2016 IEDRC ROME CONFERENCES ABSTRACT

Rome, Italy

July 14-16, 2016

Co-Sponsored by

http://www.iedrc.org/
Table of Contents

Conference Venue 6
Introductions for Publications 7
Instructions for Oral Presentations 8
Time Schedule 9
Introductions for Keynote Speakers 10
Full Schedule 12
Authors’ Oral Presentations 15

Session 1: Social Sciences

HA00021: A Tablet-based Speech Generating System for Children with Autism
  Derya Genc Tosun, 16

HA00026: The Long Term Effect of Negative School Experiences during Early Adolescence on Depressive Affect in Middle Adulthood
  Zeng-yin Chen, 16

HA00028: Tructural Changes in the Population Composition of Sri Lanka during the period 1871-2012
  H. R. Anulawathie Menike, 17

HA10012: The Health and Wellbeing of Gypsies and Travellers in Settled Housing: A Narrative Review of the Evidence and Policy
  Vincent La Placa, and David M. Smith, 17

CM930: The Role of Social Accountability of Leadership on the Quality of Staff’s Trust and Organizational Satisfaction
  Seyyed Mohamadreza Faraji Mosalman, and Ayratin Qazi, 17

HA00029: The Land Issue in the Resettlement Process in Former Conflict Affected Areas in Sri Lanka
  Osantha Nayanapriya Thalpawila, 18

Session 2: Social Sciences

SM0004: A Study on Changes in the Modes of Supply of Public Service under the Background of Big Data
  Zhang Xue-li, Tian Ye, 18

HA00040: Take me to the Moors: Mediatised Murder 40 Years on-an Analysis of Granada TV’s See No Evil
  Martin King, and Ian Cummins, 19
HA10008: What does Moonlight Mountain Magazine Mean: An Observation for Audiences of MeiNung District in Taiwan

Tsui-Sung Wu,

HA10013: Children of Migration: Hopes and Tensions over Border Crossing in Moldova

Catherine Douillet,

CM931: Toward a Shared View of IT Governance

Youssef Mahy, Mohammed Ouzzif, and Khalid Bouragba,

HA00031: Historical Geography of Sicily Island Between X - XIVth Centuries

Abdullah Balciogullari,

Session 3: Education

SM0012: A New Way of Infusing Entrepreneurship Education into the IT Curricula: A Special Case from UAE

Emad Bataineh, and Zakaria Maamar,

HA00002: Impact of Multicultural Environment of Islamic Educational Institutes on Students’ Acculturation

Yousef Rahath House, and Mohd Abbas Abdul Razak,

HA00004: Dynamic, Reciprocal International Collaboration

Hieu Van Ngo, Ngoc Thi Doan, Tri Ha Minh, Ngoc Thi Nguyen, Phuong Ton Nu Ai, Narayan Gopalkrishnan, and Yasmin Dean,

HA00005: Exploring a Senior Teacher’s Change in a Learning Community for Improving Pre-service Teachers’ Quality

Ya-Fung Chang, and Chia-Ling Hsu,

HA00022: How to Teach a College Student with Hearing Impaired to Create Land Art

Yildiray Tosun,

HA00024: Case Study: Teaching Providing Training With Activity Schedule to the Mother Who Has a Child With Autism Spectrum Disorder

Özlem Dalgin-Eyiip, Yasemin Ergenekon and Aysun Çolak,

L0024: Classes upside down

Eda Ercan Demirel,

L0029: Newspaper Headlines as Motivators in Reading and Writing Courses

Hülya Tuncer,

HA00025: Teaching Computer Algorithm as a Medium of Improving Problem Solving Skills in Elementary School Students
Zekeriya KAZANCI,

CM932: Educational Gamification Vs. Game Based Learning: Comparative Study
  *Rula Al Azawi, Mazin Al-Blushi, Fatma Al-faliti,*

Session 4: Management

SM0002: The Role of NGO–SME Cooperation in Internationalization Process and Performance of SMEs
  *Omer Genc,*

SM0016: Corporate Governance and Firm Profitability: Evidence from Turkey
  *Hülya Cengiz,*

SM0023: The Relationships among Mindfulness, Resistance, Workplace Bullying, Job Burnout, and Well-Being
  *Yaonan Lin, En-Ping Chou,*

SM0027: Guideline to Thailand - Malaysia Border SME Entrepreneurs’ Management Capacity to Create Competitive Advantage for Songkhla Province, Thailand
  *Oraphan Chanin, Jantira Phooma, Suttaya Somsuk, Panuporn Temprasiri, and Chanwit Chanin,*

SM1013: Strategy as Practice: Reflections from University Hospital
  *Fulya Almaz, Beykan Çizel,*

HA00017: Work-life Balance and Job Satisfaction: An Empirical study Focusing on Higher Education Teachers in Oman
  *K. Agha, F. T. Azmi, and A. Irfan,*

HA00020: Development of Indicators Affecting Sustainability of Community Forest Management in Upper Northern Thailand
  *Jukkaphong Poung-ngamchuen, Nakarate Rungkawat, Savichaya Supa-udomlerk Trirat and Jirapong Chaichawwong,*

HA10021: Health Status and Time Allocation: Empirical Evidence from Laos
  *Sisengnam Keuangkham,*

CM923: The Constraint of Machine Breakdown After a Match-up Scheduling - Case Study Ceramic Manufacturing Plant South Africa
  *Martha E. Ikome and John M. Ikome,*

CM933: Sales Force Automation for Decision Support
  *Mary Jane B. Arcilla, David Carlo V. Baltazar, Hazel Angeline J. Ng, Marian N. Obillo, and Mark Angelo S. Santiago*
Session 5: Economics

SM0001: Intensity of Fiscal Illusion in Local Self-Government in Poland: Trends and Threats
   *Beata Guziejewska,*

SM0005: Antecedents and Consequences of Environmental Marketing Strategy: A Comparison of Proactive and Reactive Strategies
   *Ebru Genç, Anthony Di Benedetto,*

SM0019: National Competitiveness for Welfare: The Solution or an Illusion?
   *Yassine Ounnabi, and Lalla Latifa Alaoui,*

SM1002: Does Framing Affect the Relationship between Feelings, Risk Perceptions and Economic Expectations?
   *Shosh Shahrabani, Sharon Garyn-Tal,*

HA00007: Confucianism and Its Impact on the Development of the Welfare State in East Asia: A Facilitator or an Obstructer?
   *Soon-yang Kim,*

HA00027: Women’s Labor force Participation in Sri Lanka: An Inquiry into the Factors Influencing Women’s Participation in the Labor Market
   *Wanninayake M. Semasinghe,*

HA00030: Decomposition Analysis of Household Poverty in Sri Lanka: 1990-2010
   *Seetha P. B. Ranathunga,*

HA10015: Exploring the Impact of Digital Technology on women’s Employment in Saudi Arabia
   *Nailah Hassan H. Gadi,*

Session 6: Literature & Linguistics

L0001: An In-depth Study of Hong Kong Cantonese ESL Learners’ Awareness of English Article Use
   *Alice Yin Wa Chan,*

L0005: Bodies (Re) Gained: Gender & Identity in Elif Shafak’s Pinhan and Virginia Woolf’s Orlando
   *Begüm Tuğlu,*

L0014: In the Light of What We Know: Issues of Politics and Exile
   *Shampa Iftakhar,*

L0022: Toward a Formalization of FrameNet in Situation Theory
   *Cenk Atlig and Yilmaz Kilicaslan,*
L0025: Towards The Inclusion of Two Novel Oral Feedback Types  
   Yusuf Demir,  

L0028: Chatter That Matters: The Importance of Talk in the Language Classroom  
   Tilka S. Brown,  

L0012: An Analysis of the Fillers Used by Asian Students in Busan, South Korea: A Comparative Study  
   Valantino Ateng Pamolango,  

L3005: Promotional Language on Hotel Homepages: A Comparison of Hotel Websites across Different Star Categories  
   Amy Suen,  

Listeners’ List  

Call for Papers  

Note
As the saying goes, “when in Rome, do as the Romans do.” And few 4 star hotels capture the spirit of this dynamic city quite like the Metropole. Standing close to the Termini railway station and the Teatro dell’Opera di Roma, you’re in the midst of everything. But, set apart from the whizzing Vespas and honking horns, this is also a peaceful spot, fully refurbished to offer comfort without compromise.

Each of our 236 rooms and suites are the ideal base for a weekend or holiday in Rome. Recently renovated, they feature warm cherry wood furniture and neutral colour schemes with luxurious touches such as silky fabrics and silver-leaf plated mirrors. Many of our top-floor suites enjoy views of St Peter’s Dome.

Step out of the hotel and into central Rome, with many of the city’s artistic and architectural treasures within easy reach. You’ll find our hotel near the Termini railway station and the Teatro dell’Opera, from where it’s just a short walk to Rome’s most iconic monuments. Discover the ancient splendor of the Colosseum and throw a coin into the Trevi fountain. Then explore the city’s religious heritage at the city’s many beautiful churches and famous sites, such as the Vatican and the Sistine Chapel.

The Apicio restaurant serves authentic Roman cuisine in a stylish, intimate setting. An excellent choice for dining in Rome, the artfully prepared menu offers a mix of local specialities and international dishes, all complemented by an excellent wine list. While, for a light snack, coffee or cocktail, the Rendez-Vous Bar is a wonderful spot to while away the time with friends, day or night.
Introductions for Publications

All accepted papers for the Rome conferences will be published in those journals below.

2016 3rd International Conference on Economics, Society and Management (ICESM 2016)
International Journal of Innovation, Management and Technology (IJIMT)
ISSN: 2010-0248
DOI: 10.18178/IJIMT
Indexed by: Google Scholar, Ulrich's Periodicals Directory, Engineering & Technology Digital Library, Crossref and ProQuest, Electronic Journals Library.

International Journal of Trade, Economics and Finance (IJTEF)
ISSN: 2010-023X
DOI: 10.18178/IJTEF
Indexed by: Engineering & Technology Digital Library, ProQuest, Crossref, Electronic Journals Library, DOAJ, EBSCO, and Ulrich's Periodicals Directory

2016 2nd International Conference on Literature and Linguistics (ICOLL 2016)
International Journal of Languages, Literature and Linguistics (IJLLL)
ISSN: 2382-6282
DOI: 10.18178/IJLLL
Indexed by: Google Scholar, Engineering & Technology Digital Library, Crossref, Proquest and DOAJ.

2016 3rd International Conference on Humanity and Social Sciences (ICHSS 2016)
International Journal of Social Science and Humanity (IJSSH)
ISSN: 2010-3646
DOI: 10.18178/IJSSH
Indexed by: Google Scholar, DOAJ, Engineering & Technology Digital Library, Crossref, Index Copernicus, and ProQuest.
**Instructions for Oral Presentations**

**Devices Provided by the Conference Organizer:**
Laptops (with MS-Office & Adobe Reader)
Projectors & Screens
Laser Sticks

**Materials Provided by the Presenters:**
Power Point or PDF Files (Files should be copied to the conference laptop at the beginning of each session)

**Duration of each Presentation (Tentatively):**
Regular Oral Presentation: about 15 Minutes of Presentation and Q&A
Keynote Speech: 35 Minutes of Presentation, 5 Minutes of Q&A

**Instructions for Poster Presentation**

**Materials Provided by the Conference Organizer:**
The place to put poster

**Materials Provided by the Presenters:**
Home-made Posters
Maximum poster size is A1
Load Capacity: Holds up to 0.5 kg

**Best Presentation Award**
One Best Oral Presentation will be selected from each presentation session, and the Certificate for Best Oral Presentation will be awarded at the end of each session on July 15, 2016.

**Dress Code**
Please wear formal clothes or national representative clothing.
# Time Schedule

## Day 1:

<table>
<thead>
<tr>
<th>Lobby</th>
<th>July 14 10:00-17:00</th>
<th>Registration</th>
</tr>
</thead>
</table>

## Day 2:

**Spagna & Venezia**

| July 15 08:30-12:30 | 08:30-08:35 | Opening Remarks  
Prof. Xavier Cartaña Alvaro  
United International Business School (UIBS) |
|---------------------|-------------|--------------------------------------------------|
|                     | 08:35-09:15 | Keynote Speech 1  
Prof. Mladen Milicevic  
Loyola Marymount University, Los Angeles, USA  
Title: Hit Songs, Machine Learning, and the Music Business |
|                     | 09:15-09:55 | Keynote Speech 2  
Prof. Xavier Cartaña Alvaro  
United International Business School (UIBS)  
Title: New Trends in Industrial Account Management |
|                     | 09:55-10:35 | Plenary Speech  
Winnie Cheng  
Department of English, The Hong Kong Polytechnic University, Hong Kong  
Title: The Rule of Law in Hong Kong: Metaphorical Structures in Local Media Coverage |
|                     | 10:35-10:55 | Coffee Break & Group Photo |
|                     | 10:55-12:25 | Session 1 (6 papers)  
Theme: Social Science |
|                     | 10:55-12:25 | Session 2 (6 papers)  
Theme: Social Science |

**Restaurant**

<table>
<thead>
<tr>
<th>July 15 12:30-13:30</th>
<th>Lunch</th>
</tr>
</thead>
</table>

**Spagna & Venezia**

| July 15 13:30-18:20 | 13:30-16:00 | Session 3 (10 papers)  
Theme: Education |
|---------------------|-------------|------------------------|
|                     | 13:30-16:00 | Session 4 (10 Papers)  
Theme: Management |
|                     | 16:00-16:20 | Coffee Break |
|                     | 16:20-18:20 | Session 5 (8 papers)  
Theme: Economics |
|                     | 16:20-18:20 | Session 6 (8 papers)  
Theme: Literature & Linguistics |

**Restaurant**

<table>
<thead>
<tr>
<th>July 15 19:00-21:00</th>
<th>Dinner Banquet</th>
</tr>
</thead>
</table>
Introductions for Keynote Speakers

Prof. Xavier Cartaña Alvaro
United International Business School (UIBS)

Mr. Xavier Cartaña Alvaro is a Chemical Graduate and Master in Commercial and Marketing Management. Since more than 26 years, he works in the Chemical Industry and at this moment he works for a very well known Chemical Multinational Company as an EMEA Key Account Manager. His career has led him to specialize increasingly in the commercial management of multicultural behaviors and their staffs at international levels. He also works as a teacher and consultant since more than 20 years, in many different Business Schools and also pays specific seminars and workshops worldwide in marketing and commercial and personal skills fields. At this moment he is active as Industrial Marketing Specialist Teacher at United International Business School (UIBS).
Mladen Milicevic received a B.A. (1982) and an M.A. (1986) in music composition and multimedia arts studying with Josip Magdic at The Music Academy of Sarajevo, in his native Bosnia-Herzegovina. In 1986 Mr. Milicevic came to the United States to study with Alvin Lucier at Wesleyan University in Connecticut, from which he received his masters in experimental music composition (1988). From the University of Miami in Florida, Mr. Milicevic received his doctorate in computer music composition in 1991, studying with Dennis Kam. For several summers he studied with Michael Czajkowski at the Aspen Music School. He was awarded several music prizes for his compositions in the former Yugoslavia as well as in Europe. Working in Yugoslavia as a freelance composer for ten years, he composed for theater, films, radio and television, also receiving several prizes for this body of work. Since he moved to the United States in 1986, Mr. Milicevic has performed live electronic music, composed for modern dances, made several experimental animated films and videos, set up installations and video sculptures, had exhibitions of his paintings, and scored for films. His interests are interdisciplinary and he has made numerous presentations at various international conferences on a wide range of topics such as music, film, aesthetics, semiology, neuroscience, sociology, education, artificial intelligence, religion, and cultural studies. In his academic carrier Mladen Milicevic has served on numerous committees such as Rank and Tenure, Core Curriculum, Academic Technology, University Website, Mission and Identity, Faculty Senate with many sub-committees, various faculty and administrative search committees, etc. Mr. Milicevic is Professor and Chair of Recording Arts Department at Loyola Marymount University, Los Angeles.
Winnie Cheng
Department of English, The Hong Kong Polytechnic University, Hong Kong

Winnie Cheng is Professor of English and Director of Research Centre for Professional Communication in English (RCPCE), Department of English, The Hong Kong Polytechnic University. Her research interests include ESP, intercultural pragmatics and communication, corpus linguistics, conversation analysis, critical discourse analysis, and discourse intonation. She has published many academic papers, her publications include Intercultural Conversation, A corpus-driven analysis of discourse intonation, Professional communication: Collaboration between academics and practitioners, and Language for professional communication: Research, practice & training.
Full Schedule

Day 1: Registration Only: July 14, 2016 (Thursday)

| 10:00 – 17:00 | Arrival and Registration  
|               | (Venue: Hotel Lobby) |

(1) Please print your registration form before you come to the conference.
(2) You can also register at any time during the conference.
(3) Certificate of Participation can be collected at the registration counter.
(4) Your paper ID will be required for the registration.
(5) The organizer won’t provide accommodation, and we suggest you make an early reservation.
(6) One best oral presentation will be selected from each oral session. The Certificate for the best one will be awarded at the end of each session on July 15, 2016.
**Day 2: Conference: July 15, 2016 (Friday)**

Venue: Spagna & Venezia

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:30-08:35</td>
<td>Opening Remarks</td>
<td>Prof. Xavier Cartañá Alvaro</td>
<td>United International Business School (UIBS)</td>
</tr>
<tr>
<td>08:35-09:15</td>
<td>Keynote Speech 1</td>
<td>Prof. Mladen Milicevic</td>
<td>Loyola Marymount University, Los Angeles, USA</td>
</tr>
<tr>
<td></td>
<td><strong>Title:</strong> Hit Songs, Machine Learning, and the Music Business</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Abstract:</strong> Over the last decade, with the exponential improvements in computing capabilities, there has been increased development of software applications that use machine learning to analyze the musical elements of hit songs. The data collected this way can be then used for various purposes, from generating playlists to predicting the next hit song. The focus of my presentation will be on the effects of these applications for the business of music. I will concentrate particularly on “hit analysis” software and the possible implications that it may have for the future of the music business.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>09:15-09:55</td>
<td>Keynote Speech 2</td>
<td>Prof. Xavier Cartañá Alvaro</td>
<td>United International Business School (UIBS)</td>
</tr>
<tr>
<td></td>
<td><strong>Title:</strong> New Trends in Industrial Account Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Abstract:</strong> Industrial companies are moving their marketing resources away from traditional transactional focus into relationship and customer orientation targets.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Marketing lives mainly due to two core functions, matching supply to demand, and connecting buyers and sellers as efficiently and effectively as possible. Both these functions are critically dependent on the creation of the customer value proposition.

### Plenary Speech

**Winnie Cheng**  
Department of English, The Hong Kong Polytechnic University, Hong Kong

**Title:** The Rule of Law in Hong Kong: Metaphorical Structures in Local Media Coverage

**Abstract:** This talk reports on part of a research project that compares how Hong Kong, mainland Chinese and overseas news media and other commentators discuss Hong Kong’s conceptualization of the rule of law and civil disobedience, post 1997. The objective of the research is to discover overall metaphorical structures related to the above topics in order to track the trajectory of any possible changes in how the rule of law has been depicted in Hong Kong. The talk presents findings on how the concept of the rule of law was seen vis-a-vis the threat and realization of the Occupy Central movement. Through the integration of theories and methods of corpus linguistics and critical discourse analysis, the talk examines a range of local English-language media discourse about these topics in the period from January 2013 till the end of December 2014 to yield insights on how Hong Kong speaks metaphorically about the rule of law while being a part of the ‘one country, two systems’ governance framework.

### Coffee Break & Group Photo

**10:35 – 10:55**

(Spagna & Venezia)
**Authors’ Oral Presentations**

**Session 1**
10:55-12:25

In case of absence, please arrive in advance

Venue: Spagna & Venezia
Theme: Social Science
Session Chair:

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

<table>
<thead>
<tr>
<th>ID</th>
<th>Title+ Author’s Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>HA00021</td>
<td>A Tablet-based Speech Generating System for Children with Autism</td>
</tr>
<tr>
<td>10:55-11:10</td>
<td><strong>Derya Genc Tosun,</strong> Anadolu University, Turkey</td>
</tr>
<tr>
<td></td>
<td><strong>Abstract:</strong> Individuals who can not effectively use conventional speech to communicate may use alternative and augmentative communication (AAC) systems. Picture exchange communication system (PECS), and speech-generating devices (SGD) are the most common AAC systems that have shown success in improving communication skills for individuals with autism. When compared to PECS, SGDs might have some advantages, including; the large set of color graphic symbols, the high quality of the synthesized voice output, and social acceptance. Mobile technologies like ipad/ipod touch allow users to customize applications for individuals needs. Over the last five years ipad/ipod touch have used as SGDs through some applications. SGDs typically consist of a computer-based speech-synthesizing unit and visual display. Visual displays are usually configured with a number of icons representing words or phrases. Touching the icons produces corresponding speech output. This presentation presents a tablet-based SGD that we developed. Our system was developed based on the main characteristics of individuals with autism. Preliminary findings showed that the system is working well. Findings and the details of system will be discussed during the sessions.</td>
</tr>
<tr>
<td>HA00026</td>
<td>The Long Term Effect of Negative School Experiences during Early Adolescence on Depressive Affect in Middle Adulthood</td>
</tr>
<tr>
<td>11:10-11:25</td>
<td><strong>Zeng-yin Chen,</strong> California State University, San Bernardino, USA</td>
</tr>
<tr>
<td></td>
<td><strong>Abstract:</strong> This study takes a life course perspective to examine the long term effect of negative school experiences during early adolescence on depressive affect in middle adulthood. The study uses a sizable longitudinal data set (N approximates 6,000), which spanned about three decades with three waves: when respondents were at 7th grade (Time 1, mostly 12-13 years of age), young adulthood (Time 2, in their 20s), and middle adulthood (Time 3, in mid 30s to early 40s). Negative school experience is operationalized into two indicators: a) school failure, and b) perceived peer rejection, both measured at Time 1. Depressive affect is an additive index measured at Time 1, Time 2 and Time 3. The results demonstrate that early school failure and peer rejection have direct effects on depressive affect during early adolescence, which in turn predicts depressive affect in young adulthood and middle adulthood. Further, peer rejection experienced at early adolescence has an independent longitudinal effect on depressive affect in middle adulthood after controlling for</td>
</tr>
</tbody>
</table>
the stability effect of depressive affect during early adolescence and young adulthood.

**HA00028**

**Tructural Changes in the Population Composition of Sri Lanka during the period 1871-2012**

**H. R. Anulawathie Menike,**
University of Kelaniya, Sri Lanka

**Abstract:** The main objective of this study is to ascertain the structural changes that have taken place in the composition of the population during the last one and a half centuries in Sri Lanka. Secondary data were adopted for the study, and tables, graphs and descriptive statistical techniques were adopted for the data analysis. According to the analysis, it could be concluded that profound structural changes have taken place in the population composition. A special feature that was revealed by the study was that the age structure of the Sri Lankan population is undergoing irreversible changes and as a result, the elderly population in the country is increasing rapidly. These changes that are taking place in the age structure will cause many repercussions in the forthcoming decades. The age structure of the population that was pyramid shaped in 1981 will slowly morph into a barrel shape. This will definitely create a number of political, social and economic problems. However, Sri Lanka gifted itself a demographic dividend around 1991, the benefits of which she will continue to reap up to about 2030. During this period, the proportion of the labour force will show a greater increase than the proportion of children. Therefore, if the demographic bonus is optimally utilized for the purpose of accelerating the economic advancement of the country, it could better compensate for the problems created by the growth of an ageing population.

**HA10012**

**The Health and Wellbeing of Gypsies and Travellers in Settled Housing: A Narrative Review of the Evidence and Policy**

**Vincent La Placa, and David M. Smith,**
University of Greenwich, UK

**Abstract:** Gypsies and Travellers have historically been afforded low priority in research into their health and wellbeing despite evidence of negative social and health and wellbeing experiences in daily living. The article presents a narrative review of the literature around the health and wellbeing of Gypsies and Travellers in settled housing. From the evidence, two themes emerge. The first one demonstrates that the experience of settled housing is often detrimental to the health and wellbeing of Gypsies and Travellers. The second theme suggests that Gypsies and Travellers in settled housing often attempt to mitigate and minimise the negative impacts of change perceived as antithetical to traditional values, health and wellbeing, and challenge the punitive effects of settled housing. The article then proceeds to suggest how health and wellbeing researchers and social policy makers can further develop the evidence base and the policy and practices responses required as a result.

**CM930**

**The Role of Social Accountability of Leadership on the Quality of Staff’s Trust and Organizational Satisfaction**

**Seyyed Mohammadreza Faraji Mosalman, and Ayratin Qazi,**
ZTE, Tehran, Iran

**Abstract:** The purpose of this paper is to investigate the effect of social accountability of leadership on its staff’s organizational trust and job satisfaction. Organizational commitment and turn over as the consequences of accountability are also scrutinized. We estimated the Social
accountability of an organization within four measures of economical, legal, moral and philanthropic aspects. In this quasi-experimental research, we implemented linear regression methods. 535 participants who are predominately employed in engineering organizations were randomly selected. To represent the population, we stratified them based on gender and organizational rank. A questionnaire that was developed and validated by researchers distributed among them and the outcomes were analyzed in SPSS 13 and LISREL. Robustness check were conducted and also found a reliable structural equations. The results show that from the four measures of social accountability only economical dimension has a positive and significant relationship on organizational trust and only moral aspect has positive correlation with job satisfaction. The practical implications of study are eventually discussed.

The Land Issue in the Resettlement Process in Former Conflict Affected Areas in Sri Lanka
Osantha Nayanapriya Thalpawila,
University of Kaelaniya, Sri Lanka

Abstract: Building positive peace is the most important objective of the post-war peacebuilding process. Certain issues are being highlighted in the resettlement process in former war affected areas of the Northern and the Eastern provinces of Sri Lanka. Among those problems, the land issue is a significant and contentious one in the former war affected areas. Government sources point out that they have received 132,000 complaints related to lands and land ownership from the Northern and the Eastern provinces. The aim of this paper is to explore the nature of the land issue in the former conflict affected regions in Sri Lanka. Acquisition and forcible occupation of agricultural lands by the government or individuals are the core issues. The contemporary land issues of the Northern and the Eastern provinces can be identified as an outcome of the post-war security and development process as well as a consequence of the protracted civil war in the country. The government’s policy on post-war land issues should be re-examined soon, as those agricultural lands have great sentimental and historical value to the authentic owners, which far exceeds their market value.

Session 2
10:55-12:25
In case of absence, please arrive in advance
Venue: Spagna & Venezia
Theme: Social Science
Session Chair:

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

<table>
<thead>
<tr>
<th>ID</th>
<th>Title+ Author’s Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>HA00029</td>
<td>The Land Issue in the Resettlement Process in Former Conflict Affected Areas in Sri Lanka</td>
</tr>
<tr>
<td>12:10-12:25</td>
<td><strong>Osantha Nayanapriya Thalpawila,</strong> University of Kaelaniya, Sri Lanka</td>
</tr>
<tr>
<td>SM0004</td>
<td>A Study on Changes in the Modes of Supply of Public Service under the Background of Big Data</td>
</tr>
<tr>
<td>10:55-11:10</td>
<td><strong>Zhang Xue-li, Tian Ye,</strong> University of Defense Technology, China</td>
</tr>
</tbody>
</table>
the innovation in the revolution of governance and modes of service. This study probes into the new innovation of the modes of the supply of public service under the background of big data from the angle of government administration. Based on the practical investigation of some government departments, this paper summarizes three aspects of the modes of the supply of public service under the background of big data: Change in structure: from monocentric system to multicentric system; Change in process: from plan-domination to whole-process administration; Change in outcome: from one-aspect evaluation to comprehensive evaluation.

<table>
<thead>
<tr>
<th>HA00040</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:10-11:25</td>
</tr>
<tr>
<td><strong>Take me to the Moors: Mediatised Murder 40 Years on-an Analysis of Granada TV’s See No Evil</strong></td>
</tr>
<tr>
<td><strong>Martin King</strong>, and Ian Cummins,</td>
</tr>
<tr>
<td>Manchester Metropolitan University, UK</td>
</tr>
<tr>
<td>Abstract: The Moors Murders were one of, if not the most high profile murder cases in Britain in the 20th Century. In 1966, Ian Brady and Myra Hindley were convicted of the abduction, sexual assault and murder of Lesley Anne Downey (10), John Kilbride (12) and Edward Evans (17). The victims’ bodies were buried on the bleak unforgiving Saddleworth Moor outside of Manchester. The Moors themselves have become central to the on-going fascination with these brutal crimes – they are a site of memory negotiated through the remorse of horrific events, Lieux d’horreur; places which recall past events with the violence and horror still present, linking the monstrous with a particular place. A prime example of mediatised murder, there are a number of cultural products which re-present the case. This paper will provide an analysis of See No Evil (2006), a dramatization of Brady and Hindley’s crimes, trial and conviction made 40 years on from those events by Granada TV in the UK, establishing the centrality of place to the ongoing fascination and combined cultural impact of these crimes.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HA10008</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:25-11:40</td>
</tr>
<tr>
<td><strong>What does Moonlight Mountain Magazine Mean: An Observation for Audiences of MeiNung District in Taiwan</strong></td>
</tr>
<tr>
<td><strong>Tsui-Sung Wu,</strong></td>
</tr>
<tr>
<td>Institute of Hakka Language and Communication, National United University, Taiwan</td>
</tr>
</tbody>
</table>
| Abstract: MeiNung is a small town in Taiwan, most residents are earned their bread by cropping. People that live here are close to each other. They know and help each other. “Moonlight Mountain” magazine is a community newspaper of MeiNung district. It was established in 1982 and it is issued on the 9th, 19th and 29th every month until today. In Taiwan, it is a rarely community newspaper that doesn’t need government sponsor to support. It has 4100 subscribers now, most working capital comes from these subscribers and a little local advertise sponsor. This study, Drawing on cultural psychology approach, aims to explore the meaning of Moonlight Mountain magazine for these audiences (subscribers). In this study, we choose 15 audiences of Moonlight Mountain magazine to be interviewees. We tried to know Why do these audiences subscribe this newspaper? What does Moonlight Mountain Magazine mean for these audiences? For understanding the meaning of Moonlight Mountain Magazine for different audiences, the interviewees were divided into three classes according to their position and location, the research results revealed that:1. local officer: they see Moonlight Mountain Magazine as a platform to propagate government policy and themselves. Because many policy’s reports asked these local
officers to express their opinions, these officers collected those reports that have their name on it and intend to pass them to their posterity to let their grandchild know what their grandpa ever do for their hometown. 2. Local residents: they subscribe this newspaper to get government policy about agriculture and local information that they can’t get from other media and understand what happen to other residents who usually are their relatives or neighborhood in this place. They collected those good news that have their good friends or relatives on it and intend to show these information when their friends or relatives come to visit them. 3. the people away from hometown: they subscribe this newspaper to get hometown’s information and understand what happen to those people that usually are their relatives or neighborhood in this place. This newspaper means the letter from hometown for them.

In sum, this community newspaper can work for over 30 years, just because the people’s relationship of this place is so close, the people who have ever live here eager to know what happen to this place and the information of other friends and relatives in this place.

---

**Children of Migration: Hopes and Tensions over Border Crossing in Moldova**

**Catherine Douillet,**
University of Wisconsin-Platteville, USA

**Abstract:** Moldova is one of the smallest and poorest European countries and has one of the highest migration rates in the world. While actual migration figures are difficult to obtain due to the fluctuating and often illegal nature of the Moldovan migration pattern, it is an ever-present fact of life in Moldova with about, according to some estimates, a third of the adult population working abroad, oftentimes “leaving behind” children in the care of relatives, neighbors or in orphanages. This paper investigates how such high migration rates affect Moldovans’ family life and personal definitions of identity and national belonging. The paper highlights the identity and personal quests of the young Moldovan population, particularly college students, and pays particular attention to the young adults who are children of migration themselves, with many of them having grown up with one or both parents working abroad during part or whole of their childhood and adolescence. Some of the questions addressed in this paper include: What are the young Moldovans’ personal aspirations? How do they define personal success compared to that of their parent(s) who had to live and work abroad? Do they consider leaving Moldova themselves and, if so, how do they envision a life abroad compared to their parents? How do they conceptualize their family and Moldovan identity when much of their lives has been marked by border divisions? While Moldovans tend to scrutinize mothers who live abroad without their children, how do their children of migration view their mother and her “absence?”

---

**Toward a Shared View of IT Governance**

**Youssef Mahy,** Mohammed Ouzzif, and Khalid Bouragba,
RITM Laboratory, CED Engineering Sciences, Hassan II University of Casablanca, Morocco

**Abstract:** Effective IT governance is today a necessity and not an option. IT can go further sustaining the organization’s strategies and helps shaping new competitive ones. Given that the concept is relatively new, literature still can’t get to a consensus point. Researchers and practitioners, when studying IT governance, are facing a storm of definitions, approaches, frameworks and standards. This paper dives deep into recent IT governance literature and aims to build a shared view of the concept and its ecosystem to help orient future research in the field.
Historical Geography of Sicily Island Between X - XIVth Centuries

Abdullah Balciogullari,
Cukurova University, Turkey

Abstract: In the period when the Mediterranean was significant in terms of trade routes, in respect to the location of the Island of Sicily, it was much more important also for these routes. After conquest of North Africa by the Muslim Arabs, they conquered also the Island of Sicily which was at the very close distance to the North Africa. They made progress in respect to the cultural, scientific, architectural and economical aspects. The Island of Sicily remained under the rule of Arab for about 250 years. Both in the Arab Sicily reign and in the reign of Norman Sicily thereafter, a lot of Arab Geographers and travelers visited the Island. In this study we have tried to investigate and examine the Geography of Sicily available about 700-1000 years ago. When masterpieces in Arabic are examined, in that era Sicily was the agricultural and trade center, possessing rich underground resources, located at the crossroads of major trade routes in the Mediterranean. As it is realized from handwritten manuscripts the majority of the population in that era was North African or Muslim Arab. However, people in different religions and cultures were living together.

12:30 – 13:30

Lunch (Restaurant)

Session 3
13:30-16:00

In case of absence, please arrive in advance
Venue: Spagna & Venezia
Theme: Education
Session Chair: Prof. Mladen Milicevic

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

<table>
<thead>
<tr>
<th>ID</th>
<th>Title + Author’s Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>SM0012</td>
<td>A New Way of Infusing Entrepreneurship Education into the IT Curricula: A Special Case from UAE</td>
</tr>
<tr>
<td></td>
<td>Emad Bataineh, and Zakaria Maamar, Zayed University, UAE</td>
</tr>
<tr>
<td></td>
<td><strong>Abstract:</strong> This research paper reports on the successful experience of the College of Technological Innovation at Zayed University in introducing a new academic component “entrepreneurship and innovation” to its IT curriculum. Since the journey started in fall 2011, it has been full with challenges, successes, as well as lessons learned. The introduction of entrepreneurship education stresses out the role that the college has to play in preparing students who will contribute positively to the future development of the United Arab Emirates (UAE). In UAE, there is a growing trend and interest among national female population to start their own businesses after graduation. This clearly shows a new way of thinking among the new waves of graduates, which is deviating from the traditional thinking of pursuing careers in the government sector. This new path of ventures is not going to be free of challenges and frustrations. The paper discusses in detail the course contents, learning outcomes, delivery modes, and last but not least, graded assessments. The paper</td>
</tr>
</tbody>
</table>
| HA00002 | Impact of Multicultural Environment of Islamic Educational Institutes on Students’ Acculturation  
**Yousef Rahath House**, and Mohd Abbas Abdul Razak,  
International Islamic University Malaysia, Malaysia  
**Abstract**: The study focuses on the effect of exposure to Multicultural and international environment of an Islamic educational institution on the acculturation of its students. Acculturation has been used in this study with a wide sense of meaning that underscores the sense of co-existence and feeling of unity. This study investigated whether the Internationalization process of the International Islamic University, Malaysia, with intergroup contact taking place under optimal conditions helps its students to, appreciate the differences that other cultures bring, be comfortable with differences and also seek diversity of contact. The study employed Miville-Guzman Universality – Diversity Scale, (M-GUDS-S) to collect data by survey method from 400 IIUM undergraduate students selected using Quota sampling. 200 of them were the first year students and the rest were fourth-year students. The result showed that there is a significant improvement in the feeling of unity among the students. The fourth year students showed more appreciation for other cultures and comfort with differences. Based on the finding it has been suggested that if efforts are made to establish optimal conditions for positive intergroup contact to take place, intergroup prejudice can be reduced and problems of co-existence in the Muslim countries and communities can thus be addressed. |
| HA00004 | Dynamic, Reciprocal International Collaboration  
**Hieu Van Ngo**, Ngoc Thi Doan, Tri Ha Minh, Ngoc Thi Nguyen, Phuong Ton Nu Ai, Narayan Gopalkrishnan, and Yasmin Dean,  
University of Calgary, Faculty of Social Work, Canada  
**Abstract**: In recent years, universities in in the Global South have sought expertise from those in the Global North to further advance their post-secondary education. This desire for expertise from the Global North alongside a present day focus on internationalization among universities has made it fertile for cross cultural cooperation and collaboration. However, historical and contemporary relationships among nations have raised questions about the ways that discourses, power relations and teaching pedagogy may contribute to continued colonization of education. There is a need to critically examine the existing trends and issues in internationalization, and to understand and promote dynamic, reciprocal international collaboration.  
In this presentation, we focus on internationalization and international collaboration. We begin with our examination of the existing trends and dynamics related to academic internationalization. Grounded in critical reflection on our experiences with international collaboration, we proceed to highlight the positive aspects of international collaboration and identify the critical issues in academic internationalization. We then articulate our vision for academic internationalization and offer the practical strategies to work towards reciprocal, dynamic international collaboration. |
| HA00005 | Exploring a Senior Teacher’s Change in a Learning Community for Improving Pre-service Teachers’ Quality  
**Ya-Fung Chang**, and Chia-Ling Hsu, |
<table>
<thead>
<tr>
<th>Time</th>
<th>Speaker</th>
<th>Title</th>
<th>Abstract</th>
<th>Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>14:15-14:30</td>
<td>Tamkang University, China</td>
<td>Investigating a senior teacher’s change in a learning community which aimed to improve the teaching quality of pre-service teachers.</td>
<td>In this study, we investigated a senior teacher’s change in a learning community which aimed to improve the teaching quality of pre-service teachers. The senior teacher had been teaching Chinese in junior high schools for more than 30 years. In addition to the senior teacher, the participants of the learning community were from a university including three pre-service teachers, two teacher educators (researchers), and a Chinese subject matter expert. At the beginning, the university participants sat in the senior teacher’s class and observed his teaching. Then, all the participants prepared a new lesson together and then observed the senior teacher’s teaching of this lesson, followed by a discussion meeting. Afterwards, three steps of preparing, teaching, and discussing a lesson repeated to improve each pre-service teacher’s teaching practice. Based on the multiple data we collected, the senior teacher appeared to give his students more freedom during the teaching process, and he gained new insights on selecting and designing instructional materials. Furthermore, the senior teacher examined digital materials enthusiastically, and finally used technology in his class initiatively and frequently.</td>
<td>Tamkang University, China</td>
</tr>
</tbody>
</table>
| 14:30-14:45 | Anadolu University, Turkey | How to Teach a College Student with Hearing Impaired to Create Land Art | **Yildiray Tosun, Anadolu University, Turkey**  
**Abstract:** Land art is an avant-garde art movement which was first appeared in the late 1960s and impressed all western countries in 1970s. There are various implementation of this art created by using stone, soil and lots of natural materials. Artistic studies accepted as a nature art can be analyzed from two different perspectives. First one is to work with materials in harmony with nature, the other one is transmitting from nature to art. The wasted materials can be used while transmitting from nature to art. This paper present how to teach a college student to create land art work with waste material during sustainable graphic art class. He has received graphic art training from a collage that has been given education to students with hearing impaired since 1993 in Turkey. | Anadolu University, Turkey                                                                          |
| 14:45-15:00 | Anadolu University, Turkey | Case Study: Teaching Providing Training With Activity Schedule to the Mother Who Has a Child With Autism Spectrum Disorder | **Özlem Dalgin-Eyiip, Yasemin Ergenekon and Aysun Çolak, Anadolu University, Turkey**  
**Abstract:** The individuals with autism spectrum disorder, especially the young leisure skills and repeatedly performing is crucial to increase the quality of life and social acceptance. When the literature was reviewed, it is seen that teaching with activity schedule is one of the effective methods of learning leisure skills to individuals with ASD. Activity schedule is a visual support consisting of the set of words or pictures stimuli for individuals to perform the activity chain. The purposes of the activity schedules for the children are a) they can make the transition from independent events, b) they can choose between events, c) they can put the activities in order, d) they can comply with the orders of the events and e) they can learn social and daily living skills. Activity schedule allows individuals with ASD features to understand and plan their environment and provide a reduction in the behavioral problems caused by unpredictable situations and routines. Also, activity Schedule in teaching leisure skills, it is observed that traditional activity schedules are still effective. When the literature was reviewed, it is... | Anadolu University, Turkey                                                                          |
not encountered a study of teaching activity schedule carried out by the family. Whereas knowing the teaching of activity Schedule for the family with autism spectrum disorders child is very important for them because these will help them placing activity Schedule to the child’s daily life. Placing social interaction skills into the activity schedule and for the families learning insertion of the activity schedules especially free time skills in to the home life and teaching them to their children will improve the quality of life both for the family and the child.

In the light of these informations, the study has two main objectives. First objective is to educate a mother who has an ASD child how to teach activity schedules to the child and how to integrate these to their home life. And the second objective is to investigate the effectiveness of using activity schedule in gaining free time skills for young children with ASD by graduated guidance provided by the mother. In the research pretest and posttest and the single-subject design was used methods. The findings will be shared during the presentation.

**Classes upside down**

**Eda Ercan Demirel,**
Necmettin Erbakan University, Turkey

**Abstract:** For many years now, language experts have been seeking better ways to teach and learn. All through the history of teaching and learning, traditional methods have come and gone. Despite traditional methods, modern methods tend to be more of a student-centered, constructivist, inquiry based one.

An eye-cathing model gaining popularity recently is “Flipped Learning”. In pursuit of autonomous and active students, flipped learning gets the traditional classes all upside down! The teacher and the students just swap roles inside and outside the class. Students take the real control of their own learning and have a say in the process.

This presentation aims to give insights into flipped classes: the roles, process, and step by step what is really happening inside and outside!

**Newspaper Headlines as Motivators in Reading and Writing Courses**

**Hülya Tuncer,**
Çukurova University, Turkey

**Abstract:** Newspaper headlines are concise and open to ambiguity. Put another way, they are "deceptively simple, fragile linguistic constructs. Although comprised of only a few words, they serve a whole range of communicative purposes” (Brone and Coulson, 2010: 220). Embodying those characteristics, headlines are thought to be effective in reading and writing classes to enhance the related skills. With this objective in mind, a newspaper headline exercise was used with 45 pre-service teachers at the English Language Teaching (ELT) Department of Çukurova University, in Adana Turkey, as part of a two-semester study. For each semester, the students found ten to fifteen newspaper headlines on their own, and guessed at the content, by writing a short passage. Then, they read the body of the news story and compared it with what they had written previously, again by writing in their portfolios. In-class discussions of some of the headlines chosen by the students promoted the study as well. The students strongly defended their interpretation of the headlines. Prediction exercises such as this can be viewed as motivating stimuli, both for reading and writing skills. Students were observed to read much closer when making predictions ahead of time; they read each and every headline word vigilantly. No matter how unusual or odd their
Inferences were, they did their best to convince the reader, of the plausibility of their argument. At the end of each semester, the researcher presented two headlines (four in total) and asked the students to write their predictions about the news stories. The students were assessed not only in terms of how close to the real content of the news their predictions were, but also of the plausibility of their deductions. At the end of the study, the students filled out a questionnaire in which they stated whether they thought they had improved their reading and writing skills and whether they thought of the activity as enjoyable or not. This study highlights the value of how student-generated predictions can develop writing skills and increase reading comprehension. Through the use of newspaper headlines, non-native English speakers were able to engage quickly, and overtime, improve the accuracy of their predictions, yielding fruitful results for reading and writing courses in ELT Departments.

| HA00025 | Teaching Computer Algorithm as a Medium of Improving Problem Solving Skills in Elementary School Students  
Zekeriya KAZANCI,  
Cukurova University, Turkey  
**Abstract:** Teaching computer algorithm is one of the basic steps of teaching computer programming. It helps the programmers to understand what the problem is and how it is supposed to be solved. Therefore this process requires a certain level of problem solving skills. The purpose of this experimental study is to investigate if the process of learning and using computer algorithm can improve the problem solving skills of elementary school students. The findings of this study are considered important and useful since placing a programming course into the curriculum was considered by the Ministry of Education in Turkey. The results of the study suggest that there is a significant difference between the experimental group and the control group according to their problem solving skills in favor of the experimental group. |
| CM932 | Educational Gamification Vs. Game Based Learning: Comparative Study  
**Rula Al Azawi,** Mazin Al-Blushi, Fatma Al-faliti,  
Gulf College, Oman  
**Abstract:** Computer games have grown in many directions. Many studies and systems deals with different elements such as "Fun" and "pleasure" in the game structure to improve a learners motivation in the field of educational learning. In this paper, we will explain different theoretical support for the benefit of using game in education and learning. We will also demonstrate the difference among those methods such as, Game Base Learning (GBL), educational game and Gamification in education. A clear description among these new terms with explanation of the possible impact on teaching and learning will be presented. Games can make learning concept more enjoyable for students and provide a platform for their creative thought. Games will of- ten act as learning triggers inducing lively discussion on learning concepts amongst students following game play. A couple of new ways of teaching like Game Based Learning and Gamification can be applied to enhance the learning procedure of students in various age levels. |
**Session 4**  
13:30-16:00  
In case of absence, please arrive in advance  
Venue: Spagna & Venezia  
Theme: Management  
Session Chair:  

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

<table>
<thead>
<tr>
<th>ID</th>
<th>Title+ Author’s Name</th>
</tr>
</thead>
</table>
| SM0002 | The Role of NGO–SME Cooperation in Internationalization Process and Performance of SMEs  
*Omer Genc,*  
Abdullah Gül University, Turkey  
**Abstract:** After the global financial crisis the role of SMEs in the international trade of a country has increased. Governments try to support these companies and help them in their internationalization process. The need for assistance for SMEs in internationalization process is greater compared to the large MNEs, as SMEs lack necessary resources and expertise for internationalization. We argue that engaging in alliance with home-based NGOs can help SMEs to overcome those difficulties and internationalize more effectively and perform better. In our proposed model, the alliance between NGO and SME foster internationalization and increase the performance through enhancing international network, international entrepreneurship, and trust with the foreign partner. We view international experience as a moderator and propose that SMEs with lower international experience benefit more from these alliances. The proposed framework will be supported with a data collected from Turkish SMEs. |
| SM0016 | Corporate Governance and Firm Profitability: Evidence from Turkey  
*Hülya Cengiz,*  
Yıldız Technical University, Turkey  
**Abstract:** Companies that are listed in Borsa Istanbul, can be included in the Corporate Governance Index if their corporate governance rating is within the range of 7 to 10. Companies can be rated in accordance with their compliance with the corporate governance principles. The aims of the present study are to investigate (i) the performances of the listed companies in the Corporate Governance Index differ from other companies listed in the Borsa Istanbul-100 Index, and (ii) whether there is a relationship between performance and the value of the corporate governance rating for the companies listed in the Corporate Governance Index Financial ratios were used to calculate the performance of companies. The results showed that the companies that are in the corporate governance index have statistically significantly higher return on assets, net profit margin, and return on equity than the ones that are not indexed. Besides, the companies with higher corporate governance rate, have a statistically significantly higher market book value, and return on equity compared to the ones with lower corporate governance rate. These results may instruct potential/current investors and shareholders. However, there is no found evidence regarding the earnings per share which can affect the investment decision shareholders. |
| SM0023 | The Relationships among Mindfulness, Resistance, Workplace Bullying, Job Burnout, and Well-Being  
*Yaonan Lin,* En-Ping Chou, |
Fu Jen Catholic University, Taiwan

Abstract: Mindfulness has started to garner attention in the industrial and organizational (IO) psychology literature recently. It also has become popular in the management practice, but research on mindfulness in management remains limited. The definition of mindfulness is about paying full attention to these external events and internal thoughts, feelings, and sensations with a nonjudgmental attitude of curiosity and acceptance. Based on strong mindfulness, employees’ resilience should alleviate their work stress from workplace bullying behaviors or job burnout. Also, mindfulness and resilience should increase employees’ mental health, like well-being. However, there are very few studies mentioned about the above descriptions. Therefore, the purpose of this study is to find out the relationships among employees’ mindfulness, resistance, workplace bullying, job burnout, and well-being. The valid sample is 372. SEM with LISREL computer program was used to develop a model in this research, and found the paths among the above variables. The results are as follows: (1) employees with higher mindfulness have higher resistance; (2) employees with higher resistance have lower workplace bullying behaviors, lower job burnout, and higher well-being; (3) employees with higher workplace bullying behaviors have higher job burnout and lower well-being; (4) employees with higher job burnout have lower well-being. Finally, this study provided some suggestions to both practical and academic fields related to mindfulness application, workplace behavior, and occupational health psychology.

Guideline to Thailand - Malaysia Border SME Entrepreneurs’ Management Capacity to Create Competitive Advantage for Songkhla Province, Thailand

Oraphan Chanin, Jantira Phooma, Suttaya Somsuk, Panuporn Temprasiri, and Chanwit Chanin,
Faculty of Business Administration, Rajamangala University of Technology Srivijaya, Thailand

Abstract: The study of guideline to Thailand-Malaysia border small and medium entrepreneurs management capacity to create competitive advantage for Songkhla Province, Thailand has the following objectives: 1) to assess Thai and Malaysian small and medium entrepreneurs’ management capacity in Thailand-Malaysia border areas 2) to compare Thai and Malaysian entrepreneurs’ management capacity in Thailand-Malaysia border areas 3) to determine approaches to capacity development of Thai small and medium entrepreneurs management in Thailand-Malaysia border areas in order to create competitive advantage. The samples used in this study were 200 small and medium entrepreneurs within the Thai border, namely in Songkhla Province and 200 small and medium entrepreneurs within the Malaysia border, at the border with Songkhla Province. The research tool used was questionnaire. The statistics used for analysis were mean, standard deviation, t-test, and in-dept interview with 20 Thai small and medium entrepreneurs in Thailand-Malaysia border areas.

The results revealed that Thai entrepreneurs possessed generally moderate management capacity and Malaysian entrepreneurs possessed high management capacity. The result of the hypothesis shows that in terms of international law, Thai and Malaysian entrepreneurs possessed different capacities at the statistical significance level of 0.05. Approaches to capacity development of small and medium entrepreneurs in Thailand–Malaysia border areas in order to create competitive advantage are 1) conducting marketing promotion should be increased 2) information on raw materials must be studied before placing orders 3) principles of accounting record, profit and loss statement and balance sheet, must be studied in order to understand business’ financial status 4)
entrepreneurs should continually study tax benefit for ASEAN Member Countries. 5) entrepreneurs must recruit employees with knowledge of systems thinking development. 6) entrepreneurs should continually acquire new knowledge.

| SM1013 | Strategy as Practice: Reflections from University Hospital  
Fulya Almaz, Beykan Çizel,  
Akdeniz University, Turkey  
**Abstract:** The aim of this study is to examine how top management teams of university hospital interact with each other and organizational structure and reflection of this interactions on strategic decisions and actions from the perspective of strategy as practice. While strategy is conceptualized in this approach as “a situated, socially accomplished activity”, the process of doing strategy is often referred to as strategizing and involves the “actions, interactions and negotiations of multiple actors” which draw on institutionalized practices to inform their practice. SAP has provided important insights into the tools and methods of strategy-making (practices), how strategy work takes place (praxis), and the role and identity of the actors involved (practitioners) [1], [2]. For practice theorists, practices is defined as a concept indicating the acceptable ways of fulfilling shared organizational activities among operating actors within the organization, organizational routines, norms, traditions, rules [3], [4]. Practices refer to the various tools, norms, and procedures of strategy work. Praxis refers to the activity involved in strategy-making, for example, in strategic planning processes or meetings. Practitioners are all those involved in, or seeking to influence, strategy-making [5], [6], [1]. The findings of this study has made it possible to draw some conclusions about current practices and implementations of a university hospital for achieving the basic strategic objectives determined by the top management team of the hospital. It is considered that this study can go further by analyzing the intercourses between strategies, practices and implementations for the basic objectives of a university hospital practically in the terms of strategic approach. |

| HA00017 | Work-life Balance and Job Satisfaction: An Empirical study Focusing on Higher Education Teachers in Oman  
K. Agha, F. T. Azmi, and A. Irfan,  
Skyline University College, Sharjah, United Arab Emirates  
**Abstract:** With increasing levels of stress, competition and insecurities in life, work-life balance issues have become extremely important. Employees are looking for ways that will help them balance between work and personal life effectively. Researchers have also identified that work-life balance leads to positive organizational outcomes. Although work-life balance has been a frequent subject of inquiry in the Western world, there have been no studies on work-life balance in the Sultanate of Oman. Human resources are being considered as vital for the realization of the ‘Vision for Oman’s National Economy: Oman 2020’ laid by the Sultanate, and hence, a study on work-life balance is both timely and relevant. It needs to be understood that teachers are the cornerstone of the development of any society and hence their well-being is important. Therefore, the present study seeks to explore work-life balance and its relation to job satisfaction of teachers in the higher education sector in the Sultanate of Oman. Findings of the study revealed that while work interference with personal life and personal life interference with work had a negative relationship with job satisfaction, work and personal life
<table>
<thead>
<tr>
<th>Time</th>
<th>Title</th>
<th>Authors</th>
<th>Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>15:00-15:15</td>
<td>Development of Indicators Affecting Sustainability of Community Forest Management in Upper Northern Thailand</td>
<td>Jukkaphong Poun-ngamchuen, Nakarate Rungkawat, Savichaya Supa-udomlerk Trirat and Jirapong Chaichawwong, Maejo University, Chiang Mai, Thailand</td>
<td><strong>Abstract:</strong> The study aimed to study the success in sustainable community forest management, to develop an indicators and factors affecting sustainability of community forest management, and a guideline for the development of potential in effective community forest management under the conceptual framework of sustainable development. Four successful community forests in upper northern Thailand receiving award at the national level were investigated. Interview was used for data collection and participatory action research (PAR) was employed in this study. Informants consisted of 20 community forest core leaders and 345 people in the 4 community forest areas. Obtained data were analyzed by using descriptive statistics and inferential statistic. Finding showed that, the success in sustainable community forest management was found at a low level. Regarding the development of indicators affecting sustainability of community forest management, it was found that 4 indicators affecting it included the following: 1) attachment to the community; 2) co-activities with other organization; 3) environmental information perception; and 4) community organization networks. A guideline for effective potential development in community forest management focused on the development of operational process and appropriate personnel management.</td>
</tr>
<tr>
<td>15:15-15:30</td>
<td>Health Status and Time Allocation: Empirical Evidence from Laos</td>
<td>Sisengnam Keuangkham, Waseda University, Japan</td>
<td><strong>Abstract:</strong> A decision on time allocation for alternative daily activities is attributed to be influenced by health condition. However, the empirical evidence of this correlation is shortage in the context of developing countries. Due to the availability of time use data in the household survey of Laos, this research aims to investigate whether healthier individuals allocate longer time for market-oriented activities. The present paper also intends to analyze how they reallocate their time for non-market oriented activities. To overcome the potential endogeneity bias, time allocation and health production equations are estimated simultaneously. The findings show that healthy individuals are likely to spend more hours for remunerated works. An increase in time for labor market induced by a better health is extensively substituted by a reduction in the time allocated to leisure and other activities. This study suggests that time use for daily activities, particularly time for remunerated works and leisure, has the reverse effects on health. While working in labor market worsen individuals’ health status, an increase in leisure time significantly improves health.</td>
</tr>
<tr>
<td>15:30-15:45</td>
<td>The Constraint of Machine Breakdown After a Match-up Scheduling - Case Study Ceramic Manufacturing Plant South Africa</td>
<td>Martha E. Ikome and John M. Ikome,</td>
<td></td>
</tr>
</tbody>
</table>
Technology Transfers and Innovation, Vaal University of Technology, South Africa

**Abstract:** In the process of manufacturing, a machine breakdown usually forces a modified flow shop (MFS) out of the prescribed state, these strategy reschedules part of the initial schedule to match up with the pre-schedule at some point with the objective to create a new schedule that is reliable with the other production planning decisions like material flow, production and suppliers by utilizing a critical decision making concept. We propose a new rescheduling strategy and a match-up point that will have a determination procedure through an advanced feedback control mechanism to increase both the schedule quality and stability. These approach is compared with alternative re-scheduling methods under different experimental settings.

Sales Force Automation for Decision Support

**Mary Jane B. Arcilla,** David Carlo V. Baltazar, Hazel Angeline J. Ng, Marian N. Obillo, and Mark Angelo S. Santiago

Information Technology Department of De La Salle University – Manila, Philippines

**Abstract:** Sales representatives of pharmaceutical companies are regularly faced with the challenge of achieving high sales performance and productive calls. Every day, they are faced with voluminous amounts of raw data from different sources, which they need to process in order to recommend the right products and quantities that their regular customers should order. An information system that automates sales transactions and provides decision-making support will allow them to perform their work more effectively and efficiently.

### 16:00 – 16:20

**Coffee Break**

### Session 5

16:20-18:20

In case of absence, please arrive in advance

Venue: Spagna & Venezia

Theme: Economics

Session Chair: Prof. Xavier Cartañá Alvaro

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

<table>
<thead>
<tr>
<th>ID</th>
<th>Title + Author’s Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>SM0001</td>
<td>Intensity of Fiscal Illusion in Local Self-Government in Poland: Trends and Threats</td>
</tr>
<tr>
<td></td>
<td><strong>Beata Guziejewska,</strong> Department of Public Finance, University of Lodz, Poland</td>
</tr>
<tr>
<td></td>
<td><strong>Abstract:</strong> This article presents the preliminary results from the quantitative part of the broader study the aim of which is to investigate the consequences of the current system of financing local self-government entities in Poland in the context of fiscal illusion. This system of revenue is characterized by low fiscal importance of the local taxes and fees and a high contribution of transfers from the central budget: general grants, specific grants, shares in the PIT (Personal Income Tax) and CIT (Corporate Income Tax). The study used an improved questionnaire with closed-ended questions based on the five-level Likert scale. This article presents the part relating to the intensity of fiscal illusion. The results demonstrate the low esteem of “own revenues” in the</td>
</tr>
</tbody>
</table>
eyes of the councilors. The councilors are against raising local taxes and tend to demand an increase in the transfer revenues for the municipal budgets, which reinforces demanding attitudes and hinders local democracy. The question of whether this will play an important role in the perpetuation of fiscal illusion and thus sustain a loss in local responsibility, democracy and civil society is still an open one.

| SM0005 | Antecedents and Consequences of Environmental Marketing Strategy: A Comparison of Proactive and Reactive Strategies  
Ebru Genç, Anthony Di Benedetto,  
Abdullah Gül University, Turkey  
**Abstract:** Companies are exposed to a variety of pressures to respond to environmental issues. It is critical to understand how firms integrate environmental issues into their corporate agendas and how these integration strategies affect corporate performance. This paper investigates the different motivations that drive firms to adopt environmental marketing strategies and their relative impact on Sustainable New Product Development performance. A conceptual framework is developed and tested that portrays the antecedents and consequences of environmental marketing strategy. The results show that developing environmental strategies that exceed regulations (proactive strategies) leads to better new product performance than those that only adhere to regulations (reactive strategies). In addition, we find that commitment from top management becomes critical only for proactive strategies, not for reactive strategies. Finally, in regard to the consequences, we show that environmental marketing strategies lead to new product advantage and in turn, better sustainable new product performance. |
| SM0019 | National Competitiveness for Welfare: The Solution or an Illusion?  
Yassine Ounnabi, and Lalla Latifa Alaoui,  
Mohammed V University, Rabat, Morocco  
**Abstract:** The aim of this paper is to analyze the theoretical foundations of the national competitiveness concept from the economic perspective. National competitiveness does not seem to be a natural fit with economic theory. Classical economic authors usually discuss either complementary or competing specializations between countries, and competition is usually addressed at the level of manufactures or industries. In this paper, however, I show that key ingredients of the modern national competitiveness concept already exist in classical economics. Modern conceptions of competitiveness develop it in several approaches and levels, and link it with social goals as living standards. It is this link that we try in this paper to analyze the theoretical foundations. Finally, this paper addresses the principal modern conceptualizations of competitiveness by putting an emphasis on the national level. |
| SM1002 | Does Framing Affect the Relationship between Feelings, Risk Perceptions and Economic Expectations?  
Shosh Shahrabani, Sharon Garyn-Tal,  
The Max Stern Yezreel Valley Academic College, Israel  
**Abstract:** Framing theory is based upon the assumption that an issue can be understood from "a variety of perspectives, and be construed as having implications for multiple values or considerations" (Chong and Druckman, 2007, p. 104). Framing studies employ either equivalency or emphasis frames (Druckman, 2004). Equivalency effects occur when "different, but logically
equivalent, phrases cause individuals to alter their preferences” (Tversky and Kahneman, 1987). Various studies have shown that the way risky events are presented to people affects their risk perceptions and judgments (e.g., Peters et al., 2011). In addition, various studies showed that people in good moods would make optimistic judgments, and people in bad moods would make pessimistic judgments (for review, see Han et al. 2007).

The current study objectives were to examine: a. how the framing effect has an impact not only on risk perceptions but also on the individual's economic expectations, b. to examine whether and how framing affect the relationship between various types of feelings (both negative and positive feelings) and risk perceptions and economic expectations. We are not aware of previous studies that examined the impact of the framing effect on this type of relationship. The results of the study are important for deeper understanding of the factors that shape the individual's risk perceptions and economic expectations, which in turn may affect decision making process.

Confucianism and Its Impact on the Development of the Welfare State in East Asia: A Facilitator or an Obstructer?

Soon-yang Kim,
Yeungnam University, South Korea

Abstract: Western scholars have usually regarded Confucianism as an obstacle to the development of capitalism. Eminent scholars including Max Weber degraded Confucianism as a barrier to developing the capitalist economy. However, the successful growth economy of Confucianism-based East Asian countries, including Japan and four East Asian dragons (South Korea, Taiwan, Singapore, and Hong Kong), forced Western observers to change their traditional views on Confucianism. Recently, many Westerners tend to trace the economic success in East Asian countries from the distinctive characteristics of Confucianism - hard working, loyalty to the country and affiliated organizations, respect for education, and the solidarity between family members.

With regard to the welfare state, many Western scholars trace the underdevelopment or delay of social welfare in East Asian countries from their Confucian tradition, particularly from familism tradition. They argue that the welfare state, which is maintained by state intervention, was underdeveloped in the East Asian growth economy, due to the family-focused nature of Confucianism. In these countries, a majority of welfare services are provided by family members and paternalistic employers, while the state has been a major provider of welfare services in Western advanced countries.

However, Western views on Confucianism fail to illuminate the whole story of Confucianism. In East Asian countries, Confucianism is not just related to the solidarity between family members or blood relatives. It is a very comprehensive socio-political ideology determining the foundation and operation of the state, society, and human relationship. Confucianism encompasses the general ideas about politics, philosophy, economy, society, and even liberal arts. Many Westerners tend to characterize Confucianism by its single facet, and thus have the possibility of failing to look the entire picture of Confucianism and fairly evaluate its impact on the economy and the welfare state.

Against this backdrop, the purpose of this paper is to give a talk about the full story of Confucianism and illuminate its impact on the development of the welfare state in East Asian countries. Through this paper, the author intends to provide a more balanced perspective on the role
of Confucianism and evaluate its real influences on the development of the welfare state in Confucianism-based East Asian countries. The specific data are collected from the case study on the development of the welfare state in South Korea. This paper contains the following contents:
- The origin and main ideas of Confucianism and Confucian heritage in East Asian countries
- Social welfare philosophy of Confucianism

Women’s Labor force Participation in Sri Lanka: An Inquiry into the Factors Influencing Women’s Participation in the Labor Market

**Wanninayake M. Semasinghe,**
University of Kelaniya, Sri Lanka

**Abstract:** The main objective of this study was to identify the contributory factors that obstruct women from entering the labor market at the micro level. The study was based mainly on the mixed method approach. A sample survey method was employed to collect data in order to achieve the main objective while data generated by Quarterly Labor Force Surveys were employed to achieve the other objective.

As analysis revealed involvement in household activities is the major factor common to all three sectors. Other factors that were identified were engagement in studies, voluntarily abstaining from working in order to enjoy leisure, sufficiently high level of household income to preclude the need for an additional income, bad environment in the work place, unfavorable working conditions, socio-cultural constraints, physical illness/disability, having retired, low wages, family decision, lack of employment opportunities, low education level, backward attitudes, lack of awareness about the employment opportunities and lack of skills to cope with available opportunities. Among these, the first three are common to the urban and rural sectors while the last four factors are specific to the estate sector.

Decomposition Analysis of Household Poverty in Sri Lanka: 1990-2010

**Seetha P. B. Ranathunga,**
University of Kelaniya, Sri Lanka

**Abstract:** Poverty has always occupied a prominent place in the economic development agenda of successive governments in Sri Lanka since independence. However, the economic benefits of development have not been evenly distributed over the whole island. Thus poverty decomposition provides a better picture for analysing poverty situation in Sri Lanka.

Poverty decomposition has been calculated using the computational tool ‘POVCAL’. National poverty changes were decomposed, using disaggregated household expenditure data from National Income and Expenditure Surveys (HIES) 1990/91 and 2009/10 in Sri Lanka. The decomposition of the poverty change was done using the poverty headcount ratio, the poverty gap index and the severity of poverty in Sri Lanka using national poverty lines for the respective years. The results show that the mean consumption in Sri Lanka has increased; therefore the growth component has contributed to significant poverty reduction within the period. Further, the results confirm that the significant poverty reduction in Sri Lanka is fully accounted for by the increase in mean consumption. This effect carried through to the other poverty measures as well. Although usually the redistribution component is negative; here it has a positive value, indicating that the redistribution component has dominated the growth component of the change in poverty in Sri Lanka over the last two decades.
HA10015
18:05-18:20

Exploring the Impact of Digital Technology on women’s Employment in Saudi Arabia
Nailah Hassan H. Gadi,
University of Hull, UK

Abstract: Digital technologies have rapidly advanced over the last quarter of a century. This research highlights how processes of change in digital technology can influence gender power relations. In Saudi Arabia, women’s digital technology roles have been minimal and ineffective. According to national statistics, female Saudi nationals represent 42% of the national population, and 58% of university graduates. Yet, they occupy only 18% of the labour force and 34% are unemployed. Moreover, career options are limited with the majority being employed in the public sector in the teaching profession (over 70%), and some in healthcare and other services.

Session 6
16:20-18:20

In case of absence, please arrive in advance
Venue: Spagna & Venezia
Theme: Literature & Linguistics
Session Chair: Winnie Cheng

An In-depth Study of Hong Kong Cantonese ESL Learners’ Awareness of English Article Use
Alice Yin Wa Chan,
City University of Hong Kong, Hong Kong.

Abstract: This paper reports on the results of two focus group interviews on Cantonese ESL learners’ awareness of English article use. A total of eight interviewees, including one male and seven females majoring in English in a local university in Hong Kong, participated. Before the interviews, they had all completed two language tasks which investigated learners’ acquisition of English articles, namely a grammaticality judgment task and a cloze passage task. The interviews, which were conducted in a mixed code of Cantonese and English, focused on the interviewees’ knowledge of article use, the problems they encountered in the completion of the tasks and in their daily use of English articles, the strategies they used in their judgment of the grammaticality of a sentence and in their other learning needs, their metalinguistic awareness of the English article system, and any other topics arising.

The results of the interviews showed that students relied very much on their previous linguistic repertoire for their article selection, in that they would retrieve their memory of L2 utterances previously encountered when selecting an article for use. Referentiality judgment was also resorted to, but their knowledge of noun reference was sometimes inaccurate. Some students regarded the presence of a modifier (post- or pre-) as specifying or limiting the reference of a noun, while others relied on the information given in a subject complement for referentiality judgment. All these show that Cantonese ESL learners’ awareness of the English article system is not adequate and warrants attention. It is suggested that ESL teachers design suitable formal and explicit teaching programs to eradicate learners’ misconceptions about the English article system. ESL teaching professionals are also advised to design activities which require advanced learners to verbalize noun reference and referents as a means of understanding their metalinguistic awareness.
**Bodies (Re) Gained: Gender & Identity in Elif Shafak’s Pinhan and Virginia Woolf’s Orlando**

**Begüm Tuğlu,**
Ege University, Turkey

**Abstract:** The definition of gender has been a source of great controversy. As Michel Foucault argues in The History of Sexuality, since the seventeenth century the Western outlook upon sexuality is rather in the form of suppression due to certain ideological manipulations through the rise of capitalism. This understanding of sexuality was directly connected to one's biological condition which determined whether the individual was a man or a woman, never leaving place for the in between. With this perspective, the repressed society founded upon the sacred bonds of marriage and the institution of family cut out roles for both men and women which defined their gender roles. These roles were mere performances, as Judith butler would argue later on, however, they had great impact upon the formation of identities for a long time. I argue in alliance with critics such as Stuart Hall that the conception of identity does not have an ultimate ending since it constantly transforms, shifts and takes up new meanings along the way. I further assert that gender, as a vital part of identity formation, carries the same essence, however, it cannot be restricted neither to biological nor temporal nor spatial limits. In order to demonstrate the transformative and transgressive stance of gender and identity, I intend to explore how the novels Pinhan (The Mystic) by Elif Shafak and Orlando: A Biography by Virginia Woolf cross the thresholds of time and space. The two androgynous protagonists of the novels express the uniqueness of identity formation in terms of gender in spite of the differing repressive societies they live in. Even though both novels were written by authors from different eras and different cultural backgrounds, they take upon a similar approach to the issue of gender in their own unique ways.

---

**In the Light of What We Know: Issues of Politics and Exile**

**Shampa Iftakhar,**
Daffodil International University, Bangladesh

**Abstract:** In the Light of What We Know is a big, ambitious, debut novel from Bangladeshi author Zia Haider Rahman. Rahman explores the story of two immigrants from very different class backgrounds. In the novel, we find an unnamed narrator. He is a banker from a privileged background. His grandfather was Pakistani ambassador to the US, and his parents are Oxford academics. Zafar, on the other hand, was born in Sylhet, a "corner of a corner"[1] of north-eastern Bangladesh. Their stories unfold from their conversation, and from Zafar's notebooks. The story gracefully and deftly explores the different issues such as entire nature of life, existence, love, belonging, math, free-will, politics, identity, quantum physics and so on. It also depicts a strong sense of homelessness of an immigrant who never gets back home. The story covers the most significant events of different countries i.e. Liberation War of Bangladesh, issues of 9/11, condition of Afghanistan, etc. In a strict sense, Rahman's In the Light of What We Know is not a political one. Even he addresses and explores these political issues to put forward very critical issues of politics from 1971 to 2011. The narrator's friend never gets a home in abroad. England never welcomes him. He is exiled from root. He feels anger within himself for this exile. This paper aims to focus on particularly of these two issues politics and exile that we find in the novel, In The Light of What We know.

---

**Toward a Formalization of FrameNet in Situation Theory**

**L0005**

L0005 16:35-16:50

Bodies (Re) Gained: Gender & Identity in Elif Shafak’s Pinhan and Virginia Woolf’s Orlando

**Begüm Tuğlu,**
Ege University, Turkey

**Abstract:** The definition of gender has been a source of great controversy. As Michel Foucault argues in The History of Sexuality, since the seventeenth century the Western outlook upon sexuality is rather in the form of suppression due to certain ideological manipulations through the rise of capitalism. This understanding of sexuality was directly connected to one's biological condition which determined whether the individual was a man or a woman, never leaving place for the in between. With this perspective, the repressed society founded upon the sacred bonds of marriage and the institution of family cut out roles for both men and women which defined their gender roles. These roles were mere performances, as Judith butler would argue later on, however, they had great impact upon the formation of identities for a long time. I argue in alliance with critics such as Stuart Hall that the conception of identity does not have an ultimate ending since it constantly transforms, shifts and takes up new meanings along the way. I further assert that gender, as a vital part of identity formation, carries the same essence, however, it cannot be restricted neither to biological nor temporal nor spatial limits. In order to demonstrate the transformative and transgressive stance of gender and identity, I intend to explore how the novels Pinhan (The Mystic) by Elif Shafak and Orlando: A Biography by Virginia Woolf cross the thresholds of time and space. The two androgynous protagonists of the novels express the uniqueness of identity formation in terms of gender in spite of the differing repressive societies they live in. Even though both novels were written by authors from different eras and different cultural backgrounds, they take upon a similar approach to the issue of gender in their own unique ways.

---

**In the Light of What We Know: Issues of Politics and Exile**

**Shampa Iftakhar,**
Daffodil International University, Bangladesh

**Abstract:** In the Light of What We Know is a big, ambitious, debut novel from Bangladeshi author Zia Haider Rahman. Rahman explores the story of two immigrants from very different class backgrounds. In the novel, we find an unnamed narrator. He is a banker from a privileged background. His grandfather was Pakistani ambassador to the US, and his parents are Oxford academics. Zafar, on the other hand, was born in Sylhet, a "corner of a corner"[1] of north-eastern Bangladesh. Their stories unfold from their conversation, and from Zafar's notebooks. The story gracefully and deftly explores the different issues such as entire nature of life, existence, love, belonging, math, free-will, politics, identity, quantum physics and so on. It also depicts a strong sense of homelessness of an immigrant who never gets back home. The story covers the most significant events of different countries i.e. Liberation War of Bangladesh, issues of 9/11, condition of Afghanistan, etc. In a strict sense, Rahman's In the Light of What We Know is not a political one. Even he addresses and explores these political issues to put forward very critical issues of politics from 1971 to 2011. The narrator's friend never gets a home in abroad. England never welcomes him. He is exiled from root. He feels anger within himself for this exile. This paper aims to focus on particularly of these two issues politics and exile that we find in the novel, In The Light of What We know.

---

**Toward a Formalization of FrameNet in Situation Theory**

**L0022**

Toward a Formalization of FrameNet in Situation Theory
<table>
<thead>
<tr>
<th>Time</th>
<th>Speaker(s)</th>
<th>Title</th>
<th>Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>17:05-17:20</td>
<td>Cenk Atlig and Yılmaz Kilicaslan, Trakya University, Turkey</td>
<td>Abstract: FrameNet is a semi-formal lexical database. There are various attempts to formalize this database. This paper presents a partial formalization of FrameNet in situation theory. This mathematical theory of information may provide a fruitful basis for making FrameNet accessible to other fields such as natural language processing, computational linguistics and informational retrieval.</td>
<td></td>
</tr>
<tr>
<td>17:20-17:35</td>
<td>Yusuf Demir, Necmettin Erbakan University, Turkey</td>
<td>Towards The Inclusion of Two Novel Oral Feedback Types</td>
<td></td>
</tr>
<tr>
<td>L0025</td>
<td>Yusuf Demir, Necmettin Erbakan University, Turkey</td>
<td>Abstract: Systematic observations of second language classrooms are treasured by L2 researchers due to the fact that they serve to determine the types and frequencies of specific interactional moves and features such as scaffolding, error, oral corrective feedback (OCF), turn-taking and so on that occur in the course of formal L2 instruction. In addition, classroom observations provide large amounts of natural data that help to understand the theoretical arguments regarding these interactional moves. Yet, the main advantage of these observations—at the same time what distinguishes them from questionnaires and interviews—lies in the fact that by x-raying natural classroom settings, they have the potential to unearth novel interactional moves which have probably not been identified, and therefore have not been labelled before. Developing out of a large database of EFL classroom interaction obtained through observations, this study sets out to introduce two seminal OCF moves to the related literature which are controversial to fit into a specific OCF category offered by the pioneering researchers in the field, and therefore have been labelled by the researcher as iteration as distinct from teacher’s repetition of learner errors and alternative feedback, separately.</td>
<td>Necmettin Erbakan University, Turkey</td>
</tr>
<tr>
<td>17:35-17:50</td>
<td>Tilka S. Brown, The Language Toolbox, Australia</td>
<td>Chatter That Matters: The Importance of Talk in the Language Classroom</td>
<td>The Language Toolbox, Australia</td>
</tr>
<tr>
<td>L0028</td>
<td>Tilka S. Brown, The Language Toolbox, Australia</td>
<td>Abstract: This paper is based upon real, everyday experiences in the primary school language classroom. It is not a written summary of formal research per se, but rather an overview of my own observations and teaching experiences in primary school language classrooms. Fieldwork yes, but without the formalities and restrictions that can often be associated with structured studies. Rather, I have observed students and teachers working in their ‘natural’ teaching and learning environments; settings in which I had a very minimal presence. My intentions for joining these classes was to always ‘blend-in’ and to document my findings of existing practises. My observations form the content of this paper whilst also discussing the issues surrounding the all-too frequent concept of “boring” schooling. It highlights the impact of the negative teacher and the detrimental effect this has upon the students within a language classroom - or any classroom for that matter. Finally, this paper discusses the resulting impact of introducing some new teaching strategies and techniques, the ‘tools’ for enhancing language programs. Change needs to occur, it must occur. The reality is, the current teaching method used by a large majority of teachers in schools all over the world isn’t working - and it hasn’t been working for a very long time. Quite frankly, this is not good enough - our children deserve more.</td>
<td>The Language Toolbox, Australia</td>
</tr>
</tbody>
</table>
An Analysis of the Fillers Used by Asian Students in Busan, South Korea: A Comparative Study
Valantino Ateng Pamolango,
University of 17 Agustus 1945 Surabaya, Indonesia

Abstract: The aim of this paper is to emphasize the importance of fillers to students at the university, and investigate how many fillers are used by the students when they answer questions in English and if so, which function of fillers they tend to use and why. Although there might be no teaching issue for acquisition of fillers, being spoken discourse markers, the aim is rather to increase the learners’ awareness of fillers when they hesitate in the foreign language, which is actually the very nature of speaking. Ten questions were asked to the students at Dong Eui University in the winter semester of 2016/2017 academic year. The questions were started from the easy to the difficult one. 8 students who are using English as their communication tool were chosen from 8 countries in Asia, such as Indonesia, India, Vietnam, Laos, Korea, Philosophy, Japan and China. Through voice recordings and related transcriptions, the results basically revealed that the students used fillers in order to answer the hard questions. The data showed that all the students produced more unlexicalized than the lexicalized fillers. In the function of the fillers, the types of fillers produced had the functions as a holder the turn, as a mark of hesitation, as empathizers, as time-creating devices, and as an editing term. As a conclusion, the more difficult the language used, the more fillers are produced.

Promotional Language on Hotel Homepages: A Comparison of Hotel Websites across Different Star Categories
Amy Suen,
The Hong Kong Polytechnic University, Hong Kong

Abstract: The use of websites for promoting hospitality services has increasingly gained importance in hotel branding since 1980s, and yet scarce research has been undertaken to explore the language of evaluation on hotel homepages. This paper explores the ways in which Hong Kong hotels of different star categories evaluate their products and services, and construct interpersonal relationships with readers in the introductory texts of their homepages. By drawing upon Appraisal Theory within a Systemic Functional Linguistics (SFL) approach, textual analysis shows that the hotel homepages examined tend to present one-way communication from the hotels’ perspective rather than a two-way exchange which engages readers with the online luxury experience. The study suggests that hotels could involve viewers by employing a greater variety and amount of linguistic resources of Appreciation of Reaction of Impact, Affect, Judgment and Engagement on their websites in order to enhance viewers’ online experience and hence promotional effectiveness of hotels.

Listeners’ List

| Listener 1 | Mary Alaku, Enugu State University of Science and Technology (ESUT), Nigeria |
| Listener 2 | Ukaoha Chidonso Emmanuel, Coastal Atlantic Nigeria Ltd, Nigeria |
| Listener 3 | Neil Saxon,  
Northern Alberta Institute of Technology (NAIT), Canada |
| Listener 4 | Tangwa Judith,  
Nova Afric / Cefor Institut Superieure, De Douala, Cameroon |
| Listener 5 | Lina A. Bioglou,  
The American University of Beirut (AUB), Lebanon |
| Listener 6 | Elnaz Valaei Bakhshayesh,  
Arab Open University, Oman |

| July 15, 2016 19:00 | Closing Ceremony |
| Restaurant | Dinner Banquet |
Welcome to the official website of 2016 2nd International Conference on Economics, Business and Trade (ICEBT 2016), which will be held during December 6-8, 2016, in Hong Kong by IEDRC. ICEBT 2016, 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 Economics, Business and Trade, and discuss the practical challenges encountered and the solutions adopted.

Publication

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

International Journal of Trade, Economics and Finance (IJTEF)
ISSN: 2010-023X
DOI: 10.18178/IJTEF
Indexed by: Engineering & Technology Digital Library, ProQuest, Crossref, Electronic Journals Library, DOAJ, EBSCO, and Ulrich's Periodicals Directory.

Journal of Economics, Business and Management (JOEBM)
ISSN: 2301-3567
DOI: 10.18178/JOEBM
Indexed by: DOAJ, Engineering & Technology Library, Electronic Journals Library, Ulrich's Periodicals Directory, MESLibrary, Google Scholar, Crossref, and ProQuest.

Important Dates

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Submission Deadline</td>
<td>Before August 5, 2016</td>
</tr>
<tr>
<td>Registration Deadline</td>
<td>Before September 15 2016</td>
</tr>
<tr>
<td>Conference Date</td>
<td>December 6-8, 2016</td>
</tr>
</tbody>
</table>
Welcome to the official website of 2016 3rd International Conference on Social Sciences and Innovations (ICSSI 2016), which will be held during December 6-8, 2016, in Hong Kong by IEDRC. ICSSI 2016, 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 Social Sciences and Innovations, and discuss the practical challenges encountered and the solutions adopted.

**Publication**

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

**Option A:** International Journal of Social Science and Humanity (IJSSH)

- **ISSN:** 2010-3646
- **DOI:** 10.18178/IJSSH
- **Abstracting/ Indexing:** Google Scholar, DOAJ, Engineering & Technology Digital Library, Crossref, Index Copernicus, and ProQuest.

**Option B:** International Journal of Innovation, Management and Technology (IJIMT)

- **ISSN:** 2010-0248
- **DOI:** 10.18178/IJIMT
- **Abstracting/ Indexing:** Google Scholar, Ulrich's Periodicals Directory, Engineering & Technology Digital Library, Crossref and ProQuest, Electronic Journals Library.

**Important Dates**

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Submission Deadline</td>
<td>Before August 1, 2016</td>
</tr>
<tr>
<td>Acceptance Notification</td>
<td>On August 20, 2016</td>
</tr>
<tr>
<td>Registration Deadline</td>
<td>Before September 10, 2016</td>
</tr>
<tr>
<td>Conference Date</td>
<td>December 6-8, 2016</td>
</tr>
</tbody>
</table>
Welcome to the official website of 2016 2nd International Conference on Marketing, Business and Trade (ICMBT 2016), will be held during December 29-31, 2016, in Tokyo, Japan by IEDRC. ICMBT 2016, aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experiences, new ideas, and research results about all aspects of Marketing, Business and Trade, and discuss the practical challenges encountered and the solutions adopted.

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

**Publication**

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

International Journal of Trade, Economics and Finance (IJTEF)
ISSN: 2010-023X
DOI: 10.18178/IJTEF
Abstracting/ Indexing: Engineering & Technology Digital Library, ProQuest, Crossref, Electronic Journals Library, DOAJ, EBSCO, and Ulrich's Periodicals Directory

<table>
<thead>
<tr>
<th>Important Dates</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Submission Deadline</td>
<td>Before August 30, 2016</td>
</tr>
<tr>
<td>Acceptance Notification</td>
<td>On September 20, 2016</td>
</tr>
<tr>
<td>Registration Deadline</td>
<td>Before October 10, 2016</td>
</tr>
<tr>
<td>Conference Date</td>
<td>December 29-31, 2016</td>
</tr>
</tbody>
</table>

ICEMM 2017 aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experience, new ideas, and research results about all aspects of Economics Marketing and Management, and discuss the practical challenges encountered and the solutions adopted.

All full paper submissions will be peer reviewed and evaluated based on originality, technical and/or research content/depth, relevance to conference, contributions, and readability.

**Publication**

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

**Option A: International Journal of Innovation, Management and Technology (IJTEF)**

ISSN: 2010-0248  
DOI: 10.18178/IJIMT  
Abstracting/ Indexing: Google Scholar, Ulrich’s Periodicals Directory, Engineering & Technology Digital Library, Crossref and ProQuest, Electronic Journals Library.

**Option B: International Journal of Trade, Economics and Finance (IJSSH)**

ISSN: 2010-023X  
DOI: 10.18178/IJTEF  
Abstracting/ Indexing: Engineering & Technology Digital Library, ProQuest, Crossref, Electronic Journals Library, DOAJ, EBSCO, and Ulrich’s Periodicals Directory

**Important Dates**

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Submission Deadline</td>
<td>Before September 20, 2016</td>
</tr>
<tr>
<td>Acceptance Notification</td>
<td>Before October 10, 2016</td>
</tr>
<tr>
<td>Registration Deadline</td>
<td>Before October 30, 2016</td>
</tr>
<tr>
<td>Conference Date</td>
<td>January 23-24, 2017</td>
</tr>
<tr>
<td>One day tour</td>
<td>January 25, 2017</td>
</tr>
</tbody>
</table>

ICEBA 2017 aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experience, new ideas, and research results about all aspects of Economics and Business Administration, and discuss the practical challenges encountered and the solutions adopted.

All full paper submissions will be peer reviewed and evaluated based on originality, technical and/or research content/depth, relevance to conference, contributions, and readability.

**Publication**

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

**Journal of Economics, Business and Management (JOEBM)**
ISSN: 2301-3567
DOI: 10.18178/JOEBM

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

**Important Dates**

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Submission Deadline</td>
<td>Before September 15, 2016</td>
</tr>
<tr>
<td>Acceptance Notification</td>
<td>Before October 10, 2016</td>
</tr>
<tr>
<td>Registration Deadline</td>
<td>Before October 25, 2016</td>
</tr>
<tr>
<td>Conference Date</td>
<td>January 23-24, 2017</td>
</tr>
<tr>
<td>One day tour</td>
<td>January 25, 2017</td>
</tr>
</tbody>
</table>
2017 4th International Conference on Innovation in Economics and Business (ICIEB 2017), will be held in Barcelona, Spain during February 12-14, 2017.

ICIEB 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 Innovation in Economics and Business, and discuss the practical challenges encountered and the solutions adopted.

**Publication**

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

- International Proceedings of Economics Development and Research (IPEDR)
  - ISSN: 2010-4626
  - DOI: 10.7763/IPEDR
  - Abstracting/ Indexing: CNKI, DOAJ, WorldCat, Google Scholar, Ulrich's Periodicals Directory, Crossref, and Engineering & Technology Digital Library

**Important Dates**

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Submission Deadline</td>
<td>Before September 30, 2016</td>
</tr>
<tr>
<td>Acceptance Notification</td>
<td>On October 20, 2016</td>
</tr>
<tr>
<td>Registration Deadline</td>
<td>Before November 10, 2016</td>
</tr>
<tr>
<td>Conference Date</td>
<td>February 12-13, 2017</td>
</tr>
<tr>
<td>One Day Tour</td>
<td>February 14, 2017</td>
</tr>
</tbody>
</table>

CEBMM 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 Economics Business and Marketing Management, and discuss the practical challenges encountered and the solutions adopted.

Publication

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

Journal of Economics, Business and Management (JOEBM)
ISSN: 2301-3567
DOI: 10.18178/JOEBM
Abstracting/ Indexing: DOAJ, Engineering & Technology Library, Electronic Journals Library, Ulrich's Periodicals Directory, MESLibrary, Google Scholar, Crossref, and ProQuest; etc

Important Dates

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Submission Deadline</td>
<td>Before October 20, 2016</td>
</tr>
<tr>
<td>Acceptance Notification</td>
<td>On November 10, 2016</td>
</tr>
<tr>
<td>Registration Deadline</td>
<td>Before November 30, 2016</td>
</tr>
<tr>
<td>Conference Date</td>
<td>February 22-24, 2017</td>
</tr>
</tbody>
</table>

ICLLA 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 Linguistics, Literature and Arts Management, and discuss the practical challenges encountered and the solutions adopted.

**Publication**

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

**International Journal of Languages, Literature and Linguistics (IJLLL)**  
ISSN: 2382-6282  
DOI: 10.18178/IJLLL  
Abstracting/ Indexing: Google Scholar, Engineering & Technology Digital Library, Crossref, Proquest and DOAJ

**Important Dates**

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Submission Deadline</td>
<td>Before October 10, 2016</td>
</tr>
<tr>
<td>Acceptance Notification</td>
<td>On October 31, 2016</td>
</tr>
<tr>
<td>Registration Deadline</td>
<td>Before November 20, 2016</td>
</tr>
<tr>
<td>Conference Date</td>
<td>February 22-24, 2017</td>
</tr>
</tbody>
</table>