

# 2015 IEDRC SINGAPORE CONFERENCES SCHEDULE

August 10-11, 2015, Singapore

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# IEDRC SINGAPORE CONFERENCES PROGRAM

**August 10-11, 2015, Singapore**

Quality Hotel Marlow

<http://www.qualityhotelmarlow.com.sg/>

**Day 1:**

<b>Venue</b> Foyer	<b>August 10</b> 10:00-17:00	<b>Registration</b>
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**Day 2:**

Venue Quality Ballroom	August 11 09:20-12:30	09:00—09:10	Opening Remarks
		09:10—10:00	Keynote Speech 1 (Prof. Michael Chia)
		10:00—10:15	Coffee Break & Group Photo
		10:15—11:05	Keynote Speech 2 (Prof. Wing H. Chui)
		11:05—12:05	Keynote Speech 2 (Prof. Norihito Mizuno)
Restaurant	August 11 12:05-13:30	Lunch	
Venue Quality Ballroom	August 11 13:30-18:00	13:30-16:00	Session 1 (8 papers)
		16:00-16:15	Coffee Break
		13:30—16:00	Session 2 (9 papers)
Venue Quality Ballroom Diamond Room	August 11 14:30-18:00	16:15-18:00	Session 3 (11 papers)
Restaurant	August 11 19:00-21:00	Dinner Banquet	

## **Registration: August 10, 2015 (Monday)**

Quality Hotel Marlow, Singapore

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<b>10: 00 – 12: 30</b> <b>13: 30 - 17: 00</b>	<b>Arrival and Registration</b> <b>(Venue: Foyer)</b>
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- (1) Please print your registration form before you come to the conference.
- (2) You can also register at any time during the conference.
- (3) Certificate of Participation can be collected at the registration counter.
- (4) Please tell the conference receptions your paper ID.
- (5) The organizer won't provide accommodation, and we suggest you make an early reservation.
- (6) One Best Paper will be selected from each oral session. The Certificate for Best Papers will be awarded in the Dinner Banquet on August 11, 2015.

## Full Schedule

### Conference: Morning, August 11, 2015 (Tuesday)

Venue: Quality Ballroom

09:00-09:10	<p>Opening Remarks</p>  <p><b>Prof. Norihito Mizuno</b> <b>Akita International University, Akita, Japan</b></p>
09:10-10:00	<p>Keynote Speaker Speech 1</p>  <p><b>Prof. Michael Chia</b> <b>Nanyang Technological University, Singapore</b></p> <p><b>Title:</b> Stand for SG50- Making Sitting less Sedentary for All</p> <p><b>Abstract:</b> Cogent research suggests that prolonged sitting throughout the day over long periods of time in adults is linked with chronic diseases such as diabetes, heart disease, hypertension and some cancer forms. Singaporean youths and adults respectively, are not sufficiently active during schooling and at work. Survey results show that among developed nations, Singaporean adults spend some of the longest hours at work presumably sitting most of the time. Singaporean youths are also highly sedentary. This pervasive exposure to prolonged sitting in</p>

	<p>youth and adulthood (e.g. more than four hours daily) expose large segments of the population to health risks and increased all-cause mortality. ‘Prolonged sitting’ is the new ‘smoking’ disease, because of it is a serious threat to optimal physical and metabolic health. Novel interventions at fragmenting sitting time throughout the day are discussed &amp; case study results at making sitting less sedentary in schools, at home and at the work will be shared.</p>
10:00-10:15	Coffee Break & Photo Session
10:15-11:05	<p>Keynote Speaker Speech 2</p>  <p><b>Prof. Wing H. Chui</b>  <b>Department of Applied Social Sciences, City University of Hong Kong, Hong Kong</b></p> <p><b>Title:</b> A Study on Youth Violence among Youth-at-risk in Hong Kong</p> <p><b>Abstract:</b>  Despite gradually declining crime rates in Hong Kong over the years, the proportion of violent crime has remained at a somewhat constant level (Hong Kong Police Force, 2015). To alleviate this issue, there is a need to investigate the antecedents of violent offending in at-risk youths – in line with the principles of early intervention – so as to prevent said youths from developing into adult career criminals. This notion forms the basis for this study, which constitutes the first part (i.e. a pre-test assessment) of an intervention project for youths deemed at risk of violent offending. The results of this initial investigation will be used to inform the design and development of the subsequent intervention for at-risk youths.</p> <p>This study was commissioned by the Hong Kong Federation of Youth Groups (HKFYG) and conducted in collaboration with Professor Wing Hong Chui of the City University of Hong Kong. The aims of the current study were:</p> <ul style="list-style-type: none"> <li>➤ to examine how an at-risk group of youths differs from a school sample, with regards to various aspects of their psychosocial functioning; and</li> <li>➤ to investigate the differences between the at-risk youth group and</li> </ul>

	<p>school sample in terms of their exposure to violent offending.</p> <p>The target population was youths deemed at-risk for violent offending, between the ages of 13 and 18 years old. A group of school students was also sampled to serve as a comparison group, with their age range and gender proportion matched to be similar to the at-risk youth group. A total of 336 completed questionnaires were included in the analyses, consisting of 118 at-risk youths (the at-risk group) and 218 students (the school group).</p> <p>A self-report questionnaire was designed by the research team to measure the indicators of interest in this study. The final questionnaire, along with measuring participants' demographic characteristics, includes the following:</p> <ul style="list-style-type: none"> <li>➤ Family Functioning</li> <li>➤ Bullying/Fighting</li> <li>➤ Impulsivity</li> <li>➤ Self-Control</li> <li>➤ Emotional Regulation</li> <li>➤ Criminal Sentiments</li> <li>➤ Attitudes Toward the Law</li> <li>➤ Exposure to Violence</li> </ul> <p>To briefly sum up the findings, analyses revealed that at-risk participants had significantly adverse functioning relative to school participants on several psychosocial dimensions. Most notably, these were Family Functioning, Bullying/Fighting, Self-Control, and Criminal Sentiments. These can be regarded as the risk factors for youth violence in this study, and in order to reduce the risk of further violent behaviour, intervention programmes should be designed to address the factors associated with youth violence.</p> <p>Similarly, the at-risk participants had higher exposure to violent offending, not just in their participation in said offences, but also their victimization from and witnessing of it. The most consistently notable offence types appear to be Assault (of all 3 degrees of severity, the most common being Assault with no weapons but with injuries), Criminal Intimidation, Cyber Bullying, and Domestic Violence/Abuse.</p>
11:05-12:05	<p>Keynote Speaker Speech 3</p>  <p>Prof. Norihito Mizuno</p>

	<p style="text-align: center;"><b>Akita International University, Akita, Japan</b></p> <p><b>Title:</b> An Aspect of Modern Sino-Japanese Relations: Wartime Japan's Search for Medical Partnership with China</p> <p><b>Abstract:</b>          In the midst of the Sino-Japanese Conflict (1937-45), a group of Japanese professionals of traditional medicine called Kanpo (漢方) founded a private association named the Association of East Asian Medicine in 1938. The association's self-assigned mission was to create a partnership with Chinese and Manchurian counterparts engaged in traditional medicine. The association expected the tripartite medical partnership to contribute to the fruition of peace under the Japanese-initiated "new order (新秩序)" in East Asia. The association's such vision was a manifestation of its willing adherence to the Japanese wartime propaganda justifying the war in China as lofty endeavor to create the "New Order in East Asia (東亜新秩序)." The association's willing cooperation with the Japanese war effort was simultaneously motivated by their desire to promote a "Kanpo Revival Movement (漢方復興運動)" and professional concern over the state of medical and sanitary conditions in the neighboring Asian countries. All the motives behind the pursuit of the regional medical partnership stemmed from the modern Japanese ethos, (Pan-) Asianism (亜細亞主義). However, the association's effort barely attracted the attention from those who perceived that their country was suffering Japanese encroachment, and the association's wartime efforts resulted in sharing the same fate with the Japanese empire in the end.</p>
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<b>12:05 – 13:30</b>	<b>Lunch</b>
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**SESSION – 1**Venue: **Quality Ballroom**

Theme: Social Sciences

Session Chair: **Prof. Wing H. Chui**



Time: 13:30-16:00

ID	Title+ Author's name
S001	Determinants of Chinese Tourists' Loyalty to Korea: A Comparison of Film and Non-film Tourist Perceptions <b>Weisheng Chiu</b> , and Shiheng Zeng PhD Candidate, Yonsei University, Korea

	<p><b>Abstract:</b> The aims of this study were to investigate the influences of destination image, place attachment and satisfaction on Chinese tourists' loyalty and compare the differences between film and non-film tourists. The results revealed that film tourists have significant higher values of cognitive image, place identity, place dependence, social bonding, satisfaction and tourist loyalty. As for the determinant factors of Chinese tourists' loyalty to Korea, the social bonding and satisfaction significantly predict to film tourists' loyalty; whereas the affective image, place dependence, social bonding and satisfaction significantly lead to non-film tourists' loyalty. The findings of the study contribute to the understanding of Chinese tourists' perceptions and behaviors. Moreover, the implications for film and destination marketers were also discussed.</p>
<p>S002</p> 	<p>Efficient and Equitable Utilization of Ecosystem Services</p> <p><b>Giani Gradinaru</b> Associate Professor, Bucharest Academy of Economic Studies , Romania</p> <p><b>Abstract:</b> This paper proposes methods for efficient and equitable ecosystem services. First, develop adaptive model for trading the ecosystem services aiming to establish assumptions, studying the variability and uncertainty in the economy - ecosystem services connection, developing a set of alternative trading ecosystem services. Secondly, solutions are proposed for efficient and equitable utilization of ecosystem services.</p>
<p>S014</p> 	<p>An Approach for Modeling Inter-arrival Time of Floods</p> <p>P. Stoynov, <b>P. Zlateva</b>, and D. Velev</p> <p>Associate Professor/Ph.D, ISER – Bulgarian Academy of Sciences, Bulgaria</p> <p><b>Abstract:</b> The paper proposes an approach for modeling inter-arrival time of floods. It is shown that the inter-arrival time between floods can be modeled by a newly proposed type of distribution called ST distributions. The corresponding stochastic point process registering the appearances of the floods is called ST process. ST distribution and process are defined and their application to modeling flood appearances is demonstrated. The proposed approach is applied for modeling inter-arrival time between two consecutive floods based on a specific type of stochastic distributions and processes.</p>
<p>S009</p> 	<p>Network-Centric Operations for Crisis Management Due to Natural Disasters</p> <p>B. Lazarov, G. Kirov, P. Zlateva, and <b>D. Velev</b></p> <p>Professor/Ph.D, University of National and World Economy, Bulgaria</p> <p><b>Abstract:</b> The paper discusses the application of the Network-centric Operations (NCO) approach in the context of crisis management due to natural disasters. The study identifies some shortcomings of the traditional approach to crisis resolution and identifies areas in which NCO could bring advantage and enable faster and more accurate response to potential threats as natural hazards. The paper also proposes a technical implementation based on the Data Distribution Service (DDS) standard, which allows for fast development of network-centric applications which can provide the required real-time information exchange needed for the implementation of the NCO approach in the framework of the crisis management due to natural disasters.</p>



<p>S011</p> 	<p>Two Plans of Folke Bernadotte – First Attempts to Search for Peace</p> <p><b>Anna Osipenko</b> Ph.D Candidate, National Research University Lobachevsky State University of Nizhni Novgorod, Russian Federation</p> <p><b>Abstract:</b> Soon after the first Arab-Israeli war began the United Nations Mediator in Palestine was empowered. This post was taken up by the Swedish diplomat Count Folke Bernadotte. Bernadotte made a significant personal contribution to conflict resolution in Palestine promoting cease fire by the summer 1948 and delivering suggestions as the basis for a peace accord between the parties. His mission represented the first institutional attempt of the international community to resolve one of the most acute disputes in the modern world. Its significance cannot be underestimated, and it deserves being carefully described so that the initial stage and the foundation of the decision-making process in Palestine could be analyzed. The summer 1948 realities proved the first aggregate of Bernadotte's suggestions was non-viable. The detailed estimate of the situation in Palestine and the principled positions of the parties resulted in the Second plan of Folke Bernadotte. Bernadotte fervently insisted that imposing the tough course of conflict resolution exceeded UN Mediator's authority. He only aimed at forming the foundation of a possible compromise. Nevertheless, the Second plan didn't gain traction as well, and Count Folke Bernadotte was assassinated by the militants of a Jewish extremist group. Thus, Bernadotte's flexible stand didn't prevent him from taking the wrong tack in reconciliation process. The paper below is devoted to advising which mistakes committed by UN Mediator in Palestine should be taken into consideration in the future.</p>
<p>S013</p> 	<p>Analysis of the Development of IS (Islamic State) in its Relation to Conflicts within OIC (Organization of Islam Countries) by Using SPSS Statistical Program</p> <p><b>Seong-Ju Oh</b>, Chaeyun Jung and Taeseon Yoon High School Student, Hankuk Academy of Foreign Studies, South Korea</p> <p><b>Abstract:</b> In this paper, the relationship between conflicts within OIC and historical development of Islamic state is studied in depth. By analyzing conflict databases that are divided into 4 periodical categories of Cold war and Decolonization, Post-Islamic Revolution, Fall of Berlin War and Soviet Empire, and Post 9/11 terrorism period, we found out the periodic phases significantly exacerbate the problem of Islamic diplomacy. We analyzed the intrinsic causes such as religion and corruption of Syria civil war and Iraq war to find out the reason for establishment of Islamic state, since IS primarily work in areas of Iraq and Syria. Through our statistical experiment, we showed that when both non-international armed conflicts (NIAC) and international armed conflicts (IAC) that involve states act in concert, the level of effective control a state has over its forces is the determining factor in whether the state can be said to be involved in an armed conflict. Using SPSS program, we calculated each frequency of conflicts that are divided into certain categories in order to show the broader perspective by using average N standard deviation. By quantifying the amount of variation or dispersion of a set of data values, we proved the firm connection between conflicts with high standard deviation and its foundation for Islamic states, thereby proving that historical conflicts within Islamic countries set the reason for the formation of Islamic state and better strategy of diplomacy and its religious makeup is needed.</p>

<p>S004</p> 	<p>Determinants of social insurance coverage in the Philippines</p> <p><b>Ma. Belinda Mandigma</b></p> <p>Professor, University of Santo Tomas, Philippines</p> <p>Abstract: The study analyzed the coverage of the most dominant form of social security which is social insurance or public pension in the Philippines by examining the relationships with selected key economic and non-economic variables. Aggregated panel data for the period 2000-2013 were tested using Generalized Linear Model, Multivariate Ordinary Least Squares, Fixed effects &amp; Random Effects and Generalized Method of Moments. Results revealed that coverage represented by contributors from the economically active population are influenced only by some economic variables like economic stability, capital formation, wage growth and urbanization, economic development and globalization. Coverage corresponding to the elderly beneficiaries is also affected by the foregoing economic factors except for globalization, but inclusive of national administrative capacity, employment and unemployment. Further, non-economic drivers of elderly coverage are feminist theory, education, informal sectors and poverty incidence. More statistically significant determinants for the elderly confirms the conclusion of Rofman and Oliveri (2012) that assessing coverage among the elderly presents fewer difficulties, since instead of measuring the accumulation of potential rights, the focus is on the proportion of eligible individuals who are currently receiving benefits.</p>
<p>T11</p> 	<p>Effectiveness of Exercise-Based Interventions for Children with Autism: a Systematic Review and Meta-Analysis</p> <p><b>Ka-Lam Sam</b>, Bik-Chu Chow and Kwok-Keung Tong</p> <p>MPhil Candidate. Hong Kong Baptist University, Hong Kong, China</p> <p>Abstract: Autism is a spectrum of closely-related disorders with a shared core of symptoms. Children on the autism spectrum have problems to some degree with social interaction, communication, and motor coordination. An exclusive exercise program is considered an emerging practice for children with autism spectrum disorders (ASD). A meta-analysis was undertaken to evaluate the effectiveness of exercise interventions on exercise mastery, physical fitness, and social competence for children with ASD. Eight studies were employed by a systematic review, then followed by the meta-analysis. Findings indicated that the exercise interventions had a positive effect on developing skills of exercise mastery (<math>d=.57</math>) and social competence (<math>d=.58</math>). Further studies are needed to demonstrate whether early exercise intervention can moderate the sensory processing problems (i.e., poor coordination, under-respond to stimulation) and help regulating emotions of children with ASD.</p>

## Afternoon, August 11, 2015 (Tuesday)

### SESSION – 2

Venue: [Diamond Room](#)

Theme: Business and Project Management



Session Chair: [Dr. Leng Ho Keat](#)

Time: 13:30-16:00

ID	Title+ Author's name
	<p><b>Dr. Leng Ho Keat</b> Nanyang Technological University, Singapore Title: See You on Youtube: A Case Study on Virtual Presentation</p> <p><b>Abstract:</b> Internet-based tools are now commonly used in education. These include the use of online educational management systems to organize teaching materials; videos and other content from the internet for teaching purposes; and social media sites to facilitate learning in virtual classrooms. However, the use of virtual presentations in education institutions is still limited. The aim of this case study is to examine the use of virtual presentation on the internet as a replacement of traditional in-class presentation. For an assignment in a sports facility management module, students were required to submit a presentation on the use of a sports facility built for a major sporting event after the sporting event is over. They were also required to view and evaluate the presentations of the other students. At the end of the module, students were invited to submit qualitative feedback on the use of virtual presentation for the assignment. The qualitative comments show that students found virtual presentation interesting as it allowed them to be creative in their assignment. More importantly, virtual presentation provided students with the autonomy to decide when to learn and the opportunity to review the presentation where necessary. However, some students found the assignment more time-consuming when compared to working on traditional powerpoint slides as they were less familiar with the process of producing a virtual presentation. In addition, some students found virtual presentations to be less effective in their learning as they were not able to seek clarification from the presenters. This was especially so when the quality of the audio was poor and there was a lack of clear description or notes in the presentation. The findings from this case study suggest that while virtual presentations can be effective, its use must be complemented with a platform for clarification and discussion. If not, its advantage is limited only to autonomy in learning.</p>
<p>S010</p> 	<p>Organizational Strength and Individual Career: A Qualitative Study on Individual Career Formation in the Newspaper Industry</p> <p><b>Hiromi Cho</b>, and Kuniko Ishiguro Professor , Toyo University, Department of Media and Communications, Japan</p> <p><b>Abstract:</b> This study analyzes an individuals' career development as well as strength of the organizations in the newspaper industry in order to find a source for guiding the strength of the organization, because the newspaper industry has a significant impact on public opinion and society.</p> <p>Testimonies, which had been taken from ten interviews in two national newspaper companies in Japan, were analyzed.</p> <p>There were some notable differences in corporate culture between the two companies. One had a considerably "free" culture whereas another was "bureaucratic." These organizational differences were considered to affect reporters/writers whose article subsequently influences public opinion. In both companies, employees had a strong pride and identity as journalists, working in a professional enterprise. One factor enabling a formation of an enhanced organization with a sense</p>

	<p>of unity might be that journalists with the highest level of intelligence and business accomplishment ability work in Japanese newspaper companies. At the same time, this might be because people having strong motivation and sense of mission for newspaper production joined the company.</p>
<p>PM0002</p> 	<p>How did the Project-Based Companies Defend against Impact of Economic Crisis? The Case Studies of General Contractors in Poland</p> <p><b>Eryk Głodziński</b> Assistant Professor, Warsaw University of Technology, Poland</p> <p><b>Abstract:</b> Since 2008 European and U.S. economies suffered fiscal-financial crisis. After some years it has affected the Polish construction industry. This paper examines the impact of economic crisis on construction industry and general constructors. Discussion is concentrated also on recovery strategies that were applied by general constructors in Poland after year 2008. The study shows primary reasons of downturn, such as: decrease in GDP growth, lower investment activity of market entities, strong competition in the market caused price war between general contractors to win new orders, and lack of competences entering the new construction segments and experiences in realisation of megaprojects.</p>
<p>PM0003</p> 	<p>Enabling Integrated Management System in Micro, Small and Medium Indian Construction Enterprises – A Theoretical Framework</p> <p><b>Abhijeet S. Sangapurkar</b> Assistant Professor, National Institute of Construction Management and Research, Pune, India</p> <p><b>Abstract:</b> Adoption of different management system standards in today's global competition is gaining importance in micro, small and medium construction enterprises in India. The synergies and similarities between Quality, Environment, and Health and Safety Management Systems have led to the emergence of Integrated Management Systems (IMS). Based on literature review and different theories, this paper proposes a potential model to enable IMS implementation in such enterprises. The study further recommends measures for the sector to take advantage of this integration.</p>
<p>S016</p>  	<p>ASEAN Entrepreneurs Facing Two Major External Impacts: Envisaging Opportunities or Challenges?</p> <p><b>Diane J. Fulton, Thomas W. Garsombke</b> and Richard A. Fulton Professor and Associate Professor, Clayton State University, USA</p> <p><b>Abstract:</b> The aims of this paper are to examine two major emerging trends: 1) the adoption of a new regional free trade agreement and 2) the creation of a formulary apportionment strategy. Through the methods of content analysis, comprehensive literature review and examination of expert opinions, the authors found the impact of implementing one of the Big Three RFTAs (i.e. TPP - Trans-Pacific Partnership, RCEP - Regional Comprehensive Economic Partnership, and FTAAP-21 – Free Trade Area of the Asia-Pacific) will be a significant increase in the revenues and opportunities for ASEAN entrepreneurs, particularly those who are more proactive in expanding to global markets. Similarly, results of a new formulary apportionment approach reveal that it is most beneficial as a regional strategy for ASEAN business leaders to show transparency and to stabilize taxes. In conclusion, changes in adoption of a new regional free trade agreement and a regional</p>

	<p>formulary apportionment strategy can help propel ASEAN entrepreneurs financially, economically, and globally by creating a more transparent, proactive and opportunity-oriented business environment for the region.</p>
<p>PM0004</p> 	<p>Quality manual based on ISO 9001 for Building Maintenance</p> <p><b>Ayman Rashed Alshehri</b> PhD Candidate, Heriot Watt University, UK</p> <p><b>Abstract:</b> The growth in the significance of building maintenance (BM) as a proportion of the output of the construction industry has led to a growing awareness of the need to manage and maintain buildings effectively. In Saudi Arabia, practically the projects in Riyadh city based on the annual report from high commission for development of Riyadh City (HCDR) in 2014, the total governmental construction projects was (2824) with total cost around SR 181 billion that not include the operation and maintenance projects that cost SR 10 billion in 2014. However, this segment of the industry struggles for improving the building maintenance industry in proper way. During the last decades, different quality management concepts, including total quality management (TQM), six sigma, lean management, Lean Six Sigma and International Organisation for Standardization (ISO) series of standards have been applied by many different organisations to improve business performance. Introducing the Quality Management concepts (QMCs) into the Saudi maintenance industry might be a step in the right direction to improve the current situation and resolve its problems. The main purpose of the present study is to evaluate the degree of readiness of Saudi building maintenance industry towards the implementation of QMC and the most effective quality management concept to be used in the industry. Therefore, this study identifies and assesses the available QMCs for BM industry. Several interviews and four focus group sessions were conducted. The perception of managerial about QMC is investigated and analysed. Results show a high degree of misunderstanding of QMC approach, tools and methodology in public sector. The study indicates several barriers impeding the implementation of QMC in the Saudi building maintenance industry.</p>
<p>PM0007</p> 	<p>An AHP Based Model For The Selection Of Horizontal Formwork Systems In Indian Residential Construction</p> <p><b>Riddha Basu</b> Assistant Professor, RICS School Of Built Environment Amity University, India</p> <p><b>Abstract:</b> In Indian construction industry, decision regarding formwork selection is primarily based on the intuitive and subjective judgments of formwork experts. With an objective to rationalize the process of horizontal formwork selection, the research identifies from literature eighteen attributes affecting selection of horizontal formwork. These attributes were then statistically analyzed to yield six formwork selection factors, namely: building design and architectural features; job specifications and conditions; local conditions; quantity of formwork; available capital and site characteristics, and organizational support. Further, analysis of the extracted factors using Analytical Hierarchy Process (AHP) revealed that the most dominant factor that governs the choice of formwork system for any construction project is 'available capital and site characteristics'. However, to ensure an optimal selection, all the factors should be considered judicially. Furthermore, the research develops a quantitative Decision Support Model (DSM) for horizontal</p>

	formwork systems. Performance analysis of the model through case studies revealed that the developed model offers more than 80% accuracy.
PM0009 	<p>A Study on the BIM-Based Application in Low-Carbon Building Evaluation System</p> <p><b>Yuwan Wang</b> Ph.D Candidate, Tongji University, China</p> <p><b>Abstract:</b> Carbon emission of a building is the evaluation index of low-carbon construction nowadays. This paper establishes a low-carbon building evaluation system by life-cycle assessment. A key problem of using the evaluation system is how to obtain the calculation data. Since BIM (Building Information Modeling) software contains a large number of corresponding information, they can be well used to solve the problem. In this paper, a BIM-based practical tool named TJLCE is proposed to calculate the building carbon emission by creating data interface with the existing BIM software and getting the related data. The proposition of the low-carbon building evaluation system and the realization of TJLCE are effective ways to improve the calculation of building carbon emission.</p>
PM0010 	<p>A Big Data Approach for Decision Making in Bridge Maintenance</p> <p><b>Yu-Han Chuang</b> Ph.D Student, National Central University, Taiwan</p> <p><b>Abstract:</b> The Taiwan Bridge Management System (TBMS) has been online since 2000 and the total amount of inventory is 33,275, including all kinds of bridges and culverts. Currently, the number of fields in all tables in the databases of TBMS is around 6,500 with more than 3.4 million data records in its databases. There are more than 11,200 bridges that are over 20 years old with another 9,300 bridge having unknown built years in the TBMS. The bridges in Taiwan have stepped into the stage where maintenance is crucial and frequently required. Therefore, this research aims at analyzing the database in the TBMS using Exploratory Factor Analysis for determining maintenance strategies for these bridges. This paper describes results of the first year's research efforts. Relevant literature in bridge maintenance, prioritization, and life-cycle bridge management were firstly reviewed. Concepts, theories, and available software for analyzing "Big Data" were also introduced.</p>
PM1001 	<p>Delays Caused by Project Consultant and Designers in Construction Projects</p> <p><b>Mamoon Mousa Atout</b> Assistant Professor, Dubai Authority and Water Authority, UAE</p> <p><b>Abstract:</b> Construction projects in Gulf rejoin presents particular conditions in which the consultant of the project has to concentrate during each phase of design to ensure that it will be accomplished on time, for example, the unrealistic of project duration, foreign designers and consultants, unusual growth of construction industry, the exceptional features of architectural details in the design of projects, and international consultant establishments, firms and office .This paper investigates the main causes of the delays contributed by the projects designers and consultants by representing their roles and responsibilities to hand over the projects on time. The outcome and the results of the study is prepared based on the designed questionnaires and interviews conducted with many consultants and designers intended to identify the causes of delays projects in Gulf region from the viewpoint of the designers. In addition, the required preventive</p>



	actions of the designers are studied to avoid any impacts on the progress of the project. The study investigates other factors from the client side, contractor side and the appointed project manager might affect the consultant performance on the project.
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<b>16:00 – 16:15</b>	<b>Coffee Break</b>
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### SESSION – 3

Venue: [Quality Ballroom & Diamond Room](#)

Theme: Education



Session Chair: [Prof. Michael Chia & Prof. Norihito Mizuno](#)

Time: 16:15-18:00

ID	Title+ Author's name
Venue: <a href="#">Quality Ballroom</a>	
Session Chair: <a href="#">Prof. Michael Chia</a>	
T05 	<p>College English Teachers' Performances against the Mediated Teaching Environment-A Case Study of the College English Teachers in BJTU</p> <p><b>Haiyan Zhang</b> Lecturer. Beijing Jiaotong University, China</p> <p><b>Abstract:</b> In face of the increasingly mediated teaching environment, there are quite a lot of academic publications made by the scholars in the fields of mediated teaching environment and language teaching from a diversity of perspectives. The adopted study methodology, however, is more qualitative than quantitative. Therefore, an empirical study on how English teachers perform in this paper is undertaken in terms of technological literacy, cross-disciplinary awareness, and the teachers' roles, through a case study of all the College English teachers in BJTU (Beijing Jiaotong University). A survey of 55 respondents shows that there is a positive co-relation between the respondents' media technology training and their teaching performances in the online course, and their lack of cross-disciplinary awareness impeded their cross-cultural English teaching performance. Besides, the respondents play more traditional roles as they used to do under the changed teaching environment.</p>
T07 	<p>Taiwan University Student Experiences and Perceptions on What it Means to be "Global": Stories from "Less Funded" Students</p> <p><b>Yvonne Y. F. Liu</b>, and Gary L. Vore Jr. Assistant Professor. Minghsin University of Science &amp; Technology &amp; Center of Teacher Education, Hsinchu, Taiwan/Nanhua University</p> <p><b>Abstract:</b> This research aims to understand what students from a less-funded university in Taiwan consider to be "global" and how these same students reflect on their lack of travel overseas, lack of foreign nationals as friends, and inability to seek a work or study experience overseas. Data was collected from a single university in northern Taiwan and the survey instrument used was a questionnaire, which focuses on student explanation of "why" they feel less "global" than their peers. While students expressed high motivational desire to travel abroad, have foreign friends, and</p>

	<p>have the experience to participate in an overseas work/study program, they had little financial support or confidence in their abilities to do so. In addition, these students remarked on the lack of available information and understanding about overseas work/study programs. Further support from teachers is necessary for guidance purposes. Further financial support for less fortunate students is also needed.</p>
<p>T13</p> 	<p>The Performance-Based Funding Scheme of Higher Education Institutions</p> <p><b>Juha Kettunen</b> Chancellor, Turku University of Applied Sciences, Finland</p> <p><b>Abstract:</b> The purpose of this study is to assess the new performance-based funding scheme of the Finnish universities of applied sciences. In many countries, such schemes have largely failed and have been uneven and unstable. The results of this study indicate that, in Finland, the funding scheme has improved the graduation rates, especially among male students. This study proposes the use of the balanced scorecard approach to improve the funding scheme. The learning and growth perspective of the balanced scorecard is non-existent in the Finnish scheme, which means that the funding scheme does not include the research and teaching skills necessary to achieve efficient and effective processes and high quality. Moreover, the funding scheme does not include the funding of education, which is important in market-oriented education. The research findings of this study are useful for those who want to modify the funding scheme so that all the necessary indicators are incorporated in the improved scheme.</p>
<p>T15</p> 	<p>Organization and Development of Computer-assisted Writing: A Case of Part-time English Majors in Taiwan</p> <p><b>Bin-Bin Yu</b> Assistant Professor, Lunghwa University of Science and Technology, Taiwan</p> <p><b>Abstract:</b> Much research on automated writing evaluation (AWE) has been centered on psychometric issues, especially its validity, mostly by program developers. Most studies regarding AWE conducted in Taiwan have been concerned with college students' perceived effects of using AWE programs for improving English writing. However, little research has been carried out on real gains in various aspects of student writing, especially in the aspect of organization. Therefore, the purpose of the study was to find out changes in discourse elements of learner essays before and after AWE use. The research was designed as a case study, wherein a class of part-time English majors from a university of science and technology in northern Taiwan participated in this yearlong investigation. Findings showed students' significant improvement in revising main points, supporting ideas, and conclusion elements. Besides, background and thesis elements in the student essays might need writing teachers' more attention</p>
<p>T16</p> 	<p>E-training for Personnel on Business English Communication to ASEAN Community</p> <p><b>Jaemjan Boonyopakorn</b> Assistant Professor, Rajamangala University of Technology Suvarnabhumi, Thailand</p> <p><b>Abstract:</b> The research conducted earlier shows that E-training is considered nowadays as a very important issue for business organization because of the benefits it can bring. And it also has developed into a revolutionary way of learning motivation. The purpose of this research is to improve communicative business English skills of personnel for ASEAN community by using</p>



	<p>E-training. The sample was 45 personnel for instance students, instructors, officers, and any persons who are interested in practice communicative business English skills in community and society for a period of three months. The research instruments were questionnaires, pre-test and post-test, and E-training. The data were statistically analyzed by percentage, mean, t-test, and standard deviation. The results of the research revealed that communicative business English skills of personnel after using E-training increased at the level .001 significantly. The personnel had much satisfaction for training to communicate business English skills by using E-training at mean level 4.15 which is compatible with the earlier research result that motivation to learn, management support and organization support were significant predictors of user satisfaction.</p>
<p>Venue: <b>Diamond Room</b></p> <p>Session Chair: <b>Prof. Norihito Mizuno</b></p>	
<p>T17</p> 	<p>The Self-regulated Learning in Cognitive, Interactive, and Transparent Teaching Interface</p> <p><b>Hsiu-Ju Chang</b></p> <p>Ph.D Candidate. National Chengchi University, Taiwan</p> <p><b>Abstract:</b> The autonomy support and structure are two essentials dimensions of self-determination. This paper proposed a mechanism, cognitive, interactive, and transparent teaching interface (CITTI), which maintain the ways of autonomy structure and support for teachers to promote self-regulation learning with autonomy support and structure of self-determination processes. Participants were 31 junior high school learners (grade 7, 12~14 years old, 16 males, 15 females). To make learning visible and sensible is an essential mechanism for teaching generation and learning regulation in initiative thinking, sensing, perceiving, and action to explore, monitor, govern, and support the learning and teaching processes. The cognitive, interactive, and transparent teaching interface is both the a framework which is driven by the needs of users, and an architecture which is constructed by the perceptions of instructor to control, share, and distribute suitable information to suitable users.</p>
<p>T101</p> 	<p>Bullying of Teachers in the Workplace: A Phenomenological Study</p> <p><b>Alma C. Tolentino</b></p> <p>Postgraduate. University of Mindanao, Philippines</p> <p><b>Abstract:</b> The purpose of this undertaking was to describe the bullying of teachers in the workplace, specifically in Davao City and Davao del Sur in the Philippines. Employing phenomenological approach with 20 teachers, in-depth interviews and focus group discussion were conducted which revealed that bullying of teachers in the workplace is prevalent. Four major types of bullying as experienced by teachers emerged, such as emotional bullying, verbal bullying, physical bullying and cyberbullying. Workplace bullying negatively affected all facets of the teachers' lives, their physical health, psychological health and social health, being the emergent themes as consequences of workplace bullying. The participants had different approaches in coping with the experience, either personal struggle or group support. Based on the results of the study, it came out that most bullying incidents are perpetrated by the school head or the authority figures in the school, co-teachers and students.</p>

<p>T102</p> 	<p>Travails of Public School Teachers: Job Placement in Focus</p> <p><b>Rostand S. Tolentino</b></p> <p>Postgraduate. University of Mindanao, Philippines</p> <p><b>Abstract:</b> There is a need to investigate the travails of teachers in going through job placement issues with the public school system and the imbalance created due to the application of certain corrupt practices in their job placement. It was conducted to understand, describe and document the hardships and difficulties of applicant teachers experience after applying for permanent teaching positions in basic public education in the Philippines. Employing phenomenological approach with 17 teachers, in-depth interviews and focus group discussion, results revealed the high prevalence of impropriety and misconduct of Philippine Department of Education (DepED for brevity) officials, motivated by bureaucratic anomalies in the institution, political affiliations, unabated culture of corruption such as extortion, and money making activities of DepED officials, due to a tradition of decadence in the organization, which the study participants view as incorrigible to change, giving way to a culture of infectious crookedness. Factors in the struggles of teachers in their job placement involve agitation, harassment, legitimacy, adaptation and acquiescence, rationalization, lessons learned, resolutions, shame and remorse, and repulsion. Offered in the study was removing taints of corruption by putting authority over many people representing each sector of the public educational sector such as teacher groups, private stakeholders, and DepED officials as a means for sustained transparency and accountability in pluralistic decision making.</p>
<p>T108</p> 	<p>Training Needs Analysis of Graduate Faculty Members: Basis for Continuing Professional Development Program</p> <p><b>David Cababaro Bueno</b></p> <p>Assistant Professor. Columban College, Inc. – Olongapo City, Philippines</p> <p><b>Abstract:</b> This study for graduate faculty continuing professional development (CPD) program was designed to determine the training needs of graduate faculty members based from the data generated in the survey based on the expected performance standards, and to propose a continuing professional development (CPD) program. The descriptive survey method of research was used. The faculty members really need to continually upgrade their research preparation, dissemination and utilization. However, they were outstanding in achieving the objectives of the graduate school program. They showed mastery of subject matter by relating current issues and community needs. They participated to the activities of professional organizations. They utilized instructional materials with depth and breadth expected for the graduate level. They required students to make extensive use of reference materials and instructional procedures and techniques for active students' interaction. They gave examinations to measure the breadth and depth of student's competencies. The school administration should put priority in the faculty development program research activities to hone faculty competencies to demonstrate mastery of research skills. The faculty members should actively engage in research activities to increase the number of their own research outputs. They should assist their students in developing research competencies. They should show professional growth through further studies, research activities and publications; and should share their knowledge or expertise with other institutions, agencies and the community. Regular attendance to in-service training programs relative trends and issues in educational research should</p>

	<p>be implemented to manifest awareness of modern educational trends. A continuous professional development towards upgrading of research skills and knowledge on the preparation of syllabus to specify the target competencies, research and class activities required for course; and the use of varied methods and innovative approaches such as seminars, fora, field observations, problem-based discussion, as well as the use of valid techniques to evaluate student performance should be explored and implemented.</p> <p>Areas related to research requirement for each subject, and demonstration of research techniques aimed at fulfilling the requirements of the course/s must also be conducted.</p>
<p>T19</p> 	<p>Regulating Learning and Assessment with E-Learn: A Study of Mainland Postgraduate Students' Online Learning Behaviours and Experience</p> <p><b>Hui King Fai Sammy</b> Assistant Professor. The Hong Kong Institute of Education, Hong Kong</p> <p><b>Abstract:</b> E-Learn is an important socio-constructivist learning environment for the promotion of self-regulated and lifelong learning. In the higher education context, whether the environment is conducive to student learning depends strongly on how course lecturers design and integrate the technology with pedagogical content knowledge and the way they facilitate students, through a variety of learning tasks, to empower with the necessary self-regulated and lifelong learning skills. Students' learning styles, behaviours and experience are also critical. This study, through engaging two classes of Mainland postgraduate students to participate continuously in online discussion and feedback with elements of learning-oriented assessment embedded, examines the relationship between students' learning styles, behaviours and experience, and explores the impact of different instructional techniques on student learning. Questionnaire data (n = 41) suggested that students' online learning behaviours were negatively correlated with their positive online learning experience and which could be predicted by their self regulation. Self-regulation could be predicted back by students' positive online learning experience and their use of learning strategies. The non-recursive structural equation model of self-regulation and positive online learning experience and their relationship with other variables was found to be a good fit. Interview data (n = 6) further suggested while students had different interpretations over what self-regulated learning meant and which was pre-dominated by their learning styles, self-regulation could be promoted more actively in the e-learning environment. This article contributes to the discussion of how to better use e-learn for positive learning.</p>
<p>T19</p> 	<p>Developing Soft skills Measure in an Indonesian University: Procedure, Validity, and Reliability</p> <p><b>Henndy Ginting</b> Associate Professor. The Faculty of psychology, Maranatha Christian University, Indonesia</p> <p><b>Abstract:</b> The main goal of Indonesian Qualifications Framework (IQF) policy, especially in universities, is to produce graduates who are able to compete effectively in international job market. Soft skills, such as communication, leadership and other employability skills are important component of IQF. Consequently, soft skills development and measurement have been included in most Indonesian universities curriculum. However, there is no standard in developing soft skills measurement in Indonesian Universities. This paper reports development, validity, and reliability of a soft skills questionnaire in one of the largest private universities in Surabaya, Indonesia. Fifteen</p>

dimensions of soft skills, which were set in four factors, were developed subsequent to examining the university vision, missions, strategies, and values. Each dimension was operationalized and confirmed by significant persons in the university before we made 150 items questionnaire to measure those dimensions of soft skills. Nine hundred and four students of the university were recruited randomly and filled in the questionnaire. Exploratory factor analysis indicated the four factors model (70% explained variance; factor loadings  $> 0.3$ ). Significant item and total items correlations ( $r > 0.30$ ) in all dimensions demonstrated construct validity of the questionnaire. Furthermore, A highly significant difference ( $t[902] = 3.09 - 7.01, p < 0.05$ ) in the questionnaire scores between activist and non-activist in student activities showed discriminative power of the questionnaire. Internal consistency and re-test reliability of the questionnaire were acceptable ( $\alpha > 0.70$  and  $r > 0.55$ , respectively). We conclude that the questionnaire is a valid measure of soft skills for the university students.

### Poster Session

S302



The Effect of Self-Regulatory Focus on Repayment Strategy in Debt Situation

Jisun Lee, Seok Sung Hong, Kyungil Kim

Student, Ajou University, South Korea

**Abstract:** When people have multiple debts, how do they decide which debt to pay-back more? People with debts have to repay more to the one with highest interest rate from normative principles. However, in reality, people are motivated to reduce their total number of outstanding loans regardless of their interest rates, a phenomenon we refer to as 'Debt account aversion'. Then, the author supposes that this phenomenon will interact with Regulatory focus which interaction will influence debt repayment strategies. He hypothesizes that both Promotion focus and Prevention focus will lead people to repay more to the smaller debt in the condition of offering enough money to pay off a small debt account. Whereas, when enough money is not offered to pay off a small debt account, the promotion focus will repay more to the small debt and the prevention focus will repay more to the large debt. Also the author states that this phenomenon will be observed regardless of the interest rate of debts. The results of experiment show that when each debts has different interest rates, one tends to repay from the highest interest rate regardless of whether small debt is paid off or not. On the other hand, when each debts has same interest rates, the debt repayment strategies is the deleting of debt account interaction with the regulatory focus.

S303



ParStats: Make Everyday Statistical Analysis Easier with Parallel Coordinates

Dumi Pyo, Seok-Sung Hong, Junho Min, Oh-hyun Kwon, Kyungwon Lee

Ph.D Candidate, Ajou University, South Korea

**Abstract:** Social scientists have shown their study results in multiple of tables, charts or graphs in general. Since those contains only some representative values such as means, standard deviations, or p-values from descriptive/inferential statistical analysis, the more a data becomes bigger it is much harder to observe entire insight of data. This is why the results of statistical analysis sometimes make researchers mislead the data. In this study, we present ParStats, an interactive

	visualization based on parallel coordinates. It shows entire data in a single display and helps users read, filter, and manipulate the data in a single display. This new technique will enables even beginners in social science and non-experts handle their data easily and gain deeper understanding.
<p>S304</p> 	<p>Impact of Regulatory Focus to Framing Effect Heewoo Park, Sena Kim, Kyungil Kim Ph.D Candidate, Ajou University, South Korea</p> <p><b>Abstract:</b> The Framing effect is when people react to a particular choice or behavior in different ways depending on how it is presented. Also Higgins (1997)' regulatory focus theory divided human motivation into a promotion focus and a prevention focus. A promotion focus concentrate more on thought match to desired outcome, a prevention focus concentrate more on thought mismatch to desired outcome. In particular prevention focus prefers using a vigilant strategy to avoiding mistakes. Thus, the hypothesis is that the framing effect does not occur in prevention focus, and it has been supported by experimental result. On the other hand, the framing effect occurs in the promotion focus and results in favorable evaluations when the framing includes advancement, progress and achievement.</p>
<p>S305</p> 	<p>Effect on Warm Scent at Cognitive Flexibility Junho Min, JongDeok Kim, Sena Kim, Kyungil Kim Student, Ajou University, South Korea</p> <p><b>Abstract:</b> The human thinking or behavior can change due to small environmental components. The perception of physical sense and its experience influences thinking or behavior of human, called embodied cognition (Lackoff &amp; Johnson, 1999). In this study, we studied if embodied cognition can influence the nature of the perceived scent. Because smells can be processed through the different senses, the study dealt with a feeling of warmth/coolness of the scent. We used a stroop task to determine if the warmth/coolness of the scent influenced the cognitive flexibility. In the stroop task, participants were placed under different scent conditions. As a result, the reaction time was faster in warm condition than that of the cool condition. In conclusion, perception of the warm scent was primed with physical warmth, with enhanced cognitive flexibility. This showed the embodied cognition of the scent.</p>

### Listener List

<p>Listener 01</p> 	<p>Manish Malhotra ATMC Singapore Pte Ltd, Singapore</p>
<p>Listener 02</p> 	<p>Muhammad Ibrahim Al Dhamen Snr Information Technology Consultant, Saudi Arabia</p>

\* Listeners can go any conference listed above.

<b>August 11, 2015 19:00</b>	<b>Closing Ceremony</b>
	<b>Dinner</b>

## Instructions for Oral Presentations

**Devices Provided by the Conference Organizer:**

Laptops (with MS-Office & Adobe Reader)

Projectors & Screen

Laser Sticks

**Materials Provided by the Presenters:**

PowerPoint or PDF files (Files shall be copied to the Conference Computer at the beginning of each Session)

Duration of each Presentation (Tentatively):

Regular Oral Session: about 10-15 Minutes of Presentation 2-5 Minutes of Q&A

Keynote Speech: 40-50 Minutes of Presentation 5-10 Minutes of Q&A

## Conference Venue:

### **Quality Hotel Marlow**

<http://www.qualityhotelmarlow.com.sg/>

Quality Hotel Marlow is a prominent landmark in Balestier Road. It complements the old world charm of this urban area with its modern design. This 3-star hotel has 240 tastefully furnished rooms designed with your comfort in mind. You can revitalize yourself in the swimming pool or gym. Relax your tired muscles in the warmth of the indoor sauna. Finally, satisfy your cravings with the wide offerings from the various F&B outlets. The rich local culture of Balestier area will enthrall you as you walk along the old world styled shop-houses. It is the ideal choice for travelers who are interested in experiencing the authentic Singapore experience. Novena square and Orchard Road shopping belt is within 10 minutes' drive from the hotel. The central business district, Suntec City and the Changi Airport is also conveniently located.

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Orchard Road (10 minutes drive)

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Central Business District (15 minutes drive)

Singapore Expo (20 minutes drive)

Changi International Airport (20 minutes drive)

Quality Hotel Marlow

201 Balestier Road, Singapore 329926

Email for room reservation: [owen.yee@qualityhotelmarlow.com.sg](mailto:owen.yee@qualityhotelmarlow.com.sg)

Tel: (65) 6355 9988

Fax: (65) 6255 0998



## Upcoming Conferences

Upcoming Conferences		
Sep 07-08,2015	Place	Submission
2015 International Conference on Industrial Engineering and Management (ICIEM 2015)	Toronto, Canada	May 30,2015
2015 6th International Conference on E-business, Management and Economics (ICEME 2015)	Toronto, Canada	May 30,2015
2015 5th International Conference on Humanities, Society and Culture (ICHSC 2015)	Toronto, Canada	May 30,2015
Sep 24-25,2015	Place	Submission
2015 5th International Conference on Business and Economics Research (ICBER2015)	Rio de Janeiro, Brazil	May 10,2015
2015 5th International Conference on Education, Research and Innovation (ICERI 2015)	Rio de Janeiro, Brazil	May 10,2015
2015 International Conference on Leadership and Management (ICLM 2015)	Rio de Janeiro, Brazil	May 10,2015
Oct 14-15,2015	Place	Submission
2015 2nd International Conference on Management Sciences and Innovations (ICMSI2015)	Barcelona, Spain	May 20,2015
2015 International Conference on Law and Social Sciences (ICLSS2015)	Barcelona, Spain	May 20,2015
2015 International Conference on Marketing, Business and Trade (ICMBT2015)	Barcelona, Spain	May 20,2015
Oct 26-28,2015	Place	Submission
2015 International Conference on Marketing Business and Economics (ICMBE2015)	Beijing, China	Jun 05,2015
2015 5th International Conference on History and Society Development (ICHSD2015)	Beijing, China	Jun 05,2015
2015 3rd International Conference on Media and Film Studies (ICMFS2015)	Beijing, China	Jun 05,2015



<b>Nov 14-15,2015</b>	<b>Place</b>	<b>Submission</b>
<b>2015 2nd International Conference on Business, Marketing and Management</b> (ICBMM2015)	Dubai, UAE	Jun 15,2015
<b>2015 2nd International Conference on Distance Education and Learning</b> (ICDEL2015)	Dubai, UAE	Jun 15,2015
<b>2015 2nd International Conference on Identity, Culture and Communication</b> (ICICC 2015)	Dubai, UAE	Jun 15,2015
<b>Nov 25-26,2015</b>	<b>Place</b>	<b>Submission</b>
<b>2015 International Conference on Culture and History</b> (ICCH2015)	Hong Kong	Jun 30,2015
<b>2015 2nd International Conference on Marketing, Business and Management</b> (ICMBM2015)	Hong Kong	Jun 30,2015
<b>2015 2nd International Conference on Education and Social Sciences</b> (ICESS2015)	Hong Kong	Jun 30,2015
<b>Dec 14-15,2015</b>	<b>Place</b>	<b>Submission</b>
<b>2015 4th International Conference on Business, Management and Governance</b> (ICBMG2015)	New York, USA	Jul 20,2015
<b>2015 4th International Conference on Humanity, Culture and Society</b> (ICHCS2015)	New York, USA	Jul 20,2015
<b>2015 3rd International Conference on Behaviour, Education and Psychology</b> (ICBEP2015)	New York, USA	Jul 20,2015
<b>Dec 30-31,2015</b>	<b>Place</b>	<b>Submission</b>
<b>2015 6th International Conference on Economics, Business and Management</b> (ICEBM2015)	Tokyo, Japan	Aug 10,2015
<b>2015 5th International Conference on Languages, Literature and Linguistics</b> (ICLLL2015)	Tokyo, Japan	Aug 10,2015
<b>2015 4th International Conference on Sociality and Humanities</b> (ICOSH2015)	Tokyo, Japan	Aug 10,2015

## • 2016

Jan 09-10,2016	Place	Submission
2016 5th International Conference on Government, Law and Culture (ICGLC2016)	Penang, Malaysia	Jul 30,2015
2016 7th International Conference on E-Education, E-Business, E-Management and E-Learning (IC4E2016)	Penang, Malaysia	Jul 30,2015
2016 5th International Conference on Economics Marketing and Management (ICEMM2016)	Penang, Malaysia	Jul 30,2015
Jan 26-27,2016	Place	Submission
2016 3rd International Conference on History and Culture (ICHC 2016)	Pattaya, Thailand	Aug 20,2015
2016 3rd International Conference on Culture, Knowledge and Society (ICCKS2016)	Pattaya, Thailand	Aug 20,2015
2016 3rd International Conference on Economics and Business Administration (ICEBA2016)	Pattaya, Thailand	Aug 20,2015



Welcome to the official website of the 2015 International Conference on Marketing Business and Economics - ICMBE2015, will be held in Beijing, China, during October 26-28, 2015. ICMBE 2015, aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experiences, new ideas, and research results about all aspects of Marketing Business and Economics, and discuss the practical challenges encountered and the solutions adopted.

The conference will be held every year to make it an ideal platform for people to share views and experiences in Marketing Business and Economics and related areas.

## Publication

All accepted papers will be selected and published according to the paper theme in the following Journal:



Journal of Economics, Business and Management (JOEBM) is an international academic open access journal which gains a foothold in Singapore, Asia and opens to the world. It aims to promote the integration of trade, economics, and finance.

ISSN: 2301-3567

Abstracting/ Indexing: DOAJ, Engineering & Technology Library, Electronic Journals Library, Ulrich's Periodicals Directory, MESLibrary, Google Scholar, Crossref, and ProQuest.



International Journal of Trade, Economics and Finance (IJTEF) is an international multi-disciplinary open access journal. The Journal aims to publish papers on state-of-the-art in broad spectrum of business, management, and economics.

ISSN: 2010-023X

Abstracting/ Indexing: Engineering & Technology Digital Library, EBSCO, ProQuest, Crossref, Electronic Journals Library, DOAJ and Ulrich's Periodicals Directory

## Important Dates

Submission Deadline	August 20, 2015
Acceptance Notification	September 05 , 2015
Registration Deadline	September 20, 2015
Conference Date	October 26-28, 2015

# ICHSD 2015

2015 5th International Conference on History  
and Society Development  
October 26-28, 2015  
Beijing, China



Welcome to the official website of the 2015 5th International Conference on History and Society Development - ICHSD2015, will be held in Beijing, China, during October 26-28, 2015. ICHSD 2015, aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experiences, new ideas, and research results about all aspects of History and Society Development, and discuss the practical challenges encountered and the solutions adopted.

The conference will be held every year to make it an ideal platform for people to share views and experiences in History and Society Development and related areas.

All accepted papers will be selected and published:

- International Journal of Culture and History (IJCH) is an international academic journal which gains a foothold in Singapore, Asia and opens to the world.



**ISSN: 2382-6177**

Abstracting/ Indexing: DOAJ, Google Scholar, Engineering & Technology Digital Library, Crossref, ProQuest

## Important Dates

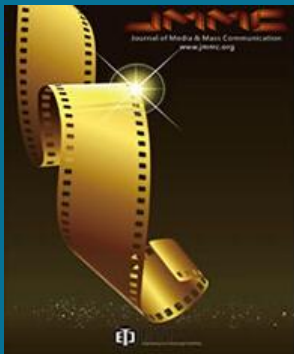
Submission Deadline	August 20, 2015
Acceptance Notification	September 05 , 2015
Registration Deadline	September 20, 2015
Conference Date	October 26-28, 2015



Welcome to the official website of the 2015 3rd International Conference on Media and Film Studies - ICMFS2015, will be held in Beijing, China, during October 26-28, 2015. ICMFS 2015, aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experiences, new ideas, and research results about all aspects of Media and Film Studies, and discuss the practical challenges encountered and the solutions adopted.

The conference will be held every year to make it an ideal platform for people to share views and experiences in Media and Film Studies and related areas.

All papers for the ICHSC2015 will be published in the IJCH (ISSN: 2382-6177) as one volume, and will be included in DOAJ, Google Scholar, Engineering & Technology Digital Library, Crossref, ProQuest



Journal of Media & Mass Communication—JMMC is a scholarly peer-reviewed international scientific journal published quarterly, focusing on theories, systems, methods, algorithms and applications in Media & Mass Communication. It provide a high profile, leading edge forum for academic researchers, industrial professionals, engineers, consultants, managers, educators and policy makers working in the field to contribute and disseminate innovative new work on Media & Mass Communication. All papers will be blind reviewed and accepted papers will be published quarterly by the ETPublishing which is available online (open access) and in printed version.

Abstracting/Indexing: Google Scholar; Engineering & Technology Digital Library; etc.

## Important Dates

Submission Deadline	August 20, 2015
Acceptance Notification	September 05 , 2015
Registration Deadline	September 20, 2015
Conference Date	October 26-28, 2015

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