

2016 ICBTS INTERNATIONAL ACADEMIC  
RESEARCH CONFERENCE PROCEEDINGS



# **International Academic Multidisciplinary Research Conference 2016**

## **Proceeding of**

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

*London, United Kingdom: 1 – 3 August, 2016*

*Zurich, Switzerland: 4 – 6 August, 2016*

## **THE 2016 ICBTS**



**Edited by Chayanan 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 FINANCE  
MARKETING TOURISM TRANSPORT TECHNOLOGY SOCIAL SCIENCES HUMANITIES  
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## THE 2016 ICBTS



### Conference Three Themes

*The International Sustainable Development Tourism Transport and Technology Conference*

*The International Sustainable Development Business Economics Finance Marketing Conference*

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

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# Conference Proceedings

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## THE 2016 ICBTS

**Organised by**

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

**In Academic Scholars Cooperation with**



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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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### **INTERNATIONAL ADVISORY COMMITTEE**

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### **ORGANIZING BY**

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 LONDON PROGRAM

<b>The 2016 ICBTS International Academic Research Conference Conference Program</b>	
1 August 16 14.00 – 16.30 (M)	<p style="text-align: center;">REGISTRATION</p> <p style="text-align: center;">Welcome meeting at The University of London</p>
09.50– 10.00	<p style="text-align: center;">WELCOME &amp; OPENING ADDRESS At The Imperial London Hotel Russell Square</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;">SESSION CHAIR</p> <p style="text-align: center;"><b>Dr. Vipin Nadda</b>, University of Sunderland, England <b>Dr. Yi-Ju Lee</b>, Tainan University of Technology, Taiwan <b>Dr. Kola O. Odeku</b>, University of Limpopo, South Africa <b>Dr. Maw-Cherng Lin</b>, Taiwan Hospitality &amp; Tourism University, Taiwan</p>
<b>2 August 16</b> 10.00 –11.00(T)	<p><b>Session 1</b> International Business &amp; Tourism Research</p> <p><b>Paper 1</b> (48) Involvement, flow experience and revisit intention in Dajia Mazu Pilgrimage <i>Yi-Ju Lee, Taiwan</i></p> <p><b>Paper 2</b>(38) Remittances and Household Consumption in Jordan: An Empirical Investigation <i>Ghazi Al-Assaf and Alaaeddin Al-Tarawneh, Jordan</i></p> <p><b>Paper 3</b>(39) Industrial Heritage and Natural &amp; Cultural Tourism of Limestones <i>Professor Dr. Masaaki OKADA, Japan</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</p> <p><b>Paper 1</b>(80) Wealth and Income Distribution Fluctuations in a Tourist Economy <i>Wei-Bin Zhang, Japan</i></p> <p><b>Paper 2</b>(86) A Bounded Foresight Equilibrium of the International Monetary Policy Game <i>Hon-Snir Shlomit and Ben-David Nissim, Isreal</i></p> <p><b>Paper 3</b>(83) The Influence of the Political Climate on South Africa's Tourism Industry <i>Danie Ferreira and Sandra Perks, 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</p> <p><b>Paper 1 (61)</b> Exploration of Availability of Online Tourism Services Providers in Pakistan <i>Syed Ahtsham Ali and Syed Irfan Ali, Xu Ming, China</i></p> <p><b>Paper 2 (41)</b> A Sustainable Tourism Framework for South Africa Addressing Key Tourism Concerns <i>Danie Ferreira and Sandra Perks, South Africa</i></p> <p><b>Paper 3 (58)</b> Emerging Tourism between Pakistan and China via Silk Road <i>Syed Ahtsham Ali and Syed Irfan Ali, Xu Ming, China</i></p>
15.01 – 15.30	Afternoon Break
15.31 – 17.30	<p><b>Session 4</b> International Tourism Technology Research</p> <p><b>Paper 3 (46)</b> Use Interactive Web-based program to teach clients' self-management of chronic diseases <i>Dr. Chow Mei Kuen, Hong kong</i></p> <p><b>Paper 2 (45)</b> Evaluation Indices of Recreational Carrying Capacity of Costal Recreation Areas in Taiwan Hualien <i>Maw-Cherng Lin and Ming-Wei Yang</i></p> <p><b>Paper 3 (84)</b> The effect of past and present place of residence on tourist type and destination type <i>Shlomit Hon-Snir and Sharon Teitler-Regev, Israel</i></p> <p><b>Paper 4 (8)</b> Examining the Acceptability of Destination local food by Domestic Tourist Visiting Northern Nigeria. <i>Dr. Eldah Ephraim Buba and Jamila Mohammed Waziri</i></p>
<b>2 August 16</b> 11.31 – 12.30(T)	<p><b>Session 1</b> International Education Research</p> <p><b>Paper 1 (59)</b> What is an Innovative Educational Coach <i>Professor Dr. Dan Cunniff and Joe Marron, United State of America</i></p> <p><b>Paper 2 (30)</b> Use of Project-Based Learning Approach to Improve Students' Descriptive Process Writing Skills <i>Dr. Supara Ballantyne, Thailand</i></p> <p><b>Paper 3 (22)</b> The stories of “young” teachers who chose Mathematics teaching as a second professional career <i>Dr. Ronit Bassan- Cincinatus and Professor Dorit Patkin, Isreal</i></p>
12.31 – 14.00	<b>Lunch</b>
14.01 – 15.00	<p><b>Session 2</b> International Education Research</p> <p><b>Paper 1 (21)</b> Technological Change as an Educational Tool: A Virtual Course and a Frontal Course for Novice Teachers <i>Eti Gilad and Shosh Millet and Aviva Alkalay, Isreal</i></p> <p><b>Paper 2 (29)</b> Classroom management for optimal learning <i>Professor HM Van der Merwe, South Africa</i></p> <p><b>Paper 3 (60)</b> Managing Educational Leadership and Online Teaching in a Changing Diverse Technological Society <i>Professor Dr. Dan Cunniff, United State of America</i></p>
15.01 – 15.30	<b>Afternoon break</b>

15.31 - 17.30	<b>Session 3</b> International Education Research <b>Paper 1 (11)</b> Education and Society: The issue of Relevance in Nigeria Education <i>Professor Olu Akeusola, Nigeria</i> <b>Paper 2 (14)</b> The Impact of Secondary School Selection Process on the Performance of Students <i>Dr. Wey Amaewhule and Ola Adelusi, Nigeria</i> <b>Paper 3 (100)</b> Students' Perception on Female Teachers <i>Dr. Abdurrahman Hi. Usman, Malaysia</i>
15.31-16.00	<b>Afternoon Break</b>
<b>3 August 16 (W)</b> 10.00 – 11.00	<b>Session 1</b> International Social Sciences Research <b>Paper 1(75)</b> Making Climate Law as a Core Subject in the Curriculum of Law Schools in South Africa <i>Kola O. Odeku, South Africa</i> <b>Paper 2(17)</b> Country Rights: Foundation of International Equality <i>PINGPING ZHU, Japan</i> <b>Paper 3(67)</b> Ethnicism and Nigeria's National Development Crisis <i>Professor Arinze Ernest Agbogu, Nigeria</i>
11.01 – 11.30	<b>Morning Break</b>
11.31 – 12.30	<b>Session 2</b> International Social Sciences Research <b>Paper 1(31)</b> Tax Amnesty for Social Contribution Romanian Present Context and Legal Framework <i>Mihaela TOFAN and Ana Maria BERCU, Romania</i> <b>Paper (98)</b> Perceiving Aspectuality: An Experiment with Indonesian-English Bilingual Speakers <i>Dr. Syarif Hidayat N</i> <b>Paper 3 (99)</b> Hedging in Doctor-Patient Communication: A Pragmatic Study <i>Dr. Suhair Safwat and Dr. Aseel Muhammad Faiq</i>
12.31 – 14.00	<b>Lunch and Join Academic Network</b>
14.01 – 15.00	<b>Session 7</b> International Social Sciences & Humanities Research <b>Paper 1 (104)</b> A Sensitivity Analysis of the Growth-Debt Nexus: Revisiting Reinhart and Rogoff <i>Dr. Hussein Zeaiter, Lebanon</i> <b>Paper 2 (89)</b> Auditing and Accounting Fraud and the Potential Impact of Technology Use: Case of UAE Organizations <i>Dr. Mohamed Salem, UAE</i> <b>Paper 3 (77)</b> To Blend or not to Blend: Lessons Learnt From Introducing Blended Learning at a Medical School in Qatar <i>Dr. Syed Ahmed Hasnain</i>
15.00 – 15.30	<b>Afternoon Break</b>

<b>2 - 3August 2016</b>	<p style="text-align: center;"><b>Participation and Discussion</b></p> <ol style="list-style-type: none"> <li>1. Dr. Alaaeddin Al-Tarawneh, University of Jordan, Jordan</li> <li>2. Dr. Kuwait University, Kuwait</li> <li>3. Assoc.Prof. Helen Merlyne Bhola-Paul, St. George's University, Grenada</li> <li>4. Dr. Obadaye Adeola, Nigeria</li> <li>5. Dr. Rubaiyat Jahan, Bangladesh</li> <li>6. Dr. Liasidou Anastasia, European University Cyprus</li> <li>7. Dr. Shosh Millet, Achva Academic College, Isreal</li> <li>8. Dr. Aviva Alkalay, Achva Academic College, Isreal</li> </ol>
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## 2016 ICBTS CONFERENCE ZURICH PROGRAM

<b>The 2016 ICBTS International Academic Research Conference Conference Program</b>	
4 August 16 9.00 – 09.45 (TH)	<p style="text-align: center;"><b>REGISTRATION</b></p> <p style="text-align: center;">Welcome meeting at The Novotel Zurich Airport Messe, Zurich Switzerland</p>
09.50– 10.00	<p style="text-align: center;"><b>WELCOME &amp; OPENING ADDRESS</b> At The Novotel Zurich Airport Messe, Zurich</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></p> <p style="text-align: center;"><b>Professor Dr. Hiromi Ban</b>, Nagaoka University of Technology, Japan <b>Associate Professor Dr. Hak Ju Kim</b>, Hofstra University, USA</p>
<b>4 August 16</b>  10.00 –11.00 (TH)	<p><b>Session 1</b> International Social Sciences Research</p> <p><b>Paper 1(34)</b> A research on English learning for undergraduates using the Nintendo DS <i>Professor Dr. Hiromi Ban and Haruhiko Kimura and Takashi Oyabu, Japan</i></p> <p><b>Paper 2(14)</b> The matter of academic integrity at an English Medium Setting <i>Dr. Ayşegül Solar Şekerci and Dilek Bozu, Turkey</i></p> <p><b>Paper 3(03)</b> Issues on Internationalization of Japanese Universities: What We Learn from Job Openings for Foreign Language Teachers <i>Dr. Masanori Kimura, Japan</i></p>
11.01 – 11.30	<p style="text-align: center;">Morning Break</p>
11.31 – 12.30	<p><b>Session 2</b> International Education Research</p> <p><b>Paper 1(11)</b> Using Social Networking Site- Edmodo- to Manage Learning and Teaching in A Classroom Situation. <i>Dr. Choosri Banditvilai, Thailand</i></p> <p><b>Paper 2(23)</b> Teaching Listening Skills: A Psychological Perspective <i>Dr. Irina-Ana Drobot, Romania</i></p> <p><b>Paper 3 (44)</b> The Barriers to Education for Azeri Ethnic Minority Living in Georgia <i>Dr. Tamar Abashidze. Georgia</i></p>
12.31 – 14.00	<p style="text-align: center;">Lunch and Join Academic Network</p>

14.01 – 15.00	<b>Session 3</b> International Social Sciences Research <b>Paper 1 (45)</b> Differentiating Between Okinawa and Hawaii Tourists - The Motivations of Japanese Tourists <i>Dr. Hiromi KAMATA, Japan</i> <b>Paper 3 (98)</b> Big Data Project Management Cycle and Challenges <i>Dr. Hak Ju Kim</i> <b>Paper 3 (41)</b> Feature extraction of English interviews <i>Prof. Dr. Hiromi Ban and Haruhiko Kimura and Takashi Oyabu, Japan</i>
15.01 – 15.30	Afternoon Break
15.31 – 17.00	<b>Session 4</b> International Social Sciences Research <b>Paper 1 (27)</b> SWOT analysis of health tourism and a road map for Turkey <i>Prof. Dr. Ali Fuat Guneri and Muhammet Gul and Tugce Gultekin</i> <b>Paper 2 (28)</b> Marketing's Effect on Generation Y'S Purchasing Behaviour <i>Prof. Dr. BAHADIR GÜLSÜN and ONUR YILMAZ</i> <b>Paper 3 (04)</b> Approaches to Communicative Foreign Language Teaching <i>Dr. May Fadhil Alshaikhli, Jordan</i> <b>Paper 3 (07)</b> Impacts of Islamic Arts upon Architecture in Italy <i>Dr. Mona Hussien Ali Al-Sahlan Al-Qahtani, Saudi Arabia</i> <b>Paper 4 (95)</b> Harnessing Crowdwriting for Creating Educational Content in Higher Education <i>Dusan Barac, Serbia</i>
<b>4 August 16(TH)</b>  10.00 – 11.00	<b>Session 1</b> International Social Sciences Research <b>Paper 1(18)</b> The Relationship between IWB Mediated Vocabulary Improvement and EQ in Elementary EFL Learners <i>Dr. Behzad Rahbar and Zoleikha Sajadi, Iran</i> <b>Paper 2 (33)</b> Exploring the Qualitative Conceptions of Lifelong Learning: An Investigation of In-Service Teachers Working in Colleges of Education of Punjab (India) <i>Dr. SUN HONGYE, China</i> <b>Paper 3 (32)</b> Feature extraction of English interviews Factors Developing and Undermining the Intrinsic Motivation of Tourism Students <i>Dr. Xiaole Gu, China</i>
11.01 – 11.30	<b>Morning Break</b>
11.31 – 12.30	<b>Session 2</b> International Social Sciences Research <b>Paper 1 (30)</b> Transformation of the Sacred: The Commercialization, Politicization and Globalization of Buddhist Heritage Tourism in Contemporary China <i>Dr. Zhao Dong, China</i> <b>Paper 2 (20)</b> Systematic Risk Factors for Indian Stock Markets <i>Dr. Aman Srivastava, India</i> <b>Paper 3 (61)</b> Collectivistic Cultural Background and Independent Self-construal <i>Dr. SUN HONGYE, China</i>
12.31 – 14.00	<b>Lunch</b>

14.01 - 15.00	<p><b>Session 3</b> International Technology Research</p> <p><b>Paper 1 (48)</b> Public Relations as Tool for National Economic Transformation <i>Dr. Adeleke Adebayo Ibrahim and Oketokun Olalekan Fatai, Nigeria</i></p> <p><b>Paper 2 (55)</b> The Role of Recasts in Iranian Under-graduate EFL Learners' Paragraph Writing Improvement <i>Dr., Fatemeh Behjat Iran</i></p> <p><b>Paper 3 (68)</b> Numerical Code-Switching in Khuzestani Arabic <i>Dr. Hossein Matoori, Iran</i></p>
15.01-15.30	<b>Afternoon Break</b>
<p><b>5 August 16 (F)</b></p> <p>10.00 – 11.00</p>	<p><b>Session 5</b> International Business Research</p> <p><b>Paper 1 (21)</b> Why and When do Consumers Perform Green Behaviors? An Examination of Regulatory Focus and Ethical Ideology <i>Dr. Ricky Y. K. Chan and Lili W. Zou, Hong Kong</i></p> <p><b>Paper 2 (70)</b> A Comparison Study of Iodized Salt Production Cost in Central Region <i>Dr. Chollada Luangpituksa, Thailand</i></p> <p><b>Paper 3 (42)</b> Effectiveness of Chinese martial arts and ethics to reduce reactive and proactive aggression in schoolchildren <i>Dr. FUNG Lai-chu, Annis, Hong Kong</i></p>
11.01 – 11.30	<b>Morning Break</b>
11.31 – 12.30	<p><b>Session 6</b> International Business Research</p> <p><b>Paper 1 (43)</b> Brand Authenticity and Consumer-Brand Relationships <i>Dr. Hyun Jung Park</i></p> <p><b>Paper 2 (49)</b> SME Branding and Value-added activity: A study of Thai food and beverage industry <i>Dr. Saijai Pongsripetch, Japan</i></p> <p><b>Paper 3 (29)</b> Dependency of Significant Factors of the Business Environment of SMEs on the Age of Entrepreneurs <i>Professor Dr. Jaroslav Belás, Czech Republic</i></p>
12.31 – 14.00	<b>Lunch and Join Academic Network</b>
14.01 – 15.00	<p><b>Session 7</b> International Business Research</p> <p><b>Paper 1 (91)</b> Culture Economy as a Tool for Economic Development in the Modern World: Assesments Focused on Cultural Heritage in Turkey <i>Dr. Hilal YILDIRIR KESER, Turkey</i></p> <p><b>Paper 2 (92)</b> A Study to Determine the Relationships Between Job and life Satisfaction and Psychological Well-Being <i>Dr. ÜLVİYE TÜFEKÇİ and ŞÜKRAN KARADUMAN and AŞKIN KESER, Turkey</i></p> <p><b>Paper 2 (45L)</b> Evaluation Indices of Recreational Carrying Capacity of Costal Recreation Areas in Taiwan Hualien <i>Dr. Maw-Cherng Lin and Ming-Wei Yang, Taiwan</i></p>
15.01 – 15.30	<b>Afternoon Break</b>

15.31 – 17.00	<p><b>Session 7</b> International Business Research</p> <p><b>Paper 1 (93)</b> The Attitudinal and Behavioural Outcomes of Organizational Justice within the Framework of Social Exchange Theory: Evidence from Turkey  <i>Dr. Senay Yürür, Turkey</i></p> <p><b>Paper 2 (101)</b> The impact of Economic Sentiment, Consumer, Producer and Investor's Confidence indices on the stock returns of listed companies in FTSE-20 in Greece  <i>Dr. CONSTANTINE CANTZOS and PETROS KALANTONIS and ARISTIDIS PAPAGRIGORIOY and STEFANOS THEOTOKAS, Greece</i></p> <p><b>Paper 3 (36)</b> Factors Developing and Undermining the Intrinsic Motivation of Tourism Students  <i>Dr. Arcita Baltrūna</i></p> <p><b>Paper 3 (53)</b> Assessment of the Marketing mix of Manufactured Goods by Vocational high school in Isfahan  <i>Dr. Mojtaba Shahnoushi and Mahnaz Toghani Iran</i></p>
4 - 5 July 2016	<p style="text-align: center;"><b>Participation and Discussion</b></p> <ol style="list-style-type: none"> <li>1. Dr. Kikelomo Queen Oyegbade, Zion &amp; Treasures Intercontinental Lim, Nigeria</li> <li>2. Radi Ibrahim Ismail, Ain Shams University, Egypt</li> <li>3. Dr. Namubiru Shakira, Uganda</li> <li>4. Dr. ŞÜKRAN Karaduman, Uludag University, Turkey</li> <li>5. Dr. Rubaiyat Jahan, Bangladesh</li> <li>6. Dr. Nasser BOUCHAREB, Bez-Setif-1 University, Algeria</li> <li>7. Dr. Ahlam Al Fadhli, Kuwait</li> </ol>

## **International Academic Research Conference 2016**



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