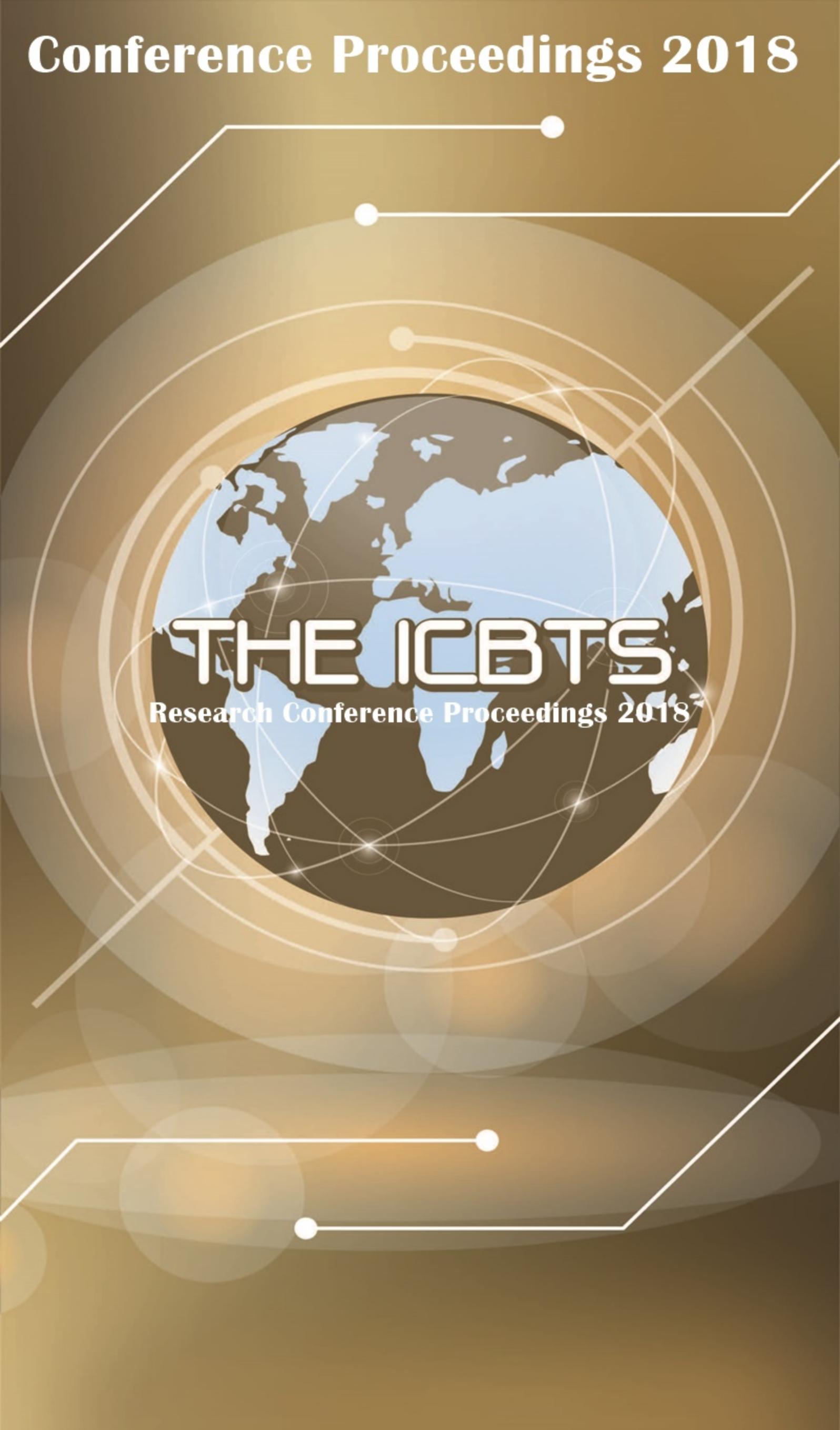


Conference Proceedings 2018



THE ICBTS
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**

*Oslo, Norway
25 – 27 July, 2018*

THE 2018 ICBTS



**Edited by Kai Heuer, Wismar University, Germany
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Ebrahim Soltani, Hamdanbin Smart University, UAE
Gilbert Nartea, Lincoln University, New Zealand
Vipin Nadda, University of Sunderland, United Kingdom**

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Conference Three Themes

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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 Education Social Sciences Humanities Tourism Transport Technology Research Conference. It is the nine series in 2018 of Conference on Business Tourism and Apply Sciences was held in Paris. As always many members of the ICBTS 2018 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 Vienna (Austria) London (UK) Las Vegas (USA) Amsterdam (Netherlands) Zurich (Switzerland) Oslo (Norway) Helsinki (Finland) Berlin (Germany) Rome (Italy) Lisbon (Portugal) Lucerne (Switzerland) 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 2018 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.

2018 ICBTS CONFERENCE OSLO PROGRAM

The 2018 ICBTS International Multidiscipline Research Conference	
25 July 18 8.30 – 09.10 (W)	REGISTRATION & WELCOME Welcome meeting at The Park Inn Radisson Hotel Oslo
	Session Chair
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10.31 – 10.45	Morning Break
10.46 – 12.15	Session A 2 Paper 1 (28) THE EVALUATION OF OUTPUT ERRORS FOR MATHEMATICAL OPTIMIZATION MODELS CONTAINING UNCERTAIN PARAMETERS IN THE CONSTRAINT SET Professor Shang yao Yan and Sin-Siang Wang Paper 2 (60) THE EDUCATIONAL DIFFICULTIES FOR THE SEASONAL NOMADIC/ SEMI-NOMADIC CHILDREN IN TURKEY: WORK AT FARM SUFFER IN THE SCHOOL A WORLD FAR BEYOND REALITY AND DREAMS A. Baran Dural Paper 3 (64) DISTRIBUTION-FREE EWMA CONTROL CHARTS FOR MONITORING PROCESS VARIABILITY Shin-Li Lu Paper 4 (52) BIOBANK SLEUTHS – LEGAL ISSUES AROUND WHEN THE SEARCH FOR LONG-LOST RELATIVES REVEALS A KILLER IN THE FAMILY Leanne DeFoor Paper 5 (23) A MIXED-METHOD STUDY ON AGING-IN-PLACE FACTORS AMONG OLDER ADULTS IN TWO VILLAGES IN FLORIDA, USA Su-I Hou and Kelly, A. and Niec, G. and Rosenthal, M.P., and Ekanauake, R. Paper 6 (22) DIGITAL STORYTELLING PROJECTS COMBINED WITH SOCIAL AND ECOLOGICAL FRAMEWORK APPLICATIONS TO EXAMINING HEALTH DISPARITIES AMONG VULNERABLE GROUPS Su-I Hou
12.16-13.15	Lunch Break
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	<p>Paper 6 (47) A COMBINED MULTI CRITERIA DECISION MAKING METHOD FOR ERP PROJECT MANAGER SELECTION Ali Fuat Guneri and Muhammet Gul and Erkan Celik and Alev Taskin Gumus</p> <p>Paper 7 (56) DEHYDRATION OF ETHANOL OVER PHOSPHORUS MODIFIED ALUMINA-SILICA CATALYSTS Sasiradee Jantasee and Inthira Kaewsukprasit and Charinthip Panjaitat</p>
15.01– 15.15	Afternoon Break
15.16 – 17.00	<p>Session A 4</p> <p>Paper 1 (20) THE EFFECTIVENESS OF PEER TEACHING AND THE LANGUAGE BARRIER IN COMPARISON OF MARKETING STUDENTS OF HIGH EDUCATION IN THAILAND Komm Pechinthorn</p> <p>Paper 2 (39) SERVICE MARKETING MIX AFFECTING, WITH SALES PERFORMANCE AND REPURCHASE IN SOUVENIR STORE OF THALE NOI AREA, PHATTHALUANG, THAILAND Weerawan Marangkun and Chuanpit Jeyakom</p> <p>Paper 3 (37) MARKETING MIX RELATE TO TOURISM MOTIVATIONS OF FOREIGN TOURISTS TO PARTICIPATE THAI BOXING ACTIVITY IN PHUKET PROVINCE, THAILAND Bootsarin Kuniard and Weerawan Marangkun</p> <p>Paper 4 (36) THE DECISIONMAKING PROCESS TOWARDS THAI TRADITIONAL MASSAGE OF THE GOVERNMENT MEDICAL HEALTH SERVICE IN SONGKHLA PROVINCE Auntika Thipjumnong and Monthana Kongkaew</p> <p>Paper 5 (51) THE CIRCUMSTANCE OF HOUSEHOLD DEBT AND THE CREATION OF FINANCIAL DISCIPLINE FOR CREATING HOUSEHOLD SUFFICIENT ECONOMY Monthana Kongkaew and Nadponpichai Dulayavatit and Kulteera Thongyai</p> <p>Paper 6 (61) THE STUDY OF SOCIAL WELFARE NEEDS OF ELDERLY IN PHAWONG SUB DISTRICT, MUANG DISTRICT, SONGKHLA PROVINCE Nongyao Intasaro and Weerawan Marangkun</p> <p>Paper 7 (38) THE STUDY OF PURCHASING BEHAVIOR OF OTOP PRODUCT VIA SOCIAL NETWORK Patraporn Kaewkhanitarak and Suchada Srischuar</p>
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Morning Break in the room	
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27 July 2018	Free day for Participants

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