

International Academic Multidisciplinary Research Conference 2017

Proceeding of

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

*London, United Kingdom
5 – April, 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
Vipin Nadda, University of Sunderland, United Kingdom**

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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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Organised by

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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 LONDON PROGRAM

The 2017 ICBTS International Multidiscipline Research Conference	
5 April 17 8.20 – 08.50 (W)	<p style="text-align: center;">REGISTRATION & WELCOME</p> <p style="text-align: center;">Welcome meeting at The Imperial London Hotel Russell Square</p>
	<p style="text-align: center;">Session Chair</p> <p style="text-align: center;"><i>Professor Dr. Kai Heuer, Wismar University, Germany</i></p> <p style="text-align: center;"><i>Assoc. Professor Dr. Vipin Nadda, University of Sunderland, London, UK</i></p> <p style="text-align: center;"><i>Dr. Bilan Sahidi, University of Sunderland, London, UK</i></p>
5 April 17 09.00 – 10.30 (W)	<p>Session A1</p> <p>Paper 1 (16) Living veganism in a food culture dominated by narratives of meat as national identity. Ellen Scott and Julie Cartlidge, Australia</p> <p>Paper 2 (60) Influence of Cultural dimensions on Management practices in Hospitals: A Study of Indian Subcontinent Devjani Chatterjee and Sunil Omanwar and Dr. Sabyasachi Patra, India</p> <p>Paper 3 (57) Buddhist Organizations in Thai Society in the Reformation Period: Hopes, Adjustment, and Development Procedures Cholvit Jearajit, Thailand</p> <p>Paper 4 (51) Marketing Mix of OTOP: From Thai Local Wisdom to Global Through Thai Airways International Krongthong Khairiree, Thailand</p> <p>Paper 5 (61) International Films Festival in Association of South East Asian Nations - ASEAN: An Analysis of Situation of International Films Festival and Roles in Enhancing Cooperation and Building Awareness on the importance of ASEAN cooperation among ASEAN countries Assistant Professor Dr. Sammiti Sukbunjhong and Dr. Pichaiwat Sangprapa, Thailand</p> <p>Paper 6 (203) Consumerism in UAE: UAEU Students as a Case Study Mahmoud Naamneh, United Arab Emirates</p>
10.31 – 10.45	Morning Break
10.46 – 12.15	<p>Session A 2</p> <p>Paper 1 (64) Cross-Sectional Study to Determine the Types of the Violence and Its Sources for A Sample of Children and Adolescents in the City of Baghdad Dr. Raghad Ibrahim and Dr. Mohammed Baqir, Iraq</p> <p>Paper 2 (97) The Efficacy of Explicit Instruction on Implicit and Explicit knowledge of English Articles Faten A. Alarjani, Kingdom of Saudi Arabia</p> <p>Paper 3 (131) Life Quality Promotion for Elderly</p>

	<p>Ponpun Vorasiha, Thailand Paper 4 (137) The Study of Sexual Health Behaviors in Adolescent Boonsri Kittichottipanich, Thailand Paper 5 (118) ESL Students' Experience of Project-Based Learning Abigail Melad Essien, Thailand Paper 6 (146) Satisfaction of Urination Promotion in Benign Prostatic Hyperplasia Kanya Napapongsa, Thailand</p>
12.16-13.30	Lunch and Join Academic Network
13.31-15.00	<p>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 1 (12) The Domestic Crusaders Registers Violence against Muslims Following 9/11 Rehab Farouk and Mona Anwar, Saudi Arabia Paper 3 (120) Safety Behavior of Operation Staffs in Water Production and Supply Department Bangkhen Water Plant, Bangkok, Thailand Pongsak Jaroengarmsamer, Thailand Paper 4 (111) Intention to Visit Green Hotels of Thai Tourists and Hotel Entrepreneurs Kanyapilai Kunchornsirimongkon, Thailand Paper 5 (135) DM OUTCOME OF FOOT CARE EDUCATION PROGRAM IN DM TIPAPAN SUNGKAPONG, Thailand Paper 6 (134) Health Problems and Needs for Health Service of the Elderly: A Case Study of Elderly in Tambon Wangtakoo, Nakorn Pathom Province, Thailand Prapaiwan Danpradit, Thailand</p>
15.01- 15.15	Afternoon Break
15.16- 17.00	<p>Session A 4 Paper 1 (201) The Portuguese Presence in the Arabian Gulf as Reflected in Local Omani Historical Narratives Dr.Hassan M Alnaboodah, United Arab Emirates Paper 2(86) The Role of New Technologies in the Resolution of Educational Problems in West Africa Ousmane Samba BA, Senegal Paper 3 (109) Factors Affecting Tourists Decision Making in Choosing Homestay in Amphawa District, Samutsongkram, Thailand Kanamon Suwantada, Thailand Paper 4 (107) Tourism Life Cycle Analysis and Sustainable Tourism Management for Urban Cultural Tourist Attraction: A Case Study of Koh Kred, Thailand Siripen Yiamjanya, Thailand Paper 5 (128) Diabetes Care and Patients' Perspectives on Diabetes Mellitus in Rural Thailand: A Qualitative Study Kantapong Prabsagnob, Thailand Paper 6 (108) Opportunity to include a Secondary Destination for Tourist Experiences with Heritage Potentials the Case Study of Khiriwong Community, Lansaka District, Nakhon Si Thammarat, Thailand Nuntana Ladplee, Thailand</p>
	SESSION B
5 April 17 09.00 – 10.30(W)	<p>Session B 1 Paper 1(84) Generation 'Y' (Millennial Tourist) Perceptions and Visitation Patterns Towards Museums Trung Kien and Dr. Vipin Nadda, England</p>

	<p>Paper 2 (10) The impact of corporate social responsibility on Egyptians\' purchase intention "the case of telecommunication sector in Alexandria, Egypt." Dina ElSalmy and Ahmed ElSamadicy and Mohamed Mostafa Soliman, Egypt</p> <p>Paper 3 (53) Thailand and Technological Products: A Social Sciences Case Study Darma R Khairiree Thailand</p> <p>Paper 4 (79) The Analysis of Policies and Strategies of Buddhist and Cultural Tourism in ASEAN Community Phramaha Nantakorn Piyabhani, Saichol Panyachit, Phoobade Wanitchanon, Thailand</p> <p>Paper 5 (54) Factors Related to Sports or Exercise Behaviors of Thai People Rattana Panriansaen, Thailand</p> <p>Paper 6 (90) A Study of the Relationship among Museum Experiential Value, Satisfaction, and Behavioral Intention – Taking National Chiang Kai-shek Memorial Hall for Example Chan-Li Lin and Sheng-Yen Lin, Taiwan</p>
10.31 – 10.45	Morning Break
10.46 – 12.15	<p>Session B 2</p> <p>Paper 1 (48) Environmental Management Best-practice & Strategies within the Institutional Context: The Case of (UAE) Ahmed Zain Elabdin Ahmed, United Arab Emirates</p> <p>Paper 2 (206) 'Modelling the Demand of International Tourism in UK Using Ordinary Least Square Regression Method(OLS), Polynomial Regression Analysis' Adenike Adebola Adesanmi and Vipin Nadda, England</p> <p>Paper 3 (149) PEER OBSERVATION AND SELF-MONITORING IN PRE-SERVICE TEACHERS' MICROTEACHING WIPADA PRASANSAPH, Thailand</p> <p>Paper 4 (139) The Effects of Thai Mind-Body Exercises "Rusie Dutton" on Body Weight and Blood Lipid Level in Menopausal Wome Kanit Ngowsiri, Thailand</p> <p>Paper 5 (140) Education Program Outcomes in Pregnancy Prevention of Sex-Risk Femail Adolescents: A Case Study of Students in Samut-Songkram Province, Thailand Premwadee Karuhadej, Thailand</p> <p>Paper 6 (141) Study of Sex Health Knowledge and Demand of Sex Health Care in Undergraduate Students Udomporn Yingpaiboonsuk, Thailand</p>
12.16 – 13.30	Lunch

13.31 – 15.00	<p>Session B 3</p> <p>Paper 1 (85) The Teaching of English Language as A Means to an End for Business Tourism Dr. Nande C.K. Neeta, South Africa</p> <p>Paper 2 (65) Alauddin Malay King Mosque- searching for architectural symbols and identity Roslan Talib and M Zailan Sulieman, Malaysia</p> <p>Paper 3 (122) Effect of Aroma Oil Massage and Herbal Compression with Analgesic Drugs on Pain in Persons with Low Back Pain Ladaval Ounprasertpong Nicharajana, Thailand</p> <p>Paper 4 (123) Social Support of Postpartum Mothers Based on Folk Medicine in Nakornpatom Province, Thailand Supparas Oatsawaphonthanaphat Thailand</p> <p>Paper 5 (136) Result of the Teaching on Promoting Perceived Self-Efficacy in Pregnancy Women for Diabetes Mellitus Prevention Napissara Dhiranathara, Thailand</p> <p>Paper 6 (147) Exploring Health Status Among Older Adults in Urban Community, Bangkok, Thailand Luckwirun Chotisiri, Thailand</p>
15.01-15.15	Afternoon Break
15.16-17.00	<p>Session B 4</p> <p>Paper 1 (21) A Study of Motivations Affect Internet Advertising Acceptance Anil DAL CANBAZOĞLU, Turkey</p> <p>Paper 2 (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, UAE</p> <p>Paper 3 (138) Result of the Empowerment Program on Promoting Perceived Self-Efficacy in Pregnancy Women for Diabetes Mellitus Prevention Petcharat Techathawewon, Thailand</p> <p>Paper 4 (104) Blended Learning Model and Achievement in a Foundation of Marketing Course Narumon Chomchom Thailand</p> <p>Paper 5 (123) The Application of Palmistry Knowledge in the Diagnosis of Diseases Following the Principles of Traditional Thai Medicine Phatphong Kamoldilok, Thailand</p> <p>Paper 6 (148) Comparison of Skin Appearance with Appropriate Time in Self Reflexology Area with Thai Traditional Medicine in Geriatrics Natsinee Sansuk, Thailand</p>
5 April 17 (W)	SESSION C

5 Apr 17(W) 09.00 – 10.30	Session C 1 Paper 1(44) The Impact of Corporate Social Responsibility on Corporate Reputation Capital Kritchanat Santawee, Thailand Paper 2 (80) London Interbank offer rate volatility: The US Dollar, the British Pound, the Japanese Yen and the Euro: How it affects Multinational companies (1986-2016) Alhassan Ndekugri, United State of America Paper 3 (72) Who are Nonvoters? Lyn Ragsdale and Jerrold G. Rusk, United State of America Paper 4 (45) Media Literacy: Advantages and Applications A Case Study of Srinakharinwirot University Sasithon Yuwakosol and Kritchanat Santawee, Thailand Paper 5 (52) Online Marketing Implemented on Higher Education in Thailand: A Case of International College, Suan Sunandha Rajabhat University Nalin Simasathiansophon, Thailand Paper 6 Effect of prosodic feature awareness training on intelligibility of speech by interpreter trainees: An experimental study Mahmood Yenkimaleki and Vincent J. Van Heuven, Netherlands
10.31 – 10.45	Morning Break
10.46 - 12.15	Session C2 Paper 1 (47) Face-to-face learning, cross-cultural virtual teams and study abroad: Incorporating experiential learning into a multi-modal class Denise Luethge and Carole Cangioni, United State of America Paper 2(127) Communicative Bilingual Approach in a Thai School on Vocabulary at Home and at School Suwaree Yordchim, Thailand Paper 3 (113) New Dimensions to Administrate Human Development to Conserve Buddhism of Mahayana Chinese SECT: The Study of Mungkornkamalawas Chinese Temple, Bangk Saowapa Phaithayawat Thailand Paper 4 (142) Promotion of Exercises for Elderly Anchalee Jantapo, Thailand Paper 5 (119) Development of Student Teachers' Reflective Thinking Abilities Sucheera Mahimuang, Thailand Paper 6 (101) Development of Analytical Reading Based on the Transactional Strategies Instruction Tasaneee Satthapong Thailand
12.16 – 13.30	Lunch Break
5 April 17(W) 13.31 – 15.00	Session C 3 Paper 1 (89) Dealing with Identity Loss and Stigma of Unemployment in Georgia - Perspective of Youth Associate Professor Anastasia Kitiashvili, Georgia Paper 2 (121) Prospective Study of Rabies Elimination Model and Strategy, Formulated by the People in 2-Epidemic Communities Thavatchai Kamoltham, Thailand Paper 3 (133) The Art of Designing, Fabric Pattern by Mold with Natural Dyes Chanoknart Mayusoh, Thailand Paper 4 (132) Fabric Printing Design, An Inspired From Thai Traditional Tin Toys Suwit Sadsunk, Thailand

	<p>Paper 5 (116) Topsis Method to Select Location of Grass Flower in Warehouse Martusorn Khaengkhan, Thailand</p> <p>Paper 6 (126) DEA Model Measuring Airport Performance in Thailand Piyaon Sriwan, Thailand</p>
15.01 – 15.15	Break
15.16 - 17.00	<p>Session C4</p> <p>Paper 1(41) Tourism Strategy in the Sun Triangle Analysis with the theory based on resources and institutional theory José G. Vargas-Hernández and Lic. Ana Yanetly Arias Orozco, Mexico</p> <p>Paper 2 (13) International Business: Trade and Potential Agricultural Policy Reforms in Sugar Markets Dr. Carolan McLarney and David Dilworth, Canada</p> <p>Paper 3(144) The History of Thai Women Lingerie Junjira Monnin, Thailand</p> <p>Paper 4 (124) Piet Mondrian's Painting Inspired Yves Saint Laurent, The World Class Fashion Designer Jaruphan Supprung, Thailand</p> <p>Paper 5 (143) The Pattern Design from Concept Carp Weave Siracha Samleethong, Thailand</p> <p>Paper 6 (129) The Participation in the Development of Packaging and Logos to the Needs of the Consumer Products Khaneonghin Community Personnel Bangkok Supassawee Morakul, Thailand</p>
6 April 17 (TH)	Session D
9.00-10.30	<p>Paper 1(66) Tourism Revenues Regression for Tourism Promotion Investment Decision-Madeira Case study Elvio Jose Sousa Camacho and Maria Manuela M. S. Sarmiento Coelho, Portugal</p> <p>Paper 2(6) The impact of two important factors on EFL Learners' Fluency Alireza Behfar, Iran</p> <p>Paper 3(11) The Influence of Facebook on Tourists' Purchase Intentions Assistant Professor Dr. Ahmet Ertugan, Turkey</p> <p>Paper 4 (18) Job Satisfaction and Employee Productivity in the Nigerian Public Sector Ezeamama Ifeyinwa G, Nigeria</p> <p>Paper 5 (19) Incentive Packages and Employees attitude to work in Nigeria Chibugo Mars Onwuka, Nigeria</p> <p>Paper 6(20) Dangerous Liaisons-Jewish Female Tourists and Local Arab Men in Sinai Darya Maoz, Israel</p>
10.31-10.45	Morning Break
10.46-12.15	<p>Paper 1(53) The Role of Reason and Moral Values in the Character Formation: Fârâbî Example Mehmet Ata Az, Turkey</p> <p>Paper 2 (54) The Motive Power of the Desire to Achieve Virtue Morality Murat Demirkol, Turkey</p> <p>Paper 3(59) Virtual Spaces and the Cultures of Modernity: Reflections on the Centrality of Culture and the Art of Storytelling Dr. Taleb Bilal Eli, UAE</p> <p>Paper 4 (63) Painting on the Wall: Social space occupied by women as patrons of religious art in Late Colonial Sri Lanka Dulma Karunarathna, Sri Lanka</p> <p>Paper 5 (94) Morality as the Basis of Developmental Transformation of Nigeria</p>

	<p>Dr. Veronica Uduak Onyemauwa, Nigeria</p> <p>Paper 6 (98) Antecedents of Customer Satisfaction Levels in UAE Museum Shops Akin Fadahunsi and Salwa Osama, UAE</p>
12.16-13.30	Lunch Break
13.31-15.00	<p>Paper 1 (92) Designing an English Language Learning Intervention Programme for South African Schools and Tertiary Institutions Dr. Theophilus Mukhuba, South Africa</p> <p>Paper 2 (83) Asymmetric Explication in Legal Translation: A Case Study of Qatari Translator Trainees Hisham Ali Jawad, Qatar</p> <p>Paper 3 (73) Exploring pre-service teachers' perceptions of their pedagogical preferences, teaching competence and motivation Sadiq Abdulwahed Ahmed Ismail and Adeeb Jarrah, UAE</p> <p>Paper 4 (52) Do Well-developed Audit Plans Enhance Audit Quality? Eun-sun, Ki and Kwang-Hwa, Jeong, South Korea</p> <p>Paper 5 (50) Effect of Paul the Persian's logical works on Al-Mantiq by Ibn al-Muqaffa Seyedmohammadreza Azarkasb, Iran</p> <p>Paper 6 (46) The 'Rule of Law' Implications of Technology-mediated Interfaces in Small and Low-valued Project Claims Dispute Resolution Udechukwu Ojiako, UAE</p>
	Conference Close
5-6 April 2017	<p>Participation and Discussion</p> <ol style="list-style-type: none"> 1. Dr. Bhasker Mukerji, Canada 2. Dr. Ahmad Alanezi, Kuwait 3. Dr. Waleed Alanzi, Kuwait 4. Dr. Seung Jeon, South Korea 5. Dr. Hyo-Yeun Park, South Korea 6. Dr. Mina Jafarabadi, Iran 7. Dr. Krupka Zoran, Croatia 8. Dr. Konstantinos Bellos, Greece 9. Dr. Omer Lans, Isreal 10. Dr. Linda Caudell, USA 11. Dr. Kerwin Swint, USA 12. Dr. Tracey Sigler, USA 13. Dr. Badriah Alhwaiddi, Saudi Arabia
7 April 2017	Free day to Join Academic Network and Travel in London by Participants