

2014 IEDRC LAS VEGAS CONFERENCES SCHEDULE

Las Vegas, USA

December 17-18, 2014

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IEDRC LAS VEGAS CONFERENCE PROGRAM

December 17-18, 2014, Las Vegas, USA

THE PLATINUM HOTEL
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Day 1:

Lobby	December 17 10:00-17:00	Registration
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Day 2:

Venue Diamond Room	Dec. 18 9:00-12:00	9:30—9:45	Opening Remarks
		9:45—10:30	Keynote Speech 1(Professor Song-Kyoo Kim)
		10:30—11:00	Coffee break
		11:00—11:45	Keynote Speech 2(Professor Yixun Shi)
Restaurant	Dec. 18 11:45-13:00	Lunch	
Venue Room Diamond	Dec. 18 13:00-16:30	13:00-15:00	Session 1(10 persons)
		15:00—15:30	Coffee break
		15:30-18:00	Session 4(14 persons)
Venue Room Emerald	Dec. 18 13:00-16:30	13:00-15:00	Session 2(8 persons)
		15:00—15:30	Coffee break
		15:30-18:00	Session 3(12 persons)
Restaurant	Dec. 18 19:00-22:00	Dinner	

Instructions for Oral Presentations

Devices Provided by the Conference Organizer:

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

Materials Provided by the Presenters:

PowerPoint or PDF files (Files shall be copied to the Conference Computer at the beginning of each Session)
Duration of each Presentation (Tentatively):
Regular Oral Session: about 9-12 Minutes of Presentation, 2-5 Minutes of Q & A
Keynote Speech: 30-45 Minutes of Presentation, 5-10 Minutes of Q&A

Registration Only: December 17, 2014 (Wednesday)

Venue: THE PLATINUM HOTEL

Item	Time	Place
Arrival and Registration	10:00-17:00	Lobby

- (1) Please print your registration form before you come to the conference.
- (2) You can also register at anytime during the conference.
- (3) Certificate of Participation can be collected at the registration counter.
- (4) Please tell the conference reception your paper ID.
- (5) The organizer won't provide accommodation, and we suggest you make an early reservation.
- (6) One Best Paper will be selected from each oral session. The Certificate for Best Papers will be awarded in the Closing Banquet on December 18, 2014.

Conference: Morning, December 18, 2014 (Thursday)

Venue: Diamond

09:30-09:45	<p>Opening Remarks</p>  <p><i>Professor Yixun Shi</i> Department of Mathematics, Computer Science and Statistics, the Bloomsburg University of Pennsylvania, USA</p>
09:45-10:30	<p>Keynote Speaker Speech 1</p>  <p><i>Prof. Song-Kyoo Kim</i> Asian Institute of Management, Makati, Philippines</p> <p>Title: Innovation, Technology and Society Impacts</p> <p>Abstract: Innovation is more evident and creating business value is the purpose of innovation. The innovation could be a structured process and the set of practical tools for new idea generations. It could be applied to various fields including sustainable technologies for emerging countries. Human behavior economics could be adapted to bring the innovative solutions. The demonstration for the adaption to the hi-tech industries and emerging societies (sustainable technology) sector underlined with the innovation is the major part of the presentation.</p>
10:30-11:00	<p>Group Photo & Coffee Break</p>
11:00-11:45	<p>Keynote Speaker Speech 2</p>



Professor Yixun Shi

Department of Mathematics, Computer Science and Statistics, the Bloomsburg University of Pennsylvania, USA

Title: Strategies in Teaching College Mathematics General Education Classes

Abstract: In United States, as well as in a number of other nations, university and college have a set of required General Education Classes for undergraduate students to take. The purposes of general education are to help develop students' ability to think critically and communicate clearly, to let students have an entire university experience, to assure broad exposure to areas of study beyond the major, and to foster a deeper understanding of the world. However, many students come to general education classes with low interests; see those classes as a burden instead of benefit. All they want is to pass those classes and get done with them.

In order to achieve the purposes of general education, we need to raise student interests in these classes. This presentation proposes two strategies to raise student interests: (1) teaching the subjects through applications and examples that most students may like to see, such as games, and (2) teaching the subjects within the contents of students' major study fields so that students feel that the class is relevant. In this presentation, I will give a few examples of applying those strategies in teaching general education mathematics classes.

11:45-13:00	Lunch
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Afternoon, December 18, 2014 (Thursday)

SESSION-1

Venue: Diamond

Session Chair: ***Prof. Song-Kyoo Kim***

Time: 13:00-15:00

ID	Title+Author's name
Education	

C00003	<p>Personal Goals and Social Influence in the E-Learning Systems Implementation: An Empirical Study</p> <p>Yujong Hwang Associate Professor, DePaul University & Kyung Hee University, USA</p> <p>Abstract—This paper investigates important factors in shaping attitudes toward knowledge sharing by email in the e-learning, based on social influence theory and self determination theory. Furthermore, we test how the personal goals moderate the relationships in the model. An empirical test of the proposed model using an online survey was conducted with a sample of undergraduate college students who use email for class assignments. All social influence factors significantly influenced attitudes toward knowledge sharing by email ($R^2 = 0.63$) in the high personal goal group ($n=186$), but social identity did not influence the attitude ($R^2 = 0.54$) in the low personal goal group ($n=225$). E-learning and information systems researchers and practitioners will be able to more fully understand the roles of social influence factors in developing and designing e-learning systems.</p>
C00023	<p>E-Learning in Organizations vs. Universities Competition or Cooperation</p> <p>Irina Stancu Student, University of Geneva</p> <p>Abstract—The main focus of this article is online education, or commonly referred to as e-Learning activities and the high potential that partnerships between organizations and academia can bring. Online learning is revolutionizing the world. Since its introduction, the educational system has been evolving rapidly. E-learning has several benefits when it comes to both organizations and universities. There is an increase in utilizing e-Learning as a tool not only in academia but also in organizations or corporations. What we would like to propose and elaborate in the following article is the advantage that both organizations and academia will have if the number of partnerships would increase in producing online training and establishing the level of existing collaboration or competition in the online courses industry.</p>
C00028	<p>Creativity Assessment Of Teenaged School Children: Evidence from Assam, India</p> <p>Chandana Goswami Professor, Tezpur University, India</p> <p>Abstract—This study wanted to find out the creativity level of teenaged students of different categories of schools, find out any gender differences, and also check for relationship between academic performance and creativity level. Schools in Assam have options of adopting curricula of different education boards. The two most common are the Board of Secondary Education, Assam (SEBA) and Central Board of Secondary Education (CBSE) which is a pan Indian curriculum. There are different groups of schools depending on the management / sponsors. The study investigates into the creativity level of students of 10th standard and 12th standard of Jorhat district of Assam, India. The outcome of this study is compared with a similar study done in a neighbouring district i.e. Dibrugarh. We tried to find out whether our results differed district wise.</p>
C30001	<p>A Global Discovery of Learner Motivations: Building A Foundation for Systemic Enhancements within Higher Education</p>

	<p>Mysoon Otoum Assistant Professor, Higher Colleges of Technology , United Arab Emirates Abstract—Creating a powerful workforce in a competitive global environment challenges universities to develop strong leaders through the use of transformative education and understanding the core motivations of students is a starting point for transformative education. This study used 1399 data points from 117 nationalities to obtain a deeper understanding of the top eight values of business students. The top three values in order of priority included fairness, authority and friendship. Using student data from Ghana, India, Mongolia, the United Arab Emirates and the United States, the study also found some differences in the top three values at the national level. Relationships between the top 3 values and the self-constructs of extrinsic goal orientation, intrinsic goal orientation, self-efficacy and systemic awareness were established, except for the interaction between self-efficacy and the value of fairness. . In addition, in exploring the change of value over the duration of university experience, the study found that values are not as stable as previously predicted.</p>
<p>H019</p>	<p>The Use of Technology in Language Classrooms in Libya Ibrahim Abukhattala Associate Professor, University of Misurata, Libya Abstract—There is an increasing pressure exercised by the advancements of technology on education. Recently the use of technology for teaching has become an integral part of successful learning and teaching languages in many parts of the world. Although education policy makers in Libya claim that computers and related internet technologies represent important educational innovations, they are not widely used in Libyan foreign language classrooms. As many researchers suggest, the successful implementation of educational technologies depends mainly on the attitudes of teachers, who eventually decide on whether to integrate them or not and on how they are utilized in the teaching process. This qualitative research study was carried out to investigate English language teachers’ readiness and willingness to integrate technology in some high and secondary schools in Misurata, Libya. Twelve in-service English language teachers participated in this study. Data were collected through structured and semi structured interviews. As revealed in the interviews, three themes have emerged which are, (a) Understanding of technology, (b) Types of technology and (c) Cultural and traditional styles of learning and teaching. Participants complained about lack of funding, scarcity of technology in schools and paucity of proper training to use technology. However, all the participants were willing to use technology to teach English as a foreign language. The paper concludes with implications and important suggestions and recommendations for education policy makers and directions for further research. Although this study was conducted in Libya, findings and recommendations can be useful in other educational contexts.</p>
<p>H021</p>	<p>The Impact of International Migration on Children’s Education in Rural Gujrat, Pakistan Sarfraz Khan Lecturer, Department of Sociology, Quaid-i-Azam University, Islamabad Pakistan Abstract—The impact of international migration is quite evident in most of developing</p>

	<p>countries as number of migrants from this world is increasing day-by-day. One of the major streams of migration researchers has stated that remittances relax the poverty burden of migrant families and spend more on education of their children. This process of remittances increases school enrolment, attendance and academic performance. In contrast to this some other researchers have identified the negative impact of escalated income through remittances on students' educational activities. In Gujrat, the income of the migrant households is obviously increased because of international migration. Migrant households are regularly receiving remittances to accommodate daily expenses, spending on luxuries, on business and on the construction of big houses. The latter is of great importance. Present research was based on ethnographic fieldwork and reveals that remittances have a good impact on both male and female children's education but only at primary school level. It has been positively associated to the school enrolment, attendance, and academics performance at this level. However, when we look into the trends of all three variables of the children education (i.e. enrolment, attendance, and academic performance) beyond primary level, the trend of female students remained impressive while the male students' enrolment, attendance, and academic achievements deescalated comparatively.</p>
<p>E00006</p>	<p>A Qualitative Study of Insults in Collaborative Learning David Nadler Prata, Patrick Letouze, Stefano Ierri, and Evandro Costa Professor, Universida de Federal Do Tocantins, Brazil Abstract—In computer-supported collaborative learning, automatic coding procedure strategies are necessary for teaching because of the large amount of dialogue acts that must be evaluated. In addition, the characterization of a student's social identification for collaborative and learning behaviors might affect a student's learning outcomes in a variety of ways. An effective learning analysis of the interactive processes cannot dissociate cognitive from social factors. We present a qualitative study of social behavior for insults (flaming) in an anonymous, text-based, collaborative learning dialogue protocol. The application of a nuanced framework of miscommunication for 'flaming' conveys new outcomes for social behavior, as the effect of insults, in collaborative learning processes. This study reinforces the importance of conflict as a variable to understand what, when, and how agents can intervene in collaborative learning dialogues in order to monitor and mediate when necessary, thus keeping the conversation progressing in a productive direction.</p>
<p>E20018</p>	<p>Influencing Factors of Success and Failure in MOOC and General Analysis of Learner Behavior Laxmisha Rai and Chunrao Deng Professor, Shandong University of Science and Technology, China Abstract—In this paper, we argue that, success and failures in online learning is mostly depending on personal factors rather than factors influenced by the surroundings or the external environment. Students' individual behavior plays an important role in learning. However, this may not be the case in classroom-based learning or time-tested traditional practices of learning, where multiple students learn together, as well as teachers influence the underperforming students to perform better. In this paper, we explore comparisons between</p>

	<p>learner behavior in hierarchical individual mode or traditional classroom learning and in online courses such as Massive Open Online Courses (MOOC). MOOC learning belongs to the distributed individual mode of learning. The study is based on analyzing the learner's interests and understanding within such modes. The information is gathered based on results available since the introduction of MOOC from the reputed universities in the world and on the general opinions derived from perspectives of MOOC learners.</p>
<p>E30028</p>	<p>The Paradigm Role of ICT for Behavioral and Educational Psychology: the case of Developing Countries Gebeyehu Belay Gebremeskel, Aynew Arega Kebede, and Yi Chai Postgraduate, Chongqing University, China Abstract—The purpose of this paper is to investigate the paradigm role of ICT for education as the case of learners and educator's behavioral and educational psychology's perspectives. I.e., ICT based education is an essential for new emerging information and then after knowledge societies, facilitating large-scale learning needs for social and economic development. The paper focused on ICT's applications and roles in education and the ICT's based learning process, competency, efficient use of a resource, developing innovative and novel ideas ... that could change and advance the learning environment and teaching practices. Since, evolution of the information society entails dramatic changes in production and business activities, as well as in a larger social context as digitized information or electronic networks, and also to understand in the broader context where bits, networks and knowledge have a social meaning. In general, the use of ICT in developing countries has many problems, and in this paper, we investigated some generic and pertinent issues on their educational systems and ICT involvements, which have aimed strongly at supporting the implementation of ICT in pedagogical practices at all institutional levels.</p>
<p>E30031</p>	<p>Diversity in Design Studios: the Learning Style Differences between International Students and Their American Peers Xiao Hu Associate Professor, University of Idaho, USA Abstract—Universities and colleges in the United States are the destinations of the most international students' choices for their higher education. Almost 10% of architectural students in the US are from foreign countries, particularly from East Asia. While being exposed to a different culture provides international students with great opportunities to explore their education and future career, it also present challenges to international students, particularly their acclimatization to the contexts of American architectural studio teaching and learning model. In addition, the different social-cultural settings and language barrier add more difficulties for international students' acclimatization process. Design studios, where most knowledge is delivered through one-to-one conversation, public presentations, and project-based process, are unique learning environment for architectural students. This makes large difference from lectures and seminars for students in other majors. This paper is aimed to understand how international architectural students' cultural origins and preferences influence their learning styles in their design studio experience. This study employ research</p>

	outcomes from a survey on 53 international students majored in architecture to investigate the differences and similarities in learning styles between international students and their American peers. Since very few studies have been done on this subject, this study will contribute to a better understanding on the diverse learning styles in design studio environment.

SESSION-2

Venue: Emerald

Session Chair: *Prof. Dana-Nicoleta Lascu*

Time: 13:00-15:00

ID	Title+Author's name
Economy	
C00009	<p>Does e-Governance Mitigate the Political Budget Cycle? Patrick Haslanger Research Assistant, Institute of Finance and Economics, ESB Business School, Reutlingen, Germany</p> <p>Abstract—This paper studies the impact of governmental transparency on the political business cycle. The literature on electoral cycles finds evidence that cycles depend on the stage of the economy. However, we show a reliance of the cycle on transparency. We use data for G7 countries and compare it with less developed OECD countries. Our theory states that transparency reduces the political cycles due to peer pressure and by voting outs. We confirm the theory with an econometric assessment of 34 countries from 1970 to 2012. We discover smaller cycles in countries with a higher transparency, especially in G7-countries.</p>
C00012	<p>Digital Divide and Next Generation Networks deployment in regions with composite terrains: The case of Greece Spyros E. Polykalas Associate Professor, Technological Education Institute of the Ionian Islands, Greece</p> <p>Abstract—The deployment of Next Generation Networks (NGN) able to provide high speed connectivity to citizens and businesses has been characterized as one of the key elements for social development. The NGN infrastructures allow the provision of new innovative electronic communication services with ultra high capacity requirements. On the other hand the deployment of new network infrastructure in rural and isolated areas usually results to non-profitable business plans mainly due to the significant investments required in</p>

	<p>combination with the low population density of these areas. In this paper a techno-economic analysis has been conducted in order to compare the business plans for the deployment of new core network infrastructure in two Greek Regions, one in mainland and one in the archipelago. It should be noted that Greece is a prime example of a country blessed with an extended archipelago comprised of many islands and islets. The results of the comparison reveal the huge differences in the required investments for the deployment of new core network infrastructure between mainland and islands. In addition the techno-economic analysis strongly indicates that the deployment of new core network infrastructure in isolated areas, like small islands, should be supported both from State Aid funding as well as cost sharing between telecom operators and other providers of public facilities such as power or water suppliers. The conclusions of this analysis could be used by policy makers as roadmap in terms of financing strategy for the elimination of Digital Divide between regions, via the deployment of new network infrastructures to rural and isolated areas.</p>
<p>C30005</p>	<p>Is Access to Potable Water a Determinant of Urban Rental Values? Anthony Amoah Ph.D Candidate, University of East Anglia, Norwich, UK Abstract—This paper uses the urban housing market in Ghana, a developing country in West Africa to determine rental values. We argue that inadequate access to potable water due to rising urban population and other demand and supply constraints affect housing values. To test this hypothesis, this study uses survey data and applies the hedonic pricing method. We compute the marginal willingness-to-pay (Marginal WTP) for access to potable water supply in residences for both localised and non-localised log-log models. The study finds that water supply in urban residences is a major determinant of rental values and that households are prepared to spend sizable proportions of their income to improve their quality of life.</p>
<p>C00010</p>	<p>Code Sharing and Alliances under Fixed Proration Rate: The US Domestic Airlines Tuba Toru Delibasi Lecturer, Bahcesehir University, Turkey Abstract—This paper focuses on the analysis of the code sharing among U.S. domestic airlines. We find out that the partner airlines benefit from the economies of code sharing, which reduce marginal cost and allows airlines to price at higher markups. Moreover, prices increase after code sharing more if code sharing does not induce the entry of new products. We also estimate the parameter of profit-splitting between partner firms in a code sharing agreement and find that operating carrier receives 91% of profit from code sharing product.</p>
<p>MS010</p>	<p>Improving Performance for Pricing Options by Simulating Trinomial Trees Marcelo L. Rocha and David N. Prata Professor, Universida de Federal do Tocantins, Brazil Abstract—Financial market models, like scenarios sequences analysis, deals with exponentially growing data volumes, e.g., stock prices and interest rates. Methods to solve these problems usually require simulations to cover a time span for multiple future periods. Trinomial tree is a technique that is based on the projection of different values to the price a share could achieve during its lifetime. This work aims to demonstrate the benefits of using</p>

	<p>Graphics Processing Units (GPU) to implement a software prototype for trinomial tree technique to price options. For this purpose, we compare the performance between GPU and Central Processing Unit (CPU) implementation's methods.</p>
MS014	<p>Understanding the Role of Individual Perception on Mobile Payment: Moderating or Mediating?</p> <p>Qiang Zeng Professor, Business School, Shantou University, China</p> <p>Abstract—As mobile payment is rapidly introduced and popularized around the world, user intention is of vital importance to service providers to win customers for such new technology. Our research focuses on understanding the role of individual perception on the relationship between individual innovativeness and user intention. In our paper individual perception includes three aspects: perceived usefulness, perceived ease of use and perceived risk. We empirically examine both moderating model and mediating model and find that different aspects of individual perception play different roles between individual innovativeness and user intention. The result shows that perceived usefulness and perceived ease of use are mediators while perceived risk is a moderator. More surprisingly, we also find that social influence has a positive effect on the individual innovativeness.</p>
MS015	<p>Financial Development and Economic Growth of Emerging Economies (Evidence from Nigeria) A Toda Yamamoto Causality Approach</p> <p>Nathaniel C. Nwezeaku Professor, Federal University of Technology, Owerri, Imo State, Nigeria</p> <p>Abstract— This work set out to investigate the causal relationship between Financial development and economic growth of emerging economies with special reference to the Nigerian economy. Two real macro-variables namely the real GDP and investment were employed as proxies for economic growth. Though the major tool for the analysis was Toda Yamamoto causality approach, the researchers however employed the unit root test to determine the stationarity of the series and then cointegration test for examining the long run relationship between the two real variables and financial development indicators. The result of our analysis showed that the two variables namely, Real GDP and investment are cointegrated with financial development variables. This implies that a long run relationship exists between the real variables and financial development. The result of the Toda Yamamoto causality analysis shows that money stock diversification, market liquidity and broad money velocity or monetization variable propel the real GDP. Our findings also reveal that while economic volatility strongly causes investment, broad money velocity and market liquidity weakly lead investment. Real GDP and market liquidity exercise a feedback effect while investment could not granger cause any financial development variable at 5 percent critical level. In the light of these findings, the researchers therefore conclude that causality runs from financial development to real profiles of the economy and not the other way round.</p>
C00015	<p>A Minimum-Cost Optimization of Greenhouse Gas Neutralization for Cerrado, the Brazilian's Biome</p> <p>Marcelo Lisboa Professor, Universidade Federal Do Tocantins, Brazil</p>

	Abstract—Global warming and climate change is a fact that is distressful to all population of the world. A solution being proposed by ecosystem’s experts is the carbon footprint neutralization. Hence, the aim of this paper is to propose a design method to minimize the plantation costs of <i>Cerrado</i> , the Brazilian’s Biome native flora. First, the greenhouse gas emissions inventory has to be established using the GHG (Greenhouse Gas) protocol. After determining the result of GHG emissions inventory, the gas neutralization has to be computed using the branch-and-bound optimization technique.

15:00-15:30	Coffee Break
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SESSION-3

Venue: Emerald

Session Chair: *Prof. David N. Prata*

Time: 15:30-18:00

ID	Title+Author’s name
Management	
C00001	<p>Preliminary Studies on Establishing Marine Ecological Red Line System in China Guan Ying Engineer, Third Institute of Oceanography, State Oceanic Administration, China</p> <p>Abstract—In recent years, with the acceleration of urbanization and industrialization among major coastal economic zones, and the extensive and decentralized development models for marine economy, now the development of the oceans is in disordered, and the coastal resources are severely wasted. Meanwhile, due to the excessive exploitation of marine resources, coastal waters are facing serious environment stress, the conflict between protection and development of marine resources is getting increasingly acute. The paper explains the concept of marine ecological red line and the situation of the marine resources and environment, analyzes the necessity of delimiting the marine ecological red line. We discuss about establishing the principles of marine ecological red line system, which will provide some practical ideas for the following delimiting marine ecological red line work.</p>
C00008	<p>Blue Ocean Strategy and Sustainability for Strategic Management Hanan Alhaddi</p>

	<p>Lecturer, Davenport University, USA</p> <p>Abstract—This paper suggests using blue ocean strategy (BOS) to instigate the implementation of sustainability initiatives guided by the similarity between BOS and sustainability in terms of their drive for innovation and value. This is done by introducing the BOS and Sustainability Conceptual Framework, which strategic managers can use as a guiding principle in the development of the organization’s strategy. BOS suggests the potential to create profitable growth by means of diminishing the relevancy of competition and creating uncontested market space by crating leap in value with Value Innovation. Similarly, sustainability is a key driver for innovation as companies strive to find new solutions, applications, and techniques that would generate benefits in the environmental, social, and economic spaces. Sustainability also creates value that emerges from doing well be doing good known as Sustainable Value. Therefore, BOS as a business strategy can be used to tap into the sustainability space as a domain for growth where innovation can be used to create new market space and business profit.</p>
C00011	<p>Multiple Organizational Strategies: Performance Analysis using PLS Path Modeling Alexandru Stancu Assistant Professor, University of Geneva, Switzerland</p> <p>Abstract—This paper compares multiple organizational strategies that have been categorized in two main groups: well performing vs. non-performing companies. The organizational performance is generated using the same key performance indicators collected from both types of organizations. The paper proposes a process of constructing an optimal organizational performance model based on the Partial Least Square (PLS) Path Modeling. The two optimal organizational performance models, one for the well performing companies and another one for the poor performing companies are then analyzed and compared. It will be noted that the each group of companies follow a certain and common strategy that can be used as a pattern to predict the future changes. Furthermore, a new company can be categorized against the good vs. poor performing pattern and the information can be used as a baseline for the company’s forecast.</p>
C00019	<p>A Comparative Analysis of the Bottom-of-the-Pyramid Consumer in High-Income and in Low- and Middle-Income Countries Dana-Nicoleta Lascu Professor, University of Richmond, USA</p> <p>Abstract—The emerging market marketplace is dominated by segments of subsistence, bottom-of-the-pyramid consumers. While much of the marketing literature has focused on subsistence consumers in high-income countries, few attempts were made to differentiate between subsistence consumers in high-income countries and those in developing economies. The present study proposes to offer a comparative analysis of subsistence consumers in high-income countries and in the developing economies of low- and middle-income countries.</p>
C00022	<p>The investigation of the influence of service quality toward customer engagement in service dominant industries in Thailand</p>

	<p>Wilert Puriwat Head of Marketing Department /Lecturer, Chulalongkorn University, Thailand</p> <p>Abstract—The concept of customer engagement gained the attention of marketing scholars and practitioners ever since there was research evidence to confirm that positive customer engagement lead to increasing a firms’ performance. In today’s interactive dynamic business environment, customer engagement represents a strategic imperative for generating enhanced corporate performance such as sales growth, superior competitive advantage, and profitability. Engaged customers enhance a firm’s performance by providing positive word-of-mouth, being involved in new product development processes, and co-creating experience and value. Although there has been an increased recognition in the concept of customer engagement, empirical research concerning both antecedents and consequents of customer engagement are still very limited, especially in marketing literature. This study endeavors to add value to the customer engagement conceptualization in response to emerging importance of the theory as emphasized by the Marketing Science Institute. The concept of customer engagement has become more popular in marketing theory and needs more concrete empirical research to support it. However, only a few extant empirical studies have examined the relationship between service quality and customer engagement. The purpose of this study is to investigate the influence of service quality toward customer engagement. The results found that service quality has a positive relationship with customer engagement as the antecedent factor. According to the Structural Equation Modeling analysis of proposed hypotheses, sub dimensions of service quality significantly influence customer engagement in three dimensions; namely, cognitive, emotional, and behavioral engagement. Reliability is the highest positive effect to customer engagement. The second highest positive effect is responsiveness. Tangibility has the third highest positive effect to customer engagement.</p>
<p>C00014</p>	<p>Globalization’s Impact on Consumer Behavior in Relation to Goals Theories</p> <p>ALQahtani Husain Dhawi Lecturer/ PhD student, King Fahd University of Petroleum & Minerals, Saudi Arabia</p> <p>Abstract— This paper shows the impact of motivation factors on consumers’ willingness to accept changes brought about by globalization. Exposure to new stimuli is one of the key factors leading to the development of a positive attitude toward the change. Attitude is also mediated by other factors such as an individual’s goals and needs along with the person’s, familiarity with the novelty, and its compatibility with the individual’s culture. The methods by which new information is diffused within the individual’s culture are also important. A Hierarchical Taxonomy Goals model is used as an updated version of Maslow’s needs hierarchy theory. Degree of exposure is a mediating factor between goal motivation and an individual’s willingness to accept change. This paper presents a literature review regarding these factors and develops a set of propositions on the basis of the theories researched. An integrated model showing the interrelationships between these factors and globalization’s impact on individual’s attitudes and willingness to accept change is presented. This paper’s examination of the impact of globalization upon consumers and its relation to consumers’</p>

	<p>needs and goals, though important, is limited in scope. Therefore, it is to be highly recommended that this research be expanded to examine other factors that may help in identifying the nature of globalization's impact on consumer behavior. Marketers should realize the importance of globalization and the needs of the individual consumer along with those of society as a whole, and the role globalization plays in changing consumer behavior.</p>
C00024	<p>Starbucks Revenue: Analyzing Consumer Purchases Jennifer Appel, Simon Shi, and Fatemeh Emdad Associate Professor, Babson College, USA</p> <p>Abstract—The purpose of this research is to identify relationships between different consumer purchasing behaviors and their implications on total revenue. A primary data sample of 106 Starbucks customers was collected at the Starbucks located at 101 Linden Square in Wellesley, Massachusetts in 2012. The variables analyzed included: weather, items purchased, sale amount, group size, and customer characteristics and behaviors. This study conducted multiple hypothesis tests, principal component analysis, and a logistic regression to further investigate these relationships. Ultimately, the study found that customer characteristics and behaviors, specifically whether the customer stayed or left after purchasing, had the largest influence over the sale amount.</p>
C00032	<p>Terrorist watch list Database Management System Sweta Kesur Student, Nirma University, India</p> <p>Abstract—After the attack of 11 September 2001 on USA, the government of USA came up with the solution as “FBI Terrorist Screening Centre” which consisted of Terrorist watch list Database of whole world. As there is always a correlation between the attacks of all the countries so the data is obtained from all the countries. But there are two major problems in the present scenario firstly as every year the data increases by the amount of 20, 00,000 so it has become a very big issue to handle the Database secondly due to this huge database incorrect person is caught because of resemblance of his/her name with the criminal. Example for this false positive is a boy named John Anderson who was stopped at the airport because his name was same as that of criminal’s name but John was just a six years old kid. So I came with solution for both the problem as for controlling the database I will delete the records of the criminal who have completed their punishment using operation research technique because those database are of no use so it has to be deleted for convenient usage of database i.e. I am optimizing Database and the solution for problem of false positive can be solved using DNA Database Management System. Using this technique we can solve the major problems for Terrorist watch list Database Management System and reach to the criminal with earliest and easiest manner.</p>
C00036	<p>Data Governance in Small Businesses –Why Small Business Framework Should be Different Chioma Nwabude Ph.D Candidate, University of the West of Scotland, UK</p> <p>Abstract—The need for data governance has been addressed by previous researches and different data governance frameworks have been proposed to aid the implementation of data</p>

	<p>governance in businesses. However, the focus has always been large businesses and their needs. It is proposed that data governance frameworks be designed solely for small businesses instead of getting them to try and implement those designed for large businesses. The arguments why frameworks for large businesses might not be suitable for small businesses are presented based on the key differences between them and a review of existing frameworks. It is concluded that small businesses need frameworks that are designed specifically for them.</p>
<p>C10001</p>	<p>Service Quality And Customer Satisfaction In The Nigerian Mobile Telephony Timothy T. Alabar Benue State University, NIGERIA Abstract—The Telecommunication industry in Nigeria has developed to be very competitive, as different Telecom companies jostle for the attention of subscribers. However, one of the key challenges confronting these companies is how they manage their service quality, which holds a grea deal to customer satisfaction. It is against this backdrop that this research seeks to empirically measure how service qualiy/delivery impact on customer satisfaction of Mobile Telecommunication providers in Nigeria. The data used for this study were obtained using a structured survey questionnaire. The questions were close ended and used a 5 point Likert-scale. The sample consists of 532 mobile subscribers in Nigeria, using a simple random sampling technique spread across all the six geo-political zones in the country while a proportionate sampling approach was adopted by the researcher to give a fair representation to the service providers using the proportionality formula. The data obtained from the survey were analysed using the Statistical Package for Social Sciences (SPSS), Version 20. The survey was restricted to subscribers using the four major GSM mobile phone operators. The research determined that a relationship exist between service quality/delivery and customer satisfaction, also between SERVQUAL reliability dimension and customer satisfaction and between customer satisfaction and switching intention among mobile phone users in Nigeria. The results have indicated that the two constructs (SQ and CS) are undeniably independent but are closely related and without a doubt, potential partners, implying that an increase in one is likely to cause a change in another. It is therefore recommended that with the ever-increasing influence of the Nigeria Communications Commission (NCC), and the continous complying with is one major strategy that the companies must adopt to remain cost-effective.</p>
<p>C30004</p>	<p>A Study of Job Satisfaction Among Information Technology Professionals in the Emirate of Dubai in the United Arab Emirates Nancy Maloney Higher Colleges of Technology, United Arab Emirates Abstract—Job satisfaction among information technology (IT) professionals is an important factor in recruiting and retaining IT professionals. Managing IT professionals is a big challenge for most organizations. Attracting and keeping them motivated and highly productive is becoming one of the most critical issues in contemporary management. The central research question was as follows: What factors significantly affect job satisfaction of</p>

	<p>IT professionals in the emirate of Dubai in the United Arab Emirates? There are different independent variables to be studied—monetary compensation, career plateau, management and social support, involvement in strategic management, and continuous training and development— in relation to the dependent variable job satisfaction. One hundred forty-eight samples were collected, of which 13 were not fully completed and 5 were excluded for not meeting the education criterion. The valid sample size was 130. The overall results revealed statistically significant relationships for all hypotheses. The first null hypothesis—There is no significant relationship between IT professionals’ job satisfaction and monetary compensation—was rejected. The second null hypothesis—There is no significant relationship between IT professionals’ job satisfaction and career plateau—was accepted. The third null hypothesis—There is no significant relationship between IT professionals’ job satisfaction and management and social support—was accepted. The fourth null hypothesis—There is no significant relationship between IT professionals’ job satisfaction and involvement in strategic management—was rejected. And last, the fifth null hypothesis—There is no significant relationship between and IT professionals’ job satisfaction and continuous training and development—was rejected.</p>
<p>H017</p>	<p>Safety as Pedagogy: Using Learning Management Systems to Imprint Essential Safety Concepts in Aviation Students Michael F. Canders Associate Professor, Farmingdale State College, USA Abstract—Safe operations are essential for organizational success, perhaps no more so than in aviation. A culture of safety can be a leading contributor to an aviation organization’s success but developing such a culture and maintaining it can be very challenging. Collegiate aviation programs provide an exceptional opportunity to teach essential safety culture components to new aviators but a single safety course or two as part of the curriculum may not be enough. This paper presents a framework for using an established Learning Management Systems to present and reinforce key safety concepts to students as well as to support the construction and maintenance of a safety culture in the flying operations portion of a collegiate aviation program.</p>

SESSION-4

Venue: Diamond

Session Chair: *Prof. Yixun Shi*

Time: 15:30-18:00

ID	Title+Author's name
Human and Society Science	
H003	<p>Sustainability of Heritage Neighborhoods in Kathmandu</p> <p>Jibgar Joshi Faculty Member, School of Environmental Science and Management, Pokhara University, Nepal</p> <p>Abstract—This paper critically examines the role of heritage in the development of Kathmandu in the past and raises the question of sustainability of its numerous neighborhoods in the wake of modern changes and increasing pressure on them. It depicts the ongoing conflicts between their conservation and modern ways of living. It explores the ways of linking urban management issues with the emerging concept of their sustainability. It draws some lessons from the experiences and pleads for integrating heritage resources for creating sustainable neighborhoods. It highlights the potentials of using the experience of Kathmandu in shaping new developments or in the renewal of traditional towns and shows how cities should be managed in the context of inclusiveness and sustainability.</p>
H008	<p>Systematic Innovation Practice for Enhanced Mobile Advertisement Design</p> <p>Kim, Song-Kyoo Associate Professor, Asian Institute of Management, Makati, Philippines</p> <p>Abstract—The paper deals Systematic Innovation method adaptations for revealing the mobile technology applications. MobAD enabler can provide the usage of a variety of advertisement delivery methods and also specify a standard set of advertisement metrics data that are recorded and then collected to enable the measurement of the response to advertise contents and campaigns. MobAD regional code is the new MobAD technology that is designed to give flexible operations by using the systematic method for the revenue generating of mobile operators.</p>
H010	<p>European Creative Industry Strategies—The Dawn of a New Public Policy</p> <p>Emese Pupek Professor, BKF University of Applied Sciences, Budapest, Hungary</p> <p>Abstract—Creative industries have an increasingly significant role in societies and economies. Numerous countries expect this particular branch of the industry to help foster economic and social development. To what extent is it possible for the public sphere to respond to the demands of creative industries? Has the public sphere realized and started deploying the possibilities of creative industries? Do relevant political decisions exist? This paper aims at discovering characteristic features related to the political commitment of individual countries. The starting-point is to research cultural policies, assuming that creative industries are in a very close connection with that particular policy field. The study is based on so-called COMPENDIUM country profiles of 42 countries. The COMPENDIUM is a continually updated web-based information and monitoring system focusing on the cultural policies and trends of European nations under the auspices of the ERICarts of the Council of Europe since 1998.</p>
H014	Knowledge of the Negative Effects of Cigarette Smoking on Health and Well-Being among

	<p>Southern Nigerian Youth Catherine O. Egbe, Inge Petersen, and Anna Meyer-Weitz Postdoctoral Research Fellow, University of Kwazulu-Natal, South Africa Abstract—This mixed methods study investigates the knowledge of youth aged 18 to 24 years about the negative health effects of cigarette smoking. Qualitative interviews were conducted with 18 young smokers. Survey participants comprised 550 youth (irrespective of smoking status). Data was analyzed using the software Nvivo 9 and the Statistical Package for the Social Sciences (SPSS) version 19. Most young smokers recounted some health hazards associated with smoking but expressed a sense of invincibility to the hazards of smoking. Some resorted to reducing their daily consumption of cigarettes or taking cancer protective foods to avoid the health consequences of their smoking habit. Just over half of survey participants (56.1%, n = 305) had a high knowledge level of the negative health effects of cigarette smoking. This was significantly higher among; non-smokers, females, students, respondents who had never smoked. There is need to raise more awareness in the population on the dangers of smoking.</p>
<p>H033</p>	<p>The Motivational Factors of Heritage Language Learning in Immigrant Bilingualism Tuba Yilmaz Ph.D Candidate, University of Florida, USA Abstract—Research shows that the heritage language which is used in immigrant homes as a symbol of ethnic and cultural heritage disappears in two to three generations in the USA. Different factors contribute to this disappearance. The purpose of this study is to identify the factors that cause immigrant children’s rejection of their heritage language and switching totally to English for daily conversation when they start schooling with native English speakers. Besides, it aims to figure out the motivational factors that encourage them to (re)learn their heritage language after a period of time. To reveal these factors, the study will examine what these immigrant bilingual speakers' experienced while learning two languages, what kind of challenges they faced with, and how they made their linguistic choices. For this study, four participants from different ethnic backgrounds were recruited based on their heritage language learning processes, and interviewed. The interviews took 15-20 minutes with per participant. Results show that the practices of schools and parents can have a subtractive effect on immigrant children's bilingualism. Identity, family interaction, bilingualism, social pressure and stereotypes can also have a motivational effect.</p>
<p>H038</p>	<p>Comparison of Perceptual Reasoning Index of Intelligence between Personalities of Extravert and Ambivert Nasir Yusoff, NazirahHanimSharipudin, Muhamad S B Yusoff Lecturer, Department of Neurosciences, School of Medical Sciences, Health Campus, Universiti Sains Malaysia Abstract—Intelligence is not solely justified from mental capacities, but could be from personality dispositions, characteristics or nature. This study aims to compare the Perceptual Reasoning Index (PRI) of intelligence between extravert and ambivert. Eighty medical undergraduate students from Universiti Sains Malaysia (USM) were participated in</p>

	<p>this study. The Universiti Sains Malaysia Personality Inventory (USMaP-i) was distributed to the respondents prior to the administration of the Wechsler Adult Intelligence Scale-Forth Edition (WAIS-IV) to measure PRI. No significant difference of PRI between ambivert and extravert was observed. However, significant correlation between estimation and psychometric score of PRI was observed, as well as the significant correlation between self-estimated and psychometric personality. Self-estimated and psychometric measure of personality should be taken into account as profile to form baseline PRI performance. The individual differences and external factors such as age variation and parent's education may confound the study's finding; thus, need to be considered in future research.</p>
H041	<p>The Structure of Political Trust and its Source in Political Value in China: Based on Latent Class Analysis</p> <p>Feng Li Ph.D Candidate, Peking University, China</p> <p><i>Abstract</i>—Political trust was vital to the public governance. This paper was to get the structure of political trust by applying the data of Asian Barometer Survey (ABS) and the latent class analysis (LCA). The outcome has shown that the attitudes of public in China could be classified into four categories: pervasive political trust, agnostic political trust, imagined-based political trust, and contacted-based political distrust. Furthermore, we also testified potential ways to explain the political trust structure. Through the multi-nominal logistic regression, I could make the conclusion that rather than the rational choice theory, the path of political culture could explain the specific structure much better. The results demonstrated that political authoritarian values and political efficacy, as the reflection of political culture, significantly influenced the formation of different political trust attitudes.</p>
H303	<p>The Growth of Urban Slums and Conflicts in Nigeria:A Case Study of Jos and Environs, 1980- 2010</p> <p>Ajiji David Nyam Lecturer, Federal University, Lafia, Nigeria</p> <p><i>Abstract</i>—The study attempts an explanation between the growth of urban slums and conflicts in Jos and also the period of upheavals in the North from 1980-2010.The study in historical perspective takes from the late 1960s tracing the waves of migration into the area as a safe haven. The authors' arguments are to the fact that the growth of urban slums supported the circle of violence and prolonged its spiralling and recurrence over a decade. The work in its source adopts oral interviews and archival sources as primary in ascertaining the dynamics, patterns of change, wave of movements and reasons for the escalation of conflicts and effects. The work takes to content analysis of secondary source literatures in defining the narratives that gives the paper its value. The method of interpretation is analytical, descriptive and narrative in its explanation highlighting the correlates of the issues under review. The paper submits by way of conclusion suggestions and strategies to forestall future escalation of conflicts in cosmopolitan settings.</p>
E00005	<p>The Environmental Worldviews and Climate Change mitigation behaviors: Testing the New Ecological Scale in the Smallest Space Analysis for Chinese Samples</p>

	<p>Wen Xue and Shouying Zhao Ph.D Candidate, The University of New England, Australia Abstract—An online survey assessing the associations between people’s environmental worldviews and pro-environmental behaviors was conducted through the Qualtrics panel with 515 Mandarin-speaking residents from major Chinese cities. The Smallest Space Analysis (SSA) was adopted to test the validation of the New Ecological Paradigm (NEP) sub-dimensions generated by the factor analysis through the HUDAP (Hebrew University Data Analysis Package) software. 20 items of judging people’s mitigation behavior on climate change were treated as external variables to investigate their associations with environmental worldviews in this configuration produced by the NEP scale. Results indicated that the 2 dimension solution of the NEP scale is suggested by the exploratory factor analysis, but the 3 dimension solution is valid by the SSA. For the Chinese sample, all climate change mitigation behavior variables are located in the same region of the SSA plot, which is made by items of dimension eco-centrism.</p>
E00011	<p>Assessment of Music Therapy as a Therapeutic Intervention Method in Children Z. Deniz Aktan and Onur Yazar Lecturer and Ph.D Candidate, Okan University, Turkey Abstract—Music has played an important role as an art throughout human history, to reduce stress and to soothe the mind. In addition, the researcher stated that even in ancient times, music was an important source for physical, psychological and sociological development of human nature. Currently, a considerable amount of researchers state that music is one of the most important devices which is used by several therapists, psychologists and psychiatrists as a therapeutic intervention. The aim of this work is to analyse music therapy as a therapeutic intervention method in children. Firstly, this intervention method will be defined, and then the main techniques and principles of music therapy will be discussed. Finally strengths and limitations of this intervention method will be discussed by analysing some academic evidence from a variety of research studies.</p>
E20017	<p>Do Cyber Victimization and Traditional Victimization Form Separate Factors? Evidence From a Preliminary Study Anthony Betancourt Ph.D Candidate, City University of New York, USA Abstract—Few published studies measure electronic (cyber) bullying in conjunction with traditional (i.e., verbal, physical, and relational) forms of bullying, with even fewer using multiple items to measure the constructs. These two shortcomings have resulted in decades of inconsistent findings, uncertainty amongst experts about the structure of bullying, and no universally accepted measures to examine it. This study addresses these concerns by developing a new measure of victimization and examining its construct validity in a sample of 399 ninth-grade students. Exploratory Factor Analysis provides strong evidence that victimization is indeed multifaceted with cyber victimization emerging as a separate factor, distinct from school-based forms. Although, physical and verbal victimization items cross-loaded to form a single factor (labeled direct victimization), relational victimization</p>

	<p>emerged as a separate factor, distinct from cyber and direct victimization. Implications and limitations of these findings are discussed, along with how continued development of such measures may aid educational psychologists who work with victimized students regularly.</p>
E30025	<p>Comparison of Young Problematic Drivers with Non-Problematic Drivers Pavel Řezáč, Veronika Kurečková, Petr Zámečník, and Michal Šimeček Ph.D., Transport Research Center, Czech Republic Abstract—The study aims to identify whether there are differences in selected personal characteristics between young problematic drivers and non-problematic drivers. This paper focuses on the differences in the area of self-esteem, emotional attachment to peers and attribution style. The research was conducted in 198 persons, out of which 103 were young problematic drivers and 95 non-problematic drivers. Significant differences between groups of young problem and non-problematic drivers were discovered in all measured areas. Young problematic drivers, as opposed to young non-problematic drivers, score statistically lower values in the area of self-esteem and peer communication: concurrently, these drivers demonstrate statistically lower values in the area of self-esteem and in the area of alienation from their peers. At the same time, young problematic drivers attribute externally, as opposed to non-problematic drivers.</p>
E30026	<p>Rehabilitation Programmes for Drivers with Driving Related Fear Petr Zámečník, Pavel Řezáč, and Veronika Kurečková Researcher, Transport research center (public research company), The Czech Republic Abstract—The study aims to explore driving related fear programmes as a measure for drivers with any kind of driving phobia. This paper focuses on evaluation of this programme and his parts. The pilot programme was conducted with 17 persons, out of which 13 had mild or moderate phobia and 4 strong phobias. Driving related fear is complex phenomena with strong overlap to other life areas and so has to be the treatment. 12 participants reported a significant symptom regress after 3 sessions. The most fruitful technique was involving family and friends of the participants whereas training rides showed as not effective and first aid training as counterproductive. Programme had big positive side effect on accepting traffic safety campaigns.</p>
E30027	<p>Lay First Aid Giving as a Specific Traumatic Experience Kurečková Veronika, PavelRezac, and Petr Zamecnik Researcher, Transport research center (public research company), The Czech Republic Abstract—The first aid process has been mainly considered as a medical issue, but now it seems obvious that psychological and social aspects of the first aid giving play an important role. The psychological setup of the lay first aid givers influences a lot the efficacy of the first aid. But there is another important aspect – the first aid giving can result in a long lasting serious trauma for the lay rescuers. Therefore an effective training system considering the psychological aspects of the process as well as the system of the care of the lay first aid givers should be established.</p>

Listener list

Listener 01	Prisca O. Anyanwu University of Swansea, UK
Listener 02	Daniel Chang University of North Carolina at Greensboro, USA
Listener 03	Mohammad Akmel Nasiri BRAC Afghanistan, Afghanistan
Listener 04	David Pitt Associate Professor, Macquarie University, Australia
Listener 05	Hani Albadr California State University, Northridge (CSUN),USA
Listener 06	Asabe Linda Aguda Pollux Engineering and consulting Limited, UK
Listener 07	Clark. O Ekokotu EKOCLARKS Integrated Concept Limited
Listener 08	Shafaq Zareen Assistant Professor, University of Delhi, India
Listener 09	Herman A. Theeke Professor, Central Michigan University, Mt Pleasant MI,USA
Listener 10	Abdulaziz Alshoibi Postgraduate (MBA), University of Wisconsin- Whitewater, Saudi Arabia
Listener 11	Timothy Osazua Otokhagua Human Resource Manager, Apex Recruitment Agency Ltd, UK
Listener 12	Ihejirika Carol Nne Postgraduate, Michael Okpara University of Agriculture, Umudike, Nigeria
Listener 13	Njod Al Jabr Rochester Institute of Technology, USA
Listener 14	Christophe Jeannette Postgraduate, Geneva School of Economics and Management, Switzerland
Listener 15	Fatemeh Emdad Babson College, USA
Listener 16	Saleh H.Alharbi Assistant Professor, Tabuk University, Saudi Arabia
Listener 17	Krystyna U. Golkowska Associate Professor, Pre-Medical Education Program, Weill Cornell Medical College, Qatar
Listener 18	Badreya Alfadli Graduate student, Mount Saint Vincent University, Canada

19:00-22:00	Closing Ceremony
	Dinner

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Contact Information

Hava Busso, CWEP, GCPE | Senior Catering Sales Manager

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2015		
Jan 09-10,2015	Place	Submission
2015 6th International Conference on E-Education, E-Business, E-Management and E-Learning (IC4E2015)	Doha, Qatar	Aug 20,2014
2015 4th International Conference on Economics Marketing and Management (ICEMM2015)	Doha, Qatar	Aug 20,2014
2015 4th International Conference on Government, Law and Culture (ICGLC2015)	Doha, Qatar	Aug 20,2014
Jan 17-18,2015	Place	Submission
2015 2nd International Conference on Economics and Business Administration (ICEBA 2015)	Kuala Lumpur, Malaysia	Sep 05,2014
2014 2nd International Conference on Culture, Knowledge and Society (ICCKS 2015)	Kuala Lumpur, Malaysia	Sep 05,2014
2015 International Conference on History and Culture (IHC 2015)	Kuala Lumpur, Malaysia	Sep 05,2014
Feb 04-05,2015	Place	Submission
2015 4th International Conference on Economics Business and Marketing Management (CEBMM 2015)	Bandar Seri Begawan, Brunei	Sep 15,2014
2015 4th International Conference on Education and Management Innovation (ICEMI 2015)	Bandar Seri Begawan, Brunei	Sep 15,2014
2015 2nd International Conference on Linguistics, Literature and Arts (ICLLA 2015)	Bandar Seri Begawan, Brunei	Sep 15,2015
Feb 12-13,2015	Place	Submission
2015 2nd International Conference on Advances and Management Sciences (ICAMS 2015)	Amsterdam, Netherlands	Oct 05,2014
2015 2nd International Conference on Innovation in Economics and Business (ICIEB 2015)	Amsterdam, Netherlands	Oct 01,2014
2015 2nd International Conference on Education and Psychological Sciences (ICEPS 2015)	Amsterdam, Netherlands	Oct 10,2014

Mar 08-09,2015	Place	Submission
2015 2nd International Conference on World Islamic Studies (ICWIS 2015)	Seoul, South Korea	Nov 15,2014
2015 5th International Conference on Economics, Trade and Development (ICETD 2015)	Seoul, South Korea	Nov 15,2014
2015 4th International Conference on Humanity, History and Society (ICHHS 2015)	Seoul, South Korea	Nov 15,2014
Mar 25-26,2015	Place	Submission
2015 International Conference on Management and Behavioral Sciences (ICMBS 2015)	Singapore	Nov 10,2014
2015 The 2nd International Conference on Advances in History of Sciences (ICAHS 2015)	Singapore	Nov 01,2014
2015 International Conference on Learning and Teaching (ICLT 2015)	Singapore	Nov 05,2014
Apr 09-10,2015	Place	Submission
2015 4th International Conference on Language, Medias and Culture (ICLMC 2015)	Kyoto, Japan	Nov 25,2014
2015 4th International Conference on Economics and Finance Research (ICEFR 2015)	Kyoto, Japan	Nov 25,2014
2015 5th International Conference on Social Science and Humanity (ICSSH 2015)	Kyoto, Japan	Nov 25,2014
Apr 11-12,2015	Place	Submission
2015 The 2nd International Conference on Advances in Business and Economics (ICABE 2015)	Los Angeles, USA	Dec 05,2014
2015 The 2nd International Conference on Management and Humanities (IICMH2015)	Los Angeles, USA	Dec 01,2014
2015 International Conference on Language and Communication Science (ICLCS 2015)	Los Angeles, USA	Dec 10,2014
May 06-07,2015	Place	Submission
2015 International Conference on Culture, Society and Humanity (ICCSH 2015)	Dubai, UAE	Dec 25,2014
2015 International Conference on Financial and Business Economics (ICFBE 2015)	Dubai, UAE	Dec 25,2014
2015 2nd International Conference on Innovation, Service and Management (ICISM 2015)	Dubai, UAE	Dec 25,2014
May 15-16,2015	Place	Submission

2015 2nd International Conference on Society, Education and Psychology (ICSEP 2015)	Roma, Italy	Dec 30,2014
2015 5th International Conference on Management and Service Science (ICMSS 2015)	Roma, Italy	Dec 30,2014
2015 International Conference on Language Communications and Culture (ICLCC 2015)	Roma, Italy	Dec 30,2014
Jun 03-04,2015	Place	Submission
2015 4th International Conference on Psychological Sciences and Behaviors (ICPSB 2014)	Bandar Seri Begawan, Brunei	Jan 20,2015
2015 3rd International Conference on Sociality Culture and Humanities (ICSCH 2015)	Bandar Seri Begawan, Brunei	Jan 20,2015
2015 International Conference on Business and Economic Analysis (ICBEA 2015)	Bandar Seri Begawan, Brunei	Jan 20,2015
Jun 09-10,2015	Place	Submission
2015 2nd International Conference on Teaching and Education Sciences (ICTES2015)	Kuala Lumpur, Malaysia	Jan 25,2015
2015 2nd International Conference on Innovations in Business and Management (ICIBM2015)	Kuala Lumpur, Malaysia	Jan 25,2015
2015 International Conference on Culture, Languages and Literature (ICCLL2015)	Kuala Lumpur, Malaysia	Jan 25,2015
Jul 03-04,2015	Place	Submission
2015 International Conference on Industrial and Business Engineering (ICIBE2015)	Bangkok, Thailand	Feb 15,2015
2015 5th International Conference on Financial Management and Economics (ICFME2015)	Bangkok, Thailand	Feb 15,2015
2015 4th International Conference on Society, Humanity and History (ICSHH2015)	Bangkok, Thailand	Feb 15,2015
Jul 20-21,2015	Place	Submission
2015 International Conference on Literature and Linguistics (ICOLL2015)	Paris, France	Mar 05,2015
2015 2nd International Conference on Humanity and Social Sciences (ICHSS2015)	Paris, France	Mar 05,2015
2015 2nd International Conference on Economics, Society and Management (ICESM2015)	Paris, France	Mar 05,2015

Aug 10-11,2015	Place	Submission
2015 2nd International Conference on Education and Training Technologies (ICETT 2015)	Singapore	Mar 25,2015
2015 6th International Conference on Construction and Project Management (ICCPM 2015)	Singapore	Mar 25,2015
2015 2nd International Conference on Social Sciences and Innovations (ICSSI 2015)	Singapore	Mar 25,2015
Aug 25-26,2015	Place	Submission
2015 6th International Conference on Education and Management Technology (ICEMT 2015)	Hong Kong	Mar 30,2015
2015 4th International Conference on Knowledge, Culture and Society (ICKCS 2015)	Hong Kong	Mar 30,2015
2015 International Conference on Economics, Business and Trade (ICEBT 2015)	Hong Kong	Mar 30,2015

ICEMI 2015

2015 4th International Conference on Education and Management Innovation

Bandar Seri Begawan, Brunei

February 4-5, 2015



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All accepted papers for the IC4E2015 will be selected and published according to the paper theme in one of the following: IPEDR (ISSN: 2010-4626) as one volume, and will be included in the Engineering & Technology Digital Library, and indexed by Electronic Journals Digital Library, EBSCO, WorldCat, Google Scholar, Ulrich's Periodicals Directory, Cross Ref and will be sent to be reviewed by ISI Proceedings.

All full paper submissions will also be peer reviewed and evaluated based on originality, technical and/or research content/depth, correctness, relevance to conference, contributions, and readability. The full paper submissions will be chosen based on technical merit, interest, applicability, and how well they fit a coherent and balanced technical program. All full paper submissions will also be peer reviewed and evaluated based on originality, technical and/or research content/depth, correctness, relevance to conference, contributions, and readability. The full paper submissions will be chosen based on technical merit, interest, applicability, and how well they fit a coherent and balanced technical program.

Please submit your papers by [Electronic Submission System](#); (.pdf) before **Dec 20, 2014**.

Contact Email:

For any inquiry about the submission and conference, please feel free to contact us at: icemi@iedrc.org

Important Dates

Full Paper Deadline	2014/11/20
Acceptance Notification	2014/12/10
Registration Deadline	2014/12/25
Conference Date	2015/02/04-05

ICLLA 2015

2015 2nd International Conference on Linguistics, Literature and Arts

Bandar Seri Begawan, Brunei

February 4-5, 2015



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All registered papers for the ICLLA 2015 will be published in the IPEDR (ISSN: 2010-4626) as one volume, and will be included in the Engineering & Technology Digital Library, and indexed by Electronic Journals Digital Library, EBSCO, WorldCat, Google Scholar, Ulrich's Periodicals Directory, Cross Ref and will be sent to be reviewed by ISI Proceedings.

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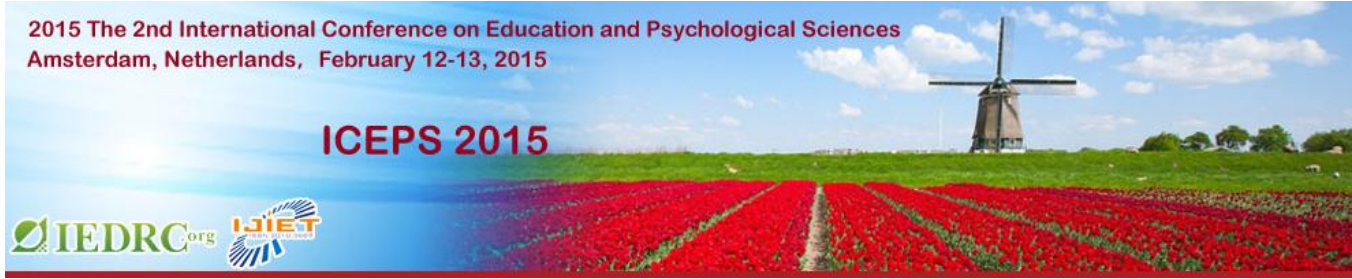
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Important Dates

Full Paper Deadline	2014/11/20
Acceptance Notification	2014/12/10
Registration Deadline	2014/12/25
Conference Date	2015/02/04-05



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International Journal of e-Education, e-Business, e-Management and e-Learning (IJEEEE) (ISSN: 2010-3654) Abstracting/ Indexing : Engineering & Technology Digital Library, Google Scholar, Electronic Journals Library, QUALIS, Crossref, ProQuest, EI (INSPEC, IET).

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Important Date

Paper Submission (Full Paper)	Before December 5, 2014
Notification of Acceptance	On December 20, 2014
Final Authors' Registration	Before January 05, 2014
ICEPS2015 Conference Dates	February 12-13, 2015



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

The 2015 4th International Conference on Humanity, History and Society (ICHHS 2015) will be held in Seoul, South Korea during Mar 8th-9th, 2015. The main objective of this conference is to provide a platform for engineers, academicians, scientists, industrial professionals and researchers from over the world to present the result of their research activities in the field of Humanity, History and Society. ICHHS 2014 provides opportunities for the delegates to share the knowledge, ideas, innovations and problem solving techniques.

All registered papers for the ICHHS 2015 will be published in the IJSSH (ISSN: 2010-3646) as one volume, and will be included in the Google Scholar, DOAJ, Engineering & Technology Digital Library, Crossref, Index Copernicus, and ProQuest.

Please submit your papers by [Electronic Submission System](#); (.pdf) before **Jan 15, 2014**.

Contact Email:

For any inquiry about the submission and conference, please feel free to contact us at: ichhs@iedrc.org

Important Dates

Full Paper Deadline	2014/12/05
Acceptance Notification	2014/12/20
Registration Deadline	2014/01/05
Conference Date	2015/03/08-09



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

ICLT 2015 aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experiences, new ideas, and research results about all aspects of Learning and Teaching 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 Learning and Teaching and related areas.

Conference papers can be selected and published according to the paper theme in one of the following journals:

International Journal of Learning and Teaching (IJLT), which will be indexed by Google Scholar, DOAJ, Engineering & Technology Digital Library and ULRICH'S.

International Journal of e-Education, e-Business, e-Management and e-Learning (IJEEEE) (ISSN: 2010-3654) Abstracting/ Indexing : Engineering & Technology Digital Library, Google Scholar, Electronic Journals Library, QUALIS, Crossref, ProQuest, EI (INSPEC, IET).

Please submit your papers by **Electronic Submission System**; (.pdf) before **Jan 25, 2014**.

Contact Email:

For any inquiry about the submission and conference, please feel free to contact us at: ictl@iedrc.net

Important Dates

Paper Submission (Full Paper)	Before December 5, 2014
Notification of Acceptance	On December 25, 2014
Authors' Registration	Before January 15, 2015
ICLT 2015 Conference Dates	March 25-26, 2015



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

ICLMC 2015 is to bring together innovative academics and industrial experts in the field of Language, Medias and Culture to a common forum. The primary goal of the conference is to promote research and developmental activities in Language, Medias and Culture. Another goal is to promote scientific information interchange between researchers, developers, engineers, students, and practitioners working all around the world. The conference will be held every year to make it an ideal platform for people to share views and experiences in Language, Medias and Culture and related areas.

All papers for the ICLMC 2015 will be published in the IPEDR (ISSN: 2010-4626) as one volume, and will be included in the Engineering & Technology Digital Library, and indexed by Electronic Journals Digital Library, EBSCO, WorldCat, Google Scholar, Ulrich's Periodicals Directory, Cross Ref and will be sent to be reviewed by ISI Proceedings.

Conference papers can be selected and published according to the paper theme in one of the following journals:

International Journal of Learning and Teaching (IJLT), which will be indexd by Google Scholar, DOAJ, Engineering & Technology Digital Library and ULRICH'S.

International Journal of e-Education, e-Business, e-Management and e-Learning (IJEEEE) (ISSN: 2010-3654)Abstracting/ Indexing : Engineering & Technology Digital Library, Google Scholar, Electronic Journals Library, QUALIS, Crossref, ProQuest, EI (INSPEC, IET).

Contact Email:

For any inquiry about the submission and conference, please feel free to contact us at: iclmc@iedrc.org

Important Dates

Full Paper Deadline	2014/11/25
Acceptance Notification	2014/12/20
Registration Deadline	2015/01/5
Conference Date	2015/04/09-10

