

2016 ICBTS INTERNATIONAL ACADEMIC  
RESEARCH CONFERENCE PROCEEDINGS



# **International Academic Multidisciplinary Research Conference 2016**

## **Proceeding of**

**INTERNATIONAL SUSTAINABLE DEVELOPMENT BUSINESS ECONOMICS TOURISM  
TRANSPORT TECHNOLOGY SOCIAL SCIENCES HUMANITIES AND EDUCATION  
RESEARCH CONFERENCE**

*Boston, MA USA: 30 June – 2 July, 2016*

*Toronto, Canada: 4 – 6 July, 2016*

## **THE 2016 ICBTS**



**Edited by Chayanon Kerdpitak, CK Research, Thailand  
Kai Heuer, Wismar University, Germany  
Ebrahim Soltani, Hamdanbin Smart University, UAE  
Gilbert Nartea, Lincoln University, New Zealand**

**ISBN 978-616-406-840-7 (electronic book)**

# International Academic Multidisciplinary Research Conference 2016

## Conference Proceedings

INTERNATIONAL SUSTAINABLE DEVELOPMENT BUSINESS ECONOMICS TOURISM  
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## THE 2016 ICBTS



### Conference Three Themes

*The International Sustainable Development in Business and Economics Conference*

*The International Sustainable Development in Sciences and Technology Conference*

*The International Sustainable Development in Social Sciences Humanities and Education Conference*

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## THE 2016 ICBTS

**Organised by**

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

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Proceedings of Abstracts and Papers (on CD-ROM or flash drive) of The International Business Economics Tourism Transport Technology Social Sciences Humanities and Education Research Conference

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## INTRODUCTION

We would like to welcome our colleagues to the European Sustainable Development Business Tourism Transport Technology Social Sciences Humanities Education Research Conference. It is the four series in 2016 of Conference on Business Tourism and Apply Sciences was held in Amsterdam. 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 London (UK) 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 Munich in May 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, Social Sciences Humanities Education Apply Sciences and Technology collaborative networked organizations, higher levels of uncertainties and, above all, and customers. In our view holding this event in Amsterdam 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
- Education
- Marketing
- Logistics Management
- Social Sciences
- 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
- Humanities
- Health care Management
- Hospitality Management
- Hotel Management

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Hamdan Bin Mohammed Smart University  
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Philipp-Müller-Str. 14  
23966 Wismar  
Haus 19, Raum 113  
phone.: +49 (3841) 753 – 7578

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#### **Dr. Chayanan Kerdpitak**

CK Research Bangkok Thailand  
Tel.+66 087 0287 287  
Email: conferenceteam@icbtsconference.com

### **Proceeding Editors**

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### **INTERNATIONAL ADVISORY COMMITTEE**

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ICBTS Conference Center & CK Research Bangkok Thailand



## **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 BOSTON PROGRAM

<b>The 2016 ICBTS International Academic Research Conference Conference Program</b>	
30 June 16 9.00 – 09.45 (TH)	<p style="text-align: center;"><b>REGISTRATION</b></p> <p style="text-align: center;">Welcome meeting at The Sheraton Commander Hotel Boston</p>
09.50– 10.00	<p style="text-align: center;"><b>WELCOME &amp; OPENING ADDRESS</b> At The Sheraton Commander Hotel Boston</p> <p style="text-align: center;"><b>Prof. Dr. Kai Heuer</b>, Wismar University, Germany <b>Dr. Chayanan Kerdpitak</b>, Suan Dusit University, Thailand</p>
	<p style="text-align: center;"><b>Session Chair</b> <i>Professor Dr. Uğur YOZGAT, Turkey</i> <i>Dr. Chayanan Kerdpitak, Thailand</i></p>
<b>30 June 16</b> 10.00 –11.00(TH)	<p><b>Session 1</b> International Business Tourism Research <b>Paper 1</b> (48) The Analysis of Participation in Adult Education Activities in Taiwan <i>AI-TZU LI and Li-Chun Chen/Ming-Lieh Wu, Taiwan</i> <b>Paper 2(41)</b> The Effect of Non-verbal Behaviors of Teachers on classroom Management <i>Ibrahim Serkan ödemış, Turkey</i> <b>Paper 3(62)</b> The use of Assistive Technology in Education of Programing <i>Mario Konecki and Sandra Lovrenčić and Keith Jervis, Croatia</i></p>
11.01 – 11.30	<p style="text-align: center;">Morning Break</p>
11.31 – 12.30	<p><b>Session 2</b> International Tourism Research <b>Paper 1(50)</b> The Impact of Family Incivility of Stress and Intention to Leave <i>Uğur YOZGAT and Ayşe İLGÜN KAMANLI, Turkey</i> <b>Paper 2(63)</b> Reducing Business Operating Costs in the Field of Healthcare by Introducing Customers with Web Sale Systems <i>Mario Konecki and Igor Pihir and Stjepan Vidačić, Croatia</i> <b>Paper 3(15)</b> The preparation for Principal ship in the Mpumalanga Province (South Africa) <i>Corene de Wet, South Africa</i></p>
12.30– 14.00	<p style="text-align: center;">Lunch and Join Academic Network</p>
14.01 – 15.00	<p><b>Session 3</b> International Tourism Transport Research <b>Paper 1 (64)</b> The Impact of Income Inequality on Volunteering Across Municipalities in the Seoul Metropolitan area of Korea: A Multi-Level Analysis <i>Wook-Jin Kim, South Korea</i></p>

	<p><b>Paper 2 (65)</b> Factors Influencing Mental Health Status of College Students in Guam <i>ANA JOY P. MENDEZ, USA</i></p> <p><b>Paper 3 (43)</b> Integrating Nano- &amp; Bio-Technology: Paving a Way for Early Cancer Diagnosis <i>Kavita Arora, India</i></p>
15.01 – 15.30	Afternoon Break
15.31 – 17.00	<p><b>Session 4</b> International Tourism Research</p> <p><b>Paper 3 (51)</b> Us Ice Hockey: Best Management Practices and Opportunities for Development <i>Professor Dr. Peter Smolianov, USA</i></p> <p><b>Paper 2 (4)</b> The Digital Divide in Basic Education and Its Relation to Academic Performance and Aspirations <i>Jose Rodrigo Zubiri, Philipines</i></p> <p><b>Paper 3 (5)</b> Understanding the Impact of Orientalism for Indonesia and The Importance to Change Its Negative Stereotypes <i>Catharine Chelsea Patricia, Indonesia</i></p>
<b>30 June 16</b> 10.00 –11.00(W)	<p><b>Session 1</b> International Social Sciences Research</p> <p><b>Paper 1(10)</b> The impact of proposed activities for the development of citizenship among pre-school children <i>Chrestina Mamdouh Younan Asham., Egypt</i></p> <p><b>Paper 2 (20)</b> Customer participation in the context of financial services: The role of self- and other efficacy <i>Wang, Chung-Yu and Li-Wei Wu, Taiwan</i></p> <p><b>Paper 3 (11)</b> Sustainable Entrepreneurship Skill Acquisition Using the IGBO Traditional Apprenticeship Model <i>Sussan Maduabum and Anthony Maduabum, Nigeria</i></p>
11.01 – 11.30	Morning Break
11.31 – 12.30	<p><b>Session 2</b> International Social Sciences Research</p> <p><b>Paper 1 (12)</b> Tourism Challenges and Prospects: The Nigerian Experience A Case Study of Benin City <i>Olawale-Olakunle Olajumoke Elizabeth, Nigeria</i></p> <p><b>Paper 2 (13)</b> Political Violence and Democratic Consolidation in Nigeria <i>Ogunbodede Nife Elizabeth, Nigeria</i></p> <p><b>Paper 3 (18)</b> Wine Tourism and Destinations in the world <i>Mustafa YILMAZ and Yılmaz SEÇİM, Turkey</i></p>
12.31 – 14.30	Lunch
14.31 - 15.30	<p><b>Session 3</b> International Tourism Research</p> <p><b>Paper 1 (56)</b> Scheduling of Concurrent Construction Projects in Crowded Urban Areas <i>Yaghob Gholipour, Iran</i></p> <p><b>Paper 2 (59)</b> Inspection and Precise Categorization of Effective Factors over Dimensional Accuracy in Fused Deposition Modeling <i>Iman Amouhadi, Iran</i></p> <p><b>Paper 3 (76)</b> Design and Implement of Microcontroller Based Automatic Toll Gate Control and Tax payment System using RFID Technology <i>Nwankwo Nonso Prince and Engr. Nnamani K.C, Nigeria</i></p>
15.31-16.00	Afternoon Break

1 July 16 (F) 10.00 – 11.00	<b>Session 1</b> International Business & Tourism Research <b>Paper 1(26)</b> The Impact of Service Quality Dimensions on Customer loyalty on the Two Main Mobile Telecommunication Companies, MTN and Orange. A Case of Cameroon <i>Tarkang Mary Magdaline Enow Mbi, North Cyprus</i> <b>Paper 2(37)</b> China's Economic development: Income Inequality and Ethnicity <i>Siriporn Dabphet, Thailand</i> <b>Paper 3(55)</b> Foreign Entry Mode Choices are Interdependent: Imitation Behavior of Strategic Group Members <i>Ruiz-Conde, Enar and Mas-Ruiz, Francisco J. and Calderón-Martínez, A., Spain</i>
10.01 – 11.30	Break
11.31 – 12.30	<b>Session 2</b> International Business & Tourism Research <b>Paper 1(38)</b> APPLYING IMPORTANCE-PERFORMANCE ANALYSIS FOR IMPROVING TOURISM DESTINATION IMAGE OF A REGIONAL DESTINATION IN THAILAND <i>Siriporn Dabphet, Thailand</i> <b>Paper 2(60)</b> Implementation of Cross-Training during Perilous states in Hotels <i>Dr. Mohamed Kamal Abdien, Egypt</i> <b>Paper 3 (22)</b> THE INFLUENCE OF FEMALE CELEBRITY ENDORSER CREDIBILITY (FCEC) ON UNIVERSITY STUDENTS' ATTITUDE TOWARDS COSMETICS BRANDS <i>NOBUKHOSI DLODLO, South Africa</i>
12.31 – 14.30	Lunch and Join Academic Network
14.31 – 15.30	<b>Session 7</b> International Business & Tourism Transport Research <b>Paper 1 (23)</b> CHANGING FACES: TESTING A MODEL OF MARKET MAVENISM, ATTITUDE AND VARIETY-SEEKING ON COSMETIC BUYING BEHAVIOUR <i>Dr. NOBUKHOSI DLODLO, South Africa</i> <b>Paper 2 (79)</b> EFFECTIVE STRATEGIC PLANNING BASED ON CUSTOMER SEGMENTATION <i>Oreški Dijana and Oreški Sanja and Kedmenec Irena, Croatia</i> <b>Paper 3 (36)</b> Hedge and Performance on Risk of Climate Change: Evidence from Electric Industry of Korea <i>Hyunjung Nam and Pando Sohn, South Korea</i>
15.31 – 16.00	Break
16.00 – 17.00	<b>Session 8</b> International Business & Social Sciences Research <b>Paper 1 (34)</b> A Study on the Response of Europe towards Refugees: Focused on the refugees from former Yugoslavia and Syria <i>Bo-Kyung Moon and Gi-Sik Hwang, South Korea</i> <b>Paper 2 ( 80)</b> THE ASSOCIATION BETWEEN THE NATIONAL INTELLECTUAL CAPITAL COMPONENTS AND THE QUALITY OF LIFE <i>Oreški Dijana and Pihir Igor and Kedmenec Irena, Croatia</i> <b>Paper 3 (57)</b> Vietnam\'s retail market entry strategies of Foreign Firms and Solutions for Domestic Retailers <i>Vu Thi Thu Hoai and Dae Jung Kim, South Korea</i> <b>Paper 4(46)</b> Brand Love for Lifestyle Hotels: A Generation Y Perspective

	<i>Professor DR. Chyong-Ru Liu and Tsui-Hua Chiu , Yao-Chin Wang , Shan-Pei Chen</i>
<b>30 -17 July 2016</b>	<p style="text-align: center;"><b>Participation and Discussion</b></p> <ol style="list-style-type: none"> <li>1. Dr. Alaa Sarabi, Saudi Arabia</li> <li>2. Dr. Hsiou-huai Wang, Taiwan</li> <li>3. Prof. Xiao Huamao, China</li> <li>4. Prof. Peng Jian, China</li> <li>5. Dr. Obadaye Adeola, Nigeria</li> <li>6. Dr. Rubaiyat Jahan, Bangladesh</li> <li>7. Dr. Abdallah Yagub, Sudan</li> </ol>

## 2016 ICBTS CONFERENCE TORONTO PROGRAM

<b>The 2016 ICBTS International Academic Research Conference Conference Program</b>	
4 July 16 9.00 – 09.45 (M)	<p style="text-align: center;">REGISTRATION</p> <p style="text-align: center;">Welcome meeting at The Ryerson University Toronto Canada</p>
09.50– 10.00	<p style="text-align: center;">WELCOME &amp; OPENING ADDRESS At The Ryerson University Toronto Canada</p> <p style="text-align: center;"><b>Prof. Dr. Kai Heuer</b>, Germany <b>Dr. Chayanan Kerdpitak</b>, Thailand</p>
	<p style="text-align: center;"><b>Session Chair</b> <b>Professor Dr. Lee Li</b> York University, Canada</p>
<b>4 July 16</b> 10.00 –11.00(M)	<p><b>Session 1</b> International Business Research <b>Paper 1(39)</b> Relational based customer relationship management in the cruise line vacations sector <i>Stephen W. Wang, Taiwan</i> <b>Paper 2(22)</b> Applying the BCG Matrix to the academic trajectory of Hospitality Researchers in Brazil <i>Grace Kelly Marcelino and Elizabeth Kioko Wada, Brazil</i> <b>Paper 3(52)</b> A Study of Tourist Behavior of Capsule Hotels <i>Wong Soke Wen and Chen, Huei-Ju, Taiwan</i></p>
11.01 – 11.30	<p style="text-align: center;">Morning Break</p>
11.31 – 12.30	<p><b>Session 2</b> International Sciences &amp; Technology Research <b>Paper 1(33)</b> Treatment of Nickel-Containing Wastewater Using Fenton Processes <i>Ming-Chun Lu and J. Encarnacion and G. Peralta, Philippines</i> <b>Paper 2(14)</b> User Authentication Schemes: Considering Security and Usability of Graphical Password <i>Adebayo Muideen Yisau, Nigeria</i> <b>Paper 3(37)</b> Use of cotton as a carbon source for denitrification in biofilters for groundwater remediation <i>Amir Aloni and Asher Brenner, Israel</i></p>
12.30 – 14.00	<p style="text-align: center;">Lunch and Join Academic Network</p>
14.01 – 15.00	<p><b>Session 3</b> International Business Research <b>Paper 1 (50)</b> Riding on the Clouds: An Innovative and Knowledge-based Business Model for Cloud Services <i>Hsin-Hui Lin and Yi-Fang Chung and Yi-Shun Wang, Taiwan</i></p>

	<p><b>Paper 2 (8)</b> Agrotourist Travel Motivation and Behavior: A Case Study of ASEAN+6 Tourists Visiting Thailand  <i>Ranee Esichaikul and Rochaporn Chansawang, Thailand</i></p> <p><b>Paper 3 (16)</b> Investigating the effective factors in peoples' tendency for using Cash deposit system in Shahrnet Outlet  <i>Samira Sabzghabaei, Iran</i></p>
15.01 – 15.30	Afternoon Break
15.31 – 17.00	<p><b>Session 4</b> International Tourism Research</p> <p><b>Paper 1 (35)</b> Effect of (Foreign) Exchange Rates of Major Currencies on Earnings from Crude Oil Export in Nigeria  <i>Dr. Inyama Oliver Ikechukwu and Dr. Ugwuanyi Boniface Uche, Nigeria</i></p> <p><b>Paper 2 (43)</b> Investigation and Measurement of Service Quality in City Bank and its Relationship with Customer Satisfaction  <i>Sayed Yaser Bazregari, Iran</i></p> <p><b>Paper 3 (9)</b> Non-Interest/Islamic Banking, the Springboard of SMEs' Investment and Poverty Reduction: A Micro-Statistics Analysis from Nigeria.  <i>SALAKO MUDASHIRU ABIODUN, Nigeria</i></p>
<b>4 July 16(M)</b> 10.00 –11.00	<p><b>Session 1</b> International Social Sciences Research</p> <p><b>Paper 1(36)</b> A Vision Inspection System for Detecting Sealer Spread Defects in Automobile Parts Industry  <i>Heekyung an and Suwoong Lee, Korea</i></p> <p><b>Paper 2 (48)</b> The humanities and social science in African universities and institutes  <i>Kimbugwe Yusuf and Namubiru Shakira, Oman and Uganda</i></p> <p><b>Paper 3 (57)</b> Child Labor and Tourism: Impacts of Self-Imposed Laboring to the Welfare of Young Tour Guides in Minalungao National Park, General Tinio, Nueva Ecija  <i>Joshua G. Maputi and Joanna Erika T. Estella, Philippines</i></p>
11.01 – 11.30	Morning Break
11.31 – 12.30	<p><b>Session 2</b> International Social Sciences Research</p> <p><b>Paper 1 (51)</b> Impact of Meal Context on Eating Out at Night  <i>Gill, Amrinder Singh, India</i></p> <p><b>Paper 2 (56)</b> Asian EFL Teachers' Web-based Instruction and National Educational Technology Standards for Teachers  <i>Sima Sayadian and Azadeh Ashrafzadeh, Iran</i></p> <p><b>Paper 3 (21)</b> The acceptance of social networking systems as an e-learning tool in ODL institutions: Students perception  <i>Professor Michael C. Cant, South Africa</i></p>
12.31 – 14.30	Lunch
14.31 - 15.30	<p><b>Session 3</b> International Technology Research</p> <p><b>Paper 1 (23)</b> Operational management experiences of RCC dams in the past decade  <i>Aidan Zamani, Iran</i></p> <p><b>Paper 2 (29)</b> Rubber dams, hydraulic behaviour and performance  <i>Aidan Zamani, Iran</i></p> <p><b>Paper 3 (30)</b> Earthquake Effect in Micro Hydro Sector  <i>Keshav Raj Dhakal, Nepal</i></p>



	<p><b>Paper 4 (98)</b> Cloud Computing Technology (CCT) and Information &amp; Communication Technology Education in Ghana  <i>Peter Applahenehene and Christopher Ninfaakang Bombie, Ghana</i></p>
15.31-16.00	<b>Afternoon Break</b>
<p><b>5 July 16 (T)</b>  10.00 – 11.00</p>	<p><b>Session 5</b> International Education Research  <b>Paper 1(11)</b> A study on the professional development of university club leaders, from the perspective of Communities of Practice  <i>Wen-Bing Gau, Taiwan</i>  <b>Paper 2 (53)</b> Impact of Smoking Bans on Infant and Child Health  <i>Dhaval Dave and KerryAnne McGeary and Brandy Lipton and Timothy Roeper, USA</i>  <b>Paper 3 (44)</b> A Conceptual Model of E-Commerce Systems Success in the Context of Physical Product E-Tailing  <i>Yi-Shun Wang and Hsin-Hui Lin and Shin-jeng Lin and Ci-Rong Li and Hsien-Ta Li, Taiwan</i></p>
10.01 – 11.30	Break
11.31 – 12.30	<p><b>Session 6</b> International Education Research  <b>Paper 1(46)</b> A study on internal and external marketing strategies for older adult learning communities: Using Senior Citizens Learning Centers as an example  <i>Wen-Bing Gau, Taiwan</i>  <b>Paper 2 (6)</b> The use of request modification strategies by L2 learners of Arabic  <i>Saad Al-Gahtan, Saudi Arabia</i>  <b>Paper 3 (4)</b> Criticle Citizenry and Democratic Consolidation: Nigeria Perspective  <i>Babalola BTA, Nigeria</i></p>
12.31 – 14.30	Lunch and Join Academic Network
14.31 – 15.30	<p><b>Session 7</b> International Business Tourism Transport Research  <b>Paper 1 (5)</b> Energy, Materials, Processes and Innovation: an integrated approach out African and Romanian  <i>Babalola BTA and Yusuf Sulaimon Aremu, Nigeria</i>  <b>Paper 2 (43)</b> Effect of fluctuations in Crude Oil Price on Nigeria Economic Growth and Development  <i>Dr. Inyama Oliver Ikechukwu and Dr. Ugwuanyi Boniface Uche, Nigeria</i>  <b>Paper 3 (20)</b> Impacts of Environmental Factors Affecting Software Maintenance Productivity to the Customer Satisfaction and Retention of Software Product Oriented Companies in Sri Lanka  <i>Ahilan Rajendram and Chandana Gamage, Sri Lanka</i></p>
15.31 – 16.00	Break

<b>4 - 5 July 2016</b>	<p style="text-align: center;"><b>Participation and Discussion</b></p> <ol style="list-style-type: none"> <li>1. Dr. Namubiru Shakira, Uganda</li> <li>2. Dr. Mahmoud Attia and Rania S. Hussein, Kuwait</li> <li>3. Dr. Addo-Yobo Felix Opare, Ghana</li> <li>4. Dr. Fatemeh Azhdary, Saudi Arabia</li> <li>5. Dr. Deepti Chopra, India</li> <li>6. Dr. Rubaiyat Jahan, Bangladesh</li> </ol>
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**Contact via email: [conferenceteam@icbtsconference.com](mailto:conferenceteam@icbtsconference.com)**