

2016 ICBTS INTERNATIONAL ACADEMIC
RESEARCH CONFERENCE PROCEEDINGS



International Academic Multidisciplinary Research Conference 2016

Proceeding of

**INTERNATIONAL BUSINESS ECONOMICS SOCIAL SCIENCES
HUMANITIES AND EDUCATION RESEARCH CONFERENCE**

*Munich, Germany
25–27 May, 2016*

THE 2016 ICBTS



Edited by Chayanan Kerdpitak, Suan Dusit University, Thailand
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International Academic Multidisciplinary Research Conference 2016

Conference Proceedings

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Conference Two Themes

International Sustainable Development Business and Economics Research Conference

International Sustainable Development Social Sciences Humanities and Education Research Conference

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Conference Proceedings

THE INTERNATIONAL SUSTAINABLE DEVELOPMENT BUSINESS ECONOMICS
SOCIAL SCIENCES HUMANITIES AND EDUCATION RESEARCH CONFERENCE

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The Mercure Munich Germany

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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 April to November 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 Economics 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 International Business Tourism Social Sciences Humanities and Education Research Conference is "Opportunities and Development of Global Business Economics Social Sciences Humanities and Education" 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 Economics Tourism Social Sciences Humanities 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 40 contributing authors coming from 22 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

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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).

2016 ICBTS CONFERENCE MUNICH PROGRAM

The 2016 ICBTS International Academic Research Conference Conference Program	
25 May 16 9.00 – 09.45 (W)	REGISTRATION Welcome meeting at the Murcure Munich Germany
09.45 – 10.00	WELCOME & OPENING ADDRESS At The Murcure Munich Germany Prof. Dr. Kai Heuer , Wismar University, Germany Dr. Chayanan Kerdpitak , Suan Dusit University, Thailand
	Session Chair Professor Dr. Kai Heuer, Germany
25 May 16 10.00 – 11.00(W)	Session 1 International Business Research Paper 1(12) Impact of Perceived Quality Of Work Life On Job Attitudes In Academy: Does Generation Matter? <i>Asst. Prof. Dr. Şebnem Alpbaz and Assoc. Prof. Dr. Nesrin Ada and Serhan Barutçu, Turkey</i> Paper 2(20) “Museums’ Advertising” As a Public Relations Activity: The Problems and Solutions about Creating Awareness <i>Assoc. Prof. Dr. Nesrin Ada and Asst. Prof. Dr. Sebnem Alpbaz and Erkut Cantimur, Turkey</i> Paper 3(67) Black swans in GCC stock markets <i>Dr. Fahad Almudhaf and Bader Alhashel, Kuwait</i>
11.01 – 11.30	Morning Break
11.31 – 12.30	Session 2 International Education Research Paper 1(27) Viber application Usage by Students and its social effects on them <i>Prof. Dr. Hossein Behravan and Monireh Rassekhi, Iran</i> Paper 2(23) Influence Tactics: Types, Categories and Possible Outcomes <i>Dr. Gokhan Ozaslan, Turkey</i> Paper 3 (64) Intercultural competence of public school principals in Abitibi-Témiscamingue, Quebec receiving Aboriginal learners <i>Prof. Dr. Valérie Djédjé, Canada</i>
12.30 – 14.30	Lunch and Join Academic Network
14.31 – 15.30	Session 3 International Social Sciences Research Paper 1 (22) Measuring Youth Well Being: Significance Allocated by Children and Young People to Well-being <i>Dr. Anita Stasulane, Latvia</i> Paper 2 (17) What Brings Happiness to Workplace? <i>Dr. Yen, Wan-Hsuan, Germany</i>

	<p>Paper 3 (38) Adaptation of European Dangerous Goods Safety Adviser (DGSA) toward Sustainable Development and Safe Transport of Dangerous Goods by Road in the ASEAN – the case of Thailand <i>Pongnarin Petchu, Thailand</i></p>
15.31 – 16.00	Afternoon Break
16.01 – 17.00	<p>Session 4 International Social Sciences Research Paper 1 (59) Education quality management in the competitive position of the Republic of Kazakhstan higher educational institutions in the market environment <i>Dr.Aigul Altaibek and Artur Zhussupov, Kazakhstan</i> Paper 2 (76) Impact of Political Instability on Tourism in Nepal <i>Dr. Shiva Prasad Jaishi, Nepal</i> Paper 3 (82) Tourism Impact and Residents Quality of Life: The Case of Aqaba in Jordan <i>Dr. Mohammad Al-Badarneh and Lama Oreinat and Ahmad Al-Makhadmeh, Jordan</i></p>
<p>25 May 16 10.00 – 11.00(W)</p>	<p>Session 1 International Business Research Paper 1(4) The Role of Social Media in Instigating Social Change <i>BOUYAHI Hamid, Morocco</i> Paper 2 (31) A Comparative Analysis of ICT adoption Among SME A case of Nigeria & UK <i>Abdullahi Mohammed and Isah Shehu Shagari, Nigeria</i> Paper 3 (46) Smart Finance – Smart City (Yanbu Smart Industrial City) (ISO 37120) <i>Abdulmajeed AL-Harbi, Saudi Arabia</i></p>
11.01 – 11.30	Morning Break
11.31 – 12.30	<p>Session 2 International Business Research Paper 1 (54) A consumer approach towards Traditional/Continental Food in Indian market <i>Mayank Parikh, India</i> Paper 2 (65) Strategic Positioning for Shopping malls: An Empirical Study on Shopping malls of Antalya, Turkey <i>Md Shohel Rana Bhuyan and Syeda Farzana Mahbub, Turkey</i> Paper 3 (67) Black swans in GCC stock markets <i>Fahad Almudhaf and Bader Alhashel, Kuwait</i></p>
12.31 – 14.30	Lunch
14.31-15.30	<p>Session 3 International Social Sciences Research Paper 1 (32) Procyclicality of Leverage: an Empirical Analysis from Turkish Banks <i>Emin Avci and Çiydem Çatak, Turkey</i> Paper 2 (7) Entrepreneurial Leadership: A Theoretical Research <i>YUSUF ESMER and Faruk DAYI, Turkey</i> Paper 3 (6) Iranian EFL learners' attitudes toward lifelong learning <i>Parisa Badrkhani, Iran</i></p>
15.31-16.00	Afternoon Break
15.31-16.30	<p>Session 4 International Social Sciences Research Paper 1 Effect of nanoclays content on the behavior of the thermoplastic blends</p>

	<p><i>Serier Aicha, Algeria</i> Paper 2 Social Gender in Translation: Evidences <i>Juliana D. Yousif AlBazi, Iraq</i> Paper 3 The Magnifying Glass of Rural Investing Assessment <i>Andrew Cua Lacsina, Philippines</i></p>
<p>26 May 16(TH) 10.00 - 11.00</p>	<p>Session 5 International Social Sciences & Education Research Paper 1(26) Opinions of Turkish Educational System of Foreign Students Family (The Case of Antalya/ Turkey) <i>Dr. Mustafa Yavuz and ERGÜN FATİH ÖZTÜRK, Turkey</i> Paper 2 (5) Which Resources do Partners Share in Dynamic Environments? <i>Dr. Lee Li, Canada</i> Paper 3 (18) Analyzing the Topics for which the Families of the Children with Special Requirements get help from the Counsellor <i>Dr. Erkan EFİLTİ and Dr. Abdullah SÜRÜCÜ, Turkey</i></p>
<p>10.01 - 11.30</p>	<p>Break</p>
<p>11.31 - 12.30</p>	<p>Session 6 International Social Sciences & Education Research Paper 1(21) Views of Teacher's on Usage of Organizational Learning Mechanisms in Primary Schools <i>Dr. Ali Unal and Esra Yetim, Turkey</i> Paper 2 (25) Examination to Rejection Behaviors of Fathers Having With Mentally Disabled Child <i>Dr. Erkan Efilte, Turkey</i> Paper 3 (41) Impact of moderate Job Anxiety on Managerial Creativity: Study of Indian Professionals <i>Vinit Singh Chauhan, India</i></p>
<p>12.31 - 14.30</p>	<p>Lunch and Join Academic Network</p>
<p>14.31 - 15.30</p>	<p>Session 7 International Education Research Paper 1 (42) Omani students' perceptions of family and peer influence on their academic performance and skill development <i>Victoria Tuzlukova, Oman</i> Paper 2 (45) Students' perceptions of effectiveness of peer review: A study of English-Chinese Interpreting classes <i>Dr. Wing Man, Venus CHAN, China</i> Paper 3 (47) Barriers of successful employment of individuals with mild intellectual disabilities <i>Mubarak S Aldosari, Saudi Arabia</i></p>
<p>15.31 - 16.00</p>	<p>Break</p>
<p>16.00 - 17.00</p>	<p>Session 8 Internation Education Research Paper 1 (57) The Acquisition of Plural Morphemes by Saudi Children <i>Marzook Alshammari, Saudi Arabia</i> Paper 2 (60) Accentual structure in spoken English - has it been overanalyzed? <i>Shahla Qojayeva, Azerbaijan</i> Paper 3 (11) Acquisition of Tamil Phonology among Malay Students in a Second Language Learning Context <i>Kaaminy Kanapathy, Malaysia</i></p>

