

**Programme 11 February 2015**

<b>Tract A1</b>		
<b>No.</b>	<b>TIME</b>	<b>Session Chairs Prof. Dr. Jeou-Shyan Horng</b>
0001	09.00	Explaining the mediation mechanisms between adhocracy culture and creativity: A self-identity perspective <i>Jeou-Shyan Horng, Da Chian Hu</i>
0002	09.20	“But why?”: HR attributions, service climate and employee attitudes in the casino industry <i>Anna Kralj</i>
0003	09.40	Perceptions of Hotel Front Desk Employees and Managers in Israel <i>Sharon Teitler Regev</i>
0004	10.00	From proactive personality to student creativity: The mediating role of knowledge sharing and student participation <i>Chang-Yen Tsai, Yu-Chun Chung and Hsin-Ruey Tsai</i>
0005	10.20	Application of Sentiment Analysis to Destination Hospitality Services <i>Gun Kim, OunJoung Park, Seung-hyun.Yun</i>
	10.40	<b>Morning Break</b>
0006	11.00	Detecting the Aspects of Employee Engagement in Al-Sabah Hospital in Kuwait Using Hierarchical Regression <i>Hessa J. Al-Khoder</i>
0007	11.20	Measuring the Service Quality and Visitors' Satisfaction of National Parks: A New Method <i>Wan Yu Liu</i>
0008	11.40	How do potential tourists' perception of climate change through mass media influence their travel decision-making process?: Applying model of goal- directed behavior <i>Jin-OK Kim, Jin-Eui Lee, Sang-Tae Kim, and Nam-Jo Kim</i>
0009	12.00	The analysis of characteristics of trail visitors in Mt. Bukhan National Park: Focused on structural relationships among motivation, value, satisfaction and behavioral intention <i>Jin-Eui Lee, Jin-OK Kim, Hee-Ja An, and Nam-Jo Kim</i>
0010	12.20	Understanding Impulsive Buying Behavior in Social Commerce : Moderation of motivate difference <i>Gun Kim, Choong. C Lee, Jungkeun, Moon</i>
	12.40	<b>Traditional Lunch</b>

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Track A 2		
No.	TIME	Session Chairs : Prof Dr. Ebrahim Soltani
0011	13.40	Consumers in Trade : Consumer Dispute Resolution in Selected Asean Member States <i>Sakina Shaik Ahmad Yusoff</i>
0012	14.00	Personality Factors as Predictors of Bullying Among Secondary School Students in South Western Nigeria Education <i>Olufunmilayo Adedayo</i>
0013	14.20	Workplace Bullying Model for Female Victims in Taiwan <i>Chun-Wei Yeh</i>
0114	14.40	Branding Europe/EU's 'Unity and Diversity' into key-rings' by <i>Hatice Sitki</i>
0015	15.00	Positive Psychology at School: A Positive Psychology School-Based Intervention to Promote Adolescents' Subjective Well-Being, Achievement and Engagement <i>Anat Shoshani</i>
	15.20	Afternoon Break
0016	15.40	Detecting the Aspects of Individual initiative, skill variety and creativity using Hierarchical Regression <i>Maha ALBahouh</i>
0017	16.00	The Effect of Social Media Marketing on Brand Trust and Brand Loyalty for Hotels <i>Şahika Burçin Tatar; İrem Eren Erdoğan</i>
0018	16.20	The Role of Brand Equity in Determining Foreign Tourists' Satisfaction <i>Chih-Hsing Liu</i>
0019	16.40	Measuring the Impact of Business Risks on TheQuality of The Auditing Process <i>Ahmad Adel Jamil Abdallah,</i>

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<b>Track B1</b>		
<b>No</b>	<b>TIME</b>	<b>Session Chairs : Associate Prof. Dr. Ahmed Elbaz</b>
0010	09.00	The Effect of Website Design and Technology Acceptance Model in E-Commerce <i>Afshan Azam</i>
0018	09.20	The effect of Hotel Ownership Type on Hotel Website Features from analyzing website contents and customers' viewpoint <i>Islam Salem</i>
0013	09.40	How Employee Engagement, Organizational Culture and Burnout Affect Employee Turnover Intentions in Hospitality Industry <i>Muhammad Rizwan</i>
0020	10.00	Fighting Competition Stress by Focusing The Psychological Training on the Vigor-Activity Mood <i>Majid AL-Busafi, Alexe Cristina Ioana, Alexe Dan Iulian</i>
0009	10.20	Environmental governance: Power, People and Conflicts in Tanzania <i>Thani Rashid Said</i>
	10.40	morning break
0032	11.00	Dismantling Obstacles to Anti-Corruption Reforms in Nigeria : Lessons From Botswana <i>Gafar Idowu AYODEJI</i>
0033	11.20	SWOT analysis of tourism and hospitality higher education curriculum: content analysis based approach <i>Khaled El-sayed, Rehab Daif, Mahmoud Hewedi, Eleri Jones</i>
0057	11.40	Students' Perception of Computer-Based and Paper-Based Assessment in Open and Distance Learning <i>Iyere Theodore.</i>
0019	12.00	Innovative Trend in Travelling and Hospitality Business <i>Rabin Sapkota</i>
0019	12.20	Effects of regular Sport on Sleeping <i>Azim Charoosae</i>
	12.40	lunch break

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<b>Track B 2 : Innovation Business &amp; Industrial Management</b>		
<b>CODE</b>	<b>TIME</b>	<b>Session Chairs : Associate Prof. Dr. Ahmed Elbaz</b>
0011	13.40	Mother Tongue Based Multilingual Education Challenges: The Case in ILigan City <i>Edgar R. Eslit</i>
0057	14.00	Incentives and Barriers in Conducting Practical Social and Industrial Research among Vocational Education and Training Practitioners in Hong Kong <i>Stella Kwok</i>
0023	14.20	The Effect of Jigsaw and Grup Investigation Techniques on the Social Skills of the Elementary School Students <i>Bayram YILAR and Ufuk ŞİMŞEK,</i>
0024	14.40	E-Learning as Part of Training Special Education Students in Teaching Low-Performing Children <i>Hana Avni-Schon</i>
0028	15.00	The Relationship between the Absorption of Knowledge and the Application of Graphic in Teaching Essay Writing <i>Adenan Ayob</i>
0029	15.20	afternoon break