

*2017 6th International Conference on Language, Medias and Culture  
(ICLMC 2017)*

*2017 6th International Conference on Economics and Finance Research  
(ICEFR 2017)*

*2017 6th International Conference on Social Science and Humanity  
(ICSSH 2017)*

*ICLMC 2017*

*ICEFR 2017*

*ICSSH 2017*

*Kyoto, Japan/ Mar. 25-27, 2017*



**Venue:** Apa Hotel (Kyoto Gion) Excellent

**ADD:** 555, Gionmachiminamigawa, Higashiyama-ku, Kyoto-shi, Kyoto, Japan

**Web:** [http://www.apahotel.com.e.ju.hptanser.com/language/kansai/04\\_kyotogion.html](http://www.apahotel.com.e.ju.hptanser.com/language/kansai/04_kyotogion.html)

**Tel.:** + 075-551-2111

## Welcome Remarks

On behalf IEDRC, we welcome you to Kyoto, Japan, to attend 2017 6th International Conference on Language, Medias and Culture (ICLMC 2017); 2017 6th International Conference on Economics and Finance Research (ICEFR 2017) and 2017 6th International Conference on Social Science and Humanity (ICSSH 2017). We're confident that over the three days you'll get theoretical grounding, practical knowledge, and personal contacts that will help you build long-term, profitable and sustainable communication among researchers and practitioners working in a wide variety of scientific areas with a common interest in Language, Medias and Culture, Economics and Finance Research and Social Science and Humanity.

On behalf of Conference Chair and all the conference committee, we would like to thank all the authors as well as the Program Committee members and reviewers. Their high competence, their enthusiasm, their time and expertise knowledge, enabled us to prepare the high-quality final program and helped to make the conference a successful event.

Once again, thanks for coming to this conference, we are delegate to higher and better international conference experiences. We will sincerely listen to any suggestion and comment; we are looking forward to meeting you next time.

Take a look at some of what these Conferences offer you...

- 7 sessions, on topics as Language and Media; Language and Culture; Finance and Economics; Business and Marketing Management; Computer and Information Technology Applications; Public Administration and Humanities and Social Sciences
- Inspiring and thought-provoking keynote speeches: Prof. Keiko IKEDA from Division of International Affairs, also Vice-Director, Center of International Education at Kansai University, Japan; Prof. Yasuo Nakatani from Hosei University, Japan; and plenary speech: Prof. Hitoshi Takehara, Waseda University, Tokyo, Japan.
- Plenty of opportunities to network and forge connections with your fellow attendees from across the globe, including Keynote speeches and Oral presentation Sessions.

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## Instructions for Oral Workshop

\*One best presentation will be selected from each session, the best one will be announced and award the certificate at the end of each session.

\*The Session Chair will have a signature on the certificate and conference seal

### 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

### Duration of Each Presentation

- ◊ Regular Oral Session: about 10 Minutes of Presentation including Q&A.
- ◊ Keynote Speech: 35 Minutes of Presentation including Q&A.

### About Dress Code

All participants are required to dress formally. Casual wear is unacceptable.

# Keynote Speakers



**Prof. Keiko Ikeda**

**Division of International Affairs, also Vice-Director, Center of International Education at  
Kansai University**

Professor Keiko IKEDA is Ph.D. from University of Hawai'i at Manoa specializing in Japanese linguistics, foreign language education, conversation analysis. Her research areas include (1) ethnmethodology, conversation analysis, and multimodal analysis of various social interactions such as political communication, human robot interaction, ICT enhanced classrooms, and (2) International Education (particularly Internationalization at Home).

Some of her most recent publications are the following:

Collateral damage: An investigation of non-combatant teasing by American service personnel in occupied Iraq and Afghanistan. Co-authored with Bysouth, D., Jeloos-Haghi, S. *Pragmatics and Society*.6(3):338-366. 2015

Interactions between a quiz robot and multiple participants: Focusing on speech, gaze and bodily conduct in Japanese and English speakers. Co-authored with Akiko Yamazaki,Keiichi Yamazaki *Interactional Studies*13(3): 366-389, 2014

Laughter and Turn-taking: Warranting next speakership in multiparty interactions In Glenn & Holt (eds.) *Studies of Laughter in Interaction*,Co-authored with Bysouth, D., Bloomsbury.2013. Pp.39-64.

**Speech Title:** Internationalization at Home Initiatives for Japan: New Developments and Challenges for Japanese Higher Ed. Institutions

**Abstract:** The concept of internationalization at home (IaH) plays a rather new, yet very important role, for Japanese universities particularly when the emphasis of internationalization efforts has always been on physical mobility to overseas. Mobility can bring substantial learning outcomes to participants and IaH is not to hinder the mobility in any ways. However, it is also a fact that mobile students will continue to make up a relatively small proportion of the student body. This implies that a comprehensive internationalization can only be accomplished when the university campus lives, which are for sure available to the whole student body, are integrated in the picture. Therefore, IaH should be highly regarded and invested institutionally to make it happen.

In this presentation, I address various aspects of IaH, with a specific focus on cases for Japan's higher-ed institutions. In the past twenty some years, Japan has experimented with a wide range of trials and made progress in promoting internationalization of its universities. It has also made many failures along the way. By trial and error, Japanese universities seek greater recognition as internationalized institutions by others in the world – and not just those within Japan. The presentation will provide a brief overview of some of the more significant historical developments in this regard.

In the latter part of the talk, I will discuss two specific examples of IaH, more specifically internationalization of curriculum (IoC). The first example is categorized as “virtual exchange” in the international education literature. With the use of ICT tools easily available today, domestic classes can now connect with a classroom overseas without mobility. The second example is

EMI (English Mediated Instruction) curriculum. Increasing numbers of institutions all over the world now offer EMI courses to attract both international students and advanced local students within the nation. Both approaches are effective, and in fact they have afforded universities in Japan some measure of advancement in internationalization processes. There remain, however, significant issues and challenges. I will explore them with reference to some specific examples in the presentation.



**Prof. Yasuo Nakatani**  
**Hosei University, Japan**

Yasuo Nakatani is a Professor of the Faculty of Economics at Hosei University. He received Ph.D. from the University of Birmingham and was a visiting scholar at Oxford University. His research interests are Second Language Acquisition, Academic Writing and Business Communication. He published a number of research articles regarding Communication Strategies in international Journals such as The Modern language Journal (MLJ). He is a coauthor of Language Learner strategies: Thirty years of research and practice form Oxford University Press and has published several books such as Improving Oral Proficiency through Strategy Training, and Global Leadership: Case Studies of Business Leaders in Japan. He is a reviewer of MLJ, TESOL Quarterly, System, Language Learning and Journal of Pragmatics.

**Speech Title:** Enhancing learners' production ability: presentation and academic writing skills for globalizing process of university education

**Abstract:** The author presents some ideas for how to enhance EFL learners' production skills such as oral presentation and academic writing. It has been argued that universities should change their function towards the global model of a knowledge-producing center of innovation. To achieve this goal, it is necessary for students to develop production skills in English which is a useful international language. However, to date, there remains the unsettled question regarding what and how to learn such skills at higher education. Indeed, there are few studies which provide evidence of effectiveness of specific methods. This paper demonstrates how to utilize the results of computer-based corpus research into EFL classroom contexts. First TED speech corpus is analyzed to reveal how representative business leaders should conduct persuasive presentations. Then, academic corpus data based on competitive research journals is used to show how to persuade for acceptance. These results indicate that there are several important communication strategies which we could introduce into tertiary education.



**Prof. Hitoshi Takehara**

**Waseda University, Tokyo, Japan**

Professor Hitoshi Takehara received his Ph.D. in Management Science and Engineering from the University of Tsukuba. After working at the MTB Investment Technology Institute (current Mitsubishi UFJ Trust Investment Technology Institute) as a researcher, he started his academic career as an assistant professor at the Institute of Socio-Economic Planning, University of Tsukuba. Since 2006, he has been a professor at the Waseda University Graduate School of Business and Finance. Professor Takehara's main research interest is in asset pricing models and portfolio management.

**Speech Title:** Corporate Innovation in Family Business: Evidence from Japanese Public Firms

**Abstract:** This paper investigates whether innovative activities conducted by family firms in Japan can be distinguished from the ones by non-family firms. For this purpose we choose the sample of listed firms, both family and non-family firms and investigate four innovation related variables: i.e., accumulated R&D expenditures, the number of patents granted, the number of patent citations, and the scores to measure the quality and value of exclusive rights of the patents. With univariate analysis we find that the levels of innovative activities by family firms are superior in some types of family firms for R&D investment, the number of patents, and the number of patent citations. We find that the ownership of more than 50% of shares by founding families marginally enhances the number of patents, the number patent citations, and the scores of the exclusive rights. With cross-section regressions, however, we find that the founder CEOs can enhance R&D investment, but are detrimental to the number of patents and the number of patent citations, and that the descendent CEOs tend to circumvent innovative activities except R&D investment. Nonetheless, we find that larger share ownership by founding families can enhance the level of R&D investment and the number of patent citations. Overall we find that the founders spend on R&D expenditures more than the descendent CEOs and professional managers, and for other three variables professional managers can contribute more for innovative activities than the descendent CEOs.

# Simple Timing Map

Day 1	<b>March 25, 2017 (Saturday)</b> <b>&lt; 10:00-16:00 &gt;</b> <b>Venue:</b> Apa Hotel (Kyoto Gion) Excellent-Hall <b>Arrival Registration &amp; Materials Collection</b>								
	<b>March 26, 2017 (Sunday)</b> <b>&lt;9:00-18:20&gt;</b> <b>Venue:</b> Apa Hotel (Kyoto Gion) Excellent-B1F <b>Arrival Registration, Keynote Speech and Authors' Presentation</b>								
	<table border="1"> <thead> <tr> <th>Time</th><th>Items</th></tr> </thead> <tbody> <tr> <td>9:00-9:05 <b>ROOM: MIYABI</b></td><td><b>Opening Remarks</b> (Prof. Yasuo Nakatani)</td></tr> <tr> <td>9:05-9:40 <b>ROOM: MIYABI</b></td><td> <p style="text-align: center;"><b>Keynote Speech I</b></p> <p style="text-align: center;">Prof. Keiko Ikeda</p> <p style="text-align: center;">Division of International Affairs, also Vice-Director, Center of International Education at Kansai University</p> <p style="text-align: center;"><b>Speech Title:</b> Internationalization at Home Initiatives for Japan: New Developments and Challenges for Japanese Higher Ed. Institutions</p> </td></tr> <tr> <td>9:40-10:15 <b>ROOM: MIYABI</b></td><td> <p style="text-align: center;"><b>Keynote Speech II</b></p> <p style="text-align: center;">Prof. Yasuo Nakatani</p> <p style="text-align: center;">Hosei University, Japan</p> <p style="text-align: center;"><b>Speech Title:</b> Enhancing learners' production ability: presentation and academic writing skills for globalizing process of university education</p> </td></tr> </tbody> </table>		Time	Items	9:00-9:05 <b>ROOM: MIYABI</b>	<b>Opening Remarks</b> (Prof. Yasuo Nakatani)	9:05-9:40 <b>ROOM: MIYABI</b>	<p style="text-align: center;"><b>Keynote Speech I</b></p> <p style="text-align: center;">Prof. Keiko Ikeda</p> <p style="text-align: center;">Division of International Affairs, also Vice-Director, Center of International Education at Kansai University</p> <p style="text-align: center;"><b>Speech Title:</b> Internationalization at Home Initiatives for Japan: New Developments and Challenges for Japanese Higher Ed. Institutions</p>	9:40-10:15 <b>ROOM: MIYABI</b>
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	10:15-10:50 <b>ROOM: MIYABI</b>	<b>Keynote Speech III</b> <b>Prof. Hitoshi Takehara</b> Waseda University, Tokyo, Japan  <b>Speech Title:</b> Corporate Innovation in Family Business: Evidence from Japanese Public Firms
	10:50-11:10	<b>Coffee Break &amp; Group Photo</b>
	11:10-12:30 <b>ROOM: MIYABI</b>	<b>Authors' Presentations</b>  <b>Session I</b> Language and Media <7> <b>ROOM: MIYABI</b> <b>Session II</b> Public Administration <8> <b>ROOM: MAI</b>
	12:30-13:30	<b>Lunch</b>  <b>ROOM: MIYABI</b>
	13:30-18:10	<b>Authors' Presentations</b>  <b>Session III</b> Finance and Economics <11> <b>ROOM: MIYABI</b> <b>Session IV</b> Language and Culture <8> <b>ROOM: MAI</b>  <b>Session V</b> Business and Marketing Management <11> <b>ROOM: MIYABI</b> <b>Session VI</b> Computer and Information Technology Applications <8> <b>ROOM: MAI</b>  <b>Session VII</b> Humanities and Social Sciences <12> <b>ROOM: MAI</b>
	18:30	<b>Dinner</b>  <b>Restaurant-2F</b>
<b>Day 3</b>	<b>9:30-16:30</b>	<b>One Day Tour in Kyoto</b>

**Tips:** Please reach conference room 30 minutes before the session beginning to upload PPT.

## March 25, 2017 (Saturday)

<b>Registration</b>  10:00 - 12:00  14:00 - 16:00	<b>Venue: Apa Hotel (Kyoto Gion)</b>  <b>Excellent-Hall</b>
<b>Arrival, Registration and Conference Materials Collection</b>	

## March 26, 2017 (Sunday)

9:00-9:05 <b>ROOM: MIYABI</b>	<b>Opening Remarks</b>	<b>Prof. Yasuo Nakatani, Hosei University, Japan</b>
9:05-9:40 <b>ROOM: MIYABI</b>		<b>Keynote Speech I</b>  <b>Prof. Keiko Ikeda</b> Division of International Affairs, also Vice-Director, Center of International Education at Kansai University
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<b>Coffee Break &amp; Group Photo</b>		<b>Speech Title:</b> Corporate Innovation in Family Business: Evidence from Japanese Public Firms

**Note:** \*The time slots assigned here are only tentative. Presenters are recommended to stay for the whole session in case of any absence.

## Session I

<Language and Media>

**11:10-12:20 / Venue: MIYABI**

<Lunch: 12:30-13:30 >

**Session Chair: Prof. Yasuo Nakatani, Hosei University, Japan**

<b>LM0002-A</b> 11:10-11:20	<p>Current Event Discussion for Transcultural and Translingual Competence: A Case Study on an Intensive English Course <b>Gloria Chen</b> <i>Indiana Tech, USA</i></p> <p><b>Abstract</b>—This study reports on a sixteen-week long Intensive English course, Current Event Discussion, in a college in the USA. With the consultation of the instructors, students take turns designing and conducting small group discussions on current events--locally, nationally, and globally. The discussions take place twice a week, one-hour long each session. This case study describes, investigates, and analyzes the features and the effect of training on presentation, communication, and interaction among the participants, including six students and two instructors. The data reveal a positive effect on the strategic use of media literacy, critical thinking, problem solving, evaluation of ideas, etiquette on discussions and debates, etc. The achievement of this teaching and learning method fosters transcultural and translingual competence, which are the major goals of the 21th century language education.</p>
<b>LM0004</b> 11:20-11:30	<p>Teachers' Perspective towards Digital Teaching Tools in Thai EFL Classrooms <b>Raksamon Yordming</b> <i>Faculty of Education, Phranakhon Si Ayutthaya Rajabhat University, Thailand</i></p> <p><b>Abstract</b>—The purpose of this research was to study of needs of including the Internet in teaching and Internet access of school, teachers' confidence to use digital media in the classroom, administrative support for use of technology in classroom, and types of digital educational tools using in EFL classroom. This research was semi-structured interview and the interview protocol was examined by relevant experts. The subjects of interest were five English language teachers working in Angthong and Phra Nakhon Si Ayutthaya Primary Educational Service Area Office by purposive sampling. Findings of the study suggested that all of participants needed to use the Internet in classroom, felt confident about digital media using in the classroom, the teachers generally felt</p>

	<p>that their school administrators encouraged technology use, and the participants' general digital technology using were laptop, computer, smart board, MS PowerPoint, and the Internet. On the other hand, some schools did not provide sufficient access to the Internet.</p>
<b>LM0012</b>  11:30-11:40	<p>Chinese or English? : Writing Practices of Users from Mainland China on Instagram  <b>Li Danling</b>  <i>The Chinese University of Hong Kong, Hong Kong</i></p> <p><b>Abstract</b>—Studies on language use of non-native English speakers (NNES) are gaining momentum within the realm of computer-mediated communication (CMC). The present study, hence, addresses the NNES community in Mainland China through exploring their multilingual writing practices on the photo/video sharing mobile application, Instagram. Based on an approach of understanding literacies as a social practice, qualitative data are collected through exploratory observation of linguistic resources in the sites of 100 Instagramers and online interviews with 20 Mainland Chinese users. Findings demonstrate how Mainland Chinese users negotiate their language choices (Chinese/English) on Instagram and also indicate that linguistic practices are situated in a sociocultural context and could be influenced by a number of factors including users' situated linguistic ecology, audience awareness and the content of the post.</p>
<b>LM3001</b>  11:40-11:50	<p>Impoliteness in Reader Comments on Japanese Online News Sites  <b>Xiangdong Liu</b>  <i>Western Sydney University, Australia</i></p> <p><b>Abstract</b>—Computer-Mediated Communication (CMC) has become an important part of human communication nowadays. When communicating using computers or digital media, people seem to behave differently when compared to face-to-face communication, especially when in anonymous settings. When expressing their opinions in such an environment, people tend to write more directly and sometimes emotionally, without taking into consideration other people's face. Some even intend to be impolite or offensive on some occasions. Although impoliteness in CMC has started to attract researchers' attention, little has been known in regard to factors triggering impoliteness or making people emotional in CMC. Drawing upon data collected from readers' comments on online news articles, this study has observed some clear differences in terms of impoliteness of the language used across threads of comments on different topics. Although on the surface, it seems that the topic of discussion has an influence upon the participants, this study claims that social identity, group face and gender are among the most important factors triggering impoliteness in Japanese CMC.</p>

	<p>Factors influencing the Uses, Diglossia and Attrition of Arabic Language in Social media:Arab Youth Case  <b>Elsayed Bekhit</b></p> <p><b>Abstract</b>—The widespread adoption of Social media in Arab societies as a method of communication, with over 150 million users, accompanied by a growth in smartphone penetration has resulted in a rapid evolution of online Arabic written language as posted by Arab youth.</p> <p>The main goal of this research is to highlight the uses of mother tongue language and the reality of diglossia and (LA) as linguistic phenomena expressed on social networking by Arabic youth and its relation to their social identities. It tackles some linguistic questions such as: (1) Whether the online use of English and local Arabic might reflect broader and more enduring social and linguistic shifts; (2) How social media is changing the identities and methods of using languages among Arab young people, and its impact on language learning and identity. Its anticipated outcomes include: (1) Drawing a clear image of how language and social media interlink and define the factors which influence the attrition of Arabic language in social media; (2) Understanding the dangerous linguistic phenomena that threaten Arabic use; (3) Contributing to the field of modern Arabic sociolinguistics and social media.</p>
<b>LM0030</b> 12:00-12:10	<p>A Comparative Study of Social Media Users' Perception on the Malaysia Airlines Flight MH370 incident in Mainland China and Malaysia  <b>Wang Changsong, Chen Yiming, Jamilah Hj Ahmad</b>  <i>Xiamen University Malaysia, Malaysia</i></p> <p><b>Abstract</b>—The transformation of online consumer's behavior is changing landscape of risk and crisis communications. How social media can be a beneficial tool for crisis management? How crisis managers respond to challenges posed by social media? These have become the focus on mobile communication studies. When Malaysia Airlines flight MH370 went missing, the flow of information experienced complexity uncertainty, and ambiguity in terms of information adequacy. The MH370 incident demonstrated an unprecedented international humanitarian response from the technology sector. The authors of this study found that this incident primarily involves attentions from audiences in Malaysia and China respectively. This study attempted to have a deep insight about online users' perceptions towards the portrait of this incident by the social media in Malaysia and China, and it discovered significant difference of user perception of active social media in these two countries. Social networking sites such as Facebook (in Malaysia), Weibo (in China) and Wechat (in China), become the public opinion field that illustrates sorts of openness and negotiation in Malaysia and China. This research, instead of conventional crisis communication approach, specifically examined active online users in both countries. The survey results contributed to mechanism of crisis communication for henceforth similar incident. The study illustrates different level of engagement with the content posted on social media in these two countries. There is no doubt that the portrait of Malaysia Airlines on</p>

	<p>social media in these two countries affected its organizational reputation. However, the participants from Malaysia and China showed a very average level of confidence to empower themselves to enhance dialog capacity among various stakeholders for this incident.</p>
<b>LM0032</b> 12:10-12:20	<p>The Relationship between International Students' Social Skills, Social Support Networks and Adaptation in Japan  <b>Shaoyu Ye</b>  <i>University of Tsukuba, Japan</i></p> <p><b>Abstract</b>—Previous studies have suggested that international students' (IS) social support networks (SSN) including more different-language speakers, especially Japanese native speakers, would be helpful in decreasing their maladaptation through face-to-face (FTF) communication. This study investigates the effect of social skills on ISs' intercultural adaptation, considering the mediations of SSNs formed through voice calls, text messages via instant messaging (IM) and traditional email, comparing to those via FTF. This study conducted a two-wave panel survey and an analysis of cross-lagged effect model based on 99 ISs' responses. As a result, it was found that (a) female ISs' SSNs with different-language speakers through FTF helped decrease their maladaptation, (b) both male and female ISs with lower levels of maladaptation were able to communicate with more different-language speakers through FTF interactions, and (c) female ISs' social skills had positive effects on their SSNs with cross-gender/different-language speakers via email. Implications were discussed based on these results.</p>

**Note:** \*The time slots assigned here are only tentative. Presenters are recommended to stay for the whole session in case of any absence.

## Session II

### < Computer and Information Technology Applications >

**11:10–12:30 / Venue: MAI**

**<Lunch: 12:30-13:30>**

#### Session Chair:

<b>SH006</b> 11:10-11:20	<p>To be visible, or not to be, that is the question <b>Juan Gorraiz, Martin Wieland</b> and Christian Gumpenberger <i>Bibliometrics Department, Vienna University Library, University of Vienna, Austria</i></p> <p><b>Abstract</b>—Due to the unstoppable and exponential growth of the scientific publication output going hand in hand with the evolution of the social web, visibility has become one of the major concerns for all the stakeholders involved in the process of scholarly communication.</p> <p>Bibliometrics can take advantage of this development. It should not only be reduced to an evaluative instrument for reward or punishment, but rather be used as a guiding compass for young scientists in order to improve their publication strategies and thereby to increase their visibility.</p> <p>This article, based on the experiences gained at the University of Vienna, provides a solid terminology by defining the term visibility. It furthermore describes applicable bibliometric methods in order to assess the concept of visibility for evaluative purposes, and finally suggests basic recommendations for scientists and organizations to be taken into consideration for their publication strategies or policies.</p>
<b>SH009</b> 11:20-11:30	<p>SAR imagery-based detection to support inundated observation using web technology <b>Ponthip Limlahapun</b> and Hiromichi FUKUI <i>Research fellow of the Japan Society for the Promotion of Science, Thailand</i></p> <p><b>Abstract</b>—Inundated monitoring using satellite-based images can be successively performed independently of weather conditions, especially on synthetic aperture radar (SAR) images. This capability is used to perform flood observation on tracks. However, the operation of image detection requires practical skills in dealing with image processing tools and theoretical applications on signal penetration of the electromagnetic spectrum region. In this paper, we propose a method and algorithm suitable</p>

	for detecting water features on satellite images through a web interface. This approach helps provide inundated features as auxiliary information to rapidly support flood management. In addition, it serves as an option for general public use. While SAR images remain difficult to interpret, the proposed system aids in quickly detecting inundated areas compared to the image processing software. Furthermore, it is not limited to area-based calculations, which can be applied worldwide.
<b>SH021</b>  11:30-11:40	Building Member Attachment in Social Media: Applying Theories of Social Cognitive and Cognitive Absorption <b>Chih-Hsien Lee</b> and Meng-Hsiang Hsu <i>College of Management, National Kaohsiung First University of Science of Technology, Taiwan</i>  <b>Abstract</b> —In recent years, social media rises abruptly and becomes part of many people's daily life. And many cases have been heard that people help others in social media. However, there is little theoretically based research on what makes members achieve their goals in social media. This study applies Social Cognitive Theory and Cognitive Absorption Theory to understand how social media develop member attachment. Data collected from 255 members of Facebook in Taiwan, who filling out the questionnaires completely. Researcher evaluated Structural Equation Model and tested if the empirical data confirm to the propose model by using SmartPLS2.0. Finally, this study found the following consequences: (1) Social interaction and Social awareness have a positive effect to Cognitive Absorption. (2) Cognitive Absorption has a positive effect to community and membership attachment. (3) Personal outcome expectations have a positive effect to community attachment. (4) Community-related outcome expectations have a positive effect to community and membership attachment. (5) Community attachment has a positive effect to help communities and members. (6) Community Membership Attachment has a positive effect to help communities and members. The implications for theory and practice are discussed.
<b>SH022</b>  11:40-11:50	Using social network theory to investigate users' content contribution on social community <b>Shing-Ling Wu</b> , Meng-Hsiang Hsu <i>College of Management, National Kaohsiung First University of Science of Technology, Taiwan</i>  <b>Abstract</b> —As the social community spreads rapidly in recent years, it has become a part of people's daily lives. In addition, people frequently get or share information through the social communities. They will contribute the content by themselves and continue contributing content on social communities when they get good reputations or good feedback. Rarely current research theories contributed for the content contribution. This study

	<p>was to investigate the content contribution of social community members and combined with motivation of members and social networks (centrality and density and benefit) theory's analysis. Data were collected from 303 members of survey website (mySurvey), Twitter and Facebook in Taiwan. Under the hypothesis verification, results of this study found that: (1) Users' motivation and social networks have a positive impact except for exposure. (2) The social network benefit and social networks have a positive impact. (3) Social network density and benefit have a positive impact on content contribution. Finally, this research based on the above findings, the implications for theory and practice and future research directions are discussed.</p>
<b>SH046</b>  11:50-12:00	<p>On Positive Effect to Human Impression by a Forgetful Robot  <b>Mitsuharu Matsumoto</b>  <i>University of electro-communications, Japan</i></p> <p><b>Abstract</b>—In recent years, many robots for interacting humans have actively been studied. How to attract users is a key topic in human-robot interaction and entertainment field. Although robot designers often aim to design the robot to be free of imperfections, we also know an old proverb; The sillier the child is, the cuter he or she is.</p> <p>The aim of this study is to investigate the positive effect of sillier robots in human-robot interaction. To verify the positive effects, as an example, we design a forgetful robot, which sometimes forgets something as a relatively sillier robot, and investigate its effect on users' impression. For the experiments, two different types of robots were designed. One is a clever robot, which can remember users' name if users say their names once. The other is a forgetful robot, which sometimes forget user's name even if users say their names. Throughout the experiments, we obtained some positive effects to human impression by a forgetful robot although it could not remember users' name and asked them again.</p>
<b>SH062</b>  12:00-12:10	<p>Combining the features of ICT and Citizen Relationship Management to Enhance the Governmental Administration: an I-Kenting System as a Practice  <b>Yu-Tso Chen, Chuang-Chiao Huang, and Hsin-Yu Yu</b>  <i>Department of Information Management, National United University, Taiwan</i></p> <p><b>Abstract</b>—In recent years, citizen relationship management (CRM) has been a considerable concept beneficial to enhance the relationship of citizen and government. The CRM supported systems may contribute to improve existed governmental services. However, how to efficiently and effectively realize the CRM applications is a practical issue worthy of investigation. Fortunately, the ICT capable of intelligent computation plays a potential role of meeting the requirements of designing CRM services.</p>

	<p>This paper proposes a scheme of combining the features of ICT and CRM to enhance the governmental administration. Meanwhile, in order to evaluate the feasibility of the proposed method, a real prototype ,I-Kenting, aiming at improving the CRM service for the Kenting National Park is demonstrated as a practice. The contribution of the proposed I-Kenting system is to realize a potential improvement of ICT-based CRM system. In addition, the proposed scheme addresses a considerable research direction of inviting ICT technologies to improve CRM performance.</p>
<b>SH063</b> 12:10-12:20	<p>Improve the Performance of Traceability System by Using a Digital Certificate Enabled Anti-counterfeit QR-Code Mechanism  <b>Yu-Tso Chen</b> and Ching-Chung Chen  <i>Department of Information Management, National United University, Taiwan</i></p> <p><b>Abstract</b>—The issues of solving food safety problems have attached great importance for years. The application of traceability system especially those invites ICT technologies plays a critical role of providing considerable solutions. However, the ICT-supported traceability system may still have problems for example the recorded data is incomplete, the traceability information is tampered, so that affects the practical performance of product traceability. This paper proposes a novel Anti-counterfeit QR-Code (AQRC) mechanism capable of delivering the functionality of integrity and non-repudiation for traceability system through adopting information security schemes including digital certificate and digital signature. The contribution of the proposed AQRC mechanism is to improve the performance of product traceability operations; meanwhile, it also indicates a valuable research direction of inviting information security concepts to solving product traceability problems.</p>
<b>SH064</b> 12:20-12:30	<p>Improve the Management of Pharmaceutical Inventory by using an IoT based Information System  <b>Yu-Tso Chen</b> and Hao-Yun Chang  <i>Department of Information Management, National United University, Taiwan</i></p> <p><b>Abstract</b>—The gradual development of medical technology advances the better medical industry meanwhile increases a variety of medicines to treat various disease. However, a great amount of medicines make the management works more complex due to their different types and functionalities. How to efficiently manage the pharmaceutical inventory is therefore a critical issue in a hospital information system. The Internet of Things (IoT) consisting of many sorts of sensors to help deal with complex problems is a considerable means of advancing existed service and systems. This paper presents a conceptual design of a pharmaceutical inventory management system that utilizes the characteristics of IoT. The</p>

	proposed IoT based system not only provides the pharmaceutical inventory management functions on a framework constructed by Arduino and NFC devices; it also indicates a valuable research direction of inviting the strength of IoT to improve the performance of hospital management operations.
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<b>Lunch</b>	<b>12:30-13:30</b>
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**Note:** \*The time slots assigned here are only tentative. Presenters are recommended to stay for the whole session in case of any absence.

## Session III

< Finance and Economics >

**13:30-15:20 / MIYABI**

<Coffee Break: 15:30-16:00>

**Session Chair: Prof. Yu-Chuan Huang, National Kaoshiung First University of Science and Technology, Taiwan**

**EF0012**

13:30-13:40

Comparison of Statistical Arbitrage in Developed and Emerging Markets

**Gabriel Visagie**

*North West University, South Africa*

**Abstract**—Statistical arbitrage covers a variety of trading strategies that are based on statistical modelling and are usually characterized by a near market-neutral trading book. Statistical arbitrage strategies are generally used by hedge funds and retail traders with the objective of achieving excess returns regardless of the market regime. In this study we examine the performance of two statistical arbitrage systems in developed markets (Germany, Japan and the United States) and emerging markets (China and South Africa) over the period of 2006 to 2016. We investigate whether the performance of these systems are affected by different market regimes and whether excess returns have been altered since the financial crisis in 2008-2009. We also compare the performance of these systems in developed and emerging markets. Our results indicate that statistical arbitrage systems produce higher excess returns during non-trending markets and that these systems generally provide higher returns in emerging markets. The overall performance of the statistical arbitrage systems have weakened since the financial crisis, but a noticeable improvement in excess returns produced is apparent in the last three years of our study.

**EF0013**

13:40-13:50

Market Transparency and Closing Price Manipulation: Evidence from Taiwan

**Yu Chuan Huang and Sheng-Min Lin**

*National Kaoshiung First University of Science and Technology, Taiwan*

**Abstract**—On February 20, 2012, the Taiwan Stock Exchange launched an information disclosure mechanism that changed its closing auction system from a black box to a more transparent system with indicative best bid and

	<p>ask prices disseminated every 20 seconds throughout the five-minute closing call period. The purpose of this study is to examine the impact of this change on closing price manipulation on month-end days. Results show that following introduction of the new closing disclosure mechanism, the manipulation variables, including day-end returns, quoted spread, and effective spread all decrease significantly on month-end days, suggesting that manipulation on month-end days is reduced. However, the trading volume at market close increases. Because the market at the close becomes more transparent, we found that more investors enter the market, especially individual investors. This leads to higher trading volume and lower spread, and makes manipulation more difficult at the closing session.</p>
<b>EF0015</b> 13:50-14:00	<p>Financial Environmental Disclosure in the Annual Reports of Listed Companies in Poland  <b>Justyna Dyduch</b>  <i>AGH University of Science and Technology, Cracow, Poland</i></p> <p><b>Abstract</b>—This article aims to analyse the extent and quality of financial environmental disclosure in annual reports of companies listed on the Warsaw Stock Exchange and representing thirteen sectors significantly affecting the environment. The study used a content analysis of annual reports produced by 148 companies for 2015. About 60% of companies disclose financial environmental information. The average level of disclosure can be assessed as low. There has been noticed a diversity of industrial sectors in terms of the number of disclosing enterprises and the extent and quality of the disclosure. The companies usually presented information regarding investment expenditure for environmental protection. There was a positive, but moderate dependence between the level of disclosure and total assets and the lack of impact of profitability, presence of dominant share of foreign capital and period of listing of the company on the stock exchange on the level of disclosure.</p>
<b>EF0018</b> 14:00-14:10	<p>Predicting Market Response to Monetary Policy in Economic Crisis Phase and Deriving a Decision Support System with Artificial Neural Network  <b>Vyom Shrivastava</b>  <i>IIT Kharagpur, India</i></p> <p><b>Abstract</b>—Economic bubbles are the inevitable part of our Economic system and are responsible for various past turbulence, which had a deep impact for several years. It is a very well established fact that the prediction of the economic bubbles is an extremely tough job because of the involvement of a lot of non-linear factors, therefore it could be extremely useful to have some kind of a decision support system which could throw some light on the market movements. Another challenge that I intend to solve through this paper is pre-determining the response of the market to various variables, directly or indirectly controlled by the federal reserve bank and the central</p>

	<p>government. This paper attempt to present a clubbed variable which could be used in assessing the response of the market to the prevailing monetary policy. The research involves developing of an Artificial Neural Network Model to access the monetary policy response to the market and to create an ANN decision support mechanism for assisting traders, academicians and even the central bank for pre-determining the potential impact of the given monetary policy based on the historic data.</p> <p>These models will not only reduce the uncertainty but the ANN algorithm will also capture complex trends and relationships which are impossible for an unaided trader to extract.</p>
<b>EF0019</b> 14:10-14:20	<p>Information Asymmetry and Uncertainty: A Framework Study for Zombies in China under Heterogeneous Conditions  <b>Shie-Hung Lin</b>, Yi-Chang Chen, Zheng-Man Chen and Hui-Yi Guo  <i>Business School, Nanfang College of Sun Yat-sen University, China</i></p> <p><b>Abstract</b>—A puzzle for the listed company in China's stock market is why the zombie enterprises are stay alive? There were common characters, such as the low profitability (Garc á-Herrero, 2009), a high debt ratio (Yu, 2016) and perhaps a misguided government policies (Jaskowski, 2015), which are not suitable for the evaluation proposed by Easton (2004). These factors may lead to asymmetric information based on earning management and dividend policy. This paper extends the basic structure of Melitz (2003) as a benchmark with heterogeneous conditions to explore the uncertainty and describe the implied defaults for zombies. We selected the sample from 2008 to end of 2015 in two steps. First, we divided the companies make up of zombies and non-zombies through re-estimated the implied defaults. Then we selected the levels of size and industry, such as policy company and fully state-owned within the models as the control variables. Through survey, we test the hypotheses using Panel Generalized Least Squares (GLS). We expected that the positive impact on earning management and existence of asymmetric effects on dividend policy among zombies. The analysis results contribute to the financial theory by providing insights into banking, corporate government and behavioral finance.</p>
<b>EF0024-A</b> 14:20-14:30	<p>Do Traders Really Cut Loss Short and Let Profit Run? Evidence from Taiwan Futures Market?  <b>Chun-Nan Chen</b>, Xiaojun He and Carl R. Chen  <i>National Taiwan university of Science and Technology, Taiwan</i></p> <p><b>Abstract</b>—An adage in Wall Street, “Cut Losses short, let profit run,” suggests that traders should cut losses in small amount and wait for a big profit, rather than cutting profit short and letting losses run. Using a unique Taiwan Futures Market database, we examine whether there is a “cutting profit short and letting losses run” tendency in any type of traders, and check whether such tendency worsen the wealth of traders. The results show that a</p>

	<p>“cutting profit short and letting losses run” tendency indeed worsens traders’ average payoff for all types of investors we examined, which is in line with the disposition effect. Results of this study may help the investors make more wise and profitable investment.</p>
<b>EF0036</b> 14:30-14:40	<p>Return and Volatility Spillover between Financial Market Participants of Dhaka Stock Exchange Using Asymmetric GARCH Methods  <b>Sharif N. Ahkam</b> and Mohammad Kamrul Arefin  <i>North South University, Bangladesh</i></p> <p><b>Abstract</b>—This paper is an investigation of the comovement in the form of return and volatility spillover across financial market participants of Bangladesh. This study uses daily price data of commercial banks, non-bank financial institutions (NBFI), and insurance companies traded in the Dhaka Stock Exchange (DSE) for the period spanning 2009 to 2016. Bayesian version of Vector Autoregressive (VAR) model has been used in the conditional mean equations of EGARCH and GJR-GARCH models to test the return spillover effects whereas lagged squared residuals and lagged conditional variances have been used as variance regressors in conditional variance equations to test the spillover effects of historical volatility and innovations transmitting in the form of shock to other participants operating in the same market. Bayesian VAR output reveals a highly significant bi-directional return spillover between bank-insurance pair and also between NBFI-insurance pair. However, return spillover between commercial banks and NBFI is unidirectional; only bank returns are affecting returns from NBFI. Conditional volatility of NBFI exhibit a highly significant asymmetric effect implying that bad news increases volatility of NBFI to a greater degree than good news. Both GJR-GARCH and EGARCH output reveals bidirectional volatility spillover in the form of historical volatility and innovations among commercial banks, NBFI and insurance companies.</p>
<b>EF0037-A</b> 14:40-14:50	<p>How does financial freedom affect the returns of real estate securities?  <b>Mei-Se Chien</b>, Yi-Chung, Hsu and Hui-Chen, Hsu  <i>National Kaohsiung University of Applied Sciences, Taiwan</i></p> <p><b>Abstract</b>—This paper is an investigation of the comovement in the form of return and volatility spillover across financial market participants of Bangladesh. This study uses daily price data of commercial banks, non-bank financial institutions (NBFI), and insurance companies traded in the Dhaka Stock Exchange (DSE) for the period spanning 2009 to 2016. Bayesian version of Vector Autoregressive (VAR) model has been used in the conditional mean equations of EGARCH and GJR-GARCH models to test the return spillover effects whereas lagged squared residuals and lagged conditional variances have been used as variance regressors in conditional variance equations to test the spillover effects of historical volatility and innovations transmitting in the form of shock to other participants operating</p>

	<p>in the same market. Bayesian VAR output reveals a highly significant bi-directional return spillover between bank-insurance pair and also between NBFIs-insurance pair. However, return spillover between commercial banks and NBFIs is unidirectional; only bank returns are affecting returns from NBFIs. Conditional volatility of NBFIs exhibit a highly significant asymmetric effect implying that bad news increases volatility of NBFIs to a greater degree than good news. Both GJR-GARCH and EGARCH output reveals bidirectional volatility spillover in the form of historical volatility and innovations among commercial banks, NBFIs and insurance companies.</p>
	<p>To assimilate historic and contemporary data portraying the truth that although the currencies change, the capitalist central bankers end up profiting from the losses of the masses.</p> <p><b>Abhishek Bhatia</b>  <i>Dr. VM GMC, India</i></p> <p><b>Abstract</b>—Aim: To assimilate historic and contemporary data portraying the truth that although the currencies change, the capitalist central bankers end up profiting from the losses of the masses.</p> <p>Objectives:</p> <ol style="list-style-type: none"> <li>1. Existence of a Loan and Debt based Central Banking System</li> <li>2. Historic trends and roots of poverty and social exclusion</li> <li>3. Ongoing transition to a new currency i.e. Gold/Silver, its cause and implications</li> </ol> <p>Data and Discussion:</p> <p>Financial crisis building up to 1910 leads to establishment of the Federal Reserve Banking System. But background reality emerges later and proves that it wasn't problem-reaction-solution based approach but a well formulated plan of World Control by Capitalist Central Bankers.</p> <p>Direct consequence of voluntarily controlled boom-bust alterations is debt, poverty and prostitution. Indirect realities being profits in weapons trade promoting terrorism, fuel extraction driving global warming, the prostitution and trafficking cartels, etc.</p> <p>Their game in fiat paper currency is starting to take irreversible downward path. Foreign markets and international trade has started to suffer affecting economies all around the world. In prospect, they have started shifting to gold and silver and this is evidenced from similar cycles that have taken place in history.</p> <p>Conclusion: Thus, socio-economic-political structure has always been under financial influence vested in the hands of a few. Spreading awareness of the truth will equip the world with education and understanding of their banking system. This is their worst nightmare and our first step towards coming together in the fight for Our Lives, Our Peace and Our Planet.</p>
<b>EF0040-A</b>  14:50-15:00	

<b>EF0041</b> 15:00-15:10	<p>Interrelation between Consumption by Demand, Inflation, Services Growth, Bank Deposit Growth and Gross Domestic Saving, an empirical study for India  <b>Deepika Chadda</b> and Anjali Kale  <i>St. Mira's College, Pune University, Pune, India</i></p> <p><b>Abstract</b>—The purpose of this paper is to explore the effect of Inflation – WPI (average), real GDP Growth Rates of India, Consumer Price Index, Consumption by Demand, Industry Growth, Services Growth, Bank Deposit growth, Short Term Debt on Gross Domestic Saving in India. The researchers floated a questionnaire to the representative sample of the population, which was based on the daily parameters affecting savings which were then related to the National Indicator parameters. The results of this lead to the creation of a mind-map, which structured the flow of the investigation. For this, the national indicators were then picked up from the Indian Government Website. Correlated indicators amongst these were then selected and a model was created. The study gave rise to a linear model between Gross Domestic Saving and Correlated National indicators. This model was then statistically tested.</p>
<b>EF0022</b> 15:10-15:20	<p>Retirement Portfolio Realities  <b>Craig L. Israelsen</b>  <i>Utah Valley University, USA</i></p> <p><b>Abstract</b>—This paper deals with several important retirement questions: “How much money do I need in my investment portfolio at the start of retirement?” and “How much can I safely withdraw from my investment portfolio during the retirement years?” This paper introduces the novel concept of “RAM” or Retirement Account Multiple. The mathematics of income replacement in retirement are demonstrated and the historical survival of two different retirement portfolios are reviewed over a 90-year period from 1926-2015.</p>

**Coffee Break**

**15:30-16:00**

**Note:** \*The time slots assigned here are only tentative. Presenters are recommended to stay for the whole session in case of any absence.

## Session IV

< Language and Culture >

**13:30-14:50 / Venue: MAI**

< Coffee Break: 15:30-16:00 >

### Session Chair:

**LM0018**

13:30-13:40

Discursive Construction of A Glocalized Chinese Identity on the Official Tourism Website of China

**Xiao Rong**

*The Chinese University of Hong Kong, Hong Kong*

**Abstract**—Place is a critical consideration to tourism experiences. This study is mainly concerned with the central role that place characteristics play in the construction of a glocalized Chinese identity during online tourism discursive practices. Under the theoretical lens of mediated discourse analysis, this paper first explores the intricate ways in which Chinese identity is mediated discursively from a global perspective, and then clarifies the local aspect of China as an independent country with its own language, culture, cuisine, etc., as distinct from the western world. Rather than taking the binary view of Global-Local, what this paper suggests is a Glocal reading and construction of Chinese culture whose place identities are constantly being reinforced through both the global writing of China, and the Chinese representations of the world, with the local and the global constituting one another in dynamic tension.

**LM0033-A**

13:40-13:50

Multimodality and the Logic of Spatial Composition in Japan

**Lisa Nobeta**

*Kyoto Sangyo University, Japan*

**Abstract**—Multimodality is an analytical framework that investigates the full range of possibilities for making meaning, including speech, writing, pictorial image, spatial relations, and more (Kress and van Leeuwen, 1996, 2006; Kress, 2010). A core principle of multimodality is the premise that meaning making is shaped by its cultural environment. This presentation shows examples from mundane Japanese magazines to demonstrate how their compositions are found in different orthographic principles and spatial logic. Spatial orientations vary from culture to culture based on their physical and cultural experience (Lakoff and Johnson, 1980). Through a multimodal approach, this presentation indicates that a culturally distinct logic of modularity, layering, and compactness are

	apparent in both everyday texts and orthographic principles.
<b>LM0022</b> 13:50-14:00	<p>Japanese Students' Group Identification, Social Tolerance and Motivation for Intercultural Communication  <b>Shaoyu Ye</b> and Erika Uchida  University of Tsukuba, Japan</p> <p><b>Abstract</b>—In the last two decades, the number of non-native Japanese residents in Japan has increased dramatically. Accepting more foreigners is part of the globalization at the worldwide level, which requires Japanese natives to be tolerant and understand other cultures in order to become a “multicultural” society. This study aims to investigate the relationship between Japanese students’ group identification, social tolerance towards foreigners, and motivation for intercultural communication, considering the effects of social support networks (SSNs) formed through face-to-face (FTF) and instant messaging (IM) interactions. We conducted a self-reported questionnaire, and 200 responses became the analyzed data. The following results were observed. (a) The results of multiple regression analysis showed that respondents’ age, English language abilities, experiences in studying abroad, and social tolerance all had significant effects on motivation for intercultural communication. (b) The structural equation modeling (SEM) analysis showed that their group identification had positive effects on their social tolerance, which helped promote motivation for intercultural communication through the mediating effects of their SSNs via IM. The findings support the possibility that improving Japanese students’ social tolerance towards foreigners will be helpful in motivating their intercultural communication, and usage of IM is an effective way to achieve that improvement.</p>
<b>LM0025</b> 14:00-14:10	<p>The Cantonese Linguicide:A Study of Prospective Language Death in Hong Kong  <b>Kent Y. Hu</b>  <i>National Taiwan Normal University, Taiwan</i></p> <p><b>Abstract</b>—When the Communist Party of China rose to power in 1949 and established the People’s Republic of China, there was a movement to unify the nation’s languages under one common dialect, Mandarin. As a result, this has led to a decrease in the speakers of the many dialects that make up the Chinese language as a whole. At this time, the city of Hong Kong was still under British rule, thus remained untouched by this movement. However, with the growth of the PRC’s power and influence in recent years, like many other provinces on the mainland, Hong Kong has received much pressure to embrace Mandarin over other dialects. In this paper, it will outline major themes regarding changing the de facto language of Hong Kong from Cantonese to Mandarin under political and economic pressure. It will also explore the socio-cultural and socio-political consequences of unifying the language and generalizing the culture of China, when historically, China was comprised of various language</p>

	groups, regional cultures, and political identities.
<b>LM0003-A</b> 14:10-14:20	<p>From Aramaic to Modern Arabic  <b>Marielle Patronis</b>  <i>Zayed University, United Arab Emirates</i></p> <p><b>Abstract</b>—Arabic is spoken as a native and non-native language by over 422 million people in the Arab World (UNESCO, 2014). This language is also taught around the world at various levels of proficiency, as a liturgical language. The language that is spoken by the native speakers of Arabic is usually referred to as "dialect" لُهْجَة. Modern standard Arabic is referred to as 'Fusha لغة الفصحى, which means elegant or clear language in Arabic. This modern standard form of Arabic language goes back to pre- Islamic period. Therefore, Arabic has its deep historical roots. In fact, its roots are founded in a Semitic Aramaic predecessor. Aside from Arabic, the Semitic language family includes Hebrew, Aramaic, Amharic, Syriac, Akkadian, Phoenician, Ugaritic, Nabatean, Amorite and Moabite. In this presentation, I will trace the history of the Arabic language from its roots in Aramaic to the modern linguistic form, which is used in the Arabic-speaking world. Both Arabic and Aramaic are linguistically related, and they present similar vocabulary. In particular, this presentation will focus on the various morphological, and syntactic changes of Syriac language, which created Arabic language.</p>
<b>SH207</b> 14:20-14:30	<p>Construction of Lao Women's Beauty in Thai Musical Discourse  <b>Pikul Phuchomsri</b> and Thinnawat Sroikudrua  <i>Humanities and Social Sciences, Khon Kaen University, Thailand</i></p> <p><b>Abstract</b>—This study aims to conduct a Critical Discourse Analysis to determine the relationship between linguistic devices and the construction of Lao Women's beauty in Thai musical discourse. The authors analyzed Thai songs with content related to Lao Women, including 60 songs selected from YouTube, which are sung by Thai male singers and composed by Thai songwriters. The study found 4 linguistic devices used to construct Lao women's beauty, namely, 1) terms of address, 2) metaphor, 3) presupposition, and 4) modification. The use of these linguistic devices helps to construct Lao women's beauty in two dimensions. First, in the dimension of outer beauty, there is an image of a beautiful, well-dressed, and fair-skinned Lao lady with an appealing face and a proportional figure. The second dimension, inner beauty, describes Lao women as being good people who are well-behaved and polite and who use fascinating, beautiful, and sweet words.</p>
<b>SH212</b> 14:30-14:40	<p>Residence Naming in Khon Kaen City  <b>Kong Deping</b>  <i>Khonkaen University, Thailand</i></p> <p><b>Abstract</b>—In Thai culture naming is very important. Giving good names of</p>

	<p>villages, houses or dormitories are popular culture of language in Thailand. Therefore, this research aims to study the residences' names in KhonKaen city and what is the root of language in naming and their structure. This research is linguistics perspective focusing on the naming concept. The 174 names used as data were grouped by survey on internet and interview the residences' owners. The research finding was that there are two languages used to name the residence that are in Thai and English and having three categories. The first category, Thai and English mixed is the most popular names. The second category is used only in Thai language and the last category is used only in English. The key of names mostly was found that they are using the person's name. Especially the owner's name or people in their family. Female names are mostly used. The person's names appear in two categories; markers + people's name and people's name + markers. There are few marker words showing that this is residence names; /hɔ:5/ or / hɔ:5pak4/ 'dormitory', apartment, place, house, condominium.</p>
<b>SH214</b> 14:40-14:50	<p>Relationship Between Language And Chineseness Revealed By Food In China Travel Guidebook: A Critical Discourse Analysis  <b>Wang Chao</b> and Thinnawat Sroikudrua  <i>Khon Kaen University, Tailand</i></p> <p><b>Abstract</b>—This article aims to analyze the relationship between language and Chineseness revealed by food by applying Critical Discourse Analysis approach. The data is collected from the China travel guidebooks published by Thai publishing houses during 2014 - 2016. The result of study shows 2 kinds of linguistic strategies: 1)verbal language, consisting of modification, presupposition, negation and intertextuality; 2)non-verbal language, consisting of photos. These books convey the Chineseness, which are big, various, historical, beautiful, cheap and healthy. The characters of Chinese food indicate a big and historical country and also show the wisdom of traditional Chinese medicine and philosophy of Daosim.</p>

**Coffee Break**

**15:30-16:00**

**Note:** \*The time slots assigned here are only tentative. Presenters are recommended to stay for the whole session in case of any absence.

## Session V

### < Business and Marketing Management >

**15:20–17:10 / Venue: MIYABI**

**<Dinner: 18:30>**

#### Session Chair:

EF0007-A 15:20-15:30	<p>The Impact of Corporate Political Activity on the Financial Value of Government Contract Awards <b>Michael Hadani</b> <i>Saint Mary's College of California, USA</i></p> <p><b>Abstract</b>—Firms typically rely on corporate political activity (CPA) to achieve access and to affect public policy change. While most research on CPA and public policy outcomes implicitly assumes that access afforded by CPA results in an either- or (dichotomous) policy outcomes, it is possible that CPA may have a linear association with public policy outcomes. We analyze how higher levels of CPA impact the financial value of government contracts awarded to firms. Using the S&amp;P 1500 sample for 16 years (1997-2012) we find that CPA has a one to one association with the value of contract awards, indicating that CPA and public policy outcomes can be linked in ways that motivate firms to continuously invest in CPA, to maximize their political rents. We discuss the implications of this study in light of extant research on CPA and its direct impact on public policy outcomes.</p>
EF0014 15:30-15:40	<p>Trade Service Practices in Bangladesh- An Analysis <b>S.M.A Habib</b> and P. Shah <i>BIBM, Bangladesh</i></p> <p><b>Abstract</b>—The availability of finance and other relevant services is crucial for a healthy trading system, and to be effective, adequate financing and other support services backed by mature financial industries are essential. In Bangladesh, trade is the key component of international business activities, and trade facilitation is directly connected with the country's global integration. As part of trade facilitation, banks facilitate payment, finance and risk management services to the traders and thus contribute to growing global trade integration of Bangladesh and other economies of the world. The paper is about reviewing and analyzing the trade services activities of</p>

	Bangladesh. Based mainly on the secondary information, the study found that documentary credit has been the key trade facilitation instrument of the country and thus other financing tools are mainly associated with that of LC. Of the challenges compliance and trade based money laundering are identified as the key concerns in the area of trade services.
<b>EF0028-A</b> 15:40-15:50	<p><b>Brain Drain and Education Subsidies</b>  <b>Akira Shimada</b>  <i>Nagasaki University, Japan</i></p> <p><b>Abstract</b>—The purpose of this paper is to investigate how the labour-sending country can alleviate brain drain by manipulating education subsidies when the international transferability of human capital is not perfect and people can study abroad as well as work abroad. Although education subsidies are not effective in reducing brain drain when wage disparities are large and human capital is highly transferable, they are effective in the other situations. In particular, when wage disparities are large and human capital is less transferable, brain drain can be alleviated by paying subsidies to those who receive education in the home country. When wage disparities are small and human capital is less transferable, it can be eliminated by paying subsidies to those who receive education in the home country. Moreover, when wage disparities are small and human capital is highly transferable, it can be eliminated by paying subsidies to those who receive education in the foreign country. These results suggest that developed countries, which are usually faced with small wage disparities with labour-receiving countries can eliminate brain drain by education subsidies. Whether the governments of such countries should pay home education subsidies or overseas education subsidies must be determined by the degree of the transferability. Results also suggest that education subsidies are not always effective for the developing countries, which are usually faced with large wage disparities.</p>
<b>EF0030</b> 15:50-16:00	<p><b>The Digital Technology and The Threat of Downsizing into Indonesia's Banking Industry Performance</b>  <b>Florentina Tehubijuluw</b>  <i>Matana University, Indonesia</i></p> <p><b>Abstract</b>—Downsizing refers to the permanent reduction of a company's workforce and is generally associated with corporate reorganization in the response of the dynamic environment. In this era digital economy, the speed, flexibility and innovation becomes more important. As more and more manual financial transactions become automated, the size of the workforce reduced. The banking industries apply the computing system to business processes to increase efficiency, reduce process errors, enhance productivity and delight the customers. This study contributes to our understanding that even the digital technology will reduce the number of employees in the banking industry, but the customers still need some close relationships and</p>

	<p>interactions in doing their financial transaction. The bank's performance is mostly influenced by the bank image and the ability to create edge value to the customers.</p>
<b>EF0046</b> 16:00-16:10	<p>Real Estate Bubbles in China, Causes and Future Expectations/Solutions  <b>J.Salim, Y.Ren and X.Fang</b>  <i>Shandong University, China</i></p> <p><b>Abstract</b>—China is still experiencing rapid economic growth (with GDP annual growth rate 6.7% in Q3 2016). While China is becoming more urbanized and modernized after the reform period, one can witness from the other side, the asset market boom (especially real estate boom) which triggers anxiety to economists and financial experts.</p> <p>What is the real estate bubble or boom? What are the causes of real estate exuberance? Is there a trend in the real estate prices? If the bubble burst then what are the glimpse consequences on china's economy? How can we prevent the asset bubbles from growing (or in other words, what are the precautions and proactive ways central bank of China should take concerning the monetary policy to condone the bubble's growth? This paper will shed-light on the causes of this real estate bubble and how to solve it using autoregressive (AR) and autoregressive distributed lag (ADL) models.</p>
<b>EF1005</b> 16:10-16:20	<p>Efficient Relationship between working capital management and profitability of Automobile companies in India: - A paradigm shift towards strengthening economic growth.  <b>Syed Noorul Shajar</b>  <i>Department of Commerce, AMU, Aligarh</i></p> <p><b>Abstract</b>—Working capital management is an ingrained part of management which is inexorable in all walks of economic life whether in a household or in an enterprise, in the public discipline or in private, for the purpose of profit earning or social welfare .The efficient working capital management is very climacteric factor in maintaining survival, liquidity, solvency and profitability of any business organization. Moreover, an optimal working capital management positively contributes to the value of every concern. To overcome competition in a very complex and dynamic environment it is an arduous task for the companies to optimizing of their working capital as a real competitive advantage to leverage profit. To reach optimal working capital management, the manager should judiciously manage relationship between profitability and working capital components precisely. The prime objective of working capital management is to ensuring consistency in day to day operations of a concern vis- à-vis fulfilling short term financial obligations within the company. Which is only possible by deliberately managing inventories, receivables, payables and cash of the business concern. So this study explores the profitability</p>

	relationship of automobile companies by incorporating ROA (return on assets) as an explained variable with proxy measures of explanatory working capital measurement components.
<b>EF1006</b>  16:20-16:30	Does China-AFTA Impact on Inequality and Employment Rate of Indonesia: Comparing with other ASEAN Countries? <b>Caria Ningsih</b> <i>Indonesia University of Education, Indonesia; Student of Graduate School of International and Areas Studies, HUFS, South Korea</i>  <b>Abstract</b> —China-ASEAN Free Trade Area is the third largest free trade area in terms of nominal GDP and first largest in term of population. Some economists argue that free trade increases the standard of living by concept of comparative advantage and large scale economies. Meanwhile, some others argue that free trade allows leading countries to exploit poor countries; destroy local industries; and limits social standards and labor. By available data analysis of Gini Index and unemployment rate of ASEAN's countries and China, it can be interpreted that after China-AFTA implementation in 2010, there was increasing income inequality in Indonesia, while in the rest ASEAN countries was remain constant and decrease. Furthermore, the unemployment rate of most of ASEAN countries and China has remain constant from 2010-2012. It means that China-AFTA implementation did not reduce the unemployment rate. Overall, the result analysis of this paper is still ambiguous to describe the impact of free trade toward inequality of regional development between China and ASEAN countries, particularly Indonesia.
<b>EF2001</b>  16:30-16:40	The Multiplier Effect of Buying Local Gastronomy: Case of Sundanese Restaurant <b>D. Turgarini</b> , Muhammad Baiquni and E. Harmayan <i>University Education of Indonesia, Indonesia</i>  <b>Abstract</b> —andung is one of cities in Indonesia which has a gastronomic diversity has re-presents Sundanese culture as its originali nhabitants. This capital city of West Java province has a lot of culture, history, and archeologyicons that are nuanced Sunda, and Colonial. Therefore, the city can be said as the city of heritage landmark (heritage-city), and gastronomical attractions can be integrated as Gastro-city. Currently the local food of Sundanese has many variants but the level of attractiveness of the food is still considered insufficient. There for the research was being done to find a decent meal variant proposed as a superior food; and find out what food variants as the main attraction of the city. Both are expected to answer a question of what is base for the economic development of Bandung as Gastro city. It is also interesting to find out the multiplier effect of buying local gastronomy especially in Sundanese restaurant. The method used is descriptive exploratory study, also conducted professional

	<p>assessment. Data collecting technique in this study was using some means of observation, interviews, and examination of documents. Processing of the data used in this study is a qualitative analysis method and descriptive exploratory approach. Based on the identification data showed that the Sundanese have a tourist attraction with the potential of the existence of 74 species featured menu consisting of appetizer, maincourse, dessert and drink as trademark. The food appeared in 24 ceremonies as a vibrant cultural event in the life cycle of Sunda tribe who live in the city of Bandung. The tourists also can enjoy a diverse featured menu in the 145 Sundanese restaurant in Bandung city.</p>
<b>EF3003</b>  16:40-16:50	<p>A case from China: managerial overconfidence, internal financing and investment efficiency  <b>Cindy Chen</b>  <i>CSU Long Beach, California, USA</i></p> <p><b>Abstract</b>—Using listed companies in the China Shanghai Exchange and Shenzhen Exchange in 2010-2015 as a sample, we empirically test the impact of managerial overconfidence, on the choice of financing (internal/external) and investment efficiency (investment scale; overinvestment /underinvestment). Our research results show that internal financing can fund business opportunities and alleviate capital shortage, but may also cause excessive investment, especially in firms with managerial overconfidence. First, we found out a positive relationship between manager overconfidence and internal financing in Chinese firms. Second, our study disclosed that compared to non-state enterprises, state-owned enterprises have more serious overinvestments made by overconfident managers. Third, we found that compared to managers in state-owned enterprises, overconfident managers in non-state enterprises are more likely to use internal financing to alleviate the shortage of investment</p>
<b>SH011-A</b>  16:50-17:00	<p>How to Identify KM Strategies and Their Evolution in Manufacturing Firms?  <b>Jong-min Choe</b>  <i>School of Business, Kyungpook National University, Korea</i></p> <p><b>Abstract</b>—Based on the usage levels of target costing systems (TCS) and information technology (IT) infrastructure, this study aimed to develop a framework useful for classifying four types of knowledge management (KM) strategies in manufacturing firms: process-oriented, product-oriented, mixed and negative. TCS are considered as the way to realize a personalization approach. IT infrastructure is a mechanism to support a codification strategy. Data for this study were drawn from a survey of the current status of TCS and IT infrastructure used in Korean firms. 130 firms were finally included in the study. We empirically confirmed the four types of KM strategies, and also explained the evolution of KM.</p>

<b>SH024</b> 17:00-17:10	<p>The Impact of Education on National HRST Performance  <b>Elmi Achelia</b>, Indri Juwita Asmara, Maulana Akbar, Muhammad Tasrif  <i>Lembaga Ilmu Pengetahuan Indonesia (LIPI), Indonesia</i></p> <p><b>Abstract</b>—The economic growth of a country is influenced by the state of human resources in science and technology (HRST). Based on the definition proposed in Canberra Manual, HRST includes people who have completed third-level education in the field of science and technology (based on ISCED) and or people who employed in S&amp;T occupation where the above qualifications are normally required (based on ISCO). We refer the developed HRST model, the employed based classification is the demand side and the education classification is the supply side, with the relationship between the two sides which aims at achieving HRST stock. In this paper, we will focus on the supply side of HRST. HRST stock at the supply side is determined by the potential supply coming from third-level education graduation majoring science and technology. In this case, it's affected by the number of students studying in universities and the education period. However, in certain circumstances, policies in the field of education can also influence the supply side. We run scenarios using Indonesia's HRST historical data that shows conditions which indicate the impact of education policy to national HRST stock. Furthermore, the scenarios also include technology in simulation. This study shows the impact of policy and also technology on HRST performance driving the national economic growth.</p>
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**Coffee Break**

**15:30-16:00**

**Note:** \*The time slots assigned here are only tentative. Presenters are recommended to stay for the whole session in case of any absence.

## Session VI

< Public Administration >

**14:50–16:10 / Venue: MAI**

<Dinner:18:30>

**Session Chair: Assoc. Prof. Teodor Mircea alexiu, West University Of Timisoara, Romania**

<b>Opening Speech</b> 14:50 -15:00	<p>What works? – Transferable factors issued from successful interventions in labor market inclusion for people with disabilities</p> <p><b>Teodor Mircea alexiu and Theofild Andrei Lazar</b> <i>West University Of Timisoara, Romania</i></p> <p><b>Abstract</b>—The paper addresses the problematic of socio-professional integration of people with disabilities, with emphasis on the successful factors that influence employment. The article is based on data from the research project E-QUAL, a qualitative study performed based on the Institutional Ethnography method, on the occupational integration of people with disabilities in Romania. Analyzing the transferable factors that led to success in ten interventions, the following directions resulted: a) the relation between the beneficiary and the professional is an egalitarian one, based on partnership and mutual cherishing; b) beneficiaries' training for the work market and career counselling; c) legislation enforcement in its spirit without the intention of finding its vulnerabilities; and d) the partnership between the NGOs and the public institutions. These four elements seem to influence successful interventions and can work as transferrable models which can ensure high quality actions in the field of the professional inclusion on the free labour market of vulnerable groups.</p>
<b>SH012</b> 15:00-15:10	<p>Analysis Of Conflict Between The Society And Perhutani (Company Of Indonesian Forestry) As A Result Of Taking Forestry Land</p> <p><b>Fani Julia Putri</b> <i>Indonesia University of Education, Indonesia</i></p> <p><b>Abstract</b>—This research is motivated by the growing proliferation of settlements in protected forest land. The issue became a challenge for all</p>

	<p>parties, both of public, forestry, local government, etc. This study describe the conflict between society who occupies the forest land protected by Perhutani in Sukawana orchard, Karyawangi village, Parongpong subdistrict, West Bandung Regency. This study uses a qualitative approach and method of case study. The approach and methods are used to understand the conflicts between society and Perhutani as a result of land conversion through comprehensively describing. Techniques of collecting data is carried on by interview, observation and documentation. The findings of this study are: (1) a major factor of the people of Commune 13 in Sukawana Orchard occupied protected forest land due to economic constraints and the omission of certain parties; (2) The conflict is caused by land conversion of protected forest land into residential land, the amount of people raise more, there is a semi-permanent home even permanent home, and there are many small and livestock enclosures. While Perhutani want protected forest land free of settlements; (3) many efforts of conflict resolution in this study has not been completed, because the local government does not have the land to relocate human settlements. As a temporary solution that is banning the addition of the residential area in the protected forest land.</p>
<b>SH208</b> 15:10-15:20	<p><b>Visual Storytelling Theory and Practice via Photographs of Historical City Destinations</b>  <b>Lin Hui-Wen</b>  <i>Institute of Creative Industries Design, National Cheng Kung University, Taiwan</i></p> <p><b>Abstract</b>—The Conservation of cultural heritage has gradually taken a rigid form in Taiwan. People have also come to feel distant and detached in their daily life from historic and cultural sites. Nevertheless, it is essential to adopt more sustainable and innovative strategies, when a city like Tainan has experienced over four hundred years of history, despite many city residents and visitors portraying themselves in historic places as being frozen in time. The identity of city residents is one of the crucial components for building healthy communities. This research draws attention to the diverse perceptions of the cultural images of the city of Tainan from the points of view of both residents and visitors. Conservation and marketing of Tainan cannot neglect the different cultural images held in the minds of residents and visitors', which should influence the approaches that government and local authorities choose to pursue. This research analyses from auto-photography method of residents and visitors, accompanied by photo- interviews. The author argues that to market a city from an outsider's perspective would be disrespectful of the core values and relationship between the city and its residents. The findings presents diverse viewpoints on the cultural images of West Central District in Tainan, including colour, vegetation, cultural heritage, natural assets and symbols. It also forecasts a brand new path towards cities branding and also</p>

	the cultural value of historic city destinations.
<b>SH209</b> 15:20-15:30	<p>Analysis of the Financial Feasibility of Reusing the Former Plastic Manufacturing Heritage Site in Taiwan  <b>Lee Duu-Hwa, Lin Hui-Wen, Hsu Min-Fu</b>  <i>Institute of Applied Economics, National Taiwan Ocean University, Taiwan</i></p> <p><b>Abstract</b>—The restoration and reuse of cultural heritage sites have become important issues in cultural heritage conservation. Financial feasibility related to the reuse and sustainable development of cultural heritage is key factor in the continuous conservation of cultural heritage. This study utilized engineering economics with comprehensive cost and revenue estimations to evaluate the economic feasibility analysis of restoration and reuse to reveal the financial indicators and risk analysis of the Former Plastic Manufacturing Heritage Site in Taiwan. Results reveal that at an interest rate of 5%, the site's NPV is NT\$90.18 million, SLR is 115.5%, project and equity IRR and ERR are 6.20% and 5.37%, meaning that it can fully cover its own expenses, make profit, which also reflects the attractiveness of this investment to the Group. The heritage site will begin to generate profits in 2051, 31 years after it commences operations in 2021. Risk analysis reveals that the site's financial structure is sensitive to visitor numbers and the purchase rate, which efforts should go into raising visitor numbers and purchase rate it can greatly strengthen the site's financial robustness and help it to avoid financial losses when faced with rising interest rates.</p>
<b>SH067</b> 15:30-15:40	<p>An Application of Backcasting Approach to Sustainable Tourism Development: a Case Study of Nakorn Chum, Thailand  <b>Thip-aphorn Sawangpol</b>  <i>Dhurakij Pundit University, Thailand</i></p> <p><b>Abstract</b>—The paper presents the analysis of the sustainable tourism development strategies in Nakorn Chum Sub-district, Kamphaeng Phet Province, Thailand. The backcasting approach has been used as a framework to seek for the desirable image of the future for the community in terms of tourism development along with the preservation of fundamental resources and cultural assets of the community. This community is composed of historical sites and antiquities with well-preserved traditional arts and cultures. However, the community is situated in remote and isolated area which is lack of maintenance and limited precise directions. This creates major problems in developing effective and sustainable tourism development to the community. The findings of this paper show the analysis and development scenario of the community's future perspective and goals. The proposed framework of this paper is called Sustainable Nakorn Chum Model (SNC Model). This SNC Model focuses mainly on supporting the community to survive and be</p>

	<p>self-sufficient by using the fundamental resources that they already have yet, preserving the traditional charm and uniqueness of the community. This framework is not only for meeting the present, but also future generations' needs. Therefore, the SNC Model can be applicable to other community-based tourism development areas in long-term planning.</p>
<b>SH001</b>  15:40-15:50	<p>Segmenting the Asian Travel Markets to Thailand  <b>Aswin Sangpikul</b>  <i>Dhurakij Pundit University, Thailand</i></p> <p><b>Abstract</b>—Due to the continuously increasing tourist arrivals to Thailand, the Asian travel markets have become the most important travel market for Thailand's tourism industry. However, little effort has segmented this market for marketing purposes through an empirical study. This study, therefore, has an objective to examine the travel motivations of Asian travelers to Thailand by focusing on the theory of push and pull motivations. In particular, the results of pull motivation will be employed as a segment tool to identify the possible sub-segments of the Asian tourists to Thailand. The results of the study indicate that there are at least two possible sub-segments among the Asian tourists, and these two are labeled as 1) 'cultural motivations' and 2) 'leisure motivations'. Important implications for attracting the two segments are discussed.</p>
<b>SH048</b>  15:50-16:00	<p>Disabled Individuals' Family Relations - Practical, Social and Emotional Perspectives  <b>Bîrneanu andreea-georgiana</b> and Baciu elena-Loreni  <i>West University Of Timisoara, Romania</i></p> <p><b>Abstract</b>—The article presents the results from a qualitative study conducted in 2015 in Timiș County, Romania, consisting in interviews with 24 disabled persons regarding their experience with disability, and its reflection on their social roles as parents, family and community members, friends, interpersonal and intimate relationships. Using a qualitative research approach named "Institutional Ethnography", the current study reveal "lived" experiences of 24 people with disabilities both from cities and countryside regard problematic aspects of disability likely to influence the disabled person's status in the society. The 24 respondents provide a bottom-up perspective of how disabled persons and family members organize daily life in practice. The current paper describes the following themes: the time and financial costs, physical and emotional demands, and logistical complexities associated with disability and raising a disabled child) derived from the qualitative data using a research approach named Institutional Ethnography. The impacts will likely depend on the severity of condition as well as the emotional and financial capital of the family and the community resources that are available. The purpose of this paper is to report the preliminary findings of this research and to discuss</p>

	implications for the future in terms of policy development, service planning/and delivery.		
	<p>Factors of Success in Interventions Addressed to Employment of Vulnerable Categories  <b>Baciu Elena-Loreni</b> and Birneanu andreea-georgiana  <i>West University Of Timisoara, Romania</i></p> <p><b>Abstract</b>—The article presents the partial results of a larger qualitative study conducted in Romania between October 2014 and February 2016, aiming at analyzing the successful interventions developed by Romanian organizations in the process of labour market integration of vulnerable categories. For the purposes of the current study, the intervention was defined as a specific, goal-oriented action, implemented by one or more organizations in a joint effort, with a pre-determined duration and budget, a specific set of indicators defining it that targeted and/or involved changing the current status-quo of the vulnerable groups on the labour market, by promoting or facilitating the labour-market integration. A total of 80 interviews focused around 10 case studies (deemed as successful interventions with vulnerable categories) provided the main data used in the current analysis. The data was collected from: representatives of the main implementing organization, representatives of the partner organizations, direct beneficiaries of the intervention and relevant stakeholders from the local community, and referred to: the history of the main implementing organization and its partners, the history of the intervention, the context which facilitated taking the step from planning to acting, the specific content of the intervention, the relationships between the organizations involved, the human resources involved, the financing of the intervention, the lessons drawn from the implementation of the intervention, the results, impact and sustainability of the intervention, and the future plans of the entities involved, based on the lessons drawn. The analysis of the data revealed 37 factors of success, subsequently organized in 3 categories: (1) management; (2) process; and (3) context (external environment). Each of those factors has been proved to have influenced the intervention and shaped it into becoming a successful one. However, some of them have been more influential in providing the intervention with sustainability and durability of results. Among the factors that have the most potential in generating sustainable change, those involving organizational willingness and capability to collaborate and to learn are assessed as fundamental.</p>		
SH049 16:00-16:10	<table border="1"> <tr> <td style="background-color: #a0a0d0; text-align: center;"><b>Dinner</b></td> <td style="background-color: #a0a0d0; text-align: center;"><b>18:30</b></td> </tr> </table>	<b>Dinner</b>	<b>18:30</b>
<b>Dinner</b>	<b>18:30</b>		

**Note:** \*The time slots assigned here are only tentative. Presenters are recommended to stay for the whole session in case of any absence.

## Session VII

< Humanities and Social Sciences >

**16:10–18:10 / Venue: MAI**

<Dinner: 18:30>

**Session Chair:**

<b>SH023</b> 16:10 -16:20	<p>EMPOWER (Empowerment and Protection Women Right) Community as Individual Approach Method to Rebuild Women's Mentality from Sexual Violence's Trauma in Indonesia <b>Deka Apriliani A. Pralista, Dina Fitri Rosalia, Hatif Indra Nur Septiyanti and Husniatul Fitriah</b> <i>Airlangga University, Indonesia</i></p> <p><b>Abstract</b>—Nowadays, sexual violence is the highest case of woman's violence in the world with 150 million cases in each year. Sexual violence toward woman is going to create a terrible effect, not only for victim's health but also for their psychological condition. But it's really contradictory when known that in Indonesia, most of suspected are jailed in 10 years or less only, therefore Indonesia's law never capable to decrease the number of sexual violence. Handling and healing psychological trauma as a result of sexual abuse should get serious attention from any related parties, such as family, society and country. So that's why, in order to cure and rebuild the mentality of sexual violence's victim from trauma, authors proposes a program named EMPOWER (Empowerment and Protection of Women Right). This community is open for every woman in Indonesia who wants to share their problem with others as healer for them and learning for others. In further prospect, this program can be enjoyed by every woman in global scale.</p>
<b>SH026-A</b> 16:20-16:30	<p>The Forms of Evil in Individual and Collective Agents <b>Yuki Nakamura</b> <i>Keio University, Tokyo, Japan</i></p> <p><b>Abstract</b>—This paper explores how the forms of evil doing change depending on whether the type of agent perpetrating it is individual or collective. Evil is a social action that harms others without his/her consent and it is therefore agency-driven regardless of how routinized the action is.</p>

	<p>Individual agents can either carry out what is known as nonautonomous evil in a modern and bureaucratic manner or autonomous evil in a personal way depending on the social context they are located. The types of evil which are nonautonomous and autonomous however, undergo complex social processes when the evil is committed by collective subjectivities. Nonautonomous evil, can be seen as the unintended consequence of an individual agent's action but can also be considered to be autonomous if the action was done collectively. It shows that the different dimensions of evil caused by the different types of agents (individual or collective) is an important issue that must be examined in order to solve the contradictions and misunderstandings that arise from the relationship between the types of evil and agents.</p>
<b>SH028</b> 16:30-16:40	<p>Comparing the Concept of Wisdom Tree to the Concepts of Economics, Public Administration, Social Development, and Human Resource Development  <b>Wichai Utsahajit</b>  <i>Graduate School of Human Resource Development, National Institute of Development Administration, Thailand</i></p> <p><b>Abstract</b>—This research attempts to explore the concept of “Wisdom Tree” proposed by a group of Buddhist volunteers at BuddhadasaIndapanno Archives (or BIA - A Buddhist spiritual cultivation and edutainment center). The Wisdom Tree explains a simulated situation of having four groups of people living together on and under one big tree (the good and haves, the bad and haves, the good and have-nots, and the bad and have-nots). The concept is widely accepted among numbers of Buddhists participating in the BIA dharma activities. This concept is then compared to Economics, Public Administration, Social Development and Human Resource Development concepts and analysed to come up with its implication in developing human resources in Thailand. The research methodology involves focus groups of university professors and graduate students in economics, public administration, social development and human resource development fields. Findings reveal comparison of similarities and differences of those concepts and recommendations for applying the Wisdom Tree concept in developing human resources in Thailand.</p>
<b>SH211</b> 16:40-16:50	<p>The Relationship between Legend of Kumphawapi City and Tai Local Beliefs  <b>Anan Lakul</b>  <i>Faculty of Humanities and Social Sciences, Khon Kaen University, Thailand</i></p> <p><b>Abstract</b>—This study aimed to examine the relation between Kumphawapi City's legend and Tai local beliefs. From the study of fallen city of</p>

	<p>Kumphawapi, Udon Thani Province, findings revealed that the city was believed to have existed but then collapsed; the only thing remain is legend in oral literature. Development of the legends are divided into 6 chapters as follows: 1) citation of the City, 2) lifestyle of the people, 3) the meeting of the albino (white) animal; 4) the collapse of the city; 5) the aftermath; and 6) conclusion of the legend. In addition, the story also demonstrated relation between legends and local beliefs. For example, Albino (white) animal beliefs, Naga beliefs, Phaya Tan beliefs, Bun Bung Fai Festival (Rocket Festival), Seng Klong (Drum Competition), Phaya (Isan proverbs). Legends also used to explain about relations between the legend itself with geographical areas, e.g., the emerging of Ban Pan Don, Ban Nam Khong, Ban Na Baeng, Ban Don Nguen, Ban Yang Lor, Ban Lao Yai, Ban Mueang Preuk, Ban Muang, Ban Chiang Wae, Ban Don Keaw or Ban Don Mae Mhai, Sam Pad Brook, Nong Han Lake, and Lam Pao Canal, and etc. All of this story also indicates the integration of traditional beliefs and Buddhist beliefs. The integration of the two beliefs is exerted to be Buddhism. This leads to a power conflict between the old and new beliefs in the society of “Thai”.</p>
<b>SH213</b>  16:50-17:00	<p>Analysis of Chinese female’s State through the movie “Raise the Red Lantern”of Zhang Yi mou  <b>Zhang Yun</b>  <i>Khon Kaen University ,Khonkaen,Thailand</i></p> <p><b>Abstract</b>—This article aimed to study the state of female characters in the film Raise the Red lantern of Zhang Yimou. The prominent characters were female and the concept about female was presented by using feminist theory in this story. Findings of the study revealed that the main concept about female reflected in this story were: 1. Female were reduced to the weak in the patriarchy society 2. The lack of equality of economic and social reform led to release of female who were bound 3. the concept shown in the film Raise the Red lantern are : The fate of female were not depend on themselves .Freedom and rights of female depended on Red Lantern in the film .The reason why named this film Raise the Red lantern was : Red Lantern was particularly important for female in this film. It was symbol of status and rights for female in that society. In addition, the film also shows The anti-feudal system and claims Equality of women.</p>
<b>LM0009-A</b>  17:00-17:10	<p>Exploring Japanese Student Attitude Change to Gendered Interactions  <b>Robert W. Long III</b>  <i>Kyushu Institute of Technology, Japan</i></p> <p><b>Abstract</b>—Of the many sociolinguistic issues around the world, shyness and hesitation phenomenon are the most serious issues for many Asian youth, particularly in Japan. This study discusses the piloting and development of a gender fluency survey based on three factors: personality</p>

	<p>traits, communicative competence and morale. It explores Japanese university students' attitudes concerning their behavior and interactions and their desire for more gendered interactions. The overall study examined the interactions of three groups of male students. These 66 discussions were transcribed and form the Longitudinal Japanese University Student Corpus (LJUSC). The study had two female participants interact, one-by-one with male participants. For each group, the interactions took place over six weeks with the two female participants switching roles on a weekly basis. Participants were given the survey before their discussions and again after the three weeks of their own discussions. The research questions focused on possible significant differences between the pre-survey and post-survey results, and if the results from the post-survey indicated a more positive outlook about gendered discussions. Results showed no significant difference between the pre- and post-survey results, but the participants were more positive about having follow-up discussions, and in sharing ideas without hesitation. Participants also felt that they had paid attention to what had been said, and had achieved their own goals. Recommendations focus on teachers providing more varied and challenging interactions for students to become more motivated when talking to the opposite sex.</p>
<b>LM2002-A</b> 17:10-17:20	<p><b>Indie Music Community and Urban Creative Public Space Case Study: Surabaya's Indie Music Community</b></p> <p><b>R.A. Retno Hastijanti</b> and Arum Lintang Cahyani  <i>University of 17 Agustus 1945 Surabaya, Indonesia</i></p> <p><b>Abstract</b>—Indie movement developed rapidly since 20s century. This movement affects the dynamism of the city, especially the youth. The Implementation of indie movement expressed on many aspects, as well as music. Indie music have become a lifestyle for the youth in various cities in the world, include Surabaya, Indonesia. Surabaya as the second biggest city in Indonesia known as the birthplace of various genres of music and bands. The number of indie bands in Surabaya inevitable. As a result, the needs for a specific space in Surabaya urban space whic could suitable for indie music community, arose. It is chalenging because the specific needs of the community.</p> <p>This research aimed to identify the criteria for the appropriate space to facilitate the activities of Surabaya's indie music community. By qualitative methods through observation and interviews, it could be concluded that there are criterias for space which expected to increase creativity and productivity of the community as well as a brand image for them, especially for Surabaya top five music genres: Post Rock, Grunge, Folks, Punk, and Rock.</p> <p>The benefits of this research is to provide input to the city government and the private sector to develop urban creative public spaces that are appropriate for the community, moreover, to transform an urban space</p>

	into a productive space in urban areas in order to enhance city revenues.
<b>SH206</b> 17:20-17:30	<p><b>Cost-benefit in Fairness Decision Making</b>  <b>Haoran Wan</b>  <i>Shenzhen Yaohua Experimental School, China</i></p> <p><b>Abstract</b>—We researched on the effect of cost-benefit ratios on humans' fairness decision making using a modification of dictator game. In the modified dictator game, we manipulated the cost-benefit ratios in three conditions: the 1-to-3, the 1-to-1, and the 3-to-1 cost-benefit condition. Our results indicated that humans' fairness decision-making is sensitive to cost-benefit ratios. In particular, we found that (a) more people shifted to the selfish decision when the cost increased, (b) people tended to be fair in the 1-to-1 cost-benefit ratio, and (c) people tended to share all they have when cost-benefit ratio was relative low. Our study helped reconciling conflict results of previous studies and shed light on how cost-benefit ratios affect people's decision-making.</p>
<b>SH008-A</b> 17:30-17:40	<p><b>Predictors of Condom Use Behaviors Base on Psychological Factors among Male University Students in Uttaradit Province, Thailand</b>  <b>Jakkrite Pinyaphong</b>  <i>Department of Public Health, Faculty of Science and Technology, Uttaradit Rajabhat University Muang Uttaradit Thailand</i></p> <p><b>Abstract</b>—Male university students are considered to be high-risk of contracting HIV because they are young adult, most live by their own for the first time in their life and peer pressure. Therefore, we developed and tested a psychological model of condom use behavior among male university students. A good model that could predict student's condom use behavior is need to design future interventions.</p> <p>A cross-sectional study was conducted to access psychological factors and condom use behavior. Stratified random sampling was carried out. Sample sizes of the participants from each faculty were proportionated to size of whole university. Data was collected anonymously using Computer Assist Self-Interviews technique. The construct validity of psychological measurement was investigated by Confirmatory Factors Analysis. The Structural Equation Models was used to access the psychological factors model.</p> <p>A total of 1,091 participants completed the questionnaires. The average age was 20.5 years old (<math>SD=1.39</math>). Sixty seven percent of the participants reported having had sex, among whom 36.5% reported having had consistent condom use, 44% reported did not use condom during their latest sexual intercourse, and 26.5% had multiple sex partners. The final psychological model provided acceptable fit to the data (<math>CFI=0.0992</math>, <math>RMSEA=0.044</math>). The psychological factors model could predict 57% of condom use behavior. The perceived barrier of condom uses was the best</p>

	<p>variable that could predict condom use behavior (<math>r=0.41</math>). The psychological model for condom use behavior was useful to determine condom use and the most influential factor that prevent condom use was perceived barrier of condom use.</p>
<b>SH031</b>  17:40-17:50	<p>Entrepreneurship education: Investigating the role of project-based learning  <b>Tienhua Wu</b>, Yen-Chun Jim Wu, and Chang-Yao Wu  <i>Department of Logistics Management, Air Force Institute of Technology, Taiwan</i></p> <p><b>Abstract</b>—Despite entrepreneurship education (EE) has received increased interest; both academe and practice still call for more research efforts into EE associated with actual lecturing and learning performance. Specifically, the literature highly suggests action-and project-oriented learning strategy for entrepreneurship. This study aims to apply project-based learning (PBL) approach into an entrepreneurship course of one eighteen-week semester and examines student's performance. It was found that some individual personality and capabilities were identified and emphasized when creating and operating new ventures. We also found that PBL-facilitated strategy enhanced students' learning performance in terms of entrepreneurship-related concepts, business skills, and entrepreneurial awareness. These results have important implications for faculty and students interested in improving entrepreneurship curriculum and learning.</p>
<b>SH057</b>  17:50-18:00	<p>The Relationship between Readiness and Teachers' Competency towards Creativity in Teaching among Teacher Trainees  <b>Tajularipin Sulaiman</b>, Siti Nurkhuzaimah Hamzah, <b>Suzieleez Syrene Abdul Rahim</b>  <i>University of Malaya, Malaysia</i></p> <p><b>Abstract</b>—Readiness is the ability of an individual to begin teaching. Competence is the efficiency in the execution of an instruction to be more efficient. Creativity is the thinking process that encourages a person to generate new ideas for the implementation of teaching. The objective of this study is to identify the level of readiness and competence of trainee teachers towards creativity in teaching and to identify the relationship between readiness and competency of teachers with creativity in teaching. The design of this research is descriptive and a correlational study using a questionnaire as the research instrument. A total of 130 trainee teachers were involved as respondents in this study. The findings showed that the level of readiness, competence and creativity of trainee teachers were 4.13 for readiness, 4.01 for competence, and 3.99 for creativity. The findings also showed that there is a significant positive relationship between readiness and competence in teaching with teaching creativity among trainee teachers.</p>

<b>SH053</b> 18:00-18:10	<p>Using Urinary Metallic Elements as the Indicator For The Assessment of Intervention on Children with Autism Spectrum Disorder  <b>Chen Li</b>, Kangwei Shen, Jinli Qiu, Dongchuan Yu and Xuejun Kang  <i>Southeast University, China</i></p> <p><b>Abstract</b>—Autism spectrum disorder (ASD) is a neurodevelopmental disease. The pathology of ASD was unclear. Some existed hypotheses are from nutritional and environmental aspects. urinary metallic elements have close connections with these factors. There is not a specific therapy for ASD. Intervention is a conventional treatment to alleviate the behavioral problems of ASD patients. After intervention, the effects require evaluation. This paper reported a preliminary attempt in using urinary elements as an indicator for the assessment of the intervention effects on a small sample of ASD children. The results showed a homodromous alteration of urinary elements and the behavioral performances. It was suggested that the ratio of urinary beneficial elements to hazardous elements could serve as a potential indicator for the assessment of the intervention effects on ASD children.</p>
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**Dinner**

**18:30**

March 27, 2017 is the one day tour in Kyoto, Japan. More details, please ask the conference secretary on March 25, 2017.

# Conference Venue:

## Apa Hotel (Kyoto Gion) Excellent

[http://www.apahotel.com.e.ju.hp.transer.com/language/kansai/04\\_kyotogion.html](http://www.apahotel.com.e.ju.hp.transer.com/language/kansai/04_kyotogion.html)

555, Gionmachiminamigawa, Higashiyama-ku, Kyoto-shi, Kyoto

E-mail: ahgion@apa.co.jp

Contact person: Sae Sasaki

Tel: 075-551-2111



The hotel is located in the area of Gion, very close to some places of interest in Kyoto, like the Ryozen Museum of History, Kenninji Temple, etc. Also, march is a good season for Cherry Blossom Festival.

### Transportation:

<b>By Train</b>	It is a 4-minute walk from Keihan Electric Railway "Gion-Shijo Station" Exit 6 It is a 7-minute walk from Hankyu Corporation "Kawaramachi Station" east wicket getting off, Kiyamachi Minamide entrance
<b>Bus</b>	From Kyoto Station D2 bus platform, "Kyoto-shi bus 206th system Kitaoji bus terminal line" ride, "Gion" getting off are immediate
<b>JR</b>	It is approximately ten minutes by car from "Kyoto Station" It is ("Gion" getting off) in city bus D2 platform (206 system .100) Gion line from "Kyoto Station" for approximately 25 minutes
<b>Airport</b>	From Kansai International Airport, by JR "Haruka", get off at "Kyoto Station", approximately 10 minutes by car From Knasai International Airport, by airport bus, get off at "Kyoto station Hachijo Exit", approximately 10 minutes by car
<b>Expressway</b>	It is approximately 20 minutes from Meishin Expressway "Kyoto east IC" It is approximately 30 minutes from Meishin Expressway "Kyoto south IC"

# Upcoming Conferences:



**ICBIM 2017**  
July 23-25, 2017, Beijing, China  
2017年7月23-25日，中国北京  
2017 International Conference  
on Business  
and Information Management  
2017年商业与信息管理国际会议

2017 International Conference on Business and Information Management (ICBIM 2017), will be held in Beijing China during **July 23-25, 2017**.

## Publication

**Option A:** Publication in Proceedings; Submissions will be peer reviewed by conference committees, and accepted papers will be International Conference Proceedings, which will be indexed by **Ei Compendex** and **Scopus** and submitted to be reviewed by Thomson Reuters Conference Proceedings Citation Index (**ISI Web of Science**).

**Option A:** International Journal of e-Education, e-Business, e-Management and e-Learning (**IJEEEE**), (ISSN: 2010-3654), which will be indexed by Engineering & Technology Digital Library, Google Scholar, Electronic Journals Library, QUALIS, ProQuest, **EI (INSPEC, IET)**.

- Accepted full Papers will be published into the International proceedings
- At the authors' choice, those works not suitable for publication, you can submit an abstract only and give the oral presentaiton at the conference.
- Listeners can register any time before the conference
- Submission Deadline: **Before April 15th, 2017 (Full paper)**

You can view the website to know more information about the conference.

## Contact:

Conference Secretary: Zeke R. B. Zhou  
E-mail: [icbim@iedrc.net](mailto:icbim@iedrc.net)  
Website: <http://www.icbim.org/>  
Tel: +852-3500-0005 (Hong Kong).



# ICEBT 2017

2017 International Conference  
on E-Education, E-Business  
and E-Technology

September 10-12, 2017  
Toronto, Canada

2017 International Conference on E-Education, E-Business and E-Technology (**ICEBT 2017**) will be held in **Toronto, Canada** during **September 10-12, 2017**. ICEBT 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 E-Education, E-Business and E-Technology, and discuss the practical challenges encountered and the solutions adopted.

## Submission Method:

### 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.

(<https://easychair.org/account/signin.cgi?timeout=1;key=50346058.AE8bsYH75Ubdc3Hm>)

### 2. Abstract (Presentation only)

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

## Contact:

Conference Secretary: Wendy W. J. Liang

E-mail: [icebt@iedrc.net](mailto:icebt@iedrc.net)

Website: <http://www.icbet.org/>

Tel: +852-3500-0005 (Hong Kong).

**2017 3rd International Conference  
on Literature and Linguistics  
September 23-25, 2017, Hong Kong**

## **ICOLL 2017**



2017 3rd International Conference on Literature and Linguistics (**ICOLL 2017**), will be held in **Hong Kong** during **September 23-25, 2017**.

### **Publication**

For papers submitted for the **ICOLL 2017**, we offer publication as follow:

**IJLLL International Journal of Languages, Literature and Linguistics (IJLLL, ISSN: 2382-6282, DOI: 10.18178/IJLLL)**, and will be included in Google Scholar, Engineering & Technology Digital Library.



### **Submission Method:**

--Please log in the [Electronic Submission System](#) to submit your paper; (.pdf only)

**Submission Deadline--Before May 15, 2017**

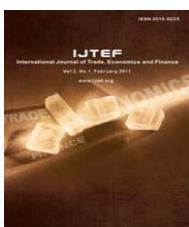
### **Contact:**

Conference Secretary: Apple P. Xiong  
E-mail: [icoll@iedrc.net](mailto:icoll@iedrc.net)  
Website: <http://www.icoll.org/>  
Tel: +852-3500-0005 (Hong Kong).

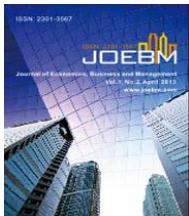


2017 7th International Conference on Business and Economics Research will be held in **Birmingham, UK, October 27-29, 2017**. It aims to provide a forum for researchers, practitioners, and professionals from the industry, academia and government to discourse on research and development, professional practice in Business and Economics Research.

## Publication



Option A: International Journal of Trade, Economics and Finance (IJTEF, ISSN: 2010-023X, **DOI: 10.18178/IJTEF**), which will be included in Engineering & Technology Digital Library, ProQuest, Crossref, Electronic Journals Library, EBSCO, and Ulrich's Periodicals Directory



Option B: Journal of Economics, Business and Management (JOEBM, ISSN: 2301-3567, **DOI: 10.18178/JOEBM**), which will be included in Engineering & Technology Library, Electronic Journals Library, Ulrich's Periodicals Directory, MESLibrary, Google Scholar, Crossref, and ProQuest.

## Submission Method

--Please log in the [Electronic Submission System](#) to submit your paper; (.pdf only)

## Contact:

Conference Secretary: Wendy W. J. Liang

E-mail: [icber@iedrc.net](mailto:icber@iedrc.net)

Website: <http://www.icber.org/>

Tel: +852-3500-0005 (Hong Kong).



The 2017 7th International Conference on Humanities, Society and Culture (ICHSC 2017) will be held in **Bangkok, Thailand** during **November 2-4, 2017**. It aims to provide a forum for researchers, scientists, engineers, and scholar students from both the industry and the academia to share their newest research findings and results.

## Publication

ICHSC offers three options for publication of full your papers or abstract as follows:



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.



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.

## Submission Method

--Please log in the [Electronic Submission System](#) to submit your paper; (.pdf only)

## Contact:

Conference Secretary: Kiko Xu

E-mail: ichsc@iedrc.org

Website: <http://www.ichcs.org/>

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## Note

