

International Academic Multidisciplinary Research Conference 2017

Proceeding of

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

*Madrid, Spain
22 – 24 February, 2017*

THE 2017 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 Tourism and Applied Sciences Research Conference

The International Education Social Sciences and Humanities Research Conference

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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

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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).

2017 ICBTS CONFERENCE MADRID PROGRAM

The 2017 ICBTS International Multidiscipline Research Conference	
22 February 17 9.00 – 09.30 (W)	REGISTRATION & WELCOME Welcome meeting at The Radisson BLU Madrid Prodo, Spain
	Session Chair <i>Professor Dr. Kai Heuer, Germany</i> <i>Professor Dr. Hiromi Ban, Japan</i> <i>Assoc. Professor Dr. Mohammad Bader Al-Badarneh, Jordan</i>
22 Feb 17 09.40 – 10.40(W)	Session A1 Paper 1(22) Authenticity in the classroom, new insights on English for Specific Purposes teaching Maria José Lisboa Antunes and Margarida Vicente, Portugal Paper 2(37) Teaching reading comprehension to adolescents with disabilities Nancy Rice, United State Paper 3(53) Russian and Thai Phraseological Units with the Component “Head” Siwaporn Boonruang
10.41 – 11.00	Morning Break
11.01 – 12.20	Session A 2 Paper 1(10) Import Discrimination vs 'Make in India' Ishika Rout, India Paper 2(19) Violence and Modern Theatre: Voicing a new Transgressing Generation Through Sarah Kane's Cleansed Susana Nicolas Roman, Spain Paper 3 (2) Divine madness in Islamic mystic path & mystic literature Dr. Maryam Bakhtyar and Pegah Akrami, Iran Paper 4 (35) Text data mining of English articles on the Noto Hanto Earthquake in 2007 Professor Dr. Hiromi Ban, Japan
12.21-13.40	Lunch and Join Academic Network
13.41-14.40	Session A 3 Paper 1 (17) Teacher's use of Okay in Differentiated Classes in EFL contexts Jungmin Ko and Professor Jeongsoon Joh, South Korea Paper 2 (33) Variability of Working Memory Impact ONL2 Reading Comprehension as a Function of Component Skills of Reading Professor Jeongsoon Joh, South Korea Paper 3 (3) Governance of Criminal Justice System in Bangladesh: An analysis of Pistanthrophobia Dr. Mohammad Bashir Mia Khadem and Sabrina Amin, Bangladesh
14.41- 15.00	Afternoon Break

15.01 – 16.40	<p>Session A 4</p> <p>Paper 1 (5) Impact of Gamification strategy on academic achievement and achievement motivation toward learning among students of second stage of basic education in Muscat, Sultanate of Oman Dr. Nader S. Shemy, Oman</p> <p>Paper 2 (6) The Nigeria State and Dilemma of National Security: The Unthinkable Based Approach Osuchukwu Nkechi Cynthia, Nigeria</p> <p>Paper 3 (8) Exploring Creative Knowledge in Art Craig Mertens, Japan</p> <p>Paper 4 (11) The Effect of Physical Evidence on Hotels Image (As Applied On Some Egyptian Hotels Ali El saied Shehata, Egypt</p> <p>Paper 5 (13) Bungled and poor pronunciation of English in public and private sector colleges of Punjab, Pakistan: an analytical approach along with its ramifications. Akeel Ahmed, Pakistan</p> <p>Paper 6 (55) Exploring Common Misconceptions and Errors about Fractions among College Students in Saudi Arabia Yazan Alghazo</p>
<p>22 Feb 17 09.40 – 10.40(W)</p>	<p>Session B 1</p> <p>Paper 1 (47) Negative Online Consumer Reviews and Organizational Response: The Case of French hotel Sector Tatiana Dauxert, France</p> <p>Paper 2 (49) Mobile Tour Information: Why FITs Do Not Use Mobile Applications? Dong Han Kim and Seung Jeon and Kyuwon Choi and Dae Kwan Kim, South Korea</p> <p>Paper 3 (51) Chinese's Perception on Medical Tourism: Focus on plastic surgery in Korea Jiyoung Hwang and Hyo-Yeun Park, South Korea</p>
10.41 – 11.00	Morning Break
11.01 – 12.20	<p>Session B 2</p> <p>Paper 1 (29) Framing and Comparison Judgments in Political Marketing Strategies. Magdalena Jabłońska and Andrzej Falkowski, Poland</p> <p>Paper 2 (25) Happiness at Work Among Different Type of Works: Turkey Sample Professor Aşkın Keser, Turkey</p> <p>Paper 3 (27) Effect of the Physical Geography on the Logistics Performance: Evaluations on the European, Asian and African Regions Hilal Yıldırım Keser Turkey</p> <p>Paper 4 (24) How Residents Perceive the Socio-cultural Impacts of Tourism The Case of Dana and Bergesh Nature Reserves Assoc. Professor Mohammad Bader Al-Badarneh, Jordan</p>
12.21– 13.40	Lunch
13.41 – 14.40	Session B 3

	<p>Paper 1 (28) Could be Prevented Counterproductive Behaviors by Improving Employee Commitment? Evidence from Turkey Ulviye Ceylan Tüfekçi, Turkey</p> <p>Paper 2 (18) Risk Measurement and Management Strategies in Poultry Farm Enterprises in IMO State Nigeria Donatus Otuiheoma Ohajianya and Miss. Augusta Onyekachi Unamba</p> <p>Paper 3 (15) Phonological Awareness of School Children in ESL reading Dr. Sudhakar Beedam and Dr. Kiran Kumar Kalapala, UK</p>
14.41-15.00	Afternoon Break
15.01-16.40	<p>Session B 4</p> <p>Paper 1 (57) Curriculum Alignment Between the High School Mathematics Curriculum and Transition to Higher Education Examination in Turkey Ahmet Dikbayır</p> <p>Paper 2 (18) Widening access to higher education for low income students: a Brazilian case study Leonardo Silveira, Portugal</p> <p>Paper 3 (56) The Importance of Developing the Psycho-Pedagogical Skills of the Tutors in Training the Future Nurses Crin Marcean and Mihaela Alexandru</p> <p>Paper 4 (21) A Study of Motivations Affect Internet Advertising Acceptance Anıl DAL CANBAZOĞLU, Turkey</p> <p>Paper 5 (30) Identity (Mis)representation and Ideological Struggles in Discourses on Boko Haram in Nigeria Ogungbemi Temitope, Nigeria</p> <p>Paper 6 (58) 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>
23 Feb 17 (TH) 09.40 – 10.40	<p>Session C 1</p> <p>Paper 1 (39) Issues and Challenges facing Organizations in configuring ERP systems: An Exploratory Multi-site Case Study Ramaraj Palanisamy Prof. and Bhasker Mukerji, Canada</p> <p>Paper 2 (53) Demand Forecasting for Supply Chain: Multi-Generation Technology Diffusion Model with Capacity Restriction Jungsuk Oh and Eldor Makhmudov, South Korea</p> <p>Paper 3 (20) Anti-Intellectualism and Cannibalism: From the Ivory Tower to The Green Inferno Roger Davis, Canada</p>
10.41 – 11.00	Break
11.01 - 12.20	<p>Session C2</p> <p>Paper 1 (14) Padres ausentes y masculinidad truncada en "Los olvidados", "Pixote" y "Cidade de Deus" César Valverde</p> <p>Paper 2 (22) A Strategic Development Framework in Preserving Culinary Heritage Cuisine for Western Visayas Jinky Batiduan Philippines</p> <p>Paper 3 (34) The Evaluation of the European Citizenship within the European Union Treaties</p>

	<p>Dr. Mehlika Özlem Ultan</p> <p>Paper 4 (59) The Evolution of Cyber Crime and Coping Strategies with Iran Law</p> <p>Maryam Najafi Tavana, Iran</p>
12.01 – 13.00	Lunch and Join Academic Network
<p>23 Feb 17 (TH)</p> <p>09.40 – 10.40</p>	<p>Session E 1</p> <p>Paper 1(31) Advancing sustainable agro-tourism in the Western Balkans: Insights from the KATUN project</p> <p>Djurdjica Perovic and Sanja Pekovic and Tatjana Stanovcic and Jovana Vukcevic, Montenegro</p> <p>Paper 2 (62) Reading Patriarchal Ideology from Domestic Homicide, and Legal Precedents</p> <p>MiRang Park, China</p> <p>Paper 3 (36) An Outlook of Stock Market Performance and Its Contribution to Economic Growth: BRICS and MINT</p> <p>Behiye Korpe, Turkey</p>
10.41 – 11.00	Break
11.01 - 12.20	<p>Session E2</p> <p>Paper 1(41) Tourism Strategy in the Sun Triangle Analysis with the theory based on resources and institutional theory</p> <p>José G. Vargas-Hernández and Lic. Ana Yanetly Arias Orozco, Mexico</p> <p>Paper 2 (42) What Motivates Employees in the Hospitality Sector: Kovach's Ten Factor Model</p> <p>Hatice Güçlü Nergiz and Banu S. Ünsal Akbıyık, Turkey</p> <p>Paper 3 (44) Contradictions among Students of being Males and Females in Learning English as a Foreign Language.</p> <p>Amina Babou, Algeria</p> <p>Paper 4 (45) The Relationship between System of suggestions and the Productivity of Human Resources: A Case Study of Tehran Province Gas Co)</p> <p>Ali Aolatshah, Iran</p>
22-23 Feb 2017	<p>Participation and Discussion</p> <ol style="list-style-type: none"> 1. Dr. Bhasker Mukerji, Canada 2. Dr. Seung Jeon, South Korea 3. Dr. Hyo-Yeun Park, South Korea 4. Dr. Mina Jafarabadi, Iran 5. Dr. Krupka Zoran, Croatia 6. Dr. Konstantinos Bellos, Greece 7. Dr. Omer Lans, Isreal
24 Feb 2017	Free day to Join Academic Network and Travel in Madrid by Participants