

# 2016 ICBTS International Academic Research Conference

## Conference Program

INTERNATIONAL SUSTAINABLE DEVELOPMENT BUSINESS ECONOMICS TOURISM  
TRANSPORT TECHNOLOGY SOCIAL SCIENCES HUMANITIES AND EDUCATION  
RESEARCH CONFERENCE

*Boston, MA USA: 30 June – 2 July, 2016*

*Toronto, Canada: 4 – 6 July, 2016*



## Conference Three Themes

*The International Sustainable Development in Business and Economics Conference*

*The International Sustainable Development in Sciences and Technology Conference*

*The International Sustainable Development in Social Sciences Humanities and Education Conference*

## 2016 ICBTS CONFERENCE AMSTERDAM PROGRAM

<b>The 2016 ICBTS International Academic Research Conference Conference Program</b>	
30 June 16 9.00 - 09.45 (TH)	<b>REGISTRATION</b> Welcome meeting at The Sheraton Commander Hotel Boston
09.50- 10.00	<b>WELCOME &amp; OPENING ADDRESS</b> At The Sheraton Commander Hotel Boston  <b>Prof. Dr. Kai Heuer</b> , Wismar University, Germany <b>Dr. Chayanan Kerdpitak</b> , Suan Dusit University, Thailand
	<b>Session Chair</b> <i>Professor Dr. Kai Heuer, Germany</i> <i>Dr. Chayanan Kerdpitak, Thailand</i>
<b>30 June 16</b> 10.00 -11.00(TH)	<b>Session 1</b> International Business Tourism Research <b>Paper 1</b> (48) The Analysis of Participation in Adult Education Activities in Taiwan <i>AI-TZU LI and Li-Chun Chen/Ming-Lieh Wu, Taiwan</i> <b>Paper 2</b> (41) The Effect of Non-verbal Behaviors of Teachers on classroom Management <i>Ibrahim Serkan ödemiş, Turkey</i> <b>Paper 3</b> (62) The use of Assistive Technology in Education of Programming <i>Mario Konecki and Sandra Lovrenčić and Keith Jervis, Croatia</i>
11.01 - 11.30	Morning Break
11.31 - 12.30	<b>Session 2</b> International Tourism Research <b>Paper 1</b> (50) The Impact of Family Incivility of Stress and Intention to Leave <i>Uğur YOZGAT and Ayşe İLGÜN KAMANLI, Turkey</i> <b>Paper 2</b> (63) Reducing Business Operating Costs in the Field of Healthcare by Introducing Customers with Web Sale Systems <i>Mario Konecki and Igor Pihir and Stjepan Vidačić, Croatia</i> <b>Paper 3</b> (15) The preparation for Principship in the Mpumalanga Province (South Africa) <i>Corene de Wet, South Africa</i>
12.30 - 14.00	Lunch and Join Academic Network
14.01 - 15.00	<b>Session 3</b> International Tourism Transport Research <b>Paper 1</b> (64) The Impact of Income Inequality on Volunteering Across Municipalities in the Seoul Metropolitan area of Korea: A Multi-Level Analysis <i>Wook-Jin Kim, South Korea</i> <b>Paper 2</b> (65) Factors Influencing Mental Health Status of College Students in Guam <i>ANA JOY P. MENDEZ, USA</i>

	<b>Paper 3 (43)</b> Integrating Nano- & Bio-Technology: Paving a Way for Early Cancer Diagnosis <i>Kavita Arora, India</i>
15.01 - 15.30	Afternoon Break
15.31 - 17.00	<b>Session 4</b> International Tourism Research <b>Paper 3 (51)</b> Us Ice Hockey: Best Management Practices and Opportunities for Development <i>Professor Dr. Peter Smolianov, USA</i> <b>Paper 2 (4)</b> The Digital Divide in Basic Education and Its Relation to Academic Performance and Aspirations <i>Jose Rodrigo Zubiri, Philippines</i> <b>Paper 3 (5)</b> Understanding the Impact of Orientalism for Indonesia and The Importance to Change Its Negative Stereotypes <i>Catharine Chelsea Patricia, Indonesia</i>
<b>30 June 16</b> 10.00 - 11.00(W)	<b>Session 1</b> International Social Sciences Research <b>Paper 1(10)</b> The impact of proposed activities for the development of citizenship among pre-school children <i>Chrestina Mamdouh Younan Asham., Egypt</i> <b>Paper 2 (20)</b> Customer participation in the context of financial services: The role of self- and other efficacy <i>Wang, Chung-Yu and Li-Wei Wu, Taiwan</i> <b>Paper 3 (11)</b> Sustainable Entrepreneurship Skill Acquisition Using the IGBO Traditional Apprenticeship Model <i>Sussan Maduabum and Anthony Maduabum, Nigeria</i>
11.01 - 11.30	<b>Morning Break</b>
11.31 - 12.30	<b>Session 2</b> International Social Sciences Research <b>Paper 1 (12)</b> Tourism Challenges and Prospects: The Nigerian Experience A Case Study of Benin City <i>Olawale-Olakunle Olajumoke Elizabeth, Nigeria</i> <b>Paper 2 (13)</b> Political Violence and Democratic Consolidation in Nigeria <i>Ogunbodede Nife Elizabeth, Nigeria</i> <b>Paper 3 (18)</b> Wine Tourism and Destinations in the world <i>Mustafa YILMAZ and Yılmaz SEÇİM, Turkey</i>
12.31 - 14.30	<b>Lunch</b>
14.31 - 15.30	<b>Session 3</b> International Tourism Research <b>Paper 1 (56)</b> Scheduling of Concurrent Construction Projects in Crowded Urban Areas <i>Yaghob Gholipour, Iran</i> <b>Paper 2 (59)</b> Inspection and Precise Categorization of Effective Factors over Dimensional Accuracy in Fused Deposition Modeling <i>Iman Amouhadi, Iran</i> <b>Paper 3 (76)</b> Design and Implement of Microcontroller Based Automatic Toll Gate Control and Tax payment System using RFID Technology <i>Nwankwo Nonso Prince and Engr. Nnamani K.C, Nigeria</i>
15.31-16.00	Afternoon Break
<b>1 July 16 (F)</b> 10.00 - 11.00	<b>Session 1</b> International Business & Tourism Research <b>Paper 1(26)</b> The Impact of Service Quality Dimensions on Customer loyalty on the Two Main Mobile Telecommunication Companies, MTN and Orange. A Case of Cameroon <i>Tarkang Mary Magdaline Enow Mbi, North Cyprus</i>

	<p><b>Paper 2(37)</b> China's Economic development: Income Inequality and Ethnicity Siriporn Dabphet, <i>Thailand</i></p> <p><b>Paper 3(55)</b> Foreign Entry Mode Choices are Interdependent: Imitation Behavior of Strategic Group Members <i>Ruiz-Conde, Enar and Mas-Ruiz, Francisco J. and Calderón-Martínez, A., Spain</i></p>
10.01 – 11.30	Break
11.31 – 12.30	<p><b>Session 2</b> International Business &amp; Tourism Research</p> <p><b>Paper 1(38)</b> APPLYING IMPORTANCE-PERFORMANCE ANALYSIS FOR IMPROVING TOURISM DESTINATION IMAGE OF A REGIONAL DESTINATION IN THAILAND Siripen Dabphet, <i>Thailand</i></p> <p><b>Paper 260)</b> Implementation of Cross-Training during Perilous states in Hotels Dr. Mohamed Kamal Abdien, <i>Egypt</i></p> <p><b>Paper 3 (22)</b> THE INFLUENCE OF FEMALE CELEBRITY ENDORSER CREDIBILITY (FCEC) ON UNIVERSITY STUDENTS' ATTITUDE TOWARDS COSMETICS BRANDS NOBUKHOSI DLODLO, <i>South Africa</i></p>
12.31 – 14.30	Lunch and Join Academic Network
14.31 – 15.30	<p><b>Session 7</b> International Business &amp; Tourism Transport Research</p> <p><b>Paper 1 (23)</b> CHANGING FACES: TESTING A MODEL OF MARKET MAVENISM, ATTITUDE AND VARIETY-SEEKING ON COSMETIC BUYING BEHAVIOUR <i>Dr. NOBUKHOSI DLODLO, South Africa</i></p> <p><b>Paper 2 (79)</b> EFFECTIVE STRATEGIC PLANNING BASED ON CUSTOMER SEGMENTATION Oreški Dijana and Oreški Sanja and Kedmenec Irena, Croatia</p> <p><b>Paper 3 (36)</b> Hedge and Performance on Risk of Climate Change: Evidence from Electric Industry of Korea Hyunjung Nam and Pando Sohn, South Korea</p>
15.31 – 16.00	Break
16.00 – 17.00	<p><b>Session 8</b> International Business &amp; Social Sciences Research</p> <p><b>Paper 1 (34)</b> A Study on the Response of Europe towards Refugees: Focused on the refugees from former Yugoslavia and Syria Bo-Kyung Moon and Gi-Sik Hwang, <i>South Korea</i></p> <p><b>Paper 2 ( 80)</b> THE ASSOCIATION BETWEEN THE NATIONAL INTELLECTUAL CAPITAL COMPONENTS AND THE QUALITY OF LIFE Oreški Dijana and Pihir Igor and Kedmenec Irena, Croatia</p> <p><b>Paper 3 (57)</b> Vietnam's retail market entry strategies of Foreign Firms and Solutions for Domestic Retailers Vu Thi Thu Hoai and Dae Jung Kim, <b>South Korea</b></p> <p><b>Paper 4(46)</b> Brand Love for Lifestyle Hotels: A Generation Y Perspective <i>Professor DR. Chyong-Ru Liu and Tsui-Hua Chiu, Yao-Chin Wang, Shan-Pei Chen</i></p>

**30 -17 July 2016**

**Participation and Discussion**

1. Dr. Alaa Sarabi, Saudi Arabia
2. Dr. Hsiou-huai Wang, Taiwan
3. Prof. Xiao Huamao, China
4. Prof. Peng Jian, China
5. Dr. Obadaye Adeola, Nigeria
6. Dr. Rubaiyat Jahan, Bangladesh
7. Dr. Abdallah Yagub, Sudan

## 2016 ICBTS CONFERENCE AMSTERDAM PROGRAM

<b>The 2016 ICBTS International Academic Research Conference Conference Program</b>	
4 July 16 9.00 - 09.45 (M)	<b>REGISTRATION</b> Welcome meeting at The Ryerson University Toronto Canada
09.50- 10.00	<b>WELCOME &amp; OPENING ADDRESS</b> At The Ryerson University Toronto Canada  <b>Prof. Dr. Kai Heuer</b> , Germany <b>Dr. Chayanan Kerdpitak</b> , Thailand
	<b>Session Chair</b> <i>Professor Dr. Kai Heuer, Germany</i> <i>Dr. Chayanan Kerdpitak, Thailand</i>
<b>4 July 16</b> 10.00 -11.00(M)	<b>Session 1</b> International Business Research <b>Paper 1(39)</b> Relational based customer relationship management in the cruise line vacations sector Stephen W. Wang, <i>China</i> <b>Paper 2(22)</b> Applying the BCG Matrix to the academic trajectory of Hospitality Researchers in Brazil Grace Kelly Marcelino and Elizabeth Kioko Wada, <i>Brazil</i> <b>Paper 3(52)</b> A STUDY OF TOURIST BEHAVIOR OF CAPSULE HOTELS Wong Soke Wen and Chen, Huei-Ju, <i>Taiwan</i>
11.01 - 11.30	Morning Break
11.31 - 12.30	<b>Session 2</b> International Sciences & Technology Research <b>Paper 1(33)</b> TREATMENT OF NICKEL-CONTAINING WASTEWATER USING FENTON PROCESSES Ming-Chun Lu and J. Encarnacion and G. Peralta, Philippines <b>Paper 2(14)</b> User Authentication Schemes: Considering Security and Usability of Graphical Password Adebayo Muideen Yisau, <i>Nigeria</i> <b>Paper 3 (37)</b> Use of cotton as a carbon source for denitrification in biofilters for groundwater remediation Amir Aloni and Asher Brenner, <i>Israel</i>
12.30 - 14.00	Lunch and Join Academic Network
14.01 - 15.00	<b>Session 3</b> International Business Research <b>Paper 1 (50)</b> Riding on the Clouds: An Innovative and Knowledge-based Business Model for Cloud Services Hsin-Hui Lin and Yi-Fang Chung and Yi-Shun Wang, <i>Taiwan</i> <b>Paper 2 (8)</b> Agrotourist Travel Motivation and Behavior: A Case Study of ASEAN+6 Tourists Visiting Thailand Ranee Esichaikul and Rochaporn Chansawang, <i>Thailand</i>

	<b>Paper 3 (16)</b> Investigating the effective factors in peoples' tendency for using Cash deposit system in Shahrnet Outlet Samira Sabzghabaei, <i>Iran</i>
15.01 - 15.30	<b>Afternoon Break</b>
15.31 - 17.00	<b>Session 4 International Tourism Research</b> <b>Paper 1 (35)</b> Effect of (Foreign) Exchange Rates of Major Currencies on Earnings from Crude Oil Export in Nigeria Dr. Inyiama Oliver Ikechukwu and Dr. Ugwuanyi Boniface Uche, <i>Nigeria</i> <b>Paper 2 (43)</b> Investigation and Measurement of Service Quality in City Bank and its Relationship with Customer Satisfaction Seyed Yaser Bazregari, <i>Iran</i> <b>Paper 3 (9)</b> Non-Interest/Islamic Banking, the Springboard of SMEs' Investment and Poverty Reduction: A Micro-Statistics Analysis from Nigeria. SALAKO MUDASHIRU ABIODUN, <i>Nigeria</i>
<b>4 July 16(M)</b> 10.00 - 11.00	<b>Session 1 International Social Sciences Research</b> <b>Paper 1(36)</b> A Vision Inspection System for Detecting Sealer Spread Defects in Automobile Parts Industry Heekyung an and Suwoong Lee, <i>Korea</i> <b>Paper 2 (48)</b> The humanities and social science in African universities and institutes Kimbugwe Yusuf and Namubiru Shakira, <i>Oman and Uganda</i> <b>Paper 3 (57)</b> Child Labor and Tourism: Impacts of Self-Imposed Laboring to the Welfare of Young Tour Guides in Minalungao National Park, General Tinio, Nueva Ecija Joshua G. Maputi and Joanna Erika T. Estella, <i>Philippines</i>
11.01 - 11.30	<b>Morning Break</b>
11.31 - 12.30	<b>Session 2 International Social Sciences Research</b> <b>Paper 1 (51)</b> Impact of Meal Context on Eating Out at Night Gill, Amrinder Singh, <b>India</b> <b>Paper 2 (56)</b> Asian EFL Teachers' Web-based Instruction and National Educational Technology Standards for Teachers Sima Sayadian and Azadeh Ashrafzadeh, <i>Iran</i> <b>Paper 3 (21)</b> The acceptance of social networking systems as an e-learning tool in ODL institutions: Students perception Professor Michael C. Cant, <i>South Africa</i>
12.31 - 14.30	<b>Lunch</b>
14.31 - 15.30	<b>Session 3 International Technology Research</b> <b>Paper 1 (23)</b> Operational management experiences of RCC dams in the past decade Aidan Zamani, <i>Iran</i> <b>Paper 2 (29)</b> Rubber dams, hydraulic behaviour and performance Aidan Zamani, <b>Iran</b> <b>Paper 3 (30)</b> Earthquake Effect in Micro Hydro Sector Keshav Raj Dhakal, <i>Nepal</i> <b>Paper 4 (98)</b> Cloud Computing Technology (CCT) and Information & Communication Technology Education in Ghana <i>Peter Applahenehene and Christopher Ninfaakang Bombie, Ghana</i>
15.31-16.00	<b>Afternoon Break</b>
<b>5 July 16 (T)</b> 10.00 - 11.00	<b>Session 5 International Education Research</b>

	<p><b>Paper 1(11)</b> A study on the professional development of university club leaders, from the perspective of Communities of Practice Wen-Bing Gau, <i>Taiwan</i></p> <p><b>Paper 2 (53)</b> Impact of Smoking Bans on Infant and Child Health Dhaval Dave and KerryAnne McGeary and Brandy Lipton and Timothy Roeper, <i>USA</i></p> <p><b>Paper 3 (44)</b> A Conceptual Model of E-Commerce Systems Success in the Context of Physical Product E-Tailing Yi-Shun Wang and Hsin-Hui Lin and Shin-jeng Lin and Ci-Rong Li and Hsien-Ta Li, <i>Taiwan</i></p>
10.01 – 11.30	Break
11.31 – 12.30	<p><b>Session 6</b> International Education Research</p> <p><b>Paper 1(46)</b> A study on internal and external marketing strategies for older adult learning communities: Using Senior Citizens Learning Centers as an example Wen-Bing Gau, <i>Taiwan</i></p> <p><b>Paper 2 (6)</b> The use of request modification strategies by L2 learners of Arabic Saad Al-Gahtan, <b>Saudi Arabia</b></p> <p><b>Paper 3 (4)</b> CRITICAL CITIZENRY AND DEMOCRATIC CONSOLIDATION: NIGERIA PERSPECTIVE Babalola BTA, <i>Nigeria</i></p>
12.31 – 14.30	Lunch and Join Academic Network
14.31 – 15.30	<p><b>Session 7</b> International Business Tourism Transport Research</p> <p><b>Paper 1 (5)</b> Energy, Materials, Processes and Innovation: an integrated approach out African and Romanian Babalola BTA and Yusuf Sulaimon Aremu, <i>Nigeria</i></p> <p><b>Paper 2 (43)</b> Effect of fluctuations in Crude Oil Price on Nigeria Economic Growth and Development <i>Dr. Inyiama Oliver Ikechukwu and Dr. Ugwuanyi Boniface Uche, Nigeria</i></p> <p><b>Paper 3 (20)</b> Impacts of Environmental Factors Affecting Software Maintenance Productivity to the Customer Satisfaction and Retention of Software Product Oriented Companies in Sri Lanka Ahilan Rajendram and Chandana Gamage, <i>Sri Lanka</i></p>
15.31 – 16.00	Break
<b>4 - 5 July 2016</b>	<p style="text-align: center;"><b>Participation and Discussion</b></p> <ol style="list-style-type: none"> <li>1. Dr. Namubiru Shakira, Uganda</li> <li>2. Dr. Mahmoud Attia and Rania S. Hussein, Kuwait</li> <li>3. Dr. Addo-Yobo Felix Opare, Ghana</li> <li>4. Dr. Fatemeh Azhdary, Saudi Arabia</li> <li>5. Dr. Deepti Chopra, India</li> <li>6. Dr. Rubaiyat Jahan, Bangladesh</li> </ol>



## **International Academic Research Conference 2016**



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