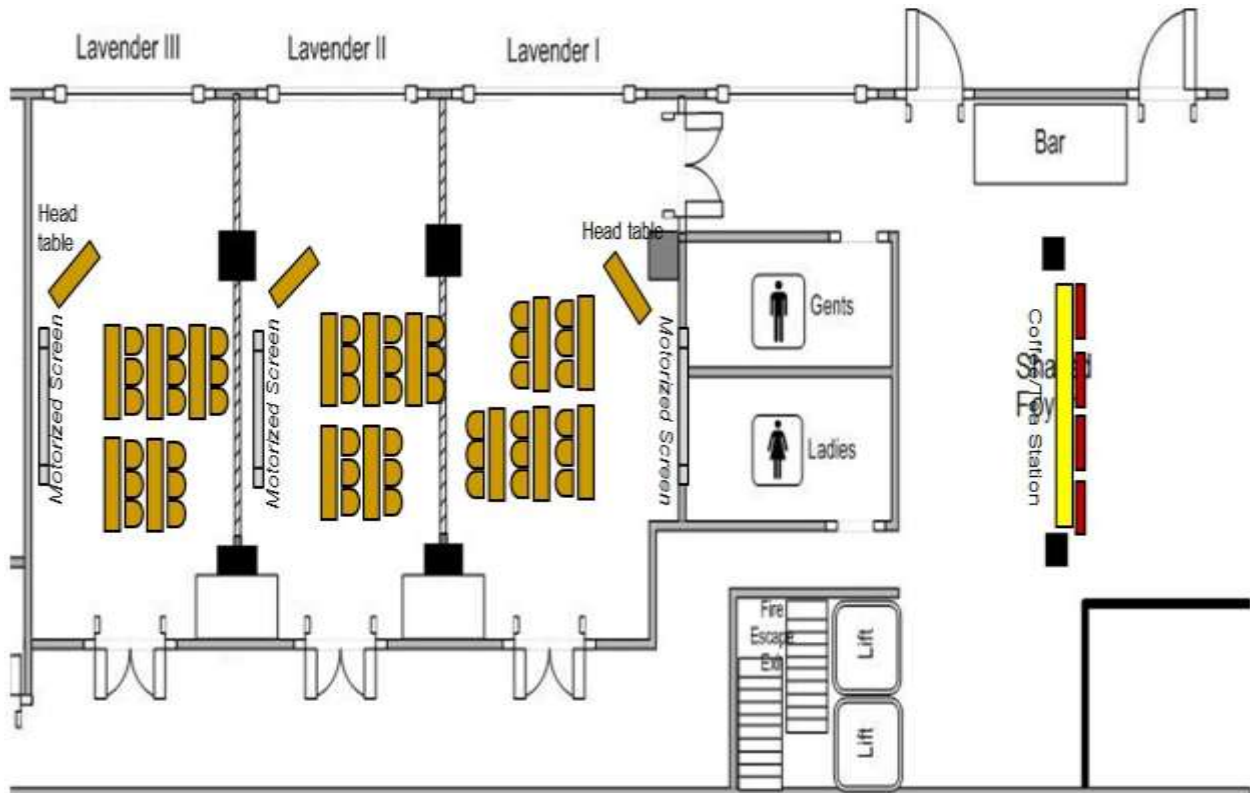
Telephone number: +65 65596769

Location:

Hotel Fort Canning's location in a City Park is truly central. As a hotel near Orchard Road in Singapore, it is amidst the main shopping drag and the Champs Elysees of Singapore. Located nearby is the Clarke Quay Entertainment Hub, where a myriad bars and restaurants can be found. Travellers can also visit the Museums & Civic District, with at least 4 major museums within walking distance!



Conference Venue Floor Plan



Social Science Keynote Speech

- ❖ **Hotel Fort Canning Singapore, Lavender I**
- ❖ **2014/08/15 Friday 10:35-12:00**
- ❖ **Speaker : Carolyn M. Hurley**
- ❖ **Topic: Real Life Myth-busting:
Identifying the Truth about Deception.**



Overview:

Across cultures most people believe that liars ‘avoid eye contact’ and ‘appear nervous’ even though there is no scientific evidence supporting these beliefs. Relying on inaccurate beliefs may lead to poor deception detection ability in interpersonal relationships, by juries, business persons and security professionals. It doesn’t help that many of these beliefs are highly publicized in the popular media, increasing their erroneous use.

Dr. Hurley’s most recent work – published in the *International Journal of Psychological Studies* – examined the source of these deception beliefs, in an effort to understand who is disseminating such inaccurate information. In her keynote speech, Dr. Hurley will discuss this research, as well as the general necessity for social scientists to expel popular myths, and differentiate ‘fact’ from ‘fiction’ for practitioners employing such practices. The study of deceptive behavior is a prime example, as it is a field ripe with contradictions, pseudoscience, and results highly dependent on features of the experimental design. Dr. Hurley will discuss her experience as both a researcher and consultant and the challenges of conducting research for the national security community.

Biology:

Dr. Carolyn Hurley is currently an instructor for the University at Buffalo’s Undergraduate Degree Programs in Singapore, where she engages in teaching and scholarship in the fields of interpersonal and nonverbal communication. Previously she has worked with the U.S. Department of Homeland Security, Department of State, and Department of Defense, providing training and research support for officers detecting threats to national security. Her work examining emotion and deception appears in *Motivation & Emotion*, *Journal of Nonverbal Behavior*, *Law and Human Behavior*, providing information to practitioners to inform policy and practice.

- ❖ **The Royal Paradise Hotel, Lavender III**
- ❖ **2014/08/15 Friday 10:35-12:00**
- ❖ **Speaker : Naresh Kumar Singh**
- ❖ **Topic: Developing Mammary Fat Pad Adipose Tissues and Angiogenesis Within Critically Defines the Fate of Epithelial Markers of Epithelial Stem Cells in Ruminants**



Overview:

Balance in the presence of epithelial cells, adipose cells, endothelial cells, nerve cells and immune cells and their synergistic influence results a successful lactation. Understanding the influence of angiogenic factors in mammary parenchyma-stromal cells and their interactions within would unfurl and explore the hidden regulatory mechanism and subsequent cure for mammary oriented diseases. We investigated several gene expression patterns of mammary gland epithelial cells and stromal cells with the changes in cellular microenvironment through epithelial, adipogenic and angiogenic induction mixture and to justify the potential usage of mammary adipose derived stem cells for regenerative purposes. We observed transdifferentiation abilities of mammary adipose stem cells that were on higher side depending upon the environmental cues. On the contrary, angiogenic factors that these cells were carrying along have been found to be detrimental in defining the actual identity of epithelial stem cells for its productive function. Many such issues pertaining to mammary adipose stem cells and epithelial stem cells in terms of decisive markers that have not been addressed so far would be discussed in detail in the forum.

Biography:

Naresh Kumar Singh is Ph.D in Veterinary orthopaedics (IVRI, India) and postdoc in stem cell proteomics (NIAS, South Korea). Dr. Singh has immense work on cartilage biology and regeneration and proteomics of differentiated and trans-differentiated states of various stem cells. Presently, he is investigating sustenance of epithelial stem cells within the mammary glands for productive life and regenerative application in animals and humans. Dr. Singh more that 14 years of teaching experience and presently he is Professor of Animal Biotechnology, College of Animal Life Sciences, Kangwon National University, Republic of Korea. He has published more than 50 papers in reputed journals and serving as an editorial board member of various reputed animal and veterinary science societies.

Oral Sessions

Business & Economics I

Lavender I

2014/08/15 Friday 08:40-10:10

Session Chair: *Prof. Chin-Chia Wu*

ISBBME-1215

The Effects of High-Involvement Human Resource Management Systems on the Job Withdrawal: Focusing on Small & Medium- Sized Firm

Yong-Sun Chang | *Chosun University*

Kang-Min Lee | *Chosun University*

ISBBME-1166

A Simulated Annealing and a Largest-order-value Method for the Two-machine Flowshop Scheduling Problem to Minimize the Total Completion Time

Jan-Yee Kung | *Cheng Shiu University*

Yu Cheng | *Feng Chia University*

Shou-Che Wu | *Cheng Shiu University*

Chun-His Wang | *National Taichung University of Science and Technology*

Yan-Po Chau | *Cheng Shiu University*

Chin-Chia Wu | *Feng Chia University*

ISBBME-1340

Relationships between Working Hours and Productivity: The Case of Food Services and Information Communication Industries in Hong Kong

Chi Man NG | *The Open University of Hong Kong*

Wan Ling Tsang | *The Coventry University*

ISBBME-1167

A Genetic Algorithm and a Largest-order-value Method for the Two-machine Flowshop Scheduling Problem to Minimize the Total Tardiness

Wei-Chieh Liang | *Cheng Shiu University*

Chih-Hou Wen | *Feng Chia University*

Win-Chin Lin | *Feng Chia University*

Cheng-Hsiung Shin | *Cheng Shiu University*

Chin-Chia Wu | *Feng Chia University*

Shuenn-Ren Cheng | *Cheng Shiu University*

ISBBME-1053

Pareto-Undominated and Socially-Maximal Equilibria in Non-Atomic Games

Haifeng Fu | *Xian Jiaotong-Liverpool university*

Haomiao Yu | *Ryerson University*

ISBBME-1154

Trend and Volatility Regime Switch Stock Index Hedging

EnDer Su | *National Kaohsiung First University of Science and Technology*

Chia-Wei Weng | *National Kaohsiung First University of Science and Technology*

Computer and Information Sciences & Fundamental and Applied Sciences

Lavender II

2014/08/15 Friday 08:40-10:10

Session Chair: ***Prof. Gannu Praveen Kumar***

ISCEAS-241

A Novel Approach to Teaching of Mathematics for Application and Innovation in Engineering

Jayashree Tatineni | *Jawaharlal Nehru Technological University*

ISCEAS -172

Accelerating the Least-Squares Monte Carlo Method with Parallel Computing

Ching-Wen Chen | *National Taiwan University*

Kuan-Lin Huang | *National Taiwan University*

Yuh-Dauh Lyuu | *National Taiwan University*

ISCEAS -210

Performance Evaluation Method of Mobile Robot with Obstacle Avoidance

Hyuna Kim | *Sejong University*

Seungbin Moon | *Sejong University*

Okkyung Choi | *Sejong University*

APICENS -1070

The Development of Binocular Disparity Technique for Printed Circuit Board Defect Inspection

Wen-Tzong Lee | *National Pingtung University of Science and Technology*

Shyh-shin Hwang | *Chien Hsin University of Science and Technology*

APICENS -1007

The Performance of a Jatropha Fruit Shelling Machine and the Future Improvement

Bo Yuan Lim | *Universiti Putra Malaysia*

Rosnah Shamsudin | *Universiti Putra Malaysia*

Robiah Yunus | *Universiti Putra Malaysia*

APICENS -1144

Nanocarriers as Promising Novel Systems for Controlled Delivery of Diclofenac Sodium

Gannu Praveen Kumar | *Sahasra Institute of Pharmaceutical Sciences*

Pogaku Rajeshwar Rao | *Sana College of Pharmacy*

APICENS -1075

Synthesis and Biological Activity of Some Schiff's Bases (N-Aminophthalimide Series)

Girish Kumar Sinha | *Magadh University Bodh-Gaya*

Sonal Priya | *University Of Delhi*

Akanksha Priya | *University Of Delhi*

Satyendra Narayan | *Magadh University Bodh-Gaya*

Sury Narayan Yadav | *Magadh University Bodh Gaya*

Psychology / Education I

Lavender III

2014/08/15 Friday 08:40-10:10

Session Chair: *Prof. Pamela M. H. Kwok*

ACMASS-5890

Bad Hair Day? The Role of Self-consciousness on Coping with Embarrassing Service Encounters

Pamela M. H. Kwok | *PolyU Hong Kong Community College*

Alison E. Lloyd | *The Hong Kong Polytechnic University*,

ACMASS-5921

Social Support, Health Status, and Psychological Well-being in People with Type 2 Diabetes Mellitus

Karisma Sukmayanti Suarya | *Udayana University*

ACMASS-5922

Psychological Adjustment of Women with Breast Cancer

Tience Debora Valentina | *Udayana University*

ACMASS-5836

You Can Understand by Not Catching Every Word

Nilufer Ozgur | *Anadolu University*

ACMASS-5962

The Effect of Coaching and Mentoring Programs to Improve Students Competencies (Case Study of Beastudi Etos Scholarship)

Purwa Udiutomo | *Makmal Pendidikan, Dompét Dhuafa*

Yulya Srinovita | *Makmal Pendidikan, Dompét Dhuafa*

ACMASS-5896

Factors Affecting Accounting Students Performance: The Case of Malaysian

Noraizan Ripain | *Universiti Malaysia Sabah*

Andy Cheng Hiung Lee | *Universiti Malaysia Sabah*

Marketing, Banking, Business & Economics II

Lavender II

2014/08/15 Friday 10:35-12:00

Session Chair: *Prof. Régis Chenavaz*

ISBBME-1324

Investigating the Effect of Consumer Values on the Brand Position of Green Restaurants by Means-End Chain

Tsu-Ming Yeh | *Da-Yeh University*

Mei-Yuan Jeng | *Da-Yeh University*

Yen-Ting Shao | *National Changhua University of Education*

ISBBME-898

Banks and Other Financial Institutions as a Business Entity

Nduka Daniel Offor | *Institute of Management and Technology*

ISBBME-1253

When Does Better Product Quality Imply Higher Price?

Régis Chenavaz | *Kedge Business School*

ISBBME-1392

Analysis of Relationship of Employee Performance Appraisal Based on Knowledge Technical Abilities, The Tasks and The Personal Qualities of The Employee Compensation in PT BPR Artha Rahayu Cilacap.

Minda Indrani | *Stie Ekuitas*

Sunardi Sunardi | *BPR Artha Rahayu*

ISBBME-1288

Change Management-The Vital Perspective

Madhavi Sanjeev Pethe | *University of Mumbai*

ISBBME-1287

Globalisation and Related Flows-The Impact Factor

Sudha Subramaniam | *University of Mumbai*

Society I

Lavender I

2014/08/15 Friday 13:30-15:00

Session Chair: **Prof. Suho Bae**

ACMASS-5870

The Large Family Card as an Instrument of Supporting Families with Many Children

Anna Bebel | *Wroclaw University of Economics*

ACMASS-5912

Strategic Planning Analysis using Balanced Scorecard on Islamic Hospital: A Qualitative study

Yuliyanti Suryani | *Islamic Sultan Agung University*

ACMASS-5866

Is Citizenship Sexual: The Study of Exercise of Citizenship of Non-Heterosexuals in Hong Kong

Ka Ki Chan | *Hong Kong Baptist University*

ACMASS-5860

The Effects of Social Capital on Environmentally Significant Behavior (ESB): A Structural Equation Model Approach

Seong-Young Jeong | *Sungkyunkwan University*

Suho Bae | *Sungkyunkwan University*

Seong-Gin Moon | *Inha University*

ACMASS-5861

Does the Restrictiveness of Tax and Expenditure Limitations (TEs) Affect State Environmental Spending?

Eun-Ju Kim | *Sungkyunkwan University*

Soogwan Doh | *Catholic University of Daegu*

Suho Bae | *Sungkyunkwan University*

ACMASS-5858

The Effects of Revenue Sharing on Local Governments Revenues and Expenditures: The Case of the Property Tax Sharing System in Seoul

Jung-Woo Choi | *Sungkyunkwan University*

Ji-Hyung Park | *University of Nebraska at Omaha*

Suho Bae | *Sungkyunkwan University*

ACMASS-5859

**Factors Influencing Water Supply Services in Southeast and Northeast Asian Cities:
Focusing on Institutional Arrangements**

Suho Bae | Sungkyunkwan University

Seon-Jae Seo | Sungkyunkwan University

Sun-Ho Lee | Sungkyunkwan University

Mechanical Engineering

Lavender II

2014/08/15 Friday 13:30-15:00

Session Chair: *Prof. Alok Satapathy*

ISCEAS-228

Computational, Analytical and Experimental Investigation of Heat Conduction through Particulate Filled Polymer Composite

Alok Agrawal | *National Institute of Technology, Rourkela*

Alok Satapathy | *National Institute of Technology, Rourkela*

ISCEAS-229

Processing and Characterization of Glass-Epoxy Composites Filled with Linz-Donawitz (LD) Slag

Pravat Ranjan Pati | *National Institute of Technology, Rourkela*

Alok Satapathy | *National Institute of Technology, Rourkela*

ISCEAS-234

Erosive Wear Analysis of Plasma Sprayed CeYSZ Nanocomposite Coatings

Alok Satapathy | *National Institute of Technology, Rourkela*

Sisir Mantry | *CSIR-Institute of Minerals & Materials Technology, Bhubneswar*

B.B. Jha | *CSIR-Institute of Minerals & Materials Technology, Bhubneswar*

B.K. Mishra | *CSIR-Institute of Minerals & Materials Technology, Bhubneswar*

M.K. Chakraborty | *Mechanical Engineering Affiliation:IIT Bhubneswar*

APICENS-1175

Evaluation of Filtration Theory for Cylindrical Particles

Minsoo Son | *Chungnam University*

Miso Park | *Chungnam University*

Hye Jin Jung | *Chungnam University*

Weon Gyu Shin | *Chungnam University*

Civil Engineering I

Lavender III

2014/08/15 Friday 13:30-15:00

Session Chair: *Prof. Dhemi Harlan*

APICENS-1107

The Tsunami Simulation around Flores Island and Sipora Island Using Finite Volume Model

Dhemi Harlan | *Bandung Institute of Technology*

Hendra Achiari | *Bandung Institute of Technology*

Aditia Rojali | *Bandung Institute of Technology*

Bobby Minola Ginting | *Parahyangan Catholic University*

APICENS-1115

Typhoon Activities in the Western North Pacific under the Conditions of Central Pacific Warming

Jong-Suk Kim | *University of Seoul*

Young-Il Moon | *University of Seoul*

APICENS-1117

Development of Watershed Customized Rainfall Time Distribution Model for the Flood Forecast and Warning System

Min-Seok Kim | *University of Seoul*

Jong-Suk Kim | *University of Seoul*

Young-Il Moon | *University of Seoul*

APICEN-1118

Summer Precipitation Variability over East Asia to Temperature Gradients in a Changing Climate

Sung-Hwan Hwang | *University of Seoul*

Min-Su Jeong | *University of Seoul*

Jong-Suk Kim | *University of Seoul*

Young-Il Moon | *University of Seoul*

Society II / Communication

Lavender I

2014/08/15 Friday 15:30-17:00

Session Chair: ***Prof. Wan-Wen Day***

ACMASS-5905

Actor-network Theory and the Prospects for Preschool Children Protection

ChiaShen Liu | *National United University*

ACMASS-5933

Changing Paradigms Sasak People of the sea in an Attempt to make the Sasak People in East Lombok Fond of Sea

Rivalni Septiadi | *Bogor Agricultural University*

ACMASS-5806

Organic Food Buying Decision: A Choice of the Future

Sabarudin Zakaria | *Multimedia University*

Lim Chai Yen | *Multimedia University*

ACMASS-5864

The Examination of Adolescent-parental Communication Motives, Relational Maintenance and Intimacy in the Uses of Communication Technologies

Po-Chien Chang | *Shih Hsin University*

ACMASS-5868

The Bottom Line of Silence: Political Collective Efficacy, Issue Involvement, and Willingness to Expression.

Po-Chun Shen | *Fu Jen Catholic University*

ACMASS-5889

The Creative Strategies of Local Talents for Global Brands in Taiwan

Wan-Wen Day | *Chung-Cheng University*

ACMASS-5904

Multilevel Analysis of Utilizing Closed-circuit Television System in Crime Investigation

Yungue Lin | *National United University*

Management I

Lavender II

2014/08/15 Friday 15:30-17:00

Session Chair: ***Prof. Rosli Mahmood***

ACMASS-5862

Optimal Hotel Market Segmentation in Off-Season: Non-cooperative and Cooperative Travel Agenc

Fei Du | *University of Science and Technology of China*

ACMASS-5887

Advertising for Price Sensitive Products with Multi-Attribute Considered

Qian qian Yuan | *University of Science and Technology of China*

ACMASS-5857

A Project Portfolio Updating Approach based on Rank Acceptability Analysis

Shiling Song | *University of Science and Technology of China*

ACMASS-5878

Determining a Model of SME Performance Based on the Dimensions of Entrepreneurial Orientation and Absorptive Capacity of The Firm

Herath M. Ariyaratne | *Wayamba University of Sri Lanka*

Rosli Mahmood | *Universiti Utara Malaysia*

ACMASS-5882

Learning Technique Using Service Learning and Reflective Writing of Goodness via Blog to Enhancing on Moral.

Titiya Netwong | *Suan Dusit Rajabhat University*

Politics/Culture/Law

Lavender II

2014/08/15 Friday 15:30-17:00

Session Chair: ***Prof. Dmitry Baluev***

ACMASS-5854

Measuring Emotional Effects Of Commercials In The Target Language On German Language Students In A University

Waltraud Brigitte Mayr | *Universiti Sains Malaysia*

ACMASS-5897

The Fire Prevention Plan of Heritage Buildings: The Case of Hakka Temples in Taiwan

Cheng Ming Lo | *National United University*

Ruey Ming Chao | *National United University*

ACMASS-5903

Hakka Culture Can Be Big Business: Developing Marketing Strategies For The Dragon-Bomb Festival In Taiwan

Ruey-Ming Chao | *National United University*

Ying-Cheng Chiu | *National United University*

ACMASS-5883

Towards Analytical Frameworks for definition and Promotion of Human Security in South-East Asia

Dmitry Baluev | *Nizhniy Novgorod State University*

ACMASS-5894

The International Exhibition of Hakka Cultural Image: An Action Research Study in Bhutan

Ruey Ming Chao | *National United University*

Yvonne Hsu | *National United University*

ACMASS-5818

Islamic Terrorism in South Asia : Indo-US Perspective

Samson Shekho Chiru | *Manipur University*

Economics / Finance/ Business & Economics III

Lavender I

2014/08/16 Saturday 08:45-10:15

Session Chair: ***Prof. Hung-Yi Chen***

ACMASS-5960

Catfish Effect of Internet Finance on China's Financial Reform

Andy W.W. Cheng | *Hang Seng Management College*

ACMASS-5924

A Study of Industry Environmental Accounting Disclosure associated with cost and benefits — A Case Study of Japanese Company

Nai Hua Chen | *Southern Taiwan University of Science and Technology*

Yi Hua Lin | *Southern Taiwan University of Science and Technology*

ACMASS-5851

An Analysis on Risk Identification of Medium and Large Size Theaters in Taiwan

Shang-Ying Chen | *National Sun Yat-Sen University*

ACMASS-5902

Money as a Consumer Insurance

Kenta Toyofuku | *Nihon University*

ACMASS-5988

Increasing Farmer's Income with Production of Seaweed

Irmayani | *Universitas Muhammadiyah Parepare*

Syarifuddin Yusuf | *Universitas Muhammadiyah Parepare*

Muhammad Arsyad | *Hasanuddin University*

ACMASS-5995

Certification/Monitoring, Adverse selection/Grandstanding: Underpricing IPO and post-IPO backed by venture capital

Xiaoming Ding | *Xian Jiaotong-Liverpool Univ.*

Jiaoyan Zhang | *Xian Jiaotong-Liverpool Univ.*

Yao Rao | *University of Liverpool*

ISBBME-1217

Fair Trade Organizations, Buyer Power, and Export Policy for the Developing Country

Hung-Yi Chen | *Soochow University*

Shih-Jye Wu | *National Sun Yat-Sen University*

Yang-Ming Chang | *Kansas State University*

Geosciences and Petroleum Engineering

Lavender II

2014/08/16 Saturday 08:45-10:15

Session Chair: *Prof. Warat Tongbunsing*

APICENS-1099

Evaluation of Alkali-Surfactant-Polymer Flooding in Oil-wet Reservoir Containing High Permeability Channel

Charat Thamcharoen | *Chulalongkorn University*

Falan Srisuriyachai | *Chulalongkorn University*

APICENS-1102

Effect of Anisotropy on Multilateral Well Performance in Bottom Water Drive Reservoirs

Laurent Benoit Fine | *Chulalongkorn University*

Falan Srisuriyachai | *Chulalongkorn University*

Suwat Athichanagorn | *Chulalongkorn University*

APICENS-1109

Evaluation of Steamflooding in Multi-Layered Heterogeneous Reservoir

Warat Tongbunsing | *Chulalongkorn University*

APICEN-1122

Use of Water Injection Alternating Gas Dumpflood to Increase Oil Recovery

Rawin Pitakwatchara | *Chulalongkorn University*

Suwat Athichanagorn | *Chulalongkorn University*

APICENS-1132

Evaluation of Gas Dumpflood in Water-Flooded Reservoir

Natdanai Urairat | *Chulalongkorn University*

Suwat Athichanagorn | *Chulalongkorn University*

Management II

Lavender I

2014/08/16 Saturday 10:30-12:00

Session Chair: ***Prof. Leo Huang***

ACMASS-5873

Service, Customers and Employees: Managing a Symbiosis towards Excellence in Service Delivery

Brian Hunt | *Mahidol University*

Toni Ivergard | *Royal Institute of Technology*

ACMASS-5918

The Causal Model of Green Marketing Strategy from View of Stakeholder Theory and Marketing Exchange

Hsu-Feng Hung | *MingDao University*

ACMASS-5876

The Effects of E-Satisfactions and Interpersonal Relationships in Switching Barrier Strategy of E-Wholesaler Travel Agencies

Leo Huang | *National Kaohsiung University of Hospitality and Tourism*

ACMASS-5987

The Role of Stakeholders in Forming A Greener Business in Indonesia Batik Industry

Berta Berti Retnawati | *Unika Soegijapranata Semarang*

ACMASS-5856

An Extension of Case Based Decision Theory by Using Dempster-Shafer Theory of Evidence

Mingming Yang | *University of Science and Technology of China*

Environmental Sciences I

Lavender II

2014/08/16 Saturday 10:30-12:00

Session Chair: *Prof. Yu-Mi Kim*

ISCEAS-180

Development of Low-Carbon Livable City Indicator System

Yu-Sheng Shen | *Chengchi University*

ISCEAS-187

Analyzing Characteristics of Industrial Symbiosis Network of EIP in Korea Using Social Network Analysis(SNA) Methods

Do Dam Kim | *Chungbuk National University*

Yong Un Ban | *Chungbuk National University*

ISCEAS-195

Counting the Amount of and Analyzing the Characteristics of CO2 Emissions Reduction of the Commercialized Projects in Korean EIPs

Ji Hyeong Jeong | *Chungbuk National University*

Yong Un Ban | *Chungbuk National University*

ISCEAS-213

Development and Application of a Community Building Model Based on Citizen Participation

Kyung-Hwa Kim | *Chungbuk National University*

Yu-Mi Kim | *Chungbuk National University*

Cheol-Hee Son | *Chungbuk National University*

Jong-In Baek | *Chungbuk National University*

Yong-Un Ban | *Chungbuk National University*

ISCEAS-215

Analyzing the Relationships between Vulnerability in Health Sector and Socio-Economic Factors in Response with Climate Change Adaptation

Tae Ho Kim | *Chungbuk National University*

Cheol Hee Son | *Chungbuk National University*

Jong In Baek | *Chungbuk National University*

Yong Un Ban | *Chungbuk National University*

APICENS-1131

Biosequestration of CO₂ – Role of Microbial Technology for Bioenergy and Halting Green House Effect

D. K. Sharma | *Indian Institute of Technology Delhi*

Education II

Lavender I

2014/08/16 Saturday 13:30-15:00

Session Chair: **Prof. Pamela M.H. Kwok**

ACMASS-5877

Using Facebook and Moodle in Higher Education: 1 + 1 = 3

Pamela M.H. Kwok | *PolyU Hong Kong Community College*

ACMASS-5811

Teaching Systemic Functional Linguistics at the Post-secondary Level

Raymond Ng | *The Hong Kong Polytechnic University*

ACMASS-5923

The Study of the Quality of Education Management Research Trend in Current Decade – An Articles Analysis

Chen-Fen Huang | *Chang Jung Christian University*

Yuan-Duen Lee | *Chang Jung Christian University*

Chiu-Chuan Lin | *Chang Jung Christian University*

ACMASS-5886

Competence Approach in Designing Academic Programs in Law

Alexander Gorylev | *Lobachevsky State University of Nizhni Novgorod*

ACMASS-5872

Education Nowadays

Rita Sutjiati Johan | *Gunadarma University*

ACMASS-5885

University Rankings as A Tool for Assessment The Quality of Education in The Context of Globalization

Irina Efimova | *Lobachevsky State University of Nizhni Novgorod*

Nikita Avralev | *Lobachevsky State University of Nizhni Novgorod*

ACMASS-5931

Learning English through Participating in Drama Performance

Brenda Hui-Lin Hsieh | *Wu-Feng University*

Ching-Jung Hsieh | *Wu-Feng University*

Environmental Sciences II

Lavender II

2014/08/16 Saturday 13:30-15:00

Session Chair: **Prof. Han Jo You**

ISCEAS-224

Causal Relationship Analysis of Eco-Industrial Park Development Factors Using a Structure Equation Model

Gi hun Ju | *Chung buk National University*

Yong Un Ban | *Chung buk National University*

Gyu Hwan Hwang | *Chung buk National University*

ISCEAS-236

Analysing the 2012 Philippine Southwest Monsoon Surge using JMA Storm Surge Model

John Phillip Lapidez | *Nationwide Operational Assessment of Hazards (Project NOAH)*

Lea Dasallas | *Nationwide Operational Assessment of Hazards (Project NOAH)*

Judd Tablazon | *Nationwide Operational Assessment of Hazards (Project NOAH)*

John Kenneth Suarez | *Nationwide Operational Assessment of Hazards (Project NOAH)*

Joy Santiago | *Nationwide Operational Assessment of Hazards (Project NOAH)*

Alfredo Mahar Francisco Lagmay | *Nationwide Operational Assessment of Hazards (Project NOAH)*

Vicente Malano | *Geophysical and Astronomical Services Administration*

ISCEAS-237

Determining the Return Period of Storm Surge Events in the Philippines

John Kenneth Suarez | *Nationwide Operational Assessment of Hazards (Project NOAH)*

Joy Santiago | *Nationwide Operational Assessment of Hazards (Project NOAH)*

John Phillip Lapidez | *Nationwide Operational Assessment of Hazards (Project NOAH)*

Carl Vincent Caro | *Nationwide Operational Assessment of Hazards (Project NOAH)*

Christine Ladiero | *Nationwide Operational Assessment of Hazards (Project NOAH)*

Alfredo Mahar Francisco Lagmay | *Nationwide Operational Assessment of Hazards (Project NOAH)*

Vicente Malano | *Geophysical and Astronomical Services Administration*

ISCEAS-244

Analyzing the Impact Structure on CO2 Emission Affected by the Characteristic of Urban Spatial Structure

Cheol-Hee Son | *Chungbuk National University*

Yong-Un Ban | *Chungbuk National University*

Jong-In Bae | *Chungbuk National University*

APICENS-1043

The Study on Optimum Operation for Phosphorus Removal by Electrocoagulation and Microfiltration

Jin Sun Kim | *University of Seoul*

Han Jo You | *University of Seoul*

Da Som Jung | *University of Seoul*

Ihn Sup Han | *University of Seoul*

APICENS-1045

Research on Residual Ozone Gas Removal Technology by Activated Carbon

Da Som Jung | *University of Seoul*

Jin Woo Choi | *University of Seoul*

Ihn Sup Han | *University of Seoul*

Biomedical Engineering/Chemical Engineering/Material Science and Engineering /Fundamental and Applied Sciences

Lavender I

2014/08/16 Saturday 15:30-17:00

Session Chair: *Prof. Nan-Ying Yu*

ISCEAS-171

Fine Motor Control in Parkinsons Disease and Essential Tremor

Nan-Ying Yu | *I-Shou University*

Shao-Hsia Chang | *I-Shou University*

Shao-Min Chang | *Fooyin University*

ISCEAS-198

Preparation of Hydrophilic Carbon Nanotubes by Admicellar Polymerization

Hsiao-Chen Liu | *King Mongkut's University of Technology North Bangkok*

Thirawudh Pongprayoon | *King Mongkut's University of Technology North Bangkok*

ISCEAS-201

Mechanical Properties of Modified Silica/Natural Rubber Latex Films

Siriporn Pinthong | *King Mongkut's University of Technology North Bangkok*

Wipawee Pattanakul | *The Rubber Research Institute of Thailand, Bangkok*

Thirawudh Pongprayoon | *King Mongkut's University of Technology North Bangkok*

APICENS-1184

Identification and Characterization of Aflatoxigenic and Non-Aflatoxigenic Strains of *Aspergillus Section Flavi*: A Nasty Pathogen

Amna Shoaib | *University of the Punjab*

Zoia Arshad Awan | *University of the Punjab*

Naureen Akhtar | *University of the Punjab*

Civil Engineering II

Lavender III

2014/08/16 Saturday 15:30-17:00

Session Chair: **Prof. Hui-Yu Chou**

ISCEAS-181

Evaluating the Performance of Mass Rapid Transit Stations by the DEA Model- A study of Zhonghe-Xinlu Line

Yu-Sheng Shen | *Chengchi University*

ISCEAS-188

An Investigation into Determining the Optimum Level of BIM Development for Contractors

Hui-Yu Chou | *Chaoyang University of Technology*

Justin Yulbert Lin | *Chaoyang University of Technology*

ISCEAS-204

Delft3D Storm Surge Simulation of Typhoon Haiyan for Projection of Coastal Inundation in the Visayas Islands, Philippines

Krichi May Cabacaba | *Nationwide Operational Assessment of Hazards (Project NOAH)*

Nophi Ian Biton | *Nationwide Operational Assessment of Hazards (Project NOAH)*

Camille Cuadra | *Nationwide Operational Assessment of Hazards (Project NOAH)*

Joy Toriol Santiago | *Nationwide Operational Assessment of Hazards (Project NOAH)*

Jerico Mendoza | *Nationwide Operational Assessment of Hazards (Project NOAH)*

Alfredo Francisco Mahar Lagmay | *University of the Philippines – Diliman*

Vicente Malano | *Philippine Atmospheric, Geophysical and Astronomical Services Administration, Philippines*

John Kenneth Suarez | *Nationwide Operational Assessment of Hazards (Project NOAH)*

ISCEAS-208

Storm Surge Rapid Risk Assessment of Leyte Using MIKE 21 Model Simulation of Typhoon Haiyan

Flor Angel Prelligera | *Nationwide Operational Assessment of Hazards (Project NOAH)*

Christine Ladiero | *Nationwide Operational Assessment of Hazards (Project NOAH)*

Joy Toriol Santiago | *Nationwide Operational Assessment of Hazards (Project NOAH)*

John Kenneth Suarez | *Nationwide Operational Assessment of Hazards (Project NOAH)*

Jerico Mendoza | *Nationwide Operational Assessment of Hazards (Project NOAH)*

Alfredo Francisco Mahar Lagmay | *University of the Philippines – Diliman*

Vicente Malano | *Philippine Atmospheric, Geophysical and Astronomical Services Administration, Philippines*

ISCEAS-209**Analyzing the Characteristics of Spatial Structure in Innovation Cities using Space Syntax**

Kyungmin Han | *Chungbuk National University*

Yu Mi Kim | *Chungbuk National University*

Na rae Choi | *Chungbuk National University*

Jong In Beak | *Chungbuk National University*

Yong Un Ban | *Chungbuk National University*

ISCEAS-212**Developing a Governance Model and Setting Priorities of the Roles of Stakeholders in Building a Carbon-neutral City**

Na Rae Choi | *Chungbuk National University*

Yu Mi Kim | *Chungbuk National University*

Jong In Beak | *Chungbuk National University*

Hye Mi Woo | *Chungbuk National University*

Yong Un Ban | *Chungbuk National University*

ISCEAS-217**Identifying Key Features of Concurrent Delays in Construction Projects**

Jyh-Bin Yang | *National Central University*

Minh Huy Vo | *National Central University*

Poster Sessions

Psychology / Society / Law /

Material Science and Engineering / Mechanical Engineering /

Marketing / Electrical and Electronic Engineering /

Fundamental and Applied Sciences/Civil Engineering

2014/08/15 Friday 10:00-11:00

ACMASS-5909

Price Range Effect on Extremeness Aversion and Compromise Effect

Pei-Hsun Wu | *National Taichung University of Science and Technology*

Yi-Shu Wang | *Chien Hsin University of Science and Technology*

ACMASS-5879

Emotional Suppression Across Cultures: Examining Diversity Within One Nation

Carolyn M Hurley | *University at Buffalo*

Wen Jing Teo | *University at Buffalo*

Janell Kwok | *University at Buffalo*

Zena Toh | *University at Buffalo*

Tessa Seet | *University at Buffalo*

Erika Luise Peralta | *University at Buffalo*

ACMASS-5950

Risk of Stroke in Women with Uterine Fibroids: Cox Model using A Bootstrap Approach

Hui-Wen Lin | *Soochow university*

Po-Chih Chen | *Taipei Medical University*

ACMASS-5895

Child Soldiers In Front Of The International Criminal Justice

Mamu Atouga | *University of Quebec at Montreal*

Dominique Sambou-Tchicaya | *Bordeaux Management School*

APICENS-1033

Study on the Fine Defect Detections Using the Water Immersion Laser Ultrasonic Technique

InYoung Choi | *Chonbuk National University*

YoungJune Kang | *Chonbuk National University*

SeongJong Kim | *Chonbuk National University*

APICENS-1041

Highly Electrical Conductive Films Consisting of Silver Nanoparticle/Exfoliated Mica Platelet Nanohybrids

Chih-Wei Chiu | *National Taiwan University of Science and Technology*

ISCEAS-168

Prediction of Efficiency of an Existing 14-Speed Bicycle Internal Drive Hub

Yi-Chang Wu | *National Yunlin University of Science & Technology*

Li-An Chen | *National Yunlin University of Science & Technology*

Che-Wei Chang | *National Yunlin University of Science & Technology*

ISBBME-1323

The Relationships among Perceived Justice, Previous Experience, Repurchase Intention and Negative Word-of-Mouth in Service Recovery

Fan-Yun Pai | *National Changhua University of Education*

Pao-Ling Huang | *National Changhua University of Education*

Yi-Che Tsai | *National Changhua University of Education*

ISCEAS-160

Rate-Compatible Punctured Convolutional Coded Spatial Modulation

Shang-Chih Ma | *National Taipei University of Technology*

ISCEAS-164

Acceleration of Compression and Phase Unwrapping for Fringe Projection Profilometry

Han-Yen Tu | *Chinese Culture University*

Sin-Hao Cai | *Chinese Culture University*

Che-Chi Weng | *Chinese Culture University*

ISCEAS-177

Design and Implementation of High Power Dual-Module Parallel Charging System

Yu-En Wu | *National Kaohsiung First University of Science and Technology*

ISCEAS-238

Low Power-Delay-Product Full Adder Design

Chuen-Yau Chen | *National University of Kaohsiung*

Yung-Pei Chou | *National University of Kaohsiung*

Zheng-Hong Zhang | *National University of Kaohsiung*

ISCEAS-183

Signal Analysis for “Kagaya Miyamoto Shiki” Music Therapy

Tien-Hui Luo | *Mackay Junior College of Medicine, Nursing and Management*

Chih-Hsu Hsu | *Ching Kuo Institute of Management and Health*

ISCEAS-178

Dense 3-D point clouds derived from UAS imagery

Tee-Ann Teo | *National Chiao Tung University*

**Management / Biomedical Engineering /
Environmental Sciences / Natural Science /
Education**

2014/08/16 Saturday 10:00~11:00

ACMASS-5891

Exploring the Factors Affecting ISD Team Creativity: The Capital Perspectives

Sheng Wu | *Southern Taiwan University of Science and Technology*

Cathy s Lin | *National University of Kaohsiung*

ACMASS-5776

Can Environmental Management Practices Facilitate Environmental Performance? The Role of Intellectual Capital

Chih-Hsun Chuang | *National Chung Hsing University*

Ming-Jian Shen | *Takming University of Science and Technology*

ACMASS-5976

The Signaling Effects of Supervisors' Psychological Capital, Subordinates' Psychological Capital and Job Engagement: A Multilevel Mediating Perspective

Shu-Ling Chen | *National Dong Hwa University*

Kuan-Yeh Tung | *Southern Taiwan University of Science and Technology*

APICENS-1077

Selection of Aptamers Against Influenza Virus a Subtypes H5N1 and H5N2

CY Liao | *National Taiwan University*

TH Wang | *National Taiwan University*

CH Chou | *National Taiwan University*

HJ Tsai | *Animal Health Research Institute, Council of Agriculture*

LC Chen | *National Taiwan University*

JR Liu | *National Taiwan University*

APICENS-1079

Carbon Nanotube-Mediated Photothermal Disruption of Endosomes/Lysosomes Reverses Doxorubicin Resistance in MCF-7/ADR Cells

Chin-Lin Pai | *National Chung Hsing University*

Yu-Chun Chen | *National Chung Hsing University*

Chia-Yen Hsu | *National Chung Hsing University*

Hong-Lin Su | *National Chung Hsing University*

Ping-Shan Lai | *National Chung Hsing University*

ISCEAS-175

The Development and Application of Dyspraxia Test on Children with Developmental Coordination Disorder

Shao-Hsia Chang | *I-Shou University*

Nan-Ying Yu | *I-Shou University*

ISCEAS-186

Preliminary Analysis on Polar Mesosphere Summer Echoes with Stratified Dusty Plasma Media

Hailong Li | *University of Electronic Science and Technology of China*

APICENS-1097

Inhibition TGF- β Pathway to Prevent Cardiac Fibrosis of SHSST Cyclodextrin Complex on Cirrhotic-Cardiomyopathy Rat Hearts

Wei-Wen Kuo | *China medical University*

Dennis Jine-Yuan Hsieh | *Chung Shan Medical University*

Chih-Yang Huang | *China Medical University*

Chih-Yang Huang | *Asia University*

APICENS-1202

Prevalance of Pediculosis and It's Related Factors in the Central Prison in Hamadan – West of Iran in 2013

Mansour Nazari | *Hamadan University of Medical Sciences*

Reza Goudarztalejerdi | *Hamadan University of Medical Sciences*

Abbas Moradi | *Hamadan University of Medical Sciences*

APICENS-1192

Prevalence of Trichomoniasis among women in Kermanshah, west of Iran

Naser Nazari | *Kermanshah University of Medical sciences*

Mariyam Zanganeh | *Kermanshah University of Medical sciences*

Fatemeh Moradi | *Kermanshah University of Medical sciences*

APICENS-1200

The Effect of Herbal Extrats (Fennelin & Vitagnus) and Mefenamic Acid in the Treatment of Menstrual Bleeding

Fatemeh Shobeiri | *Hamadan University of Medical Sciences*

Fatemeh Zeraati | *Hamadan University of Medical Sciences*

APICENS-1188

Epidemiological Survey of Scorpionism in Khoram-Shahr County, Southwestern Iran

Hamid Kassiri | *Ahvaz Jundishapur University of Medical Sciences*

Sakineh Safarpor | *Ahvaz Jundishapur University of Medical Sciences*

ACMASS-5907

The Study on Elderly Learners' Narrative Learning and Self-integration: the Perspective of Social Constructivism

ChiaFeng Hsu | *National Taiwan Normal University*