

2016 ICBTS INTERNATIONAL ACADEMIC
RESEARCH CONFERENCE PROCEEDINGS



International Academic Multidisciplinary Research Conference 2016

Proceeding of

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

*Tokyo, Japan
15 – 17 September, 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

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Conference Proceedings

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Conference Three Themes

The International Business and Economics Research Conference

The International Tourism Transport and Technology Research Conference

The International Social Sciences Humanities and Education Research Conference

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Phatai Place, 44/69 moo8, Lumlukka Road, Lumlukka Pathumtani 12150, Thailand

INTRODUCTION

We would like to welcome our colleagues to the International Business Tourism Transport Technology Social Sciences Humanities Education Research Conference. It is the seven 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 London-Zurich in August 2016 in the field of various types for international academic research conference on Business Economics Social Sciences Humanities 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 Tokyo 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 review committee and final papers were further reviewed by this volume with 30 contributing authors coming from 18 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

INTERNATION ADVISORY COMMITTEE

Academic Advisory Chairs

Prof. Dr. Ebrahim Soltani

Hamdan Bin Mohammed Smart University
Dubai, United Arab Emirate
Phone. +44(0) 1227 827405

Academic Advisory Chairs

Prof. Dr. Kai Heuer

Wismar University of Business School, Germany
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Hochschule Wismar
Fakultät für Wirtschafts wissenschaften
Philipp-Müller-Str. 14
23966 Wismar
Haus 19, Raum 113
phone.: +49 (3841) 753 – 7578

Conference Coordinator & Program Chair

Dr. Chayanan Kerdpitak

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

Proceeding Editors

Prof. Dr. Gilbert Nartea

Lincoln University, New Zealand
Phone +64 3 4230233

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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 and management committee of Doctor of Business Administration Programmes of College Management Innovation in Valaya Alongkorn Rajabhat University in Thailand and a management committee of CK Research Consultant in Bangkok. I was a Lecturer of Principle Marketing, Sales Management, Consumer Behavior, and Marketing Research at The Suan Dusit 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 AMSTERDAM PROGRAM

The 2016 ICBTS International Academic Research Conference Conference Program	
15 Sep 2016 8.30 – 09.30 (TH)	<p style="text-align: center;">REGISTRATION</p> <p style="text-align: center;">Welcome meeting at The Hotel Sunroute Plaza Shinjuku, Tokyo Japan</p>
09.30– 09.40	<p style="text-align: center;">WELCOME & OPENING ADDRESS At The Hotel Sunroute Plaza Shinjuku, Tokyo</p> <p style="text-align: center;">Prof. Dr. Kai Heuer, Wismar University, Germany</p>
	<p style="text-align: center;">Session Chair <i>Professor Dr. Kai Heuer, Germany</i> <i>Dr. Rahimah Hamdan, Malaysia</i></p>
15 Sep 2016 09.40 –10.40(TH)	<p>Session 1 International Social Sciences Research</p> <p>Paper 1(38) Predictive Power of Accounting Estimated: Empirical Evidence from Indonesia <i>Dr. Silvy Astari, SE, MSF, Indonesia</i></p> <p>Paper 2(40) Experience and Attitudes Towards Using Information and Communication Technology in Teaching and Learning <i>Dr. Violeta Vidacek Hains, Croatia</i></p> <p>Paper 3(7) The Relationship between Health Belief Model towards Sexual Health Care Behaviors among Male Youth in Universities Located in Thailand <i>SaowaneeThongnopakun and Chaiyanan Muanphetch and Sophisuda Wiboonphan and Chettha Plainao, Thailand</i></p>
10.41 – 11.00	<p style="text-align: center;">Morning Break</p>
11.01 – 12.00	<p>Session 2 International Social Sciences Research</p> <p>Paper 1(36) Tourism Marketing Influence of Consumer Behavior on Visit Intention in Bandung Indonesia <i>Dr. Ir. Thomas Budhyawan Yudhy, indonesia</i></p> <p>Paper 2(66) Developing Low Carbon Cycling Tourism Routes to Connect the Tourists Attractions and Learning Center on Community Ways of Lives in Lopburi City, Thailand <i>Dr. Angsumalin Jamnongchob and Jutatip Junead and Phongthep Hanpattanakit and Thayat Sriyapa, Thailand</i></p> <p>Paper 3 (44) <i>Scholarly Debate on the Father of Modern Malay Literature</i> <i>Dr. Rahimah Hamdan and Arba'ie Sujud and Nik Rafidah Nik Muhamad Affendi, Malaysia</i></p>
12.01 – 13.20	<p style="text-align: center;">Lunch and Join Academic Network</p>

13.21 – 14.40	<p>Session 3 International Business Research</p> <p>Paper 1 (32) Participation of Visegrad countries in Global Value Chains <i>Dr. Jana Vlckova, Czech Republic</i></p> <p>Paper 2 (37) Legal Aspect of Copyright as a Fiduciary Collateral <i>Dr. Dr. Ranti Fauza Mayana Tanwir, S.H., M.H. and Daniel Hendrawan, S.H., M.Hum., M.Kn, Indonesia</i></p> <p>Paper 3 (39) Importance of Deferred Tax Reporting for External Users-Case of Czech Republic <i>Dr. Patrik Svoboda and Hana Bohusova and Veronika Solilova and Danuse Nerudova, Czech Republic</i></p> <p>Paper 4 (13) Juanito Remulla Sr.: A Study on the Dynamics of Power in the Philippine Province of Cavite using the Theory of Capitals of Pierre Bourdieu. <i>Dr. Jennifer T. Arroyo, Philippine</i></p>
14.41 – 15.00	Afternoon Break
15.01 – 17.00	<p>Session 4 International Business Research</p> <p>Paper 1 (18) Consumers' Switching Behaviour between E-commerce and Social Commerce Sites <i>Dr. Chia-Ying Li, Taiwan</i></p> <p>Paper 2 (28) Re-Examining the Effects of Culture on Corruption in Bank Lending <i>Dr. Siwapong Dheera-aumpon, Thailand</i></p> <p>Paper 3 (35) SMEs and Transfer Pricing in post-BEPS context <i>Dr. Veronika Solilová and Danuše Nerudová and Hana Bohušová and Patrik Svoboda, Czech Republic</i></p> <p>Paper 4(9) Business Model Innovation in a Regulated Industry: The Role of Capabilities <i>Dr. Marco Minciullo, Italy</i></p>
15 Sep 2016 09.40 –10.40(TH)	<p>Session 1 International Social Sciences Research</p> <p>Paper 1(2) Businesswise Conflicts <i>Dr. Dilek Turan Eroglu, Turkey</i></p> <p>Paper 2 (10) Promoting Learner Autonomy in EAP Courses for Arab Students <i>Dr. Filomachi Spathopoulou, Kuwait</i></p> <p>Paper 3 (12) Situation of Active Teaching, Deep Learning and Motivation (ATDLM) in Counseling Classes at the University of Guilan, Iran <i>Dr. Abbas Sadeghi, Iran</i></p>
10.41 – 11.00	Morning Break
11.01 – 12.00	<p>Session 2 International Social Sciences Research</p> <p>Paper 1 (21) Interpersonal Trust Repair During Organizational Change in Swiss Systemically Important Banks <i>Dr. Elena Tikhaya and Xinhua Wittmann, Monaco</i></p> <p>Paper 2 (25) Examination of the Trait Anxiety and Assertiveness level among medical undergraduate students at a Medical School in Turkey <i>Dr. Necmettin Cihangiroglu and Gulfer Dogan PEKINCE and Nurgul DOGAN, Turkey</i></p>

	<p>Paper 3 (26) The Examination of Occupational Stress among Physicians working at a Training Hospital in Turkey <i>Dr. Necmettin Cihangiroglu and Gulfer Dogan PEKINCE and Nurgul DOGAN, Turkey</i></p>
12.01 – 13.20	Lunch
13.21 - 14.40	<p>Session 3 International Tourism Research Paper 1 (30) Sustainable Management for Green Tourism System - A Case Study of Taichung, Taiwan <i>Dr. Shirley Kuo, Taiwan</i></p> <p>Paper 2 (65) The Effects of the 2001 Economic Crisis of Turkey on Holding Companies' Diversification Strategies: Does Bank Ownership Make Difference? <i>Dr. Yucel turker and alp polat - huseyin kose, Turkey</i></p> <p>Paper 3 (67) TOURISM AND CSR: A REVIEW <i>Dr. Anna Farmaki, Cyprus</i></p> <p>Paper 4 (70) Meaningfulness of Right to life In Holy Quran <i>Dr. Masoud Raei and Mohammadmahdi sadeghi, Iran</i></p>
14.41-15.00	Afternoon Break
16 Sep 16 (F) 09.40 – 10.40	<p>Session 5 International Education Research Paper 1(20) Pre-service Teachers' Use of Dynamic Discourse Variables during Classroom Teaching <i>Dr. Sibel Kaya and Asli Elgun, Turkey</i></p> <p>Paper 2 (51) Developing Teaching Materials for English Communication Classes to Motivate Low-Proficiency Students in a Japanese College <i>Dr. Mikako Nobuhara, Japan</i></p> <p>Paper 3 (14) Student Judgments of their Professors Personality: The Effect of Familiarity <i>Dr. Afshin Gharib, USA</i></p>
10.41 – 11.00	Break
11.01 – 12.00	<p>Session 6 International Education Research Paper 1(52) Exploring a Teaching Method for Elementary Students to Promote Cross-cultural Understanding: utilizing an American Film <i>Dr. Mikako Nobuhara, Japan</i></p> <p>Paper 2 (49) The Relationship Between Perceived Leadership Style of School Principals and Teacher Job Satisfaction at Selected Secondary Schools in Male <i>Dr. Niuma Mohamed, Maldives</i></p> <p>Paper 3 (33) The Specific of Teaching Methods og a Foreign Language considering the Linguistic Transformation on the Example of the Japanese Language <i>Dr. Borisova Anastasia A. and Lelenkova Anna V., Russian Federation</i></p>
12.01 – 13.20	Lunch and Join Academic Network
13.21 – 14.40	<p>Session 7 International Business Tourism Transport Research Paper 1 (50) <i>Maldivian Pre-Service Teachers Readiness to use Various Educational Technology in their Teaching and Learning Process</i> <i>Dr. Aminath Zifna, Maldives</i></p> <p>Paper 2 (42) Contemporary environmental art and social change</p>

	<p><i>Prof. Dr. Young I. Song, USA</i></p> <p>Paper 3 (34) Patricia Johanson: Public design as a communication tool for society</p> <p><i>Prof. Dr. Young I. Song, USA</i></p> <p>Paper 4 (103) An Application of the Quality Function Deployment in a Five Star Hotel</p> <p><i>Dr. Mune mOĞOL, Turkey</i></p>
14.41 – 15.00	Close Conference
15-16 Sep 2016	<p>Participation and Discussion</p> <ol style="list-style-type: none"> 1. Dr. Borisova Anastasiya, Russia 2. Dr. Danuše Nerudová, Czech 3. Dr. Thitima Puttitanun, Thailand 4. Dr. Ranti Fauza Mayana Tanwir, Indonesia 5. Dr. Shoeb Barua, China 6. Dr. Abdulmajeed Alharbi, Saudi Arabia 7. Dr. Seung Yun Lee, South Korea