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INTRODUCTION

We would like to welcome our colleagues to the annual International Conference of Business Tourism and Applied Sciences. It is the first Conference on Business Tourism and Applied Sciences was held in London. As always many members of the ICBTS 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 twice year on April and October between Europe and the rest of the world is now well established. This year's event in London, United Kingdom, continues with the cultural following the very successful and productive event held in Paris on February 2013 in the field of ICTTL International conference on Tourism Transport and Logistics. As usual ICBTS 2013 brings together leading academics, researchers and practitioners to exchange ideas, views and the latest research in the field of Business tourism and Applied Sciences.

The theme of this event ICBTS the International Conference on Business Tourism and Applied Sciences is "Opportunities and Development of Global Business Tourism and Sciences" It is also represents an emerging and highly challenging area of research and practice for both academics and practitioners alike, The current industrial context is characterized by increasing global competition, decreasing product life cycles, Global business, Tourism Development, collaborative networked organizations, higher levels of uncertainties and, above all, and customers. In our view holding this event in London represents a timely opportunity for academics and researchers to explore pertinent issues surrounding Business Tourism and Sciences.

Potential authors were invited to submit an abstract to the Internation Conference Session Chairs. All abstracts were reviewed by two experts from the International Advisory committee and final papers were further reviewed by this volume with 220 contributing authors coming from 27 countries. This book of proceedings has been organized according to following categories:

- Business Financial Marketing Accounting Management
- Strategic, Business Management
- Tourism Marketing Management
- Tourism Development Policy and Planing
- Information Technology
- Communication and Sciences
- Health care Management
- Hospitality Management
- Logistics and Supply chain
- Transport and Traffic
- Social Network, Education and Human Resource

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SPEAKER BACKGROUND



Prof. Dr. Abdellatif Benabdelhafid

Prof. Dr. Abdellatif Benabdelhafid is a head of research "Information System Integrated Logistics" and general secretary of CEMUR (Cooperation in Europe Maghreb Universities Network), a network of 27 universities. He was appointed associate professor in Computer Science in 1987 at the University of Le Havre, he continued his research in the field of Integrated Logistics reporting to the Engineering Computer Science and Control. His work as director of doctoral theses are focused on the modeling and integration of logistics systems (communication architecture, interactive system decision support, information systems), traceability, electronic data exchange, PLM, business networks, knowledge-based systems. 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 logistics and supply chain and production industry in France and North Africa.

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.

International Conference on Business Tourism and Applied Sciences

The University of London, London, United Kingdom

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Thursday (T) 8 August 2013	Track A	Track B
09.00-09.15	<p>OPENING ADDRESS</p> <p>Prof. Dr. Abdellatif Benabdelhafid, Program Chairs</p> <p>head of research "Information System Integrated Logistics" and general secretary of CEMUR (Cooperation in Europe Maghreb Universities Network)</p> <p>Department of computer Science, Le Harve University, France</p>	
09.15 - 10.15	<p>KEYNOTE ADDRESS:</p> <p>"Global Business and Strategy Development"</p> <p>Prof. Dr. Kai Heuer</p> <p>Professor of Business Administration</p> <p>Department of Business School, Wismar University, Germany</p>	
10.15 - 10.30	THURSDAY AM BREAK	
	Track 1	Track 1
10.30 -12.00	Business, Marketing Management	Financial, Accounting Management
12.00 - 13.00	THURSDAY LUNCH BREAK	
13.00 - 15.00	Business and Strategic Management	Business and Strategic Management
15.00 - 15.15	THURSDAY PM BREAK	
15.30 - 17.00	Tourism Management	Tourism Management
Friday (F) 9 August 2013	Track 2	Track 2
09.00 - 12.30	Logistics , Supply chain and Traffic	Information Technology, Communication and sciences
12.30 - 17.00	Healthcare, Hospitality, Education	Tourism Management
Saturday (S)10 August 2013	TRAVEL ACADEMIC STUDY	

Thursday, 8 August 2013

Track A : Head of Session Chairs : Prof. Dr. Kai Heuer

Track A1 : Business, Financial, marketing, Accounting Management

CODE	TIME	Session Chairs : Dr. Chayanan Kerdpitak
0035	10.30	Does Aesthetics Matter for Airlines Performance? <i>Sih Wun Chen, Chin Yi Fang</i>
0039	10.45	The relationship between cash flow ratios and future earnings and financial costs of companies listed on the Stock Exchange of Thailand <i>Titaporn Sincharoonsak</i>
0053	11.00	A Study of Purchase Demand of End User's Blackberry and Iphone <i>Yokfar Phungphol</i>
0063	11.15	Importance-Performance Analysis in Evaluating Tenant Lease Contract Renewal Decision: Shopping Malls at Central Business District <i>Supeecha Panichpathom</i>
0068	11.30	Examining the association between customer satisfaction and repurchase behavior in fashion retailing <i>Benjawan Leecharoen, Ken Butcher, Rojanasak Chomvilailuk</i>
0070	11.45	An Evaluation of the Financial Performances of Food Production Enterprises: a Case of Turkey and England <i>Sevgi AYDIN</i>
0075	12.00	Development of the uranium industry in Kazakhstan, its impact on its economy <i>Kunipa Ashinova</i>
0088	12.15	Influencing of Marketing Competency in the Convenience Stores <i>Chayanan Kerdpitak, Kai Heuer</i>

Track A 2 : Strategic and Business Management

CODE	TIME	Session Chairs : Dr. Hiromi Ban
0091	12.30	A Model of Service Marketing Strategy to Enhance the Competitive Advantage for a Seafood Beach Restaurant Business <i>Khunanant Sukpasjaroen</i>
0040	12.45	An Investigation of Fits and Intrinsic Motivation on Employee's Performance: A Case Study of FMCG Organizations in Thailand <i>Chanita Jiratchot</i>
0047	13.00	IMPACT OF OWNERSHIP STRUCTURE ON FIRM PERFORMANCE <i>Oduwole Rasheed Adeniyi</i>
0049	13.15	Business Ethics Education from the Perspective of Lecturers of School of Business Administration in Thailand <i>Amara Tirasriwat</i>
0052	13.30	The Effects of Medical Quality, Hospital Service Quality, and Queuing Management Quality on Customer Satisfaction: A Case of a Private

		Hospital in Thailand <i>Nucharee Supatn</i>
0014	13.45	Internet as a Competitive Business Resource – any hope for African Small-scale Enterprises? <i>Dotun Faloye</i>
0033	14.00	Bridging the Theoretical, Methodological, and Empirical Gaps of Marketing Innovation Research : A Case of Sociomateriality Benefits for Information System Innovation Study <i>Suppakron Pattaratanakun, Pawill Puriwat</i>
0101	14.15	The Factors of Marketing Mix that Affect the Consumers' Behavior of Coffee Consumption in Bangkok Metropolitan <i>Chairit Thongrawd</i>
0102	14.30	Factors Influencing Fan Club’s Purchasing Intention on Products and Services Sponsored by Football Clubs in Thailand Premire League <i>Nathanicha Na Nakorn</i>
0109	15.00	The Strategic Management of Model of Happy Work Place Management for Sports Authority of Thailand <i>Nathanicha Na Nakorn</i>
0071	15.15	Factors affecting the performance of salespeople in an emerging economy; Egypt. <i>Samaa Taher M., Attia - AHEA, PhD (UK), MBA (Netherlands)</i>
Track A 3 : Tourism Marketing Management		
CODE	TIME	Session Chairs : Dr. Khunanan Sukpasjaroen
0054	15.30	Actor-Network Theory, Tourism Organisations and the Development of Sustainable Community Livelihoods <i>Ahmed Elbaz, Sheela Agarwal</i>
0058	15.45	Do Tourist’s Expectation-Disconfirmation Process Affect Their Revisit Intention Towards National Parks? A Perspective of Website Marketing <i>HuiChih WANG</i>
0069	16.00	The Effects of Global Economical Crisis on Tourism Mobilities in the Developed and the Developing Countries <i>Sevgi AYDIN</i>
0072	16.15	The Development of Dental Tourism in Thailand: A Case Study of Chiang Mai, Northern Thailand <i>Khwanchai Kerdbangnon</i>
0089	16.30	Factors Affecting Customer Positive Emotion and Service Relation- Restaurants in Hotel as Examples <i>Cedric Hsi-Jui Wu and Chieh-Hen Shen</i>
0093	16.45	Internalization of Organizational Culture : A Theoretical Perspective <i>Onuoha Charity Ekwutosi, And Okebaram Sunday Moses</i>
0100	17.00	The Sustainability of Fraser’s Hill as an Eco-destination <i>Er, A.C.I., Sheau Tsuey Chong, Habibah Ahmad, Sarmila Md Sum, Zaimah Ramli</i>

Friday, 09 August 2013

Track B : Head of Session Chairs : Prof. Dr. Abdellatif Benabdelhafid		
Track B1 : Information Technology, Communication and Sciences		
CODE	TIME	Session Chairs : Dr. Neha Goyal
0010	10.30	Employment Opportunity in the Service Industry <i>Babatunde Osifalujo, Oba Abimbola Aina-David</i>
0012	10.45	Student Activities and their Role in Supporting Culture of Dialogue <i>Hessa Al-Sanad</i>
0067	11.00	Text Data Mining of English Materials for Environmentology <i>Hiroimi Ban, Takashi Oyabu</i>
0092	11.15	A Comparative study of The IT Risk Management System in different Higher Education Institutes <i>Kemkanit Sanyanun</i>
0094	11.30	What's Up: A Case-Based Helpdesk Support System <i>Pisit Chanvarasuth, Veera Boonjing</i>
0066	11.45	An Exploratory Study of Turnover Rate in the Tourism Industry from the Viewpoint of Information System Workers' Stress <i>Her Seng DOONG, HuiChih WANG</i>
0056	12.00	A characteristic Method for the Valuation of European Option Contracts <i>Mohamed Al-Lawatia</i>
Track B 2 : Logistics, Supply Chain ,Traffic		
CODE	TIME	Session Chairs : Dr. Kemkanit Sanyanun
0009	12.15	Multi-Echelon Supply chain Diagnosis System with Fuzzy Hidden Markov Model <i>Chia-Hui-Huang</i>
0011	12.30	The Study of ASN Implementation to Improve retail supply Chain performance <i>Rattanaorn Chaengruang, Sorawit Yaowasuwanchai, and Watcharapoj sapsanguanboon</i>
0034	12.45	Developing an optimisation model for estimating aggregate supply chain operations output in a transient queuing network <i>Athakorn Kengpol, Sopida Tuammee</i>
0106	13.00	The Seine and multimodality for tourism development between Paris and Le Havre <i>GOUIZA Fairouze, BENABDELHAFID Abdellatif</i>
0107	13.15	The implementation of strategies for optimization of disaster logistics in West Africa (Senegal) <i>BENABDELHAFID Abdellatif, AMADOU RACINE NIANG</i>
0108	13.30	Ro-Ro ferry safety and transport supply chain: A conceptual framework for tourism industry <i>Antoni Arif Priadi, Abdellatif Benabdelhafid and Tri Tjahjono</i>

Track B 3 : Healthcare, Hospitality Management

CODE	TIME	Session Chairs : Dr. Neha Goyal
0055	13.45	Music Primes Psychological Flexibility In Counseling: A Cognitive-Behavioral Healing Model. <i>Benjamin D. Koen</i>
0057	14.00	Analysis of user requirement on u-Healthcare system <i>Youngbae Yang, Mincheol Kim</i>
0073	14.15	Evidence of Agency Theory from the Hospitality Sector of Pakistan <i>Faisal Iftikhar Satti</i>
0076	14.30	The Role of Expatriate Managers in International Hotel Developmeny : Development : A Case Study from Jakarta, Indonesia <i>RINGKAR SITUMORANG</i>
0096	14.45	The Future of Social Media in Pakistan <i>Muhammad Zain Islam, Muhammad Ibrahim Qazi</i>
0061	15.00	Forecast Model for the Production of Cotton in Pakistan <i>M Bilal, HA Ahmad, R M. Ayyub, M A. Awan and M Shahid</i>

Track B 4 : Tourism Management

CODE	TIME	Session Chairs : Dr. Kemkanit Sanyanun
0007	15.15	Dark Tourism : Motivations and Service Demands Vistors to the Taipei 2-28 <i>Sung-ta-liu</i>
0015	15.30	The Drivers of Conversion Rates in Hotel Websites <i>Hulisi ÖĞÜT, Asunur CEZAR</i>
0032	15.45	Chinese Tourists' Satisfaction in Cairns <i>Yiqian Peng</i>
0037	16.00	Knowledge Transfer in Tourism <i>Simon Hudson</i>
0046	16.15	The Place of ICT in Secretarial Profession today <i>Onche, Virginia Ochanya</i>
0086	16.30	The Interpretation of Macau's Complex Heritage: Tourism Management Challenges <i>Michael Hitchcock, Vincent Cheng and Pai Chen Kuo</i>
0087	16.45	Competitive advantage of Cultural Tourism <i>Chayanan Kerdpitak, Kai Heuer</i>
0085	17.00	Drawing a Framework Towards Increasing Performance Appraisal Effectiveness: A Study of Organizations in India <i>Mahima Singh Thakur, Neha Goyal</i>

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