

# 2014 IEDRC BANGKOK CONFERENCES SCHEDULE

**Bangkok, Thailand**

**Sept. 25-26, 2014**

**Co-Sponsored by**



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## Registration Only: September 25, 2014 (Thursday)

### Novotel Bangkok Platinum Pratunam

Item	Time	Place
Arrival and Registration	10:00-12:30	Lobby
	13:30-17:00	

- (1) Please print your registration form before you come to the conference.
- (2) You can also register at any time during the conference.
- (3) Certificate of Participation can be collected at the registration counter.
- (4) Please tell the conference receptions your paper ID.
- (5) The organizer won't provide accommodation, and we suggest you make an early reservation.
- (6) One Best Paper will be selected from each oral session. The Certificate for Best Papers will be awarded in the Welcome Banquet on Sept. 26, 2014.

#### <Instructions for Oral Presentations>

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

Laptops (with MS-Office & Adobe Reader)  
 Projectors & Screen  
 Laser Sticks

##### **Materials Provided by the Presenters:**

Power Point or PDF files (Files shall be copied to the Conference Computer at the beginning of each Session)

Duration of each Presentation (Tentatively):

Regular Oral Session: about 10-12 Minutes of Presentation, 2-5 Minutes of Q&A

Keynote Speech: 40-50 Minutes of Presentation, 5-10 Minutes of Q&A

## Conference: Morning, Sept. 26, 2014 (Friday)

Venue: Sapphire II (7th Floor)

09:30-09:40	<p>Opening Remarks</p> <p><b><i>Prof. Song-Kyoo (Amang) Kim</i></b> Asian Institute of Management</p>
09:40-10:30	<p style="text-align: center;">Keynote Speaker Speech 1</p> <p style="text-align: center;"><b><i>Prof. Budsaba Kanoksilapatham</i></b> English Department, Faculty of Arts, Silpakorn University</p> <p><b>Title:</b> Education Innovation in Elementary English Classes: Local in Content, Global in Outlook</p> <p><b>Abstract:</b> English education development has recently received substantial attention from diverse educational contexts, aiming to nurture global competitiveness of their citizens. It is also recognized that cultural awareness is an essential part of both teaching and learning a language. Therefore, exposure to cultural diversity is seen to contribute to the enhancement of cultural competence, one of the major components of successful language learning. However, before going global and developing intercultural competence, there is a need to maximize the potential that the local culture prevails in the English lessons. The objective of this study is to foster local culture appreciation and to promote English development among young Thai learners of English. The study is based on the premise that the familiarity with the local culture should facilitate language skill development in general, and with a particular focus on speaking. A set of innovation tasks was designed and developed based on culturally familiar content, including pre-posttest, English lessons, and a simulation tour guide task. The data elicited reveal that the tasks which were woven around culturally familiar content offer gains in not only cultural knowledge but also linguistic competence, making language learning personally meaningful and relevant for these young learners.</p>
10:30-11:10	Coffee Break & Photo Session
11:10-12:00	<p style="text-align: center;">Keynote Speaker Speech 2</p> <p style="text-align: center;"><b><i>Prof. Song-Kyoo (Amang) Kim</i></b> Asian Institute of Management</p> <p><b>Title:</b> Innovation, Technology and Education</p> <p><b>Abstract:</b> Innovation is more evident and creating business value is the purpose of innovation. The systematic innovation is a structured process and the set of practical tools for new idea generations and could be applied to various fields. It has been already widely adapted to evolve the high-technology industries. Social science method such as human behaviour economics could be applied to bring the innovative solutions of various human interface designs including the user experiences under the systematic innovation. In addition, this innovation method</p>

	could be applied to the education sectors. The demonstration for the adaption to the education sector underlined with the innovation is the major part of the presentation.
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<b>12:00-13:30</b>	<b>Lunch</b>
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## Afternoon, Sept. 26, 2014 (Friday)

### SESSION-1 (Economics and Management)

Venue: Topaz I (Conference Room)

Session Chair:

Time: 13:30-15:30

Part A	Management
R006	<p>The Role of Transcendental Leadership to Increase Organization Performance through Worker’s Job Satisfaction</p> <p><b>Florentina Tehubijuluw</b></p> <p><b>Abstract:</b> The role of the transcendental leader is needed to assist in achieving the workers happiness and satisfaction with their jobs and in the same time helping the organization to achieve business objectives and allow the employees to flourish within the organization. The main objective of this study is to analyze the role of transcendental leadership to achieve organization performance using workers job satisfaction as mediating variable in Indonesia’s property industries. All the data is statistically analyzed using the Structural Equation Method model. Findings of this research indicate that there’s a positive effect between transcendental leadership; workers job satisfaction and organization performance; in which workers job satisfaction has the greatest effect into organization performance, meanwhile the transcendental leadership doesn’t have significant effect directly into organization performance. The future research should consider the importance role of the leader for organization performance by setting-up core value within organization. This study is the first, to the researcher’s knowledge, to see the effect of all dimensions of transcendental leadership into workers job satisfaction and finally to improve organization performance.</p>
R009	<p>The Influences of Push and Pull Factors on the International Leisure Tourists' Return Intention to Ho Chi Minh City, Vietnam - A Mediation Analysis of Destination Satisfaction</p> <p>Mai Ngoc Khuong and <b>Huynh Thi Thu Ha</b></p> <p><b>Abstract:</b> The purpose of this research was to examine empirically the causal relationships among push and pull travel motivations, destination satisfaction and return intention of international leisure tourists in Ho Chi Minh City, Vietnam. The research conceptual framework and hypotheses were constructed, based on previous theoretical and empirical studies. A</p>

	<p>questionnaire survey was conducted with 426 respondents to collect the primary data. Multiple regression and Path analyses were conducted to test the research hypotheses. As a result, push and pull factors had directly positive influences on tourist's return intention to Vietnam. In addition, the results also showed that push and pull factors were indirectly affected tourist's return intention through their destination satisfaction. Consequently, business organizations working in the tourism sector should take into account the essential roles of push and pull factors, in order to attract more potential visitors, enhance their destination satisfaction and encourage them to re-visit Vietnam.</p>
R011	<p>Intervening Effect of Attitude on The Relationship Between Selected Determinants and Corporate Image  <b>Prasit Rattanaphan and Nik Kamariah Nik Mat</b>  <b>Abstract:</b> Despite the profitable revenue reported by direct selling industry, the corporate image of these companies has been negative and deteriorating. This is partly attributable to the increasing number of pyramid schemes and frauds which had led to the negative attitude of the consumer towards direct selling, and tarnished the image of the direct selling company in recent years. Hence, the main objective of this study is to examine the intervening effect of attitude in the relationship between the selected determinants and corporate image of direct selling companies in Thailand. A total of 900 questionnaires was distributed to direct selling customers, and 612 were collected back, representing a response rate of 68%. A final 532 usable questionnaires were analysed using structural equation modelling (SEM). This study found a full mediating effect of attitude between perceived value and corporate image. However, attitude was a partial mediator when tested for linkage between trust and corporate image while attitude does not mediate in others. The finding of the study is discussed in the perspective of its implications in direct selling context.</p>
R012	<p>The Effects of Service Innovation on Perceived Value and Guest's Return Intention - A Study of Luxury Hotels in Ho Chi Minh City, Vietnam  <b>Mai Ngoc Khuong and Tran Huong Giang</b>  <b>Abstract:</b> This research aimed to explore factors affecting to service innovation and how well the influence of innovative practices on the way guests perceiving value and their intention to return the hotels. Quantitative research approach was applied with convenient sampling technique and a completed set of well-structured questionnaires was delivered directly to 300 respondents who were foreign tourists staying at three to five-star hotels in Ho Chi Minh City, Vietnam. This study found that marketing-focused innovation, process innovation, price innovation, hotel types, customization of service, and use information technology were positively correlated with guest's return intention. In addition, the empirical results showed that factors of pricing innovation, process innovation and hotel types provided both indirect and indirect effects towards the return intention.</p>
R00040	<p>A Knowledge Transfer Partnership –the Development of a Bespoke Enterprise Resource Planning System in the UK  <b>Betrand I. Ugorji and Bernadette-Marie Byrne</b>  <b>Abstract:</b> A Knowledge Transfer Partnerships (KTP) is a UK-wide programme designed to</p>

	<p>enable businesses to improve their competitiveness, productivity and performance. A KTP achieves this through the forming of a Partnership between a business and an academic institution. The aim is to enable businesses to access skills and expertise from academics and embed this knowledge in their businesses in order to develop the business. The knowledge sought is embedded into the business through a project, or projects, undertaken by a recently qualified person (known as the Associate). Part funding is provided by the government towards the Associate's salary and towards the release of an Academic supervisor who works a half a day a week at the company. KTPs can vary in length from 6 months to three years, depending on the needs of the business and the desired outcomes. Therefore a KTP enables new capability to be embedded into the business and has benefited and continues to benefit a wide range of businesses across many sectors in the UK, including micro sized, small and large businesses across many sectors. This paper describes a Knowledge Transfer Partnership project between the University of Hertfordshire and a small and medium sized enterprise (SME) based in Cambridgeshire, UK.</p>
<b>Part B</b>	<b>Economics</b>
R019	<p><b>Interest Rate Prediction with Taylor Rule</b>  <b>T. Bouchabchoub</b>, A. Bendahmane, A. Haouriqui, and N. Attou  <b>Abstract:</b> This paper presents simulation results of Forex predicting model equations in order to approximately give a prevision of interest rates. First, Hall-Taylor (HT) equations have been used with Taylor Rule (TR) to adapt them to European and American Forex Markets. Indeed, the initial Taylor Rule equation is conceived for all Forex transactions in every State: it includes only one equation and six parameters. In this work, the model has been predicted with Hall-Taylor equations, initially including twelve equations which have been reduced to only three. Analysis has been developed on the following base macroeconomic variables: real change rate, investment wages, anticipated inflation, realized inflation, real production, interest rates, gap production and potential production. This model has been used to specifically study the impact of an inflation shock on macroeconomic director interest rates.</p>
R022	<p><b>The Empirical Study on R&amp;D Efficiency of High-tech Industry in China</b>  <b>Hailing Zhao</b>  <b>Abstract:</b> This study applies non-radial data envelopment analysis (DEA) to analyze the research and development (R&amp;D) efficiency of 28 provinces of China during the period of 2007-2011. In addition, these 28 provinces are divided into three big regions, that is, eastern, middle and western regions. The results show that Beijing and Guangdong have relatively best R&amp;D efficiencies and most of provinces in middle and western regions have lower efficiencies relative to those provinces in eastern region. Moreover, the gap of R&amp;D efficiency between eastern region and middle and western regions converged at one point in 2010, but then widened again soon afterward.</p>
R029	<p><b>Loan Recovery Monitoring Mechanism</b>  <b>Rakesh Sah</b>  <b>Abstract:</b> This paper proposes the use of Macaulay Duration as an operational and objective measure of the performance of loan repayments. It uses the Macaulay Duration measure to calculate the Duration of an individual loan and shows how changes in calculated Duration vary</p>

	<p>over time with loan repayments, prepayments or defaults. These changes in Duration are used to provide an objective measure for the repayment performance of loans. The duration approach also allows the construction of a numerical measure for the loan repayment performance of a portfolio of loans that has unique characteristics, or for the overall loan repayment performance of a financial institution or a larger economic region. The model is ideally suited for Microcredit institutions that are scarce on resources to monitor their loan portfolios.</p>
R104	<p><b>An Examination of Economic Risks' Perception of Thai Real Estate Developers</b>  <b>Sukulpat Khumpaisal</b>  <b>Abstract:</b> Economic risk plays a critical role in real estate development projects as it directly affects project's income stream. This paper examines Thai real estate practitioners' perception of economic risks caused by several related factors such as financial or marketing aspects. The quantitative research approach is adopted and the Explorative Factor Analysis (EFA) has been carried out. It is based on a survey of Thai real estate practitioners, which was conducted in mid-2010 with a response rate of 52.5% (210 out of 400). This paper clusters the degree of economic risks into the appropriate categories by using the EFA technique. It finds that Thai practitioners emphasize on the economic risks caused by variation of construction materials' price more than the others. Moreover, this paper underpinned that the economic risks in this industry are mostly involved with macroeconomic, financial/monetary, and marketing factors. Finally, this paper contributes the economic risk assessment model, which was established based on the solid statistical/mathematical framework that appropriate for the real estate industry.</p>
R108	<p><b>Co-integration for Soft Commodities with Non Constant Volatility</b>  E.Chanol, O. Collet, <b>N. Kostyuchyk</b>, T. Mesbah, Quoc Hoang Long Nguyen  <b>Abstract:</b> In this paper, a pricing model is proposed for co-integrated commodities extending Larsson model. The futures formulae have been derived considering a linear combination of a Brownian motion and an Ornstein-Uhlenbeck process describing the co-integration relationship of the different futures prices commodities. Tests have been performed with a non-constant volatility in order to fit better the real behavior of the volatility. The model has been applied to energy commodities (gas, CO<sub>2</sub>, energy) and soft commodities (corn, wheat). Results show that first, the model can be used with different kind of commodities at the cost of a proper parameters calibration and in second, using a non-constant volatility leads to more accurate short term prices, which provides better evaluation of Value-at-Risk and more generally improves the risk management.</p>
R109	<p><b>Is China Playing Fair with its Economic and Trade Policy?</b>  Greg Carrington, <b>Balasundram Maniam</b>, and Greetha Subramaniam  <b>Abstract:</b> China is still progressing from a Marxist-planned economy towards a market-based capitalist economy. During its transition, China has enjoyed an incredible growth rate in GDP. In fact it has been estimated by various sources that its growth for decades has been at least 8%, and possibly up to 17%, and still rising. This paper attempts to firstly analyse if China can continue to retain these rates in the near future and more importantly, is China playing fair in the global market. Some argue that they are not, especially in three areas: international trade dumping, exporting inferior products, and currency manipulation. This paper will look at these</p>

	three activities carefully to see if China is indeed cheating and not playing fair in the world stage.
R00017	<p>Agglomeration Economies: Localisation or Urbanisation? Structural Models for More and Less Developed European Regions</p> <p><b>Korneliusz Pylak</b> and <b>Dariusz Majerek</b></p> <p><b>Abstract:</b> Agglomeration economies have a heterogeneous impact on growth and development, which has been confirmed in the literature. Thus, the aim of this paper is to find precise relatedness between these externalities and the performance of regions. Structural models reveal that impact depends on development level. Both urbanisation and localisation economies are beneficial in different circumstances, but they play a greater role in developed regions. In less developed regions, growth rate is only correlated with regional urbanisation economies, including low-technology and less knowledge-intensive services, but mostly with the share of manufacturing sectors. Nevertheless, regions with higher GDP per capita have a lower share of industry sectors and a higher share of knowledge-intensive services (KIS), but also higher localisation economies within both technology-intensive and KIS market services. Therefore, there is a dichotomy in the less developed regions. Although they need urbanisation economies and a high share of industries for growth, specialised KIS and knowledge-intensive activities become crucial afterwards, when they are mature. Less developed regions are moving in the direction of the development models of more developed regions. Developed regions, in turn, can follow two types of development paths (or these paths could mutually interfere), with positive correlations of localisation and urbanisation economies with both development level and growth. One path requires a high share of high-tech sectors and knowledge-intensive activities, with urbanisation economies within manufacturing and service sectors. The second path is inverse because it requires a lower share of manufacturing sectors and a higher share of KIS and knowledge-intensive activities with localisation economies throughout all sectors, including medium-low and low-technology and service sectors.</p>

**SESSION–2 (Education)**

Venue: Topaz II (Conference Room)

Session Chair:

Time: 13:30-15:30

R00009	<p>Quality Assurance and Conflict in Educational Organizations</p> <p><b>Jason le Grange</b></p> <p><b>Abstract:</b> Quality Assurance in Education is there to validate the accreditation and implementation of learning to ensure that quality standards of provision are constantly reviewed and benchmarked</p>
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	<p>against national or organizational standards. Defining quality is always a challenge and evaluating whether quality provision is then delivered is somewhat subjective even if clear criteria are in place. This paper looks at: 1) the challenges faced in terms of quality assurance activity, specifically audits, in terms of an evaluation of some of the challenges noted in South Africa; 2) when conflict between the regulatory authority is noted with the educational organizations; 3) where conflict arises within the organization itself as result of quality assurance activity; 4) the role and behaviour of the quality assurance auditor. The role of the Quality Assurance auditor is to ensure that standards are met within organizations. Quality Assurance auditors interface with the educational organizations and act, in their capacity auditors, as the extension of the regulatory body. This paper considers how evaluating this role and its various functions can create an awareness of quality assurance to improve the perceptions of quality in educational organizations.</p>
R00012	<p>Phenomenon on the Level of Lecturer Education, in Quality of Education and Quality of Graduates  <b>Andi Mursidi and Didi Sundiman</b>  <b>Abstract:</b> This content analysis paper focus on the Phenomenon on the Level of Lecturer Education, in Quality of Education and Quality of Graduates. In Indonesia, the requirements to become a lecturer it is very easy, level of education of the faculty, be the same as the level of education where they taught, this condition is certainly not good for the development of science because it will have an impact on the quality of education and the quality of graduates. With the earnest efforts of the college to develop the professionalism of the lecturers, lecturers are expected to be created which is able to carry out their duties in a professional manner, which scored the scientists and experts in various fields, the intellectual life of the nation in the broadest sense, as well as to develop the best human resources of Indonesia.</p>
R00014	<p>Self-Made Video Tutorials in Math Education: In-Class vs. Online Usage  <b>Stefan Freitag</b> and Bastian Martschink  <b>Abstract:</b> The 2010 International Conference on Chemical Engineering and Applications (CCEA 2010) is a worldwide, multidisciplinary academic conference concerned with research, education and application into all aspects of Chemical Engineering and Applications, etc.</p>
R00019	<p>The Challenge of Educational Work in the Italian Psychiatric Services  <b>Maria Benedetta Gambacorti-Passerini</b>  <b>Abstract:</b> The Basaglia psychiatric reform (1978) revolutionized psychiatric care in Italy, leading the organization of the Italian mental health services to become a model for the international psychiatric sector. Thirty-five years later, efforts are underway to conduct a preliminary evaluation of the current situation in the mental health services: the reorganization required by the reform took about twenty years and, since then the social, cultural and political context has greatly changed with respect to the period in which Basaglia developed his ideas. It is therefore of key importance to initiate reflection on the work and management of the mental health services today, thirty-five years on from the Basaglia reform. The current paper focuses on the multidisciplinary teams that manage these services, with particular emphasis on the work of educational professionals, who are increasingly present in psychiatric contexts.</p>
R00021	<p>The Emotional side of Evaluation in the Professional Development of Educators</p>

	<p><b>Maria Grazia Riva</b></p> <p><b>Abstract:</b> In these last four years, my Research Groups and I have been awarded Funding Research Projects, focused on the issue of Evaluation in different contexts. We started our research, but we encountered many problems due to the emotional side (see individual and group dynamics) of the behaviour of the participants. When doing research, you cannot stop at the surface and at a formal level. Many things occur that have not been foreseen by the Research Project Framework which, on the contrary, turn out to be very important. We are talking about what is known as 'serendipity', i.e. the fact that, while you are searching for something, you find something else unexpected, but still very important. The hidden and emotional aspects of doing research are revealed to be as important as the official and stated ones. Often, only the stated objectives of the research are fulfilled, leaving out everything that occurs emotionally in the research experience, because it seems to be material of little significance. It actually often relates to fragmented data, to new-born processes which therefore cannot be fully categorized. However, they are very important in order to acquire an in-depth understanding of the phenomenon studied.</p>
R00025	<p>The Challenge: Quality Enhancement in Teaching– How do We Know We are Making Progress?</p> <p><b>Linda du Plessis</b></p> <p><b>Abstract:</b> In 2014 the Council for Higher Education in South Africa launched a national Quality Enhancement Project (QEP). The aim of the project is to improve student success both at individual Higher Education Institutions and in the higher education sector as a whole. There is a widely-held belief that teaching quality is a many-sided yet ultimately elusive phenomenon. Performance indicators in higher education focus largely on research outputs and academic performance of students. They largely ignore the quality of the academic experience. The inevitable question that then arises is: how do we know quality enhancement projects are making a difference? There are two aspects related to this. What is the QEP catalysing and mobilising in institutions to bring about culture change? To what extent there is a greater focus on improvement in the culture of the institutions? Adopting a biomatrix system thinking perspective, this article unpacks the web of systems and stakeholders that impacts on quality. Biomatrix theory highlights process (as opposed to structure) and emphasizes ongoing change and sees stability as emerging from the regularity of change and a stable pattern of interaction. The principal conclusion reached is a conceptual framework for measuring ongoing quality enhancement efforts. The availability of qualitative data sources remain an unresolved challenge.</p>
R00026	<p>Effect of Participatory Methodologies in Academic Performance</p> <p><b>Arturo Rodriguez, Elena Cavieres and Catalina Negrete</b></p> <p><b>Abstract:</b> The commitment of the academic community about their own learning has made to emerge different educational methodologies that differ regarding the treatment of the elements such as students, teacher and surrounding environment, how participate of teaching-learning process. The marked difference between constructivism and constructionism, are being studied to assess its potential compared with classic instructionist system. This paper compares two periods from 2007 to 2012 where only one of them was intervened with participatory methodologies and the results</p>

	<p>were significant. The sample used is of 341 students divided in twelve semesters, comparing different variables such as age, gender, urban location and qualification of the subject Foods Engineering of Technology Faculty, Universidad de Santiago, Chile. Based in the academic performance (Portfolio and Project). The results show a marked difference between the two periods and a significant decrease in the reprobation rate of students in the subject of Food Engineering II of Facultad Tecnológica, Universidad de Santiago de Chile.</p>
R00030	<p><b>Research Culture among Students in On-Line Graduate Programs</b>  <b>Jaime Ricardo Valenzuela González and Jaime Israel Salinas Fleitman</b>  <b>Abstract:</b> One of the most important factors in training new researchers is developing a research culture based on the transmission of knowledge and values for the research practice. This paper explores the extent to which research culture is transmitted from teachers to students in on-line graduate programs in the area of education. An exploratory research was carried out using a mixed method approach in two sequential phases. A set of instruments was used for the quantitative approach, in order to find out the values, knowledge and practices characterizing research culture, using a convenience sampling of teachers and students of three on-line master programs in education imparted by a private higher education institution in Mexico. For the qualitative approach, semi-structured ethnographic interviews were carried out, as well as a documentary analysis of several theses projects. The results of this study show that teachers are a factor that influences directly the development of knowledge and practices that are part of a student's research culture in on-line graduate programs in the area of education. Findings are less clear in the case of the transmission of research culture values, since no consistent evidence was found showing that such values are transmitted significantly from teachers to students.</p>
R00036	<p><b>Small-Scale Inquiry-Based Experiments to Enhance High School Students' Conceptual Understanding of Electrochemistry</b>  <b>Saksri Supasorn, Phetvilay Khattiyavong, Purim Jarujumjus and VinichPromarak</b>  <b>Abstract:</b> This study aimed to develop small-scale experiments of electrochemistry based on inquiry learning approach and to use the experiments to enhance students' conceptual understanding of electrochemistry especially at the molecular level. The experiments consisted of oxidation and reduction reactions, galvanic cells, cathodic protection, and batteries. The data collecting tools included 24 items of two-tier conceptual test and mental model drawings of a galvanic cell. Thirty-one Grade-12 students participated in the study. The paired samples T-test analysis revealed that the average post-experiment score (mean 30.68, SD 10.86) of conceptual test was statistically higher than the average pre-experiment score (mean 20.81, SD 10.95) at 0.05 level of significance. In addition, the average post-experiment score (mean 12.10, SD 5.49) of mental models was statistically higher than the average pre-experiment score (mean 7.69, SD 5.47) at 0.05 level of significance. Prior to performing the experiments, most students were in the Partial Understanding with Specific Misunderstanding (PU+MU) to No Understanding (NU) categories. After performing the experiments, the students' major categories moved to the more correct scientific conceptions, the Partial Understanding (PU) to Partial Understanding with Specific Misunderstanding (PU+MU). This indicated that the experiments can enhance students' conceptual understanding and mental models of electrochemistry.</p>


<b>15:30 – 16:00</b>	<b>Coffee Break</b>
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**SESSION-3 (Education)**

Venue: Topaz I (Conference Room)

Session Chair:

Time: 16:00-18:00

R00037	<p>E-Learning and Web Generations: Towards Web 3.0 and E-Learning 3.0  <b>Paula Miranda, Pedro Isaias</b> and Carlos J. Costa</p> <p><b>Abstract:</b> It is widely accepted that the WWW has evolved consistently over the years. Early Web tools were simple, but as information technology and internet speeds evolved, new tools would emerge, creating an interactive, user-centered space where information is shared among all. The next generation of the Web, the Web 3.0, will aim primarily at organizing it through intelligent agents and semantic standards. At the same time, one of the earliest and most popular uses of the Web, e-Learning, is also changing. Thus, much as the Web changed from a “read-only” medium, to “read-write” and to “read-write-collaborate”, so have the concept and methods of e-Learning changed from a simple transposition of educational material to online support, to entirely new approaches to education, centered on student’s active participation, interaction and collaboration. Web 3.0 will further emphasize this revolutionary approach, potentially leading to virtual spaces of collaborative knowledge centered on active learning, student-centered applications, 3D visualization and intelligent agents based on semantic machines to permit students easy, intuitive access to information. By taking note of the parallels between the evolution of the Web and of e-Learning, we can make predictions of how future changes in the Web will eventually bring about changes in e-Learning systems.</p>
R00038	<p>A Comparison of Internal Tertiary Education Programs Offered by Private Colleges with University Affiliated External Tertiary Programs  <b>Sherin Batcha, Steve Jerrams</b></p> <p><b>Abstract:</b> There is a general consensus amongst educational researchers that internal programs in tertiary education offer lower quality than external tertiary programs which are affiliated to well-established universities. Many factors have influenced this view and thereby it has been reinforced and become widely accepted. This paper examines the practices of private colleges running their own internal Diploma and Advanced Diploma programs and compares them with similar practices of colleges that run external Diploma and Advanced Diploma programs under the</p>

	auspices of reputable, highly rated UK universities.
R00039	<p>Aspects of Reform in Improving Malaysian Students' Learning of Statistics</p> <p><b>Saras Krishnan</b> and Noraini Idris</p> <p><b>Abstract:</b> The reports of International assessments PISA and TIMMS show that Malaysian students score below the global average in their mathematics performance. For instance, for the year 2012, PISA reported that Malaysia scored 421 in Mathematics whereas the global average score was 494. Moreover, Malaysia is placed in the bottom one-third with a rank of 52 out of 65 countries that participated in the assessment. Malaysia is also placed bottom one-third among more than 70 countries that participated in TIMMS. The learning of mathematics is divided into different subtopics, one which is statistics. This paper presents suggestions to improve Malaysian students' learning of statistics by looking at different aspects of reform.</p>
R10003	<p>Examining Usability of E-learning Systems-An Exploratory Study (Research-in-Progress)</p> <p><b>Sushil K Sharma</b>, Rui Chen and Jeff Zhang</p> <p><b>Abstract:</b> As universities worldwide have started using e-learning systems for their program delivery, the effectiveness and usability design of e-learning systems are becoming significant. E-learning researchers and practitioners have been examining the effectiveness and usability of e-learning systems to understand whether human computer interaction (HCI) usability standards have a direct impact on student interactions and learning. The study aims to assist instructors, instructional designers, and other practitioners in identifying the effectiveness of HCI usability factors in e-learning systems. The methodologies adopted for the study include heuristic evaluation, a usability survey questionnaire, a cognitive walkthrough experiment, and think-aloud and co-participant testing. The study is still in progress, but preliminary results indicate different learning styles and group dynamics played an important role in usability testing.</p>
R10004	<p>An EU-Arab Partnership to Foster Entrepreneurship Education in the Middle East: The ASPIRE Program</p> <p><b>Salime MEHTAP</b></p> <p><b>Abstract:</b> This paper demonstrates how the higher education sectors of three countries in the Middle East have benefited by forming a partnership with six universities in the European Union under the framework of an EU-TEMPUS program. This cooperation has created a consortium called ASPIRE, an acronym that stands for "Achieving Sustainable Programmes in Regeneration and Entrepreneurship: Jordan, Lebanon and the Palestinian Territories. The ASPIRE consortium's main focus is the development and promotion of education programs in the field of entrepreneurship. This area is seen as an important catalyst to economic development and prosperity in the Middle East and is an important topic that needs to be addressed in the aftermath of the Arab Spring and in a region where youth make up the majority of the population. The paper summarizes the experiences of Arab partner universities and concludes by focusing on how the ASPIRE program has benefited entrepreneurship education in one of the partner universities in the Hashemite Kingdom of Jordan. The ASPIRE program is a good example of how universities in developed and developing countries can join forces to share experiences and resources to foster a much needed global entrepreneurial mind set amongst university graduates.</p>

R10007	<p>Actual and Perceived Areas of Concentration and the Gaps in Australian Higher Education Research 2007-2012</p> <p><b>Donna M Velliaris</b></p> <p><b>Abstract:</b> This paper presents a small section of the findings from a Higher Education Research and Development Society of Australasia (HERDSA) commissioned report aimed at identifying both research ‘concentration’ and ‘gaps’ in the Australian Higher Education (HE) literature. This project was conducted during April to July 2012 with the purpose of contributing to the enhancement of scholarship, research and practice related to Australian HE learning and teaching. This research involved undertaking a comprehensive review of what has been published in the last five years to better enable knowledge sharing opportunities to discuss the results and explore future directions. An analysis of 225 publications between 2007 and 2012—in three distinguished Australian journals—with an ‘Australia-based first-author’ were identified and of the 16 themes common to those works, the most prevalent were found to be: Student Experience – Perceptions; Learning and Teaching; and Research into Higher Education. In addition to those results, HERDSA Fellows were independently surveyed to ascertain which of the 16 themes they believed had received greatest attention over the past five years. Only two themes were found to be in the ‘Top Five’ of both listings.</p>
R10008	<p>Intercultural Competence: Academic Self-Reflections at an Australian Pre-University Pathway Institution</p> <p><b>Donna M Velliaris and Deb Coleman-George</b></p> <p><b>Abstract:</b> The internationalisation of education, particularly higher education (HE), is often associated with attracting greater numbers of international students. It is not enough, however, to focus on the quantitative representation of nationalities and cultures found on campuses nor is the presence of international colleagues indicative of the ‘intercultural competence’ of staff within an educational institution. This article is focused on a qualitative survey of academic lecturers at the Eynesbury Institute of Business and Technology (EIBT) and their self-perception(s) of intercultural competency. As a university pathway provider—catering almost exclusively to international students—EIBT faces the challenge of acculturating foreign students who may be deemed ‘lower-level’ in terms of their English-language proficiency and/or previous academic studies. Several EIBT lecturers contributed a personal narrative to an online survey and the findings revealed great insight into their strategies for better understanding their own intercultural effectiveness, so as to facilitate improved teaching and increased student learning.</p>
R10009	<p>Principals and Parents Partnership for Sustainable Quality Assurance in Nigerian Secondary Schools</p> <p><b>Ayeni Adeolu Joshua</b></p> <p><b>Abstract:</b> The paper examines the universal purpose and relevance of education in human capital development. It also highlights and discusses the thematic areas of quality assurance in relation to the trend, issues and challenges in the provision of secondary education. The systemic model that integrates the roles of both the principals and parents for meaningful partnership in strengthening institutional management and provision of resource inputs to facilitate effective teaching-learning process and outcome are well articulated. The study further examined the roles, mode of operations</p>

	<p>and implications of the partnership that exist between the school principals and the parents in quality assurance. Descriptive survey research design was adopted for data collection and analysis. A total of 150 participants comprised of 30 principals and 120 key members of the Parent-Teachers Association (PTA) completed the questionnaire titled “Principals and Parents Partnership in Quality Assurance Questionnaire” (PPPQAQ) in 30 public secondary schools using multi-stage sampling technique. Three research questions and one hypothesis were formulated. The simple percentage and mean scores were used to answer the research questions while Pearson correlation statistics was employed to test the hypotheses at <math>p &lt; 0.05</math> level of significance. The result showed that the relationship between principals’ and parents’ roles was relatively low in quality assurance (<math>r = -0.213</math>, <math>p &lt; 0.05</math>). The partnership was effective in students’ discipline (73.3%), supervision of PTA’s projects (70%), and discussion of students’ academic performance (73.3%). The parents were inadequately involved (below 35%) in the development of school policies and work plan, selection of students’ text books, and monitoring and evaluation of educational programmes. The study concluded that sustainable quality assurance in secondary education is a function of close collaboration among education stakeholders, effective application of quality assurance model, strong political will of the government, and enabling policy by the Ministry of Education will ensure adequate participation by parents in quality assurance system. These guarantee stakeholders’ confidence and certainty that desired standards in educational provision for quality learning outcomes are achieved, maintained and enhanced in secondary schools.</p>
R00029	<p>The Effects of Using the STAD Method in Teaching the Short Story, Flipping Fantastic on Form One Students  <b>Subadrah Madhawa Nair</b> and Chee Peck Kim  <b>Abstract:</b> Since the year 2000 literature components have been introduced in the English language syllabus of the secondary schools in Malaysia. However until today not all teachers are aware of the possible best ways of teaching literature components effectively. This study discusses the Student Teams Achievements Divisions (STAD) method and the effect of using the method in the teaching of a short story on Form One students. The researchers used a quasi experimental design to investigate the effects of using the STAD method on the achievement of students in comprehending the short story, and their interest in learning the short story. The experimental group was taught using the STAD method and the control group was taught using the conventional method. Independent sample T-test was used to analyze the data obtained from the pre-test, post-test and the questionnaires. The findings indicate that the utilization of the STAD method significantly enhanced students’ achievement in answering questions related to setting, plot, characterization, theme and moral values compared with the control group (using the conventional method). The interest of the experimental group in reading short story was also significantly enhanced.</p>
F10003	<p>The Educational Approach of Allegory in Religious Texts  <b>Sayed Taghi Kabiri</b>  <b>Abstract:</b> One of the educational methods of Quran and procedure of impeccable Imams (pbuh) is giving rational and sensible proverb (adage) and simile. So that, in this method, one series of literary words that are according to talent and conception of addressee and can memorize easily, replace difficult reasonable and retinal subjects in mind and don’t forget rapidly. In fact, the application of</p>

	allegory in education cause to thinking and trying of learner, on the other hand, teacher giving brief examples (instances) free self and the learner from wordiness and reveal the intention of orator (speaker) for the learners can understand the matters easily and also giving an example is the best means for thinking and reasoning and guiding of mankind. This method use for simplifying of education. In this paper (article) represented the Quranic and anecdotal application of this method.

**SESSION-4 (Others)**

Venue: Topaz II (Conference Room)

Session Chair:

Time: 16:00-18:00

F20001-pre	<p><b>Medical Meditation For Accessing Higher Consciousness</b>  <b>Vernon C. Barksdale and Louise Taber MD CPI FACP</b>  <b>Abstract:</b> Medicine and Social Sciences have explored the role of the individual’s concept of Spirituality as a cultural issue or part of the makeup of the individual’s social functioning. We have done little to harness benefits from spiritual beliefs to promote the healing process and/or adherence with medical recommendations. The research of Dr. Benson revealed that more the half of those seeking medical care incorporates their personal spiritual belief as part of the healing process. This is a transcultural phenomenon. One can harness this resource to help reduce stress over illness and improve outcomes. The “scientific” surface is still where most research ends. The presenter has been studying Western and Eastern schools of spiritual beliefs, including meditation, and medicine over the past 30 years. There is a congruence of beliefs across cultures that points to a fundamental presence within, an interface with a higher level of consciousness. The presenter will review some of the research about the presence and function of consciousness. An additional objective includes a review of research on the role of meditation and delta waves on human physiology and well-being. He will present medical and behavioral concepts to enhance access to Higher Consciousness, including strategies for maintaining theta and delta levels of awareness during meditation.</p>
F00010-pre	<p><b>Music Casual Talk Method in Teaching and Learning Among Autistic Children</b>  <b>Jessica Ong Hai Liaw</b>  <b>Abstract:</b> Behavior influences language interpretation of autistic children. Behavioral disorder of autistic children also differs among individuals and parents need to learn to overcome it. Autistic children are not able to socialize, could not speak properly as well as understanding people’s conversations. In Malaysia, autistic children in primary school following merged program face social skill problem. Preliminary findings in several works have described that children with high functioning autism frequently show hypersensitivity to auditory stimulus. Interventions were assigned alternately to weekly 30 minutes learning session each for musical auditory stimulus</p>



	<p>followed by musical songs auditory stimulus for eight weeks without washout period. The aim is to detect trends such as reductions in developmental disorders and inattentive attitudes among participants. Targeted variables for developmental disorders are responsiveness in language, social, cognitive, and emotion. Music Casual Talk Method is a method that used music as the main element in autistic children language learning process and to calm down autistic before learning session is conducted. Instrumental music will be played as induction set to calm down the soul and mind of autistic children before starting learning session. The participants are five boys (mean age 12.2 years) with a primary diagnosis of HFA and students of special education program for children with autism conducted by The National Autism Society of Malaysia (NASOM). The result shows that musical songs auditory stimulus is more beneficial to children with high functioning autism in reducing their developmental disorders with the highest responsiveness both in language and cognitive variables.</p>
F00002	<p>Tehran Urban Spaces in "1001 Nights" and the 19th Century Illustrations (A Comparative Study with the Intertextuality Approach)  <b>Maryam Lari</b>  <b>Abstract:</b> Although for the first time, Tehran became the capital of Iran in 19th century under Zand dynasty, but its rapid extension happened under Qajar era. As the result of population growth, urban spaces of Tehran such as allies, streets, squares and bazaars developed very rapidly and different aspects of its cultural life boomed as well. The urban spaces of the capital were represented in the literature (novels and poems), photos and paintings. This article surveys the urban spaces of Tehran in a famous story called "1001 Nights" and the illustrations painted by Sani-ol-Molk. This story was already popular in that era but some avant-garde artists tried to find new ways of presentation in their artistic career. Appearance of photography and printing industry were two determinant factors which directly influenced Iranian painting. The traces of European painting are also evident in the illustrations. The artists of that period attempted to use some elements of Western realistic painting like perspective and at the same time keep many standards of traditional Persian painting; between them Sani-ol-Molk was the most significant. He illustrated the urban spaces of Tehran instead of Baghdad which was narrated as the main city in "1001 Nights". With the help of this delicate manner, he succeeded to link the plots of an old story with his contemporary events and demonstrated the daily life of people. For uncovering some hidden layers of the illustrations, the article chose Intertextuality as the main approach and conveys the status of Tehran urban spaces narrated in the travelers and biographies. The main challenge of 19th century in Iran, which was dual opposition of "west" and "East", is also shown in this comparative study.</p>
F00005	<p>The History and Evolution of Kinetic Art  <b>Chih-Wei Lin</b>  <b>Abstract:</b> Kinetic Art is a model of dynamic perceivable expression. As the continuous advance and improvement of science and technology, Kinetic Art thus combined with the technology of each year and displayed different appearances that it has been deeply influenced by technology and its development. This research would investigate the history of Kinetic Art via reviewing literature. And discuss the expression appearance in each stage and the influence on current Kinetic Art. Finally, the following viewpoints are proposed. 1. The evolution of Kinetic Art are gradually turned</p>

	<p>from living entertainment to art fields, and has a tight connection with technology. 2. Bauhaus established the position of Kinetic Art in the education of plastic design, and Kinetic Art is the indispensable manifestation pattern in the education of design. 3. Technology exists inside the creative ideas of Kinetic Art and that will drive the development of new fields of vision. 4. Kinetic Art will be conducted by high-tech and sustainably precede development of dynamic optical illusion effect and combine interaction and participation.</p>
R00002	<p>An Interpretation Case Study of Cultural Creativity in Design Exhibition of “Taiwan Artisan”  <b>Jun-Liang Chen, Yu-Ju Lin, Jui-Ping Ma and Mei-Ting Lin</b>  <b>Abstract:</b> The Executive Yuan in Taiwan began promoting the Challenge 2008 - The New Six-Year National Development Plan of the Republic of China (Taiwan), the goals of which are to nurture creative skills and promote the combination of culture with entrepreneurship to develop cultural industries. If the “Craft” is derived from the practical needs of human life, then every country and ethnic groups will develop its own unique craft culture. The craft culture is reflecting the local economic status, social customs and the natural environment status of each ethnic group. Thus also reflects the residents’ attitude in life, their ideal and visions. These are some the reason why local ethnic craft culture is extremely precious and also valuable cultural assets. The domain of Taiwan’s crafts creation has expanded, but the type of exhibition still cannot break through tradition. Ever since the concept of curatorship was introduced to Taiwan in the 90’s, it developed rapidly and quickly became a popular trend. This study tries to explore how Taiwan Artisan viewpoint is shaped in the process of collaborative curating and in the presentation of the final exhibition. This thesis Carried out those Taiwan craft artists and from their perspective to focus on topics of artisan contemporary art, to address important information that an exhibitor may need, and planning exhibition methods in hopes to bring out artisan contemporary art through proper exhibition to entertain the spectators.</p>
R00003	<p>Taiwan Contemporary Classics-From Concept to Belief  <b>Mei-Ting Lin, Jun-Liang Chen, Yu-Ju Lin and Rungtai Lin</b>  <b>Abstract:</b> In 2011, we have hosted an international design exhibition “Design at the Edges” in Taipei as to transmit and interactive with other fields. From the past to the present, the transformation and development of the Taiwanese design shall be considered as a overall improvement. After the exposition “Design at the Edges”, many of the local culture and traditional artcraft have regained attention of people and have been integrated into Taiwanese design. “Curatorial exhibition” has also been adopted instead of “just exhibition” which influences the presentation of the works. “Exhibitions” are a fundamental part of the design education as to present the results and works of the nurtured professionals who are ready to step into the industry. Thus, through the study of the works in the classic exhibition “Believe in Taiwan”, this study will demonstrate the materials and their applications which contain Taiwanese features. The finding of this study shows that yarn, wood, bamboo, grass and metals are the major category of media used in the traditional and modern design; therefore, this study is able to provide a reference for the media usage in Taiwanese contemporary design and a presentation and introduction for the media usage in the design education, hoping that the design education can enhance the curators’ thinking as well as</p>

	the connection of design education with the characteristics of the time of the works.
R00004	<p>The Study of the Conversion Poetic and Creative Design  <b>Yu-Ju Lin, Mei-Ting Lin, Jun-Liang Chen and Po-Hsien Lin</b></p> <p><b>Abstract:</b> In the postmodern society of the 21st century, exploring and strategically applying culture has become a novel form of representation in the cultural and creative industry (CCI); thus, “creativity” is considered the driving force for establishing knowledge-based economies and societies, and design is inextricably linked to art, humanity, lifestyle, culture, and society. Poetry is an extremely abstract concept that demonstrates the cultural characteristics the long Chinese history. Furthermore, poetry facilitates character growth; conformity to the natural world, satisfaction, and realization. Poems emphasize harmony, mas as an integral part of nature, and catharsis. When poets are inspired by people, objects, and the environment, they record the moment using orderly rhymes, words, tones, and beautiful sentences. Numerous similarities exist between the compositions of designs and poetry, and both explore the relationships between people, objects, and the environment. If these relationships can be similarly interpreted in design works, then poetic designs can substantially influence people. By exploring the design applications of interpreting poetry, we endeavor to enhance the emotions of designs through poetry; incorporating the established impressions that users generate when linking objects and poetry to products should endow such products with poetic meaning, enhancing the aesthetic values experienced in everyday life.</p>
F00006	<p>A Study of the Technique Combining Traditional Bamboo Furniture and Carpentry  <b>Shih-Hsing Wu</b></p> <p><b>Abstract:</b> Bamboo craft and bamboo furniture in Taiwan are mainly designed, created, produced, and sold in Chushan city, a place that prospered during the period of economic growth in the 1970s and 80s in Taiwan. In those days, there were about 2000 bamboo factories but over time, the number declined. Since there are few studies on traditional bamboo furniture and craft, this study aims to explore: 1. traditional techniques of bamboo furniture; 2. carpentry of bamboo furniture; 3. comparison between the making of bamboo furniture with traditional techniques and carpentry. Based on grounded theory, this study collects firsthand information in field research and action research. The researchers personally participated in the production process to understand the differences between the making of bamboo furniture with traditional techniques and carpentry. The results show that in order to open a path for the future with the past as a foundation, bamboo furniture can be made by combining traditional craft techniques of different fields and carpentry so as to produce new products with traditional and innovative techniques.</p>
R00024	<p>Development of Lightening Cream from Mangosteen Pericarp Extract with Olivoil Emulsifier  <b>Nurul Jannah Arif, Azli Yahya, Mariani Abdul Hamid, Harisun Yaakob, and Razauden Mohamed Zulkifli</b></p> <p><b>Abstract:</b> The objective of this study is to determine the antioxidant and tyrosinase inhibition activities of the mangosteen (<i>Garciniamangostana</i> L.) extracts and finally to develop a lightening cream. The results showed that the methanol (MeOH) and ethyl acetate (EtOAc) extracts exhibited antioxidant activities at <math>IC_{50} = 0.04</math> mg/ml and <math>IC_{50} = 0.05</math> mg/ml respectively. The <i>G. mangostana</i> pericarp extract also inhibited the tyrosinase enzyme but only in EtOAc extract which showed</p>

	61.11% of inhibition at 0.05 mg/ml. Based on laboratory findings, the lightening cream comprising the <i>G. mangostana</i> EtOAc extract was formulated into oil-in-water (O/W) cream and the physicochemical properties such as organoleptic properties, stability, viscosity and pH were conducted.
R10006	<p><b>Production of Fuel-Grade Bioethanol from Cassava Starch: a Conceptual Process Design</b></p> <p><b>Neil L. Egloso</b></p> <p><b>Abstract:</b> Biofuels have increased in popularity because of rising oil prices and the need for energy security. Section 5 of the Philippine Biofuels Law of 2006 (RA 9367) states that all gasoline products must have 10% blend of bioethanol. The project proposes a conceptual process design that shall produce 10,000 metric tons of bioethanol annually using fed-batch fermentation process with <i>Saccharomyces cerevisiae</i> CBS 8066 as microorganism. In dehydration and recovery of ethanol, hybrid distillation-pervaporation consists of a distillation column and an externally connected pervaporation module is used to overcome the azeotropic composition from the liquid mixtures of water and ethanol. The result is an integrated system of continuously producing bioethanol in purity up to 99.8%(w/w). The total production cost amounts to Php 0.87 B annually with the plant cost at Php 0.63 B and raw materials comprising 30% of total production cost. The cash flow analysis reveals that the plant operates profitably after the payback period of 3.06 years with annual gross income of Php 1.03 B. The economic parameter shows that the design is economically viable with a rate of return at 32.68%. Thus, this conceptual process design shows the feasibility of producing bioethanol from cassava starch with a positive economic return for investors.</p>

### Listeners List

Listener	<b>Henry Ooi</b>

**Note: Listeners could attend any of the above sessions at random.**

<b>Sept. 26 2014    19:00</b>	<b>Closing Ceremony</b>
	<b>Dinner</b>

## Novotel Bangkok Platinum Pratunam

[www.novotelbangkokplatinum.com](http://www.novotelbangkokplatinum.com)



Located in Bangkok's fashion district, Novotel Bangkok Platinum Pratunam is situated above Platinum Mall, a few minutes walk from Central World Shopping Center, Siam Square, MBK, Pratunam market and BTS stations. Blending comfort and technology, the hotel is the perfect choice for your next holiday or business trip. Featuring 283 well designed rooms, the hotel offers two bars and one restaurant, five multi-purpose meeting rooms, free Wifi internet, swimming pool, fitness center and indoor car park.

### Extras of this hotel

The hotel is a quick walk from the best of Bangkok's entertainment and tourist attractions. With over 2500 shops, Platinum Fashion Mall in Pratunam area is South East Asia's largest wholesale and retail shopping Center.

#### Hotel address

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## 2014

Nov 20-21,2014	Place	Submission
2014 International Conference on Marketing, Business and Management ( <a href="#">ICMBM2014</a> )	Milan, Italy	Jul 10,2014
2014 International Conference on Journalism and Mass Communications ( <a href="#">ICJMC2014</a> )	Milan, Italy	Jul 10,2014
2014 4th International Conference on Information and Finance ( <a href="#">ICIF2014</a> )	Milan, Italy	Jul 10,2014
2014 International Conference on Education and Social Sciences ( <a href="#">ICES2014</a> )	Milan, Italy	Jul 10,2014
Dec 17-18,2014	Place	Submission
2014 2nd International Conference on Behavioral and Educational Psychology ( <a href="#">ICBEP2014</a> )	Las Vegas, USA	Jul 30,2014

2014 IEDRC BANGKOK CONFERENCES

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<b>2014 3rd International Conference on Business, Management and Governance</b> <a href="#">(ICBMG2014)</a>	Las Vegas, USA	Jul 30,2014
<b>2014 2nd International Conference on Financial and Management Science</b> <a href="#">(ICFMS2014)</a>	Las Vegas, USA	Jul 30,2014
<b>2014 3rd International Conference on Humanity, Culture and Society</b> <a href="#">(ICHCS2014)</a>	Las Vegas, USA	Jul 30,2014
<b>Dec 27-28,2014</b>	<b>Place</b>	<b>Submission</b>
<b>2014 5th International Conference on Economics, Business and Management</b> <a href="#">(ICEBM2014)</a>	Phuket Island, Thailand	Aug 10,2014
<b>2014 4th International Conference on Languages, Literature and Linguistics</b> <a href="#">(ICLLL2014)</a>	Phuket Island, Thailand	Aug 10,2014
<b>2014 3rd International Conference on Sociality and Humanities</b> <a href="#">(ICOSH2014)</a>	Phuket Island, Thailand	Aug 10,2014
<b>2015</b>		
<b>Jan 09-10,2015</b>	<b>Place</b>	<b>Submission</b>
<b>2015 6th International Conference on E-Education, E-Business, E-Management and E-Learning</b> <a href="#">(IC4E2015)</a>	Doha, Qatar	Aug 20,2014
<b>2015 4th International Conference on Economics Marketing and Management</b> <a href="#">(ICEMM2015)</a>	Doha, Qatar	Aug 20,2014
<b>2015 4th International Conference on Government, Law and Culture</b> <a href="#">(ICGLC2015)</a>	Doha, Qatar	Aug 20,2014
<b>Jan 17-18,2015</b>	<b>Place</b>	<b>Submission</b>
<b>2015 2nd International Conference on Economics and Business Adminstration</b> <a href="#">(ICEBA 2015)</a>	Kuala Lumpur, Malaysia	Sep 05,2014
<b>2014 2nd International Conference on Culture, Knowledge and Society</b> <a href="#">(ICCKS 2015)</a>	Kuala Lumpur, Malaysia	Sep 05,2014
<b>2015 International Conference on History and Culture</b> <a href="#">(ICHC 2015)</a>	Kuala Lumpur, Malaysia	Sep 05,2014
<b>Feb 04-05,2015</b>	<b>Place</b>	<b>Submission</b>
<b>2015 4th International Conference on Economics Business and Marketing Management</b> <a href="#">(CEBMM 2015)</a>	Bandar Seri Begawan, Brunei	Sep 15,2014
<b>2015 4th International Conference on Education and Management Innovation</b>	Bandar Seri Begawan, Brunei	Sep 15,2014

<a href="#">(ICEMI 2015)</a>		
<b>2015 2nd International Conference on Linguistics, Literature and Arts</b> <a href="#">(ICLLA 2015)</a>	Bandar Seri Begawan, Brunei	Sep 15,2015
<b>Feb 12-13,2015</b>	<b>Place</b>	<b>Submission</b>
<b>2015 2nd International Conference on Advances and Management Sciences</b> <a href="#">(ICAMS 2015)</a>	Amsterdam, Netherlands	Oct 05,2014
<b>2015 2nd International Conference on Innovation in Economics and Business</b> <a href="#">(ICIEB 2015)</a>	Amsterdam, Netherlands	Oct 01,2014
<b>2015 2nd International Conference on Education and Psychological Sciences</b> <a href="#">(ICEPS 2015)</a>	Amsterdam, Netherlands	Oct 10,2014
<b>Mar 08-09,2015</b>	<b>Place</b>	<b>Submission</b>
<b>2015 2nd International Conference on World Islamic Studies</b> <a href="#">(ICWIS 2015)</a>	Seoul, South Korea	Nov 15,2014
<b>2015 5th International Conference on Economics, Trade and Development</b> <a href="#">(ICETD 2015)</a>	Seoul, South Korea	Nov 15,2014
<b>2015 4th International Conference on Humanity, History and Society</b> <a href="#">(ICHHS 2015)</a>	Seoul, South Korea	Nov 15,2014
<b>Mar 25-26,2015</b>	<b>Place</b>	<b>Submission</b>
<b>2015 International Conference on Management and Behavioral Sciences</b> <a href="#">(ICMBS 2015)</a>	Singapore	Nov 10,2014
<b>2015 The 2nd International Conference on Advances in History of Sciences</b> <a href="#">(ICAHS 2015)</a>	Singapore	Nov 01,2014
<b>2015 International Conference on Learning and Teaching</b> <a href="#">(ICLT 2015)</a>	Singapore	Nov 05,2014
<b>Apr 09-10,2015</b>	<b>Place</b>	<b>Submission</b>
<b>2015 4th International Conference on Language, Medias and Culture</b> <a href="#">(ICLMC 2015)</a>	Kyoto, Japan	Nov 25,2014
<b>2015 4th International Conference on Economics and Finance Research</b> <a href="#">(ICEFR 2015 )</a>	Kyoto, Japan	Nov 25,2014
<b>2015 5th International Conference on Social Science and Humanity</b> <a href="#">(ICSSH 2015)</a>	Kyoto, Japan	Nov 25,2014
<b>Apr 11-12,2015</b>	<b>Place</b>	<b>Submission</b>
<b>2015 The 2nd International Conference on Advances in Business and</b>	Los Angeles, USA	Dec 05,2014



<b>Economics</b> <a href="#">(ICABE 2015)</a>		
<b>2015 The 2nd International Conference on Management and Humanities</b> <a href="#">(ICMH2015)</a>	Los Angeles, USA	Dec 01,2014
<b>2015 International Conference on Language and Communication Science</b> <a href="#">(ICLCS 2015)</a>	Los Angeles, USA	Dec 10,2014
<b>May 06-07,2015</b>	<b>Place</b>	<b>Submission</b>
<b>2015 International Conference on Culture, Society and Humanity</b> <a href="#">(ICCSH 2015)</a>	Dubai, UAE	Dec 25,2014
<b>2015 International Conference on Financial and Business Economics</b> <a href="#">(ICFBE 2015)</a>	Dubai, UAE	Dec 25,2014
<b>2015 2nd International Conference on Innovation, Service and Management</b> <a href="#">(ICISM 2015)</a>	Dubai, UAE	Dec 25,2014
<b>May 15-16,2015</b>	<b>Place</b>	<b>Submission</b>
<b>2015 2nd International Conference on Society, Education and Psychology</b> <a href="#">(ICSEP 2015)</a>	Roma, Italy	Dec 30,2014
<b>2015 5th International Conference on Management and Service Science</b> <a href="#">(ICMSS 2015 )</a>	Roma, Italy	Dec 30,2014
<b>2015 International Conference on Language Communications and Culture</b> <a href="#">(ICLCC 2015)</a>	Roma, Italy	Dec 30,2014
<b>Jun 03-04,2015</b>	<b>Place</b>	<b>Submission</b>
<b>2015 4th International Conference on Psychological Sciences and Behaviors</b> <a href="#">(ICPSB 2014)</a>	Bandar Seri Begawan, Brunei	Jan 20,2015
<b>2015 3rd International Conference on Sociality Culture and Humanities</b> <a href="#">(ICSCH 2015)</a>	Bandar Seri Begawan, Brunei	Jan 20,2015
<b>2015 International Conference on Business and Economic Analysis</b> <a href="#">(ICBEA 2015)</a>	Bandar Seri Begawan, Brunei	Jan 20,2015
<b>Jun 09-10,2015</b>	<b>Place</b>	<b>Submission</b>
<b>2015 2nd International Conference on Teaching and Education Sciences</b> <a href="#">(ICTES2015)</a>	Kuala Lumpur, Malaysia	Jan 25,2015
<b>2015 2nd International Conference on Innovations in Business and Management</b> <a href="#">(ICIBM2015)</a>	Kuala Lumpur, Malaysia	Jan 25,2015
<b>2015 International Conference on Culture, Languages and Literature</b> <a href="#">(ICLL2015)</a>	Kuala Lumpur, Malaysia	Jan 25,2015

**2014 The 2nd International Conference on Behavioral and Educational Psychology**

Las Vegas, USA, December 17-18, 2014  
Workshop of ICHCS 2014

**ICBEP 2014**



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

Welcome to the official website of the 2014 2nd International Conference on Behavioral and Educational Psychology-ICBEP 2014, will be held during December 17-18, 2014, in Las Vegas, USA. ICBEP 2014, 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 Behavioral and Educational Psychology, and discuss the practical challenges encountered and the solutions adopted.

The conference will be held every year to make it an ideal platform for people to share views and experiences in Behavioral and Educational Psychology and related areas.

All papers for the ICBEP 2014 will be published in the IJJET (ISSN: 2010-3689) as one volume, and will be included in DOAJ, Electronic Journals Library, Engineering & Technology Digital Library, EBSCO, Google Scholar, Crossref and ProQuest and sent to be reviewed by ISI Proceedings.

One Best Paper will be selected from each oral session. The Certificate will be awarded in the Welcome Banquet on December 18, 2014.

## Submission Method

Formatting Instructions ([DOC](#))

**[Electronic Submission System](#)**; ( .pdf)

Contact Email:

For any inquiry about the submission and conference, please feel free to contact us

at: [icbep@iedrc.org](mailto:icbep@iedrc.org)

Paper Submission (Full Paper)	Before September 30, 2014
Notification of Acceptance	On October 15, 2014
Final Authors' Registration	Before November 05, 2014
ICBEP 2014 Conference Dates	December 17-18, 2014



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

Welcome to the official website of the 2014 3rd International Conference on Business, Management and Governance - ICBMG2014, will be held during December 17-18, 2014, in Las Vegas, USA. ICBMG2014, 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, Management and Governance, and discuss the practical challenges encountered and the solutions adopted.

The conference will be held every year to make it an ideal platform for people to share views and experiences in Business, Management and Governance and related areas.

**All papers for the ICBMG 2014 will be published in the IPEDR (ISSN: 2010-4626) as one volume, and will be included in the EBSCO, CNKI, DOAJ, WorldCat, Google Scholar, Ulrich's Periodicals Directory, Crossref, and Engineering & Technology Digital Library and sent to be reviewed by ISI Proceedings.**

**One Best Paper will be selected from each oral session. The Certificate will be awarded in the Welcome Banquet on December 18, 2014.**

## Submission Method

Formatting Instructions ([DOC](#))

[Electronic Submission System](#); (.pdf)

Contact Email:

For any inquiry about the submission and conference, please feel free to contact us at: [icbm@iedrc.org](mailto:icbm@iedrc.org)

Paper Submission (Full Paper)	Before September 30, 2014
Notification of Acceptance	On October 15, 2014
Final Authors' Registration	Before November 05, 2014
ICBMG 2014 Conference Dates	December 17-18, 2014



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

Welcome to the official website of the 2014 2nd International Conference on Financial and Management Science -- ICFMS2014, will be held during December 17-18, 2013, in Las Vegas, USA. ICFMS2014, 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 Financial and Management Science, and discuss the practical challenges encountered and the solutions adopted.

The conference will be held every year to make it an ideal platform for people to share views and experiences in Financial and Management Science and related areas.

All papers for the ICFMS2014 will be published in the JOAMS (ISSN: 2168-0787) as one volume, and will be included in the Engineering & Technology Digital Library, and indexed by Ulrich's Periodicals Directory, Google Scholar, EBSCO, and Electronic Journals Digital Library and sent to be reviewed by ISI Proceedings.

One Best Paper will be selected from each oral session. The Certificate will be awarded in the Welcome Banquet on December 18, 2014.

## **SUBMISSION METHODS**

### **Formatting Instructions ([DOC](#))**

### **[Electronic Submission System](#); ( .pdf)**

For any inquiry about the submission and conference, please feel free to contact us at: [icfms@iedrc.org](mailto:icfms@iedrc.org)

Paper Submission (Full Paper)	Before September 30, 2014
Notification of Acceptance	On October 15, 2014
Final Authors' Registration	Before November 05, 2014
ICFMS 2014 Conference Dates	December 17-18, 2014



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

Welcome to the official website of the 2014 3rd International Conference on Humanity, Culture and Society - ICHCS2014, will be held during December 17-18, 2014, in Las Vegas, USA. ICHCS 2014 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 Humanity, Culture and Society, and discuss the practical challenges encountered and the solutions adopted.

The conference will be held every year to make it an ideal platform for people to share views and experiences in Humanity, Culture and Society and related areas.

**All papers for the ICHCS 2014 will be published in the IJSSH (ISSN: 2010-4626) as one volume, and will be included in the Google Scholar, Ulrich's Periodicals Directory, Engineering & Technology Digital Library, Crossref and ProQuest, Electronic Journals Library.**

**One Best Paper will be selected from each oral session. The Certificate will be awarded in the Welcome Banquet on December 18, 2014.**

## Submission Method

Formatting Instructions ([DOC](#))

**[Electronic Submission System](#)**; ( .pdf)

For any inquiry about the submission and conference, please feel free to contact us via email: [ichcs@iedrc.org](mailto:ichcs@iedrc.org)

Paper Submission (Full Paper)	Before September 30, 2014
Notification of Acceptance	On October 15, 2014
Final Authors' Registration	Before November 05, 2014
ICHCS 2014 Conference Dates	December 17-18, 2014



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

Welcome to the official website of the International Conference on Economics, Business and Management - ICEBM2014, will be held during 27-28 December 2014, in Phuket Island, Thailand. ICEBM2014, 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 Economics, Business and Management, and discuss the practical challenges encountered and the solutions adopted.

The conference will be held every year to make it an ideal platform for people to share views and experiences in Economics, Business and Management and related areas.

All papers for the ICEBM2014 will be published in the JOEBM (ISSN: 2301-3567) as one volume, and will be indexed by DOAJ, Engineering & Technology Library, Electronic Journals Library, Ulrich's Periodicals Directory, MESLibrary, Google Scholar, Crossref, and ProQuest, and ProQuest and sent to be reviewed by ISI Proceedings.

One Best Paper will be selected from each oral session. The Certificate will be awarded in the Welcome Banquet on December 30, 2014.

## SUBMISSION METHODS:

### Formatting Instructions ([DOC](#))

[Electronic Submission System](#); (.pdf)

### Contact Email:

For any inquiry about the submission and conference, please feel free to contact us at: [icebm@iedrc.org](mailto:icebm@iedrc.org)

Paper Submission (Full Paper)	Before October 05, 2014
Notification of Acceptance	On October 25, 2014
Final Authors' Registration	Before November 15, 2014
ICEBM 2014 Conference Dates	December 27-28, 2014





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

Welcome to the official website of the International Conference on Languages, Literature and Linguistics - ICLLL 2014, will be held during December 27-28, 2014, in Phuket Island, Thailand. ICLLL 2014, 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 Languages, Literature and Linguistics , and discuss the practical challenges encountered and the solutions adopted.

The conference will be held every year to make it an ideal platform for people to share views and experiences in Languages, Literature and Linguistics and related areas.

**All papers for the ICLLL2014 will be published in theInternational Journal of Languages, Literature and Linguistics, and will be included in EBSCO, CNKI, DOAJ, WorldCat, Google Scholar, Ulrich's Periodicals Directory, Crossref, and Engineering & Technology Digital Library and sent to be reviewed by ISI Proceedings.**

**One Best Paper will be selected from each oral session. The Certificate will be awarded in the Welcome Banquet on December 30, 2014.**

## Submission Method

Formatting Instructions ([DOC](#))

**Electronic Submission System**; ( .pdf)

Contact Email:

For any inquiry about the submission and conference, please feel free to contact us at: [iclll@iedrc.org](mailto:iclll@iedrc.org)

Paper Submission (Full Paper)	Before October 05, 2014
Notification of Acceptance	On October 25, 2014
Final Authors' Registration	Before November 15, 2014
ICLLL 2014 Conference Dates	December 27-28, 2014



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

Welcome to the official website of the International Conference on Sociality and Humanities - ICOSH 2014, will be held during December 27-28, 2014, in Phuket Island, Thailand. ICOSH 2014 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 Sociality and Humanities, and discuss the practical challenges encountered and the solutions adopted.

The conference will be held every year to make it an ideal platform for people to share views and experiences in Sociality and Humanities and related areas.

All papers for the ICOSH2014 will be published in the IJSSH (ISSN: 2010-3646) as one volume, and will be included in the Google Scholar, DOAJ, Engineering & Technology Digital Library, Crossref, Index Copernicus, and ProQuest and sent to be reviewed by ISI Proceedings.

One Best Paper will be selected from each oral session. The Certificate will be awarded in the Welcome Banquet on December 30, 2014.

## Submission Method

Formatting Instructions ([DOC](#))

[Electronic Submission System](#); (.pdf)

Contact Email:

For any inquiry about the submission and conference, please free free to contact us at: [icosh@iedrc.org](mailto:icosh@iedrc.org)

Paper Submission (Full Paper)	Before October 05, 2014
Notification of Acceptance	On October 25, 2014
Final Authors' Registration	Before November 15, 2014
ICOSH 2014 Conference Dates	December 27-28, 2014





<http://www.ic4e.net/>

IC4E is an international forum for state-of-the-art research in e-Education, e-Business, e-Management and e-Learning. 2015 6th International Conference on e-Education, e-Business, e-Management and E-Learning (IC4E2015) will be held in Doha, Qatar during January 9-10, 2015. It is one of the leading international conferences for presenting novel and fundamental advances in the fields of e-Education, e-Business, e-Management and E-Learning. It also serves to foster communication among researchers and practitioners working in a wide variety of scientific areas with a common interest in improving e-Education, e-Business, e-Management and E-Learning related techniques.

All submissions will be peer reviewed and evaluated based on originality, technical and/or research content/depth, correctness, relevance to conference, contributions, and readability. Submissions will be chosen based on technical merit, interest, applicability, and how well they fit a coherent and balanced technical program. The conference will be held every year to make it an ideal platform for people to share views and experiences in e-Education, e-Business, e-Management and e-Learning.

**One Excellent Paper will be selected from each oral session The Certificate for Excellent Papers will be awarded in the Welcome Banquet on January 10, 2015.**

**All accepted papers for the IC4E2015 will be selected and published according to the paper theme in one of the following journals:**

- [International Journal of e-Education, e-Business, e-Management and e-Learning](#) (ISSN: 2010-3654): [Abstracting/ Indexing : Engineering & Technology Digital Library, Google Scholar, DOAJ, Electronic Journals Library, QUALIS, Crossref, ProQuest, EI \(INSPEC, IET\).](#)
- [International Journal of Information and Education Technology](#) (ISSN: 2010-3689): [Abstracting/ Indexing: EI \(INSPEC, IET\), Cabell's Directories, DOAJ, Electronic Journals Library, Engineering & Technology Digital Library, EBSCO, Google Scholar, Crossref and ProQuest.](#)
- [International Journal of Innovation, Management and Technology](#) (ISSN: 2010-0248): [Abstracting/ Indexing: Google Scholar, Ulrich's Periodicals Directory, Engineering & Technology Digital Library, Crossref and ProQuest, Electronic Journals Library.](#)

**SUBMISSION METHODS:**

**Formatting Instructions** ([DOC](#))

**Electronic Submission System:** (.pdf)

For any inquiry about the submission and conference, please free free to contact us at: [ic4e@iedrc.org](mailto:ic4e@iedrc.org)

<b>Paper Submission (Full Paper)</b>	<b>Before October 20, 2014</b>
Notification of Acceptance	On November 10, 2014
Final Authors' Registration	Before November 25, 2014
IC4E 2015 Conference Dates	January 9-10, 2015



<http://icemm.org/>

Welcome to the official website of the 2015 4th International Conference on Economics Marketing and Management - ICEMM 2015, will be held in Doha, Qatar during January 9-10, 2015, aiming to bring together researchers, scientists, engineers, and scholar students to exchange and share their experiences, new ideas, and research results about all aspects of E-business, Management and Economics, and discuss the practical challenges encountered and the solutions adopted.

The conference will be held every year to make it an ideal platform for people to share views and experiences in E-business, Management and Economics and related areas.

All papers for the ICEMM 2015 will be published in the IPEDR (ISSN: 2010-4626) as one volume, and will be included in the Engineering & Technology Digital Library, and indexed by EBSCO, WorldCat, Google Scholar, Ulrich's, Cross Ref and sent to be reviewed by ISI Proceedings.

One Excellent Paper will be selected from each oral session The Certificate for Excellent Papers will be awarded in the Welcome Banquet on January 10, 2015.

**SUBMISSION METHODS:**

**Formatting Instructions** ([DOC](#))

**Electronic Submission System**; (.pdf)

**Contact Email:**

For any inquiry about the submission and conference, please free free to contact us at: [icemm@iedrc.org](mailto:icemm@iedrc.org)

Paper Submission (Full Paper)	Before October 20, 2014
Notification of Acceptance	On November 10, 2014
Final Authors' Registration	Before November 25, 2014
IC4E 2015 Conference Dates	January 9-10, 2015



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

Welcome to the official website of the 2015 4th International Conference on Government, Law and Culture - ICGLC2015, will be held during January 9-10, 2015 in Doha, Qatar. ICGLC2015, 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 Government, Law and Culture, and discuss the practical challenges encountered and the solutions adopted.

The conference will be held every year to make it an ideal platform for people to share views and experiences in Government, Law and Culture and related areas.

All papers for the ICGLC2015 will be published in the IJSSH (ISSN: 2010-3646) as one volume, and will be included: Google Scholar, DOAJ, Engineering & Technology Digital Library, Crossref, Index Copernicus, and ProQuest

One Excellent Paper will be selected from each oral session The Certificate for Excellent Papers will be awarded in the Welcome Banquet on January 10, 2015.

**SUBMISSION METHODS:**

**Formatting Instructions ([DOC](#))**

**[Electronic Submission System](#); (.pdf)**

**Contact Email:**

For any inquiry about the submission and conference, please free free to contact us at: [icglc@iedrc.org](mailto:icglc@iedrc.org)

Paper Submission (Full Paper)	Before October 20, 2014
Notification of Acceptance	On November 10, 2014
Final Authors' Registration	Before November 25, 2014
IC4E 2015 Conference Dates	January 9-10, 2015



