

International Academic Multidisciplinary Research Conference 2017

Proceeding of

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

*Zurich, Switzerland
10 – 12 July, 2017*

THE 2017 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
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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By Dr. Chayanan Kerdpitak & Professor Dr. Kai Heue & Professor Dr. Ebrahim Soltani, ICBTS Institute Conference Center & IJBTS International Journal of Business Tourism and Applied Sciences

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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 2017 of Conference on Business Tourism and Apply Sciences was held in Amsterdam. As always many members of the ICBTS 2017 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 2017 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 2017 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 2017 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 ZURICH PROGRAM

The 2017 ICBTS International Multidiscipline Research Conference Zurich	
10 July 17 8.20 - 09.00 (M)	REGISTRATION & WELCOME Welcome meeting at Novotel Zurich Airport Messe
	Session Chair <i>Professor Dr. Kai Heuer, Wismar University, Germany</i> <i>Professor Dr. Ya-Chen Su, University of Science and Technology, Taiwan</i> <i>Assoc. Professor Dr. Mahuya Bhaumik, University Kolkata, India</i>
10 July 17 09.15-10.30 (M)	<p>Session A1</p> <p>Paper 1 MENTAL HEALTH OF THE ELDERLY Nitaya Srijamnong</p> <p>Paper 2 RELATIONSHIPS BETWEEN NUTRITIONAL STATUS AND CHILD DEVELOPMENTS OF PRESCHOOL AT SAMUT SONGKHRAM KINDERGARTEN SCHOOL IN THAILAND Dr. Muntanavadee Maytapattana</p> <p>Paper 3 FAMILY PROBLEMS OF SEX-RISK FEMALE ADOLESCENT STUDENTS IN A HIGH SCHOOL AT SAMUT SONGKRAM PROVINCE, THAILAND Dr. Premwadee Karuhadej</p> <p>Paper 4 THE RESULTS OF NUTRITIONAL MONITORING PROGRAM AT ROUMATUL COMMUNITY BANGKOK Asst. Prof. Dr. Boonsri Kittichottipanich</p> <p>Paper 5 EVALUATION OF NURSING CURRICULUM Dr. Ponpun Vorasiha</p>
10.31 - 10.45	Morning Break
10.46 - 12.00	<p>Session A 2</p> <p>Paper 1 ANALYSIS ABOUT SEQUENTIAL PATTERN OF DISEASE BY KOREAN'S HEALTH INSURANCE CLAIMS DATA Yoonju An and Wan-Sup Cho and Jisoo Jeong</p> <p>Paper 2 MULTI-DIMENSIONAL ANALYSIS AND VISUALIZATION OF MOUNTAIN ACCIDENTS Jihyeon Lee and Dara Penhchet and Sujin Jung and Seung-Hyun Jung and Kyung-Hee Lee and Wan-Sup Cho</p> <p>Paper 3 HEALTH PROMOTION FOR THE ELDERLY Dr. Anchalee Jantapo</p> <p>Paper 4 HEALTH BEHAVIOR OF THE ELDERLY Asst. Prof. Lakana Yodkolkij</p> <p>Paper 5 THE PATTERN OF DAILY EXERCISE FOR THAI COMMUNITY DM. AT PREMRUTHAI PRAVATE COMMUNITY BANGKOK Assoc. Prof. Tipapan Sungkapong</p>
12.01-13.15	Lunch and Join Academic Network
13.15-15.00	<p>Session A 3</p> <p>Paper 1 SELECTED FACTOR RELATED TO FOOD COMSUMPTION BEHAVIOR AND HEALTH STATUS IN BUDDHIST MONKS WITH NON - COMMUNICABLE DISEASES Dr. Kanchana Kiatkanon</p>

	<p>Paper 2 THE STUDY OF DAILY FOOD CONSUMPTION AND NUTRITIONAL STATUS OF SCHOOL-AGE IN SAMUT SONGKHRAM PROVINCE Wipakon Sonsnam</p> <p>Paper 3 THE QUALITY OF LIFE OF REHABILITATED PATIENTS WITH DRUG-TAKING FROM REHABILITATION CENTER IN TEMPLES Dr. Tipvarin Benjanirat</p> <p>Paper 4 THE RELATIONSHIP BETWEEN KNOWLEDGE AND COMPLIANCE OF STANDARD PRECAUTIONS AMONG SENIOR NURSING STUDENTS Orathai Rungvachira</p> <p>Paper 5 THE EFFECT OF FALL PREVENTION PROGRAM ON FALLS AMONG ELDERLY AT BAN LOPBURI RESIDENTIAL HOME Monrudee Popijan</p> <p>Paper 6 COGNITIVE STUDY AND TREATMENT PROCESSES OF PARESIS AND PARALYSIS BY THAI TRADITIONAL DOCTORS Dr. Supalak Fakkham</p> <p>Paper 7 PROPERTIES AND METABOLITES FROM SUAN SUNANDHA PALACE HERBAL MASK UP RECIPE Thanya Promsorn</p>
15.01-15.15	Afternoon Break
15.16-17.15	<p>Session A 4</p> <p>Paper 1 AWARENESS OF LEARNING ENGLISH CORRELATED WITH LEARNING BEHAVIOR Phanee Rojanabenjakun</p> <p>Paper 2 THE ASSERTIVE, UNINHIBITED INDIAN WOMAN: RECENT BOLLYWOOD MOVIES SAY IT ALL! Associate Professor Mahuya Bhaumik</p> <p>Paper 3 A BLUEPRINT FOR REFORMING HONGKONG'S PERSONAL INJURY COMPENSATION Felix W.H. Chan and Wai-sum Chan</p> <p>Paper 4 MANAGING DIVERSITY IN SOUTH AFRICA: DYNAMICS, CHALLENGES AND PROSPECTS Estelle Bruhns</p> <p>Paper 5 APPROPRIATE OCCLUSION PROPORTIONS FOR CHINESE CHARACTERS Ching-Chih Liao</p> <p>Paper 6 THE DISCOURSE OF THAI IDENTITIES IN LOTTERY RITUALS Parinyaporn Sinnoo</p> <p>Paper 7 A TAILORED LANGUAGE LEARNING GAME FOR DEVELOPING EARLY ENGLISH READING SKILLS HyeSung Ji and Dr. Danial Hooshyar and Heuseok Lim</p> <p>Paper 8 A DATA-DRIVEN LANGUAGE LEARNING GAME FOR ADVANCING EARLY ENGLISH READING SKILLS OF YOUNG CHILDREN Dr. Danial Hooshyar and HyeSung Ji and Heuseok Lim</p>
	SESSION B
<p>10 July 17 09.15 -10.30 (M)</p>	<p>Session B 1</p> <p>Paper 1 TOWARDS A MORE COMPREHENSIVE BUSINESS COMMUNICATION COURSE THROUGH PRAGMATICS Professor Satyakesavarao Dronamraju</p> <p>Paper 2 MAINTAINING THE OCCUPATION ON THE EMBROIDERY OF PANTOMIME AND THAI DANCE-DRAMA COSTUMES OF THE ELDERLY IN KHIAN NIWAT COMMUNITY, TROK KAI CHAE, PHRANAKORN DISTRICT, BANGKOK Assoc. Prof. Saowapa Phaithayawat</p> <p>Paper 3 AN ANALYSIS OF THE AFFECTED DEMAND FOR INTERNATIONAL TOURISTS' EXPENDITURE OF ASEAN COUNTRIES IN THAILAND</p>

	<p>Veerapon Vongprasert Paper 4 ENGLISH INFLECTION IN PLURAL NOUNS WITH -F AND /F/ ENDING Asst. Prof. Dr. Suwaree Yordchim Paper 5 CREATING THE FLIPPED CLASSROOM: EFL READING COURSE DESIGN FOR ACTIVE LEARNING Hsin-Chou Huang</p>
10.31 - 10.45	Morning Break
10.46 - 12.00	<p>Session B 2 Paper 1 A DIFFERENT WAY TO BE WHITE: VALUING DIVERSITY IN EDUCATION, DEMOCRACY, AND TRUMP'S AMERICA Dr. Taharee A. Jacks Paper 2 FACTORS PREDICTING K-12 TEACHERS' APPROACH TO DEEP LEARNING IN ICT ENVIRONMENTS Cheeraporn Sangkawetai and Jariya Neanchaleay and Ravinder Koul Paper 3 THE EFFECTIVENESS OF LEARNING CRISIS RESPONSE STRATEGIES THROUGH MOVIES Proud Arunrangsiwed Paper 4 THE NONLINEAR MODEL OF ALCOHOLISM WITH EFFECT OF AWARENESS PROGRAMS BY MASS MEDIA OF THAILAND Dr. Piyada Wongwiwat Paper 5 EFL HIGH SCHOOL TEACHERS' INTERCULTURAL SENSITIVITY AND THEIR BELIEFS ABOUT INTERCULTURAL LEARNING Professor Ya-Chen Su Paper 6 ENGLISH AS A COMPULSORY SUBJECT AT THE ELEMENTARY LEVEL IN TAIWAN EFL TEACHERS' REFLECTIONS Professor Ya-Chen Su</p>
12.00 - 13.15	Lunch
13.16 - 15.00	<p>Session B 3 Paper 1 CONSUMER BASED BRAND EQUITY MODEL IS IT THE SAME FOR DIFFERENT DESTINATIONS OR DIFFERENT MARKETS Asli D. A. Tasci Paper 2 ROUTE OPTIMIZATION FOR TRAVELLING BY HIRING A CAR Chien-Che Huang and Rong-Chang Chen and Da-Yi Yanc Paper 3 DELAYED GRATIFIATION AND ITS RELATIONSHIP WITH BUSINESS STUDENTS' ETHICAL PERCEPTIONS OF CHEATING ACTIONS Rafik Elias Paper 4 A DEVELOPMENT OF 3-D WEB APPLICATION TO PROMOTE HERITAGE TOURISM OF SURAT THANI PROVINCE Dr. Kittikhun Meethongjan Paper 5 HOUSEHOLD SAVING POTENTIAL SUPPORTING TO FINANCIAL STABILITY IN SAMUT SONGKRAM Asst. Prof. Dr. Krisada Sungkhamanee Paper 6 CUSTOMER RELATIONSHIP MANAGEMENT IN NAKHONPATHOM PROVINCAIL WATERWOKS AUTHORITY Lamphai Trakoonsant Paper 7 A CORRESPOND TO EFFICIENT MANAGEMENT MODELS FOR AGRITOURISM BUSINESS IN EASTERN REGION OF THAILAND Dr. Chatchai Kongkul</p>
15.01-15.15	Afternoon Break
15.16-17.15	<p>Session B 4 Paper 1 POLITICAL ECONOMY OF MEDIA DEVELOPMENT AND MANAGEMENT OF THE MEDIA IN THAILAND</p>

	<p>Dr. Pichet Treewai</p> <p>Paper 2 EMPLOYEES PARTICIPATION IN CORPORATE SOCIAL RESPONSIBILITY OF THE ELECTRICITY GENERATING AUTHORITY OF THAILAND Asst. Prof. Dr. Sudabhorn Arundee</p> <p>Paper 3 POLICE AND PUBLIC PARTICIPATION MECHANISM FOR TRAFFIC PROBLEM-SOLVING DEPARTMENT STORE, SCHOOL AND MARKET AREA IN METROPOLITAN POLICE BUREAU THAILAND Asst. Prof. Pol.Gen.Lt. Dr.Narong Kulnides</p> <p>Paper 4 THE ADAPTTION OF THAI INDUSTRY TO ENTER ASEAN ECONOMIC COMMUNITY Dr. Natnaporn Aeknarajindawat</p> <p>Paper 5 PERCEPTION AND AWARENESS OF THAILAND SMART CITY Dr. Jetsarid Angsukanjanakul</p> <p>Paper 6 POTENTIAL FOR DEVELOPMENT AS A TOURIST ATTRACTION OF THE THAISONGDUM COMMUNITY, BAN PAISINGH, CHUMSAENG DISTRICT, NAKHORN SAWAN PROVINCE Wanchak Noichan</p> <p>Paper 7 THE APPLICATION OF KARANDA FRUITS (<i>CARISSA CARANDAS LINN.</i>) FOR AN ICE CREAM MAKING Ampornsri Pornpitakdamrong</p>
11 July 17 (TU)	SESSION C
11 July 17 09.15 - 10.30 (TU)	<p>Session C1</p> <p>Paper 1 THE DEVELOPMENT NETWORK OF INFECTIONS CONTROL: ACTION RESEARCH Nareelux Suwannobol and Srikiat Anansawat and Jintana Tapin</p> <p>Paper 2 FACTORS AFFECTING TO LOW BIRTH WEIGHT NEWBORN Natchira Winitchai</p> <p>Paper 3 PROBLEMS OF TRANSFERRING ARABIC HOMONYMOUS LEXICAL VERBS INTO ENGLISH: A SEMANTIC STUDY Msy f. Al.Shaikhli and Reem salah</p> <p>Paper 4 EXAMINATION OF THE LEVELS OF ETHICAL DECISION-MAKING IN DISASTER TRIAGE OF EMERGENCY HEALTHCARE PROFESSIONALS WORKING IN IZMIR ÜLHAN SEN</p> <p>Paper 5 STRESS LEVEL AND READINESS TO PRACTICE IN THE FUNDAMENTALS LABORATORY OF NURSING STUDENTS OF SURANAREE UNIVERSITY OF TECHNOLOGY Sirikon Khaobunmasiri</p>
10.31 - 10.45	Morning Break
10.46 - 12.00	<p>Session C 2</p> <p>Paper 1 THE SHIFT OF CONTAINERISATION INFLUENCE: LOGISTICS INNOVATION IN INTERNATIONAL BUSINESS Sherlita Nurosidah</p> <p>Paper 2 THE USING OF COOPERATIVE LEARNING (JIGSAW TECHNIQUE) TO ENHANCE LEARNING ACHIEVEMENT IN PSYCHOLOGY FOR TEACHERS SUBJECT OF STUDENT TEACHERS IN SURATTHANI RAJABHAT UNIVERSITY Putthachart Vuori</p> <p>Paper 3 USA VOTING RIGHTS FOR AFRICAN AMERICANS IN THE USA Serdar Ornek</p> <p>Paper 4 TEACHERS DECLARED INTENTIONS TO INCORPORATE SLA THEORY INTO TEACHING PRACTICE Paul Markham</p> <p>Paper 5 WOMEN ENTREPRENEURS IN INDIA: ISSUES AND POLICIES</p>

	Dr.Arisha Fatima Rizvi
12.00	Conference Close
11 July 17 09.15 - 10.30 (TU)	<p>Session C 3</p> <p>Paper 1 DETERMINANTS OF FARMERS INVESTMENT ON SUSTAINBLE AGRICULTURAL PRACTICES: EVIDENCE FROM AMHARA REGION, ETHIOPIA Atinkut Haimanot</p> <p>Paper 2 CAN A FILM STAR CREATE A STAR FASHION DESIGNER? Nilay Ulusoy</p> <p>Paper 3 TRANSLANGUAGING IN AN ACADEMIC WRITING CLASS: IMPLICATIONS FOR A DIALOGIC PEDAGOGY Hlavisio Motlhaka and Leketi Makalela</p> <p>Paper 4 ATTAINMENT GAP OF BLACK ASIAN MINORITY ETHNIC (BAME) STUDENTS Professor Charles Wild</p> <p>Paper 5 TRAUMATIC PERFORMANCE OF MANHOOD: RECEP IVEDIK 4, DUGUN DERNEK Murat Iri</p>
10.31 - 10.45	Afternoon Break
10.46 - 12.00	<p>Session C 4</p> <p>Paper 1 FUTURIST VIEW OF SOFTWARE TESTING: A NEW METHODOLOGY ADOPTING AGILE DEVELOPMENT TESTING IN V-MODEL Kevin Sungkur</p> <p>Paper 2 THE IMPACT OF "PIPELINE DIPLOMACY" ON CONFLICT RESOLUTION IN THE CAUCASUS CASPIAN REGION: THE CASE OF AZERBAIJAN AND AFGHNISTAN Dogan Girgin</p> <p>Paper 3 EFFICACY OF STRESS AND BURNOUT MANAGEMENT TRAINING FOR EMPLOYEES OF AN INDUSTRIAL COMPANY Salehe Piryaei and Molouk Khademi Ashkzari</p> <p>Paper 4 RECOGNIZINARBIC IN THE UNITED NATIONS AS AN OFFICIAL LANGUAGE: BLESSING OR CURSE? Reem. Sartawi and May.Al.Shaikhli</p> <p>Paper 5 THE IMPACT OF LANGUAGE ON CRETIVE EXPRESSION AND CROSS-CULTURAL SENSITIVITY: LANGUAGE AS A MEANS OF COMMUNICATION Sohani Gandhioke</p>
12.00	Conference Close
10-11 July 2017	<p>Participation and Discussion</p> <ol style="list-style-type: none"> 1. Dr. Waleed Alanzi, Kuwait 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. Jill Gunn, USA 7. Dr. Kerwin Swint, USA 8. Dr. Chris Bevan, USA 9. Dr. Badriah Alhwaidi, Saudi Arabia
12 July 2017	Free day to Join Academic Network by Participants