2017 IEDRC BARCELONA CONFERENCES ABSTRACT

Barcelona, Spain

February 12-14, 2017

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Session 6: Computer Simulation and Reliability Management

Conference Venue

HOTEL COLÓN

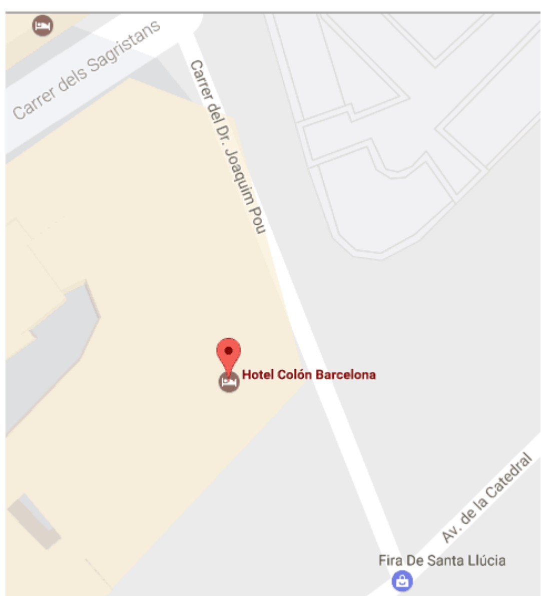
Add: Avenida Catedral, 7 - 08002 Barcelona
http://www.colonhotelbarcelona.com/
Tel: +34 93 3011404
E-mail: info@hotelcolon.es

There are certain pleasures that are only available to those that stay at the Hotel Colón. For example, waking up early in the morning, crossing over to the window, pulling aside the curtains, and seeing the image of the Barcelona Cathedral bathed in the sun’s first rays. It’s an image that will fill you with energy throughout the whole day!

The majority of the 139 rooms in the hotel offer this privilege, in addition to amenities such as air-conditioning, telephone, LCD television with international channels, high-speed Internet, safety deposit box, a well-stocked mini-bar, and the finishing touches of a 4 star hotel.

If you are traveling for leisure, after a nice shower and a full breakfast, you’ll find it convenient to have the main tourist attractions within walking distance. If you are traveling for professional reasons, having two ample lounges at your disposal offers you infinite options for any event, convention, business meeting, or celebration. In both cases, it’s good to know that, for lunch or dinner, you can depend on the excellent service at the Cathedral restaurant.

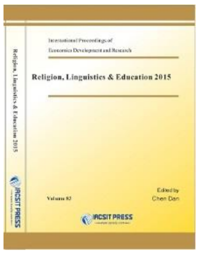
Directions and map for the HOTEL COLÓN:



Introductions for Publications

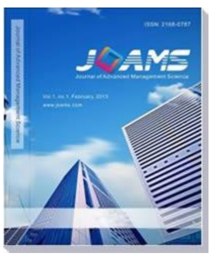
All accepted papers for the Barcelona conferences will be published in those journals below.

2017 4th International Conference on Innovation in Economics and Business (ICIEB 2017)



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.

2017 4th International Conference on Advances and Management Sciences (ICAMS 2017)



Journal of Advanced Management Science (JOAMS)
ISSN: 2168-0787
DOI: 10.18178/joams
Indexed by: Ulrich's Periodicals Directory, Google Scholar, Crossref, Engineering & Technology Digital Library and Electronic Journals Digital Library

2017 4th International Conference on Education and Psychological Sciences (ICEPS 2017)

International Journal of Social Science and Humanity (IJSSH)
ISSN: 2010-3646
Frequency: Monthly
DOI: 10.18178/IJSSH
Abstracting/Indexing: Google Scholar, DOAJ, Engineering & Technology Digital Library, Crossref, Index Copernicus, and ProQuest

International Journal of Information and Education Technology (IJIET)
ISSN: 2010-3689
Frequency: Monthly
DOI: 10.18178/IJIET
Abstracting/Indexing: EI (INSPEC, IET), Cabell's Directories, DOAJ, Electronic Journals Library, Engineering & Technology Digital Library, Google Scholar, Crossref and ProQuest

Instructions for Oral Presentations

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

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

Duration of each Presentation (Tentatively):
Regular Oral Presentation: about 15 Minutes of Presentation and Q&A
Keynote Speech: 45 Minutes of Presentation, 5 Minutes of Q&A
Plenary Speech: 35 Minutes of Presentation, 5 Minutes of Q&A

Instructions for Poster Presentation

Materials Provided by the Conference Organizer:

The place to put poster

Materials Provided by the Presenters:

Home-made Posters
Maximum poster size is A1
Load Capacity: Holds up to 0.5 kg

Best Presentation Award

One Best Oral Presentation will be selected from each presentation session, and the Certificate for Best Oral Presentation will be awarded at the end of each session on Feb. 12 & 13, 2017.

Dress Code

Please wear formal clothes or national representative clothing.

Time Schedule

Day 1:

Lobby	Feb. 12, 2017 10:00-15:00	Registration & Conference Materials Collection

Day 1:

Mir ó Room	Feb. 12, 2017 15:00-19:05	15:00-15:10	Opening Remarks Prof. Tomokazu Nakayama Jissen Women's University, Japan
		15:10-15:50	Plenary Speech 1 Prof. Hong-Ghi Min Korea Advanced Institute of Science and Technology (KAIST), South Korea Title: US Financial Crisis and Information Asymmetry in the Korean Stock Market
		15:50-16:30	Plenary Speech 2 Prof. Tomokazu Nakayama Jissen Women's University, Japan Title: EIL Awareness among Japanese EFL learners Who is their Ideal Role Model?
		16:30-16:50	Coffee Break & Group Photo Venue: Saloon TV
		16:50-19:05	Session 1 (9 papers) Theme: Economics and Marketing

Day 2:

Marina Room	Feb. 13, 2017 8:20-12:30	8:20-8:30	Opening Remarks Prof. Xavier Cartaña Alvaro United International Business School (UIBS), Spain
		8:30-9:20	Keynote Speech 1 Prof. Daniel Sanjosé Miquel University of Barcelona, Spain Title: Knowing, Understanding and Meeting Customer Expectations
		9:20-10:10	Keynote Speech 2 Prof. Xavier Cartaña Alvaro United International Business School (UIBS), Spain Title: New Trends in Industrial Account Management
		10:10-10:30	Coffee Break & Group Photo Venue: Saloon TV
		10:30-12:30	Session 2 (8 papers) Theme: Humanities and Psychology
Saloon TV	Feb. 13, 2017 12:30-13:30	Lunch	
Marina Room	Feb. 13, 2017 13:30-19:15	13:30-16:15	Session 3 (11 papers) Theme: Business and Commercial management
Miró Room		13:30-16:15	Session 4 (11 papers) Theme: Education Management and Evaluation
Saloon TV		16:15-16:30	Coffee Break
Marina Room		16:30-19:00	Session 5 (10 papers) Theme: Industry Management and Innovation
Miró Room		16:30-19:15	Session 6 (11 papers) Theme: Computer Simulation and Reliability Management
Saloon TV	Feb. 13, 2017 19:30-21:00	Dinner Banquet	

Introductions for Keynote Speakers

Prof. Xavier Cartañà Alvaro
United International Business School (UIBS), Spain

Mr. Xavier Cartañà Alvaro is a Chemical Graduate and Master in Commercial and Marketing Management. Since more than 26 years, he works in the Chemical Industry and at this moment

He works for a very well-known Chemical Multinational Company as an EMEA Key Account Manager. His career has led him to specialize increasingly in the commercial management of multicultural behaviors and their staffs at international levels. He also works as a teacher and consultant since more than 20 years, in many different Business Schools and also pays specific seminars and workshops worldwide in marketing and commercial and personal skills fields. At this moment he is active as Industrial Marketing Specialist Teacher at United International Business School (UIBS).

Prof. Daniel Sanjosé Miquel
University of Barcelona, Spain

Daniel Sanjosé is a Chemical Engineer with a Diploma in Business Studies. He has been working in the Chemical Industry during more than 20 years and currently he works for a well-known Dutch Chemical Multinational as Regional Sales Manager EMEA. He shares this role with the responsibility of Managing Director of local Spanish legal entity. His career focus has allowed him to specialize in Sales & Marketing Management activities not only within EMEA but, more recently, in South American countries as Market Development Manager. He also works as a teacher and pays specific seminars with special focus in Commercial & Sales fields. At this moment, he is teacher in two Marketing Business Programs of IL3 that belongs to Universitat de Barcelona (UB).

Introductions for Plenary Speakers

Prof. Hong-Ghi Min
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. Tomokazu Nakayama
Jissen Women's University, Japan

T. Nakayama A. was born and raised in Tokyo, Japan. Nakayama earned a bachelor degree in English Literature and Linguistics from Obirin University in 1991, and MA in TESOL at Teachers' College Columbia University in 2001 and Ph.D. at Hiroshima University in 2013. He is specialized in learning science. His current research interests are English as an International Language (EIL) and development of new learning methods to promote proficiency of EIL learners. He developed VA shadowing method to improve Japanese EIL learners' listening skills and the book on its mechanism will be released this year. Now he and his colleagues are developing the new method called Instant Translation method to promote proficiency of Japanese EIL learners. He is currently an associate professor at Jissen Women's University in Tokyo and teaches English and English teacher training courses.

Full Schedule

Day 1: Registration: Feb. 12, 2017 (Sunday)

10:00 – 15:00	Arrival and Registration (Venue: 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 Feb. 12 & 13, 2017.

Day 1: Conference: Feb. 12, 2017 (Sunday)

Venue: Miró Room

15:00-15:10	Opening Remarks  Prof. Tomokazu Nakayama Jissen Women's University, Japan
15:10-15:50	Plenary Speech 1  Prof. Hong-Ghi Min Korea Advanced Institute of Science and Technology (KAIST), South Korea **Title:** US Financial Crisis and Information Asymmetry in the Korean Stock Market **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 propose the agreement ratios (AGR) as measures of information in stock market. First, we find that the estimated 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. 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.
15:50-16:30	Plenary Speech 2  Prof. Tomokazu Nakayama Jissen Women's University, Japan **Title:** EIL Awareness among Japanese EFL Learners Who is their Ideal Role Model? **Abstract:** Due to the spread of the notion of English as an International Language (EIL) or World Englishes, ELT professionals are embracing wider varieties of English. However, Matsuda (2005) argues that a strong nativism still exists in Japan. This study investigates whether there is any difference in degree of EIL awareness between two groups of different majors at a university in Japan. This study compares a group of English majors who are enrolled in an English teaching certificate course (N=25), and a group of art majors who are enrolled in a required general English course (N= 30). Surprisingly, quantitative analysis of questionnaires revealed that the group of art majors is significantly more aware of EIL than the group of English majors ($t(53) = 2.39$, $p < .05$, $r = .31$). This result suggests further study to promote EIL awareness among English majors.
16:30-16:50	Coffee Break & Group Photo Venue: Saloon TV

Session 1

16:50-19:05, Feb. 12, 2017

Venue: Miró Room

Theme: Economics and Marketing

Session Chair: Prof. Hong-Ghi Min

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

**After the session, there will be a group photo for all presenters in this session.

ID	Title+ Author's Name
EB0001 16:50-17:05	A Monetary Economic Growth Model with Gender Division of Labor **Wei-Bin Zhang** Ritsumeikan Asia Pacific University, Japan **Abstract:** The purpose of this study is to propose a monetary growth model with capital accumulation and gender labor supply. The real aspects of the model are based on the neoclassical growth theory and monetary aspects of the model are based on the money-in-utility (MIU) approach. We show that the dynamics of the economy can be described by-dimensional differential equations. We simulate equilibrium and motion of the economy with specified monetary policies, household preference and technology. As the monetary economic system is unstable, the perfectly competitive economy may either experience unlimited growth or economic crisis. We also examine effects of changes in some parameters on the economic equilibrium. For instance, we demonstrate that as the woman raises her propensity to stay at home, the woman tends to stay longer at home than before and the total labor supply is reduced, which also leads to a reduction in the total capital is also reduced. The capital intensity is increased. Hence the rate of interest is reduced and the wage rate is increased. The total capital, the total output, the wealth and consumption levels per-capita are all reduced. The fall in the rate of interest reduces the cost of holding money, leading to the rise in the real money per capita.
EB0008 17:05-17:20	The Role of Research and Innovation Organizations on Supporting the Investment Plan for Europe Initiative **Paolo Mulassano, Alberto Francesco Anfossi,** Antonio Lotito LINKS Foundation, Italy Compagnia di San Paolo Sistema Torino, Italy **Abstract:** Authors intend to introduce some key discussions around the Investment Plan for Europe initiative also named "The Junker Plan". Such joint action of European Commission and European Investment Bank aims at creating an Europe-wide investment-friendly environment focusing on strategic and innovative projects. As the Plan relates to "bankable projects", it proposes opportunities for long-term loans instead of the granting approach typical for Horizon 2020 framework. In this sense, the role of research organization (including universities), that today access to Horizon 2020 calls, should be discussed having in mind that for the majority of research centers any debt opportunity cannot be applied (and for some countries even prohibited). In this paper, authors provide a clear understanding of the Plan jigsaw, considering possible short and mid-term actions to get benefits of this relatively new approach to innovation, with the aim of exploiting the knowledge created with the support of

	Horizon 2020 as building block within EFSI projects.
EP0016 17:20-17:35	Product Packaging Innovation and Consumer Buying Behavior in Rwanda **Mutambuka Deo and Niyompano Hosee** Rwanda jomo kenyatta university; Mount Kenya University, Rwanda **Abstract:** Consumer market grows rapidly every year and the number of competitors among different types of products and goods increases steadily. The general objective of the study was to analyze the contribution of product packaging innovation on consumer buying behavior in Rwanda. This study was descriptive, comparative and correlational design. The total population was 2081 bars, the sample size of the study was 95 respondents. This study employed the stratified random sampling technique. The major sources of data in this study was primary source of information. This research used inferential statistics to establish relationship between variables under study, while descriptive statistics frequency and percentage were used to indicate how was the understanding of respondents in this study. This study used SPSS and found that the Pearson correlation coefficient I equals to 0.977. This was confirming that there is a significant and positive relationship between product packing and consumer buying behavior in brewery industry. It is finally recommended that the marketers of the industry should not consider the packaging as the solely factor for the success of any product, therefore, they should also take up other important factors of the marketing while they are launching new products or revitalize old products.
MS033 17:35-17:50	Finite State Machine Modelling of the Macro-Economy **Joao Silva** and José Pereira ISCTE-IUL, Portugal **Abstract:** In this paper we model macro-economic policies with a Finite State Machine (FSM). The FSM is made of several states and transitions between themselves, in which a set of decisions is modelled by each of the machine's states. In this paper we analyse what sequence of decisions yield the best results for some macro-economic variables, based on the FSM's possibilities. The final model shows what policies must be followed, and by what order, in order to maximize results, yielding some interesting conclusions.
MS021 17:50-18:05	Individual Factors Affecting Green Purchasing Behavior Intention in the Light of the Surveys of Polish Employees **Agnieszka Leszczynsk**a Faculty of Economics, Maria Sklodowska Curie University, Lublin, Poland **Abstract:** Green purchasing which refers to the purchase of environmentally friendly products and avoiding products that harm the environment (Chan, 2001) is of particular importance in the time of exacerbating environmental problems. The volume of green purchasing increases every year, as does the clients' willingness to make them. The present study analyses the available literature on green purchasing and attempts to identify prevailing motives and factors influencing consumer purchase intention toward green products. The article presents the results of a study conducted on 1130 employees of innovative enterprises with the aim of gauging their readiness to make such purchases and analyzing it against their characteristics.

MS031 18:05-18:20	Adjustments to Cash Build-Up When Retaining Dividends in the FCFE Valuation **Joao Silva** and José Pereira ISCTE-IUL, Portugal **Abstract:** Valuation based on DCF (Discounted Cash Flow) has been the dominant valuation procedure during the last decades. In spite of this dominance, enterprise valuation using the discounted FCF (Free Cash Flow) model has some practical drawbacks, since there is often some confusion on how to effectively use it. Commonly, the valuation procedures start by estimating future FCF figures from historical data, such as mean FCF, growth and retention ratio, alongside many other variables. These FCF forecasts are discounted at the cost of equity (FCFE – FCF to Equit y) or the Weighted Average Cost of Capital WACC (FCFF – FCF to Firm). Implicit in the above mentioned valuation procedures is the expectation that the company puts the free cash that it is generating to good use, yielding a value capable of rewarding appropriately the level of risk inherent in the way it used. In other words, the enterprise is not supposed to just shelve the cash generated or alternatively, investing it in bank accounts with returns below the equilibrium returns available in the market for the same level of risk. However, most of the times, the return rate isn't the same as initially expected, being either higher or lower than the market's expectation, with significant changes to the cash build-up on the company. This paper analyzes such changes and introduces a correction factor to the cash build-up.
MS041-A 18:20-18:35	Study of Interest Rate Term Structure Base on Shenzhen Market Bonds with NS Model Limei Sun, **Yi Huo** School of Economics and Management, Harbin Engineering University, China **Abstract:** The number of companies issuing stand-alone sustainability reports has grown substantially over the last two decades. Whereas only 12% of leading companies in different countries had issued such reports in early 1990s, the rate increased to 73% in 2015; as such sustainability reporting becomes a mainstream business practice (KPMG, 2015). However, researchers have raised the question about the credibility and completeness of such voluntary reporting to ensure accountability to external stakeholders (Ball et al., 2000). Extant literature predominantly uses legitimacy theory to explain managerial motivation of engage such reporting (Deegan, 2002). As sustainability reporting largely voluntary and unregulated, unscrupulous management may misreport their social and environmental performances to maximize their own benefits. In this context, numerous observers have considered "third-party assurance" as a panacea to overcome this problem. Although relatively new, the practice of assurance in sustainability reporting has been increasing steadily over the last ten years and in 2015 almost two third of the global leading companies have adopted such certification for their sustainability information (KPMG, 2015). A number of previous studies have examined the assurance in sustainability reporting and observed wide variation and inconsistencies in different aspects of this emerging audit practice (O'Dwyer and Owen, 2005, 2007; Deegan et al., 2006; Ball et al., 2000). The objective of this study is to extend these studies by examining the quality of assurance statements attached to sustainability reporting in Japan. Although leading companies in Japan regularly publish sustainability reports, the adoption of assurance in these reports is relatively low (KPMG, 2011). The study of Haider and Kokubu (2015) has

	already explored the quality of assurance statements in Japan. However, their study only considered “formal assurance” as provided by accounting firms and certification firms. An important feature of Japanese sustainability reporting in the adoption of “third party comment” that can be considered as “informal assurance” or “unsubstantiated assurance”. More than 50% of the Japanese companies are seen to attached “third party comment” in their sustainability report that are usually provided by individual experts such as academicians, researchers, and members of powerful stakeholder groups. The current study extends Haider and Kokubu’s (2015) research by analysing both “substantiated assurance” and unsubstantiated assurance” For this purpose assurance statements of top 100 companies listed in Tokyo Stock Exchange has been examined. Following the extant literature, the evaluative framework of this research is developed based on the applicable guidelines/standards for sustainability assurance. Along with the quality of assurance provision, differences in such practice provided by alternative service providers are also highlighted. This study adds value in the literature by examining the unsubstantiated assurance in japan.
MS01 18:35-18:50	The Impact of Non-interest Income on Banks’ Profitabilities **Huseyin Cetin** Bursa Technical University, Turkey **Abstract:** For the year of 2011, non-interest income rates had positive significant impact on 205 countries banks’ return on asset ratios. Moreover, for the period of 1999-2013, there was positive and significant relationship between high income countries’ banks’ profits and non-interest income rates. No relationship was found for medium and low income countries. According to Break Regression-OLS test, non-interest income rates had positive and significant impact on Turkish banks’ profits for the all breaks of December 2002- July 2015. In addition, when Bayesian Impulse Response analysis was conducted, it was unearthed that one standard deviation shock plummetes Turkish banks’ profits. Although, Turkey’s non-interest income rate rose fast in the long run, there are significant negative anomalies in short term. In addition to that, Turkish banks’ net incomes and non-interest revenues have partial golden ratio behaviour and series’ golden ratio structures have similarities with Sydney Opera House Architecture’ golden ratio.
MS302-A 18:50-19:05	Different Financial Crises and Different Financial and Fiscal Policies: 1998 Asian Financial Crisis and 2008 Global Financial Crisis in Korea **Bong Hwan Kim** Seoul National University, Korea **Abstract:** This paper examines how different financial regulatory schemes have been implemented during two financial crises in Korea and what was the impact of those policies. Korea tried to restructure financial market by fostering market-friendly policy during the crisis in 1998, while it tried to isolate domestic financial market from the influence of financial crisis started in U.S. in 2008 by consolidating regulation system and shuffling corporate governance structures in financial institutions. The paper will examine whether public policies should be different depending on the types of crisis and what the common feature of public policy should be across different crises. Since global financial crisis in 2008 originated from the U.S. sub-prime mortgage market, the

	overarching issue of policy makers is what government should do to overcome and minimize the impact of financial crisis and how regulatory system for financial institutions should be changed to prevent future crisis. Governmental responses to crisis have focused on restructuring financial regulation system from market-oriented financial policy to government-friendly policy with enhancing monitoring role of government. However, comparatively little attention has been paid to Asia during global financial crisis. Especially, Korea has been considered one of the most successful countries that overcame 1998 Asian financial crisis. Korea has passed through two different economic crises over the decade. Interestingly enough, 1998 financial crisis started from Asia and was relatively confined while 2008 crisis started from U.S. and became global one. During 1998 crisis, Korean government adopted market-friendly financial policy by privatizing financial institutions, while global financial crisis in 2008 has built up government role to strengthen the monitoring system in financial market. Different financial regulatory policies will shed lights on how different crises have to be addressed with different public policies. This paper will overview fiscal and financial policies of Korea during 2008 financial crisis and compare them with ones during 1998 financial crisis. That will give an opportunity to examine how different public policies affect the effectiveness and responses of policies. To further examine the impact of public policies on the performance of financial institution in Korea, we will collect financial data over 2000-2013 from TS-2000 data set. This allows us to empirically test how public policies affect the performance of different types of financial institutions and hence help Korean economy cope with financial crisis. We will also analyse the differences of responses from different financial institution to see whether the difference of corporate governance and organizational structures in financial institutions matters. This will provide implications whether public polices need to be customized to maximize policy impact. We argue that this study will illustrate how different financial regulatory policy copes with different types of crises and show the impact of fiscal and financial policies on different financial institutions and economy in general.

Day 2: Conference: Feb. 13, 2017 (Monday)

Venue: Marina Room

8:20-8:30	Opening Remarks  Prof. Xavier Cartañà Alvaro United International Business School (UIBS), Spain
8:30-9:20	Keynote Speech 1  Prof. Daniel Sanjosé Miquel University of Barcelona, Spain **Title:** Knowing, Understanding and Meeting Customer Expectations **Abstract:** In all types of Marketing it is essential to know and understand customer needs and afterwards try to meet their expectations. It is in B2B Marketing where this fact should require full attention: customer expectations set the bar for customer satisfaction which affects repurchase decisions and customer loyalty. Companies dedicating time and resources to know and understand their customer needs and that have the mentality the customer is first, they will be in much better position to have long term satisfied customers which will secure success in future. When a company meets/ exceeds customer expectations, create loyal customers that purchase more frequently and can acquire more customers by sharing their experience.
9:20-10:10	Keynote Speech 2  Prof. Xavier Cartañà Alvaro United International Business School (UIBS), Spain **Title:** New Trends in Industrial Account Management **Abstract:** Industrial companies are moving their marketing resources away from traditional

	transactional focus into relationship and customer orientation targets. Marketing lives mainly due to two core functions, matching supply to demand, and connecting buyers and sellers as efficiently and effectively as possible. Both these functions are critically dependent on the creation of the customer value proposition.
10:10-10:30	Coffee Break & Group Photo Venue: Saloon TV

Session 2

10:30-12:30, Feb. 13, 2017

Venue: Marina Room

Theme: Humanities and Psychology

Session Chair:

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

**After the session, there will be a group photo for all presenters in this session.

ID	Title+ Author's Name
EP0013-A 10:30-10:45	Positive Psychology at School: A Positive Psychology School-Based Intervention to Promote Adolescents' Subjective Well-Being, Achievement and Engagement **Anat Shoshani** Interdisciplinary Center (IDC) Herzliya, Israel **Abstract:** Positive Psychology is a relatively new branch of psychology that emphasizes human goodness, and cultivates factors that lead to meaningful and fulfilling lives of individuals, groups, and communities. The recent upsurge in the science of happiness has been accompanied by much enthusiasm for the potential of positive psychology to enhance schoolchildren's subjective well-being. Moreover, there are an increasing number of positive psychology-based school endeavors unifying positive psychology elements with educational practices. These endeavors evolved into the domain of "Positive Education"—a growing area of inquiry in educational research that strives to integrate positive psychology fundamentals with educational practices in order to nurture good mental health and promote subjective well-being and of school children. Since Positive Education is young research field, very few positive psychology school interventions have been empirically evaluated for their impact and sustainability. The present study evaluated the effects of the Maytiv positive psychology school program (www.maytiv.com) on subjective well-being, mental health, school engagement, and academic achievements of school students from six middle schools in the center of Israel. 1262 seventh- to ninth-grade students participated in a one year intervention program and were compared to 1255 students in 35 control classrooms. In a two-year longitudinal repeated measures design, the study assessed pre- to post-test modifications in the targeted factors. The findings showed significant decreases in anxiety and depression symptoms among the intervention participants. In addition, the intervention strengthened self-esteem, self-efficacy, school engagement and academic achievements. These results demonstrate the potential benefits of evidence-based positive-psychology interventions for promoting adolescents' subjective well-being. The Maytiv program (the Hebrew word for "Doing Good") was developed by academic team

	of psychologists from the School of Psychology at IDC Herzliya, on the basis of evidence from systematic reviews of positive psychology research and interventions, and has received high acknowledgment in the Israeli educational system. The Maytiv program has served over 5000 teachers and 50,000 children and adolescents in the educational system of Israel.
EP0028-A 10:45-11:00	Understanding Changing Trends to Study Human Behavior through Quantitative & Qualitative Assessment through Dermatoglyphics **Arjun Hurra** School of Liberal Studies, Pandit Deendayal Petroleum University, India **Abstract:** This study aims to determine the following-Working potential of the 10 lobes of the brain putting them in ranks starting from 1 to 10 using forensic prescribed methods: This will help each individual be able to understand the natural genius zones hence avoiding any “trial & errors” leading to competitive failures resulting in a stressful life. The potential will help us guide each individual to their strengths & understand their natural weaknesses. All solutions: academic/ professional/ life compatibility along with challenge acceptance & reaction to certain situations can be assessed by using the science-Dermatoglyphics. Behavioral patterns reflected on the fingerprints as per dermatoglyphic studies: Each fingerprint reveals a character trait. Each finger is a representative of one lobe of the brain. Basically understanding of the fingerprints will help us know the “key” to operating the particular lobe activity. Assessment of naturally induced triggers leading to stresses/ psychotic behaviors &health deterrent tendencies based on dermatoglyphics: Once the working potential of the brain is evaluated it becomes easy to reach the root cause of the triggers- hence a solution can also be provided from the root itself.
EP0030 11:00-11:15	Issues of Online Communication and Immediate Response Syndrome **Hiroko KANOH** Yamagata University, Japan **Abstract:** In this paper, immediate response syndrome refers to the feeling of having to check SNS sites and being is a state of psychological imbalance. As a contemporary issue, I pointed out the issue of the immediate response syndrome, slander, cyberbullying and false information. I divided into two groups from the results of the immediate response syndrome (IRS) checklist, and analyzed IRS Low group/High group with students’ experience about slander, cyberbullying, false information and education. As a result, we found that students with experience of educated online communication were less likely to Immediate Response Syndrome.
EP0037 11:15-11:30	Effect of Hands on Reiki on Perceived Stress and Subjective Wellbeing among Software Professionals in Bangalore **Saumya Suresh Vasudev** and Shailaja Shastri Jain University, India **Abstract:** The present study aimed to examine the efficacy of Hands on Reiki on Perceived Stress and Subjective-wellbeing among software professionals. 60 software professionals from a software firm situated at Bangalore who met the inclusion exclusion criteria were taken up for the study. Sample was divided into two groups – experimental and control group (30 in each group). The intervention was carried out for 21 days for the experimental group and the

	control group was not given any intervention. Both groups were assessed at two time intervals, pre and post-assessment. The Perceived Stress Scale (PSS-14), WHO (five) Wellbeing index and socio demographic checklist was used to assess the participants of both the groups. The obtained data were analysed using descriptive statistics and t-test to assess the significance level between the groups. Results of the study reveal that there is significant reduction in perceived stress and enhancement in subjective wellbeing from pre to post assessments in the intervention group.
EP0038 11:30-11:45	Visual Cognition and Dynamic Balance in Persons with Autism Spectrum Disorder **Ka-Lam Sam,** Andrew W. Smith, and Lo Sing Kai The Education University of Hong Kong, Hong Kong **Abstract:** Visual cognition and dynamic balance are distinguished as two crucial aspects for individuals with autism. Still, the relationship and/or contribution to the overall development between them are unclear. This study examines the relationship between these two domains for individuals with autism. Five males with autism (age: 20.8 ±3.71) were involved in this study, and eight males without autism (age: 28.9 ± 4.52) were included as in comparison group. Measures included were Raven test for visual cognition and Pro Balance (Lab rehab™) test for dynamic balance. The results showed that non-autistic group (M = 117.75, SD = 44.89) [autistic group: M = 61.25, SD = 32.88] performed better in dynamic balance test ($p <.05$, $d = -1.36$); visual cognition was not a good predictor of dynamic balance and vice versa ($p >.05$); and, dynamic balance and body weight seems negatively correlated ($r = -.993$, $p < .05$). Although lower dynamic balance in autistic group was found in this study, a more comprehensive comparison was recommended still for further investigations.
EP1005 11:45-12:00	Interpersonal Effects of Excuse Making in a Laboratory Experiment **Itsuki Yamakawa and Shinji Sakamoto** Nihon University, Tokyo, Japan **Abstract:** This study examined the effects of when people not diagnosed with depression suggest having depressive disorder as an excuse. Participants were 57 Japanese female undergraduates (Mage = 19.11, SD = 0.85). They worked on a cooperative task with a same sex partner, who was actually an experimenter, twice at an interval of one week. In the second meeting, experimenter failed to complete the home work and made an excuse, which differed according to the three experimental conditions: “I may have depressive disorder” (insisting on depression), “I forgot because I was playing” (negligence), and saying nothing in a control condition. The dependent variables were the participant’s feeling of anger, impression of the excuse maker, and the will to collaborate in future with the excuse maker. Unexpectedly, the interview conducted after the experiment revealed that participants in the control condition imagined reasonable reasons why their partner had failed the task. Manipulation in the control condition failed, due to which we excluded it from the analysis. Results showed that (a) although participants felt angry after hearing an excuse, there was no significant difference between insisting on depression and negligence; (b) insisting on depression created a better impression of the excuse maker than saying, “I forgot” did; and (c) almost all participants answered that they would like to collaborate with the excuse maker again. These results suggest that though differences between the excuse statements influence impression formation,

	individuals are tolerant of the first failure of the task partner.
EP1003-A 12:00-12:15	Social Cognition in Iranian Children: A Cross-sectional study **Maryam Jalali** and Javad Hatami **Abstract:** Cognitive and emotional empathy and systemizing are social processes which help humans to interact effectively with each other. The aim of this study is evaluating the ability of cognitive and emotional empathy and systemizing in typical Iranian children (n=104, 52 girls and 52 boys) and find out the developmental pattern of these three components for four age-groups (5-year, 7-year, 9-year, 11-year) in both genders. Also, we compare these social cognitive abilities in typical groups with High Functioning Autism group (n=20). The Cognitive empathy was measured with Reading Mind in the Eye's Test, and the Emotional empathy and Systemizing were measured with the Empathy/ Systemizing Quotient (EQ/SQ) (child). The data were analyzed with One-Way ANOVA. The results revealed that unlike emotional empathy and systemizing, cognitive empathy increases by age in both genders. It seems emotional empathy and systemizing are rather stable parts of personality and do not have much change in early childhood. However, cognitive empathy faces enormous changes and as other cognitive abilities increase during development, cognitive empathy may increase as well. Another thing is that girls and boys did not differ in terms of cognitive empathy and systemizing which may reflect the lack of gender differences in teaching school age children in Iran in cognitive empathy and systemizing. But there was a significant difference between two genders in emotional empathy with girls obtained more scores in emotional empathy, as it was expected. The differences between typical groups (both girls and boys) and autism group in cognitive and emotional empathy were significant as expected and the typical groups got higher scores. But in systematizing there was no significant difference between normal children and children with autism probably due to that fact that the latter group included either high function autistics under treatment.
EP0036 12:15-12:30	Gender Difference of Developments of Motor Control Function in Primary School Ages with Visual Synchronization Task of Hands' Movements **Kyota Aoki,** Norio Fukuda and Hisanori Hotta Utsunomiya university, Japan **Abstract:** There is a difference of development between genders. About motor control function, girls show about two years' progress than boys in primary school ages. However, there is few quantative observation. We need clear views about the gender difference to find pupils that have problems in their developments. The authors proposed the cooperative visual synchronization task, its' measuring method, implementation and experiments to measure and evaluate the performance of motor control function. The new task and the measuring method enable to measure the precise movements safely, easily and in a short period of time. The proposed method is safe, because there is no need to attach the device to a subject nor to make exaggerated motions. With the method, we made the measurements of 400 subjects in primary school ages. From the measurements, this paper shows a clear view of the developments of motor control function. Boys show about 21 months' delay in average of motor control function than girls. Girls development about motor control function slowdown at about 130 months from birth.

12:30-13:30, Feb. 13, 2017	Lunch Venue: Saloon TV

Session 3

13:30-16:15, Feb. 13, 2017

Venue: Marina Room

Theme: Business and Commercial Management

Session Chair:

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

**After the session, there will be a group photo for all presenters in this session.

ID	Title+ Author's Name
EB0006 13:30-13:45	Was Piketty right? Empirics of CCC Model: Corporate Power, Consumption, Debt and Inequality **Franci Porenta** Faculty of Economics, University of Ljubljana, Slovenia **Abstract:** This paper provides an empirical investigation into the empirics of CCC model. Relying on their corporate power, corporations have stimulated the rising consumerism, which has increased both private consumption and debt. On the other hand, increasing debt has enhanced the process of rising inequality due to the lack of funding to invest in education or create savings. Rising inequality has further increased the bargaining power of capital and closed the cumulative and circular causation (CCC model). This paper investigates the proposed theoretical foundations by testing the model and its components on the data for the OECD between 1990 and 2013. We show that the growing corporate power causes increased consumption, growing household and public debt, as well as higher inequality. The paper makes several original contributions to the existing literature. First, it is the first empirical investigation of the CCC relationship. Second, it extends the knowledge about the trends of rising corporate power and consumerism at macro level.
MS016-A 13:45-14:00	Dynamic Intuitionistic Fuzzy Decision Making Method based on Time Preference and Compromise Wei Chen and **Jinqiu Li** Harbin Engineering University, China **Abstract:** In this paper, a dynamic intuitionistic fuzzy decision making method based on time preference and compromise is proposed. First, this paper determines the attribute weights under different time sequence based on intuitionistic fuzzy entropy. Next, this paper uses the time degree model to reflect the subjective time preference of decision makers, and calculates the time weights with variance minimization and TOPSIS-based bi-objective programming model. Then this paper integrates different time periods of intuitionistic fuzzy decision information using dynamic intuitionistic fuzzy weighted geometric(DIFWG)operator; additionally, this paper applies VIKOR method in ranking alternatives, taking account of group effectiveness maximization and individual regret minimization, and obtains the optimal alternative which is the closest to ideal solution; finally, the feasibility and effectiveness of the

	proposed method are verified by an example of partner selection of technology innovation alliance…
MS019-A 14:00-14:15	Factors Analysis and Evaluation of Regional Innovation Performance In Knowledge Perspective——Based on SEM and DEA-Malmquist Guibin Yang, **Wei Lu** School of Economics and Management, Harbin Engineering University, China **Abstract:** In order to promote international cooperation and stimulate economic growth, China put forward the “The Belt and Road” strategy, and established the Asian Infrastructure Investment Bank initially, making infrastructure construction become indispensable. However, due to the slow recovery of the world economic, the downward pressure of China’s economic and many other reasons, infrastructure construction will meet a huge shortage of funds in the foreseeable future. Thus, it has significance for the introduction of the PPP Mode in infrastructure construction to ease the financial pressure on the government, to promote international cooperation, and to stimulate economic growth. However, in China, the application of PPP Mode in the field of infrastructure construction is still in the exploratory stage, and the feasibility of large-scale promotion has not yet been fully demonstrated. So, this paper divided the subject the various stakeholders of infrastructure construction under the PPP Mode, and construct evolutionary game model with taking government, enterprise and public consumer as the subject analyzed the survival situation of the PPP Mode in the system by introducing the Evolutionary Bionic Model. Finally, this paper simulates the system by using the MATLAB simulation tool, the results show: the PPP Mode of the system will ultimately survive in the system; the diffusion of the PPP Mode is influenced by the local government, enterprises and the public consumers; government preferential tax on the purpose of encouraging the investment of social capital should follow the principle of proportionality; the ranking of the three measures for the government to encourage the enterprise is tax preference > policies and legislation > the establishment of institutions. The conclusions of this paper are valuable for solving the problem of funding gap in infrastructure construction as well as the strategic choice of stakeholders of infrastructure construction.
MS034 14:15-14:30	Effects of Industry Span and Resource Stability on Interorganizational Relations **Pınar Özbilen** Department of Management, Bogazici University, Istanbul, Turkey **Abstract:** When studying interorganizational relationships, it is very hard to distinguish between different forms of interorganizational relations (IORs) mentioned in the literature since they have some common similarities and differences. This leads researchers to experience difficulties in assessing the appropriate form of IORs for specific industrial settings. In this paper, we drive six new definitions for various IORs forms based on two pure forms of IORs; co-exploration and co-exploitation. Additionally, the effects of two environmental factors- stability of resource structure and span of industry-on construction of these IORs are discussed. Definitions derived according to intention (exploration or exploitation), and discussions on effect of two different environmental factors will move our understanding about

	interorganizational relations beyond joint ventures, strategic alliances, mergers, vertical integration.
EB1003 14:30-14:45	Innovative Excellence Model for Conscious Capitalism **Naceur Jabnoun** SSPGE, UAE **Abstract:** This paper builds on the work on conscious capitalism, shared value, corporate governance, and business excellence to develop a new excellence model. This model is based on five basic concepts namely: 1) translating values in to actions, 2) achieving sustainable outstanding benefits for all stakeholders, 3) corporate governance, 4) quality assurance, 5) creativity and innovation. This model has twelve criteria including five stakeholders' benefits, and seven enablers. Each criterion has a few sub-criteria having a few guiding points each. The guiding points should not be used like a prescription. The model is assessed using twelve assessment tools: six for enablers and six for benefits. This paper finally compares this model to the European EFQM excellence Model and the American Baldrige performance excellence model. The comparison addresses the basic concepts, the criteria, and the assessment methods.
EB1005 14:45-15:00	A Comprehensive Study on the Business Feasibility of the Airlines in the Middle East **Mohit Omprkash Asnani** School of Liberal Studies, Pandit Deendayal Petroleum University, Gandhinagar, Gujarat, India **Abstract:** The aviation industry is thriving with an incredible growth rate observed in the past decade. Middle East airlines such as Emirates, Qatar Airways and Etihad Airways are reaping the benefits of this boom in the aviation industry, emerging as the new global challengers. These airlines are transforming the dynamics of international aviation while continuing to draw attention due to their rapid growth and the effects they are having on the global air travel industry. Each individual emerging carrier has managed to achieve remarkable growth figures over the past several years. As a group the carriers dominate traffic between the Middle East and several other regions. This study analyses the growth of emerging Middle East carriers since its inception. It examines the business model adopted by the Middle East carriers to survive competition from well established airlines belonging to Europe and North America. The geographic location of their hubs provides them with a strategic advantage that cannot be easily replicated. This contributes to the successful implication of the 'Hub and Spoke' business model embraced by them. Airlines schedule data and IATA statistics are used to determine how these markets have expanded in the last decade and comprehend the contribution of the Middle East carriers in the same. The paper establishes that the success of these Middle East airlines is largely attributed to their hub and spoke operation, geographical location, competitive cost structure, and the strong leverage of its brand.
MS024-A 15:00-15:15	Research on the Influencing Factors of Citizen Network Political Participation in "Internet plus" era——Taking the "E-government Double Micro" as an Example **Lei Du** School of Economics and Management, Harbin Engineering University, China

	Abstract: With the transformation of government functions and the advent of the era of "Internet +", Micro-blog and WeChat as the representative of the Internet application is becoming an important tool and platform for citizen of our country to achieve political rights, enhance political participation, and promote political democracy, it brings a new change in the way of political participation. This paper aims at taking the government micro blogging and Government WeChat as examples, using the questionnaire survey and structural equation method to explore the key factors influencing the citizen network political participation behavior. The study found that Network perceived usefulness; Network perceived ease of use, Network externality, compatibility, Network political efficacy and citizen political interest have a positive effect on the citizen's network political participation behavior. This is to promote the construction of the network platform for political participation; to stimulate the citizens' network political efficiency, strengthen the participation of citizens has an important significance.
MS042-A 15:15-15:30	The Effectiveness of External Knowledge: The Role of Learning and Searching Modes in Korean Firms **Jaegun Lee** and Moon-Goo Huh School of Business Administration, Kyungpook National University, Korea **Abstract:** This article examines how the external knowledge influence product innovation. To do so, we analyse Korean manufacturing firms that perform innovative activities by learning external knowledge. Whole of these firms responded to the 2010 Korean CIS. We categorize firms' external knowledge learning into two modes: the STI (science, technology, and innovation) mode, based on scientific knowledge, and the DUI (doing, using, and interacting) mode, which is based on experience and know-how. At the same time, we distinguish between the breadth and depth of firms' external knowledge search modes, while considering the interaction between the knowledge learning and the search modes. The dependent variable, innovative result, is divided into explorative innovation and exploitative innovation. Here, explorative innovation refers to radical innovation, including new product systems and new market creation. Then, explorative innovation refers to improving existing knowledge, technology, and designs. Previous studies have considered the learning and search mode of external knowledge independently. However, even though it is necessary to choose the type of external knowledge and its search mode based on their mutual dependence in the process of acquiring external knowledge, few studies have examined the two simultaneously. Thus, in order to fill this gap in the literature, we identify two types of external knowledge, each with its own acquisition strategy, suggesting a 2 × 2 acquisition strategy model of external knowledge. Then, based on the purpose of acquiring the external knowledge, we determine which acquisition strategy will be most effective.
MS045-A 15:30-15:45	An Empirical Study on the Foreign Direct Investment(FDI) of the Performance of Korean Firms **Giryun Park** and Gyewan Moon School of Business Administration, Kyungpook National University **Abstract:** In this study, Eclectic Theory(Dunning, 1980), the comprehensive combination of Ownership Advantage Theory, Internalization Theory and Location Advantage Theory, was

	applied to explore the effects of the determinants on FDI performance of Korean firms in Myanmar. In this study, 76 Korean manufacturing companies running their operations in Myanmar were analyzed. The result are summarized below. First, the firm specific characteristics have a positive effect on investment performance. However, the liability of foreignness (LOF) has a negative impact on investment performance. The firms with the specific characteristics are more likely to enjoy competitive advantages and thus achieve better performance. Second, the location advantage of production factors have a positive effect on investment performance. However, location advantage of market factors failed to reveal a positive effect on investment performance. This result indicates that while only production factors turned out as the important determinants and high for better FDI performance, market factors are not significant and less important for FDI performance since most of firms investing in Myanmar are based on the manufacturing industries for CMP(cutting, making and packing) contracts. According to the internalization theory, wholly-owned subsidiary is more favorable under the situation in which either Ownership advantage factors or production-related factors of location advantage are high. In addition, export- oriented strategy is more appropriate than the domestic-oriented strategy because the market-related factors of location advantage are less concerned. The result of this study is expected to contribute in making better decision of Korean companies for investment strategy in Myanmar.
MS201-A 15:45-16:00	Influence of e-WOM on Consumer Attitude and Post-purchase Intentions toward the Omni-channel Retail Department Store's Website Xiao Jia and **Jihyun Kim** Kent State University, USA **Abstract:** E-WOM on social sites such as Facebook is supplanting traditional personal word-of-mouth as a driver of consumer behavior, and Internet platforms are the "future" of consumer relationship management (Elsingerich et al., 2014). In addition to the e-commerce as a transactional channel, newly added digital outlets, such as mobile channels and social media, rapidly changed retail's business models, performance of the retail mix, and shoppers' behavior (Verhoef et al., 2015). The purpose of this study is to examine how e-WOM influences consumer behavior in OCR and how retail brand attitude plays an important role in this social commerce context. In the present research, the e-WOM generally is defined as the improvement process within the omni-channel retail context. The integrated information theory (IIT) and the theory of reasoned action (TRA) (Fishbein & Ajzen, 1975) were adopted as theoretical framework. This study employed 2 (higher vs. lower volume of reviews) x 2 (higher vs. lower score of ratings) experimental design to examine the relationship among e-WOM, brand attitude, and consumer behavior toward OCR. An online questionnaire was conducted using female consumers aged from 19 to 73 using mock OCR department stores "websites" as stimuli. Pretest and manipulation checks of the four treatments were conducted. For both brands, the brand attitude interacted significantly in the relationship between e-WOM and attitude toward purchase via OCR department stores (Chi-square Nordstrom (df = 1) = 37.05; p Nordstrom < 0.01; Chi-square Von Maur (df = 1) = 85.04; p von maur < 0.01; respectively).

EB1002 16:00-16:15	On the Reality and the Actuality in Computer Graphics: Case Study on the Invisible World Heritage Mietsu Naval Facility **Hiroshi Koga** Faculty of Informatics, Kansai University, Japan **Abstract:** In recent years, the concept of smart tourism has attracted attention. It is an approach to create new attractions by using the latest ICT in tourist spots. However, in implementing smart tourism, state-of-the-art ICT is just an enabler. Rather, I would like to insist that the critical success factor in the realization of smart tourism is that actuality supported by McConnell's "authenticity" is indispensable. Therefore, the purpose of this paper is to preliminarily consider the significance of actuality in smart tourism. For that purpose, I will introduce the case of Japanese world heritage: VR utilization in Mietsu Naval Facility/三重津官軍所跡. We will clarify the challenges and success factors of smart tourism from open materials and experiences of field visits. Perhaps, as far as the author knows, this study would seem to be the first paper on cases of utilization of virtual reality in Mietu. The author would like to note this point.

Session 4

13:30-16:15, Feb. 13, 2017

Venue: Miró Room

Theme: Education Management and Evaluation

Session Chair: Prof. Tomokazu Nakayama

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

**After the session, there will be a group photo for all presenters in this session.

ID	Title+ Author's Name
EP0015 13:30-13:45	Organizational Image of the University: Students' Perceptions of the Organizational Image of Eskişehir Osmangazi University **Özcan Doğan** Eskişehir Osmangazi University. ESKİŞEHİR/TURKEY **Abstract:** This descriptive study aimed to find out the students' perceptions of the organizational image of Eskişehir Osmangazi University (ESOGU) at the end of their first academic year in the university campus. The study was carried out at the end of 2015-2016 academic-year. The population includes 1062 students who were studying English preparatory program from six departments, and the sample includes 364 students. The data were collected using "perceived organizational image scale" via GoogleI forms. This Likert type scale (ranges from 1- to 5) has seven dimensions which are (a) quality image, (b) program image, (c) sports image, (d) general outlook and physical infrastructure image, (e) social atmosphere image, (f) entertainment image and (g) accommodation-food image. The reliability co-efficient of organizational image scale is .94. The results showed that the organizational image of the university is at "moderate" level. The highest score was in the quality image and the lowest image was in the entertainment image. No significant difference has been found among the students from different departments. Based on the results, it is suggested that the university must publicise its facilities to the students in order to improve its image. Also, all the students

	(in their first year and last year of education) in the campus might be asked for their opinions in order to improve the image of institution.
EP0019 13:45-14:00	Effects of the Life Curriculum Integrating the Happiness Teaching and the Mind Mapping Teaching Methods on the Imagination for Second Graders Yue-Shi Yang, Chunyi Lee, Tsai-Feng Cheng, Ru-Chu Shih and **Shi-Jer Lou** Taiwan National Pingtung University of Science and Technology, Taiwan **Abstract:** This study aimed to assess the effects of the life curriculum integrating the happiness and the mind mapping teaching methods on second graders' imagination. A single set of experimental method was implemented in a class of 23 second graders for 2 hours a week, and lasting for 12 weeks in total. The life curriculum integrates different teaching methods, including the traditional teaching, the happiness teaching, the mind mapping teaching, and the happiness and mind mapping integration. Changes in imagination by observing the creative works done by the students were assessed. Qualitative analysis and students' responses and feedbacks in class were analyzed. After conducting five tests on the changes in the students' imagination, One-Way ANOVA was implemented to analyze the collected data. Through the integrating happiness and the mind mapping teaching into life curriculum, the findings of the study reveal that the imagination and creativity in the works of the students are greatly observed; the students' imagination has obviously improved; and the students have highly accepted this curriculum. Additionally, the happiness and mind mapping teaching method for imagination cultivation has been developed in this study.
EP0020 14:00-14:15	Construction of Indicators of the Self-Evaluation Capacity Building through Focused Group for Technical High Schools in Taiwan **Tsai-Feng Cheng,** Shi-Jer Lou, Shu-Fen Tseng and Ru-Chu Shih Taiwan National Pingtung University of Science and Technology, Taiwan **Abstract:** Evaluation is a beneficial means to maintain and enhance the quality of school management. Currently, the evaluation of technical high schools in Taiwan has been in the third stage. In order to encourage spontaneity and autonomous management of schools, self-evaluation should be actively planned and conducted. Yet, it is lack of appropriate indicators to assess self-evaluation capacity building for technical high schools in Taiwan. The evaluation capacity building (ECB) is a significant trend in the development of evaluation and it can be the important theoretical basis of self-evaluation capacity building for schools. This study aimed to explore the theoretical basis and literature of self-evaluation capacity building (SECB) for schools and to submit the revision of SECB for schools based on ECB; and to construct and amend the first draft of indicators of SECB for schools. To achieve these goals, the indicators of SECB for schools and its revised draft are extracted from literature, and indicators of SECB for schools are constructed through focus group interview with experts and scholars. The major findings of the study reveal that the indicators of SECB for technical high schools can be divided into 3 variables (input, intervening, and outcome variables), 6 categories (individual factor, organizational factor, organizational ability, organizational culture, output, and change), 15 dimensions, and 90 important indicators. Those indicators will be able to assist technical high schools and the administrative units to understand their capacity to build self-evaluation to improve the school performance.

EP0021-A 14:15-14:30	Effects of Integrating a Mobile App with an Advanced English Reading Course for College Students **Ru-Chu Shih,** Tien-Hsin Hsin and Tsai-Feng Cheng Taiwan National Pingtung University of Science and Technology, Taiwan **Abstract:** With the rapid growing and development of informational technology, ubiquitous learning (U-learning) and mobile assisted language learning (MALL) have been very popular for education settings nowadays. This study aimed to integrate a mobile App-LINE with an advanced English reading course for college students in Taiwan. A total of 52 sophomores from a technological university in Taiwan were participated for an 8-week study. Supplementary reading materials were sent to students' LINE App on their smart phones three times a week. The pre-test and post-test, the satisfaction survey questionnaire, and interviews are employed. All quantitative data were analyzed by the SPSS 19.0 version, including descriptive statistics, t-test, paired t-test, and ANOVA. The findings of the study indicate that the college students' English reading comprehension was significantly improved through LINE App assisted learning. Additionally, the students' learning interests and motivation are enhanced through LINE App assisted learning on their smart phones. The results of the study can be provided to English reading teachers for references.
EP0029 14:30-14:45	The Impact of Pedagogical Dissonance and Associated Resilience within a Foreign Sociocultural Context of Teaching Abroad **Boyd L. Bradbury** Minnesota State University Moorhead, USA **Abstract:** Through the lenses of dissonance theory, resilience theory, and educational best practices, this study provides a thematic analysis of pedagogical experiences of teacher candidates within a South African school to examine what the researcher has termed pedagogical dissonance, pedagogical resilience, sociocultural dissonance, and sociocultural resilience. A thematic analysis of teacher candidates' journals generated evidence of resilience to overcome dissonance within five categories related to pedagogy and a foreign sociocultural setting.
EP0035 14:45-15:00	Conceptualisations of 'Normal' for Persons with Disabilities in the Context of Special Education **Danielle McDougall** University of Exeter, United Kingdom **Abstract:** More than two decades since the signing of the Salamanca Statement, persons with disabilities are still left on the fringes of the education process within mainstream schools. Their full inclusion into regular education has been marred and obstructed by conceptualisations of normal held by educational practitioners and policymakers. Persons with disabilities have been 'othered' by educators and this othering has impeded the education they receive. Although disability is just one marginalised group in which conceptualisations of normal has been applied in society, the issue of functionality sets disability apart from those groups.

EP0047 15:00-15:15	Comparing the Eye Movements during Reading and Writing: A Pilot Study. **Mikimasa Omori** Showa Women's University, Japan **Abstract:** Reading is a complex behavior that requires individuals to make vocal responses accurately and fluently whereas writing requires us to move their hands with eye coordination. To read and write, eye movements are playing an important role. Previous research showed that poor eye movements reflect the poor reading skills and its comprehension. In writing, inadequate observing led participants make more errors and writing fluency also decreased. Previous researches have shown that eye movements patterns during reading and writing English were not much different. These study only used English and did not compare the difference across native (Japanese) and second languages (English). In this pilot study, we examined the eye movements patterns of reading and writing two language sentences for typically developing adults by using an eye-tracker. We compared the eye movements patters between reading and writing, Japanese and English, and meaningful and meaningless sentences. Results showed that the percentage of fixation duration per total duration in reading tests were larger than those in writing tests because writing tests took longer to accomplish a task. However, there was almost no difference in the number of fixation and mean fixation durations across tasks, languages, and meanings. Our results suggested that accurate and fluent behaviors in different response topographies would lead similar pattern of eye movements. We further need to examine whether students with developmental disabilities would also show the similar eye movements patterns and its improvement with their behavioral development.
EP0049 15:15-15:30	Reducing Student Anxiety: The Effects of Collaborative Learning through Computer Conferencing **Michiko Toyama and Kazumasa Mori** Bunkyo University, Japan **Abstract:** The purpose of this study is to explore the usefulness of computer conferencing for reducing foreign language anxiety, which could be triggered in foreign language learning and communication. Thirty-five learners of English in Japan participated in three collaborative learning sessions through computer conferencing. To each group, one Filipino teacher and four to five Japanese students were randomly assigned in every session. Before and after the group learning sessions of English, a thirty-nine item questionnaire was administered twice, to assess foreign language anxiety of the participants. Results show that the percentage of respondents who disagreed to anxiety statements increased after the learning sessions. The results of this study suggest that collaborative learning sessions using computer conferencing can be effective in alleviating learners' foreign language anxiety.
EP1004 15:30-15:45	The Visual Approach in Educational Projects **A.K. Dadykin,** V.A. Dibrova and I.H. Tahini Belarusian National Technical University, Minsk, Belarus **Abstract:** International complex projects in the field of education and training require the involvement of a number of experts from different countries, different branches of science and technology. Differences in terminology, methods and languages lead to significant difficulties in collaboration and mutual understanding. The main idea of the article is finding new ways to

	improve communication and mutual understanding, finding new ways of learning and teaching. The new results were obtained by using a visual approach and visual models and tools of systems analysis and information technologies. The text gives a detailed analysis of some basic scientific theories and provides visual models resulting from this analysis. These models formed the basis for the practical application of the visual approach for learning foreign languages for adult, and helped to create some computer applications, simulators and control systems of the learning process. The proposed visual approach to the display of the structure of scientific theories, a study of the general laws, previously hidden behind the words and terminology, and the application of these laws in the education and training systems is of considerable interest. The practical application of this approach in the experimental groups of adult learners showed very encouraging results and the prospect of further research and development in this direction.
EP0034-A 15:45-16:00	Investigation of Academic Procrastination Of High School Students **Nilüfer Çetin** and Esra Ceyhan Anatolian University, Turkey **Abstract:** The aim of the present study was to examine irrational beliefs, trait anxiety, self-regulation, age and general academic grade average predicted the academic procrastination of the high school students according to gender. Also, we investigated how the level of high school students' academic procrastination is and determined whether academic procrastination grade of high school students with different gender differentiate with regard to grade levels and type of schools. The sample consisted of 1607 high school students in Turkey. Two way analysis of variance and hierarchical multiple regression were used to analyze the data. The average of academic procrastination among high school students was 54.52 and SD = 13.51. Analysis of variance revealed male participants reported procrastinating significantly more than did female participants. Also, for man and woman, final year students generally reported procrastinating significantly more than students at other grade levels. Besides, the findings revealed that academic procrastination wasn't differentiated according to the type of schools. The results of regression analysis revealed that self-regulation is the strongest predictor of academic procrastination for all groups. For total and male sample, age, general academic grade average and irrational beliefs were significant predictors of academic procrastination following self-regulation while for female, general academic grade average and age were significant predictors of academic procrastination. Also, while irrational beliefs does not have any significant contribution to the prediction of academic procrastination only in female, trait anxiety does not have any significant contribution to the prediction of academic procrastination in all groups.
EP0042 16:00-16:15	Stereotype Threat among Latino School Age Children **Hui Chu** and Christia Spears Brown Purdue University Northwest, USA **Abstract:** Stereotype threat has been proposed as a potential explanation for the academic achievement gap. Although the achievement gap begins early in school, little research has examined whether susceptibility to stereotype threat exists for typical academic tasks in elementary school age children. The current study examined stereotype threat effect among

	first- and second-generation Mexican immigrant school-age children in the United States. Specifically, the study examined whether stereotype threat impacted Latino children's performance on a math task, and whether generational status and ethnicity salience served as moderators of the threat. Results indicated that the participants in the stereotype threat condition performed significantly worse on the math task than the participants in the control condition, especially if the participants' ethnicity was moderately salient. Students who did not perceive ethnicity to be salient and those who perceived ethnicity to be highly salient showed no differences across threat conditions.

16:15-16:30, Feb. 13, 2017	Coffee Break Venue: Saloon TV

Session 5

16:30-19:00, Feb. 13, 2017

Venue: Marina Room

Theme: Industry Management and 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.

**After the session, there will be a group photo for all presenters in this session.

ID	Title+ Author's Name
EB0012 16:30-16:45	Using Associative Petri Net with Over-sampling Techniques to Construct an Aviation Incident Prediction Model Hsiu-Sen Chiang, Tsung-Che Hsieh, Chia-Chen Chen, Neil Y. Yen, **Mu-Yen Chen** National Taichung University of Science and Technology, Taiwan **Abstract:** Most current research applying data mining techniques to aviation safety focus on the acquisition and selection of data attribute fields, while the selection and analysis of classification algorithms has been largely overlooked. This study seeks to address this gap as a means of identifying key factors which result in aviation fatalities. The study data is taken from the Accident/Incident Data System (AIDS) flight accident database, which comprises an imbalanced dataset. The Synthetic Minority Oversampling Technique (SMOTE) is used to minimize the impact of data imbalance on classification results for categories with small datasets. Feature attribute selection was implemented through information gain (IG). This study also develops an Associative Petri Net (APN) model for comparison against five other classification methods: which are Naive Bayes, BayesNet, Support Vector Machine (SVM), Decision Tree (C4.5), and Radial Basis Function Network (RBFN). IG is used to identify 10 important factors: Event City, Event State, Flight Phase, Aircraft Model, Aircraft Series, Operator, Primary Flight Type, Flight Conduct Code, Flight Plan Filed Code, and Nbr of Engines. Results show that our proposed APN model had the highest overall accuracy rate, F-measure score, G-mean score among all algorithms. APN is based on the Apriori algorithm to provide a rule-based concept. Thus using the APN algorithm to build the model could produce an expert system for flight accident prediction.

MS003-A 16:45-17:00	Research on Innovation Efficiency of China's Pharmaceutical Manufacturing Industry based on SBM Model with Unexpected Output Chen Wei and **Lin Chaoran** School of Economics and Management, Harbin Engineering University, Harbin, China **Abstract:** The pharmaceutical industry has been facing an important contradiction in human development for a long time. The rapid development of drug resistance and the slow progress of research and development of new drugs have made medicine manufacturing one of the world's most resource-intensive and most competitive high-tech industries. China is not an exception, its R & D expenditures in pharmaceutical manufacturing have been 10-fold increase within 10 years. But the Chinese pharmaceutical and pharmaceutical companies are faced with the low output of overall innovation, low technology content, and the lack of independent in intellectual property rights of drugs. The status quo of China's pharmaceutical industry shows that, while increasing investment in innovation resources in pharmaceutical manufacturing, we must also focus on improving the efficiency of innovation. Therefore, it is of great practical significance to study the innovation efficiency of pharmaceutical manufacturing industry. However, the current research on the innovation efficiency of pharmaceutical manufacturing industry has the following shortcomings: (1) Some scholars regard the input-output process as a "black-box" system, ignoring the intermediate links, phased features and internal structures, in order to reduce this loss of information, other scholars use two-stage or three-stage DEA model. However, this approach only divides the innovation process into "R & D" and "sales" stages, and still cannot explore the complex internal structure of the innovation process, which affects the accuracy of the innovation efficiency evaluation of the pharmaceutical manufacturing industry. (2) The traditional DEA model is a radial DEA model, which requires input and output indicators have the same ratio of change in the process of reaching the efficiency frontier. This requirement is not suitable for the analysis of the complex process of the interaction between elements. (3) Current research on innovation efficiency in pharmaceutical manufacturing ignores unintended outputs (bad outputs), and innovative output processes are often associated with bad outcomes. Omitting those bad outputs usually leads to overestimating output. In order to make up for the shortcomings of the existing research, this paper uses the Network DEA (NDEA) modeling to refine the internal structure of the innovation process, using non-radial SBM algorithm to relax the path requirements of the arrival efficiency frontier, using the patent application failure rate as the measurement of "Innovation wear and tear" of pharmaceutical manufacturing innovation as a unexpected output. In addition, this paper takes the medical manufacturing industry in 30 regions of China as the research object, uses the annual statistical data to obtain the efficiency results, analyzes the improvement direction of the innovation efficiency of the pharmaceutical manufacturing industry in each region according to the results, and puts forward the corresponding regional differences of the non-expected outputs as well as the improvement direction and the policy strategy.

MS014-A 17:00-17:15	Research on Invulnerability and Optimization of Technical Cooperation Innovation Network based on the Patent Perspective——A Case Study of New Energy Vehicles Wei Chen and **Chuanyun Li** School of Economics and Management, Harbin Engineering University, China **Abstract:** This thesis focuses on new energy vehicles and builds technical cooperation innovation network of the new energy vehicles based on patent perspective through establishing related technology patent search expression. This paper uses empirical simulation method to analyze invulnerability and optimization process of the actual technological innovation cooperation network. Results indicate that the harmfulness of unweighted degree value priority attack in new energy vehicles technical cooperation innovation network is stronger than the weighted and random attack and the attacks of the State Grid and other hub nodes have an important impact on the network invulnerability. During the network optimization process of three kinds of connection preference, this paper finds that without considering the weight of unweighted edges network, "weak"-"weak" connection is the best connection mode. However, considering the weight of the weighted edges network, "strong"-"weak" connection is the best mode. In addition, result of network optimization in unweighted network is better than the one in weighted network. Finally, we propose some countermeasures and suggestions to promote innovation network invulnerability capabilities of new energy vehicles technical cooperation.
MS020-A 17:15-17:30	Stability Analysis of PPP Mode in Infrastructure Construction based on Evolutionary Game Theory Demei Sun and **Feng Wu** School of Economics and Management, Harbin Engineering University, China **Abstract:** In order to promote international cooperation and stimulate economic growth, China put forward the "The Belt and Road" strategy, and established the Asian Infrastructure Investment Bank initially, making infrastructure construction become indispensable. However, due to the slow recovery of the world economic, the downward pressure of China's economic and many other reasons, infrastructure construction will meet a huge shortage of funds in the foreseeable future. Thus, it has significance for the introduction of the PPP Mode in infrastructure construction to ease the financial pressure on the government, to promote international cooperation, and to stimulate economic growth. However, in China, the application of PPP Mode in the field of infrastructure construction is still in the exploratory stage, and the feasibility of large-scale promotion has not yet been fully demonstrated. So, this paper divided the subject the various stakeholders of infrastructure construction under the PPP Mode, and construct evolutionary game model with taking government, enterprise and public consumer as the subject analyzed the survival situation of the PPP Mode in the system by introducing the Evolutionary Bionic Model. Finally, this paper simulates the system by using the MATLAB simulation tool, the results show: the PPP Mode of the system will ultimately survive in the system; the diffusion of the PPP Mode is influenced by the local government, enterprises and the public consumers; government preferential tax on the purpose of encouraging the investment of social capital

	should follow the principle of proportionality; the ranking of the three measures for the government to encourage the enterprise is tax preference > policies and legislation> the establishment of institutions. The conclusions of this paper are valuable for solving the problem of funding gap in infrastructure construction as well as the strategic choice of stakeholders of infrastructure construction.
MS025-A 17:30-17:45	The Impact of Urbanization on Carbon Emissions in China: Based on Provincial Panel Data Wei Kang, **Mingwei Chen** **Abstract:** With the worsening of the global environment, the problem of global climate change that caused by the emissions of greenhouse gases has aroused wide attention from all over the world. As the world's largest carbon emitter, China is experiencing tremendous international pressure to reduce emissions. It is necessary to research the specific influence and the regional difference of urbanization on carbon emissions in our country, and it is significant on promoting the development of urbanizations in our country and achieving goals of emissions reduction. This paper selects the Chinese 1997-2014 panel data of 30 provinces, then by using eight kinds of fossil energy consumption to measure carbon emissions. According to the S-shaped pattern of urbanization development, the selected provinces are divided into three regions: high level (>70%), medium level (50%-70%) and low (<50%). The study finally analyzed Chinese urbanization's effect on carbon emissions based on STIRPAT model and EKC, by using the method of panel cointegration analysis. The result shows that there is an inverted U-shaped pattern between urbanization and carbon emissions in China. The low urbanization level regions negatively affected carbon emissions while the high and middle urbanization level regions positively affected carbon emissions. This study concludes that it is necessary for China to take a path of low-carbon urbanization that match the characteristics of environmental resources and the level of economic development.
MS029 17:45-18:00	The Importance of Facilities Management in Value Management Process in Malaysia Nordiana Mohd Isa, **Syahrul Nizam Kamaruzzaman,** Othman Mohamed and Aini Jaapar Faculty of Built Environment, University of Malaya **Abstract:** This paper reports a systematic review of the importance of facilities management in the value management process in Malaysia based on eleven papers from 2005 to 2015. The findings identified a wider understanding of facilities management which covers all aspects of property, space, environmental control, health, safety and support services. In term of value management, it is essential in delivering sustainability to help clients achieve their requirements and maintaining a good relationship between the value and client. This paper apparently used the qualitative approach. The literature was collected and compiled from various publications and also previous research prior to the study area. This review tends to highlight better value for projects, product, and services through the importance of facilities management. This process of value management can be used as feedback and guidelines for the future.

MS032 18:00-18:15	On the Use of the Quality Function Deployment Matrix for Flexible and Quantitative Prioritization **Joao Silva** and Andre Domingos ISCTE-IUL, Portugal **Abstract:** The QFD methodology is totally directed to the client instead of the product, wherein the effort from all the involved departments allows the match between the client's requirements and the offered product. Therefore, it is necessary to determine the engineering characteristics that aim at satisfying those customer attributes. These engineering characteristics must be measurable, in order to provide analysis and optimization opportunities. Afterwards, the prioritization of these engineering characteristics is carried out so that they are performed in the most efficient way. Throughout the paper, the authors propose the design of a new simple, flexible and quantitative methodology of activities prioritization. Strategic planning is introduced in the QFD methodology of organization and proposes the minimization of possible incompatibilities that may arise between its capabilities and customer requirements. Business variables are introduced at different stages of the design in order to calculate with greater precision the value resulting from the prioritization and to allow nullity or uniformity of the relative importance of customer attributes. The qualitative fulfillment of the correlations of the QFD methodology is replaced by a quantitative aspect that aims to minimize the filling of errors and interpretation when using the methodology. At the end of the paper, an example of planning the design of a smartphone using the new methodology is given.
MS038 18:15-18:30	The Development of a Strategic Communication plan in Heavy Transportation Auto Part Manufacturing Factories **Farnoosh Javadian Farzaneh** University of Dubai, United Arab Emirates **Abstract:** This research proposal is a continuum of the master's dissertation with the title "What are the most Crucial Operational Risk Factors associated with a production line of Heavy Public Transportation Vehicle's Auto Part Manufacturing and Assembling Factories." Which concluded that communication is a very important yet neglected risk factor in assessing such manufacturing fields. Auto part manufacturing is a multibillion Dollars industry that has been growing by the years rapidly. Transportation manufactures faced three important factors of money, time and planning, which would not have been easy to be assessed by one single company, especially in producing such complex industrial features, thus companies that were specialized in making specific auto parts were created. In this research proposal two co-existing sister companies will be an empirical environment for the research at hand, to obtain the importance of using one of the most crucial risk factors, which is communication, in their strategic planning. The aim of the research would be to obtain a well-defined, technically accurate and step by step plan or model to assist communication planning in such fields.
MS203-A 18:30-18:45	Work – Life Balance Practices in the Healthcare Industry: The Case of East Malaysia **Oscar Dousin** & Ngan Collins **Abstract:** Numerous scholars concentrated on the study of work – life balance practices in organizations in recent years. Nevertheless, little research has focused on the relationship between perceived value of money, work – life balance practices and employee outcomes,

	namely employee well – being and work behaviours. It investigates the central question of "how does perceived value of money impact the relationships between work – life balance practices, employees outcomes and why?" among medical professionals in East Malaysia inclusive of two states, Sabah and Sarawak. This research employs sequential mixed methodology with two phases of data collection. In phase one quantitative method was conducted to measure the effect of work – life balance practices and perceived value of money on employee outcomes using 495 usable questionnaires gathered from medical professionals in both states. Outcomes of hierarchical regression analysis showed that most of the relationships between work – life balance practices and employee outcomes were significantly correlated. However, perceived value of money does not moderate most of the relationships in this study. In order to understand the relationships, phase two (qualitative method – semi structured interviews) was employed in order to contribute to knowledge about the salience of work – life concepts in the context of the healthcare industry in East Malaysia. Theoretical and practical implications on HRM practices in Malaysia's emerging economics were discussed.
EB0017 18:45-19:00	The Impact of Anchor Investors on Dividends: Do Exchange Traded Funds Determine Dividend Policies in Germany? **Sebastian Kuhlmann** FOM University of Applied Sciences, Germany **Abstract:** A broad and growing body of literature investigates the influence of equity-based agency costs on dividend policies all around the world. Given that the 2008 financial crisis has shifted investors' affinity from active investment funds to cheap, passive Exchange Traded Funds (ETFs), the present paper expands the established view on dividend policies by controlling the influence of anchor investors such as ETFs. Basically, the theoretical impact is ambiguous: On the one hand ETFs are passive in nature and predominantly aim to replicate the composition of an index with the least possible tracking error. Consequently, it is not their primary objective to exercise control. On the other hand, those kinds of passive investors are participating in the company over a long period of time; they hold permanent positions until the composition of the index changes. Accordingly, if it is not an option to sell shares, the exercise of control rises in significance. Using the Heckman Two-Step approach, it is found that block equity investors that hold at least 50 per cent of the companies' outstanding shares reduce the probability of paying out a dividend. Correspondingly, dividend yields decrease if 25–50 per cent of the outstanding shares are held by the largest equity claimant. The results show that concentrated ownership goes hand-in-hand with superior information and dividends are more dispensable for signaling purposes. Even though their importance increased considerably after the financial crisis, no statistically significant influence of anchor ETF investors on dividends could be detected for German prime standard issuers between 2007 and 2014.

Session 6

16:30-19:15, Feb. 13, 2017

Venue: Miró Room

Theme: Computer Simulation and Reliability Management

Session Chair:

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

**After the session, there will be a group photo for all presenters in this session.

ID	Title+ Author's Name
MS004-A 16:30-16:45	Optimal Condition-Based Maintenance and Inventory Policy in A Continuously Monitoring System using Simulation Optimization **You-Ying Chen,** and Kuo-Hao Chang National Tsing Hua University, Taiwan **Abstract:** This paper considers condition-based maintenance and spare parts inventory policy simultaneously for a system consisting of different machines and components. The degradation of the components are modeled by Gamma process. By the sensors on the components, we continuously monitor the degradation level of the components, and once the degradation level exceeds the predefined degradation thresholds, imperfect repair maintenance or replacement maintenance are performed. A simulation-based optimization approach is proposed to find the optimal components inventory policy and degradation level thresholds of components. The proposed approach is based on Stochastic Trust-Region Response Surface Method (STRONG), coupled with the Kriging metamodel and the Nelder-Mead simplex method. We expect that the proposed model and the method can achieve minimized maintenance cost.
MS005-A 16:45-17:00	Large-Scale Quantile-based Simulation Optimization using Efficient Factor Screening **Ying-Hsuan Lu,** Liam Y. Hsieh, and Kuo-Hao Chang National Tsing Hua University, Taiwan **Abstract:** Screening experiments are often conducted before optimization in order to reduce computation resources needed for identifying the important factors of the problem. In the literature, factor screening and simulation optimization approaches mostly adopted expectation as performance measures. The methodologies that are focused on other alternatives, however, are difficult to develop due to a lack of nice statistical properties as expectation... Quantile is an important alternative to the expectation for spatial data and moreover, it enables risk control. In this study, we propose a novel approach that integrates efficient quantile-based factor screening methods into the framework of STRONG, which is a newly-developed Response-Surface-based framework, for large-scale quantile-based simulation optimization problems. The quantile-based factor screening methods can effectively control the Type I error and enable the large-scale quantile-based simulation optimization problems to be solved efficiently when it is integrated into STRONG.
MS006-A 17:00-17:15	An Adaptive Pattern Search Algorithm for Optimization Problems with CvaR Constraints **Yuan-Yuan Liu** and Kuo-Hao Chang National Tsing Hua University, Taiwan **Abstract:** Conditional value at risk (CvaR) is often used to measure and manage risks in financial engineering. In this paper, we consider optimization problems with CvaR constraints.

	Due to the profound randomness and complexities, the CvaR constraints can only be estimated by stochastic simulation. We propose a new algorithm, called adaptive pattern search (APS) that is based on the pattern search method in the literature but further incorporates efficient modifications, including the determination of the moving directions, to enable the problem to be solved efficiently. Moreover, we applied Latin hypercube sampling (LHS) to determine a set of solutions for the algorithm to get started for better search of the optimal solution and the importance sampling (IS) to reduce the required number of simulation observations when estimating CvaR. A numerical study shows that the proposed algorithm is efficient and is worthy of further investigation.
MS007-A 17:15-17:30	Solving Minimum Cost Redundancy Allocation Problem using Simulation Optimization **Chi-Ping Lin,** and Kuo-Hao Chang National Tsing Hua University, Taiwan **Abstract:** Redundancy allocation problem (RAP), which aims to minimize the system total cost subject to some constraints on system reliability, represents an important problem in system design with many applications in areas such as electronic systems, power systems, telecommunication systems and manufacturing systems. In this paper, we extend RAP to a more generalized situation, First, the network topology is generalized, i.e., the components in the system can be of any logical relationship. Second, there exist chance constraints that the overall system reliability is required to exceed a prescribed value. We propose an efficient simulation optimization method. We expect that the proposed method can locate the optimal solution more efficiently compared to the existing methods.
MS008-A 17:30-17:45	A New Particle-Swarm-Based Simulation Optimization Method for Generalized Redundancy Allocation Problem **En-Ping Chen** and Kuo-Hao Chang National Tsing Hua University, Taiwan **Abstract:** The redundancy allocation problem (RAP) is an important reliability optimization problem and has been an active area for the past decades. In literature, most of these system reliability problems are considered in series-parallel where the reliability of each components is considered as a precise value. Generalized redundancy allocation problem (GRAP) extends RAP to a more realistic situation where the reliabilities of the components are stochastic in nature and the system can have a complex network structure, for example, its components are connected with each other neither in series nor in parallel but in some logical relationship. In this paper, we proposed a new formulation of GRAP where the reliability of each component is modeled as a random variable with unknown distributions and developed particle-swarm-based simulation optimization method (PSO) to identify the optimal solution efficiently.

MS009-A 17:45-18:00	Design of an Acceptance Sampling Plan based on Truncated Life Test under Quasi Lindley Distribution **Nien-Yun Wu,** Chien-Wei Wu Department of Industrial Engineering and Engineering Management, National Tsing Hua University, Taiwan **Abstract:** Nowadays, the quality of product has become more and more important. A well designed sampling plan can ensure the quality of the product and also use less samples. In this paper, we proposed am acceptance sampling plan under quasi Lindley distribution for the truncated life test. Generally speaking, most of the lifetime distribution follow exponential distribution, Weibull distribution, and so on; however, some researchers proposed that Lindley distribution fits better than those distributions. In this paper, the sample size and the acceptance number are decided by considering both the producer's risk and the consumer's risk under specific acceptable quality level and rejectable quality level at the same time. Some tables are also provided for different acceptable quality level, rejectable quality level, producer's risk and consumer's risk. In the end of research, the real example demonstrates the application of the proposed sampling plan.
MS010-A 18:00-18:15	Developing an Acceptance Sampling Plan based on the Lifetime Performance Index for Weibull Distributed Products with Type II Right Censored Data **Yi Ying Hsieh,** Chien Wei Wu Department of Industrial Engineering and Engineering Management, National Tsing Hua University, Taiwan **Abstract:** Acceptance sampling is widely used in practice to determine whether the submitted lot should be accepted or not. Many sampling plans are developed under the assumption of normality. However, the lifetime data of electronic products might not follow a Normal distribution. Besides, owing to the limited time, it is not possible to get the complete lifetime of all items. Therefore, this paper considers the products lifetime with a Weibull distribution based on type II right censored samples and develops a sampling plan on the lifetime performance index - .Then combine the two-point condition on the operating characteristic (OC) curve, which meets the desired quality levels and allowable risks by the producer and the consumer simultaneously. The step-by-step procedure and tables of plan parameters are also provided for practitioners as the criterion of product acceptance.
MS011-A 18:15-18:30	A Variables Repetitive Group Sampling Plan with the Stopping Rule for Lot Sentencing **Yu-Hsiang Tsai,** Chien-Wei Wu Department of Industrial Engineering and Engineering Management, National Tsing Hua University, Taiwan **Abstract:** This paper aims to construct a variables repetitive group sampling (RGS) plan with the stopping rule when the quality characteristic follows a normal distribution and has two-sided specification limits. Through the limitation of maximum resampling times, the designed sampling plan is able to overcome the problem that the average sample number (ASN) of conventional RGS plan might exceed single sampling plan while the product quality is between RQL and AQL. In the proposed sampling plan, the operating characteristic function is derived by using the exact sampling distribution rather than approximation approaches. The

	plan parameters are calculated by solving optimization model and tabulated under benchmarking quality levels and preset risks for practical applications. The performance of the proposed plan is examined and compared with the existing sampling plans.
MS013-A 18:30-18:45	A Product Acceptance Determination Method for the Exponential Lifetime Products under Progressively Type II Right Censored Data **Ming-Han Kuo** and Chien-Wei Wu Department of Industrial Engineering and Engineering Management, National Tsing Hua University, Hsinchu. Taiwan **Abstract:** Acceptance sampling plan is a widely used tool for lot sentencing. Process capability indices are useful to measure the performance of a process. As for products like electronic components, the lifetime is a main measurement of quality, and the lifetime performance index is used to measure the larger-the-better type quality characteristic. In the field of lifetime testing, experiments might be ended before all failures of units are observed, and there might be accidental losses of units during experiments. Hence, the progressive type II right censoring arises in practice. In this paper, under the scheme of progressive type II right censoring with the exponentially distributed data, a single sampling plan is developed by using the maximum likelihood estimator (MLE) of the lifetime performance index. An operating procedure of the proposed sampling plan is provided for practical use. Finally, an applied example is presented to illustrate the use of the proposed sampling plan in practice.
EP0041 18:45-19:00	A Model Proposal for the Evaluation of KG Students' Achieving the Learning Outcomes Celal Yigit, Hatice Adiyaman and **Melike Ozyurt** Gaziantep University, Turkey **Abstract:** The aim of this study is to put forward a modal proposal to evaluate pre-school students' achieving the learning outcomes and assess the effectiveness of this model. The study is both quantitative and qualitative and an example of case study. Teacher interview forms were used to gather teachers' ideas about the effectiveness of the model proposed and what was in progress prior to the model. In order to determine the items in the scale, initially a literature review was conducted to analyze the developmental characteristics, learning outcomes and indicators in the pre-school curriculum of the Ministry of National Education (MoNE) and such international pre-school programs as Montessori, High Schope, PYP, Regio Emilio. An item pool was created using the learning outcomes in the MoNE's curriculum, the indicators measuring the goals coinciding with these learning outcomes and teachers' suggestions regarding the field. The propositions were studied by the researchers.
EP0050 19:00-19:15	Unfiltered: The Effect of Media on Body Image Dissatisfaction **Andrea Stefania Levano Reategui** and Robert Palmer Bishops University, Canada **Abstract:** With the onslaught of marketing and media – especially now being widely available and seen to youth, the idea of what is an ideal body type is widely being reported. With youth already facing many challenges of trying to understand and come to terms with the new online world, youth are taking often dangerous measures to fit a prototype. The focus of this study examines young dancers to determine the methods by which they form their idea about body image. As shown by the results, these children face significant challenges and often utilize

	unsafe health practices. This study examines and identifies potential issues and steps to build resiliency among children.

19:30–21:00, Feb. 13, 2017	Dinner Banquet Venue: Saloon TV

Listeners' List

Listener 1	**Ashwaq Almutairi**
Listener 2	**Noah Ampong** Working at Controller & Accountant General's Department, Ghana
Listener 3	**Chien-Wei Wu** Department of Industrial Engineering and Engineering Management, National Tsing Hua University, Taiwan
Listener 4	**Namhyoung Kim** Gachon University, Korea
Listener 5	**Myoungshic Jhun** Korea University, Korea
Listener 6	**Kuo-Hao Chang** National Tsing Hua University, Taiwan
Listener 7	**Abrar Yousef Mohammad Khuraibet** Kuwait Oil Company (KOC), Kuwait

Call For Papers

2017 4th International Conference on Humanity and Social Sciences (ICHSS 2017) is the main annual research conference aimed at presenting current research being carried out. ICHSS 2017 will be held in Macau during May 6-8, 2017 by IEDRC. ICHSS 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 Humanity and Social Sciences, and discuss the practical challenges encountered and the solutions adopted.

Publication

International Journal of Social Science and Humanity (IJSSH)

ISSN: 2010-3646

DOI: 10.18178/IJSSH

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

Important Dates

Submission Deadline	Before March 15, 2017
Acceptance Notification	on April 5, 2017
Registration Deadline	Before April 25, 2017
Conference Date	May 6-8, 2017

2017 International Conference on E-Business and Internet (ICEBI 2017) will be held in Taichung, Taiwan during May 25-27, 2017. ICEBI 2017 focuses on cutting-edge results in E-Business and Internet. It aims to bring together scientists, researchers and students to exchange novel ideas and results in all aspects of E-Business and Internet.

Publication

Publication in Proceedings. Submissions will be peer reviewed by conference committees, and accepted papers will be International Conference Proceedings Series by ACM, which will be archived in the ACM Digital Library, and indexed by Ei Compendex and Scopus and submitted to be reviewed by Thomson Reuters Conference Proceedings Citation Index (ISI Web of Science).

Publication in Journal. Submissions will be peer reviewed by conference committees, and accepted papers will be International Journal of e-Education, e-Business, e-Management and e-Learning (IJEEEE), (ISSN: 2010-3654), which will be indexed by Engineering & Technology Digital Library, Google Scholar, Electronic Journals Library, QUALIS, ProQuest, EI (INSPEC, IET).

Important Dates

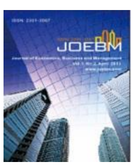
Submission Deadline	March 1, 2017
Acceptance Notification	March 20, 2017
Registration Deadline	April 10, 2017
Conference Date	May 25-27, 2017

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

Accepted and registered full papers of ICIBM 2017 will be published into one of the international journals as below:

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 March 1, 2017 (Full paper)
Acceptance Notification	March 20, 2017
Registration Deadline	April 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.

Publication

Accepted and registered full papers of ICTES 2017 will be published into one of the international journals as below:

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 (IJIET, ISSN: 2010-3689, DOI: 10.18178/IJIET) 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 10, 2017 (Full paper)
Acceptance Notification	on April 5, 2017
Registration Deadline	Before April 25, 2017
Conference Date	June 23-25, 2017

2017 7th International Conference on Education, Research and Innovation

Welcome to the official website of the 2017 7th International Conference on Education, Research and Innovation (ICERI2017), which will be held during August 6-8, 2017, in Taipei, Taiwan.

ICERI 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, Research and Innovation, 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 Education, Research and Innovation and related areas. For more details of the conference schedule, please feel free to contact us at iceri@iedrc.org. The full version of program will be given on Mid July.

Publication

For papers submitted for the ICERI 2017, we offer two options of publication as follows:

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

Option B: 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.

Important Dates

Submission Deadline	Before March 20, 2017
Acceptance Notification	On April 10, 2017
Registration Deadline	Before April 30, 2017
Conference Date	August 6-8, 2017

Note

Note