

# Conference Proceedings 2018



**THE ICBTS**  
Research Conference Proceedings 2018

**International Academic Multidisciplinary Research Conference 2018**

**Proceeding of**

**INTERNATIONAL CONFERENCE ON BUSINESS EDUCATION SOCIAL SCIENCES  
AND TECHNOLOGY**

*Berlin, Germany  
13-15 September, 2018*

**THE 2018 ICBTS**



**Edited by Kai Heuer, Wismar University, Germany  
Chayanan Kerdpitak, IBEST Conference & Publication, USA  
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**

*The International Business Tourism and Applied Sciences Research Conference*

*The International Education Social Sciences and Humanities Research Conference*

*The International Conference on Business Education Social Sciences and Technology*

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## INTERNATIONAL CONFERENCE ON BUSINESS EDUCATION SOCIAL SCIENCES AND TECHNOLOGY

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# THE 2018 ICBTS

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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
- 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 IBEST CONFERENCE BERLIN PROGRAM

<b>IBEST 2018 INTERNATIONAL CONFERENCE ON BUSINESS EDUCATION SOCIAL SCIENCES AND TECHNOLOGY IN BERLIN</b>	
<b>13 Sep 18</b> 12.30 - 13.30 (W)	<b>REGISTRATION &amp; WELCOME</b> Welcome meeting at The Mercure Hotel Berlin
	<b>Session Chair</b> <i>Dr. Douglas J Marshall, USA</i>
<b>13 Sep 18</b> 13.30 -14.40	<p><b>Session A1</b> Social Sciences</p> <p><b>Paper 1 (22)</b> ACADEMIC PERFORMANCE STUDENTS OF HIGH-SCHOOL- INTEGRATED TECHNICAL COURSE IN CHEMISTRY BY IFMA - MONTE CASTELO CAMPUS Rogério de Mesquita Teles and Patrícia Nogueira Moraes, <b>Brazil</b></p> <p><b>Paper 2 (17)</b> Mathematics Studies in Multicultural Classrooms Prof. Ilana Levenberg and Prof. Dorit Patkin., <b>Isreal</b></p> <p><b>Paper 3 (20)</b> DEVELOPMENT OF THREE-DIMENSIONAL PRINTING FILAMENTS Rwei-Ching Chang and Fa-Ta Tsai, <b>Taiwan</b></p> <p><b>Paper 4 (23)</b> Workplace bullying in schools: a socio-cultural perspective Prof. Nita Corene De Wet, <b>South Africa</b></p>
14.41- 15.00	Morning Break
15.01 - 16.20	<p><b>Session A 2</b> Social Sciences</p> <p><b>Paper 1 (25)</b> The spoken language as a tool for area calculations of complex shapes - combinations of squares and circles Dr. Ronit Bassan-Cincinatus, <b>Isreal</b></p> <p><b>Paper 2 (27)</b> Influence of cognitive conflict on mathematical word problem solving Dr. Ronit Bassan-Cincinatus, <b>Isreal</b></p> <p><b>Paper 3 (37)</b> Interaction Quality, Physical Environment Quality, Outcome Quality, and Access Quality Affecting Experiential Quality for Water Park Visitors: A Case Study of Vana Nava Water Jungle, <b>Thailand</b> Noppanon Homsud, Thailand</p> <p><b>Paper 4 (24)</b> Women Empowerment: Endorsing Education to Nepalese Women Padam Bahadur Chand, <b>Nepal</b></p>
	<b>SESSION B</b>
<b>13 Sep 18</b> 13.30 -14.40	<p><b>Session B 1</b></p> <p><b>Paper 1 (1)</b> Business Opportunities and Challenges of e-commerce Based Cab Services in India Sakshi Dalicha, <b>India</b></p> <p><b>Paper 2 (3)</b> Job Redesign and Unplanned Absenteeism with the Moderating Effect of Organizational Culture in Ministries of Bayelsa State Civil Service</p>

	<p>Don-Solomon, Amakiri, <b>Nigeria</b>  <b>Paper 3 (13)</b> Challenges and Success Mantras by Unorganized Retailers to Cope with Organized Retailers in India  Dr. Sanjeev Bansal, <b>India</b>  <b>Paper 4 (13)</b> Impact of Financial Ratio Analysis and Corporate Profitability: A Case of Textile Industry of Pakistan  Assistant Professor Muhammad Mahmood Shah Khan, Iffat Batool, <b>Pakistan</b></p>
14.41 - 15.00	<b>Morning Break</b>
15.01 - 16.20	<p><b>Session B 2</b>  <b>Paper 1 (30)</b> Implementation of CSR Expenditure by Indian Corporate Sector and Profit Optimization—Reality for Environmental Concerns  Dr. Kamlesh Pritwani, <b>India</b>  <b>Paper 2 (37)</b> Using Literature to Promote Learner - Centered Pedagogies in EFL Teaching  Arpine Sargsyan, <b>Armenia</b>  <b>Paper 3 (45)</b> Reshaping IT Manager Competencies: A Proposed IT Management Program for the Public IT Workforce in the Kingdom of Saudi Arabia  Mohammed A. Gharawi, <b>Saudi Arabia</b>  <b>Paper 4 (7)</b> Administrative and Human-Health-Related Factors as Correlates of Antenatal Care Service Utilisation Among Pregnant Women in Ekiti State, Nigeria  ALADE, Temitope. T., <b>Nigeria</b></p>
<b>SESSION C</b>	
<p><b>14 Sep 18</b>  09.20 - 10.40</p>	<p><b>Session C 1</b>  <b>Paper 1 (48)</b> Sustaining independent Language Learning Via Mobile Tagging: The Use of Quick Response Code to Enhance Students Motivation in an Algerian University EFL Classroom  Dr. Mimouna ZITOUNI, <b>Algeria</b>  <b>Paper 2 (44)</b> Leadership Framework in Kindergarten Education  Joanne Marie Igoy-Escalona, <b>Philippines</b>  <b>Paper 3 (29)</b> Pushover Analysis and Incremental Dynamic Analysis of Steel Braced Reinforced Concrete Frames  Sangar Saud Hamad Amin, <b>Iraq</b>  <b>Paper 4 (29)</b> Human and Nonhuman Challenges in an ESP Teaching Learning Context: Investigating Speaking Performance Deficiency Among Algerian Learners of Business English at University Level  Mimouna ZITOUNI and Lahcen ADDI, <b>Algeria</b></p>
10.41 - 11.00	Morning Break
11.01 - 12.20	<p><b>Session C2</b>  <b>Paper 1 (39)</b> Influence of Moringa (Moringa Oleifera) Leaf and Seed Extracts on <math>\alpha</math>-AMYLASE AND <math>\alpha</math>-GLUCOSIDASE inhibitory Properties of Acarbose  Akintemi Abimbola O and 2Ganiyu Oboh and Ibukun Emmanuel O, <b>Nigeria</b>  <b>Paper 2 (50)</b> The objectives of Nigeria's foreign policy in relation to African states between 1960-2015.  Aliyu Adamu Imam and Dr. Tindi Seje Nuru, <b>Nigeria</b></p>

	<p><b>Paper 5 (15)</b> Knowledge, Attitude and Perception of Parents on Maternity, Newborn and Child Health (MNCH): A Qualitative Assessment in some Selected Rural Areas in Kaduna State Gimba Victor Kyari, <b>Nigeria</b></p> <p><b>Paper 4 (29)</b> Dialogue rather than law can wipe out Female Genital Mutilation (FGM). A case study of Uganda. NAMBOGA ALICE and AGARA DANIEL and MUTEBI RONALD and BALWA MORRIS, <b>Uganda</b></p>
	<b>SESSION D</b>
<p><b>14 Sep 18</b> 09.20 - 10.40</p>	<p><b>Session D 1</b></p> <p><b>Paper 1 (6)</b> Poverty as the Bane of Street Children in Kano Metropolis, Northwestern, Nigeria, 1999-2016 AZEEZ FATIMO MOROMOKE, <b>Nigeria</b></p> <p><b>Paper 2 (22)</b> Illusion, Gender Bias and Conflict in Ancient Indian Literature: A Presentation / Interpretation of Episodes in Ramayana And Mahabharata Dr. Madan Mohan Beura, <b>India</b></p> <p><b>Paper 3 (16)</b> Effect of Traffic Volume, Vehicular Speed and Road Grades on Air Pollution in Amman Eman Anan Shehadeh, <b>Jordan</b></p> <p><b>Paper 4 (29)</b> Key Successes Strategy of Organization Efficiency in Frozen Seafood Business for Exporting Dr. Chayanan Kerdpitak, <b>Thailand</b></p>
10.41 - 11.00	Break
11.01 - 12.20	<p><b>Session D 2</b></p> <p><b>Paper 1(17)</b> Bullying Incidents Experienced by Indigenous Students their Coping Mechanism and Parental involvement: Basis for a Child Protection Program of KNHS Reyselle Ann N. Teodosio, <b>Philippines</b></p> <p><b>Paper 2 (18 Paper 1 (9))</b> The Loud Silence: Silent Role Play to Develop Effective Communication and Listening Skills Manas Moulic and Dr. Mojibur Rahman, <b>India</b></p> <p><b>Paper 3 (28)</b> Implication of School Management in Improving Students Academic Performance at Public Primary Schools in Kigali City, Rwanda Eugene UWIMANA, <b>Japan</b></p> <p><b>Paper 4 (29)</b> Effects of Globalisation on Education and Culture Assistant Professor Deepthi Kambala, <b>India</b></p>
<b>13-14 Sep 2018</b>	<b>Participation and Discussion</b>
	<ol style="list-style-type: none"> <li>1. Alaa Tope, Nigeria.</li> <li>2. Fouzia Zakari, USA.</li> <li>3. Torki Alshaya, USA.</li> <li>4. Dr. Sohir Saridi, Tunisia</li> <li>5. Dr. Le Mih Dic, Vitenam</li> <li>6. Dr. Atef Abd Hamead, Egypt</li> <li>7. Dr. Rafe Zabalarawi, Kuwait</li> <li>8. Dr. Eyechi Onyerion, Nigeria</li> </ol>
	<b>Conference Session Close</b>

<b>15 Sep 2018</b>	<b>Join Academic to your need without session</b>

**The Schedule will be change to appropriate for our Participants**