

International Academic Multidiscipline Research Conference Proceedings 2017



THE ICBTTS

International Academic Multidisciplinary Research Conference 2017

Proceeding of

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

*Paris, France
13–15 December, 2017*

THE 2017 ICBTS



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Gilbert Nartea, Lincoln University, New Zealand
Vipin Nadda, University of Sunderland, United Kingdom**

ISBN 978-616-406-740-6 (electronic book)

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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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THE 2017 ICBTS

Organised by

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

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Published by ICBTS Conference Center
225 Wilmington, West Chester Pike,
Chadds Ford, PA 19317, USA

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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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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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ISBN: 978-616-406-740-6 (electronic book)

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INTRODUCTION

We would like to welcome our colleagues to the International Business Education Social Sciences Humanities Tourism Transport Technology Research Conference. It is the nine series in 2017 of Conference on Business Tourism and Apply Sciences was held in Paris. 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 October between Europe and the rest of the world is now well established. This year's event in Madrid (Spain) London (UK) Las Vegas (USA) Munich (Germany) Amsterdam (Netherlands) Zurich (Switzerland) London (United Kingdom) Berlin (Germany) Paris (France) and another continues with the cultural following the very successful and productive event held in London in February 2018 in the field of various types for international academic research conference on Business Education Social Sciences Humanities and Technology. As usual The ICBTS 2018 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 Paris 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
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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.

2017 ICBTS CONFERENCE PARIS PROGRAM

The 2017 ICBTS International Multidiscipline Research Conference	
13 December 17 8.30-09.30 (W)	REGISTRATION & WELCOME Welcome meeting at The Novotel Convention & Wellness Roissy CDG
SESSION A	
13 December 17 09.40-10.40	<p>Session A1</p> <p>Paper 1 (29) Investigation of the Role of Mythical Birds in Ancient Iranian Culture and Myths Fatemeh Choghadaki and Dr Farrokh Hajiani and Dr. Mahmood Jafari Dehaghi, Iran</p> <p>Paper 2 (48) Foreign language learning diary: Critical reflective practice and action research Daniela Cecic, Spain</p> <p>Paper 3 (45) DEA MODEL MEASURING AIRPORT PERFORMANCE (Mae Fah Luang International Airport) Piyaon Sriwan, Thailand</p>
10.41 - 11.00	Morning Break
11.01 - 12.00	<p>Session A 2</p> <p>Paper 1 (28) Stress and Burnout Among Occupational Health and Safety Experts Prof. Dr. Serpil AYTAC and M.Sc Gizem AKALP, Turkey</p> <p>Paper 2 (46) Method to Location Selection for Grass Flower Warehouse in Chiang Rai Province by the Simple Additive Weighting (SAW) and the Analytic Hierarchy Process (AHP) Martusorn Khaengkhan, Thailand</p> <p>Paper 3 (17) Operational Challenges in Managing Micro Self Sufficient Resort Island in the Maldives Hassan Ali, Maldives</p>
12.01-13.00	Lunch Break
13.00-13.40	<p>Poster Session</p> <p>Paper 1 (42) The Comparison between Crime and its Punishment in pre Islamic and Islamic era in Iran Katayoun Fekripour, Iran</p> <p>Paper 2 (43) Comparison of Sacrifice Ceremonies in Iran and India Azadeh Heidarpoor, Iran</p> <p>Paper 3 (44) The End of the World Salvage Based on Mazdean Beliefs in Terms of Gāhān Texts Faribā Sharifiān, Iran</p>
13.41-14.40	<p>Session A 3</p> <p>Paper 1 (52) Development of a system to count number of rebars for inspection using vision recognition Jae Hoon Lee and Soo Hyun Ji and Mi Sun Park and Hyo Joo Shin and Woo Je Kim, South Korea</p> <p>Paper 2 (15) The Implications of Economic Growth without Development: A Case of the Nigerian Economy</p>

	<p>Dr. THANKGOD O. APERE, Nigeria</p> <p>Paper 3 (62) The Louvre Museum and its attention to tourists: the permanent quest to receive well</p> <p>Telma Lasmar Goncalves, Brazil</p>
14.41- 15.00	Afternoon Break
15.01 – 17.00	<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</p> <p>Dr. Nader S. Shemy, Oman</p> <p>Paper 2 (6) The Nigeria State and Dilemma of National Security: The Unthinkable Based Approach</p> <p>Osuchukwu Nkechi Cynthia, Nigeria</p> <p>Paper 3 (8) Exploring Creative Knowledge in Art</p> <p>Craig Mertens, Japan</p> <p>Paper 4(11) The Effect of Physical Evidence on Hotels Image (As Applied on Some Egyptian Hotels</p> <p>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.</p> <p>Akeel Ahmed, Pakistan</p> <p>Paper 6 (55) Exploring Common Misconceptions and Errors about Fractions among College Students in Saudi Arabia</p> <p>Yazan Alghazo</p>
	SESSION B
13 December 17 09.40 -10.40	<p>Session B 1</p> <p>Paper 1 (13) The Gothic and the Double in Frankenstein</p> <p>Kohil Mouna, Algeria</p> <p>Paper 2 (47) Teaching Moral Values Among School Going Adolescents</p> <p>Chandan Kumar and Mamta, India</p> <p>Paper 3 (55) Leaders for the Banking Industry: An investigation on effective leadership.</p> <p>U.L.T.P.Gunasekare, Sri Lanka</p>
10.41 – 11.00	Morning Break
11.01 – 12.00	<p>Session B 2</p> <p>Paper 1 (16) The Impact of ICTs on English Language Teaching in Algerian Universities</p> <p>Asma Rahmani and Athena Boukhoulouf, Algeria</p> <p>Paper 2 (33) Application of learning theories particularly in Visual design studies</p> <p>Umer Hameed1 and Saima Umer, Pakistan</p> <p>Paper 3 (59) Uncertainty Quantification in Rainfall Intensity Duration Frequency curves based on Historical Extreme Precipitation Quantiles</p> <p>Dr. Majid Mirzaeia and Seyedeh Parisa Ahmadia and Yuk Feng Huangb, Malaysia</p>
12.01 – 13.00	Lunch Break

13.41 – 14.40	<p>Session B 3</p> <p>Paper 1 (20) The Impact of Paul's Model for Critical Thinking on Achievement In Culture And Civilisation of Language(CCL) Module Athina BOUKHELOUF, Algeria</p> <p>Paper 2 (38) Psychological Capital and job Outcomes: Moderating Role of Intrinsic Motivation Dr Inam UL Haq, Pakistan</p> <p>Paper 3 (56) Artificial Neural Networks vs. ARIMA-GARCH in Stock Market Prediction: The Case of Tunisia and Morocco Dr. Imed Eddine CHERABI and Ms. Ahlam Mokrani, Algeria</p>
14.41-15.00	Afternoon Break
15.01-17.00	<p>Session B 4</p> <p>Paper 1 (34) Integration of Peace Concepts and Issues in the Social Science Curriculum of First Asia Institute of Technology and Humanities Yolanda D. Africaa, Mark Nicolas A. Macabulosb, Philippines</p> <p>Paper 2 (51) Innovative techniques for teaching and learning the oral skill: the case of Master students at the department of computer sciences Assoc. Prof. Dr cherchab Djaileb farida, Algeria</p> <p>Paper 3 (54) Educational Television in India: Challenges and Prospects Dr.V.Jagadeeshwar Rao and Dr.Lavanya Veeraneni, India</p> <p>Paper 4 (49) The Impact of Population Ageing on Economic Growth in South Asia Dr. D K Yapa Abeywardhana, Sri Lanka</p> <p>Paper 5 (26) The Relationship of Stress, Anxiety, and Depression with College Students Mehrddad Timachi and Afshin Khafi and Fatemeh Soleymani, Iran</p> <p>Paper 6 (21) THE APPLICATION OF COMPUTER BASED TEST IN JOINT MATRICULATION EXAMINATION IN NIGERIA: PROBLEMS AND PROSPECTS EBHODAGHE LENNARDS A, Nigeria</p>
SESSION C	
14 December 17 09.40 – 10.40	<p>Session C 1</p> <p>Paper 1 (41) Game Ranching in Southern Africa: A Balancing Act for Sustainability of Wildlife Conservation Nametsegang Motshegwa, Botswana</p> <p>Paper 2 (40) Community level impact of solar entrepreneurs in rural Odisha, India: The rise of women led solar energy based enterprises Dr Boidurjo Rick Mukhopadhyay and Dr Rodica Ianole, UK</p> <p>Paper 3(37) ROLE OF INFORMATION COMMUNICATION TECHNOLOGY (ICT) FOR EROSION OF ETHICAL VALUES Priya Sehjal, India</p>
10.41 – 11.00	Morning Break
11.01 - 12.00	<p>Session C2</p> <p>Paper 1 (36) Golden Brain Theory: GBT for English Language Learning Tapas Karmaker, Bangladesh</p> <p>Paper 2 (35) COMPARATIVE EFFECT OF USING JUST-IN-TIME TEACHING AND LECTURE METHOD ON STUDENTS' RETENTION IN FINANCIAL ACCOUNTING Enwere, Judith Ogechi, Nigeria</p> <p>Paper 3 (39) Philosophy: Crossing Roads of Sartre's "Nausea" and Kant's "Hope"</p>

	Irmak Güngör, Turkey
	SESSION D
14 December 17 09.40 - 10.40	<p>Session D 1</p> <p>Paper 1 (53) Sustainable Tourism and the Behavior of the Algerian Tourist: By using a Model of Discriminants Functions Benbouziane Mohammed, Algeria</p> <p>Paper 2 (31) The Notion of Terrorism in International Relations: A Theoretical Approach D VENKATA LAKSHMI TEJASWI, India</p> <p>Paper 3 (14) Making Meaning: An Interdisciplinary Approach to Senior Capstone Classes Dr. Jennifer A. Vincent, USA</p>
10.41 - 11.00	Morning Break
11.01 - 12.00	<p>Session D 2</p> <p>Paper 1 (7) A systematic literature review of organisational culture in different industries Tulsee Giri Goswami, India</p> <p>Paper 2 (9) APPROACHES TO EVALUATING TEACHER EFFECTIVENESS IN NIGERIA: A RESEARCH SYNTHESIS Dr. Amuche Christian Igomu and Dr. Shiaki Onesimus Bukus, Nigeria</p> <p>Paper 3 (19) Effect of religious holydays and optimism in analyst recommendations: Evidence from Arab Countries Harit Satt and Mrs. Fatima zahra Bendriouch and Mr. Souhail Ramid, Morocco</p>
13-14 Dec 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
15 December 17	Free day for participants without class
	Conference Close

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