

2017 IEDRC MACAU CONFERENCES ABSTRACT

Macau

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Table of Contents

Conference Venue	2
Introductions for Keynote Speakers	3
Instructions for Participants	8
Conference Time Schedule	10
Authors' Presentations Review	12
Authors' Presentations	15
Upcoming Conferences	32
Note	35

Conference Venue

SOFITEL MACAU AT PONTE 16

<http://www.sofitel.com/zh/destinations/china/luxury-macau-city-guide.shtml>

Like a modern Portuguese palace, Sofitel Macau at Ponte 16 rises to a height of 18 floors. Swirling curves of the cobbled forecourt and driveway lead to the lobby with its shimmering crystal ceiling, mosaic floor and massive hand-painted mural. Amidst all this glamour and space Sofitel Ambassadors greet arrivals with a smiling “Bonjour or Bonsoir!” straight from the heart. French sophistication and Sofitel’s impeccably polished art of living complement Macau’s long tradition of welcoming discerning international visitors.

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ACCESS: Macau has several points of entries including Macau International Airport, Macau Ferry Terminal and Border Gate (adjacent to Zhuhai,China). From the airport to the hotel, it takes 20 minutes drive by taxi or bus No. 26. From Macau Ferry Terminal, it is 10 minutes drive by taxi or shuttle bus (09:00 -23:00); you can also take bus No. 3. Guests from Border Gate can take bus No.1 or 3, taxi or shuttle bus (09:00 - 23:00); the ride is 10 minutes. You may land in Cotai Strip, by taxi, 15 minutes.

Address: SOFITEL MACAU AT PONTE 16 – RUA DO VISCONDE PACO DE ARCOS – MACAU SAR

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Introductions for Keynote Speakers



Prof. Robert J. Taormina
Psychology Department, University of Macau, Macau

Robert J. Taormina (Ph.D., University of California) is an Emeritus Full Professor, has published more than 100 journal articles and conference papers, and has been cited more than 1000 times in books and journals around the world. He has taught and lectured in universities in Europe, Africa, America, Oceania (New Zealand), and in several Asian countries, including Mainland China, Japan, Singapore, Hong Kong, and Macau, where he is an Emeritus Full Professor and a senior advisor on research ethics for the Rector's Office. His research interests include theoretical and empirical studies in applied social psychology, leadership excellence, organizational psychology, personal resilience, and cross-cultural comparisons. He received a Lifetime Achievement Award for Distinguished Leadership in Education from the International Institute for Advanced Studies in Systems Science (Europe), Best Reviewer Awards from the International Division of the Academy of Management, and a Distinguished Scholar Award from UNESCO. He also serves on editorial boards of several international scholarly journals.

Title: *Adherence to Chinese Traditional Values: Correlates and Determinants*

Abstract: Adherence to traditional Chinese values was tested using a two-factor measure of traditional values with data from 309 Chinese adults to assess their personal and public observance of traditional Chinese values. Adherence was compared with several demographic variables, and a set of social and psychological measures, as possible statistical predictors of living by traditional values. Life Satisfaction (as measured by feelings of personal accomplishment) was also tested as a possible outcome of living according to traditional values. Results found significant positive correlations between adherence to both Personal and Public Traditional Values and the demographics of Age, Marital Status, Monthly Income, and Residence (but no significant correlations with Gender, Education, or Religious Conviction). Also, both types of traditional values had highly significant positive correlations with Family Emotional Support, Conscientiousness, Physiological Needs Satisfaction, Safety-Security Needs Satisfaction, Individualism, and Collectivism. For predicting adherence to Chinese traditional values, regression analyses found that several of the demographic, social, and psychological variables were able to predict 26% of the variance for Personal Traditional Values, and 29% for Public Traditional Values. An additional regression revealed that adherence to Public Traditional Values was a significant predictor of one's personal accomplishments in life.



Prof. Joseph Yu-shek CHENG
City University of Hong Kong, Hong Kong

Joseph Yu-shek CHENG is Chair Professor of Political Science and Coordinator of the Contemporary China Research Project, City University of Hong Kong. He is the founding editor of the *Hong Kong Journal of Social Sciences* and *The Journal of Comparative Asian Development*. He has published widely on the political development in China and Hong Kong, Chinese foreign policy and local government in southern China. He has recently edited volumes on *China: A New Stage of Development for An Emerging Superpower*; and *The Second Chief Executive of Hong Kong SAR: Evaluating the Tsang Years 2005 -2012*. He is now serving as convenor of the Alliance for True Democracy in Hong Kong.

Title: *Guangdong's Administrative Reforms in Recent Years*

Abstract: The administrative reforms at various levels of local government in Guangdong demonstrate the dynamism in the province and the spirit of innovation among local government cadres. The local government cadres eagerly engage their counterparts in enhancing the attractive investment environment they offer and the level of satisfaction among people within their respective jurisdictions so as to improve their opportunities for career advancement. Naturally, they observe the limits set by the central leadership led by Xi Jinping.

They respond to traditional reform demands like streamlining the bureaucracies, and raising efficiency. They also cater for new demands to improve public services at the grassroots level, to absorb the emigrants by granting them better status and services in the urbanization process, and to exploit social organizations in the delivery of public services following the principle of "big society, small government".

The Hu Jintao administration realized the importance of providing a basic social security net covering the entire population in maintaining political and social stability. It embraced urbanization as inevitable and a force contributing to economic development. These two trends have been having a significant impact on the administrative and social governance reforms in Guangdong.

In containing the development of civil society and enhancing social control, the Guangdong authorities attempt to improve the delivery of public services at the grassroots level while strengthening community Party organization. Social organizations are now given a role in the delivery of public services so that they would be a new form of mass organization. Those which have been absorbed into the formal service network have been given funding support, and their leaders have been granted honours ranging from various advisory posts to support for elections to the people's congress system. Those which insist on retaining their autonomous nature now face greater pressure and less room for survival under Xi

Jinping and the provincial Party secretary Hu Chunhua.

In view of the relative prosperity of Guangdong, it has the potential of developing a Singaporean-style of effective governance, which relies on economic development, improvements in public service delivery and responsive governance down to the grassroots level to maintain social and political stability. But as demonstrated by the Wukan riots, corruption remains a serious cause for grievances. Meanwhile, civil society is growing; and it will be able to challenge the authorities effectively in the coming decade.



Dr. Houssain Kettani
Florida Polytechnic University, USA

Dr. Houssain Kettani received the Bachelor's degree in Electrical and Electronic Engineering from Eastern Mediterranean University at Famagusta, North Cyprus, in 1998, and Master's and Doctorate degrees both in Electrical Engineering from the University of Wisconsin at Madison, Wisconsin, USA in 2000 and 2002, respectively.

Dr. Kettani served as faculty member at the University of South Alabama at Mobile, Alabama, USA in 2002-2003, Jackson State University at Jackson, Mississippi, USA in 2003-2007, Polytechnic University of Puerto Rico at San Juan, Puerto Rico, USA in 2007-2012, Fort Hays State University at Hays, Kansas, USA in 2012-2016 and Florida Polytechnic University at Lakeland, Florida, USA, since 2016.

Dr. Kettani has served as Staff Research Assistant at Los Alamos National Laboratory at Los Alamos, New Mexico, USA in summer of 2000, Visiting Research Professor at Oak Ridge National Laboratory at Oak Ridge, Tennessee in summers of 2005 to 2011, Visiting Research Professor at the Arctic Region Supercomputing Center at the University of Alaska at Fairbanks, Alaska, USA in summer of 2008 and Visiting Professor at the Joint Institute for Computational Sciences at the University of Tennessee at Knoxville, Tennessee in summer of 2010.

Dr. Kettani's research interests include computational science and engineering, high performance computing algorithms, information retrieval, network traffic characterization, number theory, robust control and optimization, and Muslim population studies. He presented his research in over sixty refereed conference and journal publications and his work received over four hundred citations by researchers all over the world. He authored *The World Muslim Population, History and Prospect*, which was published in 2014 by Research Publishing Service, and is the topic of his talk. He chaired over hundred international conferences throughout the world and successfully secured external funding in millions of dollars for research and education from US federal agencies such as NSF, DOE, DOD, and NRC.

Title: *The World Muslim Population, History and Prospect*

Abstract: The birth of Islam over fourteen centuries ago was a monumental event in human history with an everlasting effect on humanity. For centuries researchers contemplated on the growth and distribution of Muslims throughout the world. The purpose of this manuscript is to present a reliable estimate of the world Muslim population since the inception of Islam at the start of the seventh century to the end of the twenty-first century. In this book, the world is divided into five continents, each is divided into non-overlapping regions, and these in turn are divided into current countries. A centennial data estimate

for each region and current country from 600AD to 2100AD (approximately 1H to 1500H) of the total population, and corresponding Muslim population and its percentage is provided. Furthermore, the same data in decennial order from 1790 to 2100 (or 1210H to 1520H) is provided for each region and country. These data are summarized to be a reference for other studies and discussions related to the Muslim population. The presented data show that the percentage of world Muslim population with respect to the total world population has increased steadily from 3% in 700AD or 100H to 7% in 800AD or 200H, to 11% in 900AD or 300H, to 13% in 1000AD or 400H, reaching 16% in 1700AD or 1100H. But it dropped to 13% in 1800AD or 1200H, to increase to 14% in 1900AD or 1300H. This percentage has been increasing by one percentage point per decade since 1950AD or 1370H, reaching 25% in 2020AD or 1440H. The rate of increase of the world Muslim population is expected to slow down, increasing their percentage to 30% by 2050AD or 1470H and 35% by 2100AD or 1520H.

Instructions for on-site Registration

- (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) Your paper ID will be required for the registration.
- (5) The organizer won't provide accommodation, and we suggest you make an early reservation.
- (6) One best oral presentation will be selected from each oral session. The Certificate for the best one will be awarded at the end of each session on May 7, 2017.

Instructions for Oral Presentations

Devices Provided by the Conference Organizer:

Laptops (with MS-Office & Adobe Reader)
Projectors & Screens
Laser Sticks

Materials Provided by the Presenters:

Power Point or PDF Files (Files should be copied to the conference laptop at the beginning of each session)

Duration of each Presentation (Tentatively):

Regular Oral Presentation: about 15 Minutes of Presentation and Q&A
Keynote Speech: 45 Minutes of Presentation, 5 Minutes of Q&A

Instructions for Poster Presentation

Materials Provided by the Conference Organizer:

The place to put poster

Materials Provided by the Presenters:

Home-made Posters
Maximum poster size is A1
Load Capacity: Holds up to 0.5 kg

Best Presentation Award

One Best Oral Presentation will be selected from each presentation session, and the Certificate for Best Oral Presentation will be awarded at the end of each session on May 7, 2017

Dress Code

Please wear formal clothes or national representative clothing.

Important Note:

The time slots assigned in the schedule are only tentative. Presenters are recommended to stay for the whole session in case of any absence.

Conference Time Schedule

Day 1: Registration Only

Lobby	May 6 10:00-17:00	Registration & Conference materials collection
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Day 2: Conference

PROME NADE	May 7 09:00-12:00	09:00-09:05		Opening Remarks Prof. Robert J. Taormina Psychology Department, University of Macau, Macau
		09:05-9:55		Keynote Speech 1 Prof. Joseph Yu-shek CHENG City University of Hong Kong, Hong Kong <i>Title: Guangdong's Administrative Reforms in Recent Years</i>
		9:55-10:20	Coffee Break & Group Photo	
		10:20-11:10		Keynote Speech 2 Prof. Robert J. Taormina Psychology Department, University of Macau, Macau <i>Title: Adherence to Chinese Traditional Values: Correlates and Determinants</i>
		11:10-12:00		Keynote Speech 3 Dr. Houssain Kettani Florida Polytechnic University, USA <i>Title: The World Muslim Population, History and Prospect</i>
	May 7 12:00-13:00	Lunch		
PROME NADE 1	May 7 13:00-18:05	13:00-15:30	Session 1 (10 papers) Theme: Educational Innovation and Management Session Chair: Prof. Joseph Yu-shek CHENG	
		15:30-15:50	Coffee Break	
		15:50-18:05	Session 3 (9 papers) Theme: Behavioral and Psychological Science Session Chair: Prof. Robert J. Taormina	

PROME NADE 2	May 7 13:00-17:20	13:00-15:15	Session 2 (9 papers) Theme: Social Science and Management Session Chair: <i>Dr. Houssain Kettani</i>
		15:30-15:50	Coffee Break
		15:50-17:35	Session 4 (7 papers) Theme: Economics and Business Management Session Chair:
	May 7 18:30-21:00	Dinner Banquet	

Authors' Presentations Review

Session 1: Educational Innovation and Management

- SE1004: Teaching and Learning an Auditing Course in an Electronic Discussion Forum Context for Non-accounting Students-A Quantitative Measurement Approach 15
Annie Mok Yuet Ngo
- SE0007: Geovisual Analytics in School: Challenges for the Didactic Design of the Classroom 15
Linnéa Stenliden
- SE0012: Identifying the Learning Style of Students in MOOCs using Video Interactions 16
D. Dissanayake, T. Perera, C. Elladeniya, K. Dissanayake, S. Herath, and I. Perera
- SE0023: Design and Practice of EMI Teaching Method in Electric Network Principle Course 16
Guangjin Peng, Zhihong Fu, Qian Zhang, and Chunyan Li
- SE0020: Practice and Discussion on Bilingual Education of Specialized Course-MEMS: A Jiangsu University Case 16
Daohao Ge, Liqiang Zhang, Fangwei Xie, and Pengfei Qian
- SE0022: Improving Peer and Self-Assessment for Group Presentations from Chinese Students' Perspective 17
Caroline T. W. Chan
- SE0024: MOOCs for Teachers Professional Development-A University Challenge? 17
Laura Malita, Laurentiu Gabriel Tiru, and Gabriela Grosseck
- SE0004: The Matter of Silence in Early Childhood Bilingual Education 17
Anna Martín-Bylund
- SE0008: Local University Research on Local Internationalization 18
Lipeng Feng and Guoqiang Shi
- SH0001: Trauma-Informed Education Practice in Cambodia 18
Zoe Wyatt, Elizabeth Hoban and Selma Macfarlane
- ## **Session 2: Social Science and Management**
- SH0017: Being Faithful to Life: Performing and Listening in Minimalist Music from the 1960s and 1970s 19
Ang-Cheng Kris Ho
- SH0018: Trauma Nationalism and Pop Culture: A Fantasy Analysis on Early Post-Cold War Korea Films 19
Liu Yang Liu

SE0013: A Comparative Study of User's Information Seeking Behavior in E-book Recommendation System	20
<i>Yi-Shin Lin, Ko-Chiu Wu, and Saiau-Yue Tsau</i>	
SH0020: Exploitation behind the Growth of Batik Home Industry in Lawean, Solo, Central Java	20
<i>Muhammad Alhada Fuadilah Habib, Ayla Karina Budita, Cut Rizka Al Usrah, Mukhammad Fatkhullah and Kanita Khoirun Nisa</i>	
SH2004: Analyzing the Road Congestion and Potentiality of Accidents in Matara Police Division in Sri Lanka	20
<i>Prabodhani L. L. B</i>	
SH2005: Diversity of Terrestrial Snails in Forests Like Sinharaja (related to Pitadeniya Area)	21
<i>Kaushalya T. G. G</i>	
SH2006: Potential of Environmental Tourism and Forest Management [The case of Kekanadura Preservation in Sri Lanka]	22
<i>H. K. N. Lakmini</i>	
SH0011: Communal Rights of Land: Indonesia Government Effort to Protect the Rights of Indigenous Group	22
<i>Nesita Anggraini and Umery Lathifa</i>	
SH3002-A: China's New "Pivots" in the Indian Ocean: Towards "String of Pearls" Strategy 2.0	23
<i>Mike Chia-Yu Huang</i>	
Session 3: Behavioral and Psychological Science	
SE0003: The Relationship among Hedonistic Lifestyle, Life Satisfaction, and Happiness on College Students	24
<i>Achmad Sholeh</i>	
SE0028: Impact of Welfare Schemes and Gender on Mental Health and Emotional Intelligence among Maoist conflict exposed Youth: Implication for Psychological Intervention	24
<i>M. Makhija and P. Singh</i>	
SE0032: Dental Anxiety: A hurdle.....	25
<i>Mahesh Motlani</i>	
SE0011-A: Parental Empathy: Brief Literature Review and Implications for Future Research	25
<i>Raymond Chan and Mantak Yuen</i>	
SH0004: Effects of Moral Self-regulation on Prosocial Intentions in Chinese College Students	26
<i>Liang Chen and Yuxin Zhuang</i>	
SH0005: Middle Adolescence's Moral Self-regulation: Exploring the Effect of Private Self-worth on Prosocial Intentions	26
<i>Dan Jiang, Yuxin Zhang and Liang Chen</i>	

SE1002-A: Learning Impairments Produced by Developmental Lead Exposure Persisted for Generations <i>Xiaojuan Xu and Daniel Weber</i>	26
SE1009-A: Pathological Fear of Students in Mathematics: Gender Differences <i>Edelyn A. Cadorna, Joseph A. Taban, and Marieta Gavino</i>	27
SH3004-A: Why People Choose Early in Sequential Search Problem <i>Annie Hsiao</i>	27
Session 4: Economics and Business Management	
SH0014: Developing a Comprehensive Framework for Evaluating Key Project Tasks <i>Li-Ren Yang</i>	28
SH0022: Analysis of CPT International Trade Terms from the Perspective of Risk and Cost <i>Yi'Nan Ren</i>	28
SH0023: COSMETICS AND CONSUMPTION (An Analysis of Consumption Culture in Wardah Cosmetic Products Selection) <i>Wahyu Triana Sari</i>	28
SH1006-A: Supply Chain Integration and Firm Performance: the Food (Fast-Food) Delivery Service Industry <i>Martin Boakye Osei and Celal Hakan KAĞNICIOĞLU</i>	29
SH1007-A: An Analysis of the Effects of Call Center Use by Airline Companies on Customer Satisfaction and Generation “Y” Users <i>Özlem ATALIK Ümran ÜNDER Fatma Selin SAK Emre DİL</i>	29
SH2007: Identification of Causes for Collapse Clay based Pottery and Brick Industries (The case of Yatiyana Region and Godallawatta Village in Yatiyana) <i>W. P. Pandipperuma</i>	30
SE1012: Gender-Responsive Capacity of Selected Local Government Units in Ilocos Sur, Philippines <i>Crescencio B. Velasco and Edelyn Alicar-Cadorna</i>	30

Authors' Presentations (May 7, 2017)

Session 1

13:00-15:30

Venue: PROMENADE 1

Theme: Educational Innovation and Management

Session Chair: *Prof. Joseph Yu-shek CHENG*

Affiliation: *City University of Hong Kong, Hong Kong*

ID	Title+ Author's Name
SE1004 13:00-13:15	<p>Teaching and Learning an Auditing Course in an Electronic Discussion Forum Context for Non-accounting Students-A Quantitative Measurement Approach</p> <p>Annie Mok Yuet Ngo City University of Hong Kong, Hong Kong</p> <p>Abstract: Preliminary literatures on accounting students' perception on the accounting teaching and education show that students are seldom having positive perception on the accounting education. They perceived accounting education as boring, and too number-oriented (Cohen and Hanno (1993), Marshall, Suzanne, Ogilby (2000)). To the worst, students' college course in accounting did not help to cause a positive effect on their attitudes towards the accounting profession (Nelson and Venzryk (1996)). This paper intends to seek an exploratory light on the effectiveness of using electronic discussion forum (e-forum) as a medium of e-learning to enhance students' experiences and arouse students' interest for a group of non-accounting students enrolled in an auditing course. Students' responses to the e-forum based on a quantitative measurement (number of responses) shows that they are interested in the interaction in the e-forum. Results of the paper show that enrichment of the students' learning was achieved through the incorporation of the e-forum in the learning in five aspects.</p>
SE0007 13:15-13:30	<p>Geovisual Analytics in School: Challenges for the Didactic Design of the Classroom</p> <p>Linnéa Stenliden Linköping University, Sweden</p> <p>Abstract: This paper aims to determine the distribution of problem spaces in learning activities, when geovisual analytics is introduced into social science education. We know that various dimensions of complexity emerge in learning activities including this kind of technology. This paper clarifies the features of the problem spaces in such activities. The study was conducted in three middle schools in Sweden, in four social science classes with students aged 10 to 13 years. The specific geovisual analytics platform used was Statistics eXplorer. The learning activities were followed for two to four weeks at each school using video observations. Drawing on actor-network theory, we conducted material discursive analyses of the learning activities. The geovisual analytics generally support student understandings, but the didactic design of the classroom was not completely supportive. Six central aspects were found in the distribution of problem spaces within</p>

	<p>the learning activities. Novel approaches to pedagogy and teaching employing geovisual analytics could benefit students' knowledge building as they work with visualized data.</p>
<p>SE0012 13:30-13:45</p>	<p>Identifying the Learning Style of Students in MOOCs using Video Interactions D. Dissanayake, T. Perera, C. Elladeniya, K. Dissanayake, S. Herath, and I. Perera Department of Computer Science & Engineering, University of Moratuwa, Moratuwa, Sri Lanka</p> <p>Abstract: Massive Open Online Courses (MOOC) are an emerging technology for online teaching and learning at a larger scale. Therefore getting an overall view of student behavior and performance is quite challenging. We intend to provide a solution by identifying the learner behavior using click stream interaction analysis.</p> <p>In MOOCs, videos provide the most informative content of learner behavior because majority of the students gather knowledge from videos whereas a relatively fewer number of students participate in assignments and forum activities. In this research the click stream data from the video interactions were analyzed to understand the learner behavior. The interactions such as play, pause, seeks and speed changes were aggregated to calculate features which indicate frequency and temporal dynamics of the behavior of the students. Two courses Engineering CS101 and Humanities and Statistical Learning from a dataset of the edX platform were analyzed by using unsupervised learning. The findings from this research can be used to understand how the learner behavior in MOOC videos differs in two different courses.</p>
<p>SE0023 13:45-14:00</p>	<p>Design and Practice of EMI Teaching Method in Electric Network Principle Course Guangjin Peng, Zhihong Fu, Qian Zhang, and Chunyan Li Chongqing University</p> <p>Abstract: Teaching about AC circuit of Electric network principle course in full English is very difficult, in this paper, EMI(English as the medium of instruction) teaching method was introduced. Firstly, supply study documents to students about knowledge points, emphases and difficult points of AC circuit. Next, assign group works before class. At last, carry on group demonstration and discussion during class, teacher supply comments. According to feedback and quiz scores of COOP(Co-operative Education Program) of Chongqing University students, EMI teaching method had high efficiency and good impact.</p>
<p>SE0020 14:00-14:15</p>	<p>Practice and Discussion on Bilingual Education of Specialized Course-MEMS: A Jiangsu University Case Daohao Ge, Liqiang Zhang, Fangwei Xie, and Pengfei Qian Nano science technology, Jiangsu University Zhenjiang, PR China</p> <p>Abstract: The bilingual teaching on specialized course has become a trend in most countries and regions in the world with the internationalization of higher education. Especially for China, the bilingual teaching is the inevitable trend of the education internationalization for Chinese universities by the increasing number of exchange students and foreign students in China. It is necessary for teaching reform and personal training in universities. At present, the bilingual teaching of specialized courses is the key and difficult point in the teaching reform of higher education. Some common problems in bilingual teaching of professional courses in Chinese</p>

	<p>universities and colleges have been analyzed, and some benefit measures are put forward in order to improve the bilingual teaching quality in this paper.</p>
<p>SE0022 14:15-14:30</p>	<p>Improving Peer and Self-Assessment for Group Presentations from Chinese Students' Perspective Caroline T. W. Chan Division of Building Science and Technology, City University of Hong Kong, Tat Chee Avenue, Kowloon Tong, Hong Kong</p> <p>Abstract: Almost everyone agrees that student presentations benefit the students in significant ways. That is why presentation is often required as part of coursework. However, the teachers who implement presentations should experience much problem of how to get the rest of the class "listen" to others' presentations. Without listening actively to the presenters, the audience loses a valuable chance to learn from their peers' work. Although engaging students to assess their peers' work is suggested as a possible method to get students listening and learning from presentations of others, our understanding of the students' perceptions in the context of peer assessment for group presentations is limited. Through a questionnaire survey with 158 engineering sub-degree students in Hong Kong, this study aims to collect primary data on peer assessment for group presentations. The findings are useful to design and develop a user-friendly system to actively engage students as co-assessors for group presentations in the peer assessment process. The findings should provide useful insights to the teachers and researchers, helping them to design an effective assessment tool for group presentations.</p>
<p>SE0024 14:30-14:45</p>	<p>MOOCs for Teachers Professional Development-A University Challenge? Laura Malita, Laurentiu Gabriel Tiru, and Gabriela Grosseck West University Timisoara, Romania</p> <p>Abstract: Due to the development of the current society, continuous professional development of teachers is an imperative for every educational system. Nowadays MOOCs are on a hype for educational systems, being one of the most discussed and debated university/academia/higher education topics. Still, Romania is beyond other countries in terms of both developing and formal recognising of competences acquired through a MOOC course. This is direct related to the scepticism of opening up education toward professional development of Romanian teachers, among other factors like language barriers, inadequate infrastructure, lack of time, lack of digital competences and skills (in order to know how to work in the online learning environment) etc. The authors consider MOOCs as a sustainable initiative for professional development of Romanian teachers. Therefore, the aim of this paper is to present the results of an investigation carried out for more than 1000 Romanian preuniversity teachers, analysing their needs regarding this topic. The main finding amid teachers' training needs, underlined their preference for developing and updating the practical knowledge based on specific examples. Moreover, we will address the need for changing the Romanian educational MOOCs' policies, but also more future and deeper topics to be studied in the following periods.</p>
<p>SE0004 14:45-15:00</p>	<p>The Matter of Silence in Early Childhood Bilingual Education Anna Martín-Bylund</p>

	<p>Abstract: The relation between silence and bilingualism in early childhood education is intricate. In this presentation I make three altered readings of this relationship with the help of a video-recorded everyday episode from a Spanish-Swedish bilingual preschool in Sweden. The aim is to discuss how different ways of reading silence require different understandings of both time and language, which in turn enable different bilingual-child subjectivities. In the readings, silence emerges respectively as development, strategy and intensity. The article shows that silence as absence and silence as strategy are individually, chronologically and linguistically oriented readings that enable seeing the bilingual child as more or less competent, more or less active as well as more or less powerful in relation to adults. Furthermore, silence as intensity is collectively produced as well as temporally unbounded and enables seeing silence, as well as the bilingual child, as part of several material-semiotic relations capable of enchantment. It is discussed that, due to the evasive and inconsistent nature of silence all three descriptions are equally (im)possible. Nevertheless, they produce different effects and raise dissimilar questions to bilingual educational practice in the early years.</p>
<p>SE0008 15:00-15:15</p>	<p>Local University Research on Local Internationalization Lipeng Feng and Guoqiang Shi Chongqing University of Arts and Sciences, Yongchuan, Chongqing, China</p> <p>Abstract: With the development of economic globalization, local universities which the aim is to cultivate application-oriented talents need to adapt to the trend of international development. The local university also need actively develop local internationalization with its own characteristics. The paper reviews the research on university internationalization, localization and local internationalization. To promote local internationalization on local university, the paper summarizes the aim and the way on talents cultivation, talents cultivation programs, teaching methods and language training etc.</p>
<p>SH0001 15:15-15:30</p>	<p>Trauma-Informed Education Practice in Cambodia Zoe Wyatt, Elizabeth Hoban and Selma Macfarlane Deakin University/The Cabin Chiang Mai, Thailand; Deakin University, Australia;Deakin University, Australia</p> <p>Abstract: There is limited research and few published studies that look specifically at how teachers are utilizing a trauma-informed approach in their classrooms. Although trauma models exist in resource rich countries, information that explores the implementation and practice of these models is largely missing in the literature concerning resource poor countries. This article explores Hagar International Cambodia’s trauma-informed education model and the experiences of therapists and educators working with traumatised children.</p>

Session 2

13:00-15:15

Venue: PROMENADE 2**Theme: Social Science and Management****Session Chair: Dr. Houssain Kettani****Affiliation: Florida Polytechnic University, USA**

ID	Title+ Author's Name
SH0017 13:00-13:15	<p>Being Faithful to Life: Performing and Listening in Minimalist Music from the 1960s and 1970s Ang-Cheng Kris Ho Beijing Normal University-Hong Kong Baptist University United International College, China</p> <p>Abstract: Minimalism in music, as a new trend of musical style and performance, has been developed in the 1960s. It is a musical form often contrasted to expressionism and serialism. Based on American-born composers, La Monte Young (b. 1935) and Terry Riley (b. 1935), which are regarded as pioneers of this trend, minimalist music has expanded the techniques of musical performance, extending the performance venue from the conventional concert hall to the museum. This research will explore in some detail the interpretation of minimalist music written in the 1960s and 1970s by Steve Reich and Philip Glass. It also examines the relationship between the performer and the listener based on two concepts: concentration and relaxation. Minimalist music is different from the absolute music of the Baroque period and program music of Romantic period. For the performer, concentration and relaxation rests on the perspective and manner of execution of the music and in how to convey it to the listener. For the listener, concentration and relation means a new avenue to appreciate the fascination and timbre of minimalist music. This research will examine a new way of performance practice for the performer and provide an innovative sense of attention for the listener in relationship to the setting as for example when the performance venue has been transformed from concert hall to the museum and the reaction of the listener has become part of the performance in the live performance. Selected works exemplifying these two concepts include <i>Violin Phase</i> and <i>Clapping Music</i> by Steve Reich and Philip Glass's <i>Strung Out</i>.</p>
SH0018 13:15-13:30	<p>Trauma Nationalism and Pop Culture: A Fantasy Analysis on Early Post-Cold War Korea Films Liu Yang Liu University of Macau, China</p> <p>Abstract: This paper mainly analyzes Korea films in the early post-Cold war period (1991-2005), and selects 4 popular Korea movies as case studies, which are <i>Shiri</i> (1999), <i>Joint Security Area</i> (2000), <i>Taegukgi</i> (2004), <i>Welcome to Dongmakgol</i> (2005). Then it uses Bormann's fantasy analysis method to explore how these films handle symbols and assign meanings to stories and express Korea people's nationalism narratives. Fantasy analysis has theory roots from both communication and rhetorical criticism, and it involves three steps, which are fantasy theme, fantasy type and rhetorical vision analysis. Among which, fantasy theme is the basic unit of analysis. This study totally finds 10 fantasy themes and 3 fantasy types, and finally composes the rhetorical vision (Trauma nationalism) in Koreans movies. For conclusion, this paper argues that in the early</p>

	<p>post-Cold War period, Korea films avoid simplifying their ‘friend or foe’, blurring the enemies and state boundaries, and strengthening Korea ethnic group’s connections. Through these plots, these films uncover the traumas of Koreans, the old collective memory of ‘Cold War’ blends into the trend of pop culture, and old Cold-War ideological confrontations have also been expressed through the narratives of nationalism and humanity.</p>
<p>SE0013 13:30-13:45</p>	<p>A Comparative Study of User’s Information Seeking Behavior in E-book Recommendation System Yi-Shin Lin, Ko-Chiu Wu, and Saiiau-Yue Tsau National Taipei University of Technology, Taiwan</p> <p>Abstract: E-book reading has become increasingly popular, the library began to provide joyful and interactive multimedia e-book recommendation system. The purpose of this study is to understand the characteristics of information seeking behavior of different users. Based on the back-end database of New Taipei City Library's e-book wall, we collected 655 users' borrowing materials and analyzed the knowledge keywords by text mining method to make a comparative study. With the expansion of library services, the purpose of the library is no longer limited to the academic orientation, and we also observed the emergence of entertainment and leisure-oriented readers. Understanding users’ information seeking characteristics in e-book recommendation system will be conducive to the development of intelligent library and provide a reference for the system design.</p>
<p>SH0020 13:45-14:00</p>	<p>Exploitation behind the Growth of Batik Home Industry in Lawean, Solo, Central Java Muhammad Alhada Fuadilah Habib, Ayla Karina Budita, Cut Rizka Al Usrah, Mukhammad Fatkhullah and Kanita Khoirun Nisa Universitas Gadjah Mada, Indonesia</p> <p>Abstract: Batik industry has become one of the leading industries in the economy of Indonesia. Since the recognition of batik as one of the cultural wealth and national identity of Indonesia by UNESCO, batik production keeps increasing as a result of increasing demand for batik, whether from domestic or abroad consumers. One of the rapid development batik industries locations in Indonesia is in Lawean Village, Solo, Central Java, Indonesia. Batik industry in Lawean generally uses putting-out system where batik workers work in their own houses. With the implementation of this system, therefore employers do not have to prepare Environmental Impact Analysis (EIA), social security for workers, overtime pay, work space, and production devices. The data used to explain this reality is primary data from qualitative research with in-depth interview data collection technique. Information determination used in this study is purposive technique. The theory used in this study is phenomenology theory by Alfred Schutz. Qualitative method and phenomenology theory used in this study are to explain in-depth social reality of batik workers exploitation by batik employers with the implementation of putting-out system in batik home industry in Lawean, Central Java. The implementation of putting-out system causes many problems, starting from environmental pollution, the loss of workers’ social rights, and even exploitation of workers by batik employers.</p>
<p>SH2004 14:00-14:15</p>	<p>Analyzing the Road Congestion and Potentiality of Accidents in Matara Police Division in Sri Lanka Prabodhani L. L. B</p>

	<p>Department of Geography, Faculty of Humanities and Social Science, University of Ruhuna, Sri Lanka</p> <p>Abstract: Road Accidents and congestion are the major social economic problems in Sri Lanka Taken together , evidence is compelling that in a given set of road and traffic conditions the frequency of accidents increases with the speed of traffic, and the higher the speed the more rapidly does accident frequency increases in speed.(Taylor, Lynam and Baruya,2000.) Matara in southern coastal area in Southern Province of Sri Lanka is a city with density of population. This study focuses on the potentiality of road accidents and vehicle congestion in Matara district in Sri Lanka. When considering the data of Matara police station, there is an enhancement of potentiality of road accidents from 2012 to 2016. We can identify the potentiality of road accidents in Matara police division by deadly vehicle accidents, damages, minor injuries and aggravating vehicle accidents. According to that, road accidents are increased in the year 2016, when comparing with 2015. It is reported, 18 deadly road accidents, 79 aggravating injuries, 160 minor injuries and 194 damages in 2016. The total number of vehicle accidents in 2016 is 450. In 2015, there were 320 road accidents. Private buses, Vehicles, three wheelers, bicycles, motor bikes number of pedestrians, number of passengers are the main factors for road accidents. In this study, basic information is gathered by basic and secondary Data. Tables, diagrams, photographs maps are used to present data. In Matara town, heavy road traffic can be seen at Rahula college, Matara bodhiya and color lights, nupe. Carelessness of drivers, bewilerness, impatient, driving after drinking narcotic things, wrong side overtaking are the reasons for enhancement of vehicle accidents. Government also takes actions to reduce road accidents. Actions taken by National council of Road Security, making people aware about road accident simultaneously with country development. Developing infrastructure facilities and empower the law to make discipline society are some of them.</p>
<p>SH2005 14:15-14:30</p>	<p>Diversity of Terrestrial Snails in Forests Like Sinharaja (related to Pitadeniya Area) Kaushalya T. G. G Department of Geography, Faculty of Humanities and social science, University of Ruhuna, Sri Lanka</p> <p>Abstract: The Sinharaja forest which containing in extent 11,187 hectare covering the districts of Galle, Matara and Hambantota belongs to two provinces of Southern and Sabaragamuwa situated in South – West wet zone of Sri Lanka is a ever green forest enriched with a bio diversity including an environmental importance. This forest receive a continuous rainfall and it has a number of flora and fauna species which can only be seen in the Sinharaja . Among them some are species have become endangered. Accordingly the diversity of terrestrial snails which are inherent to and endangered in the Sinharaja forest is analyzed in this research study. Among ten bio diversity warm places priority has been given to Sri Lanka. There fore a prior attention is given to terrestrial snails in the force of bio diversity. As a result the major objective of this research study was to study the diversity of terrestrial snails in the Sinharaja rain forest. In the presence about 253 species of snails are reported in the country. About 205 of them are inherent to Sri Lanka (Ranwana & Priyadarshana, 2012). Out of these species of snails inherent to the Sinharaja we were able to identify about 13 species. Majority of them were founds in areas close to river and its surroundings</p>

	<p>situated in inner areas of the forest. Most of these snails could be seen in the night and in the inner areas of the forest. The conclusion of this study is to the diversity of these terrestrial snails can be identified in the Sinharaja rain forest. The major reason for that is the bio diversity prevailing in the Sinharaja rain forest and inherence. . Major reason for that is the bio diversity that can be seen in this forest area. This diversity and environment has resulted in type and behavior change of these animals.</p>
<p>SH2006 14:30-14:45</p>	<p>Potential of Environmental Tourism and Forest Management [The case of Kekanadura Preservation in Sri Lanka] H. K. N. Lakmini Department of Geography, Faculty of Humanities and Social Science, University of Ruhuna, Sri Lanka</p> <p>Abstract: Kekanadura Preservation alias Ellakanda forest which is situated in the Dondra and Matara secretariat in Matara district; southern province of Sri Lanka can be introduced as a very important tropical rain forest. This is highly consisted of biodiversity. Approximately this land is about 381 hectares, covered with the Ellakanda reservoir which is about 100 hectares. There is a shortcoming of the knowledge of the tourist industry as an approach of management of this forest. On the base of this, the main purpose of this Project is to examine as an entrance of the management of Environmental Tourism Industry. This research is important as a suggestion for a permanent environmental planning in the afore said preservation and finding out the special features to carry out the tourist industry in future. In this study, collecting this data has been done to be fulfilled the expected aims. As well in collecting primary data and information has been paid special attention. In addition to find the primary data, inspections, direct investigations, formal and informal interviews, questionnaires and base studies have been used while data tables, graphs, charts, notes and pictorials have been used in qualitative analysis. It was clear that highly density background for the establishment of Environmental Tourist Industry. The higher biodiversity of this forest is divided into five branches. In consequence of that, the large reservoir, marsh land, prosperous areas, the land of fantastic achievement, Ellakanda and Agarawala Arannya senasanaya; the jungle buddish temples can be introduced as lasting resources in this rain forest for the time being. The majority of tourists engage in studies and experiments here. Among them school children play the main role. As well most of the people living in the bordering forest are lower income groups. They have an agro-based economy and engage cinnamon and Chena cultivation. But it has been found that the people living there, have engaged to consume these resources illegally. It is examined how Kekanadura Preservation is used to Environmental Tourist Industry under the entrance of management in consideration with this.</p>
<p>SH0011 14:45-15:00</p>	<p>Communal Rights of Land: Indonesia Government Effort to Protect the Rights of Indigenous Group Nesita Anggraini and Umery Lathifa University of Indonesia, Indonesia</p> <p>Abstract: The rapid development of infrastructure in Indonesia indeed requires a considerable amount of land. This often results in neglect of the rights of indigenous people to possess and utilize their sacred land. The effort to protect the land of indigenous people in Indonesia often fails</p>

	<p>because of two things: 1) there is no certification of the land and 2) even when the land is certified on behalf of group leader, the land is then sold or rented to other parties hence the failure to protect the existence of indigenous group. To solve this problem, Indonesian’s Ministry of Land and Spatial Planning has issued Regulation 9/2015, which then revised by Regulation 10/2016, through which the Minister created a new right of land called communal rights. These rights give joint-ownership land titles to indigenous groups or any groups that have inhabited a land for more than ten years. In addition to guaranteeing their rights to possess a land by giving certification, communal rights are given to prevent the land being transferred to parties other than the indigenous group itself. This paper will explain the basic concept, process, and requirements of communal rights in the framework of Indonesian’s land law. This paper will then explain how communal rights can help protecting the existence of indigenous group in Indonesia. Further, this paper will mention several shortcomings of communal rights in the level of regulation as a suggestion for improvements.</p>
<p>SH3002-A 15:00-15:15</p>	<p>China’s New “Pivots” in the Indian Ocean: Towards “String of Pearls” Strategy 2.0 Mike Chia-Yu Huang Nanfang College of Sun Yat-Sen University in Guangzhou, China</p> <p>Abstract: China’s port facility construction projects in the Indian Ocean (IO) region have led to a heated debate over whether the country has been carrying out its “string of pearls” strategy, an alleged Chinese plan to challenge America’s military predominance in South Asia. While Beijing repeatedly denied the existence of such a strategy and highlighted the civilian/commercial nature of its port projects, it has significantly enhanced its strategic cooperation with littoral countries in the IO region since the “One Belt One Road” initiative was launched in 2013. This paper argues that rather than simply copying the American model of developing overseas military bases along the IO periphery, Beijing is deliberating a more sophisticated plan for its physical presence there — creating a new set of “overseas strategic pivots.” These “pivots,” semi-military and semi-commercial in nature, are designed to help Beijing sustain its anti-piracy operations in the Gulf of Aden and serve as forward stations for the transportation of China’s imported energy and merchandise. This upgraded scheme, identified as “string of pearls” strategy 2.0, is expected to help China deepen its roots in the IO region, suggesting that Beijing has to a certain extent scratched its old diplomatic philosophy of non-interference and nonalignment. An ambitious Chinese plan to step into the global maritime domain has been evidently shown.</p>

Session 3

15:50-18:05

Venue: PROMENADE 1**Theme: Behavioral and Psychological Science****Session Chair: Prof. Robert J. Taormina****Affiliation: Psychology Department, University of Macau, Macau**

ID	Title+ Author's Name
SE0003 15:50-16:05	<p>The Relationship among Hedonistic Lifestyle, Life Satisfaction, and Happiness on College Students Achmad Sholeh Faculty of Psychology and Socio-Culture Islamic University of Indonesia, Indonesia</p> <p>Abstract: This study aims to determine the relationship between hedonistic lifestyle with life satisfaction and the relationship between hedonistic lifestyle with happiness on college students. This study uses a correlational quantitative approach, the data collection technique used is convenience sampling technique in 80 first and second-year Psychology Students in Islamic University of Indonesia. The results of this study indicate that there is a significant relationship between hedonistic lifestyle with life satisfaction on Psychology Students Islamic University of Indonesia. It is shown from the value of the correlation coefficient $r = 0,275$ with a significance of $p = 0,013$. The effective contribution of hedonistic lifestyle to life satisfaction in students is amounted to only 0,045. While, there is no significant relationship between hedonistic lifestyle with happiness. It is shown from the value of the correlation coefficient $r = 0,028$ with a significance of $p = 0,805$. From the results, it can be concluded that there is a significant positive relationship between hedonistic lifestyle with life satisfaction on Psychology Students Islamic University of Indonesia. While there is no significant positive relationship between hedonistic lifestyle with happiness on Psychology Students Islamic University of Indonesia.</p>
SE0028 16:05-16:20	<p>Impact of Welfare Schemes and Gender on Mental Health and Emotional Intelligence among Maoist conflict exposed Youth: Implication for Psychological Intervention M. Makhija and P. Singh Pt Ravishankar Shukla University, Raipur, CG.</p> <p>Abstract: Present research was an attempt to explicate the current status of mental health and emotional intelligence among youth of Maoist conflict affected districts of Chhattisgarh state and to compare these with youth from main stream. Objectives of the study were to investigate the effect of gender and welfare schemes on the mental health and emotional intelligence of youth of Maoist conflict exposed regions and to determine the effectiveness of emotional intelligence training on the mental health. A random sample of 80 youth (40 boys, 40 girls) studying in Prayas, a residential school meant for youth from maoist hit districts, 80 youth (40 boys, 40 girls) from Nishthha, a scheme for youth of maoist violence victim families and 80 youth (40 boys, 40 girls) from main stream were selected. 40 participants who scored low on mental health scale were randomly assigned in experimental and control group. Only experimental group was given training to enhance mental health through emotional intelligence (10 sessions, 60 minutes; twice a week).Two</p>

	<p>way ANOVA results indicated a significant effect of gender on mental health ($F=7.88, p < .05$) and on emotional intelligence ($F=6.19, p < .05$). Further, significant effect of various welfare schemes is also found on mental health ($F=5.17, p < .05$) and on emotional intelligence ($F=9.06, p < .05$). Interaction effect is not significant for both the variables. ANCOVA results showed a significant difference ($P<0.001$) between experimental and control group in relation to mental health after participation in intervention sessions.</p>
<p>SE0032 16:20-16:35</p>	<p>Dental Anxiety: A hurdle..... Mahesh Motlani</p> <p>Abstract: Dental anxiety refers to patient’s specific reaction toward stress associated with dental treatment in which the stimulus is unknown, vague or not present at the moment. Dental anxiety and fear appears to vary according to type of treatment. Generally it is believed that Periodontal or endodontic treatments cause higher levels of anxiety than restorative or prophylactic treatments. So this present study was undertaken to find out and compare the level of anxiety before and after endodontic treatment between the two genders (men and women). A simple random sampling technique was used for the study and a sample size of 200 adult patients aged 18 to 40 years attending Out Patient Department of Conservative Dentistry & Endodontics were selected. The survey done was based on two sets of questionnaires and the patients were asked to complete the questionnaires before and after endodontic treatment. Thirty Four (34%) of the patients were found to be moderately anxious and Thirty Two (32.5%) were highly anxious, whereas Twenty-four (24.71%) men and thirty-seven (37.83%) women were found to be afraid of drilling the tooth. The present study concluded that women were ranked highly and severely anxious with Corah Dental Anxiety Scale before and after the root canal treatment.</p>
<p>SE0011-A 16:35-16:50</p>	<p>Parental Empathy: Brief Literature Review and Implications for Future Research Raymond Chan and Mantak Yuen Department of Applied Social Sciences, City University of Hong Kong</p> <p>Abstract: A literature review on parenting outcomes through parental empathy got an extensive empirical support that parental empathic ability is a significant protective factor against child physical abuse, and associates with healthy self-development, good social functioning, prosocial behavior, better emotional regulation, and social competence in children. Lacking of empathic ability is often predictive of antisocial behavior or conduct problems in children, mediated by callous-unemotional traits. Maternal rather than paternal empathic support is more significant in predicting future prosocial behaviors and empathic development in children, especially on girls. Currently there seems to be four gaps in the research database. First, as empathic ability can be cultural dependent, reported findings fail to describe the phenomenon within the context of cultural diversity. There needs to be a greater focus on exploring parenting outcomes related to different levels of parental empathy in different cultures. Second, more attention needs to be given to investigating the mechanism of how parental empathy influences and predicts social competence. Third, studies need to determine if and how parental empathy may be beneficial to children’s cognitive development. Fourth, it is important to identify precisely the characteristics of parents</p>

	<p>who are empathic so that these qualities can be encouraged in others. This knowledge will be of value to those conducting parent counselling.</p>
<p>SH0004 16:50-17:05</p>	<p>Effects of Moral Self-regulation on Prosocial Intentions in Chinese College Students Liang Chen and Yuxin Zhuang University of Science and Technology Liaoning, China</p> <p>Abstract: This research aimed to determine the effects of moral self-regulation on prosocial intentions in Chinese college students. College students were randomly assigned to three different groups to write about concrete behavior that they performed in the recent past. One group that recalled the recent concrete immoral behavior reported greater prosocial intentions than individuals who recalled their recent concrete moral behavior and the matched group. College students who recalled their recent concrete moral behavior reported less prosocial intentions than the other groups. In conclusion, the moral self-regulation process could be influenced by the moral self in Chinese college students.</p>
<p>SH0005 17:05-17:20</p>	<p>Middle Adolescence's Moral Self-regulation: Exploring the Effect of Private Self-worth on Prosocial Intentions Dan Jiang, Yuxin Zhang and Liang Chen University of Science and Technology Liaoning, China</p> <p>Abstract: Drawing on previous literature related to moral self-regulation, findings have demonstrated that (im) moral behavior can result from an internal balancing of moral self-worth and the cost inherent in altruistic behavior in adulthood. However, the effects of moral self-worth in Chinese middle adolescence are unclear. In this study, an experiment was designed to explore the effects of moral self-regulation on prosocial intentions in Chinese middle adolescence. Middle school students who recalled their recent concrete immoral behaviors reported greater prosocial intentions than individuals who recalled their recent concrete moral behaviors. Therefore, the moral cleansing process could be influenced by the moral self in middle adolescence.</p>
<p>SE1002-A 17:20-17:35</p>	<p>Learning Impairments Produced by Developmental Lead Exposure Persisted for Generations Xiaojuan Xu and Daniel Weber Department of Psychology, Grand Valley State University, Allendale, USA</p> <p>Abstract: The zebrafish has become a useful animal model for studying epigenetic effects of environmental contaminants due to its high numbers of eggs per female, ease of breeding, and short generation times. Our previous study showed that embryonic lead exposure produced learning impairments in adult male and female zebrafish. Using avoidance conditioning as the behavioral paradigm, the present study investigated the persistency of learning impairments in adult males and females of the third generation (F3) of zebrafish exposed to lead as embryos. In Experiment 1, adult F3 males of zebrafish that were exposed to various concentration of lead as embryos were trained and tested for avoidance responses. The results showed that adult F3 males of zebrafish exposed to no lead as embryos learned avoidance responses during training and showed significantly increased avoidance responses during testing. Adult F3 males of zebrafish exposed to lead as embryos showed persistent learning impairment, showing no significant increases in avoidance responses</p>

	<p>from training to testing. In Experiment 2, adult F3 females of zebrafish that were exposed to an identical exposure regimen as in Experiment 1 were trained and tested for avoidance responses. The results showed that adult F3 females of zebrafish exposed to no lead as embryos learned avoidance responses and showed significantly increased avoidance responses from training to testing, while adult F3 females of zebrafish exposed to lead as embryos showed no significant changes in avoidance responses from training to testing. Thus, learning impairments produced by developmental lead exposure persisted for generations in zebrafish.</p>
<p>SE1009-A 17:35-17:50</p>	<p>Pathological Fear of Students in Mathematics: Gender Differences Edelyn A. Cadorna, Joseph A. Taban, and Marieta Gavino University of Northern Philippines, Vigan City, Philippines</p> <p>Abstract: The study explored the pathological fear in Mathematics of male and female college students. The study utilized the mixed method of research using 199 first year non-Math students to determine the causes, effects, and ways of overcoming this fear. It made use of the cross-sectional design to explore the strategies of overcoming pathological fear among the students. Results revealed that the students fear Math because of the influence of their friends, personal capacity and the complex nature of Math. The male and female students differ in the prime cause of pathological fear. It is the nature of the subject for the males; and personal capacity for the females. The students fear in Mathematics had affected their performance in the subject. The main effect of the students' fear in Math is recalling what had been learned when preparing for an examination. On the part of the students, the teaching of Mathematics should be made enjoyable and applied to everyday life situations to help them overcome their fear. The students also need the support of their parents as well as their encouragement and motivation. The teachers also the use of appropriate teaching strategies to make mathematics learning more meaningful.</p>
<p>SH3004-A 17:50-18:05</p>	<p>Why People Choose Early in Sequential Search Problem Annie Hsiao University of Canterbury, Christchurch, New Zealand and Macquarie Graduate School of Management, New South Wales, Australia</p> <p>Abstract: Decision making in daily life is never easy, especially if the choices are presented randomly one at a time, and a decision to either accept or reject a choice needs to be made immediately. Once the decision has been made, it cannot be revisited. This scenario shares similar features with a sequential search problem known as the secretary problem. Previous literature has found that in the process of searching for the optimal choice, people often do not search as long as predicted by the theory of the secretary problem. The underlying causes of this insufficient search behaviour, which results in sub-optimal outcomes, is yet undetermined. We investigate three underlying causes - regret aversion, time search cost and overconfidence - experimentally with a house-selling task and a secretary-hiring task, with the aim of improving the quality of decisions. The results show that people shorten their search to avoid the feeling of regret and reduce the endogenous time cost in doing the tasks.</p>

Session 4

15:50-17:35

Venue: PROMENADE 2**Theme: Economics and Business Management****Session Chair:****Affiliation:**

ID	Title+ Author's Name
SH0014 15:50-16:05	<p>Developing a Comprehensive Framework for Evaluating Key Project Tasks Li-Ren Yang Tamkang University, Taiwan</p> <p>Abstract: Research has poorly explored critical project tasks in implementing effective knowledge management. The primary objective of this research was to develop a comprehensive framework for evaluating key project tasks that influence knowledge management implementation. The second objective was to identify and prioritize the important project tasks using the analytic hierarchy process. The results suggest that “acquire site data,” “prepare milestone schedule,” “conduct conceptual technical feasibility analysis,” and “maintain daily job diary” have a higher priority in implementing knowledge management. The findings also indicate that “detailed design from conceptual design,” “produce environmental impact study,” and “generate floor plans” may contribute to effective knowledge management.</p>
SH0022 16:05-16:20	<p>Analysis of CPT International Trade Terms from the Perspective of Risk and Cost Yi'Nan Ren North China Electric Power University, China</p> <p>Abstract: Trade terms, also known as price terms, are the technical terms that describe the risks involved in the delivery of goods, and the division of liability costs. With the emergence of new shipping method like container transport, freight transport is no longer confined to water transport. Since the introduction of trade terms, FCA, CPT, CIP gradually improve and become mature after years of development. This paper attempts to compare CPT with CFR, FCA, CIP, and grasp the similarities and differences between them, so as to better understand the risk transfer and the cost division in CPT trade terms.</p>
SH0023 16:20-16:35	<p>COSMETICS AND CONSUMPTION (An Analysis of Consumption Culture in Wardah Cosmetic Products Selection) Wahyu Triana Sari Universitas Gadjah Mada, Indonesia</p> <p>Abstract: In this modern era, media have brought a new order in societies life. Electronic media especially television, has come so close inside the family as a primary need. Imagination and expectation, which exist along with media consumption result a homogeneous view of objects. Women and beauty are two things that cannot be ignored. Through advertisement, women are given expectation to become beautiful and perfect as the actress who appears in advertisement. <i>Wardah</i> is</p>

	<p>one of beauty products intended for Muslim women, which brings a different label that is <i>halal</i> (permissible things in Islamic law). However <i>Wardah</i> is not only used by Muslim women, but in its development also allowed to be used by women in general. <i>Wardah</i> presence gives new insight to communities about Muslim women previously identified as simple even outdated women. This phenomenon later will be analyzed using discourse analysis method, explained using consumption theory by Baudrillard, and supported by some advertising concepts of fashion and beauty construction. Finally, the various codes and the creation of new needs which are raised through <i>Wardah</i> advertisement make societies eagerer to consume its product continuously.</p>
<p>SH1006-A 16:35-16:50</p>	<p>Supply Chain Integration and Firm Performance: the Food (Fast-Food) Delivery Service Industry Martin Boakye Osei and Celal Hakan KAĞNICIOĞLU Anadolu University/TURKEY</p> <p>Abstract: Over the years, the concept of Supply Chain Integration (SCI) and its effect on firm performance has been an essential topic of interest in the field of Supply Chain Management (SCM). Previous research on SCI and firm performance concentrated much on the manufacturing industry with less focus on other industries. This research mainly focused on determining the impact of Supply Chain Integration on performance in the fast food delivery service industry. The firms were selected based on their size and frequency of deliveries they make to customers. The research was conducted in a metropolitan city in Turkey with a considerable number of fast food delivery firms and moreover, with customers whose demand for fast food is essentially high. However, the results of this study further complements the growing evidence which depicts a positive relationship between SCI and firm performance. On the contrary, this research also contradicts some of the results of the earlier research on Supply Chain Integration. Analysis of the results and regression showed that internal integration is positively related to external integration and firm performance. However, the correlation coefficients between internal and external integration showed high relationship while the relationship between the internal integration and firm performance showed a very feeble relationship but was significantly related. Similarly, external integration significantly has a positive relationship with firm performance but their relationship was however weak but they were significantly related.</p>
<p>SH1007-A 16:50-17:05</p>	<p>An Analysis of the Effects of Call Center Use by Airline Companies on Customer Satisfaction and Generation “Y” Users Özlem ATALIK Ümran ÜNDER Fatma Selin SAK Emre DİL Anadolu University/TURKEY</p> <p>Abstract: From their marketing perspective, the main goal of the businesses is knowing what their customers want and delivering these products or services through the requested distribution channel at the preferred time and price. Communication is the most crucial instrument in this process. As one of these means of communication, it is vital for call centers to be effective and efficient in meeting customer preferences and expectations.</p> <p>Predicated on such a rationale, this study attempts to study the aspects of airline call centers that affect customer satisfaction, and discuss customers’ future expectations that have not been previously analyzed in the relevant literature. The data were collected by employing a survey</p>

	<p>method type field work with the airline users who have previously used call center services, and SPSS 17.0 for Windows statistical program was used for the analysis.</p>
<p>SH2007 17:05-17:20</p>	<p>Identification of Causes for Collapse Clay based Pottery and Brick Industries (The case of Yatiyana Region and Godallawatta Village in Yatiyana) W. P. Pandipperuma Department of Geography, Faculty of Humanities and social science, University of Ruhuna, Sri Lanka</p> <p>Abstract: Development of those backward industrial activities may cause to achieve economic benefits as well as to succeed development procedure. In the past, those clay related industries were essential for human being. Lots of villagers have been faced in collapse for their clay based pottery and brick industries. The clay based and pottery industry must be improved for the future. Sri Lanka pottery is turned out by means of a small wheel being turned by the potter while shaping the lump of clay with hands and then oven-hardened in a traditional kiln built of brick. Pottery is one of the oldest handicrafts in Sri Lanka. The primarily useful character of Sri Lankan pottery has been continuing to exist since the very beginning of Sinhala civilization. The simplicity of ornamentation and charm of the elegance of pottery have held fast in the Island since pre-history. The major quantity of the products is plain utensils devoid of decoration. That products are ecofriendly. There should open good market system for those products. This research is to examine causes for collapse pottery and brick industry. New generation are not involve in this industry due to it has less social acceptance. The voluntary Organizations, community units and counselling can operate to maintain and develop this industry in regional level. This industry very important section for our country. But now, more people aren't appreciate this industry. They motivate their childrens and young generation for high level jobs. Basically pay attention to primary data sources to examine causes for collapse pottery and brick industry. We should build this pottery and brick industry and it is cause to maintain and enhance economic status in regional level as well as cause to improve development procedure in national level.</p>
<p>SE1012 17:20-17:35</p>	<p>Gender-Responsive Capacity of Selected Local Government Units in Ilocos Sur, Philippines Crescencio B. Velasco and Edelyn Alicar-Cadorna University of Northern Philippines</p> <p>Abstract: Local Government Units (LGUs) need to be transparent, participatory, equitable and gender-responsive to achieve good local governance. This study aimed to provide a descriptive analysis of the current level of gender-responsiveness of selected cities and municipalities in the Province of Ilocos Sur, Philippines. The exploratory method of research was used in the study. Findings showed that the LGUs in the Province of Ilocos Sur have manifested a systematic approach and moving towards advanced stages of gender responsiveness. The LGUs fall within the area of strength where plan for maintaining strength is recommended. They had shown marked performance as being gender responsive in the delivery of basic services. Meanwhile, the major factor that helped the LGUs integrate Gender and Development (GAD) concerns in the development of Program, Projects and Activities (PPAs) is the organization of Local Council for Women. On the other hand, the most hindering factor is the dearth of funds for GAD PPAs.</p>

	<p>Moreover, violence against women and teenage pregnancies are the most common concerns affecting the women and children in the province's LGUs. The number one recommendation of the LGUs for GAD to be included in their priorities is funding and training especially to women's group.</p>
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Upcoming Conferences



2017 7th International Conference on Education, Research and Innovation

2017 7th International Conference on Education, Research and Innovation (ICERI 2017), which will be held during **August 6-8, 2017**, in **Taipei, Taiwan**. Conference website: <http://www.iceri.org>.

About Publication

- Option A: **International Journal of Information and Education Technology (IJJET)**, ISSN: 2010-3689, DOI: 10.18178/IJJET) as one volume, and will be included in the EI (INSPEC, IET), Cabell's Directories, Electronic Journals Library, Engineering & Technology Digital Library, Google Scholar, Crossref and ProQuest etc.
<http://www.ijiet.org/>
- Option B: **International Journal of Innovation, Management and Technology (IJIMT)**, ISSN: 2010-0248, DOI: 10.18178/IJIMT) as one volume, and will be included in Google Scholar, Ulrich's Periodicals Directory, Engineering & Technology Digital Library, Crossref and ProQuest, Electronic Journals Library.
<http://www.ijimt.org/>

Full Paper or Abstract Submission Deadline: June 10, 2017

Topics of interest for submission include, but are not limited to:

Human Resource	Strategic Management
Information Systems	Strategic Management Policy
Information Technology Management	Education Innovation
Labor Economics	Educational Theory
Labor Relations & Human Resource Management	Teaching practice
Law and Economics	Financial Management
Management Information Systems	Management Psychology
Management Science	Project Management
Public Relations	Economic Management

Submission method:

A: Electronic Submission System: <https://easychair.org/conferences/?conf=iceri2017>

B: Conference Email: iceri@iedrc.org



2017 International Conference on E-Education, E-Business and E-Technology (ICEBT 2017) will be held in **Toronto, Canada** during **September 10-12, 2017**. Conference website: <http://www.icebt.org/>.

About Submission

- 1. Full Paper (Presentation and Publication)

Accepted full paper will be invited to give the oral presentation at the conference and be published in the conference proceeding.

- 2. Abstract (Presentation only)

Accepted abstract will be invited to give the oral presentation at the conference, the presentation will not be published.

Full Paper or Abstract Submission Deadline: June 1, 2017

Topics of interest for submission include, but are not limited to:

Systems, Design and Technologies	Technology adoption and diffusion of e-learning
Practices and cases in e-education	Innovative business models
Applications and integration of e-education	Enterprise application integration
E-Learning evaluation and content	Business process re-engineering
Campus information systems	Supply, demand, and value chains
E-learning technologies, standards and systems	Customer relationship management
Mobile learning	E-Collaboration and e-Services
Computer aided assessments	Inter-organizational systems
Knowledge management	Future work environments for e-Business
Virtual learning environments	Business process integration
Multimedia in e-learning	E-Work
Marketing and promoting e-learning	Inter-workflow
Social benefits of e-learning	Mobile business
Organization learning	

Submission method:

A: Electronic Submission System: <http://www.easychair.org/conferences/?conf=icebt2017>

B: Conference Email: icebt@iedrc.net



The 2017 7th International Conference on Humanities, Society and Culture (ICHSC 2017) will be held in Bangkok, Thailand during November 2-4, 2017. Conference website: <http://www.ichsc.org/>.

About Publication

- Option 1: Publication in **IJSSH**. Submissions will be reviewed by the conference committees and journal editorial board, and accepted papers will be published in **International Journal of Social Science and Humanity**, which will be indexed by Google Scholar, Engineering & Technology Digital Library, Crossref, Index Copernicus, and ProQuest, etc.

<http://www.ijssh.org/>

- Option 2: Publication in **IJCH**. Submissions will be reviewed by the conference committees and journal editorial board, and accepted papers will be published in **International Journal of Humanities, Society and Culture**, which will be indexed by Google Scholar, Engineering & Technology Digital Library, Crossref, ProQuest, etc.

<http://www.ijch.net/>

Full Paper or Abstract Submission Deadline: June 10, 2017

Topics of interest for submission include, but are not limited to:

Administrative Sciences	Economics, Financial and Industrial Systems
Anthropology	Economics, Markets and Systems
Business	Education and Information Technologies
Business Information Management	Education Science and Technology
Business Information Systems	Educational Technology
Communication, Communities and e-societies	Sociology
Communities and Communications	Social and Organizational Networks
Complex Socio-Cognitive-Technical Systems	Social Complexity
Data mining in Social Science	History
Digital Libraries, Archives and Repositories	Human and Social Evolutionary Complexity

Submission method:

A: Conference Email: ichsc@iedrc.org

