

# 2017 IEDRC PARIS CONFERENCES ABSTRACT

Paris, France

March 10-12, 2017

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# Conference Venue

## TIMHOTEL Berthier – Paris XVII

[http://www.timhotel.com/en/timhotel-berthier-paris-17-3\\_21](http://www.timhotel.com/en/timhotel-berthier-paris-17-3_21)

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# Introductions for Publications

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

## **2017 7th International Conference on Economics, Trade and Development (ICETD 2017)**



International Journal of Information and Education Technology (IJJET)

ISSN: 2010-3689

DOI: 10.18178/IJJET

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



International Journal of Innovation, Management and Technology (IJIMT)

ISSN: 2010-0248

DOI: 10.18178/IJIMT

Indexed by: Google Scholar, Ulrich's Periodicals Directory, Engineering & Technology Digital Library, Crossref and ProQuest, Electronic Journals Library; etc.

## **2017 6th International Conference on Humanity, History and Society (ICHHS 2017)**



International Journal of Social Science and Humanity (IJSSH)

ISSN: 2010-3646

DOI: 10.18178/IJSSH

Indexed by: Google Scholar, Engineering & Technology Digital Library, Crossref, Index Copernicus, and ProQuest.



International Journal of Culture and History (IJCH)

ISSN: 2382-6177

DOI: 10.18178/ijch

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

**2017 5th International Conference on Management and Education Innovation (ICMEI 2017)**

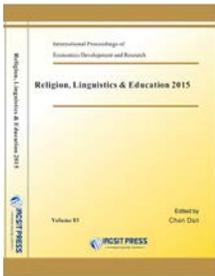


Journal of Economics, Business and Management (JOEBM)

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; etc.



International Proceedings of Economics Development and Research (IPEDR)

ISSN: 2010-4626

DOI: 10.7763/IPEDR

Indexed by: CNKI, 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: 45 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 11, 2017

## **Dress Code**

Please wear formal clothes or national representative clothing.

## Time Schedule

Day 1:

Lobby	March 10 10:00-17:00	Registration & Conference materials collection
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Day 2:

Eiffel	March 11 09:00-12:00	09:00-09:05	Opening Remarks Prof. Jiří Strouhal Škoda Auto University Mladá Boleslav, Czech Republic
		09:05-9:55	Keynote Speech 1 Prof. Daryl L. Hale Dept. of Philosophy and Religion, Western Carolina University, USA Title: Long Walks to Freedom or Royal Roads to Serfdom? How History can Inform our Culture and Deepen our Humanity
		9:55-10:20	Coffee Break & Group Photo
		10:20-11:10	Keynote Speech 2 Prof. Jiří Strouhal Škoda Auto University Mladá Boleslav, Czech Republic Title: 44 Years of “London-based” International Accounting Harmonisation
		11:10-12:00	Keynote Speech 3 Assoc. Prof. Marek Matejun Lodz University of Technology, Poland Title: Statics and Dynamics in the Organizational Life Cycle of Small Business: Theoretical Model and Empirical Evidences
	March 11 12:00-13:00	Lunch	
Eiffel	March 11 13:00-18:20	13:00-15:00	Session 1 (8 papers) Theme: Economic Management and Trade
		15:15-15:35	Coffee Break
		15:35-18:05	Session 3 (10 papers) Theme: Organizational Management and Marketing Innovation
Batignolle	March 11 13:00-18:05	13:00-15:15	Session 2 (9 papers) Theme: Education and Industry Management
		15:15-15:35	Coffee Break
		15:35-18:20	Session 4 (11 papers) Theme: Sociology and Humanity
	March 11 19:00-21:00	Dinner Banquet	

## Introductions for Keynote Speakers



Prof. Jiří Strouhal

Škoda Auto University Mladá Boleslav, Czech Republic

Jiří Strouhal is full professor at the Department of Finance and Accounting at Škoda Auto University Mladá Boleslav, Czech Republic. He gained his Ph.D. degree at the University of Economics Prague in 2005, associate professorship (habilitation) in 2012 and full professorship being named by President of the Czech Republic in 2016. He also acts as professional advisor in the field of accounting and corporate finance and since 2011 he is a President of Association of Czech Professional Accountants. His research interests cover: international accounting, financial statements analysis and corporate finance.



Prof. Daryl L. Hale

Dept. of Philosophy and Religion, Western Carolina University, USA

**Daryl L. Hale** is Associate Professor in the Department of Philosophy & Religion at Western Carolina University. Regular courses taught include Kant & Early Modern Philosophy, Classical & Late Antiquity, Medieval & Reformed Thought, History of Early Christianity, Global Justice, and Religion & Science. His manuscript *Stoics and Epicureans* (read by Lynn Redgrave) led to his article “‘Our Master Epicurus: Thomas Jefferson’s Philosophical Vision for America’, and upcoming book. He also published an article on the neo-Platonic philosopher, Proclus. He reviewed the book, *Debating Christian Theism*, ed. J. P. Moreland, Chad Meister, Kharhoun Sweis (Oxford, 2013), in *International Journal of Philosophy of Religion*, Spring 2014.

In the fall of 2014, he spent a sabbatical in Germany, completing a manuscript in December 2016, *Honoring the Rabble: Kant’s Copernican Vision for Reason & Nature* (now at university presses). His most recent publication is ‘Starting from the End: Kant on Humanity, History and Society’, appearing in the *International Journal of Social Science and Humanity* December 2016 (Vol. 6, No. 12), 904-908.

His education includes a BA in Philosophy from Calvin College (MI), where he studied Kant’s *Critique of Pure Reason* with Nick Wolterstorff, and his M. A. and Ph.D in Philosophy was earned in 1991 on Kant under the directorship of Prof. John Lachs at Vanderbilt University; his dissertation is entitled: “Restoring the Appearances: Kant’s Copernican Experiment in Metaphysics”.

Daryl practices a second, largely summer, profession as a master-craftsman in carpentry, having studied with a master timber-framer, learned the rules of the craft, and displays paradigms of the craft at <http://www.durabletimbers.com/>. For more on how philosophers master the craft of argument construction, see Plato’s *Gorgias* and Alasdair MacIntyre’s *Three Rival Versions of Moral Enquiry* (Gifford Lectures 1987-8). In these various carpentry projects – building barns, installing flooring, remodeling kitchens, customizing furniture, designing & constructing decks – he practices the honored tradition of carpentry as a craft (**technê**) as part of his contributions to the local community, always guided by the ideal of excellence (**aretê**) in using plans of the Head, needs of the Heart, and dexterities of the Hands.



Assoc. Prof. Marek Matejun  
Lodz University of Technology, Poland

Marek Matejun PhD, DSc is an associate professor at the Department of Management in the Faculty of Organization and Management at Lodz University of Technology in Poland. Currently he also holds the position of Vice-Dean of Science and International Cooperation. His interests focus on entrepreneurship and small business management, modern concepts and methods of management, strategic management and research methodology in management sciences. He is the author or co-author of over 150 research publications. He took part in many research projects and also in research fellowships in universities in the United Kingdom (2016), Belgium (2013) and Czech Republic (2013). He is a member of the Academy of Management (AOM), the European Council for Small Business and Entrepreneurship (ECSB), and the Polish Economic Society (PTE). He is editor in chief of polish scientific journal “Economic Studies of the Lodz Region” and associate editor of “World Journal of Management”, Australia. He lectures and holds seminars on the fundamentals of management and small business management at the faculty of management. He also oversees the “People-Business-Technologies” Student Research Society.

## Full Schedule

### Day 1: Registration Only: March 10, 2017 (Friday)

10:00 – 16:00	Arrival and Registration (Venue: Lobby)
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- (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 11, 2017.

### Day 2: Conference: March 11, 2017 (Saturday)

Venue: Eiffel

09:00-09:05	<p>Opening Remarks</p>  <p>Prof. Jiří Strouhal Škoda Auto University Mladá Boleslav, Czech Republic</p>
09:05-9:55	<p>Keynote Speech 1</p>  <p>Prof. Daryl L. Hale Dept. of Philosophy and Religion, Western Carolina University, USA</p> <p><b>Title:</b> Long Walks to Freedom or Royal Roads to Serfdom? How History can Inform our Culture and Deepen our Humanity</p> <p><b>Abstract:</b> ‘Roads to Freedom or Serfdom? History, Humanity, &amp; Flourishing Societies’ “Freedom” is one of the most used but least understood words in our modern moral and political vocabulary. In recent American political usage, traditionalist libertarians have co-opted the word to protect individual freedoms while protesting communal concerns with equality. This paper argues that we can recover a strong sense of authenticity, as found in Charles Taylor’s work, that empowers individual creativity without their being absorbed into narrowly construed consumer choice options or shallow individualism.</p>

	<p>Amartya Sen discerns a moral depth in the historical succession of thinkers from Adam Smith through the present that argues for social justice as complementing a flourishing sense of freedom.</p>
<p>9:55-10:20</p>	<p>Coffee Break &amp; Group Photo</p>
<p>10:20-11:10</p>	<p style="text-align: center;">Keynote Speech 2</p> <div style="text-align: center;">  </div> <p style="text-align: center;">Prof. Jiří Strouhal Škoda Auto University Mladá Boleslav, Czech Republic</p> <p><b>Title:</b> 44 Years of “London-based” International Accounting Harmonisation  <b>Abstract:</b> In June 1973 was established International Accounting Standards Committee forerunner of International Accounting Standards Board (IASB). The major aim of IASB is to develop, in the public interest, a single set of high-quality, understandable, enforceable and globally accepted accounting standards (IFRS).          Within 44 years of its history IASB became leader in accounting harmonisation in the world and financial statements based on IFRS are accepted even within US stock market. IFRS based financial statements are required by many jurisdictions mainly for listed companies (e.g. in Europe required since 2005). Despite of this success there may be mentioned some difficulties with IFRS for SMEs, standard what was primarily prepared for the use by small-and-medium-sized enterprises. Based on EFRAG decision this standard is strictly prohibited by EU, also certain big standards are not widely accepted by EU (e.g. standards for financial instruments).          Major issue of accounting harmonisation is the wide spread of fair value approach around the world. Here arises one significant question – is it really appropriate to use this market measure at non-active or underdeveloped markets? This question is significant because of the fact that more and more IFRS standards requires fair value as major (or alternative) measurement base.</p>
<p>11: 10-12:00</p>	<p style="text-align: center;">Keynote Speech 3</p> <div style="text-align: center;">  </div> <p style="text-align: center;">Assoc. Prof. Marek Matejun Lodz University of Technology, Poland</p> <p><b>Title:</b> Statics and Dynamics in the Organizational Life Cycle of Small Business: Theoretical Model and Empirical Evidences</p>

	<p><b>Abstract:</b> Organizational life cycle models are used to describe, interpret and predict the course of development phases for modern enterprises. Some of them include the specifics of small business, which is especially useful to describe the development of micro, small and medium-sized enterprises (SMEs). Despite the considerable conceptual differentiation of these models it is possible to distinguish certain phases of development characteristic for small business. One of the criteria to separate these phases may be specification of static and dynamic ones, expressing variation of the intensity of development processes, market activity and investment. This static and dynamic approach to organizational life cycle is useful and powerful theoretical tool explained specific causes, conditions and effects of small business development processes.</p> <p>Taking this into account the purpose of the lecture is to identify, assess and introduce the theoretical fundamentals, the specific nature and own 8 phases research model of statics and dynamics in the organizational life cycle of small business. Additionally it contains two empirical evidences of using this model to describe and interpret: (1) scope of using of development-supporting instruments by SMEs and (2) range of engagement in human capital development in SMEs including the mediating effect of the resources level in companies. These empirical evidences base on survey research conducted on two samples of: 1,741 micro, small and medium-sized enterprises from European Union and 356 SMEs from Poland. In general, the results indicate that using of development-supporting instruments and concentration of higher level of resources on human capital development level is higher in dynamic phases of organizational life cycle of small business.</p>
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<p><b>March 11, 2017</b></p> <p><b>12:00 – 13:00</b></p>	<p><b>Lunch</b></p> <p><b>(Restaurant)</b></p>
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# Authors' Oral Presentations

## Session 1

13:00-15:00

Venue: Eiffel

Theme: Economic Management and Trade

Session Chair: *Prof. Jiří Strouhal*

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

ID	Title+ Author's Name
DT0007 13:00-13:15	<p>Welfare Effect of Adaptation Policy for Rice Price Variation under Climate Change in Bangladesh  <b>Md Abdus Salam</b>, Shintaro Kobayashi, and Jun Furuya            University of Tsukuba</p> <p><b>Abstract:</b> This study evaluates the welfare effect of the climate adaptation policy for public food operation in terms of producer surplus, consumer surplus, and net change in social welfare, using the partial equilibrium model of the adaptation policy. The results for the support price policy show that the total surplus that producers receive is equivalent to USD 1,338 million, substantially higher than the consumer surplus (USD 763 million) during the period 2010–2030. The net change in the social welfare owing to the support price policy is equivalent to almost zero (USD) during the period 2010–2030. Moreover, analysis of the subsidized price policy shows that the total surplus that consumers receive (USD 1,947 million) is relatively higher than the producer surplus (USD 1,738 million) in the same period. The net change in social welfare owing to the subsidized price policy (USD 2,698 million) is substantially higher than that in price support policy. Implementing the dual price policy would result in total surplus of USD 6,106 million as found to be higher compared to that being possible through each policy implementation, separately. The net change in social welfare in the dual price policy is estimated to be 2,248 million (USD). These price support policies are recognized to be more useful benefiting the producers and consumers during drastic fall in price and price hikes of the food market in the era of climate change.</p>
DT0010 13:15-13:30	<p>Financial Statements Earnings Manipulation Detection Using a Layer of Machine Learning  <b>B. Dbouk</b> and I. Zaarour            The Doctoral School of Law, Political, Economic and Administrative Sciences, The Lebanese University (LU), Beirut, Lebanon</p> <p><b>Abstract:</b> This paper applies a layer of machine learning technique such as the Bayesian Naïve Classifier (BNC) to enhance the decision making process in the framework of Earnings Manipulation Detection (EMD). It evaluates and competes Manual Auditors' Methods versus a mathematical model in EMD such as the Beneish Model. The Data sets consist of fifty-three (53) Financial Statements acquired from largest corporations over four consecutive years. Using the Beneish model, we classified corporations between manipulators and nonmanipulators to establish the training set. The manual audit results for each corporation used to establish a test set as the expert set. In testing for EMD under the mathematical model versus the audit methods, and to evaluate results, a new layer of Machine Learning technique introduced such as the BNC. Our</p>

	<p>results show that mathematical models outperform auditors. They reveal a classification rate of (86.84 per cent) using the Beneish Model and (60.53 per cent) using Manual Auditors' Methods. Our findings indicate that Manual Auditors' Methods are difficult to detect Earnings Manipulation of Financial Statements. The Main contribution of this research is to use the Machine Learning as a new layer in the Framework of EMD. This approach broadens the scope for auditors, and other financial experts to use Machine Learning with mathematical models through their audit. The results of this study will help regulators and practitioners to detect accounting manipulations and to add value for the auditing, accounting, and financial professions.</p>
<p>DT0015 13:30-13:45</p>	<p>Do Exchange Rate Movements Affect India's Services Exports? Evidence from ARDL Bounds Testing Approach <b>Manoranjan Sahoo</b>, M Suresh Babu, and Umakant Dash Indian Institute of Technology Madras <b>Abstract:</b> This study examines the impact of exchange rate movements on the services exports in India during 1975 to 2014. We use the Autoregressive and Distributed Lag (ARDL) bounds testing cointegration approach to examine the long run equilibrium relationship among the variables. The cointegration result shows that there exist long run equilibrium relationship among the variables. Further, our results show that in the long run exchange rate has a negative and significant impact on the total services exports (TSE) whereas the impact is negative but not significant in the short run. The study also reveals that the supply augmenting factors (such as FDI inflows, financial development and globalisation) and the demand side factors (such as world demand for services exports) are more dominant than the price effects to affect the services exports in India. Therefore, to maintain price competition, exchange rate policies need to be complemented by suitable supply side policies such as encouraging FDI inflows in the service sectors to sustain the rising services exports in the long run.</p>
<p>DT0024 13:45-14:00</p>	<p>Measure Types of Institutions-Georgia and Transition Economies <b>T. Zhghenti</b> National Statistics Office of Georgia <b>Abstract:</b> The institutional structure and framework is important for every economy, especially for developing countries. The most popular distinction is formal and informal institutions. Also, an interesting question is who sanctions rule-breaking? Government or society? So, internal vs external institutions is present as a second dimension in the institutional structure. Considering both dimension of institutional structure (formal vs informal, internal vs external) we get four types of institutions. First goal of research is to measure a size for each institutional type in the Georgian economy. We can use different indicators, but most suitable for our research are Global Competitiveness indexes. Also, dynamics of institutional development is important to reach research aims. Second point of interest is interactions between institutions, which can be as complementary as conflicting. We can use statistical methods to evaluate interactions between different types of institutions. Different researches can be useful to determine which specific institutions leads the process of relationships formation between different types of institutions.</p>
<p>DT0025 14:00-14:15</p>	<p>The Role of Government to Create "Effective Freedom"-The Fundament for Economic Development</p>

	<p><b>Vakhtang Chkareuli</b> Tbilisi State University</p> <p><b>Abstract:</b> fundamentally, there are only two ways of coordinating the economic activities of millions. One is central direction involving the use of coercion, so called the technique of the army and of the modern totalitarian state. The other is voluntary co-operation of individuals - the technique of the market place. As Milton Friedman, has mentioned in his public speeches, the government solution to a problem is usually as bad as the problem and very often makes a problem worse. In this paper, we are going to discuss the role of government to create a framework for the whole economy so that economic agents can benefit the most.</p>
<p>DT1007 14:15-14:30</p>	<p>How Far is Shadow Banking in Egypt from International Experiences?</p> <p><b>Yasmine M. G. Salem</b> Department of Economics, Faculty of Economics and Political Science, Cairo University, Egypt</p> <p><b>Abstract:</b> The 2008 global financial crisis shed the light on Shadow banking System Growth. This paper aims at comparing the shadow banking system in Egypt with most significant international experiences, the USA and China, to determine how far the Egyptian case is from them and draw some learnt lessons regarding shadow banking regulations. The paper concluded that there must be a coordination between the monetary authority and financial supervisory authority, which supervises and regulates shadow banking activities in Egypt, is necessary. Moreover, the monetary authority should consider the shadow banking activities when planning and conducting the monetary policy.</p>
<p>DT0026 14:30-14:45</p>	<p>Introducing Speedy Pay: A new mobile payment scheme</p> <p><b>Mahmoud Obaid, Zeki Bayram, and Murad Saleh</b> Eastern Mediterranean University (EMU), Gazi Magusa, Turkey</p> <p><b>Abstract:</b> We propose a novel scheme that can satisfy all types of payments through mobile phones, fulfill the needs of all stakeholders and still keep a robust relationship between efficiency and security. The proposed scheme is built to achieve high level of security and reliable infrastructure. This will eliminate new expenses, minimize the overheads on all stakeholders and can result in time savings of around 90% in implementation and market. Our proposed system is a new communication network that directly connects banks to their customers through mobile phones. All bank services become readily available anytime and anywhere. Our system enables individuals, point of sale, service provider or any other entity to access their own bank accounts. It relieves users from the need to carry cash or credit cards; they can therefore pay bills, transfer money, receive payments, or make reservations by using their mobile phone in real time.</p>
<p>DT0028 14:45-15:00</p>	<p>Literature Review of a Cashless Society in Indonesia: Evaluating the Progress</p> <p><b>Antragama Ewa Abbas</b> University of Sussex, Falmer, Brighton, United Kingdom</p> <p><b>Abstract:</b> A cashless society becomes a popular alternative to tackle the cash usage liability. Despite its popularity, in the context of Indonesia, the consumer payment transaction using non-cash methods cover only approximately 0.6%. This fact leads Indonesia categorised in the inception stage. In addition, the analysis point out that the advantages of a cashless society in Indonesia outweigh the disadvantages. As a result, to gain a better insight, measuring progress of a cashless society is an important phase to understand the current condition, examine the gap, and</p>

	<p>priorities the further action.</p> <p>The trend analysis with multiple sources of data was performed to measure the progress between 2011 and 2017. This research thereafter points out that the readiness indicator of a cashless society in Indonesia doesn't indicate a rapid progress. Thus, a shortcut way to accelerate the journey, for instance, government leadership and innovative payment solution, is required.</p>
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**Session 2**

13:00-15:15

Venue: Batignolle

Theme: Education and Industry Management

Session Chair: *Assoc. Prof. Marek Matejun*

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

ID	Title+ Author's Name
<p>MA1007 13:00-13:15</p>	<p>Innovative Tendencies of Filipino Entrepreneurs using GEM 2013-2015  <b>Melodee Marciana E. de Castro</b>                      De la Salle University, Philippines  <b>Abstract:</b> Earlier empirical researches suggest that organization ambidexterity translate to growth, profitability, adaptation, survival, and long term success (He and Wong, 2004; Benner and Tushman, 2003; Jansen, 2006; Choi, 2014; De Clerq, 2014; Matzler, 2014). Confronting flux and turmoil emanating from the environment, the need for SMEs to survive becomes crucial. This study investigates the innovative tendencies of Filipino entrepreneurs vis-à-vis survival using sequential explanatory mixed method. The quantitative approach focuses on the GEM database 2013-2015 while the qualitative investigation is based on FGD of 24 established Filipino entrepreneurs. Findings reveal that the industry that employs more balanced explorative and exploitative innovative tendencies have better potential at surviving in unstable environments.</p>
<p>MA0006 13:15-13:30</p>	<p>Improvement of Project Activities Based on Method of Project Management through Manufacturing Educational Material in University  <b>Masahisa Shinoda</b>                      Kanazawa Institute of Technology, Japan  <b>Abstract:</b> Improvement and investigation about a quality of a product and a process of a project activity is discussed. Manufacturing an educational material used in university was proceeded as the project activity based on a method of project management. The educational material was designed and manufactured by project team students according to orders directed by the professor. Several parts of the educational material were designed by the students, and molded by a 3D printer. Two major problems occurred in the designing process are introduced. The educational material was finally realized with necessary specifications and was used at an open class for high school students. Experience of this project activities gives the students involved in this project their confidence.</p>
<p>MA0010</p>	<p>Do Online Search Processes Vary by Task Complexity? An Eye-Tracking Study</p>

13:30-13:45	<p><b>Mingming Zhou</b> University of Macau, Macau</p> <p><b>Abstract:</b> This study examined whether individuals seek information online with different purposes and requirements in different ways. By analyzing eye-tracking data by varying levels (i.e., search activity, cognitive process and search patterns), the findings confirmed again that the processes individuals searched for information online differed by the complexity and nature of the search task. Significant differences were observed in eye fixation duration in searching and eye fixation count in searching, as well as time in planning. Future studies can attempt to collect more data with a larger sample and a wider range of different tasks in a naturalistic setting to help improve our understanding of how search task types affect search process.</p>
MA0026 13:45-14:00	<p>Comparison of positive and negative returns from university class assessment</p> <p><b>Yu Chunrong</b> and Yu Peitong Changchun University, China</p> <p><b>Abstract:</b> Assessment can guarantee quality of class improvement. However, because of personalities of lectures, attitudes of students, students' utility needs, lecturers' relationships, inconsistency of supervision and ways of thinking differences, university leaders and supervisor may produce negative effects in assessment. Comparing with the cost spent and results from both positive and negative returns, it is the time that we are facing to make another decision in assessment.</p>
MA0045 14:00-14:15	<p>Public politics: a focus on the re-education and re-socialization of women prisoners of a Brazilian Prison Unit</p> <p>Odina Marques Cardoso, <b>George Lauro Ribeiro de Brito</b>, José Damião Trindade Rocha, Isabel Cristina Auler Pereira Federal University of Tocantins - UFT, Brasil</p> <p><b>Abstract:</b> This work aims to identify the public politics focused on the process of re-education and resocialization of the detentals of the Palmas Women's Prison Unit (UPF). In order to achieve this objective, questionnaire were applied with the reeducing ones and an interview script with the UPF manager, research in literature was used to verify the existence of state and national public resocialization politics. Information was obtained from the UPF database, available on the Secretariat of Social Defense of the State of Tocantins and the Ministry of Justice. Initially, a theoretical framework was used that addresses concepts of prison sentences and prison system, the situation of women in prison and concepts of public politics. The results of the analysis indicated a dissatisfaction with the physical structure of the UPF by the detentals and the manager considers that the actions of resocialization developed in UPF.</p>
MA0046 14:15-14:30	<p>Mobile Platform for Translation of Brazilian Indigenous Languages of Tocantins</p> <p><b>George Lauro Ribeiro de Brito</b>, Alain Neves Lima, Gentil Veloso Barbosa and Antônio Wanderley de Oliveira Federal University of Tocantins - UFT, Brasil</p> <p><b>Abstract:</b> The present work highlights the development and use of a platform for translation of indigenous languages from the north of Brazil. This system aims to be a channel of cultural interactivity between indigenous natives and people living in large urban centers that have never had the possibility of establishing contact with indigenous people. The objective is also to reduce</p>

	<p>the rate of retention and evasion of indigenous students in the schools and universities of the State of Tocantins, ensuring a very efficient support platform made available through the web. In this way, linguistic concepts are explained that were used for the normatization in the writing of this language, linguistic techniques and technological factors. From the development of the platform of translation of the indigenous languages Xerente and Apinajé, it is possible to affirm that the technologies employed present relevant contributions for the development of educational platforms.</p>
<p>HF0020 14:30-14:45</p>	<p>The Windmill Tourism Village in Yogyakarta, Indonesia, as an example of Education Tourism Village of Renewable Energy and Independent Electrical Energy in Indonesian Potential Region through Coastal Society Approach</p> <p><b>Dana Herdi</b> University of Jember, Indonesia</p> <p><b>Abstract:</b> Indonesia has the potential wind and solar energy sources provided fairly well. From the wind energy sector, there are at least 166 potential points and 34 points of which have above 50 m/s of wind speed. While for solar energy, almost the whole of Indonesia has potential intensity of sunlight for about 2000 kWh/m<sup>2</sup>. This is only in mountainous regions such as Sumatera and Papua, which have intensity of 1400 kWh/m<sup>2</sup> below. The potentialities are almost located in the coastal areas of Indonesian Archipelago. However, 80% of the 10.666 coastal villages has not precisely have the electricity yet. The incapability of the government to develop any energy sources except Power Plant powered by fossil fuels is one of the weaknesses. The government tends to focusses on the macro scale of electrification development to meet a demand for the electricity in Indonesia. The windmill tourism village program is a productive action to be an answer in the electrification fulfillment in rural area which is difficult to solve by the government all the time. The program is believed to be able to solve the electrification matter up towards the self-sufficiency of electricity in the rural area. Besides, the program can be used as the new tourism object resort to educate the public around and traveler concerning renewable energy through the coastal society approach.</p>
<p>DT0029 14:45-15:00</p>	<p>Secure and Sustainable Society with Passive Defense and Crisis Management</p> <p><b>Mehran Sepehri</b> Sharif University of Technology, Tehran, Iran</p> <p><b>Abstract:</b> Societies are constantly threatened by natural disasters as well as man-made events. Passive defense safeguards to increase security and sustainability may be used with proper risk management, while crisis management techniques may be implemented to insure business continuity if disasters happen. In large and complex societies, multi-criteria analysis with interdependent factors is required to invest to most effective parts. DEMATEL identifies the most critical points, either influencing or influenced factors. Pilot comprehensive model is implemented in Iran judicial system.</p>
<p>MA0015 15:00-15:15</p>	<p>Environmental Technology Management towards energy saving for transportation in Bangkok, Thailand</p> <p><b>Pastraporn Thipayasothorn</b>, Suparb Trethanya and Jintana Nokyoo King Mongkut's Institute of Technology Ladkrabang, Thailand</p> <p><b>Abstract:</b> The purpose of Bangkok's urban community designing guidelines in order to save energy is to study the physical environment of the urban community in Bangkok and to study the travel forms from residential area to an activity area. The study led to an urban environmental designing</p>

	<p>technology suggestion in order to save energy. The research studies from the sample people who regularly travel in Bangkok even the inner, middle and outer city. 400 people was collected the data by observations and questionnaires then the data were analyzed followed the research format.</p> <p>The result of the research found physical environment of community model in Bangkok and accessing community behavior. They ran the project of Bangkok's urban community designing guidelines in order to save energy. The successful outcome of the research will be effected the environmental management of urban energy-saving efficiency. From policy development and environment preservation, there is proper city development for saving energy and sustaining the city.</p>
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<b>15:15 – 15:35</b>	<b>Coffee Break</b>
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**Session 3**

15:35-18:05

Venue: Eiffel

Theme: Organizational Management and Marketing Innovation

Session Chair:

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

ID	Title+ Author's Name
<p>DT0017-A 15:35-15:50</p>	<p>Organizational Culture of Long-lived Companies in Japan and Thailand: Dimension of Organizational Leadership and Employee Management  <b>S. Ekataksin</b>, Y. Maeda, and A. Morishita                      Shizuoka University, Japan</p> <p><b>Abstract:</b> Effective management performance is a common desire of every company to achieve. In management context, organizational culture of a firm takes great part in determining company's direction. It is directly related with operations and human resource of a firm. Managing human resources are more difficult and complex than designing systems or machine. However, it provides flexibility in terms of change management and can produce many more benefits. To accomplish company's goal with the help of management for longevity, long-term strategy is needed. We study long-term strategy of effective organizational culture factors in eight companies which success in running sustain business and keeping high reputation beyond time in two distinct countries: Japan and Thailand by using "Competing Values Framework" (created by Cameron and Quinn). We compare eight companies of two countries in four different business lines including with food company, technology and innovation company, construction company and world well known company. We found common organizational culture characteristics among companies that Hierarchy culture is a dominant culture type in dimension of Organizational Leadership and Clan</p>

	<p>culture is a dominant culture type in dimension of Management of Employees.</p>
<p>MA0048 15:50-16:05</p>	<p>Newcomer Socialization during the School-to-Work Transition  <b>Norihiko Takeuchi</b>  Waseda University, Japan  <b>Abstract:</b> The present research has attempted to document the hidden mechanism of the organizational socialization process among graduate newcomers in the school-to-work transition. Specifically, we offer and test a fresh mediating model with a moderation effect wherein (1) a perceived match of individual and organizational career plans mediates the relationship between newcomers' perceived organizational support (POS) and their adjustment outcomes, and (2) career self-directedness moderates the anticipated positive relationship between POS and a perceived career match. Our analyses over two sets of longitudinal data collected from graduate newcomers generally support the predicted effects. The findings offer new understanding, complementing existing socialization scholarship by adding a self-directed, career match perspective to graduate newcomers' socialization.</p>
<p>MA1002 16:05-16:20</p>	<p>Information Flow Model in Recruitment and Interview Based on Johari Window Theory  <b>Congying Wang, Bing Xue, and Deliang Zhao</b>  China Ship Development and Design Center, China  <b>Abstract:</b> This paper focus on the information flow in recruitment and interview between enterprise and candidates, divide the information flow into: public area, hiding area, blind area, fog area, and closed area five regions, analyzed the process and methods of expose blind area, explore hidden areas, open closed areas, reducing fog area, so that more and more information into the public area. If the communication is smooth, the information will flows into the open area, finally realize the person-job fit. On the contrary, the information flow into the fog area, it will be easy to produce misunderstanding. In recruitment, the hardest part when finding the right people is not to pick a good resume, or ability test, or the hard work of doing recruitment propaganda everywhere, but how to judge a person's value. This process needs to constantly believe, constantly doubt, constantly disillusionment, constantly reconstruction, finally strike a balance.</p>
<p>MA0038 16:20-16:35</p>	<p>Business Ethics Education Can Make a Difference: A Quasi-Experimental Study  <b>Yu-Chen Wei</b>  National Taipei University of Education, Taiwan  <b>Abstract:</b> In the past few decades, much attention has been paid to the influence of business ethics education all over the world. Can moral attitude be taught? I conducted a quasi-experimental study to prove that business ethics education can increase ethical cognition. All the participants were college students and volunteers. I designed a highly systematic and completed business ethics course for the experiment. Before I started this course and delivered the questionnaires, I gave the participants a detailed explanation about the study for being informed consent process. They all knew that if they were uncomfortable with the question items they could stop anytime and would not get punishment. Also they would not gain rewards when finished the survey. For matching the pretest and posttest data, I asked the participants to provide the last five numbers of their identity cards, not student cards, which means I cannot identify who they are. This is for privacy protection. After 18 weeks (36 hours) business ethics education, they were asked to answer the same questions. I have processed the same study for 5 years. Finally, I have matched 364 usable samples. 328 were</p>

	<p>treatment groups; 36 were control groups (did not take the course). The results of paired samples t-test show that ethical cognition significantly increase after business ethics education for the treatment group but not for the control group which confirms my argument.</p>
<p>MA0021 16:35-16:50</p>	<p>Recipe for Leadership <b>Abaida Mahmood</b> Qurban &amp; Surraya Educational Trust, Pakistan <b>Abstract:</b> Leadership in today’s world is still considered a male domain, however I believe that leaders come in all shapes, sizes, colours &amp; genders and women have the power &amp; wisdom to influence their immediate surroundings with more care and compassion than their male counterparts. Most importantly, women possess the capacity to deeply treasure life itself. I am convinced that women have the capacity to exert themselves as leaders at all levels, they just have to recognize and exercise their talents of leadership. “I suppose leadership at one time meant muscles; but today it means getting along with people.” Gandhi Leading is like cooking, it requires time and passion to reach the expertise but once we learn the art it will be a piece of cake. As long as we stay professional, and drive team results, we are better off leading in our own unique style, rather than trying to fit into a mold that we feel uncomfortable in especially if we are a female. It might take time to find the right recipe for our self so the key is to be our self. There is no secret recipe or magical formula to become an effective leader overnight. It is a process of trial and error, successes and failures. This paper brings a simple yet easy to mold recipe that can help anyone to learn and practice their leadership skills. Go forth and create your own recipe to be the ultimate leader!</p>
<p>MA0047 16:50-17:05</p>	<p>Optimal Control Policy for Batched Supply Chains <b>Guifen Mao</b> and Jin Wang Valdosta State University, USA <b>Abstract:</b> We study a single product batch demand serial supply chain with Poisson arrivals and exponential manufacturing times. Each order has a fixed due date and demand quantity. A general model of two facilities in tandem with feedbacks is discussed. A product has a probability of acceptance at each stage. A rejected product can cycle through the facility a finite number of times. We derive the expected number of products in warehouses of facilities 1 and 2 respectively and the total expected work-in-process inventory. A total cost model is introduced as a nonlinear programming problem. The objective is to minimize the total cost with respect to the production rates and the total manufacturing time. We derive the optimal manufacturing rates, the raw material arrival rate, and the optimal total inventory and production costs. We analyze the manufacturing rates and objective function to changes in due dates and batch demands. Finally, we present computational results based on real world data.</p>
<p>DT0019-A 17:05-17:20</p>	<p>Impact of Celebrity Endorsement Advertisements on Brand Awareness, Brand Attitudes and Purchase Intention <b>Sujata Khandai</b> and Bhawna Agarwal Amity University, India <b>Abstract:</b> Celebrity endorsements ads have emerged as a popular tool of advertising in recent</p>

	<p>times. Yet the magnitude of the impact of celebrity endorsement remains under the purview of a grey area, and hence there is increasing attention being devoted to celebrity endorsement ads and their effectiveness thereof, by consumer behavior scholars and advertising practitioners.</p> <p>This research is an attempt to study the impact of celebrity endorsement ads and examines how effective the celebrities are in enhancing brand awareness, engendering positive attitude towards the brand and intention to purchase the brand. The study first attempts to examine to what extent the celebrity fulfills the FRED objectives, i.e., familiarity with the target audience, relevance of the celebrity vis-a-vis the product and brand being endorsed, esteem or credibility of the endorser and differentiation. This is then further extrapolated to understand the impact of the celebrity in the ads on brand awareness, attitude towards the brand and purchase intention.</p> <p>Data was collected by means of a quasi-experiment. The design was quasi-experimental because though it resembled an experimental design, it lacked random assignment. The quasi- experiment was conducted among 200 undergraduate students at a large private university, located in the suburbs of New Delhi, India. Pre-testing was done prior to conducting the experiment to choose products for student interest and gender bias. Besides, products were chosen in such a manner for the experiment to ensure that the results were generalizable across product classes. For analysis, multiple regression and correlation tests were conducted to first test the magnitude and significance of relationship between the dependent and independent variable. Based on the results obtained, structured equation modeling (SEM) was applied to estimate a realistic and practical model of linear relationship between the dependent and independent variables.</p>
<p>HF0030 17:20-17:35</p>	<p>Purchasing Behaviors of Ready-To-Wear Sector Customers in SİLİFKE <b>Onur KÖprÜÜ</b> Mersin University, Turkey</p> <p><b>Abstract:</b> Purchasing behaviors of customers is of vital importance for its deterministic feature regarding companies’ decision-making processes both in production and marketing stages. Therefore, companies endeavor to reveal the factors that directly or in-directly impact this process due to fulfill necessary adjustments to meet consumers’ needs. The aim of this paper is to examine the purchasing behaviors of ready-to-wear sector customers in Silifke. Thus, 100 ready-to-wear customers have been involved in survey. Finally, research results put forward the positive and negative factors that influence purchasing behaviors.</p>
<p>MA0016 17:35-17:50</p>	<p>Research on Wechat Business Marketing Strategy <b>Luo Yunhua</b> Jingyue Campus of Northeast Normal University Business School, China</p> <p><b>Abstract:</b> With the development of Internet, using the Internet platform for economic activities has become a common phenomenon and has become a part of people’s life. Nowadays, because of the rise of social software such as micro-blog and WeChat, the form of using social networking platform to carry out the business which adds a new business model for Internet marketing. Since 2014 WeChat become the most popular mobile communication cools in 21st century, using WeChat’s circles a platform for human resources is rhapsody developing rapidly. The emerging economic era of traditional enterprises also seek break through and transformations in the new economic era. If using WeChat marketing, can help enterprises increase market share. This article will combine with the current development of WeChat business to recognize its present situation of</p>

	the form of using social networking platform to carry out the business, analyze the opportunities and challenges enterprises face summarize the measures for enterprises to respond to new opportunities and provide advice on how to do a good job in marketing for enterprises.
MA0033 17:50-18:05	<p>Design of Performance Management System for Underground Mining Construction Using Integrated Performance Management System</p> <p><b>Agus Hotlan Napitu</b> Insitutute Technology of Bandung (ITB), Indonesia</p> <p><b>Abstract:</b> One of Underground Expansion Construction goal is to finish the underground mine expansion projects promptly which meet criteria of safety, cost and quality as well as client satisfaction. The project completion is very critical as it will directly affect the mine production commencement. In achieving the target, Underground Expansion Construction must continuously improve its productivity and performance by implementing suitable, comprehensive, and integrative performance management system framework. However, currently Underground Expansion Construction does not have performance management system that integrates resources, operation and organization output. The key performance indicator only focuses on the project progress and often disregard other important factors. Consequently, some problems exist and business performance is not optimal. The aim of this study is to assist Underground Expansion Construction by designing performance management system that can integrate all relevant aspects in its operation. The results of data analysis decides IPMS (Integrated Performance System) as the selected framework for mining construction since this framework is very comprehensive, easy to understand and suitable for construction context. By applying IPMS, Underground Expansion Construction is expected to nurture better performance and achieve its strategic objectives in 2020 as IPMS provide clear link between performance management system and business strategy. This research is limited to design of performance management system in Underground Expansion Construction as construction business unit under one of multinational mining company.</p>

**Session 4**

15:35-18:20

Venue: Batignolle

Theme: Sociology and Humanity

Session Chair:

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

ID	Title+ Author's Name
HF0007-A 15:35-15:50	<p>The Status of Women in the Ottoman Empire: The case of Sivas in the 19th century</p> <p><b>Abdulvahap Alici</b> Necmettin Erbakan University, Turkey</p> <p><b>Abstract:</b> The status of women in the 19th century Ottoman Empire as an Islamic entity contradicts with the common view as it is presumed to be highly oppressive. The kadi ( executioner of Islamic law, judge) registers of the 19th century Sivas(a city in the Ottoman Empire) sheds immense light to uncover the genuine status of the women in the Ottoman society. These court registers are comprised of cases whose parties are both female and male. The women were active in the social life that they sued their fellow male counterparts in business or real estate sales. The</p>

	<p>women's impartial status also was proven through inheritance registers indicating that women were given the same rights with that of men. This paper aims at investigating the role and status of women in the Islamic society by disclosing actual cases from the court registers of given period.</p>
<p>HF0009 15:50-16:05</p>	<p>Roads to Freedom or Serfdom: History, Humanity and Flourishing Societies <b>Daryl L. Hale</b> Dept. of Philosophy &amp; Religion/Western Carolina University, USA <b>Abstract:</b> 'Roads to Freedom or Serfdom? History, Humanity, &amp; Flourishing Societies' "Freedom" is one of the most used but least understood words in our modern moral and political vocabulary. In recent American political usage, traditionalist libertarians have co-opted the word to protect individual freedoms while protesting communal concerns with equality. This paper argues that we can recover a strong sense of authenticity, as found in Charles Taylor's work, that empowers individual creativity without their being absorbed into narrowly construed consumer choice options or shallow individualism. Amartya Sen discerns a moral depth in the historical succession of thinkers from Adam Smith through the present that argues for social justice as complementing a flourishing sense of freedom.</p>
<p>HF0010 16:05-16:20</p>	<p>History of Computing in Saudi Arabia: a Cultural Perspective <b>Abdullah Almowan</b> York University, Canada <b>Abstract:</b> Saudi Arabia is one of the biggest exporters of oil in the world. The discovery of oil proved to be the starting point of the country's rapid modernization. The use of computers and data processing equipment in Saudi Arabia coincided the early applications of such equipment in the western countries. The Saudi entrance into the personal computing and the Internet age presented the country with opportunities for further social and economic advancement but also raised questions about the impact of the global computerization on the preservation of the unique cultural and religious heritage of the Saudi society. This paper is concerned with the roots and the development of computing in Saudi Arabia and the cultural constraint it has undergone. The impact of computing on culture and society will also be presented.</p>
<p>HF0017 16:20-16:35</p>	<p>Turning Points in Recovery <b>Shradhdha Shah</b> University College London Alumnus, India <b>Abstract:</b> There is a turning point in every individual's path to wellness. It is this turning point that destines, defines and directs the rest of the journey. It has been of special value to me to understand, track and re-create these turning points for as many patients as possible. The quality of recovery rests largely on the depth and stability of this defining moment. Every effort before this moment leads to this one and every moment after draws from its momentum. It is not to say that thorough, ethical, consistent and appropriate measures are less significant – in fact they are necessary more than ever before, but this perspective remains at the center of clinical observations in my work. One hopes that this lens adds to the repertoire of tools that measure recovery. It is as important to appreciate recovery than to simply measure it; it is in fact the duty of the researcher, the physician and the patient to acknowledge the road they have traversed together. I'm compelled to use the word "<i>appreciate</i>", since it connotes a raised value for the process. I do believe that patients, their families and physicians' teams will benefit from making the priority to meditate upon the nuances</p>

	of recovery, as often as they do for the developing or diagnosed disease process.
HF0019 16:35-16:50	<p>The Khajuraho: Mystery of Reticent Romance in Stones</p> <p><b>Rashmi Jeta</b> Higher Education, Bhopal, Madhya Pradesh, India</p> <p><b>Abstract:</b> Khajuraho's rise to fame and glory as world heritage is generally attributed to the erotic sculptures. Perhaps no where in the world have the motifs been so profusely and explicitly depicted on any religious monument. The rioting twisted figures of love and lust, of men and women, of gods and goddesses who kiss and copulate, press and embrace with such a gay abandon and in such diversity of poses that intrigues the intellectual, infuriates the prude and exasperates and thrills at the same time. Yes, <i>erotic art</i> at Khajuraho has remained an enigma to art historians and other scholars, for the last one thousand years. No single answer could resolve the mystery. At first sight, it appears in glaring contrast to the goals and ideals of Hindu culture which is considered spiritual, rationalizing and extravagant in its ethos. The erotic carvings and sculpted couplings are not indecent stones but coded scriptures and symbols of high importance which cannot be lightly dismissed or indignantly condemned.</p> <p>Khajuraho, known as the heaven of tourists, reflects each facet of human life. It has been a matter of intrigue that history has not been able to dissect the reason why the temple architecture despite being the confluence of tourism remained subjected to criticism resulting into not being raised to the status of Pilgrimage city. Today Khajuraho is a unique <i>rendezvous</i> of the world tourism where ecstasy in stone is marvelously carved to give life and rejuvenation to the humanity. But the greater question is WHY? What was the need for the stone carvers to create such innumerable images? Was it <i>Kaam or Bhakti</i>(deed or devotion) at the highest order revealing in the form of worship? Was the temple architecture created under state patronage? Was the society intensely driven towards a new kind of spiritual exercise? Was there a metamorphosis undergoing in the societal outlook of the people? Or was there hard core feudalism being fed hence the subdued outcry was reflected as being the unreachable dream of human mind?</p> <p>After all what was Khajuraho? A religion envisaging a unique philosophy or subjugated dreams of a feudal society or a true reflection of the reality of that age or a mere live imagination to deliver and exhibit the unique art of carving life into the speechless stones. The love making figurines carved on the walls of the Khajuraho are a debate between the ultimate spirituality and plutonic vulgarity. To unfold the mystery one must travel a thousand year back to re-live the life of the Chandellas and to re-think the psychological thought of the people of that age. A logical dive into the past may help us explain some of the marvelous intricacies which speak volumes yet leave the historians and scholars of the world incapable of offering a uniform explanation.</p> <p>I do not claim to offer the most logical hypothesis but nevertheless strongly feel; at the same time that explanations must not be based on conjectures instead they must have a supportive logical reasoning.</p>
HF0035 16:50-17:05	<p>The Russian information war and propaganda narratives in the European Union and the EU's Eastern Partnership countries</p> <p><b>Levan Makhashvili</b> Georgia Tbilisi State University</p> <p><b>Abstract:</b> The European integration has drastically intensified in several European Union's Eastern</p>

	<p>Partnership countries over recent several years, demonstrated clearly in groundbreaking agreements, decisions and initiatives, seen by these countries as a credible solution to their problems, including to the long-standing conflicts. Not surprisingly, so has the anti-Western rhetoric orchestrated by Russia. The anti-Western Russian information war raised the risks and threats of national security. Furthermore, by aiming at splitting societies and influencing governmental or EU calculations, it can and does hamper the EU’s active and fast engagement in its Eastern neighborhood. This paper will explore how Russia utilizes the anti-Western information campaign in the EU and the EU’s Eastern Partnership countries and what can be done to counter it.</p>
<p>HF2002-A 17:05-17:20</p>	<p>Social and Legal Status of Women in Medieval Georgia <b>Zurab Targamadze</b> Ivane Javakhishvili Tbilisi State University, Georgia <b>Abstract:</b> Formation of legislation in medieval Georgia had long term development. It was closely related to both the Eastern and the Western experiences. Law documents are important sources for representation of history of Georgian legislation, however, at the same time, they are providing valuable data on many other aspects of societal life. In the early middle ages we are faced the distinct status of women in inheritance law. Since 9th century existence of the dowry institute has a great importance to clarify aspects of women's rights. The impression is that women were perceived no longer as an items, but as individuals. Although, it is clear that such attitude was more characteristic for high social stratum. In period of “Golden Age” (XI<sup>th</sup>-XII<sup>th</sup> centuries) of medieval Georgian culture and political ascendancy of Georgian state the social position of women became rather strong. Women owned property; they were politically visible and culturally active. The eloquent example of women’s promotion in medieval Georgia is of course Queen (always referred as King) Tamar (1184-1213), who is the most venerated and beloved Georgian ruler. The paper deals with the issue of the social status of women. Their economic relations, property and inheritance rights, legal rights of women who were divorced or widowed.</p>
<p>HF1003 17:20-17:35</p>	<p>Radio Broadcasting as Nazi Propagandistic Tool <b>Youngho Yoo</b> King's College London, Korea <b>Abstract:</b> The term <i>propaganda</i> sounds somewhat modern; however, propaganda has never been ignored in different types of regimes – kingdoms, empires, nation-states, etc. – through history. Political unities always attempted to find more effective ways to maintain power, keeping <i>status quo</i> with neighboring political unities, or sometimes manipulate the public in accordance with their needs. For instance, the Athenians, Romans and the other ancients advertised propagandistic messages through media such as coins, myths, visual images etc. Textiles that were conveniently movable and displayable also performed as the effective <i>propagandistic medium</i>. Thus, regarding the nature and purpose of <i>propaganda</i>, it always delivered political messages as fast as it could, and had to make as many people as contact them. Ultimately it should motivate and mobilize people (i.e. the mass) as a regime wished. In 1915, the new technology, <i>radio</i>, was invented. However, this “air-wave” medium had never been considered as a political medium by statesmen, before Joseph Goebbels who became a minister of propaganda in the Third Reich. Goebbels never underestimated the potentiality of radio;</p>

	<p>the radio was viewed as a perfect propagandistic tool. Radio was one of the most effective propagandistic methods, as the Nazis can centralize the propaganda tool, then deliver political messages fast and continuously, reaching to individual home, and contacting all ranges of people – even the illiterate and poor. Regulating radio broadcasting as the major propaganda method, radio broadcasting played an important role throughout the period of the Nazi regime. That is, the Nazis could ultimately motivate and mobilize the Germans during the war time. After the downfall of Nazi Germany, the power of radio was re-estimated by different countries throughout the twentieth century. Radio has been used as an intangible medium – Air Wave – in politics. As Nazi Germany manipulated radio broadcasting in politics, the example of Nazi radio broadcasting shows how the new technology can be applied in political life.</p>
<p>HF2009-A 17:35-17:50</p>	<p>Gender and Self-consciousness of Suicide in the Eighteenth-Century England <b>Jia-Yu Hou</b> Department of History, ChengChi University(NCCU) <b>Abstract:</b> What was the state of mind of an individual who chose to end her/his life? How this awareness emerged? If we had the scalpels that can anatomise the human mind, we might intend to look inwards, to comprehend the emotion, which directly brought such lamented actions. Yet we tend otherwise to look outwards, to perceive the culture and the social circumstance, which not only arouse people’s emotions, but also influence the way people express them. While suicide increasingly became more a medical issue than a theological one in public discourses during the eighteenth-century England, the ideas of people who perceived or experienced suicide were much more ambiguous than this dichotomy. However, most suicidal self-narratives then, were authored by men, the female suicides, otherwise, were often presented as the attractive stories in the newspaper, the emotions of the suicidal women were overlook. Men and women were demanded for different social norms and virtue, ascribed unequal statuses in both family and public. In psychiatric discourses, the mental conditions between male and female were assumed a striking dissimilarity. For above reasons, I argue that gender should be more concerned in the social, juristic and medical views of suicide. Since suicide is gendered, this paper thus concerned on the discourses and the ‘reports’ of suicide, to investigate how gender affected one’s self-consciousness of suicide, as it impacted on the feelings, the expression of emotions, the world-view and the attitude toward life of an individual.</p>
<p>HF2008-A 17:50-18:05</p>	<p>Art Museums in China: Boundaries, Challenges and Affordances <b>Shelley LUO Xianmei</b> Department of Fine Arts, The Chinese University of Hong Kong <b>Abstract:</b> Art museums in China, including public museums and private museums, keep attracting people’s attention in the past several years, they are expected to have a profound impact on the way we think as well as the lifestyle we live. Based on a survey that conducted with the help of The Ministry of Culture, this research looks deeply into the key factors of public museums in China, such as the superior department in charge, rank, size of working personnel, scale of exhibition area, number of collections, annual operating expenses and collecting expenses, problems and difficulties that they confronted with, etc. Data were collected from more than two hundred museums all around China with their curators and staffs as informants. By comparing the situation with the rapid</p>

	<p>development of private art museums in China, especially in Shanghai, it is impressive that private collectors have ideologically intervened into public communication in the way of acting like museums founders before they are museum founders, in which the discourse construction is actually a process from manipulation to discursive power to authority. Thus it is easy to position the distinctions between the two kinds of museums, they have to deal with different challenges, provide with dissimilar affordances, function as distinctive social fabrics beyond various boundaries.</p>
<p>MA0008 18:05-18:20</p>	<p>Generation Y and e-learning: study of the impact of the integration of the HP-life platform in higher education  <b>Dkhili Sahbi</b> and Boujdaria Mohamed Mahdi,          Institut supérieur des études technologiques de Kairouan, Tunisia  <b>Abstract:</b> The general problem in which our research fits is about the innovation in the teaching practices at the University.          This study is rooted in the context of the establishment of higher education, the ISET (Higher Institute of Technological Studies) of Kairouan (Tunisia), through actions of integration of the HP-life platform in a program of e-learning in the teaching of various modules.          This integration implicates the study of its performance in the light of the involved actors, namely the learners (students).          The first part of this article exposes the state of the art of the evolution of the digital and remote education in the university, as well as on the emergence of the Generation Y. The second part presents the case of the ISET of Kairouan through the results of a questionnaire, administered to 120 students, to the answers on their own use of the Platform of e-learning HP-life.</p>

## Listeners' List

Listener 1	<b>Benabadji Mustapha Kamal</b>
Listener 2	<b>Yoshihiro HASHIGUCHI</b>
Listener 3	<b>Alexandru Cezar Birzea</b> The National School for Political and Administrative Studies, Bucharest, Romania
Listener 4	<b>Howaida Mohamed-Ali Omer Eltinay</b> White Nile Sugar CO.LTD, Sudan
Listener 5	<b>Prapon Sahapattana</b> National Institute of Development Administration, Thailand
Listener 6	<b>Benabadji Mustapha Kamal</b>
Listener 7	<b>Yoshihiro HASHIGUCHI</b>

<b>March 11, 2017</b>	<b>Dinner Banquet</b>
<b>19:00</b>	<b>(Restaurant)</b>

# Call For Paper



2017 4th International Conference on Innovations in Business and Management (ICIBM 2017) will be held in Turku, Finland during June 14-16, 2017. ICIBM 2017 focuses on cutting-edge results in Business and Management. It aims to bring together scientists, researchers and students to exchange novel ideas and results in all aspects of Business and Management. It will include the participation of renowned keynote speakers, oral presentations, posters sessions and technical conferences related to the topics dealt with in the Scientific Program.

## Publication

Option A: International Journal of Innovation, Management and Technology (IJIMT, ISSN: 2010-0248, DOI: 10.18178/IJIMT) as one volume, and will be included in Google Scholar, Ulrich's Periodicals Directory, Engineering & Technology Digital Library, Crossref and ProQuest, Electronic Journals Library.; etc.

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

## Important Dates

Submission Deadline	Before April 5, 2017 (Full paper)
Acceptance Notification	April 25 , 2017
Registration Deadline	May 15, 2017
Conference Date	June 14-16, 2017



2017 4th International Conference on Teaching and Education Sciences (ICTES 2017) will be held in Penang, Malaysia during June 23-25, 2017. ICTES 2017 focuses on cutting-edge results in Teaching and Education Sciences. It aims to bring together scientists, researchers and students to exchange novel ideas and results in all aspects of Teaching and Education Sciences. It will include the participation of renowned keynote speakers, oral presentations, posters sessions and technical conferences related to the topics dealt with in the Scientific Program.

## About Publication

Option A: International Journal of Learning and Teaching (IJLT, ISSN: 2377-2891, DOI: 10.18178/ijlt) as one volume, and will be included in Google Scholar; Crossref; Engineering & Technology Digital Library; etc.

Option B: International Journal of Information and Education Technology (IJET, ISSN: 2010-3689, DOI: 10.18178/IJET) as one volume, and will be included in EI (INSPEC, IET), Cabell's Directories, DOAJ, Electronic Journals Library, Engineering & Technology Digital Library, Google Scholar, Crossref and ProQuest.

## Important Dates

Submission Deadline	Before March 25, 2017 (Full paper)
Acceptance Notification	April 15, 2017
Registration Deadline	Before May 5, 2017
Conference Date	June 23-25, 2017



2017 International Conference on Education and Multimedia Technology (ICEMT 2017), will be held in Singapore during July 9-11, 2017. ICEMT 2017, 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 Multimedia Technology, and discuss the practical challenges encountered and the solutions adopted.

## Keynote Speaker

**Prof. Shun Wing\_NG**

*Hong Kong Institute of Education, Hong Kong*

Prof. Ng Shun Wing is now the Adjunct Professor of the Department of Education Policy and Leadership (EPL) at the Education University of Hong Kong. He has just retired from the post of the Head of Department of EPL. He graduated from the Chinese University of Hong Kong with Sociology as his major and Economics, his minor. He completed his Master Degree at the University of Nottingham and received his PhD at the University of Exeter in the United Kingdom. He had been the Head of Social Studies Department in a secondary school for seven years prior to embarking on his teacher training career. He has joined the Education University since 1995. He has been the Coordinator of the Master and Doctorate programmes in the Department. He was also the Programme Leader of the training programmes for aspiring, newly appointed and experienced principals. He has been working collaboratively with the Hong Kong Education Bureau, Work Bank, University of Macau and many universities in the Chinese Mainland to organize various types of continuous professional development programmes for principals and teachers. Prof. Ng's research interests include sociology of education, parental involvement in education, school management and leadership, education policy and change, higher education, citizenship education, etc. Prof. Ng has published several books, a lot of book chapters and refereed articles in international journals regarding parental involvement, school leadership and reforms, citizenship education and higher education. He is particularly interested in promoting and researching parental involvement in school education. His article entitled Rethinking the Mission of Internationalization of Higher Education in Asia-Pacific Region published in the journal of Compare was awarded the "Annual IISE Best Article Award 2013" by the Institute for International Studies in Education (IISE) of the University of Pittsburgh. He has been invited for keynote delivery in many seminars by overseas universities, as reviewer by many editors of international journals and as examiner of doctorate theses by many universities. Due to his interest in education policies, he has always been invited by the media for interviews and has been writing more than a hundred pieces of education commentaries in newspapers in Hong Kong.

## Important Dates

Submission Deadline	Before March 31, 2017
Acceptance Notification	April 20, 2017
Registration Deadline	Before May 10, 2017
Conference Date	July 9-11, 2017



2017 4th International Conference on Economics, Society and Management (ICESM 2017) will be held in Toronto, Canada during September 10-12, 2017. 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.

## Publication

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



Journal of Economics, Business and Management (JOEBM)

ISSN: 2301-3567

DOI: 10.18178/JOEBM

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

## Important Dates

Submission Deadline	Before April 20, 2017
Acceptance Notification	On May 10, 2017
Registration Deadline	June 1, 2017
Conference Date	September 10-12, 2017



