

Conference Program

May 22-24, 2018

Shanghai, China

APCSSM

Asia-Pacific Conference on Social Sciences and
Management

APCSSM

Asia-Pacific Conference on Social Sciences and Management

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Welcome Message



Local Host

Dr. Joy Kamakamaewailani Rodriguez

Professor

Beijing Forestry University

On behalf of the Higher Education Forum (HEF) and The 4th Asia-Pacific Conference on Social Sciences & Management, I'd like to extend a *Shanghai Welcome* to all delegates.

Shanghai has long been regarded the Financial Capital of China, so for visitors, it is, especially, an exciting destination. Pudong, where we're located, is a booming area that offers modern attractions, phenomenal skyscrapers, shopping malls, entertainment, technology and dining. Located east of the Huangpu River, Pudong today is a new district, a Special Economic Zone, so here, you'll, undoubtedly, find world-class technology and some of the world's highest skyscrapers.

I know you might have "Disney-Shanghai" on your mind during this visit, but be sure to check out other Pudong attractions, like:

1. Shanghai World Financial Center
2. The Oriental Pearl TV Tower with its 15 observatory levels, exhibition facilities, a hotel, a shopping mall and, even, a revolving restaurant.
3. Century Park : Shanghai's largest park, located on Jinxiu Road, features scenic landscapes, beautiful gardens, woodlands and lakes, and is within walking distance of The Shanghai Science and Technology Museum.
4. Century Boulevard: is just 5 kilometers from the Oriental Pearl TV Tower, and is a beautifully landscaped Avenue featuring magnificent sculptures and botanical gardens;
5. Jinmao Tower : Another of Pudong's great skyscrapers, is located on Century Boulevard, and is China's second tallest building, rising 88 stories high and housing financial and trade businesses;
6. Shanghai Ocean Aquarium, on Lujiazui Ring Rd, features over 221,000 square feet of exhibitions displayed in various themed areas from Asia's rainforest to the South American Amazon , and also boasts one of the world's longest underwater tunnels through which visitors can experience the open ocean, a shark cove, coral reef and more.

Last, but not least, Shopping, Shopping, Shopping! Pudong offers top places to shop like Times Square, the New Xiang Yang Market and the Super Brand Mall, one the largest malls in Asia. This Conference is conveniently located near the Subway, buses, taxis and even Ferries....So, again, Welcome To Shanghai!

General Information for Participants

■ **Registration**

The registration desk will be situated on the **4th Floor** at **Eton Hotel Shanghai** during the following time:

09:00-14:00 Wednesday, May 23, 2018

10:00-11:30 Thursday, May 24, 2018

■ **A Polite Request to All Participants**

Participants are requested to arrive in a timely fashion for all addresses. Presenters are reminded that the time slots should be divided fairly and equally by the number of presentations, and that they should not overrun. The session chair is asked to assume this timekeeping role and to summarize key issues in each topic.



Sandals or Slippers



Tank Top



Shorts

■ **Certificate**

Certificate of Presentation or Certificate of Attendance

A certificate of attendance includes participant's name and affiliation, certifying the participation in the conference. A certificate of presentation indicates a presenter's name, affiliation and the paper title that is presented in the scheduled session.

Certificate Distribution

Oral presenters will receive a certificate of presentation from the session chair after their presentations or at the end of the session. Poster presenters will receive a certificate of presentation from the conference staff at the end of their poster session.

The certificate of presentation will not be issued, either at or after the conference, to authors whose papers are registered but not presented. Instead, the certificate of attendance will be provided after the conference.

■ Preparation for Oral Presentations

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 you to bring two copies of the file in case that one fails. You may also connect your own laptop to the provided projector; however please ensure you have the requisite connector.

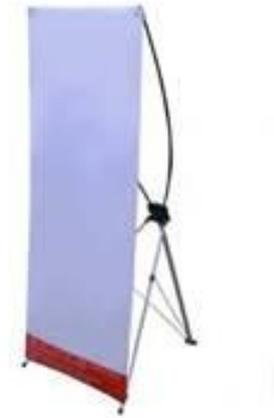
Preparation for Poster Presentation

Materials Provided by the Conference Organizer:

1. X-frame display & base fabric canvases (60cm×160cm)
2. Adhesive tapes or binder clips

Materials Prepared by the Presenters:

3. Home-made poster(s)
4. Material: not limited, can be posted on the canvases
5. Recommended poster 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)

International Committees

International Committee of Social Sciences

Adeeb Jarrah	United Arab Emirates University	UAE
Ahrar Husain	Jamia Millia Islamia - A Central University	Indian
Alex Yao Tang	National Cheng Kung University	Taiwan
Amol Gore		Thailand
Ashish Pareek	Maharshi Dayanand Saraswati University, Ajmer	India
Atefeh Ferdosipour	Azad University (East Tehran Branch)	Iran
Azidah Abu Ziden	Universiti Sains Malaysia	Malaysia
Azilawati	Nanyang Technological University, Singapore	Singapore
Aziz Bin Ahmad	University Malaysia Terengganu	Malaysia
B. Suresh Lal	Kakatiya University	India
Badar Alam Iqbal	Aligarh Muslim University	India
Bayram Akarsu	Erciyes University	Turkey
Bor-Tyng Wang	Feng Chia University	Taiwan
Brian Hunt	Mahidol University	Thailand
Cathine G. Scott	Morris College in Sumter	USA
Chia-Hwan Chen	National Taipei University of Education	Taiwan
Chia-Ming Chang	National Chia-Yi University	Taiwan
Chib	Datta Meghe Institute of Management Studies	India
Chih-Wei Peng	Taipei Medical University and Hospital	Taiwan
Ching-Yi Tien	I-Shou University	Taiwan
Chi-Ying Chen	Asia University	Taiwan
Concepcion C. Libuit	City University of Pasay	Philippines
Darshan kaur Narang	University of Rajasthan, Jaipur	India
David Yoon	Universitaire Léonard de Vinci	France
Dharam Vir Mahajan	CCS university, Meerut	India
Donald L. Amoroso	Auburn University at Montgomery	USA
Donghun Lee	Sungkyunkwan University	South Korea
Eddy K.W. Li	The Chinese University of Hong Kong	Hong Kong
Edward Hwang	Chung Hua University	Taiwan
Eric Santos Parilla	University of Asia and the Pacific	Philippines
Funda VARNACI UZUN	Aksaray University	Turkey
Gajendra Singh	Satyawati College, University of Delhi	India
Hamzeh Dodeen	United Arab Emirates University	UAE
Intan Soliha Binti Ibrahim	Universiti Malaysia Sabah	Malaysia
Irene Guatno Toribio	Philippine Christian University	Philippines

Jalil Safaei	University of Northern British Columbia	Canada
Jamie Halsall	University of Huddersfield	UK
Jeffrey Trambley	Musashino Gakuin University	Japan
Jian-Horng Chen	Chung Shan Medical University	Taiwan
John Christian S. Jardin	Palawan State University	Philippines
John Erinorio Perez	University of the Philippines Los Baños	Philippines
Jonas Chao-Pen Yu	Takming University of Science and Technology	Taiwan
Joseph Lau	The University of Hong Kong	Hong Kong
Joyce Zhou	Emporia State University	USA
Junaid M. Shaikh	Curtin University Sarawak Malaysia	Malaysia
Kaedsiri Jaroenwisan	Silpakorn Univesity	Thailand
Kanokphon	Srinakharinwirot University	Thailand
Chantanarungpak		
Karen Miranda Fernandez	Imus Institute	Philippines
Karendra Devroop	University of South Africa	South Africa
Kim , Kyung Hee	Mokpo National University	South Korea
Kim Sangho	Ritsumeikan Asia Pacific University	Japan
Kim, Deok Man	Baekseok University	South Korea
Krishna Govender	AAA School of Advertising	South Africa
Lin, Hsiao-Tseng	Meiho University	Taiwan
Linda Oshita	University of Hawaii	USA
Margaret Sanapo	Ritsumeikan University	Japan
Maria Cristina M. De los Santos	Kyungdong University-Global Campus	South Korea
Marie Paz E. Morales	Philippine Normal University	Philippines
Mehryar Nooriafshar	University of Southern Queensland	Australia
Michael Kao	Chang Gung University	Taiwan
Micheal Kon	Aletheia University	Taiwan
Michelle M. Mukherjee	Queensland University of Technology	Australia
Mindy Suzanne Andino	Bloomsburg University	USA
Ming-Chang Chih	National Chung Hsing University	Taiwan
Mingchu (Neal) Luo	Emporia State University	USA
Mohamad Hafis Amat Simin	University Sultan Zainal Abdin	Malaysia
Mohamed Ahmed El Khouli	Sadat Academy for Management Science	Egypt
Mohamed Hammad Hendy	Beni-Suef University	Egypt
N. S. Ravishankar	Axis Bank	India
Nadir Memmedli		Azerbaijan

Naim UZUN	Aksaray University	Turkey
Nezaket Memmedli	Azerbaijan National Academy of Sciences	Azerbaijan
Ng Woon Lam	Nanyang Technological University	Singapore
Nukshi Esther Imsong	Institution of Psychology Counselling and Educational Research	India
Obydullah Al Marjuk	Independent University, Bangladesh	Bangladesh
Ozgul Keles	Aksaray University	Turkey
Prasong Tanpichai	Kasetsart University	Thailand
Ramayah Thurasamy	Universiti Sains Malaysia	Malaysia
Reem Abed Almotaleb Abuiyada	Dhofar University	Palestine
Ricky Ng	Vocational Training Council	Hong Kong
Ronald Griffin	Florida Agricultural & Mechanical University	USA
Rotaru Ioan-Gheorghe	Timotheus Brethren Theological Insititute of Bucharest	Romania
Ruby Ann L. Ayo	Bicol University	Philippines
Sadiq Abdulwahed Ahmed Ismail	United Arab Emirates University	UAE
Sally dhruva' Stephenson	Frosterburg State University	USA
Shaik. Feroz	Caledonian College of Engineering	Oman
Shiv Prasad	Maharshi Dayanand Saraswati University, Ajmer	India
Shujen Lee	Asia University	Taiwan
Shun-Hsing Chen	Oriental Institute of Technology	Taiwan
Soon SONG	Wonkwang University	South Korea
Stacey Jocoy	Texas Tech University	USA
Sunil Kumar	Alliance University	India
T.S.Devaraja	University of Mysore, Hemagangothri Campus	India
Tan Khay Boon	SIM Global Education	Singapore
Theeraphab Phetmalaikul	Srinakharinwirot University	Thailand
Vijayaletchumy Subramaniam	Universitas Putra Malaysia	Malaysia
Wang Yu-Shan	National Kaohsiung First University of Science and Technology	Taiwan
Wei-Cheng(Joseph) Mau	Wichita State University	USA
Yong-Ho Kim	Pukyong National University	South Korea
Yong-Taek Rhim	Namseoul University	South Korea

Special Thanks to Session Chairs

Julie Qiu Bao

Shippensburg University

Ruth X. Liu

San Diego State University

Sanjay Sisodiya

University of Idaho

Zhen Zhu

University of Central Oklahoma

Faye X. Zhu

Rowan University

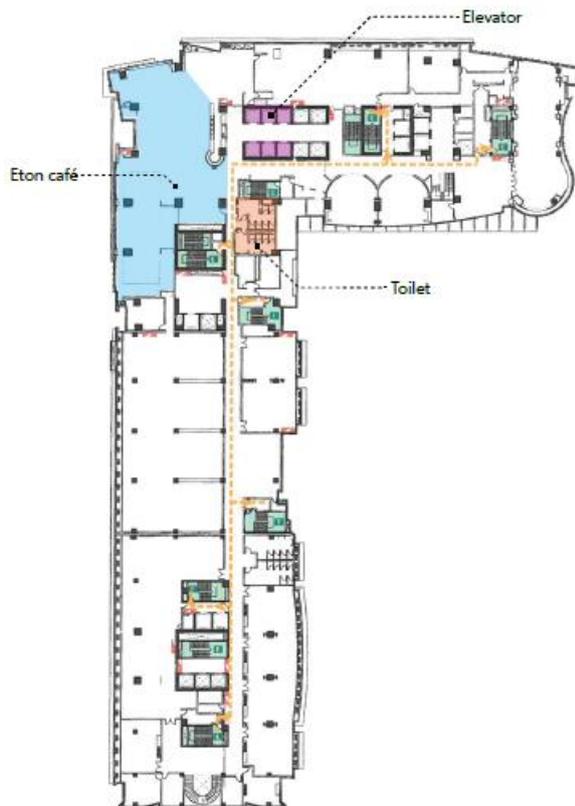
Conference Venue Information

The Eton Hotel Shanghai

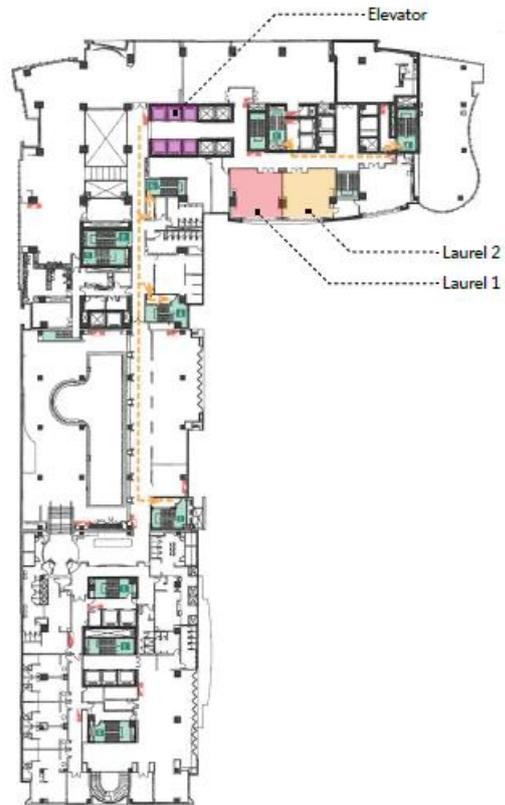
535 Pudong Ave, Pudong Xinqu, Shanghai Shi, China, 200120

TEL: + 86 21 3878 9878

The 3rd floor plan



The 4th floor plan



Registration: Pre-Function Area, 4F

Oral Session: Laurel 1 and 2, 4F

Poster Session: Pre-Function Area, 4F

Tea Break & Networking: Pre-Function Area, 4F

Lunch: Eton café, 3F

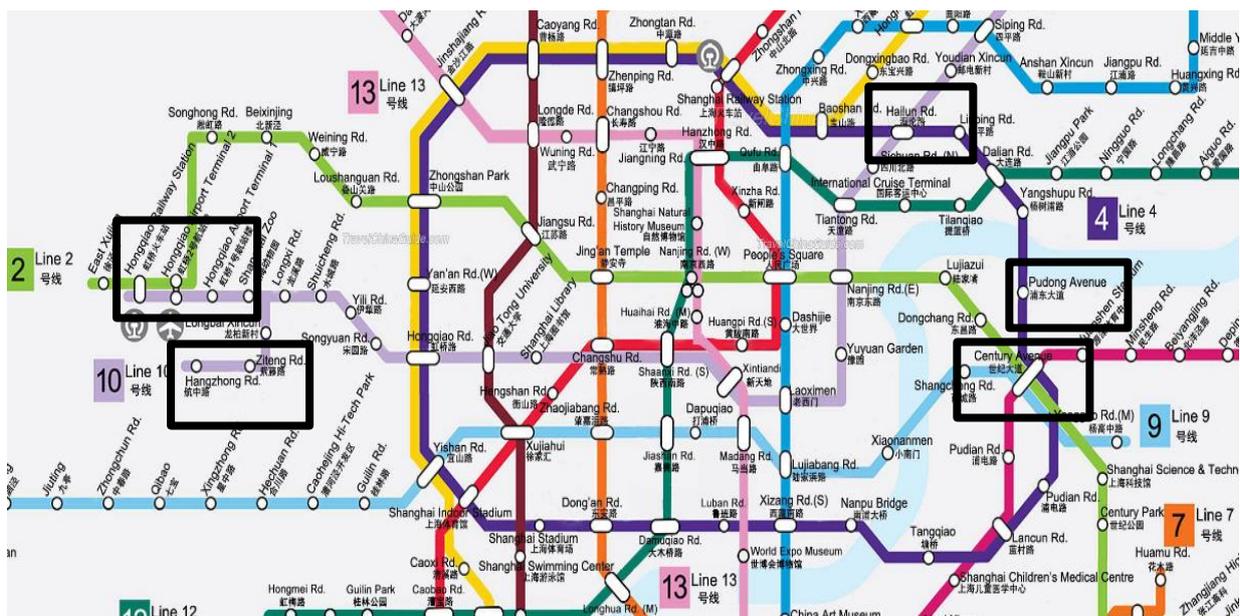
Transportation

From Shanghai Hongqiao International Airport

1. Take subway line 10 from Shanghai Hongqiao International Airport station to Hailun Road station.
2. Exchange to subway line 4 from Hailun Road station to Pudong Avenue station (Exit 4).
3. Three minute walk from Exit 4.

From Shanghai Pudong International Airport

1. Take subway line 2 East Extension Line from Shanghai Pudong International Airport station to Guanglan Road station.
2. Exchange to subway line 2 from Guanglan Road station to Century Avenue station.
3. Exchange to subway line 4 from Century Avenue station to Pudong Avenue station (Exit 4).
4. Three minute walk from Exit 4.



Conference Schedule

Tuesday, May 22, 2018		
Time	Schedule	Venue
09:30-10:00	Pre-Registration	Hotel Entrance, 1F
09:30-10:00	Gathering for Socializing Event	Hotel Entrance, 1F
09:30-17:00	Welcome Socializing Event	

Wednesday, May 23, 2018		
Oral Session		
Time	Schedule	Venue
09:00-14:00	Registration	Pre-Function Area, 4F
09:30-11:00	Education (1)	Laurel 1, 4F
	Psychology/ Society / Culture/ Communication	Laurel 2, 4F
11:00-11:15	Tea Break & Networking	Pre-Function Area, 4F
11:15-12:15	Keynote Speech Dr. Joy Kamakamaewailani Rodriguez <i>Topic : For non-native learners: 5 easy media ways to speak English better</i>	Laurel 1, 4F
12:15-13:15	Lunch Time	Eton Café, 3F
13:15-14:45	Business and Management (1) / Education (2)	Laurel 1, 4F
	Economics/ Politics	Laurel 2, 4F

Wednesday, May 23, 2018		
Poster Session		
Time	Schedule	Venue
10:30-11:30	Education	Pre-Function area, 4F
13:30-14:30	Business and Management/ Economics	Pre-Function area, 4F

Thursday, May 24, 2018

Oral Session

Time	Schedule	Venue
10:00-11:30	Registration	Pre-Function Area, 4F
10:30-10:45	Tea Break & Networking	Pre-Function Area, 4F
10:45-12:00	Business and Management (2)/ Finance	Laurel 1, 4F
12:00-13:00	Lunch Time	Eton Café, 3F

Keynote Speech

Laurel 1

11:15-12:15, Wednesday, May 23, 2018

Topic:

For Non-native Learners: 5 Easy Media Ways to Speak English Better

Dr. Joy Kamakamaewailani Rodriguez

Professor

Beijing Forestry University



Abstract

I am Dr. Joy K. Rodriguez, an English Language Educator, who travels worldwide, teaching Non-Native Speakers (NNS) “how to speak and practice English” with Native Speakers (NS or Foreigners).

Because Technology is such an integral part of all of our lives these days, I, strategically, use multi-media tools (including: the Internet, movies, music, realia, etc) to REACH and TEACH. I still teach all the required pedagogical components of Language Learning (grammar, vocabulary, TEST-PREP, etc), but with a “conversational” emphasis on (1) Phrasal Verbs, (2) Slang or Jargon, and (3) Idioms, for “natural” speaking, better pronunciation, and fluency!

If you’re a Non-Native Speaker (NNS) or Teacher, then you know, first-hand, how daunting it can be to not only learn a new language, but to speak it. Foreign Language Anxiety (Xenoglossophobia) is one part of this communication problem, but, another, rarely discussed, part is what I’ve coined, “foreignerphobia”. Foreignerphobia is “an extreme fear of speaking to or with Native Speakers (foreigners)” in their native language (L1).

This Keynote presentation reviews 3 types of NNS ANXIETY: Trait, Situation-Specific and State. I will also discuss (based on research results) some reasons WHY NNS may feel foreigner-phobic. I will provide you with The “Movies & Music” Class examples to show you how to help your students MINIMIZE or OVER-COME this “conversation-crippling” problem (plus, introduce the ingredients of a ForeignerThon) ... all easily implementable Teaching and Learning tools.

Education (1)

Wednesday, May 23, 2018

09:30-11:00

Laurel 1

Session Chair: *Prof. Julie Qiu Bao*

APCSSM-0030

Teacher Assessment in American Schools

Julie Qiu Bao | *Shippensburg University*

APCSSM-0008

Data Mining Techniques for Improving Student Retention in Higher Education

Youqin Pan | *Salem State University*

Jesus Montoya | *Salem State University*

APCSSM-0015

Shooting for a Better, Fast, and More Efficient System: A Study on Students' Timely Progress to Graduation

Ming Chen | *California State University Long Beach*

Xuemei Su | *California State University Long Beach*

Hongyu Chen | *California State University Long Beach*

APCSSM-0049

Blending openSAP with In-Class SAP Course Work

Manying Qiu | *Virginia State University*

Yaquan Xu | *Georgia Guinnett College*

Emmanuel Omojokun | *Virginia State University*

APCSSM-0058

Financial Literacy of College Students: An Approach from the Perception, Knowledge and Skill on Financial Topics

Jésica Josefina Ramos Hernández | *Universidad Cristóbal Colón*

Arturo Garcia-Santillán | *Universidad Cristóbal Colón*

Elena Moreno-García | *Universidad Cristóbal Colón*

Maria Teresa De Jesus Zamora-Lobato | *Universidad De Xalapa*

APCSSM-0061

Who Choose to Teach in Constructivist Ways? A Quantitative Study on K-12 Teachers

Peizhen Wang | *Changshu Institute of Technology*

Psychology / Society / Culture / Communication

Wednesday, May 23, 2018

09:30-11:00

Laurel 2

Session Chair: *Prof. Ruth X. Liu*

APCSSM-0017

Gender Typing and Singleton Status: A Study of House Chore Performance among Teens in Urban China

Ruth X. Liu | *San Diego State University*

APCSSM-0005

Factors Affecting the Mental Well-Being of Undergraduate Students in Karachi

Zeenat Ismail | *Institute of Business Administration*

Neshmia Shujaat | *Institute of Business Administration*

APCSSM-0027

Identifying Cultural Variations in Quality of Life Measures between Chinese and American Children with Neurological Disorders

Min Li | *Norwich University*

APCSSM-0046

A Study on Differences of Hard-Sell / Soft-Sell Strategies in Image Advertising

Seungkoo Kang | *Korea National Open University*

APCSSM-0054

Inherent Multiculturalism: An Ancient Chinese Practice becomes a Part of the Indonesian Everyday

Margaret Chan | *Singapore Management University*

Business and Management (1) / Education (2)

Wednesday, May 23, 2018

13:15-14:45

Laurel 1

Session Chair: *Prof. Sanjay Sisodiya*

APCSSM-0013

Exploring Success with Open Innovation in China: Capabilities and Resources that Drive and Moderate Enhanced Financial Performance

Sanjay Sisodiya | *University of Idaho*

APCSSM-0007

A Study on Pre-service Teachers' Patterns of Commitment to Teaching in Taiwan

Hsiou Huai Wang | *National Taiwan University*

APCSSM-0032

The Preparation, Progress, and Firm Performance of Business Succession: Taiwan and Japan

Jeng Liu | *Tunghai University*

APCSSM-0042

Failed Mergers: Vigilance is Key

Preetika Sihag | *University of Pune*

APCSSM-0050

Technological Competence Creation of EMNCs and Performance: Empirical Justification of EMNC Theories

Feng Zhang | *Pennsylvania State University*

Guohua Jiang | *West Chester University*

Conger Wang | *Pennsylvania State University*

APCSSM-0059

The Effect of Mimicry and Novel Attributes on the Purchase Intention: Product Involvement as Moderator

Ming-Chuan Pan | *Tatung University*

Hao Lin | *Tatung University*

Kai-Chieh Huang | *Tatung University*

Economics / Politics

Wednesday, May 23, 2018

13:15-14:45

Laurel 2

Session Chair: *Prof. Zhen Zhu*

APCSSM-0025

Energy and Agricultural Commodity Markets Interaction: The Case of Oil, Natural Gas and Corn

Song Zan Chiou Wei | *National Kaohsiung University of Applied Sciences*

Sheng Hung Chen | *Nanhua University*

Zhen Zhu | *University of Central Oklahoma*

APCSSM-0004

The Mexican Institutions in the Creation and Consolidation of SMEs

José G. Vargas-Hernández | *University of Guadalajara*

Sandra Quiroz Mendoza | *University of Guadalajara*

APCSSM-0020

The Model of Maritime Security Cooperation to Deal with Transnational Crimes in South East Asia Region

Novky Asmoro | *Indonesia Defense University*

APCSSM-0036

Unexpected Inflation, Instability and Market Expectations

Patrick Leoni | *Kedge Business School*

APCSSM-0038

Paradox of Growth and Stagnation in Indian Manufacturing

Madhusudan Datta | *University of Kalyani (Retired from)*

APCSSM-0065

The Meaning of Application of Philosophical Daoism to Leadership and Management in Modern Society: From Philosophical and Historical Viewpoints

Verena Xiwen Zhang | *Tunghai University*

Business and Management (2) / Finance

Thursday, May 24, 2018

10:45-12:00

Laurel 1

Session Chair: *Prof. Faye X. Zhu*

APCSSM-0060

More than Adjustment: The Roles of Cultural Intelligence in Facilitating Creativity and Altruism

Yang Yang | *Rowan University*

Faye X. Zhu | *Rowan University*

APCSSM-0011

China's Investment to Pakistan: Challenges and Opportunities

Wajeeh Ullah | *Zhongnan University of Economics and Law*

Bo Yang | *Zhongnan University of Economics and Law*

Hongfei Zhu | *Zhongnan University of Economics and Law*

APCSSM-0052

Companies versus Celebrities: The Effectiveness of Brand Communication Using Social Media

Lin Zhang | *Truman State University*

Baolong Ma | *Beijing Institute of Technology*

APCSSM-0057

Does Entrepreneurial Process Matter? Evidence from U.S. Start-Ups

Mingxiang Li | *Florida Atlantic University*

APCSSM-0072

Dark Triad and Conflict Management Styles in Private and Public Sector Employees

Shazia Quyyam | *University of the Punjab*

Rida Tahir | *University of the Punjab*

Poster Sessions (1)

Education

Wednesday, May 23, 2018

10:30-11:30

**Pre-Function Area,
4F**

APCSSM-0069

The Development Contexts and Effects of Learning Cities in Taiwan

Ming-Lieh Wu | *National Chi Nan University*

Poster Sessions (2)

Business and Management / Economics

Wednesday, May 23, 2018

13:30-14:30

Pre-Function Area,
4F

APCSSM-0006

Consistency Analysis of National Fiscal Appropriation of S&T and Government's R&D Investment in China

Shi Chen | *School of government, Beijing Normal University*

Ping Chen | *The People's Insurance Company (Group) of China Limited*

APCSSM-0067

The Importance of Information Cues for Used Products

Yingtao Shen | *Austin Peay State University*

Jin Li | *North Dakota State University*

Jidong Han | *Renmin University*

Xin Zhang | *Austin Peay State University*

APCSSM-0070

The Dispatching and Control Model of Stocker in 300 mm Wafer Fabrication

Ying Mei Tu | *Chung Hua University*

APCSSM-0071

Exploration of the Factors for the Public to Support Renewable Energy in Taiwan

Amy H. I. Lee | *Chung Hua University*

He-Yau Kang | *National Chin-Yi University of Technology*

Tasi-Han Luo | *National Chin-Yi University of Technology*

APCSSM-0022

Two-Stage Calibration Method to Explore the Risk of Cardiovascular Disease in Women with Fibroids

Hui-Wen Lin | *Soochow University*