

2016 IEDRC OSAKA CONFERENCE ABSTRACTS

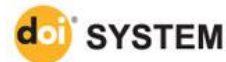
Osaka, Japan

11-12 April 2016

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CONFERENCE VENUE

ANA Crowne Plaza Osaka

<http://www.anacrowneplaza-osaka.jp/>

1-3-1 Dojimahama, Kita-ku, Osaka-shi, Osaka, 530-0004, Japan



ANA Crowne Plaza Osaka is 10-minute walk from **JR Osaka rail station**. From there, the historic cities of Kyoto, Nara and Kobe are just 40 minutes by train and **Kansai International Airport** is 60 minutes by limousine bus. It is 15 minutes by taxi to bullet trains at **Shin-Osaka shinkansen station**. We are on the doorstep of the Kita-Shinchi entertainment district, where you'll find a lot of Michelin-starred restaurants and over 5,000 night spots.

Contact information:

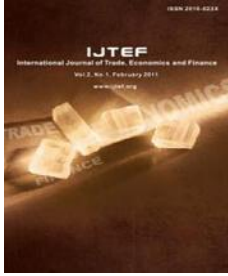
Tel: 81-6-63471112

Notice: The conference organiser won't provide accommodation. April is the peak season in Osaka and it is suggested that participants can make the reservation as soon as possible if the travel schedule is fixed. We suggest you make booking by visiting the on-line reservations sites, such as Booking, Agoda, etc.

PUBLICATION INFORMATION

Accepted papers for the Osaka programme will be published on the following journal/proceeding:

2016 5th International Conference on Economics and Finance Research (ICEFR 2016)



International Journal of Trade, Economics and Finance (IJTEF)

ISSN: 2010-023X

DOI: 10.18178/IJTEF

Indexed by: Engineering & Technology Digital Library, ProQuest, Crossref, Electronic Journals Library, DOAJ, EBSCO, and Ulrich's Periodicals Director.

2016 5th International Conference on Language, Medias and Culture (ICLMC 2016)



International Proceedings of Economics Development and Research (IPEDR)

ISSN: 2010-4626

DOI: 10.7763/IPEDR

Indexed by: CNKI, DOAJ, WorldCat, Google Scholar, Ulrich's Periodicals Directory, Crossref, and Engineering & Technology Digital Library.

2016 6th International Conference on Social Science and Humanity (ICSSH 2016)



International Journal of Social Science and Humanity (IJSSH)

ISSN: 2010-3646

DOI: 10.18178/IJSSH

Indexed by: Google Scholar, DOAJ, Engineering & Technology Digital Library, Crossref, Index Copernicus, and ProQuest.

INSTRUCTIONS FOR PRESENTATIONS

Devices Provided by the Conference Organiser:

Laptops (with MS-Office & Adobe Reader)

Projectors & Screen

Laser Sticks

Materials Provided by the Presenters:

Power Point or PDF files. Files shall be copied onto the Conference Computer at the beginning of each Session. It is suggested that a copy should be uploaded online in hour of need.

Duration of each Presentation (Tentatively): 15 Minutes including Q&A

Duration of each Keynote Speech (Tentatively): 30 Minutes including Q&A

In order to encourage student authors and presenters, it would be very much appreciated if participants could attend the whole programme.

For Poster Presentations:

The poster brought by the presenters should be limited to the size of A1, and the weight of 0.5 kg.

Dress Code:

Formal clothes or national representative of clothing is preferred.

BEST ORAL PRESENTATION

One Best Oral Presentation will be selected from each session, and the Certificate will be awarded at the end of each session on 12 April 2016.

IEDRC OSAKA CONFERENCE PROGRAMME

Day 1: 11 April 2016

Hotel lobby	14:00-17:00	Registration
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Day 2: 12 April 2016

Asuka 3th Floor	08:50-08:55	Opening Remarks Prof. Keiko Ikeda, Kansai University, Japan
	08:50 - 12:05	Keynote Speech 1 Prof. Juan Carlos Olabe, Christian Brothers University (CBU), USA Title: Developing new educational frontiers through breakthroughs in cognitive computation and new dimensions in pedagogical technology
	09:25-09:55	Keynote Speech 2 Prof. Keiko IKEDA, Kansai University, Japan Title: ICT Tools for Online Global Education: Do They Assist Promoting Intercultural and Interactional Competence for Students?
	09:55-10:20	Coffee break & Group Photo
	10:20-12:05	Session 1: Management (7 of 14 papers)
12:05-13:00		Lunch @ Cafe in the Park (1st Floor)

Asuka 3rd Floor	13:00-17:00	Session 1: Management (7 of 14 papers)
	14:45-15:00	Coffee break
	15:00-17:15	Session 4: Linguistics and Education (9 papers)
Takasago 4th Floor	13:00-17:00	Session 2: Economics (8 papers)
	15:00-15:15	Coffee break
	15:15-17:15	Session 5: Economics (8 papers)
Suehiro 4th Floor	13:00-17:00	Session 3: Society and Culture (8 papers)
	15:00-15:15	Coffee break
	15:15-17:15	Session 6: Media and Psychology (8 papers)
18:00		Dinner @ Cafe in the Park (1st Floor)

KEYNOTE SPEAKER



Prof. Keiko IKEDA

Division of International Affairs,
Center of International Education,
Kansai University, Japan

Professor Keiko IKEDA is Ph.D. from University of Hawai'i at Manoa specializing in Japanese linguistics, foreign language education, conversation analysis. Her research areas include (1) ethnomethodology, conversation analysis, and multimodal analysis of various social interactions such as political communication, human robot interaction, ICT enhanced classrooms, and (2) International Education (particularly Internationalization at Home).

Some of her most recent publications are the following:

Collateral damage: An investigation of non-combatant teasing by American service personnel in occupied Iraq and Afghanistan. Co-authored with Bysouth, D., Jeloos-Haghi, S. *Pragmatics and Society*.6(3):338-366. 2015

Interactions between a quiz robot and multiple participants: Focusing on speech, gaze and bodily conduct in Japanese and English speakers. Co-authored with Akiko Yamazaki, Keiichi Yamazaki *Interactional Studies*13(3): 366-389, 2014

Laughter and Turn-taking: Warranting next speakership in multiparty interactions In Glenn & Holt (eds.) *Studies of Laughter in Interaction* ,Co-authored with Bysouth, D., Bloomsbury.2013. Pp.39-64.

KEYNOTE SPEAKER



Prof. Juan Carlos Olabe
Christian Brothers University (CBU), Memphis, USA

Juan Carlos Olabe is professor of Christian Brothers University (CBU), in Memphis, USA. He is a doctor of telecommunications by the Polytechnic University of Madrid, and member of the Electrical and Computer Engineering Department at CBU. He has taught courses in Electromagnetic Field Theory, Digital Design, Data Communications and Computer Network Design. He collaborates with the One Laptop Per Child project (OLPC), in countries such as Peru, Mexico and Paraguay. He has collaborated with the Massachusetts Institute of Technology in the integration of Scratch in the classroom, and he is the founder of the educational portal LearnScratch.org, which serves the computational academic needs of thousands of schools around the world. His research activities include the areas of computer network design, digital design, computational thinking and cognitive processes. He is a leader in the creation of the online network of Lasallian Universities. His research projects have been funded by the National Science Foundation, USA; the European Commission and the University System of the Basque Country, Spain.

REGISTRATION: 11 APRIL 2016 (MONDAY)

ANA Crowne Plaza Osaka

Item	Time	Place
Arrival and Registration	14:00-17:00	Lobby

- (1) Your paper ID will be needed for the registration.
- (2) You can also register at any time during the conference.
- (3) Certificate of Participation can be collected at the registration counter.
- (4) The organiser won't provide accommodation; and we suggest you make an early reservation.
- (5) One Best Oral Presentation will be selected from each session. The Certificate will be awarded at the end of each session.

CONFERENCE: MORNING, 12 APRIL 2016 (TUESDAY)

Venue: Asuka (3rd Floor)

<p>08:50 - 08:55</p>	<p>Opening Remarks</p>  <p>Prof. Keiko Ikeda Division of International Affairs, Center of International Education, Kansai University, Japan</p>
<p>08:55 - 09:25</p>	<p>Keynote Speech 1</p>  <p>Prof. Juan Carlos Olabe Christian Brothers University (CBU), Memphis, USA</p> <p>Developing new educational frontiers through breakthroughs in cognitive computation and new dimensions in pedagogical technology</p> <p>Abstract: The world of higher education is being transformed by three forces addressing three fundamental aspects of education: access to high quality education; models for how the mind works, and what its capabilities and limitations are; and the use of technology for the implementation of pedagogical strategies that will lead to optimal learning experiences. This article reviews: some of the major changes is online access to higher education around the world; the fundamental ideas that cognitive sciences and computation are advancing for a new educational system; and a set of specific examples where this access and these methodologies are being implemented in the real world.</p>

Keynote Speech 2

***Prof. Keiko Ikeda***

Division of International Affairs,
Center of International Education,
Kansai University, Japan

09:25 **ICT Tools for Online Global Education: Do They Assist Promoting Intercultural and Interactional Competence for Students?**

-
09:55 **Abstract:** COIL, or Collaborative Online International Learning, is a teaching practice which employs various online methods to provide the students to engage in active and interesting collaborative interaction with their peers overseas. This talk shares with the audience whether various contemporary ICT tools readily available to us today can be used effectively to cultivate (i) students' intercultural competence and (ii) interactional competence in COIL practice.

Conversation analytic investigation on actual interactional data of the students using these tools will be illustrated in the presentation. Group video meetings were undertaken as part of a collaborative online international learning (COIL) program, which provided participants with opportunities to engage in discussions and activities that might promote cross-cultural awareness. Participants spoke a wide range of languages (e.g., English, Spanish, Japanese, Dutch, Korean, Italian, Thai, Malay) as their L1 and were located in several countries (e.g., North America, Asia-Pacific, Europe). This study will illustrate how their interactions vary in due to the different affordances provided by the ICT tool. We will also suggest how these tools should be implemented to get at the best results, i.e., developing students' intercultural competence and interactional competence.

09:55

-
10:20

Coffee Break
& Photo Session

AUTHORS PRESENTATIONS

Poster Session

Venue: Asuka (3rd Floor)

MC14



Exploring the “Nanfang gene” in mainland China: From the perspective of the Nanfang newspaper group's exodus elites

Yu-Li Wang

Chinese Culture University, Taiwan

Abstract: Despite the political power has never loosened its news control in mainland China, there are still fewer media which were market-oriented and embraced the reform spirit. The "Southern Weekly" and the "Southern Metropolis Daily" from Nanfang newspaper group are the best examples among them. This study tried to explore the “Nanfang gene” from the perspective of the Nanfang newspaper group's exodus elites. Examining the organizational culture, field, and habitus, the “in-depth interviews“ method was employed and 13 exodus elites were interviewed during Nov. 6 to 15, 2014. The results showed that those exodus elites mostly came from small city of other provinces with the background of social sciences, they tended to pursue the social reforms and embraced the ideas of "opposite role" and "advocating public opinion" of the journalists. The news professionalism were demonstrated in their "professional expertise", "professional autonomy", and "professional ethics" performances. Most of them were forced to resign due to the resistance of the political and news control. Few of them were even expelled overseas. In Sum, the exodus elites remain committed to the belief of the liberalism and persist of news professionalism which build up the core of the “Nanfang gene”.

Session 1, Part 1: Management (7 papers)

Venue: Asuka (3rd Floor)

Session Chair: TBA

Time: 10:20-12:05

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

FR00026



10:20

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10:35

The Current Status of Corporate Social Responsibility Activities in Thailand: Evidence from listed companies in the Stock Exchange of Thailand

Chitphinan Charoenrungrueang and Mullika Sungsanit

Suranaree University of Technology, Thailand

Abstract: The purpose of this research was to investigate the current implementation status of corporate social responsibility activities of a set of companies listed on the Stock Exchange of Thailand. Specifically, we applied a multi-dimensional framework, which developed from the evolution of Porter and Kramer's thought on the relationship between business and society, to analyze the types of corporate social responsibility activities and to explore the issues addressed. The research adopted qualitative and quantitative document analysis on sustainability reports from a sample of 20 listed companies which were the winners of Thailand Corporate Social Responsibility Awards in 2014. The findings revealed that the implementation of corporate social responsibility activities was based on generic issues and value chain social impacts rather than social needs. In addition, the types of corporate social responsibility activities were philanthropy and responsive CSR rather than strategic philanthropy, strategic CSR and CSV. Therefore, companies should shift towards strategic CSR and CSV which related to the strategy and operations of any specific company or the places in which they operate because they can be a source of opportunity, innovation, and competitive advantage. Then, an important next step should be to study how to motivate CSV practices and how to transform the corporate social responsibility activities of companies from CSR to CSV.

FR00027



10:35

-

10:50

A Synthesized Framework of Multilevel Innovative Work Behavior

Sukumarl Koednok and Mullika Sungsanit

Faculty of Business, Vongchavalitkul University, Thailand

School of Management, Suranaree University of Technology, Thailand

Abstract: Innovation plays an important role in enhancing business competitiveness. Both scientists and practitioners emphasize the importance of employees' innovative work behavior (IWB) for organizational success. However, encouraging innovative work behavior in organizations is a complex phenomenon because of a multi-stage process involving the relationship of individual, group, and organization.

This paper presents an integrative review aiming at examining and synthesizing the findings of existing research studies on innovative work behavior. The integrative literature review method was

	<p>a tool for this study. Systematic computer searches were conducted on the 5 main peer reviewed journal databases, i.e., Emerald e-Journal, ScienceDirect, SpringerLink Journal, Wiley-Blackwell, EBSCO, covering the period of January 2010 to December 2015.</p> <p>This review first examines the existing definitions and constructs of innovative work behavior. The similarities and differences of the determinants of innovative work behavior are reviewed. Then, a synthesized conceptual framework of innovative work behavior is proposed.</p> <p>The antecedents of IWB could separate into 2 main characteristics which are individual characteristics and contextual characteristics. For individual characteristics, some factors show direct positive effect the IWB such as self-leadership. Some factors are indirect antecedents, i.e., knowledge sharing, individual flexibility, and job insecurity. The studies of individual characteristics have been studied both negative and positive sides to IWB and organizational outcome. From this study, it can be concluded that most studies pay attention to contextual characteristics which affect innovative work behavior. For contextual characteristics, the results showed that most contextual characteristics don't have a direct effect to stimulate innovative work behavior. Therefore, many studies investigated the motivation factors which related to contextual characteristics. Few research investigated the relationship of IWB in multilevel analysis.</p> <p>This article not only discuss about determinants of innovative work behavior in individual level, but also summarize the linkage among the individual, group, and organization levels. Future research directions have been suggested.</p>
<p>FR00040</p>  <p>10:50 - 11:05</p>	<p>Building the image transfer through sponsorship: A moderating role of congruence Y. C. Liao and C. W. Lee Department of Business Administration, CAIC, Dhurakij Pundit University, Thailand</p> <p>Abstract: Since sponsorship is becoming increasingly important recently, firms are realizing advantages of conducting sponsorship to thrive. Many commercial corporations take sponsorship as one of their marketing strategy, yet some central issues related to them remain ambiguous. That is, business firms typically sponsor organizations or issues for the sake of acquiring good reputation or more exposures, in which such firms view their sponsorship as one of advertising strategies. Traditionally, business corporations make use of advertising to create the image in order to fit their positioning strategy; meanwhile the practitioners and researchers also believe that commercial corporations conducting sponsorship is just the same tool as advertising. Accordingly, an interesting question arises: Do the sponsorship and advertising fuel the same effects on firms' performance? This study reviews previous literature and contributes to the existing literature then argues that firms adopting sponsorship will obtain the image from the event or organization which was sponsored from commercial corporations. Based on such argument, sponsorship is different from advertising because the event or organization image cannot be created by commercial corporation itself. Even though the image transfer via sponsorship has been suggested, no clear empirical evidence existed to prove that the image transfer occurs because business firms hold sponsorship strategy. This study</p>

	<p>draws upon classical conditioning theory as framework to explore how the commercial organizations transfer the image of sponsor event to them through sponsorship. Specifically, this study focuses on how the attitude of commercial business and the attitude of event affect image transfer. Further, the literature indicated that firms under different situations are required to make use of strategies as a way to match their resources with certain opportunities and threats. Firms should realize that consumer recognizing the aims of firms activities may influence the effects of sponsorship. As a consequence, another interesting question is: how do consumers' recognition about the aims of firms' activities affect the relationship between firms' attitude and image transfer. In accordance with such arguments, this study further uses the congruence as moderator to argue that these relationships vary with the levels of moderating effects. If consumers recognize the business firms and the event is dissimilar, consumer will believe such business firms sponsor the event in order to advertise themselves not to support the event. Therefore, congruence plays an important role to influence the processes of transfer image.</p> <p>This study adopted the CPBL (Chinese Professional Baseball League) as object to measure how business corporations conducting sponsorship will transfer the image of CPBL into the firms. Since CPBL was the most popular sport in Taiwan, many companies sponsored it in order to achieve their commercial objectives and missions to make contact with the target consumers by means of all kinds of sponsorship to CPBL. The sample of 712 observations is analyzed by a hierarchical moderated regression method. The results indicate that the consumers with high-level involvement in CPBL show more positive attitudes or affective responses toward sponsor than those who are with low-level involvement. Thereby consumers with high-level involvement associated with image transfer can be easily achieved. Furthermore, the results also show that under the high level of congruence, the image transfer of sponsors can be achieved much more easily.</p>
<p>FR00041</p>  <p>11:05 - 11:20</p>	<p>Membership Linking User Perception to Customer Retention in Microblogs: A Moderated Mediation Model C. L. Hsu and Y. C. Liao Department of Business Administration, CAIC, Dhurakij Pundit University, Thailand</p> <p>Abstract: Microblogs have recently become a popular trend on the internet, and are quickly becoming one of the most important social media tools. With increasing frequency, companies are making their microblog the focal point of their online marketing as they strive to outperform the competition. By establishing their own enterprise accounts within the context of a microblog, such firms create an effective channel through which to broadcast information, interact with customers, thereby getting more understating about customer needs and building customer loyalty. As such, once enterprise set up their microblog and take advantage of the opportunities of such tools, firms may successfully acquire higher rates of customer retention.</p> <p>Microblogs have been the subject of many recent academic studies; however, there are still some unanswered questions regarding the effect of user perceptions on customer retention in the microblog context. Based on the TAM models, perceived usefulness and perceived ease of use are two main factors which can predict the behavioral intention to use the technology. These two factors</p>

have been widely applied in the study of information system adoption and use in the marketing management. However, perceived usefulness and perceived ease of use may not directly reveal all of the motivations of microblog users. Thus, this study uncovers the intervening factors affecting the relationship between user perceptions and customer retention, and argues that membership plays an important role in mediating the relationship between customer retention and both perceived usefulness and perceived ease of use, respectively. Membership has been identified as a key driver of the success of a virtual community. The term “membership” refers to one of the main aspects of an individual’s identification with a group, i.e., the person comes to view himself or herself as a member of a community. Many studies provide evidence linking membership to a customer’s intention to use a website. These findings also indicate a robust relationship between membership and the organizational performance of a microblog website. However, little is understood of the mediating effect between user perceptions (i.e., perceived usefulness and perceived ease of use) and the customer retention rate of the microblog. Accordingly, an interesting question arises: Does membership mediate the relationship between user perceptions and customers retention?

In addition, according to contingency theory, a corporation’s superior performance depends on the proper alignment of its activities with different contexts. Based on this theory, we propose that the use of adaptive systems, which are able to adapt themselves to users through obtaining information and facilitating suitable modifications to the user interface. Adaptive systems allows firms with microblogs to effectively and efficiently customize messages that more precisely match products to customer needs, thereby resulting in customer satisfaction and retention. Another interesting question therefore arises: Does system adaptivity affect the mediating effect of membership on user perceptions, thus leading to a higher rate of customer retention for the microblog?

Based on previous argument, this study extends existing research in two respects. First, whereas prior studies have typically examined either the moderating or the mediating effects in the microblog context, this study empirically tests relationships within a single model which incorporates both moderation and mediation. The current study illustrates how membership mediates the relationship between user perception and customer retention, and how the mediating process varies as a result of the functionality of the adaptive system. Second, this study contributes to marketing literature by showing how membership plays a crucial mediating role by creating a sense of belonging and bonding together, thus creating customer value in the virtual community of the microblog. We further discuss the use of adaptive systems to generate different mediating processes, which emphasizes the requirement for customized messages to fit customer needs and deliver more valuable information for users.

A sample comprise 1154 consumers is utilized in the analyses. The results show that the mediating effect of membership in the linkage between users perception and customers retention varies by different level of adaptive system. More specifically, adaptive system positively moderates the mediating effects of membership on customers retention.

<p>FR00007</p> 	<p>Research on Reliability of Supply Chain using Fuzzy Theory Tian Lan and Feng Julie Shen DongWu Business School of Soochow University, PRC</p> <p>Abstract: A supply chain is a set of organizations directly linked by one or more upstream and downstream flows of products, services, finances, or information from a source to a customer. As the global economic mode transitioned from vertical integration to horizontal integration, several manufacturing companies selected the most outstanding enterprises worldwide to integrate. In order to benefit all of the enterprises that join a supply chain, it is very important to improve the supply chain (SC) to deal with potential crises that may occur and to stimulate the economics. Therefore, the reliability of a supply chain becomes significant. Since the SC is susceptible to a barrage of factors, which are of bound uncertainty and difficult quantification, in this paper, a mathematic assessment model was constructed to evaluate the reliability of SC using fuzzy comprehensive evaluation method and the laws of fuzzy sets. The evaluation experiment showed that the fuzzy assessment method is feasible.</p>
<p>11:20 - 11:35</p>	
<p>FR00010</p> 	<p>Ecotourism and Livelihood: An Analysis in Bhitarkanika Wildlife Sanctuary, India Madhumita Das and Bani Chatterjee Department of Humanities and Social Sciences, IIT Kharagpur, India</p> <p>Abstract: Ecotourism is a type of sustainable tourism that aims at conservation of the environment through development of the indigenous communities. The present study is an attempt to address the impact of ecotourism on the livelihood of the locals in Bhitarkanika Wildlife Sanctuary (BKWS), Odisha, which is an important ecotourism site in India for its rich biodiversity. The study through a multiple regression model finds that ecotourism participants earn better compared to the non-participants in BKWS. However, the economic benefit of ecotourism occurs only to the participants as the multiplier effect is almost zero. But the cost of ecotourism to the locals analyzed in terms of man-animal conflict is wide spread and the non-participants suffer mostly as farming is their major occupation. The villagers in BKWS perceive crop damage by wild animals like wild boar, chitals as a great economic loss to them. Even the protection measures like fencing the crop land or guarding is ineffective. The losses often result in aggravating poverty, food insecurity, additional expenses for investing on mitigating measure, additional expenses through repeated travel to report losses, inquire about payments and consequently diminished state of socio-economic wellbeing. Although few households are affected by livestock loss and human loss as well as injury, the losses always destroy family's wealth and way of life. The authorities must keep in my mind that without the co-operation of the villagers, conservation policy like ecotourism cannot be successful. Thus proper measures like fencing the boundary of PA, regular patrolling in the rivers and creeks, increase in the frequency of patrolling during rainy season, effective technologies to control the movement of animals, more awareness camps in the villages, involvement of the locals in maximum possible way, supportive park authorities, removal of bureaucratic attitude of the forest department can go a long way in founding a better relationship between the forest department and the villagers.</p>
<p>11:35 - 11:50</p>	

HS0012



11:50

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12:05

An Exploratory Study of Character Endorsement on Facebook Pages

Nattanit Sukosit

Chulalongkorn University, Thailand

Abstract: A shift towards the digital marketing has led to a great interest among several researchers in better understanding consumers' behavior. Particularly, the impact of social media consumption seems to push every brand take into account likewise the phenomena of Facebook pages influencing business. Thus, the present study is aimed at examining critical source credibility of created characters influencing consumers' attitudes towards character endorsement on Facebook pages in Thailand, based on the concept of a tri-component celebrity endorser credibility scale proposed by Ohanian (1990). This is an initial study attempts to draw attention to the importance of the created characters that is not originally developed for a company's branding, but has eventually become one of the effective marketing tools nowadays.

To accomplish this, a questionnaire survey was used to collect the data with the total of 303 Thai consumers aged 18-34 living in Bangkok participated in the survey. The findings revealed that trustworthiness and attractiveness positively influence consumers' attitudes towards character endorsers on Facebook pages while expertise has been found to be no relationship.

On this premise, this study provides several strategic implications for both local and international brands. The utilization of Facebook page characters could be considered when marketers develop marketing strategies in order to approach and stimulate consumers' emotional responses as well as demands in the Thai market.

12:05-13:00	Lunch @ Cafe in the Park 1st Floor buffet restaurant
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AFTERNOON, 12 APRIL 2016 (TUESDAY)**Session 1, Part 2: Management (7 papers)**



Venue: Asuka (3rd Floor)



Session Chair: TBA

Time: 13:00-14:45

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

HS0044	Assessing Intra-Firm Market Knowledge Transfer: The Mediating Roles of Trust Worthiness of Source and Perceived Value of Shared Common Knowledge
	Sirisuhk Rakthin College of Management, Mahidol University, Thailand
13:00 - 13:15	Abstract: Market knowledge is one of the most critical resources for a firm's success in business competition nowadays. A challenging point of managing market knowledge is that many firms fail to acquire, to disseminate, and to integrate market knowledge collected from or by the front-line units (e.g., marketing, sales, customer service) into the general market intelligence systems within the organizational body. The study provides insights to existing literature because it empirically examines how trustworthiness of a source and perceived value of shared common knowledge mediate a relationship between ties, motivation, supportive corporate culture, inter-departmental relationship, and a transfer of knowledge in marketing context. Using structural equation modelling, hypotheses were tested among 153 senior executives and middle-level managers in Thailand.
FR00019	Idea Expropriation and Incentives within Organizations
13:15 - 13:30	Gulseren Mutlu and G. S. Pandher City University of Hong Kong, Hong Kong Abstract: This paper studies the strategic interplay between innovation, incentives, expropriation threat and disputes arising from expropriation from an intra-organization perspective. We present a simple principal-agent model with hidden actions and hidden information in which two employees can choose how much (innovative) effort to exert, whether to expropriate and whether to dispute if innovation is expropriated. The organization maximizes its expected payoff by choosing the optimal payments for both employees as well as deciding whether to encourage or discourage disputes. We analyze three different mechanisms; a contestable, a non-contestable and a team mechanism, characterize optimal innovation payments and rank the mechanisms in terms of ex-ante payoff. Finally, we discuss the feasibility and execution of each mechanism in an organizational setting.

FR00030	<p>The Influence of Leadership Styles on Employee Mood and Job Performance: A study of Hotels and Restaurants in Ho Chi Minh City, Vietnam</p>
	<p>Mai Ngoc Khuong and Lu Kim Khanh International University – Vietnam National University - Ho Chi Minh City, Vietnam</p>
13:30	<p>Abstract: This research mainly focused on studying the influence of different leadership styles on employee mood and job performance, targeting four-five star hotel and restaurant from middle-scale. Applying the quantitative method with 350 respondents, the study tested the effects of seven leadership styles including: task oriented leadership, relation oriented leadership, change oriented leadership, ethical leadership, charismatic leadership, participate leadership and autocratic leadership, on employee positive and negative mood and job performance. Through this research, it was confirmed that there is a relationship between leadership behavior and mood, between mood and job performance; and between leadership and job performance. Furthermore, it was also measured the indirect effect of Participate and Relation Oriented leadership style on job performance using mood as a mediators.</p>
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13:45	
HS0031	<p>Tracing the Flow: How Do Emerging Technologies Transform Design?</p>
	<p>Murat Bengisu, Senem Kumova Metin, and Mehmet Taze Department of Industrial Design, Izmir University of Economics, Turkey</p>
13:45	<p>Abstract: Various lists of emerging technologies are published every year by different organizations such as the World Economic Forum. Our aim in this study was to trace the links between emerging technologies and research in design. Web of Science databases were used to conduct text mining. Ten emerging technologies were determined based on recent lists. Among them, artificial intelligence (AI) shows the steadiest growth in the number of publications while publications about smart cities rose rapidly after 2010. Five fields of design were selected to determine the impact of the selected technologies. Predetermined keywords related to emerging technologies were searched by queries in publications. Social networking technologies (SNT) stand out as a significant field of study in all design fields studied. The following design fields and technologies seem to have a higher correlation than other combinations in terms of research: architecture-renewable energy; fashion design-SNT/wearable technologies; interior design – SNT/human augmentation/renewable energy; product design – robotics/AI; graphic design – robotics.</p>
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14:00	

HS0068	Developing the Cultural Heritage of Nyah-kur Inhabitants as a Cultural Village Tourism and Sustainable Learning Center in Chaiyaphum, Thailand
	Angsumalin Jammongchob , Kingkanok Saowapawong, Jutatip Junead, and Unchun Tuntates
14:00	Faculty of Environmental Culture and Ecotourism, Srinakharinwirot University, Thailand
-	Abstract: Nyah Kul is a group of tribe, which means “people of the forest”. The Thais call them Chaobon, meaning “people of the hills”. The Nyah Kul consider this latter term derogatory. Due to integration into Thai society, the number of speakers of Nyah Kul language is rapidly decreasing and some predict the language will become extinct within the next century. The majority of Nyah Kul are in Chaiyaphum province where is located in the north eastern of Thailand or I-san region. Most live in mixed villages with Isan and Thai people. The village of Nyah Kul attracted many tourists to see their culture every day. It becomes the charming destination for the tourists to visit and find the story of place that link with traditional and way of life. The tourists can get special experiences through the tourism activities from local people. At the same time, locals can get more income and pride of their cultural. For this paper, the researcher used in-depth interviews and focus group as an instrument to understand the perspective of local people and tourism stakeholders. The results of this study confirm that Nyah Kul village has potential to be developed as a Cultural Village Tourism and Sustainable Learning Center. Moreover, tourism activities such as; cotton weaving, walking around the village, and attend their local festival should be promoted for upgrading tourism products. It also enables visitors to have cultural experience in the village.
14:15	
HS1001	The Contribution of Character Strength to the Hotel Industry Employee’s Performance in Bandung
	Dewi Sartika
14:15	Faculty of Psychology, Islamic University Bandung, West Java, Indonesia
-	Abstract: The level of competition in hotel industry is very high. The euphoria of hotel businesses in Bandung, makes the need of human resources escalate as well. Therefore, all hotel must increase their facilities and services so that they are chosen as the main alternative for the customers. The parameter in the succes of giving service is ‘service quality’. This research intended to describe the correlation and contribution of character strengths variable to the employee’s performance. Character strength theory developed by Seligman was employed in this study and Performance theory develop by Chambell. The method used was correlation method, and multi regression technique. It was revealed that there were 5 dominant characters found in the employees. They were integrity, gratitude, fairness and kindness, and those are also called signature strength. Signature strength altogether don’t give significant contribution to performance, character strengths give very small contribution to performance, which means the other is determined by other variables
14:30	

FR10008 	<p>Critical Issues of Corporate Governance in Chinese Listed Companies-Meet the Standard for a Stable Capital Market</p> <p>Wan Fei Zhaoqing University, PRC</p> <p>Abstract: When the Chinese stock market collapses in the summer of 2015, the government took measures and tried to stable the market. These interventions are still arguable whether it threaten the rule of law and market fairness. However, the panic from stock market are rooted in the people's uncertain if they have access to the full information from the listed companies, and eventually, whether the companies are doing properly when they are publicly offering their stocks. The paper questions whether transparency is a principle that accepted by the listed company in China, and what are the problems associated with the corporate governance in the companies. The paper used a methodology of case study and interviews with company directors to point out number of common mistakes, and identify some critical issues on the corporate governance. In conclusion, the paper suggests the Chinese state owned enterprises reform plan needs going further and to be clarified in several crucial aspects. The paper then discuss about how the corporate governance should be improved and a standard in Chinese companies should be met for a stable Chinese capital market.</p>
14:30 - 14:45	


Session 2: Economics (8 papers)

Venue: Takasago (4th Floor)

Session Chair: TBA

Time: 13:00-15:00


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

FR00003 	<p>The spatial effects of healthcare accessibility on house prices: A case study of Taiwan</p> <p>Ti-Ching Peng Department of Economics, National Dong Hwa University, Hualien, Taiwan (R.O.C.)</p> <p>Abstract: As Taiwan is moving toward "aged society" (i.e. more than 14% of population aged over 65, according to WHO's definition), residents are inclined to live closer to hospitals for medical convenience. However, the shortage of medical supply in Departments of Medicine, Surgery, Obstetrics & Gynecology, Pediatrics, and Emergency reveals the potential effect of 'healthcare accessibility' on house prices.</p> <p>Given the MOI's (Ministry of the Interior) real estate micro-dataset of Taipei City and New Taipei City, this project takes into account the spatial dependence of house prices. Based on Rosen's (1974) hedonic price theory, this paper estimates each sampled house's healthcare accessibility by Luo & Wang's (2003) two-step floating catchment area method, and further examine its effect on house prices through spatial regressions.</p> <p>It is found in this paper that the level of medical accessibility differs between urban and rural areas,</p>
13:00 - 13:15	

	<p>and more importantly, the implicit values of medical accessibility also vary across regions. The empirical findings of this paper are expected to offer some insights not only for further empirical housing studies but also for government's policies in providing the elders in their later years with a life of good residential quality and easy access to medical service.</p>
<p>FR00008</p>  <p>13:15 - 13:30</p>	<p>Structural Change, Poverty and Economic Growth: A Comparative Analysis from Four Emerging Economies Muhamed Zulkhibri, Ismaeel Naiya, and Reza Ghazal Islamic Research and Training Institute, Islamic Development Bank, Saudi Arabia</p> <p>Abstract: This paper re-examines the relationship between structural change and economic growth for a panel of four emerging markets: Malaysia, Nigeria, Turkey and Indonesia over 1960-2010 period. The study extends the growth equation by incorporating degree of openness, labour and investment and construct structural change indices - Modified Lilien Index (MLI) and the Norm of Absolute Values (NAV). It utilizes the recently developed panel cointegration techniques to test and estimate the long-run equilibrium of the growth equation. The results confirm that structural change and economic growth are cointegrated at the panel level, indicating the presence of long-run equilibrium relationship. However, the positive impact of structural change on economic growth is relatively small and evolve slowly. It is thus important that policymakers identify the binding constraints that impede structural transformation and pursuing policies that aim at raising productivity of the productive factors.</p>
<p>FR00011</p>  <p>13:30 - 13:45</p>	<p>Knowledge for Shari'ah Auditors' Competency in Islamic Financial Institutions Nor Aishah Mohd Ali, Zakiah Muhammadun Mohamed, Shahida Shahimi, and Zurina Shafii Universiti Teknologi MARA (UiTM), Malaysia</p> <p>Abstract: Specialized auditors providing assurance that Islamic Financial Institutions (IFIs) comply with shari'ah principles are needed to serve better the IFIs' stakeholders. These auditors who are termed as shari'ah auditors require a different set of knowledge to become competent in performing their function effectively. However, shortage of qualified and competent shari'ah auditors to perform the shari'ah audit is one of the challenges experienced by the IFIs in Malaysia. This paper aims to identify the knowledge requirement of shari'ah auditors. A multiple-case study involving four groups of IFIs has been conducted to gather rich data empirically on what constitute as required knowledge for shari'ah auditor. In total, 31 interviews have been performed involving the shari'ah auditors as well as Head of Shari'ah audit department of the participating IFIs. It is found that there are minimal guidelines on recruitment of shari'ah auditors in IFIs. The majority of the respondents within the group have also chosen Shari'ah knowledge as the main knowledge to be acquired besides knowledge in Islamic banking operation, Fiqh Muamalat, auditing and conventional banking. Comparative analysis between the Head of Shari'ah Audit and the shari'ah auditors does not show much difference regarding their choice of knowledge except for the knowledge in Fiqh Muamalat and Islamic banking. Also, auditing seems to be less favored by the respondents as a component of knowledge required for shari'ah auditors as it is regarded more as a skill to be applied rather than knowledge to be acquired.</p>

<p>FR00013</p>  <p>13:45 - 14:00</p>	<p>The Impact of Environmental, Social, and Governance Practices (ESG) on Economic Performance: Evidence from ESG Score Indarawati Tarmuji, Ruhanita Maelah, and Nor Habibah Tarmuji Universiti Kebangsaan Malaysia, Malaysia</p> <p>Abstract: The aim of this paper is to investigate the impact of Environmental, Social, and Governance (ESG) practices on economic performance. We used a sample of non-financial data from two countries (Malaysia and Singapore) for the period of 2010–2014 from ASSET4® database of Data-Stream, by Thomson Reuters Inc., the world’s leading source of intelligent information for businesses and professionals. We find the support that social, and governance practices significantly influence economic performance. The study contributes to the existing literature on ESG practices and its relationship with economic performance utilizing panel data that expand into international perspective.</p>
<p>FR00015</p> <p>14:00 - 14:15</p>	<p>It is Easier not to Sell than Buy Back Later on. The Willingness to Trade Privacy in the Context of WTA and WTP Wojciech Bizon and Andrzej Poszewiecki University of Gdansk, Poland</p> <p>Abstract: The question of privacy attracts a growing interest not only among lawyers and politicians, but is also becoming the focus of attention for economists. However, private data are difficult to evaluate and no typical market for the turnover of such data exists yet. The individual valuation of privacy also poses major problems. The authors of the study have undertaken the task of assessing how and if valuations of such data differ depending on whether we want to protect or sell our data. Tests carried out by the authors lead to the conclusion that the readiness to protect information (measured as the percentage of respondents who do not decide to sell data) is higher than the economically equivalent and having the same effect (data protection) readiness to buy back data that have been shared before.</p>
<p>FR00020</p>  <p>14:15 - 14:30</p>	<p>Inconvenient Retail Depositors of the Euro Area Credit Institutions - Who Are They? Katarzyna Kinga Kochaniak Cracow University of Economics, Poland</p> <p>Abstract: This paper presents the determinants of the Eurozone households' willingness to possess high value deposits, against the background of post-crisis funding stability regulations for the European Union (EU) credit institutions.</p> <p>The EU Credit Institutions are required to improve the stability of their funding through household deposits’ accumulation. However, new supervisory norms - Liquidity Coverage Ratio and Net Stable Funding Ratio - perceive the deposits above EUR 500,000 as less stable and discourage the entities to accept them. This solution may rise a question about the profiles of individuals who provide funding and inefficiently influence the reported liquidity of credit institutions.</p> <p>The aim of this study is to identify the euro area models of households providing large deposits to</p>

	<p>credit institutions in 9 member states.</p> <p>On the basis of logistic regression models certain supranational characteristics, which boost the probability of deposit possession (wealth and socio-demographic) are recognised.</p> <p>The study is based on household-level data provided by the Eurosystem Household Finance and Consumption Survey.</p>
<p>FR00037</p>  <p>14:30 - 14:45</p>	<p>Cheaper or not? The equity financing in business groups Han-Fang Tsai and Wen-Sheng Wang Department of Finance and Accounting, CAIC, Dhurakij Pundit University, Thailand</p> <p>Abstract: The organizations tend to form a business group in the under-developed market with weak institutions and regulations. Business group therefore plays an important role in most of emerging markets. The information asymmetry is high between firms and investors in the emerging capital markets, and firms need to spend more costs to communicate with external investors. The internal capital markets form by the business groups can substitute for the imperfect external capital markets, and become a stable financing source. Reference finds that the internal capital markets relaxed the financial constraints, and rearranged the cash flow within the business group for subsidiaries with higher investment opportunities, creating an efficient financing channel. China has become the second-largest economy in the world, and the business group firm contributes tremendous production value in China. This study therefore investigates whether there is a significant difference in the cost of equity capital between group-affiliated firms and stand-alone firms. Furthermore, we examine whether the differences are related to the state ownership. On the other hand, the related party transactions also prevail between group-affiliated firms. However, the tunneling effect of the related party transactions is more pronounced than the propping up effect in Chinese group firms. Reference [1] examines the sample of Chinese business group firms and find that the tunneling effect would decrease the firm value, which increased the cost of capital. We thus examine how the existence of the related party transactions in state-owned group-affiliated firms affects the cost of equity capital. The sample includes companies listing in the Shanghai and Shenzhen Stock Exchanges between 2006 and 2014. The Panel Least Square model and Wald-test analysis are employed for analyzing data. The empirical results indicate that group-affiliated firms have a significant higher cost of equity than stand-alone firms, suggesting that the ways and motivations in forming business group in China are obviously different from those in developed economies. We further examine the effect in the business group with state ownership, and find that the cost of equity of group-affiliated firms is significantly higher than stand-alone firms. The result indicate that investors may give state-owned affiliated firms a negative evaluation. Finally, related party transactions are positively related to the cost of equity capital for state-owned affiliated firms. It suggests that the controlling shareholder in state-owned affiliated firms will use related party transactions to tunnel and therefore investors will assume high risk of expropriation. The implications of this study are to provide policy makers with references to conduct the privatization of business groups, and to give advices to managers for estimating firms' cost of equity capital.</p>

<p>FR00038</p>  <p>14:45 - 15:00</p>	<p>Empowerment of Women in Rural India through SHGs- A Step towards Financial Inclusion Sonjuhi Akhil Succena Banking Sector, India</p> <p>Abstract: Empowerment is a powerful word and should hold the weight it carries. When we talk about ‘women empowerment’, it seems to lose half of its weight as against powerful lobby of men who are responsible to encourage it. The Self help group or SHGs and the credit linkage scheme for it, started as a pilot programme in 1992. In the last 23 years it has not shown the results envisioned by the proposers. The intention is good but the tool needs more sharpening. Merely economic support is not enough to sustain such a model.</p> <p>For women empowerment education is a pre-requisite to the success of this model. By education, we mean knowledge enhancement through school education, occupational and management skills. Women by nature have managerial skills which need to be harnessed. They have patience, vision and a planning instinct better than men.</p> <p>Through this study we discuss, a statistical understanding of women empowerment in India and the Self Help Group (SHG) credit and savings programme, being enforced to achieve it. As a result, the need is felt for more Financial Institutions to join in such initiatives.</p>
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Session 3: Society and Culture (8 papers)

Venue: Suehiro (4th Floor)



Session Chair: Prof. Xabier Basogain

Time: 13:00-15:00


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

<p>HS0006</p>  <p>13:00 - 13:15</p>	<p>Comparison of Elderly People’s Perception of Homely Feeling towards Room Environment in their own Home and in two Nursing Homes in Thailand Ariya Atthawuttikul and Nopadon Sahachaisaeree King Mongkut’s Institute of Technology Ladkrabang, Thailand</p> <p>Abstract: They responded this study compared the elderly people’s perception of the room environment in their own home with those in two nursing homes whether the environment conveyed a homely feeling to a different extent or not. The two nursing homes were Sawangkanivet nursing home and BanBangkae social welfare development center for older persons. The room environment in focus included the size and ceiling height of the room and the furniture and house ware arrangement. The sample group consisted of 60 elderly people, 30 from each nursing home, with an average age of 75 years. They responded to items in a questionnaire regarding the degree of their following feelings towards or evoked by the room environment general positive and negative feelings; feeling of privacy; and feeling of freedom. Their responses were analyzed statistically, by</p>
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	<p>t-test and ANOVA, to compare the extent of the homely feeling they experienced in their own home with those in the two nursing homes. The results of the analysis indicated that, overall, the elderly people experienced significantly more homely feeling in their own home compared to what they experienced in the two nursing home. The findings from this study can be useful for designing better nursing home and new government policy on nursing home.</p>
<p>HS0011</p>  <p>13:15 - 13:30</p>	<p>The Spatial Strategy of Urban Planning for an Industry-based City in Taiwan under Japanese Colonial Rule—the Case of Pingtung City Chuan-Hsiang Hung, Ming-Hsien Ko, and Sen-I Tsai National Cheng Kung University, Taiwan</p> <p>Abstract: The industrial revolution has changed our society and living environment. In the early twentieth century, following Emperor Meiji's policy of Westernization, the Japanese colonial government introduced primary industries to Taiwan along with the western infrastructure and spatial planning, and Pingtung was one of the cities that received such innovations. Pingtung City's rise owed much to the economic policy of the Office of the Governor-General of Taiwan, and the city's transformation from a remote village to a new industry-oriented city in thirty years' time was achieved through space planning, which involved two major phases. This paper introduces Pingtung City's historical background and the process of its rise to economic prominence before the Second World War. Discussions and analyses will be conducted on the spatial strategy and adjustment in the first-phase urban development plans and on the spatial expansion and integration in the second-phase urban redevelopment plans. The differences in space-allocation strategies and design methods between the two stages will also be addressed.</p>
<p>HS0013</p>  <p>13:30 - 13:45</p>	<p>What is Intersemiotic? Some definitional elements for an intertextual relations in the fields of various form of art Kubilay Aktulum French Department, Faculty of Letters, Hacettepe University, Turkey</p> <p>Abstract: What is intersemiotic? Here is the object of my communication. I'll try to answer to this question in relation to several theories of intertextuality. In my work, I have no intention at all to remember all definitions of an intertextual approach, but only to transform some data of these theories in the context of a definition of intersemiotic in reference to “ekphrasis” practice in Zola’s impressionist novel: <i>The Work</i>.</p> <p>I think that it is possible to use the concept of intertextuality which shows the exchanges between one or more literary texts, with new names in the other forms of art: for example, intertextuality, interpicturality, intermediality, intermusicality, intercinema, intertheatricality, interphotography etc. they are used nowadays frequently in the other fields of art apart from the literature. We can also use the concepts of rewriting, repainting compared to these aforesaid concepts or quote, parody, pastiche, inspire (consciously, of course) etc. for any form of art. I can use thus, by transforming it, the typology suggested by Genette in his <i>Palimpsests</i>, in the field of other forms of art. For example, in the field of painting, I can speak, like Liliane Louvel does it, about various forms of interpicturality,</p>

	<p>thus propose a new typology of the forms of transpicturality, i.e. exchanges between two categories of different system of sign or the same class: iconotextuality, (I propose this concept because it links a text and an icon); transpicturality; archipicturality; interpicturality; m��apicturality; hypopicturality. So I can distinguish several types of intersemiotic transposition which consists in the passage of a literary text to another system of signs, nonverbal and vice versa: this form would work, in fact quite the opposite direction: I can talk about a transition from a painting or a piece of music into a literary text. The intersemiotic offers tools to analyze literary texts in an interdisciplinary perspective.</p>
<p>HS0067</p>  <p>13:45 - 14:00</p>	<p>Japan's New ASEAN Diplomacy: Strategic Goals, Patterns, and Potential Limitations under the Abe Administration</p> <p>Mahar Nirmala Graduate School of International Studies, Seoul National University, South Korea</p> <p>Abstract: This paper examines the strategic goals of Japan's New ASEAN Diplomacy introduced by Prime Minister Abe Shinzo in 2013 and analyzes the patterns and potential limitations for Japan. This paper suggests that Japan's engagement in Southeast Asia is intended to maintain the status quo of the South China Sea, to contain China's perceived threat, and to create a stable region in which Japan can exert greater influence and take full advantage in the future. In order to support this analysis, I provide an explanation regarding what has been done by Japan by categorizing ten ASEAN countries into three different groups to find the patterns of the engagement. It is found that Japan has a different strategy and priority for different countries, particularly in the focus and intensity of the cooperation. These findings supported the arguments of Japan's strategic goals mentioned above. The last section of this paper criticizes Abe's engagement policy by presenting several potential limitations for Japan, including different perception regarding China's threat, suspicion from the ASEAN countries that Japan may undermine the ASEAN principles, and relatively minor contribution from those who are regarded as small states to maintain the maritime security.</p>
<p>HS1003</p>  <p>14:00 - 14:15</p>	<p>The Risk of Divorce: style of communication, stages of family development, and type of socioeconomic status</p> <p>Yunita Sari, Septiawan Santana Kurnia, and Yuhka Sundaya Faculty of Psychology, Bandung Islamic University, Indonesia</p> <p>Abstract: The aim of this research is to describe the risk of divorce of household in Bandung city, based on three different discipline of science specifically; communication, developmental psychology and economy. This research represents the map of households which are vulnerable to divorce. This study uses 192 households in Bandung. The result shows that the risk of divorce is highest in households which have the following characteristics: (1) Low context communication, families with pre-school children and low socioeconomic status; (2) Low context communication, families with teenagers, low socioeconomic status; (3) High context communication, families with teenagers and low socioeconomic status.</p>

MC301	Indonesia creative industry sector in facing ASEAN economic community. a Case study cultural product in Bandung City
	Teddy Hikmat Fauzi and Henry Herman Loupias Pasundan University, Indonesia
14:15 - 14:30	<p>Abstract: The creative industry is one of the income of the national economy Indonesia since a few decades ago. Its contribution to the national economy is significant. The creative industry products export has increased every year. In addition, the sector is able to absorb informal workers in large numbers. In general, the form of the creative industry sector is Small and Medium-sized Enterprises (SMEs) with small capital, simple tools, low technology and the like. One potential Indonesian creative industry sector is the product of culture, especially .traditional culture is rich, unique and diverse. But it should developed further as an economic commodity</p> <p>Bandung is one of the creative city in East Asia whose economy relies on the creative industry sector. One commodity is cultural economics or economy of culture, among other performing arts, heritage and cultural industries. But this potential have not been managed and developed optimally into an economic commodity. It is the impact or orientation of the management and government to focus on the local market or domestic tourists.</p> <p>Establishment of the ASEAN Economic Community (AEC) single market has created a new paradigm in the creative industry sector in the ASEAN countries . The existence of AEC has created challenges for SMEs in the creative industry sector in Indonesia including entrepreneurs, craftsmen, government officer in Bandung city .</p> <p>This study aims to observe the potential sub cultural creative industry sector, namely cultural product in Bandung city in the face of AEC. In addition, analyzing the weaknesses and strengths of cultural products in terms of management or government development program. However, the role of government as one element Intellectuals, Business and Government (IBG) in the development and improvement of the sub sector of cultural product is very important. A new breakthrough is needed by government of Bandung City to develop SMEs cultural products more competitive.</p>
HS3006	Recent agricultural/renewable energy status in Nepal
	Lekhanath Bagale Ministry of Energy, Government of Nepal, Nepal
14:30 - 14:45	<p>Abstract: For socio-economic development of Nepal, energy plays an indispensable role for all sorts of development in modern society. Nepal is one of the least developed countries with more than 80% of its population residing in rural communities and are involved in agriculture. The energy sector is dominated by the traditional energy sources such as fuel woods, crop residues and animal dung mainly for domestic usage contributing to about 88% of the national energy consumption. Currently 45% of the population has access to electricity, and the rural electrification accounts for only 30%. The majority of rural populations are meeting their energy needs by burning biomass in traditional stoves which has several environmental and public health issues.</p> <p>The renewable energy made available through established sources and technology is considered as</p>

	<p>non-conventional sector. Alternative energy from agriculture sources are necessary to explore in context to solve the present problem of energy crisis in Nepal. Being rich in natural agricultural resources Nepal possess high potential of development of energy generation station.</p> <p>Despite a huge potential in harnessing various renewable energy resources such as hydropower, solar power, wind energy and biofuels/bioenergy, these resources have not been sustainably captured due to geographical, technical, political and economical reasons. This paper presents a brief account of Nepal's agricultural as well as renewable energy resources and the current status of various renewable energy technologies</p>
<p>HS3007</p>  <p>14:45 - 15:00</p>	<p>Environmental Concern in Nepalese Agriculture Devraj Tamang Jurimba Hydropower Company Pvt. Ltd, Minbhawan, Kathmandu, Nepal</p> <p>Abstract: Partial traditional business concepts to early commercial agriculture system of Nepal has now its economic move in transition from agricultural to early industrial track of economic development. A reliable study has been made to assess the relationship between the emerging modern agriculture practices and environmental depletion. Some of the developmental challenges of Nepal like small land holdings, weather dependent farming systems, low per capita income, underdeveloped physical infrastructures and inefficient procedures are associated with comparatively higher cost of agricultural production. Natural disasters and human induced environmental degradation are closely associated with improved farming systems. Nepal has focused several ways of producing niche agricultural products by exploiting its inherent diversified climate to cope with the global open market challenges. Competitive agribusinesses along with the adoption of environmental protection measures keeping the strategy of import substitution and export promotion are the ways for sustainable agriculture development in the country. Key Words: Competitive agri-business, development infrastructures, environmental depletion, open-global market, sustainable development.</p>

14:45-15:15

Coffee Break



Session 4: Linguistics and Education (9 papers)



Venue: Asuka (3rd Floor)

Session Chair: Prof. Keiko Ikeda

Time: 15:00-17:15

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

MC18	Collaborative 2.0 projects in the language classroom
	Iria Vázquez Mariño Université Catholique de Lille, France
15:00	Abstract: In this presentation the central idea is to show how language teachers can use digital projects, through methodology of project based learning (PBL) to motivate students in their own learning process through the design and implementation of authentic and meaningful activities and lesson plans that promote collaborative work while allowing more autonomy for the student.
-	It is evident that technology surrounds us wherever we are. Our students are online 24 hours a day, sometimes to our regret, and many times even when they are in class. We're told that we have to include technology, because the university's job is to distribute knowledge and it seems that this knowledge can be improved and acquired more easily using PBL. However, there is so much technology, that it is not clear to what extent it aids the learning process or how we have to integrate it into the language classroom.
15:15	It is fundamental that teachers, who are being encouraged by Universities to implement innovative pedagogy and PBL as a part of their training program, first understand the objectives of and how to integrate ICT in order to assure that its impact will in fact benefit the language learning process.
	First of all, I would like to explain what "digital project-based learning" is and why language teachers should implement 2.0 digital task-based activities as part of the syllabus, not only to enhance linguistics skills but also other general competences (computer knowledge, teamwork, collaborative learning, etc.).
	Finally, different task-based/ project based language teaching units using web 2.0 collaborative tools will be shown, all of them have been done this year in the Spanish as a Foreign Language classroom. They are presented to confirm that this kind of methodology does indeed help to improve the learning and motivational aspects of language teaching.
MC03	Using Films for Writing Reaction-Response Essay: A Case Study of Turkish ESP Learners
	Begumsen Ergenekon Middle East Technical University, Ankara, Turkey
15:15	Abstract: The purpose of this study is to show how media films can function as authentic sources in teaching English for Specific Purposes (ESP) to first year students to write reaction-response essays.
-	The constructivist approach used in Modern Languages Department allows students to build new knowledge upon the foundation of the previous one. It assures them first to write for an authentic
15:30	

	<p>purpose, second for meaning and third to achieve goal oriented writing unconsciously. So this class-room action study consisted of pre-, while- and post-writing stages. The sample consisted of 19 students with upper-intermediate-advanced English, studying at Middle East Technical University (METU). Results showed that watching acts coupled with listening are an effective, truly learner centered and meaningful way of gathering, using and transferring knowledge in “writing reaction and response essays”. Watching Nightcrawler definitely engaged students intellectually and emotionally who wrote eagerly and creatively. And they also transferred this skill successfully in answering the reaction-response question in the final exam. So the author will demonstrate through a workshop how this task can be carried out in the ESP classroom to teach English as a second language.</p>
<p>MC08</p>  <p>15:30 - 15:45</p>	<p>Assessing students engagement in an online student question-generation activity towards their learning motivation Masturah Sabri, Faten Khalida Khalid, and Liew Khe Li Universiti Malaysia Perlis, Malaysia</p> <p>Abstract: the purpose of this study is to look into and develop a better understanding on how students are motivated to learn through the tasks of creating their own learning content. In this study, students are exposed to question-generation activity, which employed Peer Wise as a platform- a web-based application that allows students to create, answer and share multiple choice questions. A self-report instrument were used to measure students motivational construct of intrinsic goal orientation, extrinsic goal orientation, perception of task value and control of learning beliefs and self- efficacy for learning and performance with the students’ level of engagement in the question-generation activity. The instrument was adapted from Motivated Strategies for Learning Questionnaire (MSLQ). T-test results indicated that there were significant differences between most-active and least-active contributors in the component of intrinsic goal orientation, perception of task value, and control of learning beliefs; whereby, most-active contributors tends to develop higher motivation drive in the mentioned motivation component. Correlation analysis revealed that the strongest correlation is between intrinsic motivation and the perception of task value between the most-active contributors. The result further revealed that most-active contributors valued the task given, which is to create, share and answer multiple-choice online as important and beneficial as compared to least-active contributors.</p>
<p>MC13</p>  <p>15:45 - 16:00</p>	<p>Creating Confident Classrooms With CLIL Tilka Brown The Language Toolbox, Australia</p> <p>Abstract: CLIL. What’s that, you’ve never heard of this? Don’t worry, many (too many) teachers haven’t either. Most assume that it is something to do with assessment; “Is it a type of standardised testing?” they query in strained voices. Or perhaps it is the acronym of a(nother) new curriculum framework. It is neither of these things. CLIL is a pedagogy, a teaching methodology, that I believe, will become the future of language programs in schools all over the world.</p>

<p>MC22</p> <p>16:00 - 16:15</p>	<p>Communication Skills Used by English Major Graduates in the Workplace: A Case Study</p> <p>Pornpan Chairat Thaksin University, Thailand</p> <p>Abstract: This study aims to explore English communication skills used by English major graduates in the workplace. The respondents consist of 65 English major graduates who obtained bachelor's degree in English at a university Thailand in the academic year 2012. The data were collected from the questionnaire with open-ended questions. Based on the results, it is apparent that all types of workplace communication skills are performed by the participants in their current jobs and positions. In this regard, the most top three skills used according to the collected data are general English conversation, telephone and business writing (e.g. emails, faxes, memos, and letters). From these, it can be implied that the designs of the relevant courses' contents (e.g. business English, business communication, business correspondence, presentation and discussion), assignments, classroom and extracurricular activities provided for the current students at the certain university should be focused more on practicing both oral and written communication skills particularly on specific tasks as recommended by the informants.</p>
<p>MC23</p>  <p>16:15 - 16:30</p>	<p>EFL Students' Attitudes toward Authentic and Formative Assessment: The Role of Writing Rubric</p> <p>Watcharee Kulprasit Thaksin University, Thailand</p> <p>Abstract: The current trend of teaching English in this century is toward authentic and formative assessment. The present study, therefore, pedagogically raises teachers' awareness of an integration of the writing rubric as an authentic and formative assessment into the EFL writing class in order to create the collaborative and interactive learning atmosphere in learning to write in English. According to the findings, the students showed positive attitudes toward the writing rubric. The role of the writing rubric changed the EFL writing class which was a grammar-based teaching to a six-trait development to improve the students' writing process and products. Through the writing rubric experience, the students' perspective on assessment was positively geared to formative assessment, an assessment that facilitated language learning and development rather than merely evaluated their final products and performance as summative assessment.</p>
<p>MC25</p>  <p>16:30 - 16:45</p>	<p>A Study of C-E Translation of Foreign Publicity Materials from the Perspective of Eco-Translatology—A Case Study of Premier Li Keqiang's Political Speeches</p> <p>Huang Jiahui and Xu Feng China University of Geosciences, Wuhan, China</p> <p>Abstract: In an age of globalization, China has experience an upside-down change in all fields and its national impact has becoming strengthened in the world. Especially in recent years, in wanting to embrace the globalization with a better posture, Chinese government has been trying to improve and</p>

	<p>enhance the international communication, trying to announce the Chinese voice by spreading the Chinese politics, opinions, social systems, history and cultures. Thus, as one of important means of building national image and comprehensive power in international community, the foreign publicity material plays an important role and has great research value to study on.</p> <p>Eco-translatology is one of the new scope of translation theories. Enlightened by the relevance chain in nature, it is found that there exist affinity and isomorphism between the translational ecology and natural ecology. In the mean time, Darwin's adaption and selection theory can also successfully explain the translation process, making the whole translation theory with stronger guiding function of translation practice. Its interdisciplinary nature gives a totally new interpretation of the nature of translation, translation process, translation principle, translation method etc. from the perspective of ecology.</p> <p>This paper attempts to probe into Premier Li's diplomatic speech based on the theory of eco-translatology. By illustrating of a great variety of examples in the translation, this paper wants to find the best translation strategies by analyzing how translator successfully adapt to the translational environment and categorizing three dimensions that translator needs to adapt to during translation, namely, "language dimensions", "culture dimensions" and "communicative dimensions". Five chapters are included in this paper. Chapter 1 introduces the research background, research significance and structure. Chapter 2 takes a close review of previous research on the study of publicity materials translation and the theory of eco-translatology at home and abroad. Chapter 3 briefly introduce the theoretical framework of eco-translatology from its theoretical basis, core concepts and translation strategies. Chapter 4 is the application of Eco-translatology with the translation of Premier Li's speech as the case study. At last, a conclusion is drawn that translator should try to adapt to the translational eco-environment before translation and during the translation, the translator need to make adaptation at least three-dimensionally, from linguistic dimension, cultural dimension and communicative dimension. After translation, it is necessary to check the translation by evaluation criteria.</p>
<p>HS0051</p>  <p>16:45 - 17:00</p>	<p>Social Studies Teacher Candidates' Metaphorical Perceptions towards "Modernization" Concept</p> <p>Erol Çiydem, Yavuz Özdemir, and Selçuk Ilgaz Education Faculty of Kazim Karabekir, Ataturk University, Turkey</p> <p>Abstract: Modernization which has been agenda on societies since 19th century has been a process which brings many different reactions in non-Western societies. Attitudes towards modernization process is also directly affect the perception of the concept of modernization. Metaphors are effective tools to reveal the perception towards any concept. In this study, Social studies students' perceptions towards "the modernization" concept was determined through metaphor analysis. The research group is students from 1st, 2nd, 3rd and 4th classes studying in the Ataturk University, the Kazim Karabekir Education Faculty, the Social Studies Teacher Education, in the fall semester of 2015-2016 academic year. For data collection, students were asked to fill the gaps in the phrase of "Modernization is like.....; because" Research has sought to answer the following questions: "What are the metaphors the social studies teacher candidates developed for the concept of modernization?" "Which</p>

	<p>can be grouped into conceptual categories metaphors developed for the concept of modernization by the social studies teacher candidates?" In this context, the metaphor developed by the participants in the analysis and interpretation process took place in five phases: (1) Determining metaphors (2) Classification of metaphors (3) Developing categories (4) Conducting validity and reliability and (5) Transferring quantitative data into SPSS package program. The data of the research has been collected through qualitative research method. The pattern of the research has been organized in the case of phenomenology.</p>
<p>HS0052</p>  <p>17:00 - 17:15</p>	<p>Social Studies Teacher Candidates' Metaphorical Perceptions towards "Globalization" Concept Erol Çiydem, İbrahim Fevzi Şahin, and Hakan Örtten Education Faculty of Kazim Karabekir, Ataturk University, Turkey</p> <p>Abstract: Globalization, leaving deep scars on society in the last two centuries has been a phenomenon on earth. Therefore everyone has a perspective on the concept of globalization. But global events suffered by society is significantly affect perceptions towards globalization. Metaphors are effective tools to reveal the perception towards any concept. In this study, Social studies students' perceptions towards "the globalization" concept was determined through metaphor analysis. The research group is students from 1st, 2nd, 3rd and 4th classes studying in the Ataturk University, the Kazim Karabekir Education Faculty, the Social Studies Teacher Education, in the fall semester of 2015-2016 academic year. For data collection, students were asked to fill the gaps in the phrase of "Globalization is like.....; because" Research has sought to answer the following questions: "What are the metaphors the social studies teacher candidates developed for the concept of globalization?" "Which can be grouped into conceptual categories metaphors developed for the concept of globalization by the social studies teacher candidates?" In this context, the metaphor developed by the participants in the analysis and interpretation process took place in five phases: (1) Determining metaphors (2) Classification of metaphors (3) Developing categories (4) Conducting validity and reliability and (5) Transferring quantitative data into SPSS package program. The data of the research has been collected through qualitative research method. The pattern of the research has been organized in the case of phenomenology.</p>

Session 5: Economics (8 papers)

Venue: Takasago (4th Floor)



Session Chair: Dr. Katarzyna Kinga Kochaniak

Time: 15:15-17:15

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

FR00014	Multi-market Trading and Liquidity: Evidence from Cross-listed Companies
15:15	Christina Atanasova Simon Fraser University, Canada
-	
15:30	Abstract: We examine the relationship between cross-listed stock-pair price differentials and their liquidity for a large sample of international firms whose shares are traded simultaneously on a domestic market and on a U.S. stock exchange through either an American Depository Receipt (ADR) or an ordinary shares program. Using a sample of 650 firms from 18 countries, we exploit the 2001 decimalization (the change in the minimum tick size) and the 2003 U.S. dividend tax cut as quasi-natural experiments and find that higher liquidity is associated with lower absolute value of the ADR premium. We document a positive relationship between liquidity and price discovery as well as a liquidity effect on the convergence between the ADR and the underlying stock prices. We identify two possible mechanisms through which liquidity affects price convergence: short sale constraints and holding costs. The results are consistent with the notion that cross-listed shares subject to short sale constraints and/or large holding costs are more often subject to mispricing.
FR00023	Stock Price Manipulation Detection based on Mathematical Models
	Teema Leangarn, Poj Tangamchit , and Suttipong Thajchayapong King Mongkut's University of Technology Thonburi, Thailand
15:30	Abstract: We investigated two popular scenarios of stock price manipulations: pump-and-dump and spoof trading. Pump-and-dump is a procedure to buy a stock and push its price up. Then, the manipulator dumps all of the stock he holds to make a profit. Spoof trading is a procedure to trick other investors that a stock should be bought or sold at the manipulated price. We proposed mathematical definitions based on level 2 data for both scenarios, and used them to generate a training set consisting of buy/sell orders in an order book of 10 depths. Order cancellations, which are important indicators for price manipulation, are also visible in this level 2 data. In this paper, we considered a challenging scenario where we attempted to use less-detailed level 1 data to detect manipulations even though using level 2 data is more accurate. First, we implemented feedforward neural network models that have level 1 data, containing less-detailed information (no information about order cancellation), but is more accessible to investors as an input. The neural network model achieved 88.28% accuracy for detecting pump-and-dump but it failed to model spoof trading effectively. Therefore, we further investigate the two-dimensional Gaussian model and show that it can detect spoof trading using level 2 data as input.
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15:45	

HS0028	The Effect of Advertising and Word-of-Mouth on Sales
15:45	<p data-bbox="326 254 505 281">Tae Ho Song</p> <p data-bbox="326 296 797 323">Pusan National University, Rep. of Korea</p>
16:00	<p data-bbox="326 380 1471 982">Abstract: This study examines empirically how to affect advertising spending and word-of-mouth before and after launch with regard to the direction of word of mouth in the motion picture industry. The vector auto-regression model is applied to assess the dynamic impact of advertising and word of mouth on sales. Empirical data, including advertising, word of mouth, and sales (the number of entries) of 83 Korean movies are used for analysis. The research results show that for a movie having more positive word of mouth in the pre- and post-launch periods, it is worthwhile to spend the advertising budget in the pre-launch period only and to spare it in post-launch period. However, it is worthwhile to spare the advertising budget in the pre-launch period for movies having less positive word of mouth before and after launch, and to concentrate spending in post-launch period instead. Managers who handle products and services facing shortened lifecycles, such as games, eBooks, and digital music contents, need to check the quality of pre-launch word of mouth for their advertising spending decisions in the pre- and post-launch periods and spend more of the advertising budget in the post- (pre-) launch period if pre-launch word of mouth is negative (positive). For products and services with a shortened lifecycle, it is recommended to spend more of the advertising budget in the post- (pre-) launch period if pre-launch word of mouth is negative (positive).</p>
FR00029	Recursive Cointegration of Energy and Stock Prices in Indonesia
	<p data-bbox="326 1056 526 1083">Nur Setyowati</p> <p data-bbox="326 1098 1008 1125">National Kaohsiung University of Applied Sciences, Taiwan</p>
16:00	<p data-bbox="326 1178 1471 1577">Abstract: the purpose of this study is to investigate the time-varying behavior and the dynamic linkages of Indonesian exchange rate, and stock, oil, and natural gas prices over the period from 2005 to 2015. To capture the dynamics of long-run relationships, we use the Gregory and Hansen (1996) cointegration test with structural break and a recursive cointegration test to examine the time-varying nature of convergence here. The main findings are as follows. First, the result of the Gregory and Hansen (1996) test shows that the main structural break occurred in the long-run cointegration around 2008 and 2009 and was caused by the 2008-2009 global financial crisis. Second, the results of recursive cointegration present cointegration among the variables after 2009. Third and finally, the results of recursive cointegration's coefficients display that increasing oil prices produce a drop in Indonesian stock prices, while rising gas price will bring about higher stock price.</p>
16:15	

<p>FR00031</p>  <p>16:15 - 16:30</p>	<p>Perspectives on FDI, Debt and Economic Growth in Emerging Markets: Evidence from China</p> <p>Zhou Ming Matt and Wang Man Cang Northwest University, PRC</p> <p>Abstract: China has been one of the world's most important recipients of FDI and accomplished fast economic growth. This paper aims to explain the factors contributing to the inward FDI in China from 1985 to 2014 with empirical study. The elements studied include international trade, external debt ratio, GDP growth rate, CPI, technology development, labor and wage levels. It shows that debt level, international trade and lifting wages have negative effect on FDI while GDP growth rate, CPI and the abundance of Labor contribute positively to FDI. Granger causality test is performed with policy implications and suggestions presented at the end.</p>
<p>FR00039</p>  <p>16:30 - 16:45</p>	<p>Forecasting profitability of a targeted company over a Leveraged Buy-Out: Multiple Linear Regression Model</p> <p>Maxime Burlot, Sovann Penne, Cédric Poivre, and Kévin Hervé Finance Quantitative, Ecole Centrale d'Electronique, Paris, France</p> <p>Abstract: After the economic turmoil of 2008-2009, LBO market's growth has been restored and is now stabilizing at a relatively high level. In particular, in 2015, debt ratios of targeted companies have reached the 2006's historical highest level representing on an average 7.5 times the EBITDA. Over the last two decades, the LBO market has become more and more structured and it is therefore of paramount importance for the LBO stakeholders - and in particular the private equity funds - to accurately assess the profitability of LBO operations. To that extent, this article aims to provide a statistical approach to forecast financial profile of companies over LBO. More precisely, we wish to find a way to calculate such a transition matrix, which could forecast short-term useful financial data of companies under Leveraged Buy-Out. Leveraging a sample of 50 French LBO companies operating in the Wholesale industry, a two-step statistical method approach is applied: First, a Principal Component Analysis is used to allow dimensionality reduction (maintaining data's variance): 8 key financial variables (e.g. Turnover, Net Profit) help identify different segments of companies. Second, Multiple linear regression models (Method of Least Squares) are applied to each segment of companies in order to predict the 8 key financial variables post LBO that help assess the profitability of LBO operations. A new data analysis based on financial statement per activity sector will forecast financial standing of a targeted company due to this method. This model will help private equity funds to estimate future profitability of their portfolio in LBO.</p>

<p>FR10006</p>  <p>16:45 - 17:00</p>	<p>Is Savings Behaviour predictable by Consumer Sentiment? Sylwester Bialowas and Iwona Olejnik Poznan University of Economics and Business, Poland</p> <p>Abstract: This study examines consumer sentiment as a determinant of saving behaviour. The literature review brings ambiguous outputs. Some research show the positive correlation between optimism and saving, others get/note the same correlation as negative. So to show the relations in a wider background, the current analysis checks the relations between optimism and: risk aversion, saving motives and choice of assets in the subject's portfolio. In addition to the main analysis, the time series containing the optimism, household's savings estimation and saving intentions have been investigated.</p> <p>The results of analyses show that optimism is negatively correlated with risk aversion, but positively correlated with all transaction and investment drives. An analysis of the time series shows that optimists' households are more likely to be savers. They possess savings more often, and much more often plan their saving. The relationship between saving behaviours and the business cycle has not been confirmed, as no statistically significant correlation has been observed between the data on the saving behaviours of optimist and pessimist households and the variables describing the state of the business cycle.</p> <p>The analyses have been performed on the base of secondary data describing the Polish economy and our own research. Two different sources of research were used for the investigations: our own research on the sample of 702 households, and the data sets from the Department of Marketing Research of Poznan University of Economics conducted in the years 2001-2011 on samples of 780 to 1551 households.</p>
<p>FR10013</p>  <p>17:00 - 17:15</p>	<p>Consumers' Attitudes Towards Financially Securing Old Age Iwona Olejnik and Sylwester Bialowas Poznan University of Economics and Business, Poland</p> <p>Abstract: The research problem of this article is identifying the attitudes of consumers towards having retirement financial security and the factors shaping these attitudes. Based on the review of the literature on the attitudes of consumers towards retirement financial security, several factors were identified, which may be deemed key elements in the model of attitudes. These include: consumers' belief in the need/sense of additional saving for old age, knowledge about retirement provisions, the perception of the bodies responsible for retirement provisions, intergenerational transfers within families and retirement aspirations.</p> <p>The primary data utilised in the study were obtained from representative quantitative studies. The representative quantitative survey was carried out, with a direct survey questionnaire, in 2014 (sample=1163). In the analysis, Exploratory Factor Analysis was used.</p> <p>The study revealed that the model of the attitudes of Poles towards retirement financial security includes all the aforementioned factors, except for the way of perceiving the bodies responsible for retirement provisions. The results of the study indicate that the constructs selected in the model of attitudes depend strongly on the self-assessment of health and on the age factor.</p>

Session 6: Media and Psychology (8 papers)

Venue: Suehiro (4th Floor)



Session Chair: Prof. Juan Carlos Olabe



Time: 15:15-17:15

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






MC17	Negative Effects of Digital Media on Youngsters: Case Studies from Thailand and Abroad
	Warat Karuchit National Institute of Development Administration, Thailand
15:15 - 15:30	Abstract: This study analyzes the forms of digital communication that could negatively affect children and youngsters and proposes guidelines for creative usage of digital media and for the fostering of digital media literacy for children and youngsters for anyone involved. The study found that the negative effects of digital media on youngsters could be divided into 8 categories and the total of 30 sub-categories as the following: 1. Deceptions 2. Inappropriate Content 3. Online Mischief 4. Dissatisfaction caused by digital media usage 5. Misunderstanding or being misled caused by digital media usage 6. Unconstructive use of time 7. Violation of laws 8. Inappropriate behavior caused by digital media. In the short term, there should be laws to regulate and reduce the risks of digital media usage. 2. In the long term, all relevant parties must hurry to build “media literacy” and “digital literacy” for youngsters. 3. Parents must learn and understand potential online dangers so they can give their children sound advice, and also lessening their own risks of becoming online victims themselves.
MC24	Television Usage Pattern as a Means in Child Rearing (A Descriptive Qualitative Research on Pattern of Parents in Using Television as a Means of Child Rearing)
15:30 - 15:45	Pupung Arifin Universitas Atma Jaya Yogyakarta, Indonesia
	Abstract: Television is one of the products of mass media which Indonesian family commonly has. In addition to having the function of media for information, education, and supervisors, television also has entertainment function. It makes television as one of the electronic equipments that must be owned by a family. Feeling entertained while watching television is not only felt by adults, but also can be felt by the children. Television as a means of entertainment for children is indicated by the diverse array of programs and movies for them. Thus, television programs that are aired every day, are also special entertainment program for children. The number of programs for children does not necessarily make the television as a medium which is suitable for children, if the parents do not contribute during the process of children's media consumption. Social Learning Theory shows the potential exposure to television media that can make children have behavior that does not show their age. Children easily imitate, duplicate, even perceive things that are

	<p>going on television as part of their behavior.</p> <p>This research used qualitative methods, obtained information on how patterns of 12 respondents (parents) treat television for children at home. Particularly how parents adopting a child care for the children in watching TV at home. Television as parenting rule, has a positive impact in the child's response. This finding was obtained by observing and conducting in-depth interviews to 12 subjects living in 3 major cities in Indonesia, namely Jakarta, Semarang and Yogyakarta. It was to see patterns of parents in making use of television as a means of child rearing. They conclusively have different patterns, based on the education level of parents, parents' business, and whether or not there was a strict hour rule for children to watch television.</p>
<p>MC26</p>  <p>15:45 - 16:00</p>	<p>Censorship or Protectionism? Reassessing China's Regulation of Internet Industry Cho-wen Chu Chinese Culture University, Taiwan</p> <p>Abstract: The Chinese government has blocked domestic access to worldwide influential websites such as Google, YouTube, Twitter, and Facebook to different extent for the reason of speech censorship in terms of national security, but the vacancy left by these foreign websites was well fulfilled with China's indigenous ones, including Baidu, Youku, Sina Weibo, and Renren which provide similar services to their foreign counterparts respectively. The interaction among the Chinese government, those foreign websites, and their Chinese equivalents is reviewed in the current research through critical analysis of political and economic records regarding the development of China's Internet industry. In the conclusion of this research, economic protectionism is proposed as a complementary or alternative way to interpret the regulatory implications of China's Internet governance.</p>
<p>MC27</p>  <p>16:00 - 16:15</p>	<p>An Exploratory Study of Sports Celebrity Endorsement in Taiwan Kai-Li Wang National Taiwan Sport University, Taiwan R.O.C.</p> <p>Abstract: While some of the sports celebrity endorsement in Taiwan get successful in product marketing and endorser's image, the others adversely affected the general public's impression on the endorser. One reason for the fact above is lack of management knowledge of sports celebrity endorsement. Failure to manage the particularity of sports celebrity endorsement may weaken the effect of endorsement and even exert a negative impact on the sports celebrities. Hence, it is necessary to gain an insight into how sports celebrity endorsement is managed. This study proposes seven guidelines related to sports celebrity endorsement and performs a focus interview with seven stakeholders. Through the guidelines, the stakeholders talked about their key observation, experience, viewpoint and suggestions on the economic activity of sports celebrity endorsement in Taiwan. The researcher summarizes the interview results into the following five aspects: 1. trend and cases of sports celebrity endorsement, 2. benefits of sports celebrity endorsement, 3. sports celebrity's access to endorsement, 4. effect of sports celebrity endorsement on consumer behavior, and 5. particularity and prospect of sports celebrity endorsement in the entertainment industry. The finding of this</p>

	study could be the reference for future endorsement activity.
<p>HS0027</p>  <p>16:15 - 16:30</p>	<p>Correlation between Patience and Coping Strategy of Mothers with Autistic Children Siti Qodariah Bandung Islamic University, Indonesia</p> <p>Abstract: A proper care for autistic children can potentially cause stress for the mothers. The aim of this study is to find out the correlation between the degree of patience and coping strategies of mothers with autistic children in Putraco Indah Elementary School - Bandung. This research is a correlational study. The variables in this study are degrees of patience and coping strategy. Data were collected through questionnaires and interviews. The statistical analysis techniques is Rank Spearman correlation. The statistical analysis techniques is Rank Spearman correlation. Subjects were mothers because the mother has a very important role in rearing the children. The results show $r_s = 0.437$. there is a correlation between patience with coping strategy, the higher level of patience, the more effective coping strategy. The persistent and determine aspect is the highest percentage of patience. From the persistent, sub aspects the discipline is the highest, while the anticipatory is the highest from the determine. The lowest aspect of patience is resilient, with the lowest percentage is tolerance for frustration. And Coping strategy used by mothers more effectively if use the problem focused coping.</p>
<p>HS0040</p>  <p>16:30 - 16:45</p>	<p>Using Social Media to Improve Undergraduate Students' Mental Health Thapanee Seechaliao and Chanita Rungrueng Department of Educational Technology and Communications, Faculty of Education, Mahasarakham University, Thailand</p> <p>Abstract: This paper describes using social media to improve undergraduate students' mental health. The research method included in-depth interview and a focus group approach. Twenty-four undergraduate students of the education faculty in Mahasarakham University participated in this study. Sixteen in-depth interviews and a focus group of eight students were conducted. Data were collected and analyzed by content analysis technique. The results showed that participants faced many mental health problems but rarely used professional mental health services at the counseling center. They deemed that social media was one of the best communication channels to reduce their problems. They could learn how to solve problems, apply and try to solve their problems by themselves based on what they learned in social media. Most students suggested that Thai government or related organizations should provide more communication channels such as social media to contact or consult with clinical psychologists. These results suggested that developing multiple communication channels in a counseling center might be needed.</p>

HS0043		<p>Political Communication, Social Media, and Public Sphere: An Analysis to A Phenomenon in Bandung Towards Smart City</p> <p>Iis Jamilah, Kamal Faishal Akbar, M. Abqori Gunawan, and Stanijuanita Marantika Faculty of Social and Political Science, Universitas Padjadjaran, Indonesia</p>
<p>16:45 - 17:00</p>	<p>Abstract: The Web 2.0 Era has influenced the dynamics of politics and democracy, both global and local level nowadays. At the local level, the rise of technology, communication, and information affects the political communication between the government and the citizen. One of the interesting phenomena about this is happening in Bandung city. Ridwan Kamil, the current Mayor of Bandung City, has brought the social media effect since the regional election 2013 until now. As the mayor city, he uses social media not only to create more public-friendly communication with the citizen but also to create more effective and efficient procedure of public service. The using of social media such as Facebook, Twitter, Instagram, and YouTube has managed to make huge mobilization of Bandung Citizen to be involved in government's activities and programs. There are two cases that this paper analyzes as the effect of the web 2.0 Era on political life in Bandung. First, the regional election in 2013, it was a huge success of creative campaign by using social media instead of using traditional one as political communication to promote Ridwan Kamil and to attract citizen to choose him. Second, the use of social media and websites to inform, report, and promote government's programs and activities to engage citizen to involve as a volunteer or participant in government's programs. Furthermore, this phenomenon has led the government of Bandung to develop Bandung to be a 'smart' city. This paper gives critical analysis about how media social as a public sphere in web 2.0 era impact on political communication between government and citizen in Bandung.</p>	
HS2007		<p>Aspects of attention deficit in children with Autism Spectrum Disorder in kingdom of Bahrain</p> <p>Shaikha O. K. R. Al Suwaidi and Elsayed S. Elkhamisi Arabian Gulf University, Kingdom of Bahrain</p>
<p>17:00 - 17:15</p>	<p>Abstract: This study aimed at exploring the level of attention, and detecting the differences in attention to things and people according to age and severity of autism in children with autism spectrum disorder (ASD) in the Kingdom of Bahrain. The study sample consisted of (43) child with autism spectrum disorder aged from (4-12) years. The study used attention scale in children with ASD prepared by the researchers; and Childhood Autism Rating Scale (CARS). The results of the study showed that attention to people was more deficient than attention to things , and the children with severe ASD suffer more deficits in the dimensions of attention to things and people, and the total score than children with mild and moderate ASD. The results also indicated that there were no statistically significant differences between age groups (4-5) and (6-9), (10-12) in the dimensions of attention to things and attention to people, and the total score for the scale of attention in children with autism spectrum disorder.</p>	

LISTENERS

<p>Listener 01</p> 	<p>Selçuk Ilgaz Education Faculty of Kazim Karabekir, Ataturk University, Turkey</p>
<p>Listener 02</p> 	<p>İbrahim Fevzi Şahin Education Faculty of Kazim Karabekir, Ataturk University, Turkey</p>
<p>Listener 03</p> 	<p>Kamal Faishal Akbar Faculty of Social and Political Science, Universitas Padjadjaran, Indonesia</p>
<p>Listener 04</p> 	<p>M. Abqori Gunawan Faculty of Social and Political Science, Universitas Padjadjaran, Indonesia</p>
<p>Listener 05</p> 	<p>Stanijuanita Marantika Faculty of Social and Political Science, Universitas Padjadjaran, Indonesia</p>

<p>18:30</p>	<p>Closing Ceremony & Dinner Cafe in the Park (1st Floor)</p>
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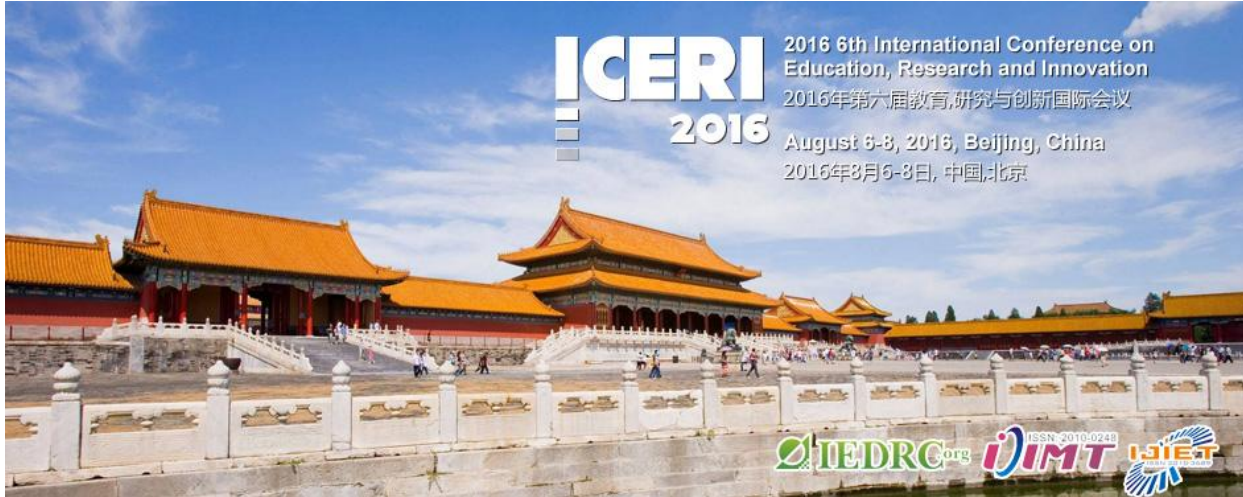
The 2016 2nd International Conference on Literature and Linguistics (ICOLL 2016) will be held in Rome, Italy during July 14-16, 2016. ICOLL aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experiences, new ideas, and research results about all aspects of Literature and Linguistics, and discuss the practical challenges encountered and the solutions adopted.

All accepted full papers for ICOLL 2016 will be published in the *International Journal of Languages, Literature and Linguistics* (IJLLL, ISSN: 2382-6282, DOI: 10.18178/IJLLL).

For authors who don't expect any publication of your papers, you're welcome to submit the abstracts to us and present your study at the conference without the publication.

Important Dates

Full Paper Deadline	2016/04/25
Acceptance Notification	2016/05/15
Registration Deadline	2016/06/05
Conference Date	2016/07/14-15
One-Day Tour	2016/07/16



<http://www.iceri.org/>

The 2016 6th International Conference on Education, Research and Innovation (ICERI 2016) will be held during August 6-8, 2016 in Beijing, China. The conference will be held every year to make it an ideal platform for people to share views and experiences in Education, Research, Innovation, and other related areas. For more details of the conference schedule, please feel free to contact us at iceri@iedrc.org. The full version of program will be given in Early July.

Publication information: Full papers will be published in either of the following journal according to their topics:

International Journal of Information and Education Technology (IJIET, ISSN: 2010-3689, DOI: 10.18178/IJIET)

International Journal of Innovation, Management and Technology (IJIMT, ISSN: 2010-0248, DOI: 10.18178/IJIMT)

One Best Oral Presentation will be selected from each session. The Certificate will be awarded on 7 August 2016.

Important Dates

Full Paper Deadline	2016/05/15
Acceptance Notification	2016/06/10
Registration Deadline	2016/07/05
Conference Date	2016/08/06-07
One-Day Tour	2016/08/08



<http://www.icber.org/>

The 2016 6th International Conference on Business and Economics Research, ICBER 2016 is organised by IEDRC. It will be held during 21-23 September 2016 in Vancouver, Canada. ICBER aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experiences, new ideas, and research results about all aspects of business and economic research, and discuss the practical challenges encountered and the solutions adopted.

Accepted paper submitted to ICBER 2016 will be published in the *International Proceedings of Economics Development and Research (IPEDR)*.



ISSN: 2010-4626

Frequency: Quarterly (Since 2015)

Abstracting/ Indexing: CNKI, DOAJ, WorldCat, Google Scholar, Ulrich's Periodicals Directory, Crossref, and Engineering & Technology Digital Library

Important Dates

Full Paper Deadline	2016/05/05
Acceptance Notification	2016/06/01
Registration Deadline	2016/06/25
Conference Date	2016/09/21-22
One-Day Tour	2016/09/23



<http://www.icmbm.org/>

2016 3rd International Conference on Marketing, Business and Management (ICMBM 2016) is the main annual research conference aimed at presenting current research being carried out. The previous ICMBM has been held in Milan, Hong Kong successfully by IEDRC. ICMBM 2016 will be held in Bangkok, Thailand during 9-11 October 2016. The conference will be held every year to make it an ideal platform for people to share views and experiences in the related areas.

Publication Information:

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

Important Dates

Full Paper Deadline	2016/06/15
Acceptance Notification	2016/07/10
Registration Deadline	2016/08/05
Conference Date	2016/10/09-11



<http://www.icicc.org/>

The 2016 3rd International Conference on Identity, Culture and Communication (ICICC 2016) will be held in Bali, Indonesia during 12-14 November 2016, organised by IEDRC. ICICC aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experiences, new ideas, and research results about all aspects in the related fields, and discuss the practical challenges encountered and the solutions adopted.

Important Dates

Due Date	Item	Description
Jul. 5, 2016	Submission Deadline	Authors are supposed to submit their full papers/abstracts to us before the deadline, a possible extension of 3 days is allowed under special circumstances.
Jul. 25, 2016	Acceptance Notification	'Accept' or 'Reject' decision will be given to the submitted papers on this day or earlier.
Aug. 15, 2016	Registration Deadline	Participants should complete the registration to attend to the conference
Nov. 12, 2016	Arrival and Registration	Participants are supposed to sign in at the conference venue and collect all the conference materials at the registration counter on this day.
Nov. 13, 2016	Keynote Speech and Author presentation	The keynote speeches will be given in the morning and authors' presentations will be arranged in different sessions in the afternoon.
Nov. 14, 2016	One Day Tour/Academic Visit	TBA

NOTE

