

Conference Proceedings 2018



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Research Conference Proceedings 2018

International Academic Multidisciplinary Research Conference 2018

Proceeding of

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

*London, United Kingdom
7-8 February, 2018*

THE 2018 ICBTS



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Chayanan Kerdpitak, IBEST Conference & Publication, USA
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Gilbert Nartea, Lincoln University, New Zealand
Vipin Nadda, University of Sunderland, United Kingdom**

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Conference Three Themes

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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
- 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.

2018 ICBTS CONFERENCE LONDON PROGRAM

The 2018 ICBTS International Multidiscipline Research Conference	
7 February 18 8.30 – 09.20 (W)	REGISTRATION & WELCOME Welcome meeting at The Imperial London Hotel Russell Square
	SESSION CHAIR <i>Professor Dr. Kai Heuer, Germany</i> <i>Associate Professor Dr. Subadar Agathe Ushad, Mauritius</i> <i>Assistant Professor Dr. Hakam Salem Shatnawi, Jordan</i>
	SESSION A
7 February 18 09.30 – 10.45	<p>Session A1</p> <p>Paper 1 (38) Macroeconomic conditions and banking sector stability: evidence from EU countries Roman Angela and Bilan Irina, Romania</p> <p>Paper 2 (56) Factors influencing in Smart farm behavior's perception the case study of the Ban pong agricultural group in Rajchaburi Province Sirion Son-Ong, Thailand</p> <p>Paper 3 (43) System Agility: Evidence from Airlines Edward Ku and Alyssia Yeh, Taiwan</p> <p>Paper 4 (53) The supply chain management of the cultivated banana In Budhamonthon district, NakhonPathom province. ANCHALEE HIRANPHAET, Thailand</p> <p>Paper 5 (34) Behavioural Factors Influencing Individual Investors' Decision-Making: Evidence from Mauritius Subadar Agathe Ushad and Mootooganagen Ramen, Mauritius</p>
10.46 – 11.00	Morning Break
11.01 – 12.15	<p>Session A 2</p> <p>Paper 1 (6) Analysis and Forecasting of US N-Gas Industrial price series using Singular Spectrum Analysis Hardi Nabe Omer, Iraq</p> <p>Paper 2 (55) Causal Factors Development of Raw Material Suppliers That Influence Supply Chain and Affect the Performance of the Raw Material Suppliers. Textile and Garment Industry in Thailand. PONGTEP PHUDETCH, Thailand</p> <p>Paper 3 (44) Fake News: An Emerging Cause of Concern Sanlap Acharya and Shubhamoy Dey, India</p> <p>Paper 4 (52) The Logistics Cost Management of Okra Case Study: Lamlukbua Dontum District Nakhon Pathom Province VARAPORN SANINMOOL, Thailand</p> <p>Paper 5 (30) Job burnout for Employees in Jordanian Hotels Dr. Hakam Salem Shatnawi, Jordan</p>
12.16-13.15	Lunch Break
13.16-15.00	Session A 3

	<p>Paper 1 (54) Factors affecting to Logistics System of Second hand: Case study in Community Dump Phutthamonthon 3 Road Bangkok Dr. TOMMANEE SOOKSAI, Thailand</p> <p>Paper 2 (26) International cruise fleet reallocation during off-season period in the Northern Hemisphere: the attractiveness of southern destinations Mayara Thays Muller and Ana Luiza Beck Santos and Fernando Seabra, Brazil</p> <p>Paper 3 (62) Performance of Inventory Management Policies under Random Supply Disruptions Assistant Professor Soonhui Lee, Republic of Korea</p> <p>Paper 4 (50) Role of Implicit Social Exclusion in Influencing Employee Voice Behavior Qura-tul-aain Khair, Pakistan</p> <p>Paper 5 (46) Does online reviews posted on social networking sites affect consumer attitude towards a Brand? Abul Khair Jyote and Imtiaz Ali Prodhan, Bangladesh</p> <p>Paper 6 (28) Identification of Solutions Determining the Effectiveness of Instruments Used by the Labor Market Institutions for Activation of Need Persons Tomasz Kopyściński and Krzysztof Natalli, Poland</p> <p>Paper 7 (18) Home Based Enterprises in Housing Corridor of Developing Countries, The Case of Lagos Metropolis, Nigeria Dr. FARINMADE ADEMOLA, Nigeria</p>
15.01- 15.15	Afternoon Break
15.16-16.00	<p>Session A 4</p> <p>Paper 1 (27) Bangkok Queer Theatre Festival a Case Study of Sun Dance Theatre SUN TAWALWONGSRI, Thailand</p> <p>Paper 2 (22) Farewell to the Theory of Realistic Artistic Authenticity in Contemporary Chinese Literature Yuxin Zou, China</p> <p>Paper 3 (57) The Significance of White and Black Color between Fine Art and Music Nahla Mohamed Elgeneady and Walaa Atef Abd el Hameed, Egypt</p>
16.15 - 17.30	<p>Session A 5</p> <p>Paper 1 (12) Challenges in the use of Learning Management Systems in Saudi Arabian Universities Omran Alharbi and Professor Vic Lally, United Kingdom</p> <p>Paper 2 (13) Unbalanced acquisition of negation: Evidence from Cantonese-English children Robin Ruowei YANG, Hong Kong</p> <p>Paper 3 (41) Assessing the Attitudes and Perceptions of University Staff and Students on Blended Learning at The Maldives National University Niuma Mohamed, Republic of Maldives</p> <p>Paper 4 (33) A Practical Guide to Collaborative Writing Assignments as a Pedagogical Technique in Higher Education Implemented in an Economics Course Bahia Braktia and Belkacem Braktia, United State of America</p> <p>Paper 5 (42) English Collocations versus Arabic Collocations: A Contrastive View Rafe Zaabalawi, Kuwait</p>
	SESSION B

<p>7 February 18 13.16 – 15.00</p>	<p>Session B 1 Paper 1 (2) Criteria for Measuring Resilience of Youth-owned Small Retail Businesses in Selected Rural Areas of Vhembe District, South Africa Simbarashe Kativhu, South Africa Paper 2 (4) The role of Sustainable Urban Development in the construction of future cities Using the techniques of geographic models for some cities of Iraq Dr. Ahmed Mohamed Jihad al-kubaisi, Iraq Paper 3 (5) Towards Community Based Tourism (CBT) at Aida Refugee Camp Adel Adem, Palestine Paper 4 (9) Chilean uneven spaces: The extraction in the countryside and the accumulation in the metropolis Francisco Vergara-Perucich, Chile Paper 5 (10) The Influence of SMS Marketing on Consumers' Purchase Intention through Consumer Attitude Umer Ramzan, Pakistan Paper 6 (11) THE INFLUENCE OF SOCIAL MEDIA ON THE DEVELOPMENT OF THE CITIES Assistant Professor Dr. OSIAC DANIELA, Romania Paper 7 Sustainable Tourism and the Behavior of the Algerian Tourist: By using a Model of Discriminants Functions Benbouziane Mohammed, Algeria</p>
<p>15.01-15.15</p>	<p style="text-align: center;">Afternoon Break</p>
<p>15.16-17.00</p>	<p>Session B 2 Paper 1 (20) CRITICISM TOWARDS SURVEILLANCE SOCIETY AND POWER IN TURGAY NAR'S THEATRE PLAYS Assoc. Prof. Dr. Nurullah ULUTAŞ, Turkey Paper 2 (23) The impact of meanders on the river bottom topography and the formation of reverse slope and islands nuclei Asst. Prof. Dr. Osama Khazaal Al-Sherifi, Iraq Paper 3 (24) Modeling Digital Geographic Map for the border oil fields shared between Iraq and neighboring countries using GIS Prof. Makki Ghazi Abdullatif Al-Mohammadi, Iraq Paper 4 (25) THE ANTAGONISTIC NATURE OF THE UNITED STATES-IRAN RELATIONS: A CONSTRUCTIVIST PERSPECTIVE Melly Masni, Australia Paper 5 (31) TERRESTRIAL (3D) LASER SCANNING FOR PIPELINE MODELING APPLICATIONS Mohammed Al-Tawary, Kuwait Paper 6 (32) Impact of Human Resources Management Practices on Lecturers' Job Performance in Nigerian Universities Yusuf Alhaji Hashim, Nigeria Paper 7 (35) Intellectual Exile in Edward Said's Perspective Ahmed Saeed Otaiwi Joudarm, Hungary</p>
SESSION C	
<p>8 February 18 09.31 – 10.45</p>	<p>Session C 1 Paper 1 (37) Obioma's The Fishermen and the Redefinition of African Postcolonial Narrative Tragedy Ezechi Onyerionwu, Nigeria Paper 2 (40) Understanding Airport Helpers Behavior: How Perceived Organizational Support Affects</p>

	<p>Anisa Istiqomah, Indonesia Paper 3 (45) Engagement in Generation: Seeing Millennials through Reward Preferences Tiara Disya Zulaikha, Indonesia Paper 4 (47) Speed of internationalization and SMEs survival Jihye Choi and Jangwoo Lee, Korea Paper 5 (51) TOWARDS AN EMPOWERING PLANNING PROCESS IN THE AGE OF MEDIATISATION Mennatullah Hendawy, Germany</p>
10.45 - 11.00	Morning Break
11.01 - 12.00	<p>Session C 2 Paper 1 (58) Classroom Management Problems in basic government schools in Irbid Governorate Prof. Adnan badri Rezeq Al Ibrahim, Jordan Paper 2 (48) How does internationalization strategy influence the survival of SMEs? Byunghoon LEE and Jangwoo Lee, Korea Paper 3 (59) LCC and Millage Marketing AKIRA IDE, Japan Paper 4 (60) Israeli Hebrew Speaker Students' Grapples on Environmental Education with Arabic Speaker Pupils' Hen Firman and Yafa Sitbon and Ifaa Banner and Yulia Einav, Israel</p>
SESSION D	
<p>8 February 18 09.31 - 10.45</p>	<p>Session D 1 Paper 1 (1) The Tradition of Protest Poetry in Northern Nigeria: A Comparative Study of the Poetry of Sa'adu Zungur and Idris Amali Dikko Muhammad, Nigeria Paper 2 (7) Niger-delta crisis: its causes and effects on the socio-economic life of the people of Ogoni, rivers state, Nigeria. Ibrahim Ghide Adamu, Nigeria Paper 3 (14) The study of optimizing facility development scale of a recreational area project Hsin-Yun Lee, Taiwan Paper 4 (29) The Polemic of Online Transportations Existence that Challenge the Motorbike Pedicab 'Betor' as Tourism Icon of Medan In Search of Better Policy for the Government of Medan, Indonesia Syaravina Lubis, SH and Puput Astria, SH and Juli Sartika, Amd, United Kingdom Paper 5 (39) War Destroys Business: A Reality Check Imran Naseem and Saeed Akbar, Pakistan</p>
10.45 - 11.00	Morning Break
11.01 - 12.00	<p>Session D 2 Paper 1 (61) Designing a Robust Non-Linear Automatic Controller for Very Large Crude Carriers in Harbor Maneuvers by applying Modified Decoupling Control Methodology Nguyen Thanh Hoa and Tran Van Hiep and Le Minh Duc and Luong Thi Hong, Vietnam Paper 2 (63) THE IMPACT OF INTERNAL AUDITING AS A VERITABLE TOOL TOWARDS ORGANIZATIONAL GROWTH. Eneh Uchenna B., Nigeria Paper 3 (64) DESIGNING A NEW AND EFFECTIVE SPEED SENSORLESSS CONTROLLER FOR 3-PHASE INDUCTION MOTORS BY APPLYING DE-COUPPLING METHODOLOGY</p>

	Luong Thi Hon and Le Minh Duc, Vietnam
	Session E
7-8 Feb 2018	<p align="center">Participation and Discussion</p> <ol style="list-style-type: none"> 1. Mohsen Mohammed M Alshaibani, United Kingdom 2. Abdulrahman Khalid Bin Salman, United Kingdom 3. Tareq Ahmed O Alothaim, United Kingdom 4. Sameer ALjohani, United Kingdom 5. Aishath Naziya Niyaz, Maldives 6. Tomasz Kopyściański, Poland 7. Duke-Henshaw, Nigeria 8. Bilan Irina, Romania
	Conference Close

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