

Conference Program

June 2013
Seoul, South Korea

ICBASS

International Conference on
Business and Social Science

ISEPST

International Symposium on Education,
Psychology, Society and Tourism

ACEAIT

Annual Conference on Engineering and
Information Technology

ISFAS

International Symposium on Fundamental
and Applied Science

Proceedings of International Conference on Business and Social Science
ISBN: 978-986-89298-7-6
ISSN: 2308-1457

Proceedings of International Symposium on Education, Psychology, Society and Tourism
ISBN: 978-986-89298-8-3
ISSN: 2308-1465

Proceedings of Annual Conference on Engineering and Information Technology
ISBN: 978-986-89298-6-9
ISSN: 2308-1473

Proceedings of International Symposium on Fundamental and Applied Science
ISBN: 978-986-89298-5-2
ISSN: 2308-1724

Table of Content

| | |
|--|----|
| General Information for Participants | 2 |
| Conference Organization | 4 |
| Special Thanks | 11 |
| Conference Schedule | 12 |
| Conference Agenda – Oral Sessions | 14 |
| Education & Culture I | 14 |
| Physics Sciences/ Engineering Sciences/ Geology, Earth and Environmental Sciences/ Biomedical Engineering | 16 |
| Business & Economics I | 18 |
| Mechanical Engineering and Technology | 19 |
| Communication , Society and Tourism..... | 21 |
| Education, Culture & Psychology II | 23 |
| Marketing & Management I..... | 25 |
| Psychology | 27 |
| Communication & Society | 29 |
| Chemical Sciences/ Nanotechnology/ Materials Science and Engineering | 31 |
| Education & Culture III..... | 33 |
| Education & Culture IV | 35 |
| Computer Engineering and Technology/ Chemical Engineering | 37 |
| Computer Engineering and Technology | 39 |
| Politics & Law..... | 41 |
| Marketing & Management II..... | 43 |
| Business & Economics II | 45 |
| Banking & Finance..... | 47 |
| Business & Economics III..... | 49 |
| Marketing & Management III | 51 |
| Conference Agenda – Poster Sessions | 53 |
| Fundamental and Applied Sciences, Engineering and Information Technology | 53 |
| Education, Psychology, Marketing & Management | 56 |
| Marketing & Management , Banking & Finance, Business & Economics..... | 59 |

General Information for Participants

Information and Registration

The Registration and Information Desk will be situated in the **Courtyard Marriot Seoul Times Square** on the fourth floor, and will be open at the following times:

Friday, June 28 (08:15-16:30)

Saturday, June 29 (08:15-16:30)

Parallel Sessions

Parallel Sessions will run on June 28 and 29. Sessions are usually 90 minutes in length.

Presentations and Equipment

All presentation rooms are equipped with a screen, an LCD projector, and a laptop computer installed with PowerPoint software. You will be able to insert your USB flash drive into the computer and double click on your presentation to open it in PowerPoint. We recommend that you bring two copies of your presentation in case of one fails. You may also link your own laptop computer to the projector cable, however if you use your own Mac please ensure you have the requisite connector.

A Polite Request to All Participants

Participants are requested to arrive in a timely fashion for all addresses, whether to their own, or to those of other presenters. Presenters are reminded that the time slots should be divided fairly and equally between the number of presentations, and that they should not overrun. The session chair is asked to assume this timekeeping role.

Poster Sessions & Poster Requirements

Materials Provided by the Conference Organizer:

1. X-frame display & Base Fabric Canvases (60cm×160cm)
2. Adhesive Tapes or Clamps

Materials Prepared by the Presenters:

1. Home-made Poster(s)

Requirement for the Posters:

1. Material: not limited, can be posted on the canvases
2. Size: smaller than 60cm*160cm

Conference Organization

ICBASS International Committee Board

Tian Guang, Business School of Shantou University, CHINA

Umar-Fahmi Achmadi, Griffith University, AUSTRALIA

Engku Mohammad Nazri Engku Abu Bakar, Northern University of Malaysia, MALAYSIA

Jamilah Hj Ahmad, Universiti Sains Malaysia, MALAYSIA

Kim Tong Won, Sungkyunkwan University, KOREA

Deniss Tsi Chung Yeung, Wintec, NEW ZEALAND

Muhammad Akram Naseem, University of Lahore, PAKISTAN

Hong Liu, Nanyang Technological University, SINGAPORE

Zhou Zhen, Ningxia University, CHINA

Grace Edmar Elizardel Prado, Western Visayas College of Science and Technology,
PHILIPPINES

Chunhui Liu, University of Winnipeg, CANADA

Saddam Hussain Rahim, Iqra national University, PAKISTAN

Weon Jae Kim, University of Incheon, KOREA

Sundaram Janakiramanan, SIM University, SINGAPORE

Bob Barrett, American Public University, USA

Maria Rebecca Alviar Campos, De La Salle University, PHILIPPINES

Shim Chang-Hack, Gyeongsang National University, KOREA

Subhasish Dasgupta, George Washington University, USA

Marieta Banez Sumagaysay, University of the Philippines Visayas Tacloban College,
PHILIPPINES

ISEPST International Committee Board

Abbas Gholtash, Marvdasht Branch, Islamic Azad University, IRAN

Adrian North, Curtin University, UK

Armin Mahmoudi, Academic Member University, IRAN

Asrul Akmal Shafie, University of Malaya, MALAYA

Awam Amkpa, New York University, USA

Bishnu Mohan Dash, University of Delhi, INDIA

Cai Su, Beijing Normal University, CHINA

Channaveer Rachayya Mathapati, Davangere University, INDIA

Debkumar Chakrabarti, Indian Institute of Technology Guwahati, INDIA

Geoffrey I. Nwaka, Abia State University, NIGERIA

I Wayan Suyadnya, Brawijaya University, INDONESIA / Georg-August University of
Goettingen, GERMANY

Laura B. Liu, Ed.D., Beijing Normal University's Center for Teacher Education Development,
CHINA

Leela Pradhan, Tribhuvan University Kathmandu, Nepal

Lee Byung Hyuk, University of Seoul, KOREA

Li-Ling Yang, Roger Williams University, USA

Lee Yang, Gyeongsang National University, South Korea/ Haskins Laboratories, Yale
University, USA

Mahabbat Pernebaevna Ospanbaeva, Taraz State Pedagogical Institute, KAZAKHSTAN

Khalachuchi Flores, Southwestern University, PHILIPPINES

Md Abdul Jalil, Shahjalal University of Science & Technology, BANGLADESH

Mohamed Azmi Ahmad Hassali, Universiti Sains Malaysia, MALAYSIA

Napaporn Srichanyachon, Bangkok University, THAILAND

Özlem AVCI, Uşak University, TURKEY

Rajeshwari Nagaraj Kenchappanavar, Karnatak Arts College, INDIA

Reyhan Bilgiç, Middle East Technical University, TURKEY

Rizwana Yousaf, University of Gujrat, PAKISTAN

Robert Evola, Université de Yaoundé, CAMEROON

Sakina Riaz, University of Karachi, PAKISTAN

Subhan El Hafiz, Muhammadiyah University, INDONESIA

Tirelo Modie-Moroka, University of Botswana, BOTSWANA

Ying Xing, China University of Political Science and Law, CHINA

Young-Ok Kim, Chonnam National University, KOREA

ACEAIT International Committee Board

Theeraphong Bualar, Silpakorn University, Thailand

Subhananda Chakrabarti, Indian Institute of Technology Bombay

Maryam Jalalifarahani, Islamic Azad University

Sunyang Chung, Konkuk University

Ravi Saxena, Nirma University

Mahadev Haridas Gavhane, SRTMU Nanded UGC

Abbas Madandar Arani, Lorestan University

Dharam Vir Mahajan, N. A. S. Post-graduate College

Jagpreet Kaur, Punjabi University

Ilango Ponnuswami, Bharathidasan University

Aijaz Ali Wassan, University of Sindh

Raj Kumar Yadav, St. Xaviers College

Rajan Mathew, University of Swaziland

Kamlesh Mahajan, Ismail National Girls Post-graduate College

Cesar Correa Arias, University of Guadalajara

Habibollah Abolhassan Shirazi, Tehran Azad University

FU Wai Chee Ada, The Chinese University of Hong Kong

Mukti Kanta Mohanty, Autonomous College

Raju Pandurangji Lipte, Nagpur University

Asadullah Naghdi, Bu-ali, Sina University

Eduardo Erazo Acosta, University of Nariño

ISFAS International Committee Board

Khalid M. Mosalam, University of California, Berkeley

Chueerat Jaruskulchai, Kasetsart University

M. Cheralathan, SRM University

J N Bandyopadhyay, Indian Institute of Technology Kharagpur

S. Dhar, University of Calcutta

Poongothai Shankar, Annamalai University

Amit Agrawal, Indian Institute of Technology Bombay

Cheng Li, The Hong Kong Polytechnic University

T.M. Indra Mahlia, University of Malaya

Kunal Ghosh, Indian Institute of Technology Kanpur

Narayanan Kulathuramaiyer, University of Sarawak Malaysia

Arup K. Sarma, Indian Institute of Technology Guwahati

Suresh K Bhargava, School of Applied Sciences

Rapeepan Pitakaso, Ubonratchthani University

Jie Liu, Carleton University

Carlos Alejandro Figueroa, Plasmar Tecnologia

Dong-Ho Ha, Konkuk University

Poul Vaeggemose, VIA University College Denmark

Maha M. O. Khayyat, Umm Al-Qura University

Kant Kanyarusoke, Cape Peninsula University of Technology

Paramita Bhattacharjee, Jadavpur University

Nathalia Devina Widjaja, Binus International University

C. M. Khalique, North-West University, South Africa

Banerji P, Indian Institute of Technology Kharagpur

P.K. Ghosh, Indian Institute of Technology Poorkee

E George Dharma Prakash Raj, Bharathidasan University

R.P.Bhatnagar, Birla Institute of Technology

V. Vijayagopal, Annamalai University

Amit Awekar, Indian Institute of Technology Guwahati

Gustavo Carneiro, University of Adelaide

Pui-In Mak, University of Macau

E,Rathakrishnan, Indian Institute of Technology Kanpur

Bassim H. Hameed, University of Science Malaysia

Sudhirkumar Barai, Indian Institute of Technology Kharagpur

S. N. Sarkar, Calcutta University

Samit Bhattacharya, Indian Institute of Technology Kanpur

A. P. Shashikala, Birla Institute of Technology

RM. Senthamarai, Annamalai University

Arnab Bhattacharya, Indian Institute of Technology Kanpur

Zbigniew Michalewicz, University of Adelaide

B. Bhattacharya, Indian Institute of Technology Kharagpur

Amin Heidarpour, Monash University

Faizal Mustapha, Universiti Putra Malaysia

Susanta Banerjee, Indian Institute of Technology Kharagpur

M.V.L.R Anjaneyalu, Birla Institute of Technology

P. Balasubramanian, Universiti Teknologi PETRONAS

Hui Tong Chua, University of Western Australia

Andrew Whyte, Curtin University

Johnson Agbinya, La Trobe University

Yuen Ka Veng, University of Macau

ShahNor Basri, Universiti Putra Malaysia

T. V. Gopal, SRM University

Surendra Kumar, Indian Institute of Technology Poorkee

K. K. Saju, Cochin University of Science and Technology

Special Thanks

Session Chairs

Prof. David Shaffer, Chosun University

Prof. Mattanjah S de Vries, UCSB

Prof. Jae Hoon Kim, La Trobe University

Prof. Fanglai Zhu, Tongji University

Prof. Marielle Bruyninckx, University of Mons

Prof. Iain Watson, Ajou University

Prof. Youngjin Bahng, University of Hawaii at Manoa

Prof. Saleh Abdullah Dabil, King Fahad Security College

Prof. Ibrahim Toruk, Selçuk Üniversitesi

Prof. Wallace Tse Loong Lim, Temasek Polytechnic

Dr. Siti Mistima Maat, Universiti Kuala Lumpur

Prof. Adrian Samuel Bell, Anderson Junior College

Prof. Nurhamiza binti Zakaria, University Technology Mara

Dr. Atthaphon Mumi, Mahasarakham University

Prof. Craig William Mark, Kwansai Gakuin University

Prof. Khatijah Omar, Universiti Malaysia Terengganu

Prof. Kevin Park, University of Michigan

Prof. Michiko Miyamoto, Akita Prefectural University

Prof. Sang Hoo Bae, Clark University

Prof. Hyoungeop Kim, Kyushu Institute of Technology

Conference Schedule

Thursday, June 27, 2013
 Executive Committee Meeting (Committee Only)

| Friday, June 28, 2013 | |
|------------------------------|---|
| Time | Information |
| 08:15-16:30 | Registration |
| 08:45-10:15 | Oral Session Meeting Room 1 [A1], Education & Culture I Oral Session Meeting Room 2 [A2], Physics Sciences/ Engineering Sciences Geology, Earth and Environmental Sciences, Biomedical Engineering |
| 10:15-10:30 | Tea Break / Poster Session [P1] |
| 10:30-12:00 | Oral Session Meeting Room 1 [B1], Business & Economics I Oral Session Meeting Room 2 [B2], Mechanical Engineering and Technology |
| 12:00-13:30 | Lunch Time |
| 13:30-15:00 | Oral Session Meeting Room 1 [C1], Communication & Society / Tourism Oral Session Meeting Room 2 [C2], Education, Culture & Psychology II |
| 15:00-15:15 | Tea Break / Poster Session [P2] |
| 15:15-16:45 | Oral Session Meeting Room 1 [D1], Marketing & Management I Oral Session Meeting Room 2 [D2], Psychology |

Conference Schedule

| Saturday, June 29, 2013 | |
|--------------------------------|---|
| Time | Information |
| 08:15-16:30 | Registration |
| 08:45-10:15 | Oral Session Meeting Room 1 [E1], Communication & Society Oral Session Meeting Room 2 [E2], Chemical Sciences/ Nanotechnology/ Materials Science and Engineering Oral Session Meeting Room 3 [E3], Education & Culture III |
| 10:15-10:30 | Tea Break / Poster Session [P3] |
| 10:30-12:00 | Oral Session Meeting Room 1 [F1], Education & Culture IV Oral Session Meeting Room 2 [F2], Computer Engineering and Technology Oral Session Meeting Room 3 [F3], Computer Engineering and Technology/ Chemical Engineering |
| 12:00-13:30 | Lunch Time |
| 13:30-15:00 | Oral Session Meeting Room 1 [G1], Politics & Law Oral Session Meeting Room 2 [G2], Marketing & Management II Oral Session Meeting Room 3 [G3], Business & Economics II |
| 15:00-15:15 | Tea Break / Poster Session |
| 15:15-16:45 | Oral Session Meeting Room 1 [H1], Banking & Finance Oral Session Meeting Room 2 [H2], Business & Economics III Oral Session Meeting Room 2 [H3], Marketing & Management III |

Sunday, June 30, 2013

City Tour

Conference Agenda – Oral Sessions

Friday, June 28, 2013

08:45~10:15

Meeting Room 1

Session [A1]

Education & Culture I

Session Chair: Prof. David Shaffer

ISEPST-072

Meditation: A Therapy and Human Resource Development Intervention

Dennis K. Awen

Northern Illinois University

ISEPST-097

Language Teaching and Learning with Technology: Student Use, Teacher Beliefs

David Shaffer

Chosun University

ISEPST-105

Analyze the Impact of Mathematics and Language to the Other Learning Subjects by Fuzzy Correlation in Taiwan

Wentsung Lai

National Cni-Nan University

Lung-Wei Cheng

National Changhua University of Education

Fang-Po Huang

National Chi Nan University

Chiu-Chu Lu

National Chi Nan University

ISEPST-166

Expectation from Potential Employers on Professional Doctoral Graduates in Tourism and Hospitality Degree in Asia

Vimolboon Cherapanukorn

Hong Kong Polytechnic University

Walanchalee

Hong Kong Polytechnic University

Wattanacharoensil

Xiuchang Tan

Hong Kong Polytechnic University

Hyun Hee Kim

Hong Kong Polytechnic University

Yang-chan Hsu

Hong Kong Polytechnic University

ICBASS-1594

Improving Undergraduates' Critique via Computer Mediated Communication

| | |
|-------------------------|--------------------------------|
| Maslawati Mohamad | Universiti Kebangsaan Malaysia |
| Faridah Musa | Universiti Kebangsaan Malaysia |
| Nani Rahayu Sallihuddin | Universiti Kebangsaan Malaysia |
| Norlaila Mufti | Universiti Kebangsaan Malaysia |
| Maryam Mohamed Amin | Universiti Kebangsaan Malaysia |
| Rozmel Abdul Latiff | Universiti Kebangsaan Malaysia |

ISEPST-041

The Study of Development Skills of Phitakhon Mask Graphic Design of Students Digital Art Program Department of Humanities Loei Rajabhat University s Students

| | |
|------------------------|--------------------------|
| Itsariyaphon Chaikulap | Loei Rajabhat University |
|------------------------|--------------------------|

Friday, June 28, 2013

08:45~10:15

Meeting Room 2

Session [A2]

Physics Sciences/ Engineering Sciences/ Geology, Earth and Environmental Sciences/ Biomedical Engineering

Session Chair: Prof. Mattanjah S de Vries

ISFAS-013

Shedding Light on History by Laser Spectroscopy of Isolated Molecules

Mattanjah S de Vries

UCSB

ISFAS-025

Effects of Natural Rubber Loading on Thermoplastic Polyurethane

Nor Azwin Ahad

Universiti Kebangsaan Malaysia

Sahrim Hj. Ahmad

Universiti Kebangsaan Malaysia

Noor Azira Mohd. Nor

Universiti Malaysia Perlis

ISFAS-012

Influence of Cell Density and Culture Medium on Inhibitory Effects of Zinc against α -Amylase production in a Microbial Assay

Rattananuch Chunpen

Mahidol University

Tinnakorn Tiensing

Mahidol University

Patana Thavipoke

Mahidol University

ISFAS-023

Vegetation of Ranikot fort area, A historical heriatge of Sindh, Pakistan

Nabila Shah Jilani

University od Sindh

Syeda Saleha Hassney

University od Sindh

Muhammad Tahir Rajput

University od Sindh

ACEAIT-074

Coordinate Detection and Color Image Classification for Leukemia Cells (AML)

Waidah Ismail Universiti Sains Islam Malaysia

Rosline Hassan Universiti Sains Islam Malaysia

Nor Azila Mohd Noh Universiti Sains Islam Malaysia

ACEAIT-098

Aquatic Plant-Based Green Technology as Phytoremediator for Polluted Urban Lakes Ecology

Siti Zubaidah Abu Kasim Universiti Teknologi MARA

Nik Ismail Azlan Abd. Rahman Universiti Teknologi MARA

Friday, June 28, 2013

10:30~12:00

Meeting Room 1

Session [B1]

Business & Economics I

Session Chair: Prof. Jae Hoon Kim

ICBASS-006

Grower's Selling Behavior: Transaction Cost Comparison Analysis

Lijia Wang

Northwest A&F University

Xuexi Huo

Northwest A&F University

ICBASS-037

A Bootstrap Test for Parameter Restrictions in a Stationary VAR Model

Jae Hoon Kim

La Trobe University

ICBASS-184

The Economics of Agglomerations and Urbanization

Mudrajad Kuncoro

Gadjah Mada University

ICBASS-079

Economic Valuation for Improved Sanitation Services in Cambodia: An application of Choice Modeling

Mitsuyasu Yabe

Kyushu University

Koun Pich

Kyushu University

ICBASS-080

Measuring the Efficiencies of Shrimp Mono-Culture Farms in Tam Giang-Cau Hai Lagoon, Thua Thien Hue Province, Vietnam - Stochastic Production Frontier versus Data Envelopment Analysis Approaches

Mitsuyasu Yabe

Kyushu University

Quynh Chi Thi Nguyen

Kyushu University

Friday, June 28, 2013**10:30~12:00****Meeting Room 2****Session [B2]****Mechanical Engineering and Technology****Session Chair: Prof. Fanglai Zhu****ACEAIT-009****Analysis on Logistic Layout of the Aircraft Final Assembly Shop**

| | |
|--------------|---|
| Rui Miao | Shanghai Jiao Tong University |
| Shen Wang | Shanghai Jiao Tong University |
| Liping Jiang | Shanghai Aircraft Manufacturing Co.,Ltd |
| Xiaoxu Deng | Shanghai Jiao Tong University |

ACEAIT-041**The Analysis of Railway Vehicle with Semi-Active Secondary Suspension System under Harmonic Excitation Disturbance**

| | |
|---------------------------|-------------------------------------|
| Mohd Hanif Harun | Universiti Teknologi Malaysia |
| W Mohd Zailimi w Abdullah | Universiti Teknologi Malaysia |
| Mohd Azman Abdullah | Universiti Teknikal Malaysia Melaka |
| Hishamuddin Jamaluddin | Universiti Teknologi Malaysia |
| Roslan Ab Rahman | Universiti Teknologi Malaysia |

ACEAIT-071**The Actuator Fault Detection and Reconstruction for a Class of Uncertain Nonlinear Systems Based on Auxiliary Outputs**

| | |
|-------------|-------------------|
| Fanglai Zhu | Tongji University |
| Liyun Xu | Tongji University |
| Wu Fan | Tongji University |

ISFAS-019**New Strategy for Smart Shape Memory Alloy Actuator in Prosthetic Hand**

| | |
|-------------------------|---------------------------|
| Mohamad Amlie Abu Kasim | Universiti Teknologi MARA |
|-------------------------|---------------------------|

ISFAS-063

A Study on Wood Beam Strengthened by Using Glass Fiber Reinforced Plastic Bars

| | |
|---------------|--|
| Yeou-Fong Li | National Taipei University of Technology |
| Ming-Jer Tsai | National Taiwan University |
| Ting-Fang Wei | National Taipei University of Technology |

ACEAIT-026

3D Simulation of Bullet Impact on Armored Plate Comparing with Experiment

| | |
|--------------------------|--|
| Attapon Charoenpon | Defence Technology Institute of Thailand |
| Arthit Ridluan | Defence Technology Institute of Thailand |
| Achirakris Julniphitwong | Defence Technology Institute of Thailand |

ACEAIT-031

Study Behaviors of Distension Using Design of Experiment (DOE)

| | |
|-------------------|--|
| Thasin Suansaekaw | Defence Technology Institute of Thailand |
| Artit Ridluan | Defence Technology Institute of Thailand |

Friday, June 28, 2013

13:30~15:00

Meeting Room 1

Session [C1]

Communication , Society and Tourism

Session Chair: Prof. Marielle Bruyninckx

ICBASS-137

Elderly Immigrants Integrating an Institutional Accommodation Considering Cultural Specificities for an Appropriate Professional Caring

Marielle Bruyninckx University of Mons

Dimitri Cauchie University of Mons

ICBASS-108

Generating Community's Opinions to Solve Poverty and Educational Inequality for Sustainable Development: A Case Study of Surao-Bandon Ghetto in Bangkok

Sarika Khasuwan Bangkok University

ICBASS-145

Effects of Humorous Anti-Tobacco Videos in Social Media: The Medium Difference and the Context Influence

Fannin Chen University of Florida

Moon J. Lee University of Florida

ICBASS-204

Thai English as an Emerging Variety

Nuchsara Choksuansup Rajabhat Mahasarakham University

ISEPST-028

An Empirical Study of Socially Responsible Behaviors of Tourism Organizations

Jung Eun Kim University of Northern Colorado

Lori Pennington-Gray University of Florida

ISEPST-127

**Creating and Maintaining Sustainable Rural Community through Creative Tourism:
Experience from Thailand**

Ornuma Teparakul

Thammasat University

Col. Nalikatibhag Sangsrit

Designated Areas for Sustainable Tourism Administration (Public
Organization)

Friday, June 28, 2013

13:30~15:00

Meeting Room 2

Session [C2]

Education, Culture & Psychology II

Session Chair: Prof. Iain Watson

ICBASS-1549

Reflections on Green Growth, sustainable greenism and green citizenship education in South Korea

Iain Watson

Ajou University

ICBASS-229

Using Hermeneutics Approach for Constructing the Relevant Factors of E-Decision Making Capabilities for Taiwan College Students

Pi-Shan Hsu

Fooyin University

Chien-Yun Dai

National Taiwan Normal University

Kuo-Liang Yeh

Cardinal Tien Junior College of Healthcare & Mana;

ICBASS-129

Unraveling Learner Diversity in Malaysian Higher Education Institutions

Nafisah Mahmud

Universiti Utara Malaysia

Rosna Awang Hashim

Universiti Utara Malaysia

Aizan Yaacob

Universiti Utara Malaysia

Nena Valdez

Universiti Utara Malaysia

Sharifah Azizah Syed Sahil

Insaniah Universiti College

ICBASS-120

The Relationship of Financial Stress and Religious Coping from Islamic Perspective

Khatijah Othman

Universiti Sains Islam Malayisa

Sapora Sipon

Universiti Sains Islam Malayisa

ICBASS-136

Assessing Religious/Spiritual Coping In a Disaster

Sapora Sipon

Universiti Sains Islam Malayisa

Khatijah Othman

Universiti Sains Islam Malayisa

Husni Radzi

Universiti Sains Islam Malaysia

Friday, June 28, 2013

15:15~16:45

Meeting Room 1

Session [D1]

Marketing & Management I

Session Chair: Prof. Youngjin Bahng

ICBASS-088

Spiritual Leadership And Organizational Behaviour In Malaysia

| | |
|----------------------|------------------------------|
| Shiet Ching Wong | Sunway University |
| Malissa Maria Mahmud | Sunway University |
| Fatimah Omar | National University Malaysia |

ICBASS-223

Understanding Behavioral Intention to Play Social Network Based Mobile Games

| | |
|--------------|--|
| Sang Hyun Jo | Korea Advanced Institute of Science and Technology |
|--------------|--|

ICBASS-087

Using Analytic Hierarchy Process to Analyze the Critical Factors of University Campus Sustainability

| | |
|-----------------|----------------------------------|
| Hung-Yi Wu | National Chiayi University |
| Chung-Lin Tsai | Chang Chung Christian University |
| Mongush Mellena | National Chiayi University |
| Hung-Shu Wu | Huafan University |

ICBASS-141

Segmentation of Retail Buyers based on the Use of Assortment Decision Factors

| | |
|------------------|-------------------------------|
| Youngjin Bahng | University of Hawaii at Manoa |
| Doris H. Kincade | Virginia Tech |

ICBASS-4331

Analyzing Fundamental Cognitive Factors of Indonesians Skin Color Preference: Qualitative Approach to Develop Research Framework

| | |
|----------------|-------------------------|
| Widya Paramita | Universitas Gadjah Mada |
| Sari Winahjoe | Universitas Gadjah Mada |

ISEPST-134

To What Extent Does Social Effect Has Influence On Choice Overload?

Jaewon Yoo

Korea Advanced Institute of Science and Technology

Wonjoon Kim

Korea Advanced Institute of Science and Technology

Friday, June 28, 2013

15:15~16:45

Meeting Room 2

Session [D2]

Psychology

Session Chair: Prof. Saleh Abdullah Dabil

ISEPST-015

Double Eyelid Surgery Boom among Korean Teenage Girls

Yona Son

Hankuk Academy of Foreign Studies

ISEPST-070

Traditional Games in Indonesia: How Culture Influence the Children Playfulness

Nisa Praditya Ar-Rizqi

University of Indonesia

Romi Aldinori

University of Indonesia

ISEPST-122

Quality of Life of the Private Car Driver who Drive in Daily Bad Traffic Congestion in Jakarta

Guritnaningsih Prayitno
Santoso

University of Indonesia

ICBASS-103

Dimensionality and Measurement Invariance in the Father/Mother Involvement Scale in Malaysia

Siew Ting Yap

Universiti Putra Malaysia

Rozumah Baharudin

Universiti Putra Malaysia

ICBASS-109

Current Status and Plausible Future Directions in Research on Well-Being: towards an Anthropology and Archaeology

Kong Man Joey Ng

The Open University of Hong Kong

Suk Yin Rebecca Lau

The Open University of Hong Kong

Choi Ping Sara Lau

The Open University of Hong Kong

ICBASS-191

Test of Traffic Rehabilitation Program in Saudi Arabia

Saleh Abdullah Dabil

King Fahad Security College

Saturday, June 29, 2013

08:45~10:15

Meeting Room 1

Session [E1]

Communication & Society

Session Chair: Prof. Ibrahim Toruk

ICBASS-041

An Empirical Analysis of Retirement and Marriage in Taiwan

Wen-Shai Hung

Providence University

ICBASS-069

6 November 2012 American Presidential Elections in Turkish Press

Ibrahim Toruk

Selçuk Üniversitesi

Mustafa Seker

Selçuk Üniversitesi

ICBASS-042

Are Children Born to Immigrant Mother Healthier or Not?

Shu-Hsi Ho

Ling Tung University

ICBASS-221

The Relation between Advertisement and Personality

Mustafa Özodaşık

Selçuk University

ISEPST-030

Fading Visibility? European Union in the Op-eds of The Jakarta Post

Gunar Yadi

Indonesian Centre for Actual Information and Studies on
Europe

ICBASS-062

**A Comparative Analysis of News Frames Employed in Political Scandal Coverage in US
and UK Newspaper: A Case Study of Chongqiong Incident**

Rong Qi

Xiamen University

Hao Dang

East China Jiaotong University

ICBASS-143

Human-computer interaction through sociological lens

Liliia V. Zemnukhova

Russian Academy of National Economy and
Public Administration

Saturday, June 29, 2013**08:45~10:15****Meeting Room 2****Session [E2]****Chemical Sciences/ Nanotechnology/ Materials Science and Engineering****Session Chair: Prof. Wallace Tse Loong Lim**

ISFAS-010**Effect of Synthesis Parameter on Conducting Polymer Chemical Sensor for Hydrazine Detection**Kavirajaa Pandian
Sambasevam

University of Malaya

ISFAS-042**Study on Bio-Extract as a Rubber Coagulant**

Saisamorn Lumlong

Ubon Ratchathani University

ISFAS-051**Computer-Aided Molecular Design of Diarylpyrimidine Derivatives as Highly Potent HIV-1 Nnrtis Active Against Wild-Type and K103N/Y181C HIV-1 RT Stains Using QSAR Approaches**

Pornpan Pungpo

Ubon Ratchathani University

ISFAS-045**Enzymatic Activities of Immobilized Cellulases from *Trichoderma reesei***

Thilini Alahakoon

Temasek Polytechnic

Shu Xian Koh

Temasek Polytechnic

Terence Soh

Temasek Polytechnic

Cassandra Leung

Temasek Polytechnic

Jessilyn Tan

Temasek Polytechnic

Wallace Tse Loong Lim

Temasek Polytechnic

ISFAS-093

Facile Fabrication of Lead(II) Oxide/Iodide Nano-Structures by Thermal Decomposition of Nano Lead(II) Iodide Triazole Carboxylate Coordination Polymer

| | |
|----------------------|----------------------------|
| Ali Morsali | Tarbiat Modares University |
| Vahid Safarifard | Tarbiat Modares University |
| Farnoosh Zare Karizi | Tarbiat Modares University |

ISFAS-103

Preparation of Nano-Sized Perlite-SO₃H from Perlite Mineral Powder and Their Use as a Highly Efficient and Recoverable Catalyst for the One-Pot Synthesis of Xanthene Derivatives Under Microwave Irradiation

| | |
|-----------------|----------------------|
| Ali Ramazani | University of Zanjan |
| Elahe Mirhadi | University of Zanjan |
| Morteza Rouhani | University of Zanjan |

ACEAIT-023

The Impact of the Shear Key Pitch on the Shear Performance of the Composite Sandwich Panels with PVC foam core: FE Analysis

| | |
|-----------------|---|
| Ahmed Thabet | University of New South Wales at The Australian Defence Force Academy |
| Krishna Shankar | University of New South Wales at The Australian Defence Force Academy |
| Evgeny Morozov | University of New South Wales at The Australian Defence Force Academy |

ACEAIT-024

Numerical Investigation on the Influence of the Shear Key Diameter on the Shear Response of the Composite Sandwich Panels with PVC foam core

| | |
|-----------------|---|
| Ahmed Thabet | University of New South Wales at The Australian Defence Force Academy |
| Krishna Shankar | University of New South Wales at The Australian Defence Force Academy |
| Evgeny Morozov | University of New South Wales at The Australian Defence Force Academy |

Saturday, June 29, 2013

08:45~10:15

Meeting Room 3

Session [E3]

Education & Culture III

Session Chair: Dr. Siti Mistima Maat

ICBASS-082

The Elements of Visual Animation to Attract Weak Learners in Mathematics

Nazhatul Sahima Mohd Yusoff Universiti Teknologi MARA

Farah Suraya Md Nasrudin Universiti Teknologi MARA

Wan Norliza Wan Bakar Universiti Teknologi MARA

ICBASS-207

Impolite or Not Impolite - the Translation of Impoliteness Strategies in Childrens Literature

Chirawan Sukwitthayakul Mahidol University

ICBASS-044

Linking Mathematics Confidence and Technical Knowledge in Learning Mathematics among Engineering Technology Students

Siti Mistima Maat Universiti Kuala Lumpur

Norhatta Mohd Universiti Kuala Lumpur

ICBASS-130

Malaysian Higher Education Lecturers' Perspectives on Learner Diversity: Issues and Concerns

Aizan Yaacob Universiti Utara Malaysia

Rosna Awang Hashim Universiti Utara Malaysia

Nafisah Mahmud Universiti Utara Malaysia

Norhafezah Yusoff Universiti Utara Malaysia

ICBASS-122

A Preview on the Conceptualization of Contemporary Knowledge from Islamic Knowledge Management Perspective

Muhamadul Bakir Yaakub International Islamic University Malaysia

Khatijah Othman Universiti Sains Islam Malaysia

ICBASS-1572

The Understanding of Love amongst the Muslim Youth in Malaysia

Fazilah Idris Universiti Kebangsaan Malaysia

Syaidatun Nazirah Abu Zahrin Universiti Kebangsaan Malaysia

Saturday, June 29, 2013

10:30~12:00

Meeting Room 1

Session [F1]

Education & Culture IV

Session Chair: Prof. Adrian Samuel Bell

ICBASS-272**First Grade Teacher's Opinions Regards to School Accordance and Preparation for Studies Books (1-2) and Teachers Guide Books**

| | |
|------------------------|----------------------|
| Hüseyin Kiran | Pamukkale University |
| Fatma Susar Kirmizi | Pamukkale University |
| Hüseyin Cahit Kayhan | Pamukkale University |
| İbrahim Halil Yurdakal | Pamukkale University |
| Eda Biçak | Pamukkale University |

ICBASS-133**Empowering Gifted Learners Using Schoolwide Enrichment Model: A Malaysian Case**

| | |
|------------------|---------------------------|
| Aizan Yaacob | Universiti Utara Malaysia |
| Nurulwahida Azid | Universiti Utara Malaysia |

ISEPST-109**The Survey Research of Junior High School Mathematics Teachers about Early Childhood School Teaching Mental Calculation by Abacus**

| | |
|----------------|-----------------------------|
| Wentsung Lai | National Chi Nan University |
| Chiu-Ying Chao | National Chi Nan University |
| Chiu-Chu Lu | National Chi Nan University |
| Fang-Po Huang | National Chi Nan University |

ISEPST-154**Teachers Mark Faster - While Students Learn More Effectively**

| | |
|--------------------|------------------------------------|
| Adrian Samuel Bell | Anderson Junior College, Singapore |
|--------------------|------------------------------------|

ISEPST-161

An Investigation on Teaching Qualification, Characteristic, Competence and Lecturer Performance: A Qualitative Approach

Nurahimah Mohd-Yusoff Universiti Utara Malaysia

Lucky Ossai-Igwe Esuh Universiti Utara Malaysia

ISEPST-142

Comparing the Teacher's Opinions Regards to Teacher's and Student's Guide Book in Terms of Different Variables

Fatma Susar Kirmizi Pamukkale University

Hüseyin Cahit Kayhan Pamukkale University

İbrahim Halil Yurdakal Pamukkale University

Eda Biçak Pamukkale University

Hüseyin Kiran Pamukkale University

Saturday, June 29, 2013**10:30~12:00****Meeting Room 2****Session [F2]****Computer Engineering and Technology/ Chemical Engineering****Session Chair: Prof. Nurhamiza binti Zakaria**

ACEAIT-020**Protecting Intellectual Property through Obfuscation: Java Class Obfuscation for Software Security**

Nor Izyani Daud MIMOS Berhad

Rudhuwan Abu Bakar MIMOS Berhad

Teh Kian Lai MIMOS Berhad

ACEAIT-033**Prediction of Higher Educational Loan Defaulters in Malaysia**

Nurhamiza binti Zakaria University Technology Mara

Rasimah Binti Aripin University Technology Mara

ACEAIT-034**Extending uPortal security and privacy with Unified Authentication Platform via Security Assertion Markup Language**

Chong Seak Sea MIMOS BERHAD

Nor Izyani Daud MIMOS BERHAD

Hon Loon Wong MIMOS BERHAD

ACEAIT-086**Just In Time: Kanban versus Andon System in Manufacturing Industry**

Abdul Talib Bin Bon Universiti Tun Hussein Onn Malaysia

Muhammad Farid Mokhtar Universiti Tun Hussein Onn Malaysia

ISFAS-118

An Iterative Method for Solving Linear Systems of Equations Based on Simultaneous Elimination and Back-Substitution Method (SEBSM)

Xiao-Wei Gao Dalian University of Technology

Miao Cui Dalian University of Technology

ACEAIT-179

Programming Reinforcement Learning Algorithm in LabVIEW Environment: An Example with Mobile Robot Navigation

Abhijit Suprem California State University, Fresno

Kiseon Kim Gwangju Institute of Science and Technology

DuHyun Kim Korea Advanced Institute of Science and Technology

Reza Raeisi California State University, Fresno

ISFAS-119

Technological Review on Malaysian Fermented Fish Products

Wan Nadiah Wan Abdullah Universiti Sains Malaysia

Abbas Fadhl Mubarek Al-Karkhi Universiti Sains Malaysia

Nurul Huda Universiti Sains Malaysia

Saturday, June 29, 2013

10:30~12:00

Meeting Room 3

Session [F3]

Computer Engineering and Technology

Session Chair: Prof. Hyoungseop Kim

ACEAIT-112

An Image Registration Method for Head CTA and MRA Image Using Mutual Information on Volumes of Interests

| | |
|-------------------|--------------------------------|
| Hyoungseop Kim | Kyushu Institute of Technology |
| Yutaro Yamamura | Kyushu Institute of Technology |
| Joo Kooi Tan | Kyushu Institute of Technology |
| Seiji Ishikawa | Kyushu Institute of Technology |
| Akiyoshi Yamamoto | Kyushu Institute of Technology |

ACEAIT-091

Automated Electrocoagulation System for Wastewater Treatment

| | |
|--------------------------|---------------------------|
| Eugenia Padamada Ramirez | University of Santo Tomas |
|--------------------------|---------------------------|

ACEAIT-083

Dental Radiograph Segmentation Using Image Processing Techniques

| | |
|------------------------|-------------------------------|
| Abdolvahab Ehsani Rad | Universiti Teknologi Malaysia |
| Mohd Shafry Mohd Rahim | Universiti Teknologi Malaysia |
| Alireza Norouzi | Universiti Teknologi Malaysia |

ACEAIT-106

Modelling Fuzzy Decision Making by Using Intuitionistic Fuzzy Clustering Method

| | |
|---------------------------|---------------------------------|
| Elissa Nadia Madi | Universiti Sultan Zainal Abidin |
| Nazirah Abd Hamid | Universiti Sultan Zainal Abidin |
| Siti Dhalila Mohd Satar | Universiti Sultan Zainal Abidin |
| Raja Hasyifah Raja Bongsu | Universiti Sultan Zainal Abidin |
| Roslinda Muda | Universiti Sultan Zainal Abidin |

ISFAS-094

Inverse Analysis for Nonlinear Transient Heat Conduction Problems

| | |
|-------------|---------------------------------|
| Miao Cui | Dalian University of Technology |
| Nan Li | Dalian University of Technology |
| Yunfei Liu | Dalian University of Technology |
| Xiaowei Gao | Dalian University of Technology |

ACEAIT-047

Investigating the Oil Mixtures Flow Characterization using Rotating Disk Apparatus Technique

| | |
|--------------------|----------------------------|
| Hayder A Abdulbari | University Malaysia Pahang |
| Charlot Kho | University Malaysia Pahang |

ACEAIT-048

Stability of Water-in-Crude Oil Emulsions using Non-ionic emulsifying Agents

| | |
|------------------|----------------------------|
| Abdurahman H. N | University Malaysia Pahang |
| Wafaa K. Mahmood | University Malaysia Pahang |

Saturday, June 29, 2013

13:30~15:00

Meeting Room 1

Session [G1]

Politics & Law

Session Chair: Prof. Craig William Mark

ICBASS-086

A Review on the Environmental Policies and the Situation of Water Pollution in Vietnam

Long Van Hoang Kyushu University

Mitsuyasu Yabe Kyushu University

ICBASS-183

An Intangible Threat: U.S. Economic Security and Chinese Foreign Direct Investment

Kristin Oma Johnson Renmin University of China

Gordon Lee University of Ontario Institute of Technology

ICBASS-1388

Human Rights in Legal Perspektif (Case In Indonesia)

Busrizalti Busrizalti Purwakarta University

ICBASS-215

Maritime Rivalry in the Asia-Pacific: Prospects for a Regional Arms Control Treaty

Craig William Mark Kwansai Gakuin University

ICBASS-128

Governance Structure and Determinant of Financial Disclosure in Indonesian Local Government

Teguh Iman Maulana Universitas Indonesia

Wibisono Prambudi Universitas Indonesia

ICBASS-065

Recent Development of Inside Information Disclosure Regime in Hong Kong: A Comparison with Australia

Raymond Siu Yeung Chan

Hong Kong Baptist University

John Kong Shan Ho

University of Surrey

Saturday, June 29, 2013

13:30~15:00

Meeting Room 2

Session [G2]

Marketing & Management II

Session Chair: Prof. Khatijah Omar

ICBASS-258

A Glimpse of Competitive Readiness from Manufacturing Companies in Indonesia

Lina Anatan

Gadjah Mada University

ICBASS-067

Does Demographic Variables Influence Intention to Leave : A Study on Nurses in Malaysian Public Hospitals

Khatijah Omar

Universiti Malaysia Terengganu

ICBASS-1416

An Integrated Fuzzy Multi Criteria Decision Making For Renewable Energy Management: The Case of Turkey

Abit Balin

Yildiz Technical University

Hayri Baracli

Yildiz Technical University

Ismail Adak

Univercity of Yalova

ICBASS-1563

Significant Influence of Social Interaction on Visitors' Event Experience

Norazirah Ayob

Universiti Malaysia Sarawak

ICBASS-126

A Brief Overview on Islamic Compliance Quality Management System

Khatijah Othman

Universiti Sains Islam Malayisa

ICBASS-1591

Social networks and creativity: Interactions between weak ties and individual differences

Sang Kyun Kim

University of Southern Indiana

Shung Jae Shin

Portland State University

Douglas Miller

Washington State University

Saturday, June 29, 2013

13:30~15:00

Meeting Room 3

Session [G3]

Business & Economics II

Session Chair: Prof. Kevin Park

ICBASS-187

The Influence of Understanding Taxes and Taxpayer Perception to Taxpayer Compliance

Diana Sari Sjarkawi

Widyatama University

ICBASS-200

Triple Bottom Line Concept as a Performance Measurement System of Ethical Business Practices in Indonesian Oil & Gas Industry

Astrie Krisnawati

Institut Manajemen Telkom

ICBASS-060

Task Performance Fraud Risk Assessment on Forensic Accountant Knowledge and Mindset in Nigerian Public Sector

Oluwatoyin Muse Johnson
Popoola

Universiti Utara Malaysia

Ayoib Che Ahmad

Universiti Utara Malaysia

Rose Shamsiah Samsudin

Universiti Utara Malaysia

Hartini Ahmad

Universiti Utara Malaysia

ICBASS-1381

Rethinking Economic System Reform in China

Zongling Xu

Shantou University

Guang Tian

Shantou University

Xiaoyan Lin

Shatou University

ICBASS-052

The Effect of CEO Reputation on Investors' Prediction of Earnings

Kevin Park

University of Michigan

Chris Kim

Rutgers University

ICBASS-237

Financial Structure and Economic Development

Jonathan Mario Fortun Vargas National Graduate Institute for Policy Studies

Saturday, June 29, 2013

15:15~16:45

Meeting Room 1

Session [H1]

Banking & Finance

Session Chair: Prof. Michiko Miyamoto

ICBASS-135

Analyzing Effects of Missing Data in Credit Risk Assessment of a Small Bank

Michiko Miyamoto

Akita Prefectural University

ICBASS-075

Does Idiosyncratic Risk matter in the Vietnamese stock market?

Cuong C Nguyen

Lincoln University

ICBASS-201

Electronic Banking and Identity Authentication: Risk Allocation Rules for Authenticated but Unauthorised Payment

Samahir Mohammed Ali
Abdulah

Plymouth University

ICBASS-048

Stock price behavior following limit moves: Evidence from the Taiwan Stock Exchange

Feng-Yu Lin

Chihlee Institute of Technology

Yen-Sheng Huang

Ming Chi University of Technology

ICBASS-226

Determinants of Capital Structure: An Empirical Investigation of Malaysian Listed Government Linked Companies (GLCs)

Siti Nur Aqilah Ab Wahab

University Malaysia Sabah

Nur Ainna Ramli

Lincoln University

ICBASS-101

A Mediation Effects from the Perspective of Capital Structure Determinants and a Firm's Performance in Malaysia: Partial Least Squares–Structural Equation Modelling (PLS-SEM)

Nur Ainna Ramli Lincoln University

Gilbert Nartea Lincoln University

Zhaohua Li Lincoln University

ICBASS-1405

The Empirical Research Based on the Uses of Momentum Strategies to the Stock Market of China

Keng-Hsin Lo National Central University

Yen-Chang Chen National Central University

Yu-Sheng Liu National Sun Yat-sen University

Saturday, June 29, 2013

15:15~16:45

Meeting Room 2

Session [H2]

Business & Economics III

Session Chair: Prof. Sang Hoo Bae

ICBASS-224

Corruption and Illegal Logging in the Tropics

Sang Hoo Bae

Clark University

Amy Ickowitz

CIFOR

ICBASS-188

Effect of Debt Contracts Negotiation Toward Company To Perform Revaluation of Fixed Assets and Its Implications Toward Income Tax Expense

Erly Sherlita

Widyatama University

ICBASS-1404

The Factors Affecting the Inefficiency and Production Potential for Chrysanthemum Farm

Kamontip Panyasit

Ramkhamhaeng University

Olufemi Akintunde

University of Phoenix

ICBASS-1551

Exodus of the Educated?: A Meta-analysis of the Impact of Education on Migration

Jan-Jan Soon

Universiti Utara Malaysia

ICBASS-1574

Efficacy of the Statutory Regulation of Monopoly Water Companies: Conceptual Considerations in the Estonian Context

Merilyn Uljata

Tallinn University of Technology

Aaro Hazak

Tallinn University of Technology

ICBASS-2447

Status and Opportunities of Mobile Payment Mechanisms in Taiwan

Yong-Yi Chang

National Chiao Tung University

Peng-Ting Chen

National Kaohsiung University of Applied Sciences

Ya-Wen Yu

Asia University

Yu-Shing Chang

MinDao University

ICBASS-171

Economic Justice and Welfare Maximization in Capitalist vs. Islamic Economic Systems

Necati Aydin

King Saud University

Saturday, June 29, 2013

15:15~16:45

Meeting Room 3

Session [H3]

Marketing & Management III

Session Chair: Dr. Atthaphon Mumi

ICBASS-1389

Dynamic capabilities, path dependence and real options relationship model: A case study from Turkey

| | |
|-------------------------|-------------------------------|
| Eyüp Çalık | Yalova University |
| Hikmet Erbyık | Yalova University |
| Halil İbrahim Cobulođlu | Wichita State University |
| Emre Özer | Istanbul Medeniyet University |

ICBASS-203

Social Influences Toward Intention To Use Facebook in Students

| | |
|----------------|-----------------------|
| Atthaphon Mumi | Maharakham University |
|----------------|-----------------------|

ICBASS-061

Does Millennial Skeptical toward Cause-related Marketing?

| | |
|-----------------------|---------------------------------|
| Marhana Mohamed Anuar | Universiti Malaysia Terengganu |
| Khatijah Omar | Universiti Malaysia Terengganu |
| Maznah Wan Omar | Universiti Teknologi MARA Kedah |

ICBASS-093

The Gap between Research and Practice: An Investigation of Differences between Selection Research Evidence and Taiwanese Human Resource Professionals Beliefs

| | |
|----------------|---|
| Tun-Chun Huang | National Changhua University of Education |
| Yu-Chuan Lo | National Changhua University of Education |
| Fang-Wen Kuo | National Changhua University of Education |

ICBASS-074

Competitive Startegy through Aqd

| | |
|-----------------------|--|
| Maznah Wan Omar | Universiti Teknologi MARA Kedah |
| Mohd Noor Mohd Ali | Universiti Teknologi MARA Pulau Pinang |
| Marhana Mohamed Anuar | Universiti Malaysia Terengganu |
| Normah Hj Omar | Universiti Teknologi MARA Shah Alam |

Conference Agenda – Poster Sessions

Friday, June 28, 2013

Poster Session [P1] 10:00~11:00

**Fundamental and Applied Sciences, Engineering and Information
Technology**

ACEAIT-096

Study of Line Search Techniques on Forecasting of Weather Data in Indonesia Based on the Modified Backpropagation

| | |
|-------------------|--------------------------------|
| A. Adiwijaya | Telkom Institute of Technology |
| Untari N. Wisesty | Telkom Institute of Technology |
| Fhira Nhita | Telkom Institute of Technology |

ACEAIT-028

Environmentally Friendly Slow-Release Nitrogen Fertilizer using Wastepaper

| | |
|---------------------|--------------------------------------|
| Modabber Ahmed Khan | National Institute of Animal Science |
| Kwang-Hwa Jeong | National Institute of Animal Science |
| Jong-Yoon Lee | Kyungpook National University |

ACEAIT-038

Application of Biosurfactant from *Gordonia* sp. GY40 for Clean-up Petroleum Contaminated Seawater

| | |
|-------------------------|--------------------------|
| Supattra Laorrattanasak | Chulalongkorn University |
| Onruthai Pinyakong | Chulalongkorn University |
| Ekawan Luepromchai | Chulalongkorn University |

ACEAIT-040

Color Removal from Treated Palm Oil Mill Effluent by *Trametes Hirsuta*

| | |
|--------------------------|------------------------------|
| Wipaporn Ekamornthanakul | Chulalongkorn University |
| Oramas Suttinun | Prince of Songkla University |
| Ekawan Luepromchai | Chulalongkorn University |

ACEAIT-101

Synthesis of Natural Sensitizer with Different Solvent and Electrochemical impedance for Dye-Sensitized Solar Cells

Ho Chang

National Taipei University of Technology

ISFAS-028

The Structure and Chemical state of Co Growth on the ZnO(10-10) Surface with Annealing Treatment

Shu Hsuan Su

National Cheng Kung University

Hsin Hsien Chen

National Cheng Kung University

Jung-Chun Andrew Huang

National Cheng Kung University

ISFAS-101

A Self-correlation Modeling Method for the Oxygen Saturation Measurement during Low Perfusion

Shuangping Tan

Huazhong University of Science & Technology

Zhiguang Ai

Huazhong University of Science & Technology

Yuxing Yang

Huazhong University of Science & Technology

Qingguo Xie

Huazhong University of Science & Technology

ISFAS-047

Controlling the Number of Layers for CVD-Grown Graphene by Varying the Hydrogen Flow Rate

Tai-Liang Liu

Yuan-Ze University

Gia-Nan Shi

Chung Cheng Institute of Technology, National Defense

Nen-Wen Pu

Yuan-Ze University

Ming-De Ger

Chung Cheng Institute of Technology, National Defense

Yih-Ming Liu

Chung Cheng Institute of Technology, National Defense

Chen-Wei Huang

Yuan-Ze University

Po-Yueh Chen

Yuan-Ze University

ISFAS-037

Relationships among Mineral Factors, Maturity and Yield in Rainfed Sugarcane

| | |
|---------------------|-------------------------------------|
| Wuttichai Gunnula | Khon Kaen University |
| Manit Kosittrakuna | Khon Kaen University |
| Timothy L. Righetti | University of Guam |
| Pipat Weerathaworn | Mitr Phol Sugarcane Research Center |
| Mayura Prabpan | Mitr Phol Sugarcane Research Center |

ISFAS-078

Formation of Bio Composite Beads Containing Rice Husk and Their Efficiency for Basic Dye Removal

| | |
|----------------------|------------------------------|
| Rattananuch Chunpen | Dhonburi Rajabhat University |
| Suwannee Simakornpin | Dhonburi Rajabhat University |
| Patana Thavipoke | Mahidol University |

ISFAS-083

Vis-Light Photocatalysis of Aqueous Rhodamine B by a Ball Milled and Pt-Loaded TiO₂

| | |
|-------------|-------------------------------------|
| Hyunho Shin | Gangneung-Wonju National University |
|-------------|-------------------------------------|

ISFAS-099

Visible-Light Photocatalytic Activity of TiCl₄-Treated TiO₂ to Decompose Rhodamine B in Aqueous Solution

| | |
|-------------|-------------------------------------|
| Hyunho Shin | Gangneung-Wonju National University |
|-------------|-------------------------------------|

Friday, June 28, 2013 14:30~15:30

Poster Session [P2]

Education, Psychology, Marketing & Management

ICBASS-023

The Constructs Analysis of Engineering Technology Students Attitude towards Problem solving in Mathematics using Rasch Model

Norhatta Mohd Universiti Kuala Lumpur

Siti Mistima Maat Universiti Kuala Lumpur

ICBASS-1396

Social Loafing in High Cognition Task: Group-size and the Meaning of Task

Kuo-li Tsai National Changhua University of Education

Chi-tung Tsai National Changhua University of Education

Mein-woei Suen Chung Shan Medical University

ISEPST-104

Exploring the Psychological Process of People Who Really Facing Death: A Linguistic Analysis

Chih-Long Yen Ming Chuan University

Chung-Ping Cheng National Cheng Kung University

ISEPST-114

Outsider Witness Practice in Counseling Group for Parents with Asperger Syndrome Children

Shu-He Chao National Taiwan Normal University

ICBASS-098

Relationship between Promotion Focus and Contextual Performance: The Test of Mediating Effect of Helping Behaviors

Fang-Wen Kuo National Changhua University of Education

Yu-Syuan Ye National Changhua University of Education

Tun-Chun Huang National Changhua University of Education

ICBASS-094**An Investigation of the Unique Explanatory Power and Boundary Conditions of Subordinate Physical Attractiveness and Impression Management Tactics on Supervisor Performance Ratings**

| | |
|----------------|---|
| Tun-Chun Huang | National Changhua University of Education |
| Hui-Yu Chang | National Changhua University of Education |
| Yu-Syuan Ye | National Changhua University of Education |

ICBASS-1407**How to Reduce the Stress in the Workplace? A Field Research in Real Workplace in terms of Employee Assistance Programs**

| | |
|----------------|---|
| Chi-Tung Tsai | National Changhua University of Education |
| Chiao-Chun Lai | National Changhua University of Education |

ICBASS-1395**The Relationship between Flow Experience and Employee Creativity: The Moderating Effect of Bureaucracy**

| | |
|-----------------|---|
| Liang-Chi Cheng | National Changhua University of Education |
| Chen-Liang Lin | National Changhua University of Education |
| Tsang-Kai Hung | National Changhua University of Education |

ICBASS-1397**Relationship between Positive Psychological Capital and Job Performance: The Test of Mediating Effect of Working Smart**

| | |
|-----------------|---|
| Pei-Zun Lin | National Changhua University of Education |
| Dan-Shang Wang | National Changhua University of Education |
| Chiao-Yin Cheng | National Changhua University of Education |

ICBASS-1411**Age Gapes on the Classification of Typical Gender Characteristics**

| | |
|------------------|-------------------------------|
| Liang-Ju Chiu | Chung Shan Medical University |
| Yu-Chen Chen | Chung Shan Medical University |
| Yi-Shang Lin | Chung Shan Medical University |
| Wei-ting Wang | Chung Shan Medical University |
| Chiung-Wen Lo | Chung Shan Medical University |
| Shen-Kwang Lee | Chung Shan Medical University |
| Kuan-Chung Huang | Chung Shan Medical University |
| Mein-woei Suen | Chung Shan Medical University |

ICBASS-248

Changes in Pre-Service Teachers' Belief and Attitudes toward Inclusive Education through Practicum Experiences

| | |
|------------------|-------------------------------|
| Youngsoo Son | University of Hawaii at Manoa |
| Samuel R Hodge | Ohio State University |
| Julienne K Maeda | University of Hawaii at Manoa |
| Youngjin Bahng | University of Hawaii at Manoa |

Saturday, June 29, 2013 10:00~11:00

Poster Session [P3]

Marketing & Management , Banking & Finance, Business & Economics

ICBASS-011

Entrepreneurship as a Career Choice in the Middle East

Vikinta Rosinaite American University of the Middle East

ICBASS-125

Innovative Leasing in Developing of A National Innovation System

Irina Zhuravleva Financial University

ICBASS-030

A Decision Analysis for a Scenic Resort with Optimal Location Choice, Travel Agent's Cost Bargaining, and Entrance Fee

Tyrone T. Lin National Dong Hwa University

ICBASS-007

Performance of International Capital in the Taiwanese Stock Market

Tzu-Yi Yang Ming Chi University of Technology

Yu-Tai Yang Army Academic R.O.C.

Yi-Ching Liaw Ming Chi University of Technology

ICBASS-100

The Russian Custodian and Settlement Infrastructure of the Financial Markets: The Internal Integration Processes and Place in the Global Stock Architecture

Karine Adamova Financial University

ICBASS-014

A Review of Contributory Variables

Devinaga Rasiah Multimedia University

Teck Ming Tan Multimedia University

ICBASS-035

Analysis on Operating Efficiency and Strategy Matrix of the Information Services Industry

Chia-Chi Lee National Taipei College of Business

Shio-Ling Huang National Taipei College of Business

ICBASS-031

Measuring Management Performance of America's Coffee Franchise Using Service-profit Chain Analysis

Tser Yieth Chen National Taipei University

Tsai Lien Yeh Ming Chuan University

Chia Ying Ko National Taipei University

ICBASS-049

Analysis of Operating Performance Based on the Client Industry: Raw Food Material Suppliers

Chia-Chi Lee National Taipei College of Business

Shu-Yen Hsu National Dong Hwa University

Tyrone T. Lin National Dong Hwa University

ICBASS-1393

Customer Perceived Value, Service Quality, Satisfaction, and Loyalty in Women's Fitness Clubs

Jon Lim Minnesota State University

Bryan Romsa Minnesota State University

Suzannah Armentrout Minnesota State University

ICBASS-1409

Understanding Culturally Diverse Malaysian's Market from Consumers' Perspective of International

Mior Harris Mior Harun Universiti Teknologi MARA

Shahrin Nasir Universiti Teknologi MARA

Ainul Azreen Adam Universiti Teknologi MARA

Mohd Hussin Hazman-Fitri Universiti Teknologi MARA

ICBASS-4324**A New Construct of Emotional Labor : IPO Model**

| | |
|---------------|--|
| YinYing Wang | National Yunlin University of Science and Technology |
| ShangPing Lin | National Yunlin University of Science and Technology |
| HuiChuan Shih | Chaoyang University of Technology |

ICBASS-4325**Discussion of Types and Characteristics of Patent Troll**

| | |
|--------------|--|
| Yun Ken | National Yunlin University of Science and Technology |
| Wen-Ling Hsu | National Yunlin University of Science and Technology |

ICBASS-1576**Resume - Regression Analysis to the Efficiency of the Organization of Tourism on the Example Of Kazakhstan**

| | |
|-------------------|------------------------------|
| A. E.Zhansagimova | Eurasian National University |
| S.U. Niayzbekova | Eurasian National University |
| G.E. Kerembek | Eurasian National University |
| T.A. Azatbek | Eurasian National University |
| Z.T. Baibolatova | Eurasian National University |
| Zh.M. Bulakbay | Eurasian National University |
| G.S Kaldenova | Aktyubinskiy University |
| S.B. Makysh | Eurasian National University |

ICBASS-4339**MEASUREMENT OF THE POTENTIAL AND IMPACTS OF ECOTOURISM**

| | |
|---------------------|--------------------------------------|
| Raffay, Zoltán | University of Pécs |
| Husztai Zsolt | University of Pécs |
| Yerzhanova Saltanat | Gumilev Eurasian National University |
| Almaz Bayandinova | Gumilev Eurasian National University |
| Tolkyn Azatbek | Gumilev Eurasian National University |

ICBASS-033

The Effects on Stock Return of Consumer Electronic Industry through Marketing Communication Productivity

Tsai-Lien Yeh

Ming-chuan University

Tser Yieth Chen

National Taipei University

Ya-Ting Jhang

National Taipei University