

2016 ICBTS International Academic Research Conference

Conference Program

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

London, United Kingdom: 1 – 3 August, 2016

Zurich, Switzerland: 4 – 6 August, 2016



Conference Three Themes

The International Sustainable Development Tourism Transport and Technology Conference

The International Sustainable Development Business Economics Finance Marketing Conference

The International Sustainable Development Social Sciences Humanities and Education Conference

2016 ICBTS CONFERENCE LONDONPROGRAM

The 2016 ICBTS International Academic Research Conference Conference Program	
1 August 16 14.00 - 16.30 (M)	REGISTRATION Welcome meeting at The University of London
09.50- 10.00	WELCOME & OPENING ADDRESS At The Imperial London Hotel Russell Square Prof. Dr. Kai Heuer , Germany Dr. Chayanan Kerdpitak , Thailand
	Session Chair <i>Dr. Vipin Nadda, England</i> <i>Dr. Chayanan Kerdpitak, Thailand</i>
2 August 16 10.00 -11.00(T)	Session 1 International Business & Tourism Research Paper 1 (48) Involvement, flow experience and revisit intention in Dajia Mazu Pilgrimage <i>Yi-Ju Lee, Taiwan</i> Paper 2 (38) Remittances and Household Consumption in Jordan: An Empirical Investigation <i>Ghazi Al-Assaf and Alaaeddin Al-Tarawneh, Jordan</i> Paper 3 (39) Industrial Heritage and Natural & Cultural Tourism of Limestones <i>Professor Dr. Masaaki OKADA, Japan</i>
11.01 - 11.30	Morning Break
11.31 - 12.30	Session 2 International Tourism Research Paper 1 (80) Wealth and Income Distribution Fluctuations in a Tourist Economy <i>Wei-Bin Zhang, Japan</i> Paper 2 (86) A Bounded Foresight Equilibrium of the International Monetary Policy Game <i>Hon-Snir Shlomit and Ben-David Nissim, Isreal</i> Paper 3 (83) The Influence of the Political Climate on South Africa's Tourism Industry <i>Danie Ferreira and Sandra Perks, South Africa</i>
12.30 - 14.00	Lunch and Join Academic Network
14.01 - 15.00	Session 3 International Tourism Transport Research Paper 1 (61) Exploration of Availability of Online Tourism Services Providers in Pakistan <i>Syed Ahtsham Ali and Syed Irfan Ali, Xu Ming, China</i>

	<p>Paper 2 (41) A Sustainable Tourism Framework for South Africa Addressing Key Tourism Concerns <i>Danie Ferreira and Sandra Perks, South Africa</i></p> <p>Paper 3 (58) Emerging Tourism between Pakistan and China via Silk Road <i>Syed Ahtsham Ali and Syed Irfan Ali, Xu Ming, China</i></p>
15.01 - 15.30	Afternoon Break
15.31 - 17.30	<p>Session 4 International Tourism Technology Research</p> <p>Paper 3 (46) Use Interactive Web-based program to teach clients' self-management of chronic diseases <i>Dr. Chow Mei Kuen, Hong kong</i></p> <p>Paper 2 (45) Evaluation Indices of Recreational Carrying Capacity of Costal Recreation Areas in Taiwan Hualien <i>Maw-Cherng Lin and Ming-Wei Yang</i></p> <p>Paper 3(84) The effect of past and present place of residence on tourist type and destination type <i>Shlomit Hon-Snir and Sharon Teitler-Regev, Israel</i></p> <p>Paper 4 (8) Examining the Acceptability of Destination local food by Domestic Tourist Visiting Northern Nigeria. <i>Dr. Eldah Ephraim Buba and Jamila Mohammed Waziri</i></p>
2 August 16 11.31 -12.30(T)	<p>Session 1 International Education Research</p> <p>Paper 1(59) What is an Innovative Educational Coach <i>Professor Dr. Dan Cunniff and Joe Marron, United State of America</i></p> <p>Paper 2 (30) Use of Project-Based Learning Approach to Improve Students' Descriptive Process Writing Skills <i>Dr. Supara Ballantyne, Thailand</i></p> <p>Paper 3 (22) The stories of "young" teachers who chose Mathematics teaching as a second professional career <i>Dr. Ronit Bassan- Cincinatus and Professor Dorit Patkin, Isreal</i></p>
12.31 - 14.00	Lunch
14.01 - 15.00	<p>Session 2 International Education Research</p> <p>Paper 1 (21) Technological Change as an Educational Tool: A Virtual Course and a Frontal Course for Novice Teachers <i>Eti Gilad and Shosh Millet and Aviva Alkalay, Isreal</i></p> <p>Paper 2 (29) Classroom management for optimal learning <i>Professor HM Van der Merwe, South Africa</i></p> <p>Paper 3 (60) Managing Educational Leadership and Online Teaching in a Changing Diverse Technological Society <i>Professor Dr. Dan Cunniff, United State of America</i></p>
15.01 - 15.30	Afternoon break
15.31 - 17.30	<p>Session 3 International Education Research</p> <p>Paper 1 (11) Education and Society: The issue of Relevance in Nigeria Education <i>Professor Olu Akeusola, Nigeria</i></p> <p>Paper 2 (14) The Impact of Secondary School Selection Process on the Performance of Students <i>Dr. Wey Amaewhule and Ola Adelusi, Nigeria</i></p> <p>Paper 3 (100) Students' Perception on Female Teachers</p>

	<i>Dr. Abdurrahman Hi. Usman, Malaysia</i>
15.31-16.00	Afternoon Break
3 August 16 (W) 10.00 – 11.00	<p>Session 1 International Social Sciences Research</p> <p>Paper 1(75) Making Climate Law as a Core Subject in the Curriculum of Law Schools in South Africa <i>Kola O. Odeku, South Africa</i></p> <p>Paper 2(17) Country Rights: Foundation of International Equality <i>PINGPING ZHU, Japan</i></p> <p>Paper 3(67) Ethnicism and Nigeria's National Development Crisis <i>Professor Arinze Ernest Agbogu, Nigeria</i></p>
11.01 – 11.30	Morning Break
11.31 – 12.30	<p>Session 2 International Social Sciences Research</p> <p>Paper 1(31) Tax Amnesty for Social Contribution Romanian Present Context and Legal Framework <i>Mihaela TOFAN and Ana Maria BERCU, Romania</i></p> <p>Paper (98) Perceiving Aspectuality: An Experiment with Indonesian-English Bilingual Speakers <i>Dr. Syarif Hidayat N</i></p> <p>Paper 3 (99) Hedging in Doctor-Patient Communication: A Pragmatic Study <i>Dr. Suhair Safwat and Dr. Aseel Muhammad Faiq</i></p>
12.31 – 14.00	Lunch and Join Academic Network
14.01 – 15.00	<p>Session 7 International Social Sciences & Humanities Research</p> <p>Paper 1 (104) A Sensitivity Analysis of the Growth-Debt Nexus: Revisiting Reinhart and Rogoff <i>Dr. Hussein Zeaiter, Lebanon</i></p> <p>Paper 2 (89) Auditing and Accounting Fraud and the Potential Impact of Technology Use: Case of UAE Organizations <i>Dr. Mohamed Salem, UAE</i></p> <p>Paper 3 (77) To Blend or not to Blend: Lessons Learnt Form Introducing Blended Learning at a Medical School in Qatar <i>Dr. Syed Ahmed Hasnain</i></p>
15.00 – 15.30	Afternoon Break
2- 3August 2016	<p>Participation and Discussion</p> <ol style="list-style-type: none"> 1. Dr. Alaaeddin Al-Tarawneh, University of Jordan, Jordan 2. Dr. Kuwait University, Kuwait 3. Assoc.Prof. Helen Merlyne Bholá-Paul, St. George's University, Grenada 4. Dr. Obadaye Adeola, Nigeria 5. Dr. Rubaiyat Jahan, Bangladesh 6. Dr. Liasidou Anastasia, European University Cyprus 7. Dr. Shosh Millet, Achva Academic College, Isreal 8. Dr. Aviva Alkalay, Achva Academic College, Isreal

2016 ICBTS CONFERENCE ZURICH PROGRAM

The 2016 ICBTS International Academic Research Conference Conference Program	
4 August 16 9.00 – 09.45 (TH)	REGISTRATION Welcome meeting at The Novotel Zurich Airport Messe, Zurich Switzerland
09.50- 10.00	WELCOME & OPENING ADDRESS At The Novotel Zurich Airport Messe, Zurich Prof. Dr. Kai Heuer , Germany Dr. Chayanan Kerdpitak , Thailand
	Session Chair Professor Dr. Ebrahim Soltani, UAE
4 August 16 10.00 – 11.00 (TH)	Session 1 International Social Sciences Research Paper 1(34) Exploring the Qualitative Conceptions of Lifelong Learning: An Investigation of In-Service Teachers Working in Colleges of Education of Punjab (India) <i>Professor Dr. Hiromi Ban and Haruhiko Kimura and Takashi Oyabu, Japan</i> Paper 2(14) The matter of academic integrity at an English Medium Setting <i>Dr. Ayşegül Solar Şekerci and Dilek Bozu, Turkey</i> Paper 3(03) Issues on Internationalization of Japanese Universities: What We Learn from Job Openings for Foreign Language Teachers <i>Dr. Masanori Kimura, Japan</i>
11.01 – 11.30	Morning Break
11.31 – 12.30	Session 2 International Education Research Paper 1(11) Using Social Networking Site- Edmodo- to Manage Learning and Teaching in A Classroom Situation. <i>Dr. Choosri Banditvilai, Thailand</i> Paper 2(23) Teaching Listening Skills: A Psychological Perspective <i>Dr. Irina-Ana Drobot, Romania</i> Paper 3 (44) The Barriers to Education for Azeri Ethnic Minority Living in Georgia <i>Dr. Tamar Abashidze, Georgia</i>
12.31 – 14.00	Lunch and Join Academic Network
14.01 – 15.00	Session 3 International Social Sciences Research Paper 1 (45) Differentiating Between Okinawa and Hawaii Tourists - The Motivations of Japanese Tourists <i>Dr. Hiromi KAMATA, Japan</i>

	<p>Paper 2 (45L) Evaluation Indices of Recreational Carrying Capacity of Coastal Recreation Areas in Taiwan Hualien <i>Dr. Maw-Cherng Lin and Ming-Wei Yang, Taiwan</i></p> <p>Paper 3 (41) Factors Developing and Undermining the Intrinsic Motivation of Tourism Students <i>Prof. Dr. Hiromi Ban and Haruhiko Kimura and Takashi Oyabu, Japan</i></p>
15.01 – 15.30	Afternoon Break
15.31 – 17.00	<p>Session 4 International Social Sciences Research</p> <p>Paper 1 (27) SWOT analysis of health tourism and a road map for Turkey <i>Prof. Dr. Ali Fuat Guneri and Muhammet Gul and Tugce Gultekin</i></p> <p>Paper 2 (28) Marketing's Effect on Generation Y'S Purchasing Behaviour <i>Prof. Dr. BAHADIR GÜLSÜN and ONUR YILMAZ</i></p> <p>Paper 3 (04) Approaches to Communicative Foreign Language Teaching <i>Dr. May Fadhil Alshaikhli, Jordan</i></p> <p>Paper 3 (07) Impacts of Islamic Arts upon Architecture in Italy <i>Dr. Mona Hussien Ali Al-Sahlan Al-Qahtani, Saudi Arabia</i></p> <p>Paper 4 (95) Harnessing Crowdwriting for Creating Educational Content in Higher Education <i>Dusan Barac, Serbia</i></p>
4 August 16(TH) 10.00 – 11.00	<p>Session 1 International Social Sciences Research</p> <p>Paper 1(18) The Relationship between IWB Mediated Vocabulary Improvement and EQ in Elementary EFL Learners <i>Dr. Behzad Rahbar and Zoleikha Sajadi, Iran</i></p> <p>Paper 2 (33) A research on English learning for undergraduates using the Nintendo DS <i>Dr. SUN HONGYE, China</i></p> <p>Paper 3 (32) Feature extraction of English interviews <i>Dr. Xiaole Gu, China</i></p>
11.01 – 11.30	Morning Break
11.31 – 12.30	<p>Session 2 International Social Sciences Research</p> <p>Paper 1 (30) Transformation of the Sacred: The Commercialization, Politicization and Globalization of Buddhist Heritage Tourism in Contemporary China <i>Dr. Zhao Dong, China</i></p> <p>Paper 2 (20) Systematic Risk Factors for Indian Stock Markets <i>Dr. Aman Srivastava, India</i></p> <p>Paper 3 (61) Collectivistic Cultural Background and Independent Self-construal <i>Dr.SUN HONGYE, China</i></p>
12.31 – 14.00	Lunch
14.01 – 15.00	<p>Session 3 International Technology Research</p> <p>Paper 1 (48) Public Relations as Tool for National Economic Transformation <i>Dr. Adeleke Adebayo Ibrahim and Oketokun Olalekan Fatai, Nigeria</i></p> <p>Paper 2 (55) The Role of Recasts in Iranian Under-graduate EFL Learners' Paragraph Writing Improvement <i>Dr., Fatemeh Behjat Iran</i></p> <p>Paper 3 (68) Numerical Code-Switching in Khuzestani Arabic</p>

	<i>Dr. Hossein Matoori, Iran</i>
15.01-15.30	Afternoon Break
5 August 16 (F) 10.00 - 11.00	<p>Session 5 International Business Research Paper 1(21) Why and When do Consumers Perform Green Behaviors? An Examination of Regulatory Focus and Ethical Ideology <i>Dr. Ricky Y. K. Chan and Lili W. Zou, Hong Kong</i></p> <p>Paper 2 (70) A Comparison Study of Iodized Salt Production Cost in Central Region <i>Dr. Chollada Luangpituksa, Thailand</i></p> <p>Paper 3 (42) Effectiveness of Chinese martial arts and ethics to reduce reactive and proactive aggression in schoolchildren <i>Dr. FUNG Lai-chu, Annis, Hong Kong</i></p>
11.01 - 11.30	Morning Break
11.31 - 12.30	<p>Session 6 International Business Research Paper 1(43) Brand Authenticity and Consumer-Brand Relationships <i>Dr. Hyun Jung Park</i></p> <p>Paper 2 (49) SME Branding and Value-added activity: A study of Thai food and beverage industry <i>Dr. Saijai Pongsripetch, Japan</i></p> <p>Paper 3 (29) Dependency of Significant Factors of the Business Environment of SMEs on the Age of Entrepreneurs <i>Professor Dr. Jaroslav Belás, Czech Republic</i></p>
12.31 - 14.00	Lunch and Join Academic Network
14.01 - 15.00	<p>Session 7 International Business Research Paper 1 (91) Culture Economy as a Tool for Economic Development in the Modern World: Assesments Focused on Cultural Heritage in Turkey <i>Dr. Hilal YILDIRIR KESER, Turkey</i></p> <p>Paper 2 (92) A Study to Determine the Relationships Between Job and life Satisfaction and Psychological Well-Being <i>Dr. ÜLVİYE TÜFEKÇİ and ŞÜKRAN KARADUMAN and AŞKIN KESER, Turkey</i></p> <p>Paper 3 (98) Big Data Project Management Cycle and Challenges <i>Dr. Hak Ju Kim</i></p>
15.01 - 15.30	Break
15.31 - 17.00	<p>Session 7 International Business Research Paper 1 (93) The Attitudinal and Behavioural Outcomes of Organizational Justice within the Framework of Social Exchange Theory: Evidence from Turkey <i>Dr. Senay Yüriür, Turkey</i></p> <p>Paper 2 (101) The impact of Economic Sentiment, Consumer, Producer and Investor's Confidence indices on the stock returns of listed companies in FTSE-20 in Greece <i>Dr. CONSTANTINE CANTZOS and PETROS KALANTONIS and ARISTIDIS PAPAGRIGORIOY and STEFANOS THEOTOKAS, Greez</i></p> <p>Paper 3 (36) Factors Developing and Undermining the Intrinsic Motivation of Tourism Students</p>

	<p><i>Dr. Arcita Baltrūna</i></p> <p>Paper 3 (53) Assessment of the Marketing mix of Manufactured Goods by Vocational high school in Isfahan</p> <p><i>Dr. Mojtaba Shahnoushi and Mahnaz Toghani Iran</i></p>
4 - 5 July 2016	<p style="text-align: center;">Participation and Discussion</p> <ol style="list-style-type: none"> 1. Dr. Kikelomo Queen Oyegbade, Zion & Treasures Intercontinental Lim, Nigeria 2. Radi Ibrahim Ismail, Ain Shams University, Egypt 3. Dr. Namubiru Shakira, Uganda 4. Dr. ŞÜKRAN Karaduman, Uludag University, Turkey 5. Dr. Rubaiyat Jahan, Banglades 6. Dr. Nasser BOUCHAREB, Bez-Setif-I University, Algeria 7. Dr. Ahlam Al Fadhli, Kuwait

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