IEDRC

2017 IEDRC Ho Chi Minh Conferences

CEBMM 2017	
	ICEMI 2017
ICLLA 2017	

Ho Chi Minh, Vietnam/ Feb 22-24, 2017

Venue: EdenStar Saigon Hotel

ADD: 38 Bùi Thị Xuân, Quận 1, TP. Hồ Chí Minh

Web: www.edensaigonhotel.com

Welcome Remarks

On behalf IEDRC, we welcome you to Ho Chi Minh, Vietnam to attend 2017 6th International Conference on Economics Business and Marketing Management (CEBMM 2017), 2017 6th International Conference on Education and Management Innovation (ICEMI 2017) and 2017 4th International Conference on Linguistics, Literature and Arts (ICLLA 2017). We're confident that over the three days you'll get theoretical grounding, practical knowledge, and personal contacts that will help you build long-term, profitable and sustainable communication among researchers and **practitioners working in a wide variety of scientific areas with a common interest in Economics Business and Marketing Management, Education and Management Innovation, Linguistics, Literature and Arts.**

On behalf of Conference Chair and all the conference committee, we would like to thank all the authors as well as the Program Committee members and reviewers. Their high competence, their enthusiasm, their time and expertise knowledge, enabled us to prepare the high-quality final program and helped to make the conference a successful event.

Once again, thanks for coming to this conference, we are delegate to higher and better international conference experiences. We will sincerely listen to any suggestion and comment; we are looking forward to meeting you next time.

Take a look at some of what these Conferences offer you…

- 3 sessions, on topics as Linguistics, literature and Art, Educational Management and Innovation, Economics, Business and Marketing
- Inspiring and thought-provoking keynote speeches: Prof. Sean Watts from RMIT Int'l University Vietnam and Prof. Vilmante Kumpikaite-Valiuniene from Kaunas University of Technology, Lithuania and Assoc. Prof. Mohd Nazri Bin Latiff Azmi from Universiti Sultan Zainal Abidin, Malaysia.
- Plenty of opportunities to network and forge connections with your fellow attendees from across the globe, including Keynote speeches and Oral presentation Sessions.

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Instructions for Oral Workshop

***One best presentation will be selected from each session, the best one will be announced and award the certificate at the end of each session.**
***The Session Chair will have a signature on the certificate and conference seal**

Devices Provided by the Conference Organizer:

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

Materials Provided by the Presenters:

- ✧ **PowerPoint or PDF files**

Duration of Each Presentation

- ✧ **Regular Oral Session: about 15 Minutes of Presentation including Q&A.**
- ✧ **Keynote Speech: 45 Minutes of Presentation including Q&A.**

About Dress Code

All participants are required to dress formally. Casual wear is unacceptable.

Keynote Speakers

Prof. Sean Watts

Advisor/Lecturer Int'l Mgmt/Mktg RMIT University Asia Graduate Centre Centre of Commerce and Management RMIT Int'l University Vietnam

Sean Watts is a Canadian businessman, advisor, & academic that lectures & researches at RMIT Univ., Vietnam. Previously, he was Professor of Management, & Chair of Business & Economics at Yonsei Univ., EIC, Korea. He worked in Canada & various places as visiting professor including USF, USA, Katmandu, Kibera (Kenya), & Korea. He worked internationally since 1992 & with 128 countries. His main doctoral dissertation is in international management & info systems. He published several books & numerous articles with impact factors up to 12.406. He specializes in corporate governance, cross cultural management, & training programs, especially with social media, MIS, & big data. He worked with rich & poor individuals, SMEs, & big organizations, including universities, the UN, Samsung, Korean Ministry of Justice, Seoul Government, & Applied Materials (when the World's largest semiconductor equipment maker grew revenue from $200,000,000 to $1.08 billion, in one year).Speech Title: Enriching Engineering Curriculum with Courses on Cutting-Edge Technologies

Speech Title: Innovations in Corporate Education, Culture, Mobility, Technology and Management in Asia and North America: A Study of Apple and Samsung

Abstract: This paper argues that national culture plays a role in educating and constructing the management in nations and that one model is not universally applicable. Eastern firms, such as Vietnam, are innovatively surpassing developed countries, such as USA in OECD PISA test scores, and still adopting Western management while Western companies are likewise innovating Eastern styles into their own corporate culture.

Samsung Electronics and Apple, Inc. are used as case study examples. Results of the article is that while both companies contain Eastern and Western business practices, the location of the organization determines which type of practice dominate.

Prof. Vilmante Kumpikaite-Valiuniene

Kaunas University of Technology, Lithuania

Vilmante Kumpikaite-Valiuniene is a professor of the department of Management and a head of International migration research center of Economics and Business School at Kaunas University of Technology, Lithuania, the EU. She gained Bachelor's degree in Personnel Management in 1997, Master's degree in Quality Management in 1999 and PhD in Management and Administration in 2004 (all at Kaunas University of Technology, Lithuania). Her major field of studies is emigration's reasons. She worked as engineer and a consultant in "Telebaltikos konsultacija" in Kaunas (Lithuania) in 1998-2002 and a DIRECTOR of educational international company "CET BALTICA" in 2006-2010. She is an author and coauthor of more than 70 scientific publications. Prof. Vilmante Kumpikaite-Valiuniene is a fellow of International Economics Development and Research Center (IERDC), a member of Academy of Management (AOM), European Academy of Management (EURAM), European Group for Organizational Studies (EGOS), a member of committees and a key speaker in International conferences. Her research interests include international migration, intercultural differences, human resource training and development, modern learning/teaching methods and moral values in business.

Speech Title: Migrant investment to their country of origin

Abstract: Many migrants make substantial career investments and contributions to the economies of host countries where they live and work. Whenever migrants' countries of origin are not direct beneficiaries of migrant periods of employment, formally and informally, there exist a variety of ways that migrant countries' governments and businesses can facilitate positive outcomes. Many migrants express some nostalgia to their home country and have an willingness to invest physical, intellectual, social and cultural capital in their home communities.

This presentation is based on introduction of types of migrants' investments to their country of origin and motivation to do this. The main focus is to present the potential of virtual work contracts where migrants continue to remain living and working in foreign countries, but undertake short-term or long-term virtual work assignments that are of potential benefit to their respective countries of origin. A survey on issues of migration and virtual working was conducted for six weeks in late 2016 achieving 3,022 respondents in Lithuania. Results revealed that virtual work has potential benefits for migrants and their country of origin. Deeper results, such as migrants' motivation and relation with their demographic data will be discussed during presentation.

Assoc. Prof. Mohd Nazri Bin Latiff Azmi

Universiti Sultan Zainal Abidin, Malaysia

Before being an English language lecturer at Universiti Sultan ZainalAbidin (UniSZA) Malaysia, Mohd Nazri was a school teacher who taught at both primary and secondary schools for about 12 years. He was also appointed as the English Language District Officer for about 5 years, who was in charge of developing the language curriculum and programs for his district, handling courses for English teachers and students, and also monitoring the academic development among school students. At UniSZA, he held several posts such as Head of English Language Department and Dean of a faculty. His specializations are on literacy and comparative literature studies. He attended several long term professional courses in education and comparative literature in the USA and Portugal. He has been a keynote speaker at several international conferences in Asia and presented more than 15 papers inside and outside Malaysia and published more than 15 papers in indexed journals. His passion towards education and literature is overwhelming due to realizing that language is a beautiful art and education is the root of any civilization.

Speech Title: Literature and Critical Thinking...How do They Fix?

Abstract: All human beings are capable of expressing themselves in the symbols of language and at the same time literature is self-expression. Whatever the emotion, great literature gives pleasure. Therefore, the main objective of this paper is to highlight that the teaching literature can give an essential contribution to the development of critical thinking and self-identity. Literature is no longer just a corpus or grouping of texts in their totality, but is a system, the constituents of which are in reflexive refraction in various modes and forms of interrelationships. The goal of teaching literature is to introduce students to a diverse selection of literature with a focus on various genres by world authors and poets. Students are encouraged to inspire in their own meaningful and relevant responses to the literature through the planning and development of response activities allowing them to express themselves through language arts, fine arts, dramatic arts and music, which tend to be the more neglected areas of the current curriculum with its emphasis on academic achievement. Many studies have shown that the teaching of literature means the teaching of empathy, critical thinking, and creative thought through literature. So the purposes of this paper are to discuss the impacts of using literature in education and to determine the relationships between literature and critical thinking. Hopefully, people (especially students and teachers) will appreciate and recognize the beauty and benefits of learning literature.

Simple Timing Map

<table>
<tr><td>Day 1</td><td colspan="2">February 22, 2017 (Wednesday)
< 10:00-17:00 ></td></tr>
<tr><td></td><td colspan="2">Venue: EdenStar Saigon Hotel</td></tr>
<tr><td></td><td colspan="2">Arrival Registration & Materials Collection</td></tr>
<tr><td rowspan="6">Day 2</td><td colspan="2">February 23, 2017 (Thursday)
<9:30-18:00></td></tr>
<tr><td colspan="2">Venue: EdenStar Saigon Hotel</td></tr>
<tr><td colspan="2">Arrival Registration, Keynote Speech and Authors' Presentation</td></tr>
<tr><td>Time</td><td>Items</td></tr>
<tr><td>9:30-9:35
< Venue: Panorama Room-11th Floor ></td><td>Opening Remarks (Prof. Sean Watts)</td></tr>
<tr><td>9:35-10:20
< Venue: Panorama Room-11th Floor ></td><td>Keynote Speech I
Prof. Vilmante Kumpikaite-Valiuniene
Kaunas University of Technology, Lithuania

Speech Title: Migrant investment to their country of origin</td></tr>
<tr><td>10:20-10:40
< Venue: Panorama Room-11th Floor ></td><td>Coffee Break & Group Photo</td></tr>
<tr><td>10:40-11:25
< Venue: Panorama Room-11th Floor ></td><td>Keynote Speech II
Prof. Sean Watts
RMIT Int'l University Vietnam

Speech Title: Innovations in Corporate Education, Culture, Mobility, Technology and Management in Asia and North America: A Study of Apple and Samsung</td></tr>
</table>

	11:25-12:10 **< Venue: Panorama Room-11th Floor >**	**Plenary Speech** **Assoc. Prof. Mohd Nazri Bin Latiff Azmi** **Universiti Sultan Zainal Abidin, Malaysia** **Speech Title:** Literature and Critical Thinking...How do They Fix?
	12:10-13:30	**Lunch** **<Mango Restaurant>**
	13:30-18:15	**Authors' Presentations**
	18:15	**Dinner** **<Mango Restaurant>**

Tips: Please reach conference room 30 minutes before the session beginning to upload PPT.

Day 1, February 22, 2017 (Wednesday)

Registration **10:00 - 12:00** **14:00 - 17:00**	**Venue: EdenStar Saigon Hotel** **<Lobby>**
Arrival, Registration and Conference Materials Collection	

Day 2, February 23, 2017 (Thursday)

9:30-9:35 **< Venue: Panorama Room-11th Floor >**	**Opening Remarks**	**Prof. Sean Watts** **RMIT Int'l University Vietnam**
9:35-10:20 **< Venue: Panorama Room-11th Floor >**		**Keynote Speech I** **Prof. Vilmante Kumpikaite-Valiuniene** **Kaunas University of Technology, Lithuania** **Speech Title:** Migrant investment to their country of origin
10:20-10:40 **< Venue: Panorama Room-11th Floor >**	**Coffee Break & Group Photo**	
10:40-11:25 **< Venue: Panorama Room-11th Floor >**		**Keynote Speech II** **Prof. Sean Watts** **RMIT Int'l University Vietnam** **Speech Title:** Innovations in Corporate Education, Culture, Mobility, Technology and Management in Asia and North America: A Study of Apple and Samsung

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<tr><td>12:10-13:00</td><td colspan="3">Lunch
< Mango Restaurant></td></tr>
<tr><td rowspan="2">13:00-15:00</td><td colspan="3">Authors' Presentations</td></tr>
<tr><td colspan="2">Session I
(Economics, Business and Marketing)

<13:00-15:00>
< Panorama Room-11th Floor ></td><td>Session II
(Educational Management & Innovation)

<13:30 -15:00>
<VIP Room-G floor ></td></tr>
<tr><td>15:00-15:15</td><td colspan="3">Coffee Break</td></tr>
<tr><td>15:15-18:15</td><td colspan="2">Session III
(Economics, Business and Marketing)

<15:15-18:00>
< Panorama Room-11th Floor ></td><td>Session IV
(Linguistics, literature and Art)

<15:15-17:45>
<VIP Room-G floor ></td></tr>
<tr><td>18:15</td><td colspan="3">Dinner
< Mango Restaurant></td></tr>
</table>

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

Session One

< Economics, Business and Marketing >

13:00 – 15:00pm / Venue: Panorama Room-11th Floor

<Coffee Break: 15:00 - 15:15>

Session Chair: Prof. Vilmante Kumpikaite-Valiuniene from Kaunas University of Technology, Lithuania

MM2001 13:00-13:15	Detection and Prediction of Managerial Fraud in the Financial Performance of Indonesian Banks **Farah Margaretha** and Bayu Mahendra *Faculty of Economics and Business Trisakti University, Indonesia* **Abstract:** Focus of this study is to know the influence of ratio financial that used by Federal Deposit Insurance Corporation to possibility of fraud managerial in banks that enrolled in the Indonesian stock exchange and commits iniquity in 2014 that is viewed through the annual report of 2014. This study used regression logistics, three groups of the ratio financial namely performance, growth, and capital tested with data from the financial statement in the period three years before the fraud managerial. The ratio performance and the ratio growth indicatesignificant influence of its impact of fraud. Extreme ratio performance where it is too high or too low will encourage the possibility of fraud. Rapid growth ratio will also encourage the possibility of fraud cheating. The result of this study, manager, investors, as well as government expected to be more cautious in doing financial analysis ratios. Manager must be able to maintain the stability of financial bank ratios to reduce the risk of fraud. Investors should be more carefully in doing financial analysis ratio to get optimal return in investment. The government should be able to make the regulations to minimize the possibility of fraud.
MM3005 13:15-13:30	The Impact of Tax Reform on the Hospitality Sector: Some Evidence of the Republic of Croatia Dean Sinković, Marinko Škare,and **Tea Golja** *University of Pula, Zagrebačka* **Abstract:** In the 2017 the Croatian Parliament has passed a vote to the change of the existing Value Added Tax Law. According to the new Law, the value added tax rate (VAT rate) for the businesses in the hospitality sector (applied to catering services particularly – restaurants and bars) increased from 13% to 25% as of 1st of January

	2017. In this paper authors argument that the increase in VAT for catering services will have negative influence on the tourism sector and consequently will possibly slow Croatian economy which is heavily dependent on tourism. This increase will negatively influence the price competitiveness and the overall competitiveness of the tourism sector. According to the latest Travel and Tourism Competitiveness Report 2015, Croatia has been ranked 33rd out of 141 countries (scoring 4.3 of 7). Looking at the price competitiveness pillar which measures how costly it is to travel and invest in the country, Croatia has been placed on 101st place. Claiming that business operating in the catering industry did not take advantage of the preferential (lower) VAT rate of 10% (01/01/2013) and 13% (01/01/2014) to increase its competitiveness cannot be accepted. The employment cycle in the tourism sector began with the targeted VAT relief on catering services in 2013. The research results have shown the existence of strong correlation between accommodation and catering services, particularly when it comes to the creation of new jobs and protection of existing ones. Delving into the relationship between taxation and the profit margin, authors conclude that Croatian businesses operating in the catering industry do not have space to amortize shocks derived from the increase of VAT tax to 25%. The only way to amortize shocks would be the price increase or the decrease of product/services quality. This can only result in the loss of the competitiveness of the tourism sector.
MM0001 13:30-13:45	The China Puzzle: Theory and Evidence on the Behavior of Chinese Exports during the 2008-2009 Global Financial Crisis **Hang-Wei Hao** *Department of Economic at Valparaiso University, USA* **Abstract:** Many studies link the recent collapse in trade during the 2008-09 financial crisis to a decrease in the demand for durable and investment goods in crisis-hit countries. Thus, a remarkable feature of the recent collapse in international trade is that China's export sectors – for which the crisis-hit U.S. and Europe are the primary destinations – appear much less affected than their counterparts in other exporting countries. This paper explains the puzzle by documenting a new stylized fact: China's processing exports fell much less than ordinary trade during the 2008-09 financial crisis, even conditioning on industry and demand in the destination country. It then investigates a range of explanations for the special behavior of processing trade
MM0005 13:45-14:00	Factors of Event Sponsorship Affecting Customer's Brand Trust and Word Of Mouth - A Case of Toyota, Vietnam **Mai Ngoc Khuong** *International University - Vietnam National University, Ho Chi Minh City, Vietnam* **Abstract:** This research was conducted to examine how sport sponsorship affected customer's brand trust and word of mouth towards the sponsor's products. Quantitative approach was applied with 227 respondents who are customers of Toyota and sport fans watching V-league football champion in Binh Duong Province. The results supported the belief that marketing communication tools as sponsorship is suitable technique for

	Toyota because of development strongly brand trust and increasing recommendation for the sponsor's product. In other words, the participants had positives attitude and strong connection between sponsor and sponsored event and it was suggested that practical implications for both sport sponsorship marketers and sponsors in order to maximize its value.
MM0006 14:00-14:15	Factors Affecting Tourist Destination Satisfaction and Return Intention – A Study in Ho Chi Minh City, Vietnam Mai Ngoc Khuong and **Pham Anh Nguyen** *International University - Vietnam National University, Ho Chi Minh City, Vietnam* **Abstract:** The research was conducted with the overall purpose of exploring factors affecting tourists' destination satisfaction and how well these factors affected to the tourist's return intention when visiting Ho Chi Minh City. The main used methods in this research was quantitative approaches, with statistical applied techniques such as exploratory factor analysis, multiple regression analysis and path analysis to test the indirect effects of variables on a sample of 1,673 respondents who were foreign tourists staying at Ho Chi Minh City at least two days. The results of this research theoretically and empirically proved that tourists' return intention was affected directly and indirectly by tourist destination satisfaction following by recreations and entertainments, natural environment and cultural and historical attractions. In other hand, other factors contributed low effects on intention of revisit of tourists. Comprehensively, the research findings provided some recommendations for tourism managers in Ho Chi Minh City to improve and ameliorate the service so that tourist would satisfy more to destination and enhance the intention of revisit in the future.
MM0007 14:15-14:30	Study on the Factors that related Eating Habit and Tendency of Vegetables and Fruits **Akihiko Fujino** and Miao Miao *International Pacific University,Japan* **Abstract:** This study aims to examine the characteristics of dietary behavior among Japanese university students, and thus figure out the factors that affect eating patterns and tendency of fruit and vegetable intake. A cross-sectional survey including 97 university students was conducted in Okayama in 2016. Descriptive statistics is used to show the present situation and characteristics of dietary behavior among Japanese students. Multi-regression analyses were applied to find out the factors that influence dietary patterns. The results indicate that the quantities of vegetable and fruit consumption are differently related to meal time and some other meal ingredient consumption. This finding suggests that the general promotion such as "recommending quantity of fruit and vegetable consumption per person per day" is not the only way to encourage consumers to increase their fruits and vegetable intake. This study's results would be useful for effective promotion of fruit and vegetable consumption and for enhancing marketing promotion and development of semi-finished products or processed fruits and vegetables.
MM0012 14:30-14:45	Prescriptive Corporate Strategy in Practice Marli Gonan Božac, **Morena Paulišić**, Ana Čuić Tanković and Magda Ivančić

	Juraj Dobrila University of Pula, Faculty of Economics and Tourism "Dr. Mijo Mirković, Croatia **Abstract:** The main objective of this paper is to examine the relationship between the application of prescriptive approach and decision-making as a rational process on a sample of large hotel companies. The purpose of the study is to determine whether there is consistency in applying the prescriptive approach to strategy. The study was conducted based on a questionnaire created by the authors of the paper, on a sample of large hotel companies operating in Croatia. The measurement instrument was validated by factor analysis and the results of the study point to a significant correlation between the variable about the characteristics and main results of prescriptive strategy and the variable claiming that decision-making is a rational process.
MM0013 14:45-15:00	A Criticism of the Solow Growth Model **Dicle Ozdemir** *Mugla Sitki Kocman University/Turkey, Turkey* **Abstract:** Solow builds his model based on a continuous production function in the absence of an investment function with a tendency for capital-labour ratio to adjust itself through time in the direction of equilibrium ratio as an alternative to the Harrod-Domar line of thought without its crucial assumption of fixed proportions in production. The problem of the Solow model related to invested function is solved by changes in income distribution between wages and profits in Kaldor model which allows it to disappear the Harrod-Domar instability issue. However, Solow still leaves out to provide a role for prices in adjusting output to changes in demand. As Nell pointed out, the shift from Craft to Mass Production in the post-war era leads to new policy requirements; employment is more flexible than prices and if there is a deficiency in demand due to low investment or wages, unemployment can be reduced by increasing investment or wages.

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

Session Two

< Educational Management and Innovation>

13:30 -15:00/ Venue: VIP Room-G floor

<Coffee Break: 15:00 - 15:15>

Session Chair: Prof. Sean Watts from RMIT Int'l University Vietnam

EX0011 13:30-13:45	The Using of Ethical Resource - Based Learning to Develop Ethical Information Literacy and Moral Behavior **Titiya Netwong** and Ratchadaphorn Thirawan *Faculty of Science and Technology, Suan Dusit University, Thailand* **Abstract:** The objectives of this research were: 1) to study the implementation of ethical resource - based learning enhancing ethical information literacy and moral behavior, and 2) to develop ethical information literacy and moral behavior of students in the program of Information Technology. The sample consisted of 38 undergraduate students of Information Technology Department who registered the course of information integration, in 2015 academic year. The research instruments were the ethical information literacy questionnaire and moral behavior questionnaire. The data was statistically analyzed by mean, standard deviation and t-test for dependent samples. The results of the study were as follows: 1) Ethical information literacy and moral behavior could be used ethical resource - based learning, the activities of ethical resource - based learning included: 1. provide content, resources and learning resources, 2. offer knowledge, skills, attitudes and experience to arouse interest for discussion of students, 3. select ethical resource, 4. group process to study the area of ethical resource, the teacher's role to provide assistance and facilitate, 5. Discuss knowledge to apply with other situation, 6. Explore attitude for learning activities using ethical resource, 7. present a performance with multimedia and 8. Summarize and evaluation of activities group. 2) Overall ethical information literacy of experimental sample before undertaking teaching was high ($\bar{x}$ = 3.56, S.D. = 0.63), when evaluating the ethical information literacy after undertaking teaching was increase ($\bar{x}$ = 3.77, S.D. = 0.74), and overall moral behavior of experimental sample before undertaking teaching was high ($\bar{x}$ = 3.73, S.D. = 0.83), when evaluating the moral behavior after undertaking teaching was increase ($\bar{x}$ = 3.91, S.D. = 0.77).
EX0013-A 13:45-14:00	Innovation Is Not a Global Fashion It Is What Fits You Locally; Catching Innovation from the Right End in Public Education

	M. Semih SUMMAK, Mahmut KALMAN and Ayta çAÇIKALIN G*aziantep University, Turkey* **Abstract:** It is clear from the available literature that over centralized and bureaucracy-dominated public schooling systems are deteriorating in many respects. However, a significant characteristic of the public sector is that its "modus of operandi" is structured to maintain the status quo. First and foremost, any innovative initiative in public sector should aim at changing the philosophy of "modus of operandi". In this respect, public education is a productive ground for implanting innovative and transformative ideas. In fact, catching innovation from the right end becomes a critical and mainly a knowledge-based endeavor. In its deep meaning "the right end for innovation" can be critical sub-systems over which innovative ideas can be put in effect. One of the most critical sub-systems of this kind could be the "financial resources utilization system". In this presentation (opinion paper) the way how public money should be utilized will be taken up as an innovative leverage (the finance end of the system) in public schooling and how "low-end-market innovation" can be employed for invoking a disruptive transformation. Literature survey and deductive analysis have been the methodologies in this opinion-forming study. The authors will present the key ideas arising from their own practice of qualitative and quantitative research and the aggregated knowledge on this particular issue of implementing innovative ideas in specific contexts. Findings of the study reveal that a simple and/or overused educational ideas in one country/setting, may become an innovative idea to lead a disruptive change in another country or vice versa.
EX0014 14:00-14:15	A Method that makes WBL Anti-Ubiquitous in Practice and Its Support System **Noriki AMANO** *Mukogawa Women's University, Hyogo, Japan* **Abstract:** "Anti-ubiquitous" is the opposite concept to "ubiquitous" and refers to placing restrictions on time and location. We have conducted research to eliminate the "stagnation in study activities brought about by the ubiquitousness of learning content on the Web" - an intrinsic problem of WBL (Web-based Learning) - and to make WBL more effective and substantial. However, there are problems that are difficult to solve technically and anti-ubiquitouess in WBL is not a simple matter. In this study, we propose, through operational innovations, a method for functionalizing anti-ubiquitousness in WBL and a simple system for supporting end users. Today there are multiple varieties of good learning content, such as OCW (OpenCourseWare) and MOOCs (Massive Open Online Courses), and significant implications could be seen by creating a method of functionalizing WBL anti-ubiquitousness and providing a support system has major significance.
EX0024 14:15-14:30	The Effectiveness Of "*Beverages Lab - Mock Barista Room*" For Hotel Operation Module As An Innovation Towards Students Learning Methodology At Sungai

	Petani Community College-A Case Study Muhd Aminuddin Azizan, **Mohd Ariff Fahmi Md Noor**, and Reezlin Abd Rahman *Sungai Petani Community College, Malaysia* **Abstract:** This survey study was conducted to identify the effectiveness of "Beverages Lab - Mock Barista Room" for Hotel Operation Modul as a teaching and learning innovation towards students learning method at Sungai Petani Community College. The module includes the methods of preparing all kinds of hot and cold beverages for Food and Beverages subject. This innovative teaching and learning approach reveals the real high skills work experience in preparing and serving beverages and coffee. This quantitative study involved the students of Hotel Operation, Sungai Petani Community College as respondents. The data was then analysed using SPSS software Version 21. The descriptive analysis report shows that respondents agreed with the functions of "Mock Barista Room" inproviding a condusive learning experience for them, in which the arrangement and the interior design of the room are aligned with the industrial needs. The findings of the research also reveal that the room is able to enhance students' knowledge, skills and self-confidence.
EX0026 14:30-14:45	On Early - warning Mechanism of Specialty Setting and Adjustment in Higher Vocational Education Based on Multi-index Big Data Extraction **CAO Jun** and ZHANG Xuelong *Shanghai SIPO Polytechnic* **Abstract:** Based on the data extracted from the talent training status, the third-party institution and the large data in the process of teaching and learning within the school, this research analyses the setting factors of the early-warning index and Operating mechanism and attempts to establish the self-optimization early warning system of specialty setting and adjustment in higher vocational education in order to carry out diagnosis and improvement in daily work.
EX1006-A 14:45-15:00	Digital Learning & Standardization in Korea-Design and Implementation of Student-Centered Learning Model based on Flipped Learning Concepts **Duk Hoon Kwak** *The Society of e-Learning/ SIGONGmedia Co., Ltd.* Abstract: As education converges with internet, various kinds of new educational models have emerged. One of the representative form of learning model is the flipped learning or flipped class which is universally known as an innovative method of education in the digital era. Flipped learning is an instructional strategy and a type of blended learning that reverses the traditional educational arrangement by delivering instructional content, outside of the classroom, often online in digital format. On the foundation of flipped learning concept, SIGONGmedia has designed the Learner-centered Learning Model based on Participation, Communication,

	Collaboration and Discussion. This model includes various kinds of interactive and SNS-oriented education such as Java, HTML5, OSMU based Flexible Education Model / Multilingual Support based Global Education Model / Flipped and Social Learning based Interactive Education Model / Collaboration, Sharing and Discussion based Participatory Education Model / Remix and Authoring based Curation-available Education Model / Learning Analytics and Message-to-Parents based Education Model. Through an implementation of this learning platform, participants gets the most advanced educational service in the field of primary school education sector in Korea. Therefore, we believe that this presentation is very helpful to participants who are interested in the effective design and implementation of the advanced interactive learning based on flipped learning concept all over the world. Main Features of i-Scream S: Student-centered Digital Education Platform implemented based on Flipped Learning concept 'i-Scream S', SIGONGmedia's digital content delivery platform for primary teachers, has been in service since 2008, with over 92% of teachers in Korea utilizing SIGONGmedia contents as supplementary teaching material through i-Scream S. In other words, more than 140,000 primary teachers use i- Scream S every day in class to teach 3,000,000 students at school. 'i-Scream S' is the world's first digital education platform providing features of knowledge sharing, discussion, collaboration and academic inquiry based on digital teaching & learning contents with concept of Flipped Learning. 'i-Scream S' is the integrated platform of digital curricular contents & solution for all school subjects in primary schools, which teachers are actively using it as all-in-one teaching solution in everyday classes. It offers subject-activity, discretionary-activity and assessment material on the basis of cutting-edge digital contents including videos, images, animation, interactive modules, sound sources and encyclopedic information which works in conjunction to maximize students' learning effectiveness.
15:00-15:15	**Coffee Break**

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

Session There

< Economics, Business and Marketing >

15:15 – 18:15 / Venue: Panorama Room-11th Floor

Session Chair:

MM0014 15:15-15:30	Why Lithuanians Migrate to the UK, Germany and Norway? **V. Kumpikaitė - Valiūnienė**, M. Lukauskas, E. Agoh *Kaunas University of Technology,Lithuania* **Abstract:** This paper presents Lithuanians' emigration reasons evaluating economic and noneconomic push-pull factors in the main destination countries in Europe. 449 respondents from the UK, 365 from Norway and 104 from Germany filled questionnaires online. A study was conducted in fall of 2015. Too low wages (economic) and personal life conditions (noneconomic) in Lithuania were highlighted as the most important push factors and higher incomes (economic) and relatives living in those countries (noneconomic) were depicted in all analysed countries.
MM0015 15:30-15:45	Nonlinearity between Population Ageing and Economic Growth in an Open Economy Hail Park and Jong Chil Son *Korea Hankuk University of Foreign Studies, Korea* **Abstract:** This paper investigates the nonlinear effects of population ageing on economic growth in an open economy, in consideration of capital flows across countries. For identification of the ratio's turning point, a country-level panel dataset is constructed on a 5-year average yearly basis covering 76 countries for the period from 1976 to 2015, and panel regression models allowing quadratic functional forms are employed. The estimation results show that both the share of the old and the old-age dependency ratio lead to a rise in economic growth initially, but then has a negative effect on growth when they go beyond certain levels. The turning points of the share of the old are estimated to range between 10.9% and 14.3%, while that of old-age dependency ratio ranges from 16.7% to 20.9%. Meanwhile, the economic effects of interactions between capital flows and population ageing are found positive, yet capital flows have direct negative effect on the growth. Among various types of capital flows, only net debt liabilities are reported to have significant effects on economic growth
MM0017 15:45-16:00	Perceived Value and Transportation Preferences: A Study of the Ride-Hailing Transportation Sector in Jakarta **Alexander Wollenberg** and Lidia Waty

	Bina Nusantara University, Indonesia **Abstract:** The article examines the effectiveness of promotion on repurchase intention by perceived value and transportation mode preferences. The method of analysis of this research is structural equation modeling (SEM) based on cluster sampling in Jakarta. The findings of this research are: price promotion and other 7Ps marketing mix elements have significant direct effect on perceived value. The strong factors among those are price-promotion and process factors. Perceived value has a significant direct effect on transportation mode preferences and subsequently on repurchase intention. However, price promotion and other 7Ps in the marketing mix elements do not have significant direct effects on transportation mode preferences with regard to Indonesian public motorcycles called Ojek and using them via ride-hailing apps.
MM0021 16:00-16:15	Public Perceptions on National ID System in Japan **So Morikawa** *The University of Tokyo, Japan* **Abstract:** Although Japanese government finally passed the bill on introduction of national ID system in 2015, people are reluctant to register to the system. We report results of online survey we conducted on public perceptions on new national ID system (N=2000). Our findings are twofold: (1) Japanese citizens actually do not have strong opinions on national ID system, and their perception towards merits and demerits of national ID system can be divided into 3 factors (perception of increased tax burden, anxiety about privacy leakage, and perception towards advantages of installing the system); (2) These factors have significant relationship with support for the new system, and people who are willing to share their personal information for the society tend to support the system. Through the analysis, some practical implications for policy makers are also drawn.
MM0023 16:15-16:30	The Effect Of Country Of Origin On Product Evaluation, Case Study Of Instant Noodle In Ho Chi Minh City, Vietnam **Huy Tran Quang** **Abstract:** The aim of research is to analyze the effect of country of origin on evaluation of product (instant noodle) in Ho Chi Minh City, Vietnam. The research objectives of this thesis are as follows: (1) to investigate what the Vietnamese customers know about made in, price and brand on their evaluation of quality and taste of instant noodle, (2) to compare the effect of made in, price and brand in product evaluation of Vietnamese consumers on quality and taste of instant noodle, (3) to investigate the importance of made-in in relation to price and brand in Vietnamese consumer's evaluation on quality and taste of instant noodle and (4) to evaluate whether Vietnamese consumers prefer "Made in Vietnam" label of a low involvement product (instant noodle) to "Made in other countries" label of a low involvement product (instant noodle). The research results support manufacturers and marketing managers in understanding the role of COO in the domestic and international market.

MM1005-A 16:30-16:45	Present the costs and be concrete": An empirical study of availability and psychological distance as predictors of consumers' sensitivity to products' costs Lily Chernyak-Hai, Hadas Erel, and Jacques Picard *Université du Québec à Montréal, Ecole des Sciences de la Gestion, Canada* **Abstract:** Following the availability-valence hypothesis (Kisielius, 1982; Tybout, Sternthal, & Calder, 1983) and the Construal Level Theory (Trope & Liberman, 2000, 2003), the present study implemented an experimental design to examine psychological factors that may account for consumers' (in)sensitivity to product's costs: the implementation of an availability heuristic, i.e. availability of the different product costs prior to price judgement, and the degree of psychological distance, operationalized as abstract versus concrete framing of the costs. Participants were presented with a description of the product and a short or long list of cost components invested in its production and marketing (in control conditions, no costs were mentioned), in either concrete or abstract form. Participants were asked to assess what they considered a fair price, the price they would be ready to pay, and their attitudes regarding purchasing a counterfeit product. The results indicated influences of the availability of cost information and the level of abstraction in the costs' representation
MM0019 16:45-17:00	Are Vietnamese Individual Investors Financially Literate? A Preliminary Study **Phuong Dang,** Linh Nguyen, and Kiet Tran *International University - Vietnam National University HCMC, VietNam* **Abstract:** This study provides a preliminary evidence on Vietnamese individual investors' financial literacy. Given most individual investors in Vietnam are unsophisticated, no known study has investigated their financial knowledge which has been found to influence their risk assessment and decision-making. Total 231 valid questiontionaire responses were collected by using convenient and snowball sampling techniques. Our results show that while most respondents demonstrate a high level of basic financial literacy, they do not appear to have much advanced financial knowledge. Notably, Vietnamese investors seem to be not confident about their financial literacy. Our study also compares financial literacy across various demographic groups.In particular, Top Executive Managers, Department Managers, and students were found to have the highest financial literacy scores compared to other jobs. Interestingly, there is not a significant difference in financial literacy between males and females, single and married investors, or across different levels of education and income.
MM0024 17:00-17:15	Financial health prediction of company's business partners based on selected quantitative and qualitative indicators Tomas Kliestik, Anna Siekelova, **Maria Misankova** *University of Zilina, Faculty of Operation and Economics of Transport and Communications, Slovakia* **Abstract:** Recent surveys show the need for the implementation of receivables

	management in business practice. The key role of receivables management is the effective management of company's claims to ensure payment properly and on time. This process can be divided into three parts, namely prevention, monitoring and debt recovery. The selection of business partners plays a key role in the first phase of receivables management. This article is focused on predicting the financial health of business partners based on selected quantitative and qualitative indicators. Company's business partners were divided into four groups based on the achievements of selected indicators. Finally, we set some recommendations for each group.
MM0025 17:15-17:30	Brand building with using Phygital marketing communication Dominika Moravcikova and Jana Kliestikova *University of Zilina, Faculty of Operation and Economics of Transport and Communications, Slovakia* **Abstract:** Internationalization and globalization of world markets, causing an increase in rivalry between competing undertakings, as well as an increase in demands and expectations of end users. The effort of a large number of businesses is to create the competitive potential of a brand. So far from the brand of the 21st century is in a position of competitive advantage, the role of enterprises is search for alternative communication channels to increase interaction from your customers. The article summarizes the theoretical basis of the concept of traditional sales promotion concepts and Phygital as progressive tools of modern marketing communication. The component of this article is also a case study on the use of the concept Phygital and relevant results of the surveys realized by Microsoft Digital Trend in 2015.
MM3003-A 17:30-17:45	The effect of social marketing on using electricity effectively of Vietnamese citizens: Vietnam - National Energy Efficiency Program (VNEEP) as a Case study **Anh Viet Le** *Holmes Institute Melbourne, Australia* **Abstract:** According to Nguyen (2015) Vietnam is a developing country with rapid economic growth. Vietnam has a population of more than 85 million so energy consumption is forecasted to increase significantly in the future. From 1991 to 2005, energy consumption increased by 11.6% on average per year and the highest growth was in the electricity consumption with an average of 14% per year. However, awareness of Vietnamese in using electricity effectively is limited. Since 1990s, Vietnamese Government has designed and implemented many programs to promote energy efficiency and conservation efforts in all sectors of the country's economy. In 2006, "Prime Minister signed two national programs, one on energy efficiency and conservation (VNEEP) and one on electricity savings" (Nguyen, 2015). The purpose of the VNEEP was to secure savings of 35% during the period 2006–2010 and savings of 5–8% during the period 2011–2015 on the total energy consumption, compared with the baseline case from the 2006 forecast on energy consumption development (Nguyen, 2015). Social marketing was first defined by Kotler and Zaltman (1971) as "the design implementation and control of program planning, pricing, communication, distribution

	and marketing research". Kotler (1982) provided an expanded version of this definition, adding more detail on strategies of social marketing: "social marketing …utilizes market segmentation, consumer research, concept development, communication, facilitation, incentives and the exchange theory to maximize target group response". In Vietnam, marketing is no longer a new concept, but social marketing is. However, social marketing has been successfully carried out in Vietnam in some of the government campaigns like "Wearing helmet when riding motorbike" and "Cycling across Vietnam to protect the environment". These campaigns have gained specific success however the implementing process still lacks professionalism and creativity. Moreover, some of the campaigns are yet not able to change citizens' awareness since the implementing methods are too theoretical without any practical side. Nevertheless, we can optimistically indicate that social marketing in Vietnam is not an almost impossible work, since all the campaign which had and have been carrying out all aim at specific goals which bring benefits for consumers. Moreover, all the social issues that Vietnam is facing are not controversial problems which are the issues coming from a developing society. Moreover, Vietnam does not have serious problems like racism, religion, class diversification and confliction among ethnic groups. The main purpose of this paper is to examine the influences of social marketing on behaviour of Vietnamese citizens in terms of using electricity. Moreover, it examines the effectiveness of exist social marketing on Vietnam - National Energy Efficiency Program (VNEEP).
MM0003-A 17:45-18:00	Internal Stimuli Consumer Behavior Factor For Optimalization Digital Marketing Tools Used **Rahmat Hidayat** and Agus Maolana *Telkom University, Indonesia* **Abstract:** Internet growth is very rapid and significant in the world has encourage the growth of online sales (e-commerce), but the obstacles or barriers that will reduce the rate of growth of the online transactions always there are, and it's will appear as well as SME's that do not use the full potential of digital device (Heini Maarit Taiminen & Heikki Karjaluoto, 2015). This study aims to determine what factors most strongly affecting the behavior of consumers in using digital marketing, how the behavior of today's consumers in using digital marketing as well as the influence of internal stimuli factor in influencing consumers in using digital marketing. The method used is confirmatory Factor Analysis with data using Amos Application which aims to see the stimuli which are the most internal factors shaping behavior. These findings are motivation as internal stimulus factors is more strongly affecting the internal stimuli factor in influencing consumer behavior in using digital marketing tools and Internal factors stimuli can cause changes in the decision to use digital marketing tools by 15%.
MM0026 18:00-18:15	A Study on Technical Performance Measurement Overview and Necessity for Integration with Earned Value

	Management System in Aircraft Development Projects **Jehyung Jeon** and Jehwan Song *Korea Aerospace University,Goyang-si, Gyeonggi-do, Republic of Korea* **Abstract:** For development projects that call for advanced technologies such as aircraft and astronomical development costs, the importance of business management tools such as technical performance measurement has increased. Technical performance measurement is a part of system engineering. It has a high correlation with EVMS that can manage business expenses and schedule, and it can manage business more effectively when integrated. Therefore, this study examines the overall contents and procedures of TPM and discusses the necessity of integrated management with EVMS.
18:15	**Dinner**

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

Session Four

< Linguistics, Literature and Art >

15:15-17:45 / Venue: VIP Room-G floor

Session Chair:

AM0004 15:15-15:30	Intertextuality in Theophile Gautier's Constantinople **Aktulum Kubilay** *Hacettepe Üniversitesi, Turkey* **Abstract:** We know that a travel story, (including Gautier's one) claims in principle to fulfill a condition which is also essential for this kind of narrative: a pure mimetism. At the beginning of in his text, Theophile Gautier promises to make an exact layer 'on the real, to remain attached to the principle of mimetism of a travel story. A major question emerges then from the beginning: Do everything Gautier introduced into his text belong to the time of the stay, to the first story that essentially involves external reality, to the everyday reality that the narrator-traveler himself has seen and experienced during his trip? Contrary to his promise, Gautier violates repeatedly the principle to be faithful to reality. In *Constantinople*, we have so many signs that is it. In this study, I suggest talking about one of the major phenomena, which is intertextuality, in Gautier's travel story that contradicts the principle of attachment to mimetism, although the author keeps repeating that he wishes to remain faithful to the local color. We know that a travel story is a kind of story where several kinds of speech are interwoven: a geographical discourse but also a historic speech, even a share of fiction (a fictional discourse). Everything the narrator introduces into his narrative does not fall strictly within the domain of the first story and the pure description of the outside world. A journey story consists mainly of representations of objects, places, characters etc. which settled into the time of the first story, but also simple narrative elements, second-hand items, albeit in small quantities, intimately connected with the description, and belong to a heterogeneous time, which belongs to the secondary story. The travel narrative has the possibility of a tangle of speech; it has many digressive potentialities. The insertion of the narrative units - anecdotes, legends, history - in the text shows that the travel narrative does not fit exclusively in the domain of mimetism, on both the structure plan and the content plan; it does not present unique appearance. These narrative units put us face a particularly evident phenomenon in the travel story: intertextuality. It is this phenomenon that we want to study in Théophile Gautier's text: *Constantinople*.

AM0006 15:30-15:45	Borrowing from Previous Paintings in the Poster Design Process **Murat Çeliker and Oktay Köse** *Süleyman Demirel University, Turkey* **Abstract:** Poster design process is the use of letters, writings and images in the form of a semiotic system which contains meaningful messages. To put it in a different way, a poster is a fictional expression. A poster is produced by a certain creator for a certain audience at a certain time and in a certain space and as such it functions as a medium of communication;In Saussure's words, it bears an expressive property. The basic characteristic of a poster is giving a message. References are made to collective memory besides visual memory in the creation of this message. In other words, by combining various cultural elements, new messages can be produced. Therefore, the visual and the verbal can come together, which starts an intersemiotic process. Roman Jacobson is the first person to suggest the concept of intersemiocity within the contex of a translation theory. This process is similar to the approach of intertextuality used within the context of literary criticism. It is possible to speak of a reproduction process indisciplines since different disciplines come together and imitating or borrowing from previous works of art is a common practice. Works of the past are regarded as, as could be said, a treasure in the world of design. Some images and elements of the past which are out of fashion or no longer in use today may play a role as a raw material in the creation of new designs. Within this context, quotation, repetition or borrowing have become a tendency and a common practice in poster design. Poster designers of today may take as a basis or rising point the works of previous painters for their designs. Borrowing enables an artist to put into use the past information and to update the artistic heritage. Poster designers often make use of pictorial elements in their designs and makes their own a section or element they borrowed from another work, thus creating a new work. Within this context, borrowing is not a mere repetition but is a transformation of the quoted element, which the audience knows about, in terms of meaning. In this study, we give examples of the borrowed pictorial element transformed and used in different poster designs.
AM0007 15:45-16:00	The efficiency of Google and Microsoft Bing in Political Texts Translation from Arabic into English **Zakaryia Almahasees** *University of Western Australia, Australia* **Abstract:** Online machine translation systems are widely used throughout the world freely or at low cost. Most of these systems use statistical machine translation (SMT) that is based on a corpus full with translation examples to learn from them how to translate correctly. Online automatic machine translation systems differ widely in their effectiveness and accuracy, and therefore we have to fairly evaluate their effectiveness and degree of accuracy. Generally the manual (human) evaluation of machine translation (MT) systems is better than the automatic evaluation, but it is not feasible to be used because human evaluation does not give stable results regard due to different

	views and perceptions of humans. Besides, it is costly and needs more human bilingual labour . This study presents a comparison of effectiveness of two free online machine translation systems (Google Translate and Microsoft Bing) to translate political sentences from Arabic to English. There are many automatic methods used to evaluate different machine translators, one of these methods; Bilingual Evaluation Understudy (BLEU) method. BLEU is used in the study to evaluate translation quality of the two free online machine translation systems. A corpus consists of more than 50 Arabic sentences from Petra News Agency in Jordan with reference to English translations for each Arabic sentence, is used in this study. The research shows that Google indicates better results in comparison to human reference translation by using BLUE. However, MT is still far from reaching fully automatic translation that substitutes human ones.
AM0009 16:00-16:15	CVC is not necessarily a closed syllable: Evidence from verlan Emmanuel Nikiema *University of Toronto , Canada* **Abstract:** Although it is commonly agreed in syntax that the two sentences "Mary will sing this song" and "Mary will sing this Sunday" have a similar surface ordering of constituents (NP1-VP-NP2), most researchers would claim that the second NP (this song) in the first sentence plays a different role/function that the one in the second sentence (this Sunday). A more detailed analysis reveals that NP2 is a direct object of the verb in the first sentence, whereas NP2 is a prepositional phrase in the second sentence. This difference in function has been made possible through adopting the notion of constituency in syntax. In contrast, most phonological analyses do not adhere to a notion of constituency particularly in studies pertaining to syllabic structure where all CVC sequences are consistently assigned to a closed syllabic structure. The goal of this paper is to demonstrate that a CVC segmental sequence (C stands for consonant and V for vowel) does not necessarily have the structure of a closed yllable based on evidence provided by the French language game verlan. One striking feature of verlan transformation lies in that both the French input and the verlan output share the same segmental material and yet, the two forms have distinct lexical identities and meanings. For example, the data in (1) show that a verlan output consists in reversing the ordering of segments (1a) or syllables (1b) contained in the French input.
AM0012 16:15-16:30	Foreign Language Anxiety (FLA) in English Language Classroom **Wan Iman Wan Salim** and Vijayaletchumy Subramaniam *Universiti Putra Malaysia, Malaysia* **Abstract:** The study aims to examine Foreign Language Anxiety (FLA) among learners of English language at Universiti Kuala Lumpur Malaysia France Institute (UniKL MFI). The study focuses on analyzing factors of FLA and learners' coping strategies. Components of FLA proposed by Horwitz *et al.* (1986) served as the theoretical framework for this research. Foreign Language Classroom Anxiety Scale (FLCAS) developed by Horwitz *et al.* (1986) was administered to 160 students who enrolled in the English course, Fundamental English (WEB10302) during semester September-December 2013. An interview was conducted to obtain better understanding of this psychological phenomenon. The results indicated that learners - regardless of

	gender and language proficiency - experience a certain degree of FLA in English classroom. To cope with FLA, learners were found to prefer working in groups and seeking assistance from classmates who are more proficient. Learners were also found to adopt debilitating strategies such as minimizing class participation and occupying back seats in the class. The findings recommend language instructors to acknowledge the existence of FLA in order to facilitate English language learning. By doing so, a more effective teaching approach can be structured to promote a less threatening learning experience
AM0014 16:30-16:45	Death and Dying as a Literary Device: Reading of Selected Works by Contemporary Malaysian Writers **Arbaayah Ali Termizi** and Nurul Soleha Mohd Noor *Universiti Putra Malaysia, Malaysia* **Abstract:** There is no reliable information of death as an experience and it remains until now as an unknown but trustworthy mystery. Hence death has to be encountered in ways known to readers via the help of fiction. In literature death, both physical and physiological exists at many levels. Though the idea of death is infinite, it never fails to provide meaning to the development of a narrative because it contributes to the emotional effects, plots twists, suspense and mysteries. In addition it adds closure to the plot, a closure which is not alien to most detective / crime fiction and horror / ghost stories. Presumably death has to be meaningful in these genres in order to be treated as an important part of human existence and thus elevated its status as a significant literary device. What about other genres? Is it justifiable to use death as the ultimate fear in order to tighten the plot or add weightage to the drama in genres other than the ones mentioned earlier? Thus this paper aims to analyse how death is employed as a literary device by contemporary Malaysian writers and to study whether the fear of death (or the dead) as expounded by Freud is necessary in these works. It shall focus on the ways of dying, the disclosure of death news and other character/s reaction towards the news in selected works in order to answer the research questions. Preliminary findings from this paper are expected to establish the utilization of death as a literary device in works by contemporary Malaysian writers.
AM0020 16:45-17:00	Punokawan: Javanese Philosophy in the Shadow Puppet **Yulianeta Yulianeta and Yostiani Harini** *University of Education, Indonesia* **Abstract:** *Wayang* (shadow puppet) has been recognized by UNESCO as a *Masterpiece of Oral and Intangible Heritage of Humanity*. In the Javanese community, the shadow puppet is an art performance which functions as a means of dissemination educational philosophy. Shadow puppet reflects Javanese culture in the way that it is essensialising the image of the reality, the value and purpose of life, morality, hope and ideals of Javanese life. Wayang also absorbs the full values of how human beings should conduct live. It means that he shadow puppet does not only function as a spectacle, but also acts as a guide of life. Javanese puppet is inseparable from the philosophy of Java for the puppet simplify the Javanese culture into the common sense of the people. This paper

	aims to describe the philosophical value Punakawan in the story narrated in shadow puppet. Punakawan, a distinctive character in Javanese wayang, symbolizes common people. Punakawan consist of four characters, Semar, Petruk, Bagong, and Gareng. Punakawan are described as honest, modest, sincere men who has a very broad knowledge, deep thought, and a sharp inner eye. Punakawan symbolizes the meaning of life in which the four Punakawan are often translated as creativity, taste, intention and hard work.
AM2003-A 17:00-17:15	Pacific Connections: Language and Literary Studies, Challenges and Developments at the National Unversity of Samoa **Sina Va'ai** *Faculty of Arts, National University of Samoa* **Abstract:** This paper discusses the challenges and developments in the domain of language and literary studies at the National University of Samoa (NUS) in Apia. One of three universities in this Pacific Island nation, it is branded as the premiere national tertiary institution in the country. NUS was founded in 1984 by an Act of Parliament with a $5 Samoan Tala (ST) equivalent to $3 USD budget, a Foundation Programme with 45 students and 7 Faculty members amidst much controversy and national debate as to the need and sustainability of such an institution. With the help of Japanese Aid, NUS moved to a new much expanded campus and physical facilities and has now grown in the last 32 years to a roll of several thousand students, 300 staff (both academic and administration) and an annual budget of over ST$10 million. The challenges and developments at NUS are many and varied, particularly in the field of language and literary studies in English given that for the majority of students English is a second language. For school-leavers who enter their Foundation Programme, English is a compulsory subject and whilst the founding ethos of NUS is to promote and advance studies relating to Samoa, including Samoan language and culture, the forces of post-colonialism and globalisation impacting on the Pacific region demand that students be competent in the international language of English. This has led to the recent introduction since 2012 of curricular initiatives to address declining competencies in English, especially in the field of reading and comprehension.
AM2004-A 17:15-17:30	Assessing Text Alignment: Sara Mills' Model Lenny Brida and Ina Sukaesih *State Polytechnic of Jakarta* **Abstract:** This study compares two on-line texts reporting the same news. This study is meant to find out a possibility of the both news alignments seen from the angle of critical discourse analysis of Sara Mills which looks at the perspective of feminism, and the power relations implied in the texts reflected by the words, phrases, and clauses used. This as well studies the accuracy of the equivalence of transferred messages to their source text, and what social and cultural aspects behind the discoursal strategy are applied by the author in the news. The findings revealed that both the original and the translated news tend to represent woman positively seen from the micro features used, woman was positioned proportionally in the texts. Woman does not only take the

	object position, but also the subject position. However, some choice of words refers to relatively downgrading which still reflects the man world, especially in the translated version where power relations is clearly influencing. The equivalence of the messages can be considered quite accurate with a discoursal strategy of extension. In summary, both texts support gender equality, with some recommendation of a more careful choice of words to attain high equivalence of original message.
AM3002-A 17:30-17:45	Representing Actor in the Case of Islamic Insulting by Governor of Jakarta: A Practical Critical Discourse Analysis of Theo van Leeuwen **Yoyok Sabar Waluyo and Nurul Intan Pratiwi** *Jakarta State Polytechnic, Jl. Prof. G.A. Siwabessy, Kampus UI, Depok, West Java, Indonesia* **Abstract:** This research paper describes how a social actor is represented in news media to reconstruct an opinion. The opinion is a kind of re-contextualization of social practice as what Theo van Leeuwen proposed. An exclusion and inclusion are the terms proposed by van Leeuwen in describing how social actor is conveyed in news media to gain a purpose of public opinion as a target. The issue on the news is the location as well as the data of this research. This research uses descriptive method and a CDA proposed by Theo van Leeuwen as an approach to analyze the data. This research found some data of reconstruction of social practice's actor to provide a political purpose. It is revealed in the sentences found in the news media. The exclusion and inclusion of social actor can be made by manipulating the expression of sentences or clauses existed in the news text.
18:15	**Dinner**

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

Listeners' List

Listener 1	**Jeong Kyu Kim** The Society of e-Learning/ SIGONGmedia Co., Ltd
Listener 2	**Oktay Köse** süleyman demirel üniversity, Turkey
Listener 3	**Sawako Kato** Bunkyo Gakuin University
Listener 4	**Yostiani Noor Asmi Harini** Department of Indonesian Language and Literature Education, Faculty of Language and Literature Education, Indonesian University of Education
Listener 5	**Shosaku Tanaka** Ritsumeikan University

Conference Venue:

EdenStar Saigon Hotel

www.edensaigonhotel.com

38 Bùi Thị Xuân, Quận 1, TP. Hồ Chí Minh

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2017 4th International Conference on Teaching and Education Sciences (ICTES 2017) will be held in **Penang, Malaysia** during **June 23-25, 2017.**

Publications

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

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.

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.

Contact Us:

Conference Secretary: Apple P. Xiong
E-mail: ictes@iedrc.net
Tel.: +86-28-86528478 (China)
Web: http://www.ictes.org/

2017 International Conference on Digital Technology in Education (ICDTE 2017), which will be held during August 6-8, 2017, in Taipei, Taiwan.

Publication

For papers accepted for the ICDTE 2017, we offer the international proceeding publication

One Best Oral Presentation will be selected from each oral session. The Certificate for Best Oral Presentation will be awarded after each session ends on August 7, 2017.

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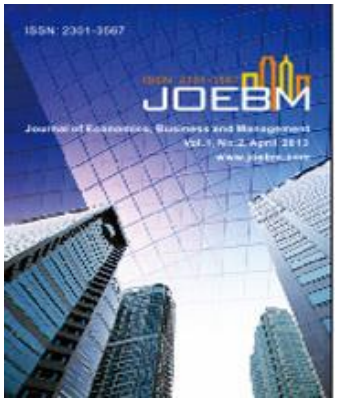
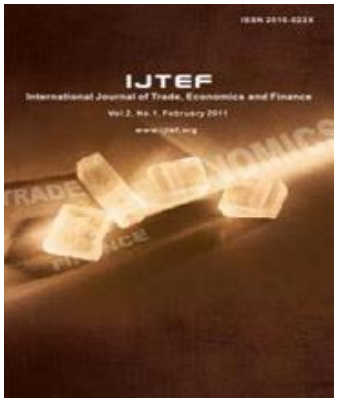
Publication

For papers submitted for the **ICFME 2017**, we offer two options of publication as following:



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



Option B: International Journal of Trade, Economics and Finance (IJTEF, ISSN: 2010-023X, DOI: 10.18178/IJTEF) , which will be included in Engineering & Technology Digital Library, ProQuest, Crossref, Electronic Journals Library, EBSCO, and Ulrich's Periodicals Directory

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The Using of Ethical Resource - Based Learning to Develop Ethical Information Literacy and Moral Behavior

Titiya Netwong and Ratchadaphorn Thirawan

Abstract— **The objectives of this research were: 1) to study the implementation of ethical resource - based learning enhancing ethical information literacy and moral behavior, and 2) to develop ethical information literacy and moral behavior of students in the program of Information Technology. The sample consisted of 38 undergraduate students of Information Technology Department who registered the course of information integration, in 2015 academic year. The research instruments were the ethical information literacy questionnaire and moral behavior questionnaire. The data was statistically analyzed by mean, standard deviation and t-test for dependent samples. The results of the study were as follows: 1) Ethical information literacy and moral behavior could be used ethical resource - based learning, the activities of ethical resource - based learning included: 1. provide content, resources and learning resources, 2. offer knowledge, skills, attitudes and experience to arouse interest for discussion of students, 3. select ethical resource, 4. group process to study the area of ethical resource, the teacher's role to provide assistance and facilitate, 5. Discuss knowledge to apply with other situation, 6. Explore attitude for learning activities using ethical resource, 7. present a performance with multimedia and 8. Summarize and evaluation of activities group. 2) Overall ethical information literacy of experimental sample before undertaking teaching was high ($\bar{x}$ = 3.56, S.D. = 0.63), when evaluating the ethical information literacy after undertaking teaching was increase ($\bar{x}$ = 3.77, S.D. = 0.74), and overall moral behavior of experimental sample before undertaking teaching was high ($\bar{x}$ = 3.73, S.D. = 0.83), when evaluating the moral behavior after undertaking teaching was increase ($\bar{x}$ = 3.91, S.D. = 0.77).**

Index Terms—**Ethical Resource Base Learning, Ethical Information Literacy, Moral Behavior.**

I. Introduction

The 21st century skills are new future to develop the student as a quality person by learning process to the growth of individuals and society by knowledge transfer, training, workshops, cultural heritage, and enhancement academic progress. The knowledge comes from the social environment. Learning factors contribute to individual lifelong learning. Education must be the key to all students to learn and develop themselves, and those considered to be most important. The education must encourage students to develop their full potential and natural.[1] Therefore, it is essential to prepare students with the skills for living in the 21st century, by learning the importance concept in the 21st century. There are substance of content and three skills as follows: learning skills and innovation, media and technology literacy, and life skills and career to success in both work and life of students. That it will affect to features the work to adaptation, leadership, learning features, self direction, monitoring and their learning, features and moral. [2] [3]

It was said that the strategy of teaching and learning in the 21st century requires the integration of learning activities. The students learn in practice. Teachers need to change the role of teaching presenters as a coaching and facilitator for the students to learn deeply. The instructors teach less but the students have learned more from the problems outside the classroom or community learning together as a team. [4] And assess the progress of their learning, what about self-esteem, and inspire them.

Ethical resources are source of moral knowledge that has been recognized in materials containing the wisdom to know and learn. A learning process brings awareness to the community and social development. The objective of ethical resources is the good values of self-reliance and supporting the society. This type of learning moral was classified by location into three types. [5]

1) The temple, as a learning moral society with a long history in Thailand, centered learning link between home, school, and temple by a gauge at the center.

2) School or institution can be developed as a learning moral. In Thailand, there are the sufficiency economy school and institute to development of professional and ethics.

3) Community are ethical resources with the aim of creating a moral community to be strengthened. A center for the community participation in the development of sustainable communities was based on sufficiency economy philosophy and ethics.

The use of ethical resources base is an alternative teaching methods. Teachers can use to enhance the learning of students in the 21st century. The activities include learning a variety of search sources. Seek resources that reinforce morality. Survey to study of learning, apply knowledge in other situations. Integration activities can be occurred in and outside the classroom. Over all activity that consistent with the goal of learning in the 21st century requires that students have the knowledge, skills and characteristics. Education' s big goal, preparing students to the world of work and civic life, learning for work and life in our times means helping as many students as possible learn to apply 21st century skills and a solid understanding of core subjects to the challenge of our time. [6] [7] This style of teaching that will effectively contribute to sustainable development, ethical behavior is a mental and

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intellectual. [8]

II. Materials and Methods

A. Subject selection and criterions

The sample group to this study consisted of 38 undergraduate students enrolled in the Information Technology who registered the course of information integration in 2015 academic year.

B. Instrument

The research instruments were as follows:

1) The ethical information literacy questionnaire with 5 levels that perform highest, high, medium, few and least level.

2) The moral behavior questionnaire with 5 levels that perform highest, high, medium, few and least level.

C. Research design

One group pretest-posttest design was research design in this study

$$T_1 \ X \ T_2$$

X : Experiment or Treatment
T_1 : Pretest
T_2 : Posttest

D. Statistic

The statistical package was uses for mean, standard deviation, t-test dependent.

The meaning of ethical information literacy as follows:
4.21 – 5.00 was the ethical information literacy level 5
3.41 – 4.20 was the ethical information literacy level 4
2.61 – 3.40 was the ethical information literacy level 3
1.81 – 2.60 was the ethical information literacy level 2
1.00 – 1.80 was the ethical information literacy level 1

The meaning of moral behavior as follows:
4.21 – 5.00 was the moral behavior level 5
3.41 – 4.20 was the moral behavior level 4
2.61 – 3.40 was the moral behavior level 3
1.81 – 2.60 was the moral behavior level 2
1.00 – 1.80 was the moral behavior level 1

E. Methods

The experimental group will learning by using ethical resource base learning for 8 weeks, the steps as follows:

Week 1: providing content, resources and learning resources.

Week 2: offer knowledge, skills, attitudes and experience to arouse interest for discussion of students.

Week 3: select ethical resource

Week 4: group process to studies the area of ethical resource, the teacher's role to provide assistance and facilitate.

Week 5: discussion knowledge in order to apply this knowledge in other situations.

Week 6: explores attitudes to learning activities using ethical resource.

Week 7: presents a performance with multimedia.

Week 8: summary and evaluation activities group.

III. Results and Discussion

A. Ethical Information Literacy

Development of ethical information literacy could using by ethical resource-based learning. The students' ethical information literacy before and after undertaking ethical resource base learning was shown in figure 1.

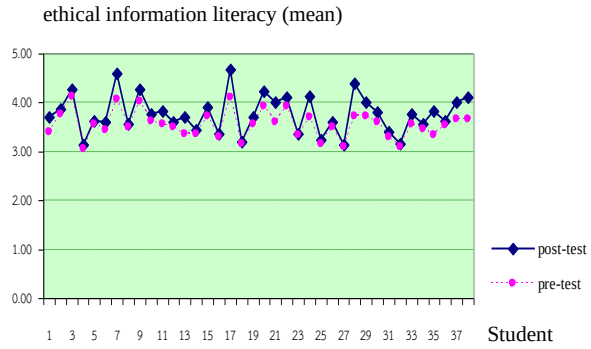

Fig. 1. The ethical information literacy before and after undertaking ethical resource based learning

Fig.1shown the ethical information literacy before and after undertaking ethical resource based learning of students. Ethical information literacy of everybody after treatment was higher than before treatment.

The comparison of the pre-test and post-test score by using the ethical information literacy was found at the significance level of 0.05. The ethical information literacy before and after undertaking ethical resource base learning were different, shown in table I.

TABLE I: The Ethical Information Literacy Pre-test and Post- Test

Item	Pre-test			Post-test			t-test
	$\bar{x}$	S.D.	level	$\bar{x}$	S.D.	level	
1.Information ethical awareness	3.51	0.61	4	3.78	0.73	4	0.00*
2. Information ethical evaluation	3.58	0.58	4	3.75	0.69	4	0.00*
3. Application of information ethical	3.59	0.69	4	3.78	0.74	4	0.00*
Over view	**3.56**	**0.63**	**4**	**3.77**	**0.74**	**4**	**0.00***

*p< 0.05

Table 1shown the ethical information literacy pre-test and post-test of students. Information ethical awareness post-test was highest. The components of Information ethical awareness were searching, analysis and integration of ethical information. Information ethical evaluation consisted of summary, benefit analysis, recheck and evaluate website of ethical information. And the components of application of information ethical were using ethical information to transfer, apply and create of ethical information.

B. Moral behavior

Development of moral behavior could using by ethical resource -based learning. The students' moral behavior before and after undertaking ethical resource base learning was

shown in figure 2.

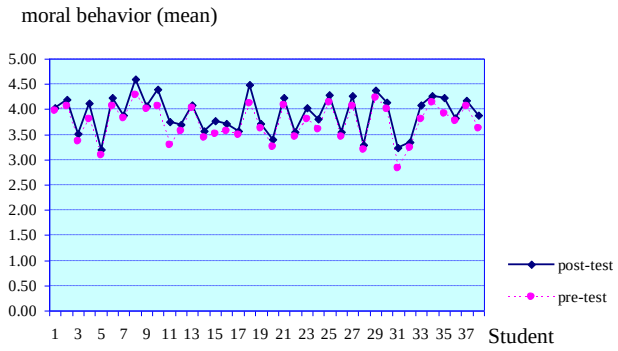

Fig. 2. The moral behavior before and after undertaking ethical resource

Fig.2shown the moral behavior before and after undertaking ethical resource based learning of students. Moral behavior of everybody after treatment was higher than before treatment.

The comparison of the moral behavior of the experiment between the pre-test and post-test was at the significance level of 0.05. The moral behavior before and after undertaking ethical resource base learning were different, shown in table II.

TABLE II: THE MORAL BEHAVIOR PRE-TEST AND POST- TEST

Item	Pre-test			Post-test			t-test
	$\bar{x}$	S.D.	level	$\bar{x}$	S.D.	level	
1.Gratitude	3.62	0.78	4	3.78	0.75	4	0.00*
2.Honesty	3.95	0.90	4	4.21	0.74	5	0.00*
3.Discipline	3.66	0.97	4	3.89	0.82	4	0.00*
4.Responsibility (Perseverance)	3.77	0.63	4	3.89	0.70	4	0.00*
5.Sacrifice	3.65	0.81	4	3.78	0.75	4	0.00*
Over view	**3.73**	**0.83**	**4**	**3.91**	**0.77**	**4**	**0.00***

*p< 0.05

Table II shown the moral behavior pre-test and post-test of students. The means of Honesty post-test were highest, and the next were Responsibility (Perseverance), Discipline, Gratitude and Sacrifice.

IV. CONCLUSION

The development of learners in the 21st century requires a process of teaching a wide variety. Instructors use teaching techniques that focus on the process that leads the students to learn on their own and the opportunities for learners' curiosity. The self-directed of them and find resources for research knowledge. [8] Integration of learning activities similar to the life skills of learners in the 21st century both in terms of knowledge of the subject matter and knowledge integration. The skills needed for learning and life skills as well as learning and innovation, life skills and work, and media and technology literacy. This will affect the students to promote learning and lifestyle appropriately. And this includes both of features work, learning and moral. So the teaching and learning by using an ethical resources base to learn is how to teach the lesson that can be used in the teaching process. To encourage students to build knowledge from the experience gained from the learning virtues. Learning activities to focus on the learners in the 21st century is able to survive the global community to their full potential. This is consistent with Office of the National Anti-Corruption [9] that support from the government encourages people to Thailand are honest. The establishment of the Museum and the National Anti-Corruption (Anti-Corruption Museum), a learning center on prevention and combating corruption help a society free of corruption and transparent Thailand enhances the students to gain the honesty.

APPENDIX

The activities of ethical resource base learning are shown in figure 3- 6.

Fig. 3. The volunteer to renovate computer in church

Fig. 4. The volunteer to repair book in Prayasuran temple

Fig. 5. The volunteer to repair book in Duang-kae temple

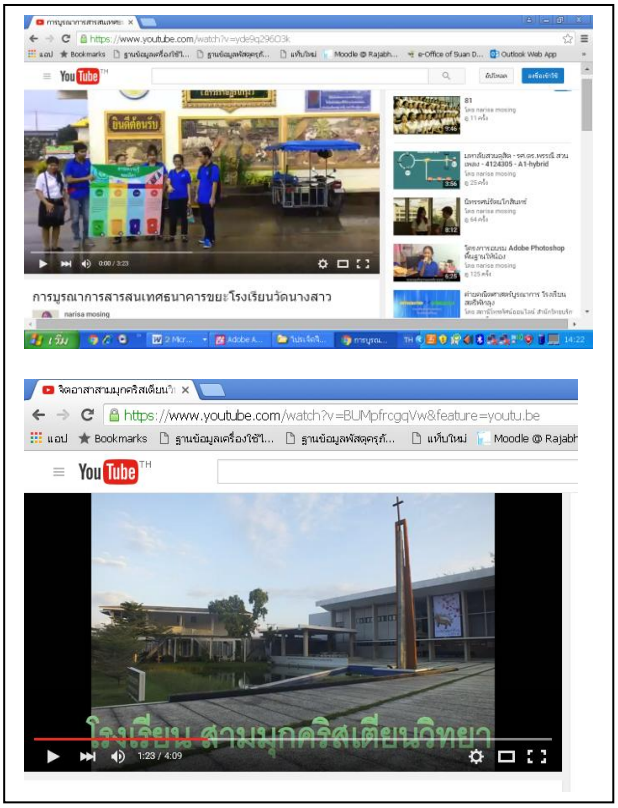

Fig. 6. The activities of ethical resource base learning up load to YouTube

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