

2016 IEDRC SEOUL CONFERENCES ABSTRACT

Seoul, South Korea

March 12-13, 2016

Co-Sponsored by



SSK 삶의질 연구단
Research Group for Quality of Life



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

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Conference Venue

Mercure Seoul Ambassador Gangnam Sodowe

Centrally located in the business district, Mercure Ambassador Gangnam is just 155 metres from Yeoksam Subway Station. This property offers free internet, a fitness centre and 3 dining options.

Tastefully decorated, rooms come with unique wall prints and large windows that provide natural light. All units are equipped with a 40-inch flat-screen cable TV, seating area and private bathroom.

Café SODOWE offers international dishes, while ONDA café serves fresh coffee and pastries. Guests can enjoy views of Gangnam while dining at Kloud, located on the 21st floor.

The hotel has a business centre and a 24-hour reception. Laundry, dry cleaning and ironing services are available upon request.

Gangnam Ambassador Mercure is a 5-minute drive from Gangnam Station and a 12-minute drive from the Korea City Terminal. It is 29 km from Gimpo International Airport and 65 km from Incheon International Airport.



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Introductions for Publications

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

2016 International Conference on Business and Economics (ICOB 2016)



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.

2016 2nd International Conference on Learning and Teaching (ICLT 2016)



International Journal of Learning and Teaching (IJLT)

ISSN: 2377-2891(Print); 2377-2905(Online)

DOI: 10.18178/ijlt

Indexed by: Google Scholar; Crossref; Engineering & Technology Digital Library, etc.

2016 2nd International Conference on Management and Behavioral Sciences (ICMBS 2016)



International Proceedings of Economics Development and Research (IPEDR)

ISSN: 2010-4626

DOI: 10.7763/IPEDR

Indexed by: CNKI, DOAJ, WorldCat, Google Scholar, Ulrich's Periodicals Directory, Crossref, and Engineering & Technology Digital Library

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: 40 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 March 13, 2016.

Dress code

Please wear formal clothes or national representative of clothing.

Time Schedule

Day 1:

Second Floor	March 12 10:00-17:00	Registration
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Day 2:

Venus Hall	March 13 08:25-12:30	08:25—08:30	Opening Remarks Prof. You-Jin Park, Chung-Ang University, School of Business Administration, College of Business and Economics
		08:30—09:15	Keynote Speech 1 Prof. Hong-Ghi Min Department of Management Science, Korea Advanced Institute of Science and Technology (KAIST), South Korea Title: Information asymmetry among investor groups in the Korean stock market
		09:15—10:00	Keynote Speech 2 Prof. Cheol Park School of Business Administration Korea University, South Korea Title: Consumer, Company, Society, and Quality of Life
		10:00—10:30	Coffee Break & Group Photo
		10:30-12:30	Session 1 (8 papers) Theme: Management and Behavioral Sciences
		Lunch (Hotel Restaurant)	
Venus Hall	March 13 13:30-18:15	13:30-15:00	Session 2 (6 papers) Theme: Education and Learning
		15:00-15:30	Coffee Break
		15:30-18:15	Session 3 (11 papers) Theme: Economics and Finance
	March 13 18:30-20:00	Dinner (Hotel Restaurant)	

Introductions for Keynote Speakers



Prof. Hong-Ghi Min

Department of Management Science, Korea Advanced Institute of Science and Technology (KAIST),
South Korea

Dr. Hong-Ghi Min, (Ph.D. in Economics), now is a Professor of Economics at the Management Science Department in KAIST (Korea Advanced Institute of Science and Technology), Expert of KECG (Korea Experts Consulting Group), Board of Directors of Korea International Economic Association, Member of Editorial Board for Journal of Financial Risk Management. He got his BSc in Economics at Seoul National University and Economics Doctoral degree at Binghamton University (SUNY). He was an Economist and a Consultant of Policy Research Department (Finance) at The World Bank (Washington D.C.) from 1997 to 1999, Research Director at Global Project Investment from 1999 to 2001 and a Consultant in Policy Research Department (Poverty) at The World Bank (Washington D.C.) during 2001~2002. Currently, Dr Min's research focuses on international financial markets and emerging Asian economies.



Prof. Cheol Park,

School of Business Administration Korea University, South Korea

Cheol Park (Ph.D. in Business Administration) is a Professor at Korea University, South Korea. He received his B.A. in Economics, M.B.A. and Ph.D. from Seoul National University. He worked for Samsung as assistant manager of global marketing before joining academic area. He has been a visiting scholar at Vanderbilt University, University of Hawaii, and Mongolia International University. His research interests include marketing in digital environment and sustainable management with creating social value. He has published papers in influential journals such as International Marketing Review, Journal of Business Research, Industrial Marketing Management, and Journal of Interactive Marketing.

Full Schedule


Day 1: Registration Only: March 12, 2016 (Saturday)


10:00 – 12:00	Arrival and Registration
13:30 – 17:00	(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 March 13, 2016.

Day 2: Conference: March 13, 2016 (Sunday)

Venue: Venus Hall

08:25-08:30	<p>Opening Remarks</p> <p>Prof. You-Jin Park, Chung-Ang University, School of Business Administration, College of Business and Economics</p>
08:30-09:15	<p>Keynote Speech 1</p>  <p>Prof. Hong-Ghi Min Department of Management Science, Korea Advanced Institute of Science and Technology (KAIST), South Korea</p> <p>Title: Information asymmetry among investor groups in the Korean stock market</p> <p>Abstract: This study examines information asymmetry in Korean stock market by comparing the information quality of domestic institutes, individual investors, and foreign investors using the daily and monthly data from 2006 to 2013. We utilize the concept of probability of informed trading (PIN) proposed by Easley et al. (2002) and also propose the agreement ratios (AGR) as two different measures of information in stock market.</p> <p>First, we find that the estimated monthly and annual PINs (and AGRs) of foreign investors are greatest among three investor groups while that of individual investors are smallest. Second, we test the information quality of different investors and we find that information quality of domestic institute investors and foreign investors are good, i.e., their information deliver significant positive profits while that of domestic individual investors deliver losses. We also demonstrate that the information quality of foreign investors has improved since the US financial crisis and this is more prominent when we denominate the profit in US dollars. Third, we investigate dynamic impact of buy and sell order of three investors on CARs and we find that, before the purchase, CARs of institute and foreign investors increase while that for individual investors decrease. However, we show that, before the sell order, CARs of institute and foreign investors decrease while that for individual</p>

	<p>increase. Finally, we estimate informational contents of PINs and AGRs using financial variables and we find that volatility of foreign exchange market is significant for both PINs and AGRs but TED spread is significant only for PINs and volatility of KOSPI is significant only for AGRs.</p> <p>In conclusion, the information quality of domestic individual investors is worse than that of other investors, and this indicates the existence of information asymmetry in Korean stock market and this low information quality of individual investors could result from the heterogeneity in individual investors. At the same time, we believe the improvement of information quality for foreign investors after the US financial crisis comes from their easy access to global information.</p>
09:15-10:00	<p>Keynote Speech 2</p>  <p>Prof. Cheol Park, School of Business Administration Korea University, South Korea</p> <p>Title: Consumer, Company, Society, and Quality of Life</p> <p>Abstract: Quality of life (QOL) is the general well-being of individuals and societies. Company exists in order to improve QOL of the consumer and society. It is the most important social responsibility for the company is to improve QOL. Recently, marketing 3.0 by P. Kotler and CSV(creating shared values) by M. Porter have been paid attention to many people, because they focused to improving QOL through business and marketing activities. Of course, companies in the modern society have let people be affluent and fertile life to offer goods satisfying consumers' needs. It is contribution of company to bring abundance by offering good and cheap products and services to the society. Now company should consider the wider responsibility to the society. Company should not pollute environment and sweat workers for its customer only. Furthermore, companies have to give their resources and solve the problems for the poor, not people in the affluent society. A lot of business are challenging to overcome poverty and improve QOL of the poor people in the world. The best way for the sustainable business is to pursuit shared values including economic and social aspects. To be a loved brand, company appeals to customers for not only its good product and service but also good</p>

	<p>conducts towards society at large. Enterprises have good hands of efficiency to solve problems of mankind including extreme poverty and hunger, unemployment, pollution, diseases, universal primary education, child mortality, gender equality, and etc. Recently many companies are entering the BOP(bottom of pyramid) market, the largest but poorest socio-economic group, which is the 3 billion people who live on less than US\$2.50 per day. Companies are developing new models of doing business that deliberately target that demographic, often using new technology for the improvement of QOL of the poor as well as their growth and profits. In spite of difficulties in achieving both social and economic values, there appear successful cases of BOP market by the challenging companies. Eventually, all members of mankind should make efforts to improve QOL of people and society. On this way, company is not exceptional.</p>
10:00-10:30	Coffee Break &Photo Session

Authors' Oral Presentations

Session 1

10:30-12:30

Venue: Venus Hall

Theme: Management and Behavioral Sciences

Session Chair: Prof. Hong-Ghi Min

* The time slots assigned here are only tentative. In case of any absence, presenters are recommended to arrive 5-10 minutes earlier and stay for the whole session.

ID	Title+ Author's Name
EB0012 10:30-10:45	<p>Forecasting the Blood Supply and Demand Tsang Oi Sze Sally Department of Management Sciences, City University of Hong Kong, Hong Kong</p> <p>Abstract: This study addresses the analytic process designed to explore the blood collection and demand data from the Blood Transfusion Services (BTS) of Hong Kong Red Cross, the only blood transfusion services in Hong Kong, in searching for some consistent patterns or relationships between various variables and validating the findings by applying to future sets of data. In this study, a forecasting models using neural network is developed to predict the daily blood supply and</p>

	<p>demand. A variety of techniques including neural network in data mining, time-series forecasting with independent variables are explored to achieve the goal of finding and evaluating the most competitive model.</p>
<p>EB0009 10:45-11:00</p>	<p>Creating Transactive Memory Systems: Leadership as an Enabler Cabeza Pullés Dainelis, Llorens Montes F. Javier, and Molina Moreno Valentín Faculty of Economics and Business, University of Granada, Spain</p> <p>Abstract: This paper studies the relationship between network ties (NT) and transactive memory systems (TMS), analyzed in its three dimensions: specialization (TMSS), credibility, and coordination (TMSC), in the presence of leadership (LDR) as a moderating variable, in university research-and-development (R&D) groups. The data are composed of 257 groups. To confirm the hypotheses, we used multiple linear regression analysis with a moderating effect. The conclusions show that the relationship between NT and the dimensions of TMS is significant when LDR is included as a moderating variable. Including the interaction element enables better explanation of TMS in the sector analyzed. So, that the LDR is perfectly applicable to the university R&D environment.</p>
<p>EB0008 11:00-11:15</p>	<p>Knowledge transfer and cognitive variables: An analysis from the TQM Cabeza Pullés Dainelis, Llòrens Montes F. Javier, Gutiérrez Gutiérrez Leopoldo, and Rojo Gallego-Burín Araceli M. Department of Management. University of Granada, Spain</p> <p>Abstract: This study examined what happens when QM is present in university R&D groups and how and whether it encourages the relationship between the antecedents proposed and knowledge transfer capacity. Spanish university R&D groups in nine different areas of knowledge were surveyed (N=257). Multiple linear regression analysis with a moderating effect showed that the relationship between knowledge transfer (KT) and trust, transactive memory system (TMS) and network ties is significant when QM practices are included as a moderating variable.</p>
<p>EB0022 11:15-11:30</p>	<p>Pricing with the Multinomial Logit Model Tim Huh University of British Columbia, Canada</p> <p>Abstract: The multinomial logit model for consumer choice has received much attention from marketing, economics and operations management, and there We study the problem of setting prices for a portfolio of differentiated products to optimize the overall revenue or profit. This problem exhibits several interesting analytical properties, which can be used to compute the optimal prices and identify their structural properties. We discuss how to handle the pricing problem when the customer choice model follows a more complex sequence than the simple multinomial logit model.</p>

<p>MB00004-A</p>  <p>11:30-11:45</p>	<p>Team Cohesiveness: Refining the Conceptual Definition, Antecedents and Consequence Hastuti Naibaho, Universitas Gadjah Mada, Indonesia Universitas Gadjah Mada, Indonesia</p> <p>Abstract: Team cohesiveness has received a great deal of attention since 1959. The results of studies on the relation between work team cohesiveness and team performance is still not conclusive. Inconsistencies in results cause a shifting in conceptual definition and become a problem in cohesiveness measurement. This inconsistency in a conceptual definition exists in the literature and is based on the antecedents and/or the consequences of team cohesiveness. The Authors conducted two studies; the purpose of Study 1 was to test the conceptual definition of work team cohesiveness that was being proposed and to build a measurement of work team cohesiveness. The purpose of Study 2 was to test antecedents of work team cohesiveness and the consequences of work team cohesiveness. The respondents of Study 1 were work teams from manufacturing and services companies while the respondents of Study 2 were work teams from credit sales in private international banks. The results of Study 1 support the conceptual definition proposed by the authors and the measurement that was built in Study 1 has high validity on Study 2. The result of Study 2 showed that team activities (social and work activities) supported as antecedents of work team cohesiveness while similarity, task involvement, and unity in attaining goals were not supported antecedents work team cohesiveness. The empirical test supported team performance as an outcome of team cohesiveness.</p>
<p>MB00002</p>  <p>11:45-12:00</p>	<p>Drawing Ability, Figural Creativity and Cognitive Style Among Chinese College Students in Macau Kuan Chen Tsai, Hsieh Hui Ling, Lee Meng Shun, Tzeng Yi Hsin, Chen Tzu Yi, and Ngai Chi Hong City University of Macau, Macao</p> <p>Abstract: This study was designed to contribute to the literature, through empirical study of Chinese students' drawing abilities, artistic creativity, creative personality, and cognitive styles to determine their correspondence with literature from other countries. Our participants were 124 first-year undergraduates in Macau recruited from four class sections of an introductory graphic design course. Our major finding is that, among this group, drawing ability is significantly related to creativity and also the major predictor of figural creativity, accounting for a hefty 60% of the variance. However, neither creative personality nor cognitive style had a significant effect on figural creative performance.</p>
<p>MB10003</p>  <p>12:00-12:15</p>	<p>Reasons and Attitudes towards Behavior: A Case of Cafeteria Tray Returning Queenie Teo Yiting, Nann Ei Ei San, Kaung Htet Naing and Tjong Budisantoso, James Cook University Australia – Singapore Campus</p> <p>Abstract: The purpose of this study is to investigate the relationship between reasons and attitudes towards a particular behavior, in this case, the behavior of returning trays in cafeterias at James Cook University Singapore (JCU). Findings from the study showed that reasons related to</p>

	self-responsibility and consideration for others had a strong influence on an individual's attitude towards returning trays. However, reasons related to social identity showed no relationship with an individual's attitude towards returning trays.
MB00006 12:15-12:30	<p>An Archival Review of Preferred Methods for Theory Building in Follower Research Joseph Feldman School of Business Leadership, University of South Africa</p> <p>Abstract: The purpose of this research was to delineate methodological trends in articles published internationally as well as locally that will reveal the extent of new theory building. The research strategy and methodology examined trends in theory building over a fifty-two year period (1962-2014). An archival review of the published literature was conducted and each article in the journals mentioned in table 1 was examined to identify the general research method employed. The archival data indicate that articles published over the past fifty two years in major international journals are skewed towards "quantitative" and "conceptual" research. That implies that researchers in leadership studies employed "qualitative" and "mixed" methodologies in their work less than "quantitative" and "conceptual". This trend has implications for the development of leadership-follower research. Research methods should be used with mindfulness in which qualitative methods are used to observe social and human problems followed by quantitative methods to test inductively formulated followership theories. It is particularly important in the context of diverse cultures that local attempts to formulate authentic theory development will remain difficult and unsuccessful until endogenous management systems are established and institutionalised. This is very important for scholars who can believe that an affinity for qualitative methodology affords the opportunity for emic research rather than merely testing theories and constructs that may not capture local followership phenomena.</p>

12:30 – 13:30	Lunch (Hotel Restaurant)
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Session 2



13:30-15:00

Venue: Venus Hall




Theme: Education and Learning

Session Chair: Tomoharu Nakashima

* The time slots assigned here are only tentative. In case of any absence, presenters are recommended to arrive 5-10 minutes earlier and stay for the whole session.

ID	Title+ Author's Name
<p>L16</p>  <p>13:30-13:45</p>	<p>The evaluation of nursing students to nursing skill practices using the Blended Learning in Japan Kiyoko Tokunaga, Yoko Yamaguchi, Miwa Yamamoto Kyoto Koka Women's University, Japan</p> <p>Abstract: This study was conducted using the nursing skill class (exercise style) to clarify evaluation of blended learning from the perspective of nursing students. [Method] Open-ended questions were used for collecting data about the education program. We analyzed responses using "Trend search" text mining software (Fujitsu Co. Ltd.) to map relational words and to analyze relational line size and distance to ascertain relation strength. [Result] Mapping yielded three wedges. Results suggest that, for nursing skill practice in Japan, the range of the computer-mediated learning from face-to-face learning methods can be distinguished in nursing student evaluations.</p>
<p>L19</p>  <p>13:45-14:00</p>	<p>Using Research Based Learning in Statistics Course to Develop the Students' Research Skills and 21st Century Skills Afifi Lateh Faculty of Education, Prince of Songkla University, Thailand</p> <p>Abstract: Using research based learning in the course of Multivariate Analysis for Education to develop the students' research skills and 21st century skills was conducted with nine fourth year Information Technology and Educational Evaluation students who enrolled the course as an alternative subject in the first semester of academic year 2014 at the Faculty of Education, Prince of Songkla University Pattani campus. The course composed of the sections of theories, practice and research project methodology in the parallel form. The subjects were evaluated by the mid-term test, the final test, the task skills, the research skills, and the 21st century skills. The findings revealed that the mean of the research skills and the 21st century skills assessed by the students themselves and the instructors was above 70%. In addition, the relationship between the research skills and the 21st century skills was the highest correlation and they were also related to the task skills.</p>

<p>L22</p>  <p>14:00-14:15</p>	<p>Proposal of Strategies to Create a Case of Virtual Patient for Nursing Education Kayoko Hirano, Yukie Majima and Kiyoko Tokunaga Kyoto Koka Women's University, Japan</p> <p>Abstract: In 2011, nursing practice skills , which are the core of undergraduate nursing programs, were assessed with the expectation of developing nursing practitioners, researchers, and educators possessing a broad range of professional knowledge and research capability. Particularly , the acquisition of problem-solving approaches in nursing practice poses a challenge for the development of nursing processes that are customized for each patient . This study was undertaken to examine a class design in nursing skills education that aims to have nursing students create patient cases, image the patients, and foster nursing practice skills with individuality. Proposal of learning strategies to create a case of virtual patient for nursing education.</p> <p>After the training, a questionnaire survey was administered. We summarize the effects of students independently creating patient cases. First, creating patient cases independently can promote imaging of patients by students. Second, by having discussions, more information can be extracted in a specific manner. And, Learning to create patient cases can foster a high level of thinking ability.</p>
<p>L07</p>  <p>14:15-14:30</p>	<p>Teacher leadership of faculty members of selected member-institutions of the st. Paul university system (spus) Lourn v. Tagay St. Paul University Manila (SPUS), Philippines</p> <p>Abstract: The study explored on the teacher leadership exemplified by the teacher leaders of the member-institutions of the St. Paul University System heading to a Paulinian Teacher Leader model. Specifically, it sought to answer questions like how teacher leaders were identified; how the teacher leaders of the member-institutions of the St. Paul University System performed in the three categories – instructional leadership, internal organization leadership, and external organization leadership; what the significant accomplishments of the teacher leaders of the member-institutions in the three categories were; and what model of a Paulinian Teacher Leader may be developed as benchmark points for the improvement of teacher leadership of the St. Paul University System.</p> <p>This study used the mixed methods research design, particularly the explanatory sequential mixed methods approach. Mixed methods research is an approach to inquiry involving collecting both quantitative and qualitative data. Mixed methods research can provide stronger evidence for the conclusions through corroborative findings. The combinations lend support to the prime objective of the study, that from the quantitative data, acomplete understanding of the teacher leadership in SPUS, based on the 5 Ps: Professional Competence, Professional Practice, Professional Leadership; and Professional Ethics and Values in the five member-institutions of SPUS, a concrete definition was reached through the support of the qualitative strand.</p> <p>The participants had been purposefully selected to proceed to the second phase of the selection process. A survey questionnaire was used, results of which were scored quantitatively, and the responses to informal interviews using the guide questions strengthened the information gathered</p>

	<p>from the quantitative data. Hence, the best mix of the filtered responses from both research approaches were very useful in framing the structural model of a Paulinian Teacher Leader.</p> <p>This study involved the participation of the full-time faculty members of the selected member-institutions of the St. Paul University System all over the Philippines namely St. Paul University Quezon City (SPUS); St. Paul University Manila (SPUS); St. Paul University Iloilo (SPUS); St. Paul University Dumaguete (SPUS); and St. Paul University Surigao (SPUS).</p> <p>Cross analysis of the data revealed that most of the teacher leaders in the five selected SPUS member-institutions manifested STRONG TEACHER LEADERSHIP in the three areas: Instructional Leadership, Internal Organization Leadership, and External Organization Leadership. From the data gathered, the researcher was able to draw a Paulinian Teacher Model.</p>
<p>L15</p>  <p>14:30-14:45</p>	<p>On the Evaluation of Learning based on Serious Games for Elderly Dementia Care Education Takashi Fujii, Yasuko Maekawa, Tomoharu Nakashima, Miwa Yamamoto, Daiki Wakayama Osaka Prefecture University, Japan</p> <p>Abstract: Our previous research developed a serious game-based learning system for elderly dementia care. This paper evaluates the effectiveness of the developed learning system for nursing students to study the subject. For this purpose, questions on the knowledge of dementia care are created from the national nursing examination and a certification examination of dementia practitioners. The scores of the created questions are compared between two groups: One group of nursing students used the serious game-based learning system and the other group of nursing students studied from the conventional text book. This comparison is used to examine if the created questions are appropriate for checking the examinees' knowledge on the dementia care.</p>
<p>L20</p>   <p>14:45-15:00</p>	<p>Interactive And Portable Histology Teaching And Learning In A Hybrid Problem Based Learning Integrated Curriculum Anik ó Szabó, Muhammad Aasim Rasheed, Mi Rim Kim, Balsum Babiker Elgerray, Abdulaziz Hussam Abed, MHD Amer Imad AlDeiry, Faisal Wael Al Kattan and Paul Ganguly Alfaisal University, College of Medicine, Riyadh, Saudi Arabia</p> <p>Abstract: Background: Histology is a challenging subject for most medical students. In the current digital age of increasing global education we are witnessing a revolution in medical education. Compared to past years, medical students are required to absorb more information at a faster rate than ever. This makes histology teaching and learning even more vigorous. Traditionally, histology education has been based on the utilisation of drawings and colourings of histological slides. However, with more reliance on modern technology, there is a need for a more interactive and creative e-Learning environment where educators can convey knowledge in a quick and easy manner both in and out of the classroom. In order to make histology teaching and learning easier for students as well as allow for greater retention, we aimed at creating an in-house library of digital histology slides in order to explore its effectiveness on teaching histology in the context of a hybrid problem based learning integrated curriculum.</p> <p>Methods: The College of Medicine of Alfaisal University has installed an Olympus scanning</p>

microscope (Olympus VS120 Virtual Slide Microscope) in the histology laboratory. This microscope is capable of scanning a glass slide and subsequently labelling the various parts of the newly created digital image. It comes with a dedicated viewing software (OlyVIA Ver.2.8) which enables the user to zoom in and out of areas of interest. Our histology stained glass slides were scanned to digitize the images, structures were labelled, and a histology library was created for each organ system. After downloading OlyVIA software the students were able to access the histology library on their personal computers and utilize them as if they were in a real-life histology laboratory setting. At the end of the first block during which the digital library was used, a survey research questionnaire was administered to 100 students in order to obtain their feedback and opinions.

Result: The Olympus microscope and the integrated OlyVIA software system is a very fast and user friendly platform. The microscope is capable of scanning a glass slide at high resolution within five minutes. These high quality labelled digital slides provided a more interactive platform for in-class teaching. Outside of the classroom, students were able to continue their learning experience independently. As the OlyVIA software allowed them to hide the labelled areas, they were also able to carry out self-assessment. The students described this interactive feature as very powerful in motivating them to learn.

Conclusion: The digital virtual microscopy library provided a more interactive and self-directed lifelong learning platform for the students. They were better motivated to learn and found histology more engaging and enjoyable using this approach. The effectiveness of an interactive and creative e-Learning environment has been demonstrated to simplify and facilitate the teaching and learning of microscopy both in and outside of the classroom as a result of its portable nature.

15:00 – 15:30
Coffee Break


Session 3

15:30-18:15

Venue: Venus Hall

Theme: Economics and Finance

Session Chair: Prof. You-Jin Park

* The time slots assigned here are only tentative. In case of any absence, presenters are recommended to arrive 5-10 minutes earlier and stay for the whole session.



ID	Title+ Author's Name
EB0004 15:30-15:45	<p>Subcritical and supercritical bifurcations in a simple behavioral model of portfolio dynamics Soon Ryoo Department of Finance and Economics, School of Business, Adelphi University, USA</p> <p>Abstract: A simple behavioral model of portfolio dynamics is used to generate rich dynamics. In the framework with two financial assets (stocks and deposits), portfolio adjustments follow a simple target rule: the actual portfolio adjusts, not instantaneously, to attain the desired portfolio. The desired portfolio itself depends on the expected rates of relative returns. Combined with adaptive expectations on the expected rates of relative returns, the simple behavioral and deterministic model of portfolio dynamics generates various dynamic patterns including asymptotic convergence toward a stationary point, corridor stability (sub-critical bifurcation) and stable limit cycles (super-critical bifurcation)</p>
EB0010 15:45-16:00	<p>Signaling E-Commerce Service Quality: A Longitudinal Study L. G. Pee Nanyang Technological University, Singapore</p> <p>Abstract: Although it is well recognized that website quality and service quality are critical to online shoppers' satisfaction and the success of e-commerce businesses, they have mostly been treated as having independent effects. This study proposes that they are related in that website quality signals service quality in the pre-purchase stage. The signaling effect is hypothesized to be moderated by customers' information processing needs based on the perceived risk of purchase and their prior knowledge with online shopping. Based on the expectation-confirmation theory, the signaled service quality is hypothesized to influence post-purchase satisfaction when it is compared vis-à-vis the actual experienced service quality. The proposed model was tested in a longitudinal study of more than 100 online shoppers. This study contributes to theoretical development by identifying and assessing the temporal mechanisms through which website quality affects post-purchase satisfaction in online shopping, while accounting for the influence of information processing needs.</p>
EB0006 16:00-16:15	<p>The evaluation of American option prices under regime switching with stochastic volatility Carl Chiarella and Hongang Yang UTS Business School, University of Technology Sydney, Australia</p> <p>Abstract: This paper considers the American option pricing problem with stochastic volatility</p>

	<p>under regime switching model. We extend the method-of-lines scheme and develop a new simulation code. Numerical results show that this model is accurate, consistent, and robust. We check the efficiency of the code and suggest some methods to improve the efficiency. We also study the impact of regime switching on the early exercise boundary and price of American call options with different correlation ρ values. This code provides a convenient tool to study the impacts when other parameters are different in each regime.</p>
<p>EB0018</p> <p>16:15-16:30</p>	<p>Factors influencing establishment and changes to the system architecture of Industry-University-Government alliances</p> <p>Youngjae Koh Hirao School of Management, Konan University, Japan</p> <p>Abstract: This paper analyzed the co-opetitors' (suppliers, customers, complementors, and alliance partners) influence on the definition and changes to architecture by examining the development of technological systems in Industry-University-Government alliances (IUG alliance) before industrialization. The approach is combined with the insights from a case study into managing the Next Generation Energy and Social System Demonstration Project in Japan based on the IUC alliance.</p> <p>From the analysis this paper finds that the architecture types are different depending on the technological development stages, notably, the technological logic in early stage, technological capability, stability and the opinions of alliance members in development and refinement stages. This paper also discusses effect of the effectiveness and efficiency for the mass production in the final stage to the type of architecture.</p>
<p>EB0005</p> <p>16:30-16:45</p>	<p>Dynamic correlation analysis of financial contagion in Asian Equity markets</p> <p>Jae-Kwang Hwang Reginald F. Lewis College of Business, Virginia State University, USA</p> <p>Abstract: A prominent feature of the 2008 financial crisis is that the crisis started in the US financial sector and rapidly spread, spilling over into other sectors of the economy as well as other countries. As a result, there are collapses of the financial institutions, stock market crashes, liquidity problem on the credit market. Furthermore, this crisis affected economies as well as financial markets in the world. The equity prices in the world, for instance, dropped more than 20% in three months following September 15, 2008.</p> <p>Capital market integration or contagion has been one of the important issues in international finance that interest both international investors and policymakers. In fact, knowing the level of market integration allows investors to improve their portfolio performance through diversification with less correlated assets, and helps the policymakers to plan adequate policies for internal capital markets in the event of global economic and financial crisis.</p> <p>Asian equity markets have become attractive to international investors given that they have high prospects for economic growth. In this paper, we focus on the Newly Industrialized Economies –Hong Kong, Korea, Singapore, and Taiwan - and China. These economies experienced a rapid industrialization with a potential growth of not only the quantity but also the quality of their</p>

	<p>products, reaching international markets. China, the second largest economy, is also included in the study due to its spectacular growth performance over the last two decades. In addition to higher growth rates, these economies play an increasingly influential role in the global financial system with their rapidly developing financial markets. As a result, it is interesting to examine how these markets are affected during the current global financial crisis.</p> <p>In view of the increasing interest for information on the degree of stock markets integration in the aftermath of the 2008 financial crisis, the objective of this study is to investigate the transmission of the US financial crisis to financial markets in China, Hong-Kong, Korea, Singapore, Taiwan, analyzing before and during the 2008 financial crisis period. In particular, the study aims to empirically examine whether the cross-market linkages between these markets change due to the crisis over the period of January 2006 to March 2009 using daily data. This paper employs unconditional correlation coefficients and DCC - GARCH model to answer the above question. It is very important to understand and monitor the dynamics of correlation between the US and Asian markets for portfolio decisions and asset allocations for international investors as well as for policy makers to maintain financial stability.</p> <p>The results show that there is no regime shift in mean equation of the correlation coefficient during the financial crisis. It may imply there are no mean spillover effects of the US financial crisis on the NIEs stock markets except the case of Singapore. However, there are volatility spillover effects of the financial crisis sparked in 2008 from the US and NIEs markets.</p>
<p>EB0007</p> <p>16:45-17:00</p>	<p>Cultural differences influence on product evaluation from visual stimuli</p> <p>Li Liu China University of Petroleum, China</p> <p>Abstract: Product evaluation research has long tradition of referring to examine how consumers evaluate product from product itself in an attempt to understand why certain products are high perceived or poor perceived. The key finding from this literature suggested that consumer judged product in terms of the degree to which the extension fitted with the standard and high evaluative package in their minds. Usually when consumers make buying decision, they always recall the memory of the standard and high evaluation products in their minds. The better fitting perceptions would be more favorable than the poor fitting ones.</p> <p>These findings indicate that culture is an important reason that influences on consumers' responses to product evaluations. Cultures vary in the way which design-based package fits. Westerners evaluate products differently than Easterners due to cross-cultural differences in styles of thinking. Two cultures of people have differences in design-based product evaluation.</p> <p>The primary purpose of study 1 was to explore consumers from Eastern cultures evaluated quality from package differently than consumers from Western cultures under the implicit condition. It needed to certify this issue in three dimensions: from the whole package evaluations perspective; from the design elements perspective; and from change degree perspective. The second purpose was to identify samples of consumers that would suitably represent a Western and an Eastern culture. The last purpose was to find whether Western consumers and Eastern consumers were the same sensitivities to the changes of design.</p>

	<p>Author also analyzed consumers' product evaluations from the design elements perspective. The findings showed that among six design elements, for Easterners 5 elements were significant in the process of evaluations. In the last part of study 2, Comparisons were under implicit and explicit conditions. The purpose was to see under the two conditions whether the same group of people had the same view of product perception.</p>
<p>EB0019</p> <p>17:00-17:15</p>	<p>A Research of Economic Effect Estimation of Open Data Tetsuo Noda Shimane University, Japan</p> <p>Abstract: Open Data, opened public data which administrative agencies have collected and possessed, is expected to bring about positive economic effects. The purpose of this presentation is to establish the viewpoint and the way to estimate economic effect by the utilization of open data. For this purpose, previous works which have estimated economic effect by the utilization of open data are considered. Then the utilization of Open Data and its economic effect are defined. And the presentation also estimates the economic effect by the utilization of open data in Japan.</p>
<p>EB3005</p> <p>17:15-17:30</p>	<p>Partial Least Squares Modeling in Marketing Research: A Tailor-Made Model of Wine E-commerce Consumers in Switzerland Bernard Morard and Dimitri Simonin University of Geneva, Switzerland</p> <p>Abstract: This study presents a new approach to consumer behavior analysis. It is original in that this approach generates a tailor-made consumer behavior model in a specific market. The authors use a partial least squares path modeling (PLS-PM) analysis instead of the conventional structural equation modeling (SEM) analysis. The study does not make use of an explicit model to explain the study data but creates an implicit model from scratch. Hence, this study first collected data and subsequently focused specifically on Switzerland's wine e-commerce. The choice of Switzerland as the field of study creates a more multifaceted challenge. The country is a very specific market with three distinctive cultures, each of which has its own type of behavior, and therefore this context requires very complex computations in this study. E-commerce is also less developed in Switzerland than in the surrounding countries. The authors based their methodological approach on an electronic survey. This survey was sent to local wine consumers in Switzerland, and the authors analyzed a final sample size of n=69 by means of the PLS Assistant 3.0 software (Morard & Jeannette, 2007). After computing the data, a PLS-PM analysis selected the four axes with the highest potential to explain wine e-consumer behavior on the Swiss market. Together, these axes form the optimal consumer behavior model for this market: the place of purchase, whether in-store (i) or online (ii); the variety of choice (iii), and the appetite for the product (iv) (in this study: wine). This study shows marketing researchers the utility of using PLS-PM in market research fields. The convenience of adopting PLS-PM in many cases should encourage more and more researchers to use this statistical tool. The possible applications of this tool in the field of business extend beyond the local SMEs active in wine e-commerce, which will have a clear interest in improving their offers and developing their activities faster. This tool should also help companies that have tight marketing budgets, as the analysis process needs relatively small investments in terms of both time and money.</p>

<p>L201</p> <p>17:30-17:45</p>	<p>Two In One: The Integration Of Knowledge In A Workshop Faredah M. Al-Murahhem and Shaymaa M. Hassan Umm Al-Qura University, Saudi Arabia</p> <p>Abstract: Reflection is the most important part of the learning and experiencing process. The more people reflect on action, the better they get at reflecting and the more they can learn about themselves (Warwek, 2007). John Dewey states, “We do not learn from experience ... we learn from reflecting on experience”. He also suggested that one main aim of education is to help people acquire habits of reflection so they can engage in intelligent thought and action rather than routine thought and action (Farrell, 2012). This paper focuses upon a reflection of a workshop designed with two scholars coming from different disciplines. Interior architecture with the experience of design and digital media, and graphic design with the speciality in printing, publishing and packaging are the two masteries involved. The study addresses the integration of knowledge in the workshop contents as well as the teaching methodology. Such collaboration aims to enrich knowledge and to experience new setting in giving a training workshop. It increases communication and interdisciplinary understanding among learners. It also opens academic conversations to ideas from a range of disciplines where students are able to relate and contribute to the dialogue.</p> <p>Interdisciplinary is an emerging perspective in higher education, which becomes a trend in some universities where one can get a PhD. degree. The mixture of disciplines is to increase communication and interdisciplinary understanding between different learner groups and increase their ability to collaborate in their future works. Although the workshop is held within the university (Umm alQura) to use the facilities and its official umbrella, the targeted audiences are not just academics or students. “How to use InDesign” is a training workshop for beginners with no specific background. It lasts for two days with twelve hours in total, and a morning session. It is worth stated that for the teachers who have the knowledge and the expertise, it is the first time to give a practical workshop for non-professions. However, their feedback regarding the pedagogic benefits is highlighted. The training workshop was an enjoyable experience for both tutors since the planning stage until the actual setting of training. The swap of turns in teaching during the workshop and the change of the tone of voice and expertise between the two were motivating. On the other hand, it was also enthusiastic for the learners, as they were always vigilantes.</p> <p>Ultimately, the study underlines this experiment with interdisciplinary learning of the workshop and its impact on education. The analysis of the learners’ feedbacks, as the organizer distributed a questioner at the end, is also stressed. How to plan similar or advance Workshops effectively and how to take it further to its outmost concludes the results of this experience.</p>
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<p>L10</p>  <p>17:45-18:00</p>	<p>The Influences of Mathematics Ability Toward Physics Learning in Senior High School Based on an Authentic Assessment System Aida N. Safitri, Rosita Sari and Sri Wahyuni Universitas Jember, Indonesia</p> <p>Abstract: Physics is science which in its learning there are some products i.e. theory, fact, concept, law and formula. So that to understand physics lesson, students not only need a theory or concept but also the mathematical calculation to solve physics problem through formula or equation. It can be taken from mathematics lesson which obtained by students. The study to know the influences of mathematic ability towards physics base on an authentic assessment system. Based on the studies have been discussed, is obtained that mathematic have relatedness with learning of physics. Mathematics ability gives effect towards students' physics cognitive aspect in Senior High School. The influences of mathematic ability toward students' physics affective and psychomotor aspect are not known certainly, consider there are not the research which discussing that.</p>
<p>L13</p>  <p>18:00-18:15</p>	<p>Autentic Assessment in Learning Physics using Physics Chess Game for Senior High School Yuni Rochmawati and Sri Wahyuni Universitas Jember, Indonesia</p> <p>Abstract: Authentic assessment is an assessment of the existing curriculum 2013 include an assessment of attitudes (affective), knowledge (cognitive), and skills (psychomotor). In practice, teachers find it difficult to assess because many aspects are assessed. This article aims to help teachers take students' score includes assessment of attitudes (affective), knowledge (cognitive), and skills (psychomotor). Physics chess game becomes the media in making the value of the students. Physics chess game is a game that uses chess board that contains questions of physics. So, using a chess game physics, teachers can get the value of the attitude (affective), the value of knowledge (cognitive), as well as the value of the skills (psychomotor) students.</p>

Listeners' List

Listener 01	Salman ali Ali trade center, india
Listener 02	Sher Muhammad Pakistan International Human Rights Organization, Pakistan
Listener 03	Nikos koutras Macquarie law school, australia
Listener 04	Miwa yamamoto Tottori university, japan
Listener 05	Bright Ugochukwu Ezurume Global Beauty Solution (PTY) Limited, Swaziland
Listener 06	Ali Raza Pioneer Agri Farm, Pakistan
Listener 07	Waqar Anjum Bhadar Ali Builders And Developers, Pakistan
Listener 08	Balabim paschal caspa The university of yaounde 1 Yaounde Cameroon, Cameroon
Listener 09	Queenie teo yiting James cook university Australia, Singapore

* Listeners are free to join all the sessions.

March 13, 2016 18:00 (Hotel Restaurant)	Closing Ceremony
	Dinner

Call For Paper



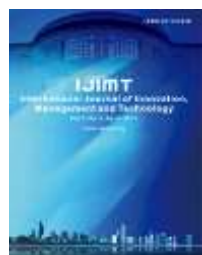
Welcome to the official website of the 2016 3rd International Conference on Innovations in Business and Management (ICIBM 2016), which will be held in Singapore during June 22-24, 2016.

ICIBM 2016 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 Innovations in Business and Management, 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 Advances in Business and Economics and related areas.

Publication

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



Journal of Innovation, Management and Technology (IJIMT)

ISSN: 2010-0248

DOI: 10.18178/IJIMT

Editor-in-Chief: Prof. Galiya Berdykulova

Abstracting/ Indexing: Google Scholar, Ulrich's Periodicals Directory, Engineering & Technology Digital Library, Crossref and ProQuest, Electronic Journals Library.

Important Dates

Submission Deadline	March 30, 2016
Acceptance Notification	Before April 30, 2016
Registration Deadline	Before May 20, 2016
Conference Date	June 22-23, 2016
One Day Tour	June 24, 2016



**2016 7th International
Conference on Education
and Management
Technology**

ICEMT 2016

**July 3-5, 2016 Shanghai,
China**



Welcome to the official website of the 2016 7th International Conference on Education and Management Technology (ICEMT 2016), which will provide an international platform for communication and exchanging ideas about recent research advances and innovative practice. The conference will bring together leading academics, active researchers and inspiring practitioners in the areas of Education and Management Technology.

ICEMT 2016 will be held in Shanghai, China, the the largest Chinese city by population and the largest city proper by population in the world. It is a global financial center and a transport hub with the world's busiest container port.

Publication

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International Journal of Information and Education Technology (IJIET)

ISSN: 2010-3689

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Indexed by: EI (INSPEC, IET), Cabell's Directories, DOAJ, Electronic Journals Library, Engineering & Technology Digital Library, Google Scholar, Crossref and ProQuest



Journal of Innovation, Management and Technology (IJIMT)

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Abstracting/ Indexing: Google Scholar, Ulrich's Periodicals Directory, Engineering & Technology Digital Library, Crossref and ProQuest, Electronic Journals Library.

Important Dates

Submission Deadline	April 10, 2016
Acceptance Notification	May 05, 2016
Registration Deadline	May 25, 2016
Conference Date	July 3-4, 2016
One Day Tour	July 5, 2016



Welcome to the official website of the 2016 3rd International Conference on Economics, Society and Management (ICESM 2016), which will be held in Rome, Italy during July 14-16, 2016. ICESM 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, Society and Management, 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 Society, Education and Psychology and related areas.

Publication

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



Journal of Innovation, Management and Technology (IJMT)

ISSN: 2010-0248

DOI: 10.18178/IJMT

Editor-in-Chief: Prof. Galiya Berdykulova

Abstracting/ Indexing: 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

Editor-in-Chief: Prof. Tung-Zong (Donald) Chang

Abstracting/ Indexing: Engineering & Technology Digital Library, ProQuest, Crossref, Electronic Journals Library, DOAJ, EBSCO, and Ulrich's Periodicals Directory

Important Dates

Submission Deadline	Before April 15, 2016
Acceptance Notification	On May 10, 2016
Registration Deadline	Before June 05, 2016
Conference Date	July 14-15, 2016
One Day Tour	July 16, 2016



Welcome to the official website of the 2016 3rd International Conference on Education and Training Technologies (ICETT2016), which will be held during August 24-26, 2016, in Turku, Finland.

ICETT 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 Education and Training Technologies, 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 Information and Education Technology (IJIET)

ISSN: 2010-3689

DOI: 10.18178/IJIET

Indexed by: EI (INSPEC, IET), Cabell's Directories, DOAJ, Electronic Journals Library, Engineering & Technology Digital Library, Google Scholar, Crossref and ProQuest



International Journal of Learning and Teaching (IJLT)

ISSN: 2377-2891(Print); 2377-2905(Online)

DOI: 10.18178/ijlt

Indexed by: Google Scholar; Crossref; Engineering & Technology Digital Library, etc.

Important Dates

Submission Deadline	Before April 20, 2016
Acceptance Notification	On May 15, 2016
Registration Deadline	Before June 10, 2016
Conference Date	August 24-25, 2016
One Day Tour	August 26, 2016



Welcome to the official website of 2016 6th International Conference on Business and Economics Research—ICBER 2016, will be held during September 21-23, 2016, in Vancouver, Canada. ICBER 2016, organized by IEDRC, 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 Humanities, Society and Culture, 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 Business and Economics Research and related areas.

Publication

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



International Proceedings of Economics Development and Research (IPEDR)

ISSN: 2010-4626

DOI: 10.7763/IPEDR

Indexed by: CNKI, DOAJ, WorldCat, Google Scholar, Ulrich's Periodicals Directory, Crossref, and Engineering & Technology Digital Library

Important Dates

Submission Deadline	Before May 5, 2016
Acceptance Notification	On June 1, 2016
Registration Deadline	Before June 25, 2016
Conference Date	September 21-22, 2016
One Day Tour	September 23, 2016

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This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.