

European Academic Multidisciplinary Research Conference 2016

Proceeding of

**THE EUROPEAN SUSTAINABLE DEVELOPMENT IN BUSINESS TOURISM SOCIAL
SCIENCES EDUCATION TECHNOLOGY SCIENCES RESEARCH CONFERENCE**

*University of London, United Kingdom
And Imperial London Hotel, Russell Square, London UK
17 –20 February, 2016*

THE 2016 ICBTS



Edited by Chayanan Kerdpitak, Suan Dusit University, Thailand
Kai Heuer, Wismar University, Germany
Ebrahim Soltani, Hamdanbin Smart University, UAE
Gilbert Nartea, Lincoln University, New Zealand

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Conference five Themes

The European Sustainable Development Business Research Conference

The European Sustainable Development Tourism Research Conference

The European Sustainable Development Education Research Conference

The European Sustainable Development in Social sciences Research Conference

The European Sustainable Development in Technology & Sciences Research Conference

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In Academic Scholars Cooperation with



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INTRODUCTION

We would like to welcome our colleagues to the European Sustainable Development Business Tourism Social Sciences Education Technology Sciences Research Conference. It is the first series in 2016 of Conference on Business Tourism and Apply Sciences was held in London. As always many members of the ICBTS 2016 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 Paris (France) Munich (Germany) Amsterdam (Netherlands) Boston (USA) Toronto (Canada) London (United Kingdom) Zurich (Switzerland) Berlin (Germany) Tokyo (Japan) and another continues with the cultural following the very successful and productive event held in Paris in April 2016 in the field of various types for international academic research conference on Business Tourism Social Sciences Education and Apply Sciences. As usual The ICBTS 2016 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 2016 ICBTS European Sustainable Development Business Tourism Social Sciences Education Technology Sciences Research Conference 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 a like, 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 London represents a timely opportunity for academics and researchers to explore pertinent issues surrounding Business Tourism Social Sciences Education 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 98 contributing authors coming from 23 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 Canterbury in 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).

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Conference Program

17 Feb 16 15.00 - 16.30 (W)	EARLY REGISTRATION Welcome meeting at The University of London United Kingdom
18 Feb 16 8.45 – 09.30 (TH)	REGISTRATION Welcome meeting at The Imperial London Hotel, Russell Square
09.30 – 09.40	WELCOME & OPENING ADDRESS At Imperial London Hotel Russell Square, London UK Prof. Dr. Kai Heuer , Wismar University, Germany Dr. Chayanan Kerdpitak , Suan Dusit University, Thailand
09.40-17.00	ADVISORY SESSION CHAIRS COMMITTEE Prof. Dr. Kai Heuer , Wismar University Business School, Germany Prof. Dr. Shelley Ching-yu Depner , National Cheng Kung University, Taiwan Dr. Dr. Dea'a Al-Deen Omar Nawwaf Al-Sraheen , University of Jordan, Jordan Dr. Vipin Nadda , University of Sunderland, London, United Kingdom Dr. Chayanan Kerdpitak , Suan Dusit University, Thailand
18 Feb 2016(TH) 09.40 – 10.40	<p>Session 1 International Education Research Paper 1 (73) Positive Education: Promoting Subjective Well-Being in School Environments; <i>Dr. Anat Shoshani, Israel</i></p> <p>Paper 2 (62) Using Cognitive Restructuring to Enhance Academic Self-Efficacy of Low-Achieving Students in Ondo State, Nigeria; <i>Dr. James Oluremi Faloye, Nigeria</i></p> <p>Paper 3 (54) The Influence of Reflective Teaching on Classroom Effectiveness of Perschool Teachers; <i>Dr. Victoria Olubola ADEYELE, Nigeria</i></p>
10.41 – 11.10	Break

11.11 – 12.30	<p>Session 2 International Social Sciences & Humanities Research</p> <p>Paper 1 (210) Influence of urban residence on use of psychotropic medications in Pennsylvania, USA: Cross-sectional comparison of older adults attending senior centers; <i>Offer E. Edelstein and Steven M Albert and Karen Pater and Ravi Sharma, Isreal</i></p> <p>Paper 2 (216) The reconfiguration of the “scholar/beauty” trope: A case of selected Hong Kong movies; <i>Chee-Lay TAN and Lai-Sze NG, Singapore</i></p> <p>Paper 3 (92) Highlighted matters Concerning the four main schools of Islamic criminal law; <i>Hajed Abdulhadi S Alotaibi; United Kingdom</i></p> <p>Paper 4 (98) The National Question": A Re-Assessment of Nigeria's Constitutional and Political Issues <i>Dr. Samuel Segun OJO, Nigeria</i></p>
12.11 – 14.00	Lunch
14.01 – 15.00	<p>Session 3 International Social Sciences Research</p> <p>Paper 1 (50) Intensifiers in Mandarin Chinese and German; <i>Professor Dr. Shelley Ching-yu Depner, Taiwan</i></p> <p>Paper 2 (37) Public opinion and presidential legacy: Obama\'s Middle Eastern sunset; <i>Dr. Sally TOTMAN and Mat HARDY, Australia</i></p> <p>Paper 3 (44) Cross-National Patterns of Gender Differences in Mathematics. An Analysis of East-European and West-European Countries; <i>Dr. Magdalena Jablonska and Sylwia Bedyńska, Poland</i></p>
15.01 – 15.30	Break
15.31 – 16.50	<p>Session 4 International Business Research</p> <p>Paper 1 (19) Global Leadership: Understanding the Value of Cultural Diversity; <i>Dr. Richard Savior, United State</i></p> <p>Paper 2 (81) Female Employment in Hotels in the Kingdom of Saudi Arabia and the United Arab Emirates: Barriers, Enablers and Real-Life Experiences of work; <i>Dr. Saham Alismail, United Kingdom</i></p> <p>Paper 3 (226) A New Method for Ranking Business and Economics Journals <i>Associate prof. Dr. Khaled Elmawazini, Kuwait</i></p> <p>Paper 4 (115) Central Bank of Nigeria Corporate Governance Code and Financial Performance of Banks <i>Dr. Inyama Oliver Ikechuwu and Dr. Ugwuanyi Boniface Uche</i></p>
18 Feb 2016(TH) 09.40 – 10.40	<p>Session 1 International Business Research</p> <p>Paper 1 (138) The Role of Heritage Tourist Motivation on Satisfaction <i>Dr. Dehiwalage Anne Sharmini Perera and Dr. D A C Silva, Sri Lanka</i></p>

	<p>Paper 2 (156) Feminizing Male Bodies: Cinematic Representation of Rhizomatic Transformation from Man to Woman in Marathi Films Jogwa and Natarang <i>Dr. Santosh L. Karwande, India</i></p> <p>Paper 3 (157) Impact of the Global Financial Crisis on Consumer Behaviour <i>Dr. Dadasaheb Jogdand, India</i></p>
10.41 – 11.10	
11.11 – 12.10	<p>Session 2 International Business Research</p> <p>Paper 1 (158) Current Practices in the Teaching of Writing in L2 Classrooms <i>Dr. Thomas Chow Voon Foo, Malaysia</i></p> <p>Paper 2 (174) Latin borrowings in English vocabulary <i>Dr. Anzhelika Yuzkova, Ukraine</i></p> <p>Paper 3 (179) Sociological Analysis on Prisoners; with special reference to prisoners of Death Penalty and Life Imprisonment in Sri Lanka <i>Dr. Wasantha Subasinghe, Sri Lanka</i></p>
12.11 – 14.00	
14.01-15.00	<p>Session 3 International Business Research</p> <p>Paper 1 (187) Guardianship Role of Turkish Military: Some Evidence from Soldiers' Life Narratives <i>Dr. HAKAN ŞAHİN, Istanbul</i></p> <p>Paper 2 (195) Novice educators' understandings of curricula and pedagogy: , Iran from Uganda <i>Dr. Twine Hannington Bananuka & Dr. Vaughn M John, Uganda</i></p> <p>Paper 3 (204) Digitization of the teaching of science subjects in Secondary schools: A Case study of 30 secondary schools in the central region of Uganda. <i>Dr. Yusuf Khalid Kibuuka Nsubuga and Mrs. Nsubuga Ntegana Aziida, Uganda</i></p>
15.01-15.30	
15.31-16.30	<p>Session 4 International Business Research</p> <p>Paper 1 (219) Organ Trade and Human trafficking <i>Yash Mourya, India</i></p> <p>Paper 2 (223) To develop a theoretical model (analytical) based on the statements of the Iranian Supreme Leader of the Islamic civilization <i>Dr. Karim Mehri, Iran</i></p> <p>Paper 3 (226) The study of the impact of "communication applications" of smart phones on interpersonal communication from the viewpoint of the students of Azad University of Damavand <i>Dr. Sara Askarnia and Mousa Khoshdel, Iran</i></p>
19 Feb 16(TH) 09.40 – 10.40	<p>Session 5 International Tourism Research</p> <p>Paper 1(69) Odeyasu: New Tourism and New Challenges in Kyoto; <i>Ian Gibson, Japan</i></p> <p>Paper 2 (29) The Sharing Economy and its effects on the profitability at the Hotel Industry; <i>Dr. Pedro Aznar Alarcón and Dr. Josep Maria Sayeras, Spain</i></p>

	<p>Paper 3 (64) Sustainable Community Based Tourism Development: Key Success Factors for Tourism Implementation; <i>Jinnapas Pathumporn and Suganda Nakapaksin, Thailand</i></p>
10.41 – 11.10	Break
11.11 – 12.10	<p>Session 6 International Business Research Paper 1 (13) CEO Overconfidence and the Cost of Bank Loan; <i>Keng-Yu Ho and Yu-Jen Hsiao, Taiwan</i></p> <p>Paper 2 (27) The Role of work motivation in a relationship between personality and customer focus in hotel industry; <i>Sanja Božić and Milena Nedeljković/ Tamara Jovanović, Serbia</i></p> <p>Paper 3 (65) Instability Factors of Youth Employment in Russia; <i>Blinova Tatiana and Rusanovskiy Victor and Vyalshina Anna, Russia</i></p>
12.11 – 14.00	Lunch
14.01 – 15.00	<p>Session 7 International Business Research Paper 1(140) Dose the Effectiveness of Board of Directors and Audit Committee Affect Accounting Conservatism; <i>Dr. Dea'a Al-Deen Omar Nawwaf Al-Sraheen, Jordan</i></p> <p>Paper 3 (209) The Operational Performance and Business Strategy of World Iron and Steel Industry Based on Dynamic Network Data Envelopment Analysis and Dynamic Malmquist Productivity Index, <i>Lai-Wang Wang and Chiu-Hsiung Chen and Po-Cheng Ho and Yen-Cheng Huang, Taiwan</i></p> <p>Paper 2 (109) The role of social institutions as a service generality The Jordanian experience in the care of orphans; <i>Professor Mohammad Mohsein Al_Hussainat and Dr. Mamdouh Hail Alsrou, Jordan</i></p>
15.01 – 15.30	Break
15.31 – 16.30	<p>Session 8 International Innovation Technology Research Paper 1 (41) Public perception of Sustainable Low Energy homes in subsidized developing country: Saudi Arabia as case study; <i>Dr. Naief A. Aldossary, Saudi Arabia</i></p> <p>Paper 2(101) Role of Designing in Machinery Through Industrial Fields; <i>Mohammadtaher Moazeni, Iran</i></p>