

Conference Proceedings 2018



THE ICBTS
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International Academic Multidisciplinary Research Conference 2018

Proceeding of

**INTERNATIONAL ACADEMIC MULTIDISCIPLINARY RESEARCH
CONFERENCE IN ROME 2018**

*Rome, Italy
28 – 30 November, 2018*

THE 2018 ICBTS ROME



**Edited by Kai Heuer, Wismar University, Germany
Chayanan Kerdpitak, IBEST Conference & Publication, USA
Bob Barrett, American Public University, USA
Ebrahim Soltani, Hamdanbin Smart University, UAE
Vipin Nadda, University of Sunderland, United Kingdom**

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Organised by

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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 & Economic
- Social Sciences
- Education & Teaching
- Sciences & Technology
- Tourism & Transport
- Hospitality & Healthcare Management

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2018 ICBTS CONFERENCE ROME PROGRAM

The 2018 ICBTS International Multidiscipline Research Conference	
28 Nov 18 7.45 – 08.00 (W)	REGISTRATION & WELCOME Welcome meeting at The Golden Tulip Rome Airport Hotel Fiumicino
	Session Chair Prof. Dr. Bob Barrett, American Public University, USA. Asst Prof. Dr. M. Emre ERGÜL, İzmir Ekonomi University, Turkey
28 Nov 18 08.00 -10.15 (W)	Session A1 Paper 1 (6) LEARNING ACHIEVEMENT OF STROKE OF THE ELDERLY IN SAMUTSONGKRAM PROVINCE, THAILAND Supparas Oatsawaphonthanaphat, Professor Dr. Wichai Srikam, Urai Kiatrapin Paper 2 (8) THE STUDY ON FACTORS THAT AFFECTED DEMOCRATIC POLITICAL VIEWPOINT WITH MAINSTREAM MEDIA EXPOSURE Veerapon Vongprasert Paper 3 (10) FOREIGN TEACHERS’ PERCEPTION OF THE EFFECTIVENESS OF COOPERATIVE LEARNING METHODOLOGY IN IMPROVING THAI STUDENTS’ LEARNING ATTITUDES TOWARD ENGLISH LANGUAGE Abigail Melad Essien Paper 4 (11) THE USE OF RESEARCH-BASED LEARNING FOR ENHANCING THE STUDENTS’ LEARNING SKILLS AND THE CREATIVE WAYS TO HELP SOLVE THE STUDENTS’ ENGLISH PRONUNCIATION PROBLEMS Teeraporn Plailek Paper 5 (12) THE DEVELOPMENT OF STUDENTS’ SUMMARIZING SKILLS THROUGH MIND MAPPING AND THINK-PAIR-SHARE TECHNIQUE Asst. Prof. Sirimanee Banjong Paper 6 (13) A STUDY OF THE STUDENTS’ ABILITY IN SPEAKING MEANINGFUL SKILLS, USING SMALL GROUP DISCUSSION AS A TEACHING METHOD AT SUAN SUNANDHA RAJABHAT UNIVERSITY Asst. Prof. Suphanwadee Waiyaroop Paper 7 (14) FACTORS AFFECTING EMOTIONAL QUOTIENT OF THE TEACHER STUDENT, FACULTY OF EDUCATION, SUAN SUNANDHA RAJABHAT UNIVERSITY Panuwat Sivaskunraj Paper 8 (15) THE STUDY OF THE EMPLOYERS’ SATISFACTION TOWARD GRADUATES’ QUALIFICATION FROM DEPARTMENT OF EARLY CHILDHOOD EDUCATION, FACULTY OF EDUCATION, SUAN SUNANDHA RAJABHAT UNIVERSITY Chompunuj Limlertmongkol Paper 9 (16) THE RESEARCH ON 5TH YEAR INTERNS’ RESEARCH PROBLEMS IN FACULTY OF EDUCATION, SUAN SUNANDHA RAJABHAT UNIVERSITY Dr. Kannika Bhiromrat
	Morning Break in the room
10.15 – 12.30	Session A 2 Paper 1 (20) GUIDELINE ON STEM LEARNING EXPERIENCE MANAGEMENT FOR EARLY CHILDHOOD Assoc. Prof. Dr. Nuntiya Noichun

	<p>Paper 2 (23) EFFECT OF POSITIVE DISCIPLINE PROGRAM FOR ADOLESCENCE IN SCHOOL Petcharat Techathawewon, Areeya Techamaitrechit</p> <p>Paper 3 (27) NEED ANALYSIS OF PROFESSIONAL ENGLISH SKILLS TRAINING FOR NURSE STUDENTS OF SUAN SUNANDHA RAJABHAT UNIVERSITY, THAILAND Assoc. Prof. Tipapan Sungkapong</p> <p>Paper 4 (30) THE RESULTS OF HEALTH CARE PARTICIPATION LEARNING IN ELDERLY Asst. Prof. Dr. Boonsri Kittichottipanich, Boonsri Lertviriyachit, Asst. Prof. Dr. Sudpranorm Smuntavekin, Kanjana Siricharoenwong, Asst. Prof. Oranuch Chaopreecha</p> <p>Paper 5 (31) HAPPINESS OF THE UNDERGRADUATE STUDENTS Asst. Prof. Oranuch Chaopreecha</p> <p>Paper 6 (32) THE FACTORS RELATED TO NUTRITIONAL STATUS OF WORKING AGE GROUP IN SUAN SUNANDHA RAJABHAT UNIVERSITY Dr. Kanit Ngowsiri, Kanya Napapongsa</p> <p>Paper 7 (33) CARING OF DEPENDENT OLDER PEOPLE BY FAMILY CAREGIVER: QUALITATIVE RESEARCH SYNTHESIS Dr. Araya Tipwong, Dr. Thitavan Hongkittiyanon, Asst. Prof. Dr.Premwadee Karuhadej, Tanawat Ruamsook, Sasitorn Sinvarapun</p> <p>Paper 8 (34) EFFECTIVENESS OF AN INTEGRATED PROGRAM ON SELF-EFFICACY FOR INCREASE QUALITY OF LIFE IN ELDERLY Dr. Thitavan Hongkittiyanon, Dr. Araya Tipwong, Lakana Yodkoldij, Jiraporn Rakkarn</p> <p>Paper 9 (35) KNOWLEDGE ATTITUDE AND PRACTICE REGARDING TO SAFETY BEHAVIOR AMONG YEAR 1, 2 VOCATIONAL STUDENTS IN GOVERNMENT VOCATIONAL COLLEGES, URBAN, THAILAND Dr. Rapat Eknithiset</p>
12.30-13.30	Lunch
13.30-15.30	<p>Session A 3</p> <p>Paper 1 (106) THE SOCIAL AND CULTURAL STRUCTURE OF THE OTTOMAN CITY Dr. Hayriye Oya SAF and Asst Prof. Dr. M. Emre ERGÜL</p> <p>Paper 2 (111) GENDER DIVERSITY OF STAGE PLAY “PLENG SUD TAI (THE LAST SONG)” Sun Tawalwongsri</p> <p>Paper 3 (112) USING ROLE-PLAY ACTIVITY FOR COMMUNICATION DEVELOPMENT AND COORDINATION KUSUMA TEPHARAK and Pukkaporn Pimsarn</p> <p>Paper 4 (113) THE TREND AND CREATION OF SSRU THEATRE FESTIVAL (2012-2017) Puthita Suebsa and Sun Tawalwongsri</p> <p>Paper 5 (117) THE CONCEPT, TYPES AND FEATURES OF THE LEGAL STATUS OF AGRICULTURAL COOPERATIVES IN KAZAKHSTAN: PROBLEMS AND PROSPECT Prof. Dr. Yerkinbayeva L.K.and Kalymbek B.and Acting Assoc. Prof. Aigarinova G.T</p> <p>Paper 6 (118) THE CAUSES THAT MAY LEAD TO THE BALANCES SCORECARD’S FAILURE: AN EXTENDED FRAMEWORK FOR A CRITICAL REVIEW Ivo Hristov and Antonio Chirico</p> <p>Paper 7 (110) CREATING A VIRTUAL CONSULTANTSHIP FOR STUDENTS WITH DISABILITIES Prof. Dr. Bob Barrett</p>
15.30	Conference Close
	SESSION B
28 Nov 18	Session B 1
08.00 -10.15 (W)	<p>Paper 1(1) THE DIFFERENCE OF CHINESE TOURISTS’ POPULATION AND SOCIAL FACTORS TOWARDS THEIR SATISFACTIONS IN CULTURAL TOURISM ATTRACTION PLACE MANAGEMENT WHILE VISITING WAT RAKHANG KOSITARAM, BANGKOK Dr.Rumpapak Luekveerawattana</p>

	<p>Paper 2 (2) PRODUCT DEVELOPMENT OF MACARON WITH WILD ALMOND POWDER SUBSTITUTE FOR ALMOND POWDER Jiraporn Weenuttranon, Nunyong Fuengkajornfung, Tidarat Sanprom</p> <p>Paper 3 (3) EFFECT OF GLUCOMANNAN ON QUALITY OF PURPLE SWEET POTATO MILK PASTEURIZED Tidarat Sanprom, Jiraporn Weenuttranon, Nunyong Fuengkajornfung</p> <p>Paper 4 (4) DEVELOPMENT OF ICE CREAM FROM RICE MILK Nunyong Fuengkajornfung, Tidarat Sanprom</p> <p>Paper 5 (5) AN ANALYSIS OF THE LOCATIONAL PATTERN OF HOSPITALS IN THAILAND Professor Dr. Wichai Srikam, Supparas Oatsawaphonthanaphat</p> <p>Paper 6 (7) POPULAR THAI FOOD RECIPES IN FOREIGN: A CASE STUDY OF TAMMY'S THAI RESTAURANT IN ENGLAND Phatphong Kamoldilok, Orawan Sinpaiboonlert, Mukda Tosang</p> <p>Paper 7 (9) TIGHTNESS & STRENGTHENING OF LEG WITH SELF STIMULATES MASSAGE IN THAI TRADITIONAL MEDICINE IN SCHOOL AGE CHILD Natsinee Sansuk</p> <p>Paper 8 (17) THE CONTEXT OF SUSTAINABLE DEVELOPMENT IN COMMUNITY BASED TOURISM Sakarin Sriupayo</p> <p>Paper 9 (18) A GUIDELINE FOR ACCOMMODATION BUSINESS DEVELOPMENT IN RATCHABURI PROVINCE IN PREPARATION FOR FORMULATING A SERVICE STANDARD FOR SENIOR TOURIST GROUPS Benjaporn Yaemjamuang, Payao Saytongsuk</p>
	Morning Break in the room
10.15 -12.30	<p>Session B 2</p> <p>Paper 1 (19) SOLID WASTE MANAGEMENT BY LOCAL COMMUNITY IN PHRAYA PRASIT COMMUNITY, DUSIT DISTRICT, BANGKOK Asst. Prof. Dr. Sudabhorn Arundee, Dr. Kanratchakan Ninlawan, Barameeboon Sangchan</p> <p>Paper 2 (21) THE POSITIVE PERSPECTIVE CAREER: A CASE STUDY OF AIRLINE BUSINESS STUDENTS Dr. Natnaporn Aeknarajindawat</p> <p>Paper 3 (22) LEARNING ENGLISH THROUGH A MOVIE: QUESTION STRUCTURES Asst. Prof. Dr. Suwaree Yordchim</p> <p>Paper 4 (24) OPINIONS OF UNDERGRADUATE NURSING STUDENTS ON THEIR EXPERIENCES DURING A COMMUNITY HEALTH NURSING PRACTICUM Dr. Luckwirun Chotisiri, Nitaya Sichamnong, Kanyaluk Tejapongvorachai</p> <p>Paper 5 (25) THE EFFECT OF GROUP HEALTH EDUCATION PROGRAM ON <i>SELF-CARE BEHAVIORS IN PREGNANT WOMEN</i> Dr. Kanchana Kiatkanon, Warunsiri Praneethaam, Orathai Rungvachira, Napissara Dhiranthara, Petcharat Tachathawewon</p> <p>Paper 6 (26) ACTIVITY FOR HEALTH PROMOTION IN THE ELDERLY CLUB Dr. Anchalee Jantapo, Dr. Ponpun Vorasihaa, Euarree Sariga</p> <p>Paper 7 (28) CHINESE MARTIAL ART TRAINING AND PHYSICAL BENEFITS IN NURSING STUDENTS Asst. Prof. Dr. Sudpranorm Smuntavekin, Asst. Prof. Oranuch Chaopreecha</p> <p>Paper 8 (29) DESIRABLE FEATURES OF ELDERLY NURSING HOME THAT ENCOURAGE PEOPLE FOR MAKING DECISION WHEN CHOOSING SERVICES Dr. Udornporn Yingpaiboonsuk, Chotika Sanyapong</p> <p>Paper 9 (12) THE EFFECTS OF A HEALTH PROMOTION PROGRAM USING URBAN FORESTS AND NURSING STUDENT MENTORS ON THE PERCEIVED AND PSYCHOLOGICAL HEALTH OF ELEMENTARY SCHOOL CHILDREN Prof. Dr. Kyung-Sook Bang and Sungjae Kim and Min Kyung Song</p>
12.16 – 13.15	Lunch

13.16 – 15.30	<p>Session B 3</p> <p>Paper 1 (101) GENDER-ROLE REFERENCES IN THE SOCCER CONTEXT Faezeh Zamanian and Majid Vesalinaseh</p> <p>Paper 2 (102) PERCEPTIONS REGARDING FLOW BREAKING ADVERTISEMENTS OVER SOCIAL MEDIA Shiza Farooq and Sadaf Kashif</p> <p>Paper 3 (104) L1 TRANSFER EFFECTS ON SECOND LANGUAGE ACQUISITION: READING AND WORD RECOGNITION Fatma Demiray Akbulut</p> <p>Paper 4 (105) KOTABARU, YOGYAKARTA: THE SOCIAL PROCESS FROM EUROPEAN ESTATE BECOMES JAVANESE KAMPUNG PRATIKA RIZKI DEWI</p> <p>Paper 5 (107) A COMPARATIVE ANALYSIS OF STAR-UP ECOSYSTEM OF BRICS COUNTRIES Neeraj Pandey</p> <p>Paper 6 (108) CYBER BULLYING OR VIRTUAL RAPE: TRANSITION FROM TROLLS TO CYBER MOB THROUGH FACEBOOK Kamaldeep kaur</p> <p>Paper 7(109) LEARN TO LIVE LIKE A LOTUS UNTOUCHED BY THE FILTHY WATER IT GROWS IN: A STUDY FO CONTENTION IN BAPSI SIDHWA’S NOVEL “WATER” Sana Akram</p>
SESSION C	
<p>29 Nov 18</p> <p>09.31 – 10.45 (TH)</p>	<p>Session C 1</p> <p>Paper 1 (114) ENTREPRENEURSHIP DYNAMICS: ENTRY, SURVIVAL AND FIRM GROWTH OF SMEs IN WEST AFRICA Obanor Christopher and Odaro Douglas O.</p> <p>Paper 2 (115) A CONTENT ANALYSIS OF IMAGE, OCCUOATIONS, AND SETTING IN ELT COURSEBOOKS Dr Mahdi Dahmardeh</p> <p>Paper 3 (116) IMPACT OF GREEN PRODUCT QUALITY AND GREEN CORPORATE IMAGE ON GREEN CUSTOMER LOYALTY: MEDIATING ROLE OF GREEN CUSTOMER SATISFACTION Dr. Saeed M. Z. A. Tarabieh</p> <p>Paper 4 (201) THE ECONOMIC, POLITICAL AND SOCIAL DIMENSION OF RESOURCE ABUNDANCE: A SURVEY Ruba Aljarallah and Shahzad Alvi</p> <p>Paper 5 (202) THE IMPACT OF AGRICUKLTURE ON THE ECONOMIC GROWTH AND DEVELOPMENT OF THE GAMBIA Saikou Touray</p>
10.45 – 11.00	Morning Break
11.01 - 12.00	<p>Session C2</p> <p>Paper 1 (203) GOVERNANCE, MIGRATION AND STRUCTURAL ECONOMIC TRANSFORMATION: THE CASE OF NIGERIA KALU EBI UMA</p> <p>Paper 2 (204) THE POLITICAL ECONOMY OF TECHNOLOGY TRANSFER AND THE CHALLENGES OF DEVELOPMENT IN NIGERIA IN THE AGE OF GLOBALIZATION Uchecukwu Grace, OJUKWU</p> <p>Paper 3 (206) USING YOU TUBE IN ADVANCED LEVEL ENGLISH INTERPRETATION LESSONS. Enkhmaa Tsegmid and Tsengelmaa Tserendorj</p> <p>Paper 4 (207) THE NEXUS BETWEEN ETHNIC FEDERALISM AND FEDERALISM AND DEMOCRACY: THE ETHIOPIAN EXPERIENCE Negesso Jima</p>

SESSION D	
<p>29 Nov 18</p> <p>09.31 – 10.45 (TH)</p>	<p>Session D 1</p> <p>Paper 1 (208) REASSESSING THE IMPACTS OF BRAIN DRAIN ON DEVELOPING COUNTRIES: CAUSES AND ECONOMIC CONSEQUENCES FOR AFRICAN NATIONS Nelson Chigozie Juliana</p> <p>Paper 2 (209) REVIVING INTERCONNECTIONS FOR SUSTAINABLE DEVELOPMENT: EXAMINING AFRICAN DEVELOPMENT THROUGH THE LENS OF CULTURE AND INDIGENOUS KNOWLEDGE Umeonyirioha Emmanuel Ikechukwu</p> <p>Paper 3 (210) STUDY ON THE IMPACT OF ECONOMIC LIBERALIZATION POLICY IN INDIA Sanskriti Singh</p> <p>Paper 4 (211) A SOCIOLINGUISTIC INVESTIGATION OF CONSUMER ADVERTISEMENTS IN NIGERIA Adegbembo Folasade Justinah</p> <p>Paper 5 (212) SUSTAINABLE TOURISM-A TOOL FOR HOLISTIC DEVELOPMENT ketan bhatt</p>
<p>10.45 – 11.00</p>	<p>Break</p>
<p>11.01 - 12.00</p>	<p>Session D 2</p> <p>Paper 1 (213) DESIGN, IMPLEMENTATION AND VALIDATION OF ICT DELIVERY SYSTEM FOR LARGE CLASS OF COMPUTER APPRECIATION COURSE Johnson O. Aleburu</p> <p>Paper 2 (214) INFLUENCE OF THE SCHOOL OWNERSHIP ON THE STUDENTS' ACHIEVEMENT IN BASIC TECHNOLOGY IN LAGOS STATE. Abayomi Adegbenjo</p> <p>Paper 3 (215) CLASS SIZE AND GENDER AS DETERMINANT OF STUDENTS' PERFORMANCE IN ELECTRICAL COURSES IN COLLEGES OF EDUCATION IN LAGOS STATE SATILEHIN JOHN AGBEJOYE</p> <p>Paper 4 (216) POLLUTION AND THE URBAN AESTHETICS IN THE INDUSTRIAL DISTRICTS OF LAGOS, NIGERIA; ANY CORRELATION? Dr. Adejomo Fagbohunka</p>
<p>28-29 Nov 18</p>	<p>Participation and Discussion</p> <ol style="list-style-type: none"> 1. Hamidreza Dezfoolian, Iran 2. Dr.Hayriye Oya SAF, Turkey 3. Dr.Andi Ilham Latunra, Indonesia 4. javad khamisabadi, Iran 5. Dr.Abid Shehzad, Pakistan 6. Ahmad Badawi Saluy, Indonesia 7. Sunil Kanti Dewan, Bangladesh 8. Edgar José, Gálvez Moreno, Mexico
	<p>Conference Close</p>
<p>30 Nov18</p>	<p>Free day for Participants</p>

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