Conference Program

August 2013
Bali, Indonesia

ICSSAM
International Conference on
Social Science and Management

GEBF
Annual Conference on
Global Economics, Business, and Finance

ICCBES
International Congress on
Chemical, Biological and Environmental Sciences

ICNSE
International Congress on
Natural Sciences and Engineering
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General Information for Participants

Information and Registration

The Registration and Information Desk will be situated in the Sheraton Bali Kuta Resort on the first floor, and will be open at the following times:

Thursday, August 8 (08:15-16:30)
Friday, August 9 (08:15-15:30)

Parallel Sessions

Parallel Sessions will run on August 8 and 9. Sessions are usually 90 minutes in length.

Presentations and Equipment

All presentation rooms are equipped with a screen, an LCD projector, and a laptop computer installed with PowerPoint software. You will be able to insert your USB flash drive into the computer and double click on your presentation to open it in PowerPoint. We recommend that you bring two copies of your presentation in case of one fails. You may also link your own laptop computer to the projector cable, however if you use your own Mac please ensure you have the requisite connector.

A Polite Request to All Participants

Participants are requested to arrive in a timely fashion for all addresses, whether to their own, or to those of other presenters. Presenters are reminded that the time slots should be divided fairly and equally between the number of presentations, and that they should not overrun. The session chair is asked to assume this timekeeping role.

Poster Sessions & Poster Requirements

Materials Provided by the Conference Organizer:

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

Materials Prepared by the Presenters:

1. Home-made Poster(s)
Requirement for the Posters:

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

ICSSAM International Committee Board

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Govt Hamidia Arts & Commerce College

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Universiti Utara Malaysia

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University of Fiji

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Zhu Jiang  Hua Zhong University of Science & Technology
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Seval Kardeş Selimoğlu  Anadolu Üniversitesi
Shuliang Li  University of Westminster
Tan Khay Boon  SIM University
T.S. Devaraja  University of Mysore
Tulus suryanto  SE.,MM., Ak, Indonesia
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Victor Ong  Sunway University Business School
Zulnaidi Yaacob  Universiti Sains Malaysia
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Tso-Jen Chen  Tainan University of Technology
Leszek Kieltyka  Czestochowa University of Technology
Robert Kucęba  Czestochowa University of Technology
Waldemar Jędrzejczyk  Czestochowa University of Technology
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Kunal S. Khairnar  Symbiosis Institute of Business Management
ICCBES International Committee Board

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Mohd Ali Hashim
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Hojae Shim
M. Lakshmi Narasu
Mohamad Pauzi Zakaria
Fasihuddin B Ahmad
In Sik Nam
Chee Kai Chan
Sanjoy Bandyopadhyay
Lee Keat Teong
Rungtip Soi-ampornkul
Ramasare Prasad
V. K. Gupta
M. Rashid
K. Umamaheswari
Abdelnaser Omren
Dipankar Chattopadhyay
A. R. Balakrishnan
Anju Chadha
Santosh Kumar Sarkar
Viyada Kunathigan
Ismail Shareef.M
Zaharah Ibrahim
M. Lakshmi Narasu
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Surajit Bhattacharyya
Chandrashekher. U.
Rivonker
G. N. Nayak
Suresh Gupta
N. D. Srinivihahshini
Anil K. Dlkshit
Anurag Garg
Abhijit Bandyopadhyay

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University of Malaya
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University of Madras
Nanyang Technological University
University of Macau
Institute of Science and Technology
Universiti Putra Malaysia
Faculty of Resource Science & Technology
Pohang University of Science and Technology
La Trobe University
Indian Institute of Technology Kharagpur
Universiti Sains Malaysia
Indian Institute of Technology Roorkee
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Indian Institute of Technology Madras
Indian Institute of Technology
Acharya Institute Of Technology
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Jawaharlal nehru Technological University
Universiti Malaysia Sarawak
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Nanyang Technological University
Goa University
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Bharathidasan University
Indian Institute of Technology Bombay
Indian Institute of Technology Bombay
University of Calcutta

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Suresh Gupta
N. D. Srinivihahshini
Anil K. Dlkshit
Anurag Garg
Abhijit Bandyopadhyay
ICNSE International Committee Board

Akhil Kumar Sen
Birla Institute of Technology

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University of Calcutta

B.D. Indu
Indian Institute of Technology Roorkee

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Furong Gao
Hong Kong University of Science and Technology

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Indian Institute of Technology Roorkee

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Loon Ching Tang
National University of Singapore

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Said Al-Sarawi
The University of Adelaide

Sudeep Bhattacharjee
Indian Institute of Technology Kanpur

Syamalendu S.
Indian Institute of Technology

Bandyopadhyay

Tay Joo Hwa
Nanyang Technological University

Wenlong Cheng
Monash University

Young Hee Lee
Sungkyunkwan University
Keynote Speech

August 8, 13:30~15:00, Rama Room

Prof. Olivier Siri, Aix-Marseille University

Title: “Azacalixphyrin: The Hidden Porphyrin Cousin Brought to Light”

Olivier Siri obtained his PhD (1997) from the University of Burgundy in Dijon. Subsequently, he worked as postdoctoral fellow to Prof. Kevin M. Smith’s group at University of California in Davis (1997-1998), and then spent 6 months at the University of Neuchâtel (Neier group, Switzerland). He joined the CNRS in 1999 at the University of Strasbourg (Braunstein group) and moved in 2005 at Aix-Marseille University. He is currently Director of Research with the CNRS, group leader and Head of the Chemistry Department (CINaM, UMR 7325 CNRS). His main research interests deal with the synthesis of molecular and supramolecular conjugated pi-systems with applications in nanoscience, photonic and electronic.
Special Thanks to Session Chairs

Philip Higgs  
*University of South Africa*

Wei Chu  
*Hong Kong Polytechnic University*

Shun Wing Ng  
*Hong Kong Institute of Education*

Wen-Chang Lin  
*National Chung Cheng University*

Nuanchawee Sangchai  
*Khon Kaen University*

Shiu-Ching Wu  
*National Chung Cheng University*

Cosmin Marculescu  
*Polytechnic University of Bucharest*

Hsiou Huai Wang  
*National Taiwan University*

Surajit Bhattacharyya  
*Nanyang Technological University*

Shudong Zhou  
*Nanjing Agricultural University*

Alecia Jioeva  
*Lomonosov Moscow State University*

Miguel Edraira Mangada  
*Sti College Global City*
# Conference Schedule

## Wednesday, August 7, 2013
Executive Committee Meeting (Committee Only)

## Thursday, August 8, 2013

<table>
<thead>
<tr>
<th>Time</th>
<th>Information</th>
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<td>08:15-16:30</td>
<td>Executive Committee Meeting (Committee Only)</td>
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<tr>
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<th>Prof. Olivier Siri – “Azacalixphyrin: The Hidden Porphyrin Cousin Brought to Light”</th>
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<tr>
<td>13:30-15:00</td>
<td>Keynote Speech [C2] Rama Room</td>
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<td>Oral Session [D2] Rama Room</td>
<td>Chemical Sciences / Biological Sciences / Environmental Sciences</td>
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## Friday, August 9, 2013

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<td><strong>Registration</strong></td>
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<tr>
<td>08:45-10:15</td>
<td>Oral Session [E1] Sita Room <strong>Education III</strong></td>
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<tr>
<td>10:15-10:30</td>
<td>Oral Session [E2] Rama Room <strong>Biological Sciences / Natural Sciences</strong></td>
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<tr>
<td>10:15-10:30</td>
<td><em>Tea Break / Poster Session [P3] Arjuna Room</em></td>
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<tr>
<td>10:30-12:00</td>
<td>Oral Session [F1] Sita Room <strong>Economics / Financial Management</strong></td>
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<tr>
<td>10:30-12:00</td>
<td>Oral Session [F2] Rama Room <strong>Communication</strong></td>
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<tr>
<td>12:00-13:30</td>
<td><em>Lunch Time</em></td>
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<tr>
<td>13:30-15:00</td>
<td>Oral Session [G1] Sita Room <strong>Management II</strong></td>
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<tr>
<td>15:00-15:15</td>
<td>Oral Session [G2] Rama Room <strong>Politics / Society / Psychology</strong></td>
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<tr>
<td>15:00-15:15</td>
<td><em>Tea Break / Poster Session [P4] Arjuna Room</em></td>
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## Saturday, August 10, 2013

**Bali Optional Tours**
Conference Venue Information

Sheraton Bali Kuta Resort

Address: Jalan Pantai Kuta, Kuta, Bali, Indonesia
Tel: 62(361)846-5555

Whether you want to stay busy or relax, Sheraton has plenty of options for you. In the lobby, which is designed so you can socialize with friends new and old, is the Link@Sheraton(SM) experienced with Microsoft®. Feel free to surf the web on our terminals, or bring your laptop for complimentary wireless High Speed Internet Access.

Sheraton works in partnership with training experts at Core® Performance to offer guests a comprehensive health and fitness program that helps you maintain your routine while on the road. Our 160-square-meter fitness center provides towels, a water station, and instruction posters. Cardio equipment features individual television screens, and the strength/core area has a 42” LCD flat screen television. Furthermore, a jogging route is available in the resort.

Everyone will have a place to splash around, whether in our free-form pool or the kids’ pool. Lounge chairs and umbrellas are available, as is food and drink service. A water park and a childcare center operate out of the adjacent Beachwalk.

Indulge in a thoroughly relaxing treatment at Shine Spa for Sheraton. Spanning more than 250 square meters, it comprises four treatment rooms—each with its own hot tub—and changing rooms with saunas and rain showers.
Conference Venue Floor Plan (1F)
Conference Agenda – Oral Sessions

Education I

Sita Room 08:45~10:15 Thursday, August 8

Session Chair: Prof. Philip Higgs

ICSSAM-076
The Social Sciences and the Deconstruction of Higher Education
Philip Higgs  University of South Africa

ICSSAM-010
Nurturing and Managing Creative Capital: Educational Strategy for the Social Sciences
Vivian Felicio Chaplin  University of Macau
Manuel Antonio Noronha  University of Macau
Sumiko Ito  University of Macau

ICSSAM-048
A Research on “Monopoly” Game Instruction of Money Concept to the 9th Grade Students with Intellectual Disabilities
Chia Hung Yang  National Changhua University of Education

ICSSAM-049
Application of Challenge-Based Learning in International Trade Management Course
Manawin Songkroh  Maejo University

ICSSAM-051
An Experimental Study on Intercultural Training in a Blended Learning Environment in Japanese Higher Education
Yuko Kato  Jin-ai University
ICNSE-410
Inductive Power Transfer Receiver Coil Optimization for Medical Implants
Sebastian Rickers 
Ignacio Ruiz Navarro 
Gerald Baier 
Guido H. Bruck 
Peter Jung
*University of Duisburg-Essen*

ICNSE-414
Fast Direction Detection Algorithm and VLSI Design for H.264 Intra-Prediction
Chao-Feng Tseng 
Yen-Tai Lai 
*University of Macau*

ICNSE-421
A Review On Detection And Localization Of Partial Discharge in Power Transformer Using Uhf Method
Irfan Ali Soomro 
Md Nor Ramdon 
*University Tun Hussein Onn Malaysia*

ICNSE-428
Synthesis of Zeolite NaX using Kaolinitic Clay from Bongawan Sabahs
Sazmal Effendi Arshad 
E B Johnson Gubod 
Jahimin Asik 
*University of Malaysia Sabah*

ICNSE-482
Removal of an Endocrine Disrupting Chemical from Water by a UV-induced Advanced Oxidation Process
Wei Chu 
*Hong Kong Polytechnic University*
ICNSE-468

Improvement of Some Physical and Mechanical Properties of Sawdust/Recycled Polypropylene Composites Using Nanoclay

Fatemeh Sharifi  
Tarbiat Modares University
Mohebby Behbood  
Tarbiat Modares University

ICNSE-420

Characterization of Asphalt Binder with Warm-Mix Additives

Meor Othman Hamzah  
Universiti Sains Malaysia
Ching Thian Tye  
Universiti Sains Malaysia

ICNSE-511

An Evaluation of the Effectiveness of Stream Ecological Engineering Using the Radar-Graphic Method

Chia-Chun Ho  
National Taipei University of Technology
Education II

Sita Room 10:30~12:00 Thursday, August 8

Session Chair: Prof. Shun Wing Ng

ICSSAM-035
Continuing professional development for middle managers in primary schools in Hong Kong
Shun Wing Ng Hong Kong Institute of Education

ICSSAM-057
Revolution, Rivalry and Arithmetic: Perspectives on Australian School Education Policy Reform
Omer R Yezdani Griffith University

ICSSAM-064
Students’ Preferences in Using E-book
David Yoon Kin Tong Multimedia University
Xue Fa Tong Multimedia University
Stefi Keh Keet Tan Multimedia University

ICSSAM-200
Creating Independent Learners in English Language Classroom
Muniamal Puspa Perumal Polytechnic Tuanku Sultanah Bahiyah

ICSSAM-305
Search Engine Optimization of Faculty of Business Administration Website
Piyawan Siriprasoetsin Maejo University
Ukrit Marung Maejo University
Finance / Marketing

Rama Room 10:30~12:00 Thursday, August 8

Session Chair: Prof. Wen-Chang Lin

ICSSAM-090
Determinants of the Board Structure for Property and Liability Insurers
Wen-Chang Lin National Chung Cheng University
Yi-Hsun Lai National Yunlin University of Science and Technology

ICSSAM-097
The Adoption of IAS/IFRS in a Developing Country – A Case of Bangladesh
Maqbool Kader Quraishi Independent University

ICSSAM-207
The Cost of Value Added and Non-Value Added Activities: Maejo University’s Thrift and Credit Cooperative Ltd.,
Chaiyot Sumrisakun Maejo University
Nichakorn Ditkaw Rajamangala of Technology Lanna Tak

ICSSAM-215
The Relationship between Accounting Professional Learning and Success in Accounting Job
Atchaya Paikhamnam Maejo University

ICSSAM-276
Optimum Portfolio Development Of Jakarta Islamic Index and Business 27 Index
Nicholas Arizona Manurung Institut Teknologi Bandung

GEBF-6003
Corporate Social Responsibility and Information Asymmetry
Chia-Wu Lu National Taipei University
Ting-Shu Cyue National Taipei University
GEBF-5227

An Investigation of Consumer Attitudes toward Software Piracy in Asia

Sirion Chaipoopirutana  Assumption University
Howard Combs  San Jose State University
Management I

Sita Room 13:30~15:00 Thursday, August 8

Session Chair: Prof. Nuanchawee Sangchai

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**ICSSAM-017**
Factors Influence of Thai Tourist Selection Accommodation in Nong Khai Province, Thailand
Nitipon Putachote  
*Khonkaen University*

**ICSSAM-040**
Tourists’ Perception toward Handicraft Product in Chiang Mai Sunday Walking
Manawin N. Songkroh  
*Maejo University*

**ICSSAM-043**
Brain Drain: Propensity to Leave by Malaysian Professionals
Junaimah Jauhar  
*Universiti Sains Malaysia*
Yusliza Mohd Yusoff  
*Universiti Sains Malaysia*

**ICSSAM-074**
The Required Characteristics of Graduated Major Management
Nuanchawee Sangchai  
*Khon Kaen University*

**ICSSAM-115**
Preliminary Study on The Preparation of Facilities for The Disabled in The National Parks in Johor State: A Case Study in Pulau Kukup, Tanjung Piai, Gunung Ledang and of Endau-Rompin
Shalini Sanmargaraja  
*University Tun Hussein Onn Malaysia*
Seow Ta Wee  
*University Tun Hussein Onn Malaysia*
Keynote Speech

Rama Room  13:30~15:00  Thursday, August 8

Prof. Olivier Siri, Aix-Marseille University

**Topic:** “Azacalixphyrin: The Hidden Porphyrin Cousin Brought to Light”

**Abstract**

Porphyrins – also called pigments of the life – are probably the most important and adaptable macrocycles in science since their research concerns one of the broadest area ranging from chemistry, engineering and physics to chemical, biological and environmental sciences. This exceptional versatility in every direction across the whole spectrum of science can be traced back, not only to its peculiar electronic and structural features, but also to its synthetic accessibility. Consequently, the access to an isostructural and isoelectronic analogue of porphyrins is objectively of considerable interest. Beside the pyrrol-based macrocycles, all previous attempts that have been made to isolate such a compound remained hitherto unsuccessful and this therefore remains an extreme challenge for chemists.

The presentation will introduce the applications of porphyrins and their analogues in science. A new strategy affording the first “pyrrol-free” azaanalogue – named *azacalixphyrin* – will be reported. These new analogues revealed unusual fundamental and applied aspects. As NIR-absorbing organic dyes, their applications are diverse and extensive in many technological sectors including chemical, biological and environmental sciences. With *azacalixphyrin*, we enter also the field of coordination chemistry as highly versatile ligand. The access to this emerging class of dyes and the mentioned properties – based on experimental and theoretical studies - will be described and discussed in the presentation.
Culture

Sita Room 15:15~16:45 Thursday, August 8

Session Chair: Prof. Shiu-Ching Wu

ICSSAM-006
The Use of 3-Dimensional Computer-Generated-Imagery (CGI) to Capture the Movements of Puppets and Visuals of Wayang Kulit Kelantan
Kheng Kia Khor  
SEGi University

ICSSAM-089
The Complex Pictorial Design by Stitching Tie-Dye Techniques
Saowanit Kanchanarat  
King Mongkuts University of Technology North Bangkok

ICSSAM-119
On the Priority of Relational Ontology: Heidegger’s Being-With and Ethics of Care
Shiu-Ching Wu  
National Chung Cheng University

ICSSAM-235
Transnational Marriages: Local Daughter, Global Wife and Reinforcing of (Thai) Femininity Construction
Patcharin Lapanun  
The Center for Research on Plurality in Mekong Region

ICSSAM-228
Livelihood Strategies of Rubber Smallholders: A Study of a Rubber Village in Northeastern Thailand
Maniemai Thongyou  
Khon Kaen University
Chemical Sciences / Biological Sciences / Environmental Sciences

Rama Room 15:15~16:45 Thursday, August 8

Session Chair: Prof. Cosmin Marculescu

ICCBES-278
Study of Beal Oil (Algle Marmelos) and its properties
Rahul Dhruvrao Muley Dr.Babasaheb Ambedkar Marathwada University
Sudhir Dnyaneshwar Yadav Dr.Babasaheb Ambedkar Marathwada University

ICCBES-309
Fabrication of Core-Shell Electrosprayed Nanoparticles
Yulianti Theresia Asalui National Taiwan University of Science and Technology
Ming Hua Ho National Taiwan University of Science and Technology

ICCBES-329
Alternative Primary Energy Source for Gas Fuel Production
Cosmin Marculescu Polytechnic University of Bucharest

ICCBES-308
Step Wise Temperature-Dwindling Program for Improved Hybridization Kinetics for DNA Detection on Silver Nanoclusters
Nur Hidayah Hairul Bahara Universiti Sains Malaysia
Gee Jun Tye Universiti Sains Malaysia
Theam Soon Lim Universiti Sains Malaysia

ICCBES-311
Site-selective Chemoenzymatic Sortase Conjugation of scFv to Paramagnetic Nanoparticles for Diagnostics
Bee Nar Lim Universiti Sains Malaysia
Bali, August, 2013

ICCBES-315

Development of An Antigen-DNAzyme Based Probe for a Direct Antibody-Antigen Assay

Noorsharmimi Omar
Universiti Sains Malaysia

Theam Soon Lim
Universiti Sains Malaysia

Jorn Glokler
Alacris Thranostics GmbH

ICCBES-295

Enhancement on Radon Detection Accuracy of Charcoal Canister

Seonhong Kim
Yonsei University
Natural Radioactivity Environmental Health Center

Minjun Kim
Yonsei University
Natural Radioactivity Environmental Health Center

Dohyeon Kim
Yonsei University
Natural Radioactivity Environmental Health Center

Seungyeon Cho
Yonsei University
Natural Radioactivity Environmental Health Center

Jeein Chang
Youngdong High School

Joosung Kang
Sewon High School

ICCBES-346

Production and Application of a Novel Adsorbent/Exchanger from E-Waste

Gordon McKay
Hong Kong University of Science and Technology

Pejman Hadi
Hong Kong University of Science and Technology
Education III

Sita Room 08:45~10:15 Friday, August 9

Session Chair: Prof. Hsiou Huai Wang

ICSSAM-083
The conceptions of career among Taiwanese Adolescents-A Prototype Research
Hsiou Huai Wang National Taiwan University

ICSSAM-122
Analyzing contending mechanisms of global isomorphism in public education reform
Kyoung-Oh Song Chosun University

ICSSAM-163
Corporal Punishment as a Means of Discipline for Children in Khyber Pakhtunkhwa - A case Study of District Nowshera
Muhammad Ibrar University of Peshawar
Raazia Hassan Naqvi University of the Punjab

ICSSAM-234
Transformations of GE Teachers in Graduate Program
Yanling Zhang Shanxi University of Finance & Economics

ICSSAM-286
Successful Integration of Children with Autism into Inclusive Classes
Piyawan Srisuruk Khon Kaen University
Biological Sciences / Natural Sciences / Engineering

Rama Room 08:45~10:15 Friday, August 9

Session Chair: Prof. Surajit Bhattacharyya

ICCBES-331
Structure and Activity Correlation of Antimicrobial Peptides
Surajit Bhattacharyya Nanyang Technological University

ICCBES-339
Hydrogen-bonded supramolecular motifs in 2-amino-4-methylpyrimidinium salicylate (1) and 2-amino4-methylpyrimidinium trifluoroacetate (2)
Abbas Farhadikoutenae Universiti Sains Malaysia
Kaliyaperumal Thanigaimani Universiti Sains Malaysia
Nuridayanti Che Khalib Universiti Sains Malaysia
Suhana Arshad Universiti Sains Malaysia
Ibrahim Abdul Razak Universiti Sains Malaysia

ICCBES-322
Development of a DNAzyme Reporter System using the Isothermal Quadruplex Priming Amplification for Antibody-Antigen Interaction
Qiuting Loh Universiti Sains Malaysia

ICCBES-271
The Molecular Genetics of Type 1 Diabetes
Nastaran Asghari Moghaddam Islamic Azad University
Reza Rasoolzadeh Islamic Azad University
Hooria Seyedhosseini Ghaheh Islamic Azad University
Rahele Hasani Islamic Azad University
ICNSE-402
Aquatic Plant-Based Green Technology as Phytoremediator for Polluted Urban Lakes Ecology
Siti Zubaidah Abu Kasim Universiti Teknologi MARA
Nik Ismail Azlan Abd. Rahman Universiti Teknologi MARA

ICNSE-424
Surface Topography Effects on Organic Field-Effect Transistor-Type Memory Devices with Double Polymeric Electrets
Yu-Fu Wang National Cheng Kung University
Yu-Ying Chen National Cheng Kung University
Horng-Long Cheng National Cheng Kung University
Yu-Hua Lee National Cheng Kung University
Wei-Yang Chou National Cheng Kung University

ICNSE-499
A Detection Approach for Tsunami Warning System Using Mining Data Streams
Ying Wah Teh University of Malaya

ICNSE-476
Growth, lipid metabolism and intestinal absorbance of Pacific white shrimp (Litopenaeus vannamei Boone 1931) influenced by dietary nucleotide
Abdolmohammad Abedian Kenari Tarbiat Modares University
Amin Oujifard Tarbiat Modares University

ICNSE-489
Overview of Aerodynamic Surface Circulation Control: Coandă Jet and Vortex Cell
Harijono Djojodihardjo Universiti Putra Malaysia
Economics / Financial Management

Sita Room 10:30~12:00 Friday, August 9

Session Chair: Prof. Shudong Zhou

ICSSAM-103
Impact of Monetary Policy on Commercial Bank Lending in Ghana
Joseph Quarshie  
*Ritsumeikan Asia Pacific University*

ICSSAM-179
Fiscal Spending Shocks, Abnormal Stock Returns and the Fiscal Multiplier
Nils Wittmann  
*TU Dortmund University*

GEBF-5213
Assessing Agricultural Sustainable Development in Jiangsu, China
Shudong Zhou  
*Nanjing Agricultural University*
Felix Mueller  
*University of Kiel*
Benjamin Burkhard  
*University of Kiel*
Xingjin Cao  
*Nanjing Agricultural University*
Ying He  
*University of Kiel*

GEBF-5283
A Quiet Revolution in Corporate Governance: An Examination of Voluntary Best Practice Governance Policies
Vishaal Baulkaran  
*University of Lethbridge*

GEBF-5306
Head-to-Head Battle and the Financial Market Responses The Impact of losing Market Share on the Value of the Firm (Boeing and Airbus Case)
Fahad Saleh Alolayan  
*College of Tourism & Archaeology King Saud University*
GEBF-5252
Credit Spreads and Bond Issuance: Evidence from the ASEAN markets
Douglas Streeter Rolph  Nanyang Technological University

GEBF-6012
Financing of Cross Listed Firms in China
Shan Li  The University of Adelaide
Communication

Rama Room  10:30~12:00  Friday, August 9

Session Chair: Prof. Alecia Jioeva

ICSSAM-020
The Cold War and Marcos-Era Cinema in the Philippines
Joel David  Inha University

ICSSAM-046
A Study on Media Literacy, Health Literacy and Regulation: With Special Reference to Medicine for Colds Advertising
Cheng-Yu Lin  Shih Hsin University

ICSSAM-135
Communication effects analysis of elderly receiving medical message from an e-book
Shun-Chuan Ko  HungKuang University
Shun-Chih Ke  Chinese Culture University

ICSSAM-199
Reaching Out Stylistically to the User of Technology
Anne Althea Christopher  Universiti Utara Malaysia
Hisham Dzakiria  Universiti Utara Malaysia

ICSSAM-278
Anglo-Saxon Culture in Teaching Political English
Alecia Jioeva  Lomonosov Moscow State University

ICSSAM-104
To Be an Effective Listener in Communication
Shentu Jing  Shanxi University of Finance and Economics
ICSSAM-336

Al Jahiz, the Pioneer of Arab Speech Communication

Ahmad Rashed Said  

King Saud University
Management II

Sita Room  13:30~15:00  Friday, August 9

Session Chair: Prof. Catherine A. Hawkins

ICSSAM-149
The Effect of the Cooperative Actions of SMEs from Industries at Different Global
Competitive Pressure Level in Turkey
Uğur Yozgat  Marmara University
Muhterem Şebnem Ensari  Marmara University

ICSSAM-151
Managing Across Boundaries: A Mental Heath Crisis Case
Dorinda N. Noble  Texas State University
Catherine A. Hawkins  Texas State University

ICSSAM-197
Chinese, Indian and Eastern European migrants workplace inter-cultural dynamics in
New Zealand: A comparative study
Nancy McIntyre  AUT University

ICSSAM-223
4P’s Marketing Mix of Chiang Mai as Tourism Destination
Ayooth Yooyen  Maejo University

ICSSAM-280
Developing Performance Appraisal Indicators of Exhibition in Smart Exhibition
Environment
Jae Ho Choe  Kyunghee University
Hyun Sil Moon  Kyunghee University
Jae Kyeong Kim  Kyunghee University
GEBF-5990

The Nabucco Pipeline and the Trans-Anatolian Gas Pipeline (TANAP) Projects within the Context of the Eurasian Geoeconomics and Geopolitics

Gökhan Özkan  
*Bursa Technical University*
Politics / Society / Psychology

Rama Room 13:30~15:00 Friday, August 9

Session Chair: Prof. Miguel Edraira Mangada

ICSSAM-247
The Rise of Asian Automobile Industry
Katsuhiro Sasuga Tokai University

ICSSAM-240
Malaysia as An Islamic State: Issues and Challenges
R. Sivaperegasam P. Rajanthiran Universiti Utara Malaysia

ICSSAM-150
Health Service Delivery In Selected Philippine Geographical Locations: Inputs For Improved Health Service Delivery
Miguel Edraira Mangada Sti College Global City

ICSSAM-251
Inculcation of Nationhood Values: Language Education in the Malaysian Secondary Schools towards Enhancing National Integration
Suran Naidu Universiti Utara Malaysia

ICSSAM-111
Developmental Trajectories of Online Delinquency and Stress in Korean Children
Yanghee Lee Sungkyunkwan University
Sangwon Kim Sungkyunkwan University

ICSSAM-164
Depression Among Married Women
Raazia Hassan Naqvi University of the Punjab
Muhammad Ibrar University of Peshawar
Conference Agenda - Poster Sessions

Biological Sciences

Arjuna Room 10:15~11:15 Thursday, August 8

ICCBES-276
Trichome Morphology and Repellence of Two Laminaceae Herb (Plectranthus amboinicus and Vitex rotundifolia) Against Arthropod Pests

Rong-Nan Huang National Taiwan University
Shiang-Jiuun Chen National Taiwan University
Che-Yu Shiu National Taiwan University
Ling-Long Kuo-Huang National Taiwan University
Hsiang Ting Huang National Taiwan University

ICCBES-301
Comparison of Efficiency and Persistency of Transgene Expression Delivered via Viral and Non-viral Methods

Siew Ching Ngai International Medical University
Rozita Rosli Universiti Putra Malaysia
Rajesh Ramasamy Universiti Putra Malaysia
Syahril Abdullah Universiti Putra Malaysia
Poster Session

Environmental Sciences

Arjuna Room 10:15~11:15 Thursday, August 8

ICCBES-283
Rapid Destruction of the Organic Dye using Hybrid Liquid Phase Plasma System
Kwang-Bae Lee  Sunchon National University
Young-Kwon Park  University of Seoul

ICCBES-291
Sedimentation Features on Coastal Tidal Flat in the Yangtze River Estuary in China
Baolin Liu  China University of Geosciences in Beijing
Ke Hu  China University of Geosciences in Beijing
Nianqiao Fang  China University of Geosciences in Beijing

ICCBES-306
The Edge Effect of Mangrove Forests on the Sediment Transportation along the Coast of Leizhou Peninsula, Southern China
Juan Yang  China University of Geosciences
Poster Session

Financial Management

Arjuna Room 10:15~11:15 Thursday, August 8

GEBF-5246
An Evaluation of Investment for the Expansion of Service Centers of Chain Stores
Chuan-Chuan Ko  Jinwen University of Science and Technology
Ying-Ru Tai  National Dong Hwa University
Tyrone T. Lin  National Dong Hwa University

GEBF-5266
The value Relevance of R&D Investment In Accordance with Firm Size, Market Competition, and Market Entry Barrier in Korean Companies
Gee Jung Kwon  Hanbat National University
Poster Session

Business and Management

Arjuna Room 10:15~11:15 Thursday, August 8

GEBF-5200
A Two-person Scenic Resort’s Mixture Strategy with an Optimal Entrance Fee and Suitable Ratio for Adapting an Optimistic or Pessimistic Strategy
Tyrone T. Lin National Dong Hwa University

GEBF-5232
An Organizational Management Effectiveness Indicator Choice from the Perspective of ICT Companies
Chia-Jung Tu Kainan University
Yu-Shin Liu National Dong Hwa University
Tyrone T. Lin National Dong Hwa University

GEBF-5992
Developing the maturity model of public cloud services
Hsin-Lu Chang National Chengchi University
Kai Chen National Chengchi University
Poster Session

Education I / Society / Communication

Arjuna Room 15:00~16:00 Thursday, August 8

ICSSAM-284
A Study of Music Therapy for Autistic Children’s Emotional and Social Development
Benjamaporn Choykhruea  Khon Kaen University

ICSSAM-307
The Effect of Development Pushing by Using DIR/Floortime Techniques for Students with Autism
Prisana Anjumpa  Khon Kaen University

ICSSAM-309
The Effect of Using Visual Support with Multimedia in Developing Communication Skills of Students with Autism
Aaporn Treesoon  Khon Kaen University

ICSSAM-310
The Identification of Instructional Approach for Enhancing Competency of Autistic, Attention Deficit Hyperactivity Disorder and Learning Disability Groups
Pornmanee Hanhak  Khon Kaen University

ICSSAM-308
Developing Activity Daily Life Skills Learning for Autistic Students by Applying TEACCH principle
Jaroenkhwan Moolnoi  Khon Kaen University

ICSSAM-065
The Mechanism of Influences between Entities in Land Expropriation and House Demolition in China - Taking Nanning as An Example
Shuai Liu  Zhejiang University

ICSSAM-261
Effective Human Communication Based on Basic Personality Tendency
Yan Yan Cahyana  Universiti Sains Malaysia
Poster Session

Education II / Psychology

Arjuna Room 10:15~11:15 Thursday, August 9

ICSSAM-123
An Analysis of Korean English Teachers Motivation for Choosing Teaching profession and the Level of Self-efficacy: Comparison with Language Arts and Math Teachers
Bo-Young Kwon Daegu Haany University

ICSSAM-054
Health Promotion of the Elders at Ban-Klong Community, Phitsanulok by Hermit Exercise with Mungkara’s Folk Music
Srirath Insook Praboromarajchanok Institute
Plearnta Prombuasri Boromarajonani College of Nursing, Ratchaburi
Avinon Boupachum Boromarajonani College of Nursing, Buddhachinaraj

ICSSAM-075
Factors Influencing Anxiety on National Nursing License Examination among Thai Nursing Students, Boromarajonani College of Nursing, Buddhachinaraj, Thailand
Suwannee Sroisong Boromarajonani College of Nursing, Buddhachinaraj
Angkhana Ruenkon Boromarajonani College of Nursing, Buddhachinaraj
Ronnaphop Eimtab Boromarajonani College of Nursing, Buddhachinaraj

ICSSAM-086
Factors Associated with Helmet Wearing Behavior of Student Motorcyclists in High Schools, Amphur Muang, Phitsanulok Province, Thailand
Sujitra Tudtheang Boromarajonani College of Nursing, Buddhachinaraj
Soawakon Tudtheang Buddhachinaraj Hospital
Montana Atchariyasakchai Boromarajonani College of Nursing, Buddhachinaraj

ICSSAM-226
Increased use of lethal methods and annual increase of suicide rates in Korean adolescents: comparison with adolescents in the United States
Subin Park Seoul National University
Posters Session

Management

Arjuna Room 10:15~11:15 Friday, August 9

ICSSAM-019
Price and Collection Strategies under Interaction between an OEM and A Remanufacturer
Cheng-Han Wu National Yunlin University of Science and Technology

ICSSAM-030
Measuring Dental Service Quality of the Yi – Ngo 80th Royal Anniversary Commemoration Hospital, Narathiwat Province, Deep South Thailand
Srisuk Khwankong Sukhothai Thammathirat Open University
Panee Sitakalin Sukhothai Thammathirat Open University
Warangkana Junkong Sukhothai Thammathirat Open University

ICSSAM-217
Co-Creation Measurement for Customers, Employees and Companies
Keiko Toya Doshisha University

GEBF-5212
Readiness for Organization Change a Case Study from Goverment Agency in Malaysia
Ahmad Syahrir Othman University Technology Mara (Uitm)
Syed Jamal Abdul Nasir Syed Mohamad University Technology Mara (Uitm)
Poster Session

Chemical Sciences

Arjuna Room 14:00~15:00 Friday, August 9

ICCBES-275
Phase Transformation in Nanosized of ε-type Copper Phthalocyanine Used as Color Filter in LCD Panel by Bead-Milling
Seok Won Yang  First Color Co. Ltd
Jae Hwan Kim  First Color Co. Ltd
Song Hyuk Kim  First Color Co. Ltd
Seong Soo Park  Pukyong National University
Ba Ryong An  Pukyong National University

ICCBES-280
Synthesis of Novel Pyrazolopyridine Derivatives and their Biological Activity
Ludmila Dyadyuchenko  All-Russian Research Institute of Biological Plant
Vladimir Strelkov  All-Russian Research Institute of Biological Plant
Darya Nazarenko  All-Russian Research Institute of Biological Plant
Irina Dmitrieva  Kuban the State Agrarian University

ICCBES-304
Comparison of Microwave-Assisted and Ultrasound-Assisted Extraction and Characteristics of Polyphenols from Grape Seed (Vitis Vinifera)
Yinping Li  The Hong Kong Polytechnic University
Tsz- Sheung Man  The Hong Kong Polytechnic University
Siu Yi Ng  The Hong Kong Polytechnic University
Hanhua Liang  The Hong Kong Polytechnic University

ICCBES-310
Preparation of Chitosan-Hydroxyapatite Composite Nanofibers by Electrospinning
Van Cam Nguyen  National Taiwan University of Science and Technology
Ming Hua Ho  National Taiwan University of Science and Technology
Poster Session

Engineering

Arjuna Room 14:00~15:00 Friday, August 9

ICNSE-398
Corrosion Resistance According to Heat Treatment of Coated Cold Rolled Carbon Steel With Organic/Inorganic Hybrid Solution
Kiwoo Nam  
*Pukyong National University*

ICNSE-418
Evaluation of Glucose in Tear and Blood with Point-of-Care Diagnostics
Hyeran Noh  
*Seoul National University of Science and Technology*

ICNSE-491
Seismic Response of Steel Frame Retrofitted by a Multi-panel PMC Infill Wall
Wooyoung Jung  
*Gangneung-Wonju National University*
Buseog Ju  
*North Carolina State University*

ICNSE-484
Oxidation of SiCp/Mg composites at 400-550oC in Air
Sung Bin Won  
*Sungkyunkwan University*
Yeon Sang Hwang  
*Sungkyunkwan University*
Dong Bok Lee  
*Sungkyunkwan University*
Poster Session

Natural Sciences

Arjuna Room 14:00~15:00 Friday, August 9

ICNSE-497
High-Pressure Raman Scattering of InP1-xAsx Alloys
Ta-Ryeong Park  Hoseo University

ICNSE-461
Some Physicochemical parameters in polluted marine water
Magdy Mohamed El-Hedeny  King Saud University
Amel Hosny El-Gendy  Alexandria University
Saleh Abdul Aziz Al-Farraj  King Saud University