

**Proceedings of**  
**The 2015 ICBTS International Academic Research Conference in**  
**Europe & America**

**1 – 4 July 2015**

**The Ryerson University, Toronto, Ontario, Canada**

# **THE 2015 ICBTS**

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Kai Heuer, Wismar University, Germany  
Ebrahim Soltani, University of Kent, Canterbury, United Kingdom  
Gilbert Nartea, Lincoln University, New Zealand

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**Organised by**

**ICBTS Institute & IJBTS** International Journal of Business Tourism and Applied Sciences

**In Scholars Cooperation with**



**Wismar University**



**Lincoln University**



**University of Kent**



**Suan Dusit Rajabhat University**

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**Thai Airways International**

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**Published by** Chayanon Kerdpitak (ICBTS Institute & CK research)  
Lumlukka Road, Lumlukka  
Pathumthanei, Thailand 12150 ; Tel 087 0287 287, Fax +662 994 5021

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Proceedings of Abstracts and Papers (on CD-ROM) of The European Academic Research Conference in Europe & America 2015

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ISBN: 978-616-382-590-2

Published by Chayanan Kerdpitak (ICBTS Institute & CK Research)

Pramsiri Boutique Park, 18/27 Building A, Prasertmanukid Rd. Bangkok, 10900, Thailand

## INTRODUCTION

We would like to welcome our colleagues to the annual International Academic Research Conference in Europe and America. It is the three series in 2015 of Conference on Business Tourism and Apply Sciences was held in Boston. As always many members of the ICBTS 2015 community look forward to meeting, sharing and exchanging their research ideas and results in both a formal and informal setting which the conference provides. Likewise, the concept of alternating the international conference every one month on June to December between Europe and the rest of the world is now well established. This year's event in Toronto (Canada) London (United Kingdom) Las Vegas (United State of America) Berlin (Germany) Paris (France) London (United Kingdom) and another continues with the cultural following the very successful and productive event held in Toronto on July 2015 in the field of various types for international academic research conference on Business Tourism and Apply Scences. As usual The ICBTS 2015 brings together leading academics, researchers and practitioners to exchange ideas, views and the latest research in the field of Business Tourism and Apply Sciences.

The theme of this event The 2015 ICBTS International Academic Research Conference in Europe and America is "Opportunities and Development of Global Business Tourism Sciences and Technology" It is also represents an emerging and highly challenging area of research and practice for both academics and practitioners alike, The current industrial context is characterized by increasing global competition, decreasing product life cycles, Global Business, Tourism Development, Apply Sciences and Technology collaborative networked organizations, higher levels of uncertainties and, above all, and customers. In our view holding this event in Paris represents a timely opportunity for academics and researchers to explore pertinent issues surrounding Business Tourism Sciences and Technology.

Potential authors were invited to submit an abstract to the International Conference Session Chairs. All abstracts were reviewed by two experts from the International Advisory committee and final papers were further reviewed by this volume with 110 contributing authors coming from 28 countries. This book of proceedings has been organized according to following categories:

- Business
- Management
- Marketing
- Accounting
- Financial
- Banking
- Economic
- Marketing
- Logistics Management
- Supply Chain management
- Industrial Management
- Information Technology
- Sciences Technology
- Transport and Traffic
- Tourism Strategic
- Tourism Management
- Tourism Marketing
- Tourism Development Policy and Planning
- Technology Application
- Communication and Sciences
- Health care Management
- Hospitality Management
- Hotel Management
- E-tourism
- E-transport
- E-technology
- Social Network
- Education and Human Resource

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## **SPEAKER BACKGROUND**



### **Professor Dr. Ebrahim Soltani**

Prof. Dr. Ebrahim Soltani is a Professor of Business School at University of Kent Canterburyin England and he is Department Chair - Quality & Operations Management at Hamdan Bin Mohammed Smart University Dubai of United Arab Emirate. He was appointed associate professor in business management, total quality management, and operation management in 1989 at the University of Kent, he continued his research in the field of operation management, business management. He has published over 50 papers and reports in such journals as International Journal of Technology and Production Research. He supervised a considerable number of PhD theses and is a consultant on industrial and production industry in England and United Arab Emirate.

## **SPEAKER BACKGROUND**



### **Professor Dr. Kai Heuer**

Prof. Dr. Kai Heuer is full professor for business administration at the Business Faculty of Wismar University in Germany. Before, he served as a full professor at the Environmental Campus of Trier University of Applied Sciences. He studied business administration in Germany and the U.S.A. and holds an MBA and a doctoral degree. He has management experience from leading positions in different companies and as business consultant. His research areas are management accounting, organizational development, and international management where he has published numerous papers, reports and textbooks. He is the head of Master Program in Business at Wismar University and a member of the Schmalenbach-Society for Business Economics, Cologne; managing director of the Institute of Health-, Senior- and Social Management; and a former member of the board of the Centre for Aviation Law and Management.

## **SPEAKER BACKGROUND**



### **Dr. Tariq Khan**

**Dr Tariq Khan** is a Lecturer and Director of Postgraduate Programmes of Business School in Brunel University, Uxbridge, London, United Kingdom. He received his BEng in Aerospace Engineering from Kingston University, his MSc in Manufacturing Technology from University of Warwick, and his PhD in Intelligent Education Systems from University of Salford. He subsequently worked as a research associate in Heriot-Watt University Edinburgh and as a senior lecturer at London Metropolitan University. He has specialist teaching in Business Process Modelling, Web Programming ,Software Engineering, Classical Logic, Human Computer Studies. He has Book and published over 20 papers and reports in such journals as Information Systems Evaluation and Integration (ISEing). He supervised a considerable number of PhD theses and is a consultant on business and supply chain and engineering industry in England and United Kingdom.

## **SPEAKER BACKGROUND**



### **Dr. Chayanan Kerdpitak**

**Dr. Chayanan Kerdpitak** is a Lecturer of Principle Marketing, Sales Management, Consumer Behavior, and Marketing Research at The Suan Dusit Rajabhat University in Thailand. She received a Ph.D. in the field of Business Logistics within Industrial at Ramkhamhaeng University, Thailand. She has published over 20 proceeding paper and some reports in such journals as International Journal Business and Economics Research. She has been a consultant on Import Automobile Industry from Germany for International Marketing and Marketing Research. Chayanan graduated a B.B.A and M.B.A in Business Administration from The Ramkhamhaeng University, Bangkok, Thailand (Major in Marketing).



## International Academic Research Conference 2015

*Toronto, Ontario  
1 –4 July, 2015*

Tuesday (T) 8-13 June 2015	Track A	Track B,C
15.30 - 16.00 (T) 07.45 - 09.20 (W)	REGISTRATION & Welcome meeting at The Ryerson University Toronto Canada	
8.00 - 8.20	WELCOME & OPENING ADDRESS  <b>Prof. Dr. Ebrahim Soltani</b> , Academic Program Chairs, University of Kent, Canterbury, UK  <b>Dr. Chayanan Kerdpitak</b> , Program Chairs, Suan Dusit Rajabhat University, Thailand	
Presentation Time	Track A 1-2	Track B 1-2, C 1
09.40 -12.00	Social Sciences & Business	Social Sciences & Education
12.40 - 13.40	LUNCH BREAK & TAKE PHOTO	
14.00 - 15.00	Business Finance & Marketing	Social Sciences & Education
15.00 - 15.15	AFTERNOON BREAK	
15.30 - 17.00	Tourism & Other	Social Sciences & Education & Other
<b>1 July 2015 (W)</b>	<b>Academic Networks, Parallel Session</b>	
<b>2 July 2015 (TH)</b>	<b>Academic Networks, Parallel Session</b>	
<b>3 July 2015 (F)</b>	<b>Free day for Join Academic Network by Participants</b>	
<b>4 June 2015 (S) 8.30- 16.00</b>	<b>TRAVEL VISIT TO Niagara fall by TOURS4fun Toronto</b> (Please ready at in front of Dragon City Mall, 280 Spadina Ave, Toronto, Canada at 8.30 am)	
09.00-17.00	<b>ADVISORY SESSION CHAIRS COMMITTEE</b>  <b>Prof. Dr. Ebrahim Soltani</b> , University of Kent, United Kingdom  <b>Prof. Dr. Kai Heuer</b> , Wismar University Business School, Germany  <b>Prof. Dr. Todd Ames</b> , University of Guam, Mangilao, USA  <b>Dr. Chayanan Kerdpitak</b> , Suan Dusit Rajabhat University, Thailand	

## Programme 1 – 2 July 2015

### Tract A 1

Time	Session Chairs : Prof. Dr. Ebrahim Soltani
09.40	Investigation of Reading Obstacles and Progress: A Case Study of a Less Proficient EFL Learner in Taiwan Cheng-Fang Huang (Taiwan)
10.00	Mining Game Features to Predict Emotions Ritu Chaturvedi (Canada)
10.20	A comparative study of differentiated instruction strategies employed by groups of practicum students from the University of Trinidad and Tobago Nadita Maharaj and Nicha Selvon-Ramkissoon (Trinidad and Tobago)
10.40	Language Awareness in Language Arts curriculum planning for Trinidad and Tobago Nicha Selvon-Ramkissoon (Trinidad and Tobago)
11.00	Facilitating Economic Development by Addressing Labour Shortages in Australia's Aged Care Sector Anusha Mahendran Australia
11.20	A study of International Joint Ventures: culture, conflict and performance Norah Albishri (Australia)
11.40	Study on factors changing nuclear energy policy Tae-seok, Yong (South Korea) 183
12.00	Assessing school administrator training program at Imam University in Riyadh and whether it achieved its objectives Abdulaziz Alorainni (Saudi Arabia) 184
12.20	Characteristics Of The Islamic Architecture During The 3rd Century AH / 9th Century AD HiLa Algsir
12.40	<b>Lunch Break</b>

## Tract A 2

Tract A2	<b>Session Chairs: Prof. Dr. Todd Ames</b>
13.40	Entrepreneurship and Economic Opportunities in Micro-finance within the Federated States of Micronesia (FSM) Angeline Ames (USA)
14.00	Constructing Competitive Advantage for Knowledge Intensive Firms Mei-Tai Chu (Australia)
14.20	A review of social media and its impact on Canadian Tourism Leila Radmand, (Malaysia)
14.40	Corporate Governance and the Board of Directors, an Institutional Perspective Maree Alamri (Saudi Arabia)
15.00	Automatic Attraction Recommendation System for Tourists using Information from Online Social Network Kraisak Kesorn and Wanarat Joonpunthong (Thailand)
15.20	Tourist's Perceptions of Destination Image: International Versus Domestic Tourists Siripen Dabphet (Thailand)
15.40	Subsistence and Sustainability in Micronesia: The Role of Small-Scale Agricultural Markets in Cash-Crop Production on Yap and Pohnpei (FSM) Todd Ames (USA)
16.00	Factors Affecting Profitability: An Empirical Study on Ethiopian Commercial Banking Industry Tigist Fekadu Nega (England)
16.20	Human Resource Planning in Academic Departments, Accident or Strategy? Case Study of Some Departments in Ghanaian Public Universities Johann Yaw Sekyi-Baidoo (Ghana)

## Tract B1

Tract B1	<b>Session Chairs: Dr. Chayanan Kerdpitak</b>
9.40	Application of ATP bioluminescence assay to monitor the cleaning quality during the process of four-step cleaning method for endoscopic instrument in China Hong-Xia Dai (Macau) 113
10.00	PowerPoint Presentations in Nigerian Secondary schools Ekanem Edo Obot (Nigeria) 127
10.20	Model of Service Quality Measurement for Sustainable Public Transportation; Case of Istanbul Büşra Buran Bektaş (Turkey) 135
10.40	Effects of Mobile Application to the Public Transportation and Future Editing : Istanbul Case İlker Bektaş, (Turkey)
11.00	Determinant factors of inflation in Saudi Arabia Economy Safar Hussein Alqahtani (Saudi Arabia) 132
11.20	An investigation of E-learning within a girls\' preparatory college year at Najran University in Saudi Arabia Amel Alshehry (Saudi Arabia) 139
11.40	Knowledge Management and Learning Culture in Higher Education Shadi Ebrahimi Mehrabani, Maziar Shajari(Iran)
12.00	Existing Challenges for Girls’ Education in Afghanistan; State of the Challenges and Contributing Factors Mohammad Yasir Meyakhil (Japan) 145
12.20	Do TAM Constructs Predict IT adoption by Hotels in Developing Countries: Case of Morocco Oumlil Rachid and El Garah Wafa (Morocco) 146
12.40	Lunch Break

## Tract B 2

Tract B2	<b>Session Chairs: Dr. Chayanan Kerdpitak</b>
13.40	Exploration in Videoe Games and Implications for Tourism Temirlan Arashapov (Republic of Kazakhstan)
14.00	Preparing Teachers for Effective Continuous Assessment in Nigerian Schools Sam Oluseyi Oyekan (Nigeria)
14.20	Using Mobile device and apps to improve nursing students clinical practice HSU, Mei Hua Kerry (Macao)
14.40	South Africa's Broad Based Black Economic Empowerment Initiative: A tool for fostering Diversity or not Ese Ijasan and Christoph Maier (South Africa)
15.00	Effectiveness of Bayleaf as a Teaching Hotel Along the 2015 Asean Economic Community Paradigm Rosita De Guzman-Santoz (Philippines)
15.20	The Internal Challenges Facing Islamic Finance Industry Abdulazeem Abozaid (Qatar)
15.40	Azan in Funeral: A Local Islamic Tradition in Indonesia Muhajirin Gafar (Indonesia)
16.00	The Evaluation of E-learning for Supporting Traditional Education Modes Salem Alkhalaf and Osama Alfarraj (Saudi Arabia)
16.20	Effects of Education Tourism on the Small and Medium Enterprises in Australia Mamta Chowdhury (Australia)

### Tract C1

Tract C1	Session Chairs: Prof.Dr.Ebrahim Soltani
9.40	Integrating service learning into college e-commerce course: A case study in Taiwan Lih-Wei Lei and Cheng-Fang Huang (Taiwan)
10.00	Present Indian Education System: Addressing the Skill GAP Lawly Das (India)
10.20	An investigation of E-learning within a girls\' preparatory college year at Najran University in Saudi Arabia Amel Alshehry (Saudi Arabia)
10.40	A Compliment is all I need” – Teachers Telling Principals How to Promote Their Staff\'s Self-Efficacy Efrat Kass (Israel)
11.00	The effect of employing Readers Theater (RT) in reading comprehension, fluency, and motivation of English language students Hamid Reza Haghverdi (Iran)
11.20	Developing Interactional Competence by Using Video in an English Language Classroom Hariharan N. Krishnasamy (Malaysia)
11.40	The Disconnect Between D/discourse Communities that Impact on Literacy Education among Indigenous Schoolchildren Hariharan N. Krishnasamy (Malaysia)
	<b>Lunch Break</b>

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