

2016 ICBTS INTERNATIONAL ACADEMIC
RESEARCH CONFERENCE PROCEEDINGS



International Academic Multidisciplinary Research Conference 2016

Proceeding of

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

*Berlin, Germany
20 – 22 October, 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
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International Academic Multidisciplinary Research Conference 2016

Conference Proceedings

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HUMANITIES SOCIAL SCIENCES AND EDUCATION RESEARCH CONFERENCE

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Conference Three Themes

The International Business and Tourism Research Conference

The international Sciences and Technology Research Conference

The International 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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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 BERLIN PROGRAM

The 2016 ICBTS International Academic Research Conference	
20 Oct 16 8.45 – 09.00 (TH)	<p style="text-align: center;">REGISTRATION & WELCOME</p> <p style="text-align: center;">Welcome meeting at The Mövenpick Hotel Berlin Germany</p> <p style="text-align: center;">Professor Dr. Kai Heuer, Germany</p>
	<p style="text-align: center;">Session Chair</p> <p style="text-align: center;"><i>Professor Dr. Kai Heuer, Germany</i></p>
20 Oct 16 09.00 – 10.20 (TH)	<p>Session 1</p> <p>Paper 1(37) The influences of the periodical working on the family functioning of Iranian Offshore Oil Company employees(IOOC) – 2010 Dr. Halimeh Choghadaki and Fahimeh Ghobeyti, Iran</p> <p>Paper 2(20) Interpretation and Translation Classes at University: Points to Consider for Teachers and Students Dr. Brian Rubrecht, Japan</p> <p>Paper 3(26) SHAREHOLDERS' DUTIES TO THE COMPANY Dr. Ernest Lim, Hong Kong</p> <p>Paper 4(69) Contemporary Berlin-Crisis of Identity Dr. Susan Wansink, USA</p>
10.21 – 10.40	Morning Break
10.41 – 12.00	<p>Session 2</p> <p>Paper 1(21) Karbandi, Its Functions and Types, Observations on Mausoleums in Takht Foolad Cemetery Dr. Anna Rasti and Elham Rahimi, Iran</p> <p>Paper 2(31) Actuator design and analysis for mechatronics systems Dr. Mehmet ER, Germany</p> <p>Paper 3 (98) The Effect of Capital Structure on Profitability of Information Technology Firms: Panel Data Analysis Dr. Duygu TÜRK and Fatma CAN, Turkey</p> <p>Paper 4 (24) Augmented Reality Applications and Its Reflections on Graphic Design Associate Prof. Armağan Gökçearsan, Turkey</p>
12.01 – 13.20	Lunch and Join Academic Network
13.21-15.00	<p>Session 3</p> <p>Paper 1 (84) Consumer Perceptions of Boycotts: Why or Why Not Consumers Boycott? Dr. Müberra Babaogul and Esna Betül Buğday, Turkey</p> <p>Paper 2 (34) Hedonic and Utilitarian Shopping Values: Consumer's Perceived Benefits and Risks of Online Shopping</p>

	<p>Dr. Professor Dr. Arzu Şener and Leyla Akbulut/Alper Coşkun, Turkey</p> <p>Paper 3 (52) WELFARE STATE IN DEVELOPMENT PLANS</p> <p>Dr. Nihat Murat BARTAN, Turkey</p> <p>Paper 4 (53) Expert Opinion on Combating Violence against Women Towards Advice and Solutions at a Glance</p> <p>Dr. Nihat Murat BARTAN and Hatice Kütük, Turkey</p> <p>Paper 5 (54) Reliability and Validity of the Democracy Granted Value Scale</p> <p>Dr. Füsun Gülderen Alacapinar, Turkey</p>
15.01– 15.20	Afternoon Break
15.21 – 17.20	<p>Session 4</p> <p>Paper 1 (78) CONFLICT MANAGEMENT PRACTICES IN NEPALESE GOVERNMENT OWNED TOURISM ORGANIZATIONS</p> <p>Dr. Shiva Prasad Jaishi, Nepal</p> <p>Paper 2 (85) Human Resource Flexibility and Employee Performance</p> <p>Dr. Norihiko Takeuchi, Japan</p> <p>Paper 3 (70) Economic diversification in the UAE: An empirical analysis</p> <p>Dr. M.HAZEM SHAYAH , China</p> <p>Paper 4 (110) PRETENDING TO BE A FOREIGN TOURIST IN ORDER TO ANALYZE URBAN MOBILITY AND THE HOP ON HOP OFF BUS DURING THE RIO DE JANEIRO OLYMPIC/PARALYMPIC GAMES</p> <p>Dr. Claudia Maria Astorino, Brazil</p> <p>Paper 5 (32) MARRIAGE TRADITIONS AND WOMEN'S JEWELLERIES IN TURKISH CULTURE</p> <p>Professor Dr. Melda ÖZDEMİR, Turkey</p> <p>Paper 6 (115) THE IMAGE OF BANDA ACEH AS A TSUNAMI TOURISM CITY</p> <p>Dr. Hafasnuddin, Indonesia</p>
<p>20 Oct 16 09.00 –10.20(TH)</p>	<p>Session 1</p> <p>Paper 1 (3) INTERNET ACCESS AS A CORRELATE OF LIBRARY SERVICE PATRONAGE AMONG UNIVERSITY STUDENTS IN FEDERAL UNIVERSITY OF TECHNOLOGY, AKURE, NIGERIA</p> <p>Dr. Afolabi Adeola F, Nigeria</p> <p>Paper 2 (4) TOURISM CHALLENGES AND PROSPECTS: THE NIGERIAN EXPERIENCE (A CASE STUDY OF BENIN CITY)</p> <p>Dr. Olawale-Olakunle Olajumoke Elizabeth, Nigeria</p> <p>Paper 3 (12) The Influence of Job Resources on Managers' Work Engagement</p> <p>Dr. Abbas Sadeghi, Iran</p> <p>Paper 4 (11) Prior knowledge activation and academic performance of junior secondary school students in English language</p> <p>Dr. Ajayi Oyedokun Samuel, Nigeria</p>
10.21 – 10.40	Morning Break
10.41 – 12.00	<p>Session 2</p> <p>Paper 1 (18) Factors Affecting Mobile Learning in Engineering Education: Applying FRAME Model</p> <p>Dr. Nasrin Farzan and Hamidreza Hassanabadi, Iran</p>

	<p>Paper 2 (36) Prospects of 21st Century Skills for Omani Students Dr. Elnaz Valaei Bakhshayesh, Oman</p> <p>Paper 3 (25) How we can sustain oil spill control technology Dr. Kimbugwe Yusuf and Namubiru Shakira, Oman & Uganda</p>
12.01 – 13.20	Lunch
13.21 - 14.40	<p>Session 3</p> <p>Paper 1 (35) Development Effectiveness Through Student Learning Methods Contextual Teaching and Learning: Study Comparative Dr. Adi Wibowo, Bustomi and Ananda Putra, Indonesia</p> <p>Paper 2 (40) The Effect of The Soft Power of Iran's Islamic Revolution on Arabian Revolutions Dr. Mahdi Zolfaghari, Iran</p> <p>Paper 3 (49) The Student's Research Work in Architectural Education Dr. Irina Tarasova, Russia</p> <p>Paper 4 (50) Employment Discrimination: Experiences of Employed Disabled Women in Ethiopia Dr. Belaynesh Tefera Nidaw and Dr. Marloes vanEngen, Ethiopia</p>
14.41-15.00	Afternoon Break
21 Oct 16 (F) 09.20 – 10.40	<p>Session 5</p> <p>Paper 1 (38) The English Bipartite Secondary School System Dr. Sabine Spangenberg, UK</p> <p>Paper 2 (30) An Investigation of Preservice Teachers' Environmental Consciousness <i>Dr. Ahmet Sami Konca and Yurdal Dikmenli, Turkey</i></p> <p>Paper 3 (29) Factors Affecting Preservice Teachers' Environmental Consciousness Dr. Yurdal Dikmenli and Ahmet Sami Konca, Turkey</p> <p>Paper 4 (45) Achievement Gap Among Latino Students in the USA Jose Carlos del Ama and Marisa Mealy and Yaci Moni, USA</p>
10.41 – 11.00	Break
11.01-12.00	<p>Session 6</p> <p>Paper 1 (87) Ethical Issues for Outsiders Working with Indigenous Peoples Dr. David A. Hough, Marshall Islands</p> <p>Paper 2 (80) Political Dialogues: Critical Analysis of the Psychotherapeutic Discourse in Israel Dr. Nissim Avissar, Israel</p> <p>Paper 3 (63) Perceptions of Teachers and Students on the Implementation of FATIH Project Marketing and Management Knowledge – Is it Necessary to Managing a School? Dr. Jurica Pavičić and Zoran Krupka and Goran Vlašić, Croatia</p>
12.01 – 13.20	Lunch and Join Academic Network
13.21 – 15.00	<p>Session 7</p> <p>Paper 1 (42) Effect of Creative Drama on Learning Proverbs Dr. Ayfer Şahin, Turkey</p> <p>Paper 2 (41) Perceptions of Teachers and Students on the Implementation of FATIH Project</p>

	<p>Dr Ayfer Şahin, Turkey</p> <p>Paper 3 (82) DUAL OPPOSITIONS OF NINETEENTH -CENTURY IN A LACQUER ILLUSTRATION (A COMPARATIVE STUDY)</p> <p>Dr. Maryam Lari, Assist. Prof. Dr. and Yasaman Yazdi, Ph</p> <p>Paper 4 (74) On efficient solution of linear systems which stems from scattering wave around an object</p> <p>Dr. Seiji Fujino and Takeshi Nanri</p> <p>Paper 5 (99) Confrontation of the Right to Cognitive Liberty and Brain Imaging as a Terrorism Emergency Measure: Derogation or Abolition?</p> <p>Dr. Arian Petoft, Iran</p>
15.01 – 15.20	Break
	Conference Close
20-21 Oct 2016	<p>Participation and Discussion</p> <ol style="list-style-type: none"> 1. Dr. Mika Hasegawa, Japan 2. Dr. Hannah Aseidu Owu, Ghana 3. Dr. Ngono Albert, Cameroon 4. Dr. Brian DiMagio, Cameroon 5. Dr. Krupka Zoran, Croatia 6. Dr. Vlastic Goran, Croatia 7. Dr. Omer Lans, Isreal
22 Oct 2016	Free Time for Travel in Berlin

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