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12 – 15 April 2015

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In Scholars Cooperation with



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Edited by Chayanan Kerdpitak, Suan Dusit Rajabhat University, Thailand
Kai Heuer, Wismar University, Germany
Ebrahim Soltani, University of Kent, Canterbury, United Kingdom
Gilbert Nartea, Lincoln University, New Zealand

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Pramsiri Boutique Park, 18/27 Building A, Prasertmanukid Rd. Bangkok, 10900, Thailand

INTRODUCTION

We would like to welcome our colleagues to the annual International Academic Research Conference on Business Tourism and Apply Sciences. It is the two series of Conference on Business Tourism and Hospitality was held in Toronto. As always many members of the EABTH2014 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 month on March to November 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 London on February 2015 in the field of EABTH International conference on Business Tourism and Hospitality. As usual EABTH 2014 brings together leading academics, researchers and practitioners to exchange ideas, views and the latest research in the field of Business Tourism and Hospitality.

The theme of this event EABTH the International Conference on Business Tourism and Hospitality is "Opportunities and Development of Global Business Tourism and Hospitality" 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, and Hospitality collaborative networked organizations, higher levels of uncertainties and, above all, and customers. In our view holding this event in Toronto represents a timely opportunity for academics and researchers to explore pertinent issues surrounding Business Tourism and Hospitality.

Potential authors were invited to submit an abstract to the International 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 110 contributing authors coming from 29 countries. This book of proceedings has been organized according to following categories:

- Business
- Management
- Marketing
- Accounting
- Financial
- Banking
- Economic
- Marketing
- Logistics Management
- Supply Chain management
- Industrial Management
- Transport and Traffic
- Tourism Strategic
- Tourism Management
- Tourism Marketing
- Tourism Development Policy and Planning
- Information Technology
- Communication and Sciences
- Health care Management
- Hospitality Management
- Hotel Management
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- E-transport
- E-technology
- Social Network
- Education and Human Resource

ORGANIZING COMMITTEE

Academic Program Chairs & Editorial Board

Prof. Dr. Ebrahim Soltani

Kent Business School,
University of Kent
Canterbury Kent CT2 7PE
United Kingdom
Tel. +44(0) 1227 827405
Hamdan Bin Mohammed Smart University
Dubai, United Arab Emirate

Academic Program Chairs

Prof. Dr. Kai Heuer

Wismar University of Business School, Germany
Studiengangleiter Master Betriebswirtschaft
ABWL/Controlling
Hochschule Wismar
Fakultät für Wirtschafts wissenschaften
Philipp-Müller-Str. 14
23966 Wismar
Haus 19, Raum 113
Tel.: +49 (3841) 753 – 7578

Program Chairs & Conference Coordinator

Dr. Chayanan Kerdpitak

Suan Dusit Rajabhat University,
Faculty of Management Sciences, Thailand
Tel.+66 087 0287 287
Email: ijbtsjournal@yahoo.com
Email: icsbsconfo@gmail.com

Proceeding Editors

Prof. Dr. Gilbert Nartea

Lincoln University, New Zealand
Phone +64 3 4230233

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INTERNATIONAL ADVISORY COMMITTEE

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Susan L. Solis, Asian Institute of Tourism, University of the Philippines
Hiromi Ban, Fukui University of Technology, Japan

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.

SPEAKER BACKGROUND



Dr. Tariq Khan

Dr Tariq Khan is a Lecturer and Director of Postgraduate Programmes of Business School in Brunel University, Uxbridge, London, United Kingdom. He received his BEng in Aerospace Engineering from Kingston University, his MSc in Manufacturing Technology from University of Warwick, and his PhD in Intelligent Education Systems from University of Salford. He subsequently worked as a research associate in Heriot-Watt University Edinburgh and as a senior lecturer at London Metropolitan University. He has specialist teaching in Business Process Modelling, Web Programming ,Software Engineering, Classical Logic, Human Computer Studies. He has Book and published over 20 papers and reports in such journals as Information Systems Evaluation and Integration (ISEing). He supervised a considerable number of PhD theses and is a consultant on business and supply chain and engineering industry in England and United Kingdom.

SPEAKER BACKGROUND



Dr. Chayanan Kerdpitak

Dr. Chayanan Kerdpitak is a Lecturer of Principle Marketing, Sales Management, Consumer Behavior, and Marketing Research at The Suan Dusit Rajabhat University in Thailand. She received a Ph.D. in the field of Business Logistics within Industrial at Ramkhamhaeng University, Thailand. She has published over 20 proceeding paper and some reports in such journals as International Journal Business and Economics Research. She has been a consultant on Import Automobile Industry from Germany for International Marketing and Marketing Research. Chayanan graduated a B.B.A and M.B.A in Business Administration from The Ramkhamhaeng University, Bangkok, Thailand (Major in Marketing).

International Academic Research Conference 2015

Paris France
13 – 15 April, 2015

| | | |
|----------------------------------|---|-------------------------------------|
| Monday (M)13-15 April 2015 | Track A | Track B |
| 8.45 - 09.00 | REGISTRATION & Welcome meeting at The Espaces Vocation Saint Lazare, Paris, France | |
| 9.00 - 9.15 | WELCOME & OPENING ADDRESS Prof. Dr. Ebrahim Soltani , Academic Program Chairs, University of Kent, Canterbury, UK Dr. Chayanan Kerdpitak , Program Chairs, Suan Dusit Rajabhat University, Thailand | |
| | | |
| 13 April 2015 | Track A 1-2 | Track B 1-2 |
| 09.15 -12.00 | Innovation Business & Innovation Tourism | Tourism & Business Development |
| 13.00 - 14.00 | LUNCH BREAK | |
| 14.00 - 15.00 | Technology in Tourism & Business | Social Sciences & Education |
| 15.00 - 15.15 | AFTERNOON BREAK | |
| 15.30 - 17.00 | Business Tourism & Other | Social Sciences & Education & Other |
| | | |
| 14 April 2015 9.00- 15.00 | TRAVEL VISIT TO VERSAILLES (Please ready at Trinity Church near Conference Room at 8.45 am not include Ticket for Entrance) | |
| 15 April 2015 8.30 – 18.00 | TRAVEL VISIT TO NORMANDY, DEAUVILLE AND HONFLEUR (Please ready at Trinity Church near Conference Room at 8.20 am) | |
| 09.00-17.00 | ADVISORY SESSION CHAIRS COMMITTEE Prof. Dr. Ebrahim Soltani , University of Kent, United Kingdom Prof. Dr. Kai Heuer , Wismar University Business School, Germany Prof. Dr. Pat Obi , Purdue University Calumet, United State of America Prof. Dr. Russell E. Brayley , George Mason University, United State of America Associate Prof. Dr. Ahmed Elbaz , Plymouth University, United Kingdom Dr. Chayanan Kerdpitak , Suan Dusit Rajabhat University, Thailand Prof. Yoshimi Kunieda , Osaka Seikei University, Japan | |

Programme 13 April 2015

Tract A 1

| Tract A1 : Session Chairs Prof. Dr. Russell E. Brayley | | |
|---|-------|--|
| No. | TIME | Innovation Business & Innovation Tourism |
| 0001 | 09.15 | Enhancing Tourism Industry through Expatriates Community <i>Awangku Hassanal Pengiran Bagul</i> |
| 0002 | 09.30 | Using Public Relations Strategies and Practices in Tourism Studies <i>Amiee shelton</i> |
| 0003 | 09.45 | Determination of the Optimal Route Using the Travelling Salesman Problem for Historical and Touristic Places in Turkey <i>Bahadır Gilsun, Onur YILMAZI, Büşra ASLAN</i> |
| 0004 | 10.00 | No Profit for the Prophet: A Study of Revenue Generation at Touristic Sacred Sites. <i>Russell Brayny</i> |
| 0005 | 10.15 | Understanding Information Search Behaviours of Leisure Tourists in Dubai <i>Esmat Zaidan</i> |
| | 10.30 | <i>Morning Break</i> |
| 0006 | 10.45 | Examining Factors Influencing eWOM Intentions in Homestay Lodging <i>Soffri yussof, Hamid Rizalb, Ag Asri Ag Ibrahima and Nur Faeza and Ryan MacDonell</i> |
| 0007 | 11.00 | Sustainable Economy: Tourism and development of Delma Island, Abu Dhabi <i>Sakeena Al Hammadi, Khaula Al Kaabi and Esmat Zaidan</i> |
| 0008 | 11.15 | Smart Ship Transport Services: Between Delma Island and Jebel Dhanna-Abu Dhabi <i>Roqayya al Kendi, Dr. Abdelgadir Abuelgasim</i> |
| 0009 | 11.30 | Assessing the Link Between Market Orientation and Poverty Reduction in the Tourism Industry : the Case of Tanzania <i>Jan-Erik Jaensson ,Hawa Uiso</i> |
| 0010 | 11.45 | Traveling the Collaborative Path: Why Academics and Business Should Engage <i>Amiee shelton</i> |
| | 12.00 | <i>Traditional Lunch</i> |

Tract A 2

| Tract A2: Session Chairs : Prof. Dr. Pat Obi | | |
|---|-------|--|
| No. | TIME | Technology Business & Tourism |
| 0011 | 13.15 | Working in the UAE: Expatriate management experiences <i>Hanan Al Mazrouei , Richard Pech</i> |
| 0012 | 13.30 | Scottish cruise tourism, the strategic development of the sector and the factors effecting future growth <i>Robert Nash</i> |
| 0013 | 13.45 | Examining Young Malaysians Travel Behavior and Expenditure Patterns in Domestic Tourism <i>Lim Khong Chiu, Lim</i> |
| 0014 | 14.00 | Impact of Training Practices on SMEs Performance in Developed, Developing, and Emerging Economies: A Literature Review <i>Fahad Sultan</i> |
| 0015 | 14.15 | The effect of online reviews in the hotel industry: The role of emoticons <i>Emmanouela Manganari, Efthalia Dimara, Manolis Tzagarakis</i> |
| 0016 | 14.30 | Stakeholders' Perceptions to the Tourism Socio-economic Impacts : The Case of Aqaba-Jordan <i>Mohammad Al-Badarneh</i> |
| | 14.45 | <i>Afternoon Break</i> |
| 0017 | 15.00 | 'Talent' in the Hospitality Industry: Is the concept applicable? <i>Rudsada Kaewsang-on, Sudi Sharifi, Dr. Sinini Vundla</i> |
| 0018 | 15.15 | A Study on Innovation Strategies in Upscale Hotels: Current Status and Future Plans <i>Hanan Kattara Osman A. El-Said</i> |
| 0019 | 15.30 | Managing Tourism Effects for Attitudes of Jordanians towards Tourism The Case of Petra <i>Hakam Salem Awad Shatnawi</i> |
| 0020 | 15.45 | Benchmarking of the Slovene and Croatian hotel Industry-Approach to Market Segmentation and Employees <i>Gordana Lvankovic, Mateja Jerman, Tanja Planinc, Maja Uran Maravić</i> |
| 0021 | 16.00 | The Role Of Branding In Destination Marketing <i>Aysen Civelek</i> |
| 0022 | 16.15 | Financial Services Industry and the Role of Practitioners-Internet as an Effective Tool of Improving Performance <i>Rasheed Adeniyi, Aina-David, Oba Abimbola</i> |
| 0023 | 16.30 | A Study of the Economic Aspects of Entrepreneurship in Croatian Rural Tourism <i>Dora Smolčić Jurdana, Ines Milohnić, Lorena Dadić</i> |
| 0039 | 16.45 | A Vector Error Correction Study on Implied Volatility and International Tourism in the U.S. <i>Cyril Pat Obi</i> |

Tract B1

| Tract B1 : Prof. Yoshimi Kunieda | | |
|---|-------|--|
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| 0025 | 10.30 | Sustainable Development and Tourists' Perception: An Empirical Study of World Natural Heritage Site in Japan <i>Yoshimi Kunieda</i> |
| 0026 | 10.45 | A fuzzy approach for hotel location selection in Mugla, Turkey <i>Ali Fuat Guneri Muhammet Gul and Mehmet Lok</i> |
| 0027 | 11.00 | Applying and Promoting of Marina Sustainable Development Concept Case Study : Marina Bar, Montenegro <i>Branislav Dragovic, Vassilis Tselentis, Tomislav Markolović</i> |
| 0028 | 11.15 | Customer Perception and Behavioral Responses toward Corporate Social Responsibility in Hotel Business <i>Jatuporn Juyjingam</i> |
| 0029 | 11.30 | Developing Knowledge Management Model for Social Entrepreneur in Hospitality Industry <i>Jatuporn Juyjingam and Pitak Siriwong</i> |
| 0024 | 11.45 | Technological Trends in Hospitality Management in Delta State, Nigeria <i>Omoniyodo Felix Oghenovo</i> |
| | 12.00 | <i>Tradition Lunch</i> |
| No | TIME | Social Sciences & Education |
| 0030 | 13.15 | Regulation of Social Responsibility - a Future or a Dead End? <i>Anna Putnova</i> |
| 0031 | 13.30 | Implications of Caveat Venditor Principles for the Development of Indonesian Consumer Protection Law <i>Deviana Yuantasari, Hazar Kusmayanti</i> |
| 0032 | 13.45 | The Prohibition of Inter-Religion Marriage in Indonesia <i>Sonny Dewi Jvdiash</i> |
| 0033 | 14.00 | Expanding the Discourse of Identity in the English Language Arts Classroom for Young Black Males <i>Philomena Marinaccio</i> |
| 0034 | 14.15 | The Impacts of periodical Working on General Health of Personnel and their Families Iranian Offshore Oil Company (IOOC) – 2010 <i>Halimeh Choghadaki, Habib Aghabkhsi, Fahimeh Ghobeity</i> |
| 0035 | 14.30 | The Relationship between Educational Technology Graduate Students' Multiple Intelligences and Their Levels of Digital Literacy <i>Mohamed Hammad Hendy</i> |
| | 14.45 | <i>Afternoon Break</i> |

Tract B 2

| Tract B2 : Associate Prof. Dr. Ahmed Elbaz | | |
|--|-------|---|
| No. | TIME | Social Sciences & Education & Other |
| 0036 | 15.00 | Organizational inertia levels of high school teachers <i>Sultan Bilge KESKİNKILIÇ KARA, Gülşen Karayel</i> |
| 0037 | 15.15 | When Children Write Letters <i>Jelena Vignjevic</i> |
| 0038 | 15.30 | Perceived Organizational Support and Organizational Trust in Primary Schools <i>Sultan Bilge Keskinilic Kara, Demet Zafer Gunes, Nazlı Nazar Aydoğan</i> |
| 0039 | 15.45 | Assessment of natural tourism in the Kermanshah province Ass <i>Mojgan Entezari</i> |
| 0040 | 16.00 | Assessing performance of the border Malls in the Economic development of border regions (Case Study: Sistan and Baluchistan province) <i>Mojgan Entezari, Ehsan Ataeikya</i> |
| 0041 | 16.15 | The Application and Relevance of Costing Techniques in Service Oriented Business Organisations : A Review of the Activity-Bassal Ahmed Helm <i>Udeh, Nneka Evelyn</i> |
| 0042 | 16.30 | Causality Among financial Liberalization, Poverty and Income Inequality <i>Zainab Naveed</i> |
| 0043 | 16.45 | Family Business in Malaysia : Innovation Capacities of Manufacturing Sector on China Investment <i>John Lee Kean Yew</i> |
| 0044 | 17.00 | The Impact of Length of Tenure and Non-Audit Services on External Audit Quality in the Libyan Environment <i>Alhussien Elseraiti</i> |

AUTHORS' AFFILIATIONS

| Name | University | Country |
|---------------------------------------|-------------------------------------|----------------|
| Robert Nash | Bond University | Australia |
| Dora Smolčić Jurdana | University of Rijeka | Croatia |
| Ines Milohnić | University of Rijeka | Croatia |
| Lorena Dadić | University of Rijeka | Croatia |
| Jelena Vignjevic | Teacher Education University | Croatia |
| Anna Putnová | University of Technology | Czech Republic |
| Hanan S. Kattara | University of Alexandria | Egypt |
| Osman A. El-Said | University of Alexandria | Egypt |
| Mohamed Hammad Hendy | Beni- Suef University | Egypt |
| He Hsin Hua | Angers University | France |
| Kai Heuer | Wismar University Business School | Germany |
| Tsourela Maria | Technological Educational Institute | Greece |
| Emmanouela E. Manganari | University of Patras | Greece |
| Efthalia Dimara | University of Patras | Greece |
| Manolis Tzagarakis | University of Patras | Greece |
| Vassilis Tselentis | University of Piraeus | Greece |
| Emmanouela Manganari | University of Patras | Greece |
| Suresh Kumar | Suresh Travel | India |
| Deviana Yuanitasari | Padjadjaran University | Indonesia |
| Hazar Kusmayanti | Padjadjaran University | Indonesia |
| Sonny Dewi Judiasih | Padjadjaran University | Indonesia |
| Esmaeil Abdollahi Lashaki | Esfahan of Iran | Iran |
| Halimeh choghadaki | Azad University | Iran |
| Habib Aghabkhsi | Azad University | Iran |
| Fahimeh Ghobeiy | University, Tehran | Iran |
| Zaid Al-Baghdadi | Baghdadi University | Iraq |
| Khalid Al-abadi | University of Iraq | Iraq |
| Gopal Kumar | Dublin City University | Ireland |
| T. Mathurina | University of the West Indies | Jamaica |
| Hiroimi Ban | Nagaoka University of Technology | Japan |
| Yoshimi Kunieda | Osaka Seikei College | Japan |
| Mohammad Al-Badarneh | Yarmouk University | Jordan |
| Hakam Salem Awad Shatnawi | Yarmouk University | Jordan |
| Anfal E. Al-Qallaf | Gulf University | Kuwait |
| Huda Al-Qallaf | Gulf University | Kuwait |
| Awangku Hassanal Bahar Pengiran Bagul | Universiti Malaysia Sabah | Malaysia |
| Andy Lee Chen Hiung | Universiti Malaysia Sabah | Malaysia |

AUTHORS' AFFILIATIONS

| Name | University | Country |
|-----------------------------|---|--------------|
| Soffri Yussofa | Universiti Malaysia Sabah | Malaysia |
| Hamid Rizalb | Universiti Malaysia Sabah | Malaysia |
| Ag Asri Ag Ibrahima | Universiti Malaysia Sabah | Malaysia |
| Nur Faeza Mairata | Universiti Malaysia Sabah | Malaysia |
| Lim Khong Chiu, Lim | Universiti Utara Malaysia | Malaysia |
| José G. Vargas-Hernández | Universidad de Guadalajara | Mexico |
| Branislav Dragović | University of Montenegro | Montenegro |
| Tomislav Markolović | University of Montenegro | Montenegro |
| Jagat Kumar Shrestha | Institute of Engineering | Nepal |
| Oduwole, Rasheed Adeniyi | Moshood Abiola Polytechnic | Nigeria |
| Aina-David, Oba Abimbola | Moshood Abiola Polytechnic | Nigeria |
| Omoniyodo Felix Oghenovo | Delta State Polytechnic | Nigeria |
| Vale, Per Halvor | Norwegian University of Life Sciences | Norway |
| Tarfah Alghannam | Institute of Public Administration | Saudi Arabia |
| Gordana Ivankovič | University of Primorska | Slovenia |
| Mateja Jerman | University of Primorska | Slovenia |
| Tanja Planinc | University of Primorska | Slovenia |
| Maja Uran Maravič | University of Primorska | Slovenia |
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| Hawa Uiso | Open University of Tanzania | Tanzania |
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| Jatuporn Juyjingam | Silapakorn University International College | Thailand |
| Pitak Siriwong | Silapakorn University | Thailand |
| Prit Supasetsiri | Srinakharinwirot University | Thailand |
| Chanonya Chaiwongroj | Srinakharinwirot University | Thailand |
| Srirath Pakdeeronachit | Srinakharinwirot University | Thailand |
| Bahadır GÜLSÜN | Yildiz Technical University | Turkey |
| Onur YILMAZ | Yildiz Technical University | Turkey |
| Büşra ASLAN | Yildiz Technical University | Turkey |
| Sultan Bilge Keskinliç Kara | İstanbul Sabahattin Zaim University | Turkey |
| Tuba Ozkok | Merkezi Kayit Kurulusu A.S. | Turkey |
| Vidan Nazan Koptagel | Merkezi Kayit Kurulusu A.S. | Turkey |
| Toeman Cavusoglu | Merkezi Kayit Kurulusu A.S. | Turkey |
| Ayşen Civelek | Selcuk University | Turkey |
| Ali Fuat Guneril | Yıldız Technical University | Turkey |
| Muhammet Gul | Yıldız Technical University | Turkey |
| Mehmet Lok | Yıldız Technical University | Turkey |
| Gülşen Karayel | Ministry of National Education | Turkey |

AUTHORS' AFFILIATIONS

| Name | University | Country |
|-------------------------|-------------------------------------|-------------------------|
| Demet Zafer Gunes | İstanbul Sabahattin Zaim University | Turkey |
| Nazlı Nazar Aydoğan | İstanbul Sabahattin Zaim University | Turkey |
| Esmat Zaidan | United Arab Emirates University | United Arab Emirates |
| Sakeena Al Hammadi | University of Piraeus | United Arab Emirates |
| Khaula Al Kaabi | United Arab Emirates University | United Arab Emirates |
| Roqayah Humaid Al Kendi | United Arab Emirates University | United Arab Emirates |
| Abdelgadir Abuelgasim | United Arab Emirates University | United Arab Emirates |
| Hanan Hanan AlMazrouei | College of Business and Economics | United Arab Emirates |
| Richard Pech | College of Business and Economics | United Arab Emirates |
| Fahad Sultan | Birmingham City University | United Kingdom |
| Syed Mohsin Ali Shah | Birmingham City University | United Kingdom |
| Javed Ghulam Hussain | Birmingham City University | United Kingdom |
| Rudsada Kaewsaeng-on | University of Salford | United Kingdom |
| Sudi Sharifi | University of Salford | United Kingdom |
| Sinini Vundla | University of Salford | United Kingdom |
| Ebrahim Sotani | University of Kent | United Kingdom |
| Ameh Elbez | University of Plymouth | United kingdom |
| Amiee shelton | Roger Williams University | United State of America |
| Jamie Warner | Roger Williams University | United State of America |
| Russell E. Brayley | George Mason University | United State of America |
| Philomena Marinaccio | Florida Atlantic University | United State of America |
| Pat Obi | Purdue University Calumet | United State of America |

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