

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**

*Milan, Italy  
9-1 November, 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**

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

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**THE 2016 ICBTS**



**Conference Two Themes**

*The International Business Tourism and Applied Sciences Research Conference  
The International Social Sciences Humanities and Education Research Conference*

**ISBN 978-616-413-233-7**

# Conference Proceedings

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

*Milan, Italy*  
*9 – 11 November, 2016*

## THE 2016 ICBTS

**Organised by**

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

**In Academic Scholars Co-operation with**



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Edited by Chayanan Kerdpitak, CK Research, Thailand  
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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) Milan (Italy) and another continues with the cultural following the very successful and productive event held in Madrid in February 2017 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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### **ORGANIZING BY**

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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 MILAN PROGRAM

<b>The 2016 ICBTS International Academic Research Conference</b>	
9 Nov 16 7.30 - 08.00 (W)	REGISTRATION & WELCOME Welcome meeting at The Best Western Antares Hotel Concorde
	<b>Session Chair</b> <i>Professor Dr. Kai Heuer, Wismar University Germany</i> <i>Dr. Cormac Doran, Institute of Technology Blanchardstown, Ireland</i> <i>Jose Luis Garcia Soidan, University of Vigo, Spain</i>
<b>9 Nov 16</b> 08.00 - 10.00(W)	<p><b>Session 1</b></p> <p><b>Paper 1(85)</b> Glutathione levels in the five healthy fruits for skin care Dr. Rutanachai Thaipratum</p> <p><b>Paper 2(87)</b> Development of Blended Learning Model on Information Technology for Communication and Learning Course at Suan Sunandha Rajabhat University Aekkaphob Intarapoo</p> <p><b>Paper 3(20)</b> Multiple choice Test item Writing Skills Within the Context of a Measurement and Evaluation Gulsah Basol and Esra Balgalmis</p> <p><b>Paper 4(21)</b> The Relationship Between Teacher Candidates Critical Thinking, Reflective Thinking and Final Score, Composed of Performance in Multiple Tasks Esra Balgalmis and Gulsah Basol and Tugba Kocadag</p> <p><b>Paper 5 (91)</b> Anxiety of senior high school in preparation for university admission Dr. Sujitra Uratanamanee</p> <p><b>Paper 6 (92)</b> Stress and anxiety of undergraduate nursing student Supawadee Lerdsamran</p> <p><b>Paper 7 (129)</b> The Role of Online and Offline Factors in Retail Banking: The Case of Kuwait Dhoha AlSaleh</p> <p><b>Paper 8 (106)</b> Behavior of Audiences of Thai Premier League Football Matches in Bangkok and Vicinity Bhasana Soraphetphisal</p>
10.01 - 10.15	Morning Break
10.16 - 12.15	<p><b>Session 2</b></p> <p><b>Paper 1(98)</b> Effectiveness of Applied Folk Art Pole Strick Exercise and Social Support Towards Self - Care Behaviors of Elderly Nuengruethai Posri</p> <p><b>Paper 2(93)</b> Information retrieval in OPAC of the undergraduate students at Suan Sunandha Rajabhat University Ratanavadee Takerngsukvatana</p> <p><b>Paper 3 (95)</b> Cosmology in Architecture Buddhist Lanna Chananchida Yuktirat</p>

	<p><b>Paper 4 (96)</b> Belief and perception towards Diabetes Mellitus among Diabetes Mellitus patients in rural Thailand: A qualitative study Kantapong Prabsangob</p> <p><b>Paper 5 (97)</b> The Quality of Life among Elderly in Bang Krabue Community of Bangkok Metropolitan, Thailand Sukanya Boonvarasatit</p> <p><b>Paper 6 (69)</b> How higher education leaders learn to lead and what shapes their professional identities - As a comparison of Libya and the UK Ramadan Alhamroni</p> <p><b>Paper 7 (63)</b> Developing Students' Critical Thinking Skills in Design-Based Learning Through Peer Assessment Nurul Ain Haron and Saiful Hazmi Bachek and Hafez Zainudin</p> <p><b>Paper 8 (101)</b> Psychoeducation to Enhance Self-Efficacy and the Quality of Life the Elderly in Bangnanglee Sub-district, Amphawa District Samutsongkham Province Wachirapon Chotipanut</p> <p><b>Paper 9 (35)</b> Lecturer Identity in Changing Higher Education Landscapes Cormac Doran</p>
12.16-13.15	Lunch and Join Academic Network
13.16-15.15	<p><b>Session 3</b></p> <p><b>Paper 1 (84)</b> The Effect of Study-Abroad on Enhancing Learners' Communication Skills and Strategies Muge Gunduz,</p> <p><b>Paper 2 (127)</b> Development of Communicative Grammar Teaching Model in Teaching Pre-service English-Major Teachers Wipada Prasansaph</p> <p><b>Paper 3 (128)</b> The Development of Video Lessons to enhance problem-solving skill in Mathematics, Mathayomsuksa 1 (Grade 7th), The Demonstration School of Suan Sunandha Rajaphat University, Thailand Tubtimthong Korbuakaew</p> <p><b>Paper 4 (53)</b> Expert Opinion on Combating Violence against Women Towards Advice and Solutions at a Glance Dr. Nihat Murat BARTAN and Hatice Kütük,</p> <p><b>Paper 5 (86)</b> Saving Potential for Thailand Economic Stability Krisada Sungkhamanee</p> <p><b>Paper 6 (88)</b> Modelling of the Paper Plane Systems Lamphai Trakoonsanti</p> <p><b>Paper 7 (89)</b> Airline Ground Service Quality: A Case Study of Full Service Airlines in Thailand Kunnapat Kankaew</p> <p><b>Paper 8 (90)</b> Study on the Efficiency Optimization for ABC Customer Shuttle Transportation Service Watanyu Choopak</p>
15.16- 15.30	Afternoon Break
15.30 – 17.30	<p><b>Session 4</b></p> <p><b>Paper 1 (56)</b> History and Status of Educational Psychology in Iran: A View from Inside Hossein Lotfabadi and Mitra Ghanbari and Allan Cribb</p>

	<p><b>Paper 2 (94)</b> Service Quality on decision making of using the Ferry between Donsuk- Samui, Suratthani Province Preecha Wararatchai</p> <p><b>Paper 3 (99)</b> The Related Risk Factors and Self-efficacy of Women to Prevent Breast Cancer Monrudee Popijan</p> <p><b>Paper 4(100)</b> Model of Community Care for Patients with Chronic Mental Illness Thitavan Hongitiyanan</p> <p><b>Paper 5 (102)</b> An Operational Evaluation of the Successful Cultural Entrepreneurship and Business Witthaya Mekhum and Kritsana Kongmun</p> <p><b>Paper 6 (57)</b> Exploring Common Misconceptions and Errors about Fractions among College Students in Saudi Arabia Yazan Alghazo</p> <p><b>Paper 7 (103)</b> Rehabilitation of Postpartum Mothers based on Thai Traditional Medicine in Nakhon Pathom Province, Thailand Supparas Oatsawaphonthanaphat</p> <p><b>Paper 8 (104) Effects of Areobic Hula Hook Exercise of Waist Circumference and Blood HDL Cholesterol in Health Care Personnel</b> Ladaval Ounprasertpong Nicharojana</p>
<p><b>9 Nov 16</b> 08.00 -10.00(TH)</p>	<p><b>Session 1</b></p> <p><b>Paper 1(107)</b> Opinion of Thai Premier League Football Audiences Regarding Their Decision in Purchasing Souvenirs in the Northeastern Region Nutchaphasuk</p> <p><b>Paper 2 (4)</b> TOURISM CHALLENGES AND PROSPECTS: THE NIGERIAN EXPERIENCE (A CASE STUDY OF BENIN CITY) Dr. Olawale-Olakinle Olajumoke Elizabeth, Nigeria</p> <p><b>Paper 3 (116)</b> English Proficiency and English Learning Strategies in English Camp of Master Students (Premium 1) in Mathematics Education, International College, Suan Sunandha Rajabhat University Kanokrat Kunasaraphan</p> <p><b>Paper 4(117)</b> Water Birth, the Modified Natural Child Birth Pongsak Jaroengarmsamer</p> <p><b>Paper 5 (118)</b> 26 years retrospective study: Cause of rabies death in Thailand Thavatchai Kamoltham</p> <p><b>Paper 6 (46)</b> The use of request modification strategies by L2 learners of Arabic Saad Al-Gahtani</p> <p><b>Paper 7(119)</b> Muay Thai Content Towards Digital Economy Niracharapa Tongdhamachart</p> <p><b>Paper 8 (11)</b> Relationship between Hofstede's Cultural Dimensions and Tourism Product Satisfaction Thanawit Buafai and Siyathorn Khunon</p> <p><b>Paper 9 (48)</b> An examination of policy and planning processes towards developing a comprehensive tourism plan- applying rational tourism planning models Ruth N. Yunji</p>

10.00 – 10.15	<b>Morning Break</b>
10.16 – 12.15	<p><b>Session 2</b></p> <p><b>Paper 1 (120)</b> Analysis of Romantic Film “Snap” with Symbolism of Thai Political Crisis Pison Suwanpakdee</p> <p><b>Paper 2 (121)</b> Tropes as Indicators of Cultural Norms in SE Asia Samuel R.Forkner</p> <p><b>Paper 3 (40)</b> School girls and resistance to veil: the case of public girls school in Tehran Fereshteh Mozayyan and Mohammad Rezaei</p> <p><b>Paper 4 (122)</b> A Comparative Study of Thai and Myanmar Temple Festival Dress Jaruphan Supprung</p> <p><b>Paper 5 (41)</b> The Right of Criticism and Defamation Crime in Media: Iraq and U.S. as a Case Study Omed Aziz Ismail</p> <p><b>Paper 6 (30)</b> The Procedural and Conceptual Mathematics Knowledge of Deaf Education Teachers Khaled Ben Motreb</p> <p><b>Paper 7(123)</b> Students’ Attitudes towards Katakana Loanwords and their Learning Strategies Suan Sunandha Rajabhat University Premvadee Na Nakornpanom</p> <p><b>Paper 8 (124)</b> The Student’s Attitudes Toward Teaching Through Mind Mapping Method to Learning Kanji in Japanese Class at Suansunanta Rajabhat University Thianchai Limjaroen</p> <p><b>Paper 9 (12)</b> A Practical Model for Managing Beach Safety Focusing on Tourist Drowningsin Koh Samui, Thailand Siyathorn Khunon and Thanawit Buafai</p>
12.16 – 13.15	<b>Lunch</b>
13.16 - 15.15	<p><b>Session 3</b></p> <p><b>Paper 1 (105)</b> Chronic treatment with the wisdom of Folk Doctor: case study of Mr.In Kusollam Pathum Thani Province, Thailand Phatphong Kamoldilok</p> <p><b>Paper 2 (18)</b> Risk Measurement and Management Strategies in Poultry Farm Enterprises in IMO State Nigeria Donatus Otuiheoma Ohajianya and Miss. Augusta Onyekachi Unamba</p> <p><b>Paper 3 (108)</b> Marketing Factors Affecting Purchasing Decision Making Behavior of Thai Premier League Football Clubs’ Fans in Bangkok and Vicinity Pramsuk Huanprapai</p> <p><b>Paper 4 (109)</b> Using a Lean Management to Explore the Service Touch Point and Outpatient Satisfaction: The Case of Yanhee International Hospital, Bangkok Thailand Chitpong Ayasanond</p> <p><b>Paper 5 (110)</b> An Organizational Culture Management: A Case Study of Thai Airways International (Public) Company Limited Attaining A Highest Performance Service Satisfaction Chatchai Kongkul</p>

	<p><b>Paper 6 (28)</b> Classroom assessment- tool of a student success. Ia Aptarashvili and Natia Bzhalava and Mzia Tsereteli</p> <p><b>Paper 7 (111)</b> Supply Chain Performance and Supply Chain Cost in Perishable Product in Thailand Chattrarat Hotrawaisaya</p> <p><b>Paper 8(112)</b> The Evaluation of International Freight Forwarders Selection Criteria and relationship with customer satisfaction among Shipper's perspective in Thailand Salisa Hemmapan</p>
15.16 -15.30	<b>Afternoon Break</b>
15.31-17.30	<p><b>Paper 1(17)</b> Curriculum Alignment Between the High School Mathematics Curriculum and Transition to Higher Education Examination in Turkey Ahmet Dikbayır</p> <p><b>Paper 2 (113)</b> Factor of religious tourism for Asian tourist who speak English, a case study of the Four face Buddha (Erawan Shrine) at Ratchaprasong Intersection Thipjuta Deedom</p> <p><b>Paper 3 (16)</b> The Importance of Developing the Psycho-Pedagogical Skills of the Tutors in Training the Future Nurses Crin Marcean and Mihaela Alexandru</p> <p><b>Paper 4 (114)</b> The influence of consumer attitudes and behaviours affecting to Starbucks by Two cases study of Thai and UK consumers Natthakan Roothamnong</p> <p><b>Paper 5 (115)</b> Potential points of attractions and tourism products to be developing as the tourism destination: the case study of Samutsongkram province, Thailand Panisa Panyalert</p> <p><b>Paper 6 (15)</b> Usage and Effect of the Open Courseware Project on Faculty Teaching in Universities in the Middle East: A Longitudinal Study Noah Kasraie and Assist. Prof. Dr. Narges Kasraie</p> <p><b>Paper 7 (125)</b> The relation of factors and causes of the accidental on Truck trailer in Thailand Tanasarn Panichayakorn</p> <p><b>Paper 8 (126)</b> Developing a Combination of Six Sigma and Lean Impacting on Firm's Supply Chain Management Varangkoon Isaragura Na Ayuthaya</p>
<b>10 Nov 16 (TH)</b> 09.00 - 10.30	<p><b>Session 5</b></p> <p><b>Paper 1(43)</b> The Manipulation of Cultural Capital in Istanbul: A Reading of Urban Transformation and Social Resistance to the Demolition of Emek Movie Theatre Asiye Akgun and Ilke Tekin</p> <p><b>Paper 2 (26)</b> Iran and Italy Relations: A historical Survey Mohsen Modir Shanechi</p> <p><b>Paper 3 (1)</b> Love and its many faces Kaarina Määttä</p> <p><b>Paper 4 (37)</b> The Impact of Self-Control, and Organizational Commitment Upon Industrial Technology Leakage Chang-Moo Lee</p> <p><b>Paper 5 (04)</b> Service Quality at five star hotels in Aqaba City from foreign tourists' perception Hakam Salem Shatnawi</p>



	<p><b>Paper 6 (07)</b> Managing an Art Exhibition Entails more than just Hanging art on the walls Borstlap, H and Saayman, M</p>
10.31 - 10.45	Break
10.46 - 12.00	<p><b>Session 6</b>  <b>Paper 1(10)</b> Factors affecting the failure of Thai education: a case study Nittaya Sanguanngarm  <b>Paper 2 (62)</b> Reading Patriarchal Ideology from Domestic Homicide, and Legal Precedents MiRang Park  <b>Paper 3 (24)</b> Emerging tourism between Pakistan and China via Silk Road Syed Ahtsham Ali  <b>Paper 4 (33)</b> The Evolution of Cyber Crime and Coping Strategies with Iran Law Maryam Najafi Tavana  <b>Paper 5 (59)</b> Work: Georgias Tourism excursion service now a days and perspectives of its development Teona Zoidze</p>
12.01 - 13.00	Lunch and Join Academic Network
13.01 - 15.15	<p><b>Session 7</b>  Paper 1 (70) Development of Recirculating Composting Reactors Recep KULCU and Osman YALDIZ and Can ERTEKİN  Paper 2 (71) Proposing a Model for Evaluating Lean Project Management Performance Using Grounded Theory Reza Dabestani, Abbas Moghbel Baerz, Adel Azar, Arash Shahin  Paper 3 (131) Sexual Violence as A Weapon of War Ornella Ramirez  Paper 4 (68) Reframing of the Self: Space, Religion and Identity in Leila Aboulela's Minaret Lamia Lahrech  <b>Paper 5 (45)</b> Factors Leading to Success of Tourism Business in Bangkok Chayanan Kerdpitak  <b>Paper 6 (03)</b> The Genesis of Political Thuggery in Party Politics in Sokoto Province, Northern Nigeria, 1950-1960: An example of the challenges of Democratic Practice in Developing Countries Attahiru Ahmad Sifawa  <b>Paper 7 (08)</b> A Survey on the Use of Vocabulary Learning Strategies by ELT and ELL Students of Duhok University in Kurdistan Wisam Ali Askar  <b>Paper 8 (25)</b> Sustainability of Carbon Nano Tubes "CNT" Reinforced Concrete Adil K. Al-Tamimi Prof. and Adil K. Tamimi  <b>Paper 9 (32)</b> Design and Optimization the Horizontal Axis Wind Turbine Blades (Hawts Using Blade Element Momentum theory Bem Younes El khchine and Mohammed Sriti</p>
15.16 - 15.30	Break
15.31	Conference Close



<b>20-21 Oct 2016</b>	<b>Participation and Discussion</b> <ol style="list-style-type: none"><li>1. Dr. Cevher Yuksek, Turkey</li><li>2. Dr. Pushker Kadel, Nepal</li><li>3. Dr. Ambika Paudel, Nepal</li><li>4. Dr. David Peter Ajekonye, Parkistan</li><li>5. Dr. Krupka Zoran, Croatia</li><li>6. Dr. Chinta Moy Chakma</li><li>7. Dr. Omer Lans, Isreal</li></ol>
<b>22 Oct 2016</b>	<b>Free Time for Travel in Milan</b>

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