

Conference Program

June 2013
Seoul, South Korea

ICBASS

International Conference on
Business and Social Science

ISEPST

International Symposium on Education,
Psychology, Society and Tourism

ACEAIT

Annual Conference on Engineering and
Information Technology

ISFAS

International Symposium on Fundamental
and Applied Science

Proceedings of International Conference on Business and Social Science
ISBN: 978-986-89298-7-6
ISSN: 2308-1457

Proceedings of International Symposium on Education, Psychology, Society and Tourism
ISBN: 978-986-89298-8-3
ISSN: 2308-1465

Proceedings of Annual Conference on Engineering and Information Technology
ISBN: 978-986-89298-6-9
ISSN: 2308-1473

Proceedings of International Symposium on Fundamental and Applied Science
ISBN: 978-986-89298-5-2
ISSN: 2308-1724

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General Information for Participants

Information and Registration

The Registration and Information Desk will be situated in the **Courtyard Marriot Seoul Times Square** on the fourth floor, and will be open at the following times:

Friday, June 28 (08:15-16:30)

Saturday, June 29 (08:15-16:30)

Parallel Sessions

Parallel Sessions will run on June 28 and 29. Sessions are usually 90 minutes in length.

Presentations and Equipment

All presentation rooms are equipped with a screen, an LCD projector, and a laptop computer installed with PowerPoint software. You will be able to insert your USB flash drive into the computer and double click on your presentation to open it in PowerPoint. We recommend that you bring two copies of your presentation in case of one fails. You may also link your own laptop computer to the projector cable, however if you use your own Mac please ensure you have the requisite connector.

A Polite Request to All Participants

Participants are requested to arrive in a timely fashion for all addresses, whether to their own, or to those of other presenters. Presenters are reminded that the time slots should be divided fairly and equally between the number of presentations, and that they should not overrun. The session chair is asked to assume this timekeeping role.

Poster Sessions & Poster Requirements

Materials Provided by the Conference Organizer:

1. X-frame display & Base Fabric Canvases (60cm×160cm)
2. Adhesive Tapes or Clamps

Materials Prepared by the Presenters:

1. Home-made Poster(s)

Requirement for the Posters:

1. Material: not limited, can be posted on the canvases
2. Size: smaller than 60cm*160cm

Conference Organization

ICBASS International Committee Board

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Surendra Kumar, Indian Institute of Technology Poorkee

K. K. Saju, Cochin University of Science and Technology

Special Thanks

Session Chairs

Prof. David Shaffer, Chosun University

Prof. Mattanjah S de Vries, UCSB

Prof. Jae Hoon Kim, La Trobe University

Prof. Fanglai Zhu, Tongji University

Prof. Marielle Bruyninckx, University of Mons

Prof. Iain Watson, Ajou University

Prof. Youngjin Bahng, University of Hawaii at Manoa

Prof. Saleh Abdullah Dabil, King Fahad Security College

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Prof. Khatijah Omar, Universiti Malaysia Terengganu

Prof. Kevin Park, University of Michigan

Prof. Michiko Miyamoto, Akita Prefectural University

Prof. Sang Hoo Bae, Clark University

Prof. Hyoungeop Kim, Kyushu Institute of Technology

Conference Schedule

Thursday, June 27, 2013
 Executive Committee Meeting (Committee Only)

Friday, June 28, 2013	
Time	Information
08:15-16:30	Registration
08:45-10:15	Oral Session Meeting Room 1 [A1], Education & Culture I Oral Session Meeting Room 2 [A2], Physics Sciences/ Engineering Sciences Geology, Earth and Environmental Sciences, Biomedical Engineering
10:15-10:30	Tea Break / Poster Session [P1]
10:30-12:00	Oral Session Meeting Room 1 [B1], Business & Economics I Oral Session Meeting Room 2 [B2], Mechanical Engineering and Technology
12:00-13:30	Lunch Time
13:30-15:00	Oral Session Meeting Room 1 [C1], Communication & Society / Tourism Oral Session Meeting Room 2 [C2], Education, Culture & Psychology II
15:00-15:15	Tea Break / Poster Session [P2]
15:15-16:45	Oral Session Meeting Room 1 [D1], Marketing & Management I Oral Session Meeting Room 2 [D2], Psychology

Conference Schedule

Saturday, June 29, 2013	
Time	Information
08:15-16:30	Registration
08:45-10:15	Oral Session Meeting Room 1 [E1], Communication & Society Oral Session Meeting Room 2 [E2], Chemical Sciences/ Nanotechnology/ Materials Science and Engineering Oral Session Meeting Room 3 [E3], Education & Culture III
10:15-10:30	Tea Break / Poster Session [P3]
10:30-12:00	Oral Session Meeting Room 1 [F1], Education & Culture IV Oral Session Meeting Room 2 [F2], Computer Engineering and Technology Oral Session Meeting Room 3 [F3], Computer Engineering and Technology/ Chemical Engineering
12:00-13:30	Lunch Time
13:30-15:00	Oral Session Meeting Room 1 [G1], Politics & Law Oral Session Meeting Room 2 [G2], Marketing & Management II Oral Session Meeting Room 3 [G3], Business & Economics II
15:00-15:15	Tea Break / Poster Session
15:15-16:45	Oral Session Meeting Room 1 [H1], Banking & Finance Oral Session Meeting Room 2 [H2], Business & Economics III Oral Session Meeting Room 2 [H3], Marketing & Management III

Sunday, June 30, 2013 City Tour

Conference Agenda – Oral Sessions

Friday, June 28, 2013

08:45~10:15

Meeting Room 1

Session [A1]

Education & Culture I

Session Chair: Prof. David Shaffer

ISEPST-072

Meditation: A Therapy and Human Resource Development Intervention

Dennis K. Awen

Northern Illinois University

ISEPST-097

Language Teaching and Learning with Technology: Student Use, Teacher Beliefs

David Shaffer

Chosun University

ISEPST-105

Analyze the Impact of Mathematics and Language to the Other Learning Subjects by Fuzzy Correlation in Taiwan

Wentsung Lai

National Cni-Nan University

Lung-Wei Cheng

National Changhua University of Education

Fang-Po Huang

National Chi Nan University

Chiu-Chu Lu

National Chi Nan University

ISEPST-166

Expectation from Potential Employers on Professional Doctoral Graduates in Tourism and Hospitality Degree in Asia

Vimolboon Cherapanukorn

Hong Kong Polytechnic University

Walanchalee

Hong Kong Polytechnic University

Wattanacharoensil

Xiuchang Tan

Hong Kong Polytechnic University

Hyun Hee Kim

Hong Kong Polytechnic University

Yang-chan Hsu

Hong Kong Polytechnic University

ICBASS-1594

Improving Undergraduates' Critique via Computer Mediated Communication

Maslawati Mohamad	Universiti Kebangsaan Malaysia
Faridah Musa	Universiti Kebangsaan Malaysia
Nani Rahayu Sallihuddin	Universiti Kebangsaan Malaysia
Norlaila Mufti	Universiti Kebangsaan Malaysia
Maryam Mohamed Amin	Universiti Kebangsaan Malaysia
Rozmel Abdul Latiff	Universiti Kebangsaan Malaysia

ISEPST-041

The Study of Development Skills of Phitakhon Mask Graphic Design of Students Digital Art Program Department of Humanities Loei Rajabhat University s Students

Itsariyaphon Chaikulap	Loei Rajabhat University
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Friday, June 28, 2013

08:45~10:15

Meeting Room 2

Session [A2]

Physics Sciences/ Engineering Sciences/ Geology, Earth and Environmental Sciences/ Biomedical Engineering

Session Chair: Prof. Mattanjah S de Vries

ISFAS-013

Shedding Light on History by Laser Spectroscopy of Isolated Molecules

Mattanjah S de Vries

UCSB

ISFAS-025

Effects of Natural Rubber Loading on Thermoplastic Polyurethane

Nor Azwin Ahad

Universiti Kebangsaan Malaysia

Sahrim Hj. Ahmad

Universiti Kebangsaan Malaysia

Noor Azira Mohd. Nor

Universiti Malaysia Perlis

ISFAS-012

Influence of Cell Density and Culture Medium on Inhibitory Effects of Zinc against α -Amylase production in a Microbial Assay

Rattananuch Chunpen

Mahidol University

Tinnakorn Tiensing

Mahidol University

Patana Thavipoke

Mahidol University

ISFAS-023

Vegetation of Ranikot fort area, A historical heriatge of Sindh, Pakistan

Nabila Shah Jilani

University od Sindh

Syeda Saleha Hassney

University od Sindh

Muhammad Tahir Rajput

University od Sindh

ACEAIT-074

Coordinate Detection and Color Image Classification for Leukemia Cells (AML)

Waidah Ismail Universiti Sains Islam Malaysia

Rosline Hassan Universiti Sains Islam Malaysia

Nor Azila Mohd Noh Universiti Sains Islam Malaysia

ACEAIT-098

Aquatic Plant-Based Green Technology as Phytoremediator for Polluted Urban Lakes Ecology

Siti Zubaidah Abu Kasim Universiti Teknologi MARA

Nik Ismail Azlan Abd. Rahman Universiti Teknologi MARA

Friday, June 28, 2013

10:30~12:00

Meeting Room 1

Session [B1]

Business & Economics I

Session Chair: Prof. Jae Hoon Kim

ICBASS-006

Grower's Selling Behavior: Transaction Cost Comparison Analysis

Lijia Wang

Northwest A&F University

Xuexi Huo

Northwest A&F University

ICBASS-037

A Bootstrap Test for Parameter Restrictions in a Stationary VAR Model

Jae Hoon Kim

La Trobe University

ICBASS-184

The Economics of Agglomerations and Urbanization

Mudrajad Kuncoro

Gadjah Mada University

ICBASS-079

Economic Valuation for Improved Sanitation Services in Cambodia: An application of Choice Modeling

Mitsuyasu Yabe

Kyushu University

Koun Pich

Kyushu University

ICBASS-080

Measuring the Efficiencies of Shrimp Mono-Culture Farms in Tam Giang-Cau Hai Lagoon, Thua Thien Hue Province, Vietnam - Stochastic Production Frontier versus Data Envelopment Analysis Approaches

Mitsuyasu Yabe

Kyushu University

Quynh Chi Thi Nguyen

Kyushu University

Friday, June 28, 2013

10:30~12:00

Meeting Room 2

Session [B2]

Mechanical Engineering and Technology

Session Chair: Prof. Fanglai Zhu

ACEAIT-009

Analysis on Logistic Layout of the Aircraft Final Assembly Shop

Rui Miao	Shanghai Jiao Tong University
Shen Wang	Shanghai Jiao Tong University
Liping Jiang	Shanghai Aircraft Manufacturing Co.,Ltd
Xiaoxu Deng	Shanghai Jiao Tong University

ACEAIT-041

The Analysis of Railway Vehicle with Semi-Active Secondary Suspension System under Harmonic Excitation Disturbance

Mohd Hanif Harun	Universiti Teknologi Malaysia
W Mohd Zailimi w Abdullah	Universiti Teknologi Malaysia
Mohd Azman Abdullah	Universiti Teknikal Malaysia Melaka
Hishamuddin Jamaluddin	Universiti Teknologi Malaysia
Roslan Ab Rahman	Universiti Teknologi Malaysia

ACEAIT-071

The Actuator Fault Detection and Reconstruction for a Class of Uncertain Nonlinear Systems Based on Auxiliary Outputs

Fanglai Zhu	Tongji University
Liyun Xu	Tongji University
Wu Fan	Tongji University

ISFAS-019

New Strategy for Smart Shape Memory Alloy Actuator in Prosthetic Hand

Mohamad Amlie Abu Kasim	Universiti Teknologi MARA
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ISFAS-063

A Study on Wood Beam Strengthened by Using Glass Fiber Reinforced Plastic Bars

Yeou-Fong Li	National Taipei University of Technology
Ming-Jer Tsai	National Taiwan University
Ting-Fang Wei	National Taipei University of Technology

ACEAIT-026

3D Simulation of Bullet Impact on Armored Plate Comparing with Experiment

Attapon Charoenpon	Defence Technology Institute of Thailand
Arthit Ridluan	Defence Technology Institute of Thailand
Achirakris Julniphitwong	Defence Technology Institute of Thailand

ACEAIT-031

Study Behaviors of Distension Using Design of Experiment (DOE)

Thasin Suansakaew	Defence Technology Institute of Thailand
Artit Ridluan	Defence Technology Institute of Thailand

Friday, June 28, 2013

13:30~15:00

Meeting Room 1

Session [C1]

Communication , Society and Tourism

Session Chair: Prof. Marielle Bruyninckx

ICBASS-137

Elderly Immigrants Integrating an Institutional Accommodation Considering Cultural Specificities for an Appropriate Professional Caring

Marielle Bruyninckx University of Mons

Dimitri Cauchie University of Mons

ICBASS-108

Generating Community's Opinions to Solve Poverty and Educational Inequality for Sustainable Development: A Case Study of Surao-Bandon Ghetto in Bangkok

Sarika Khasuwan Bangkok University

ICBASS-145

Effects of Humorous Anti-Tobacco Videos in Social Media: The Medium Difference and the Context Influence

Fannin Chen University of Florida

Moon J. Lee University of Florida

ICBASS-204

Thai English as an Emerging Variety

Nuchsara Choksuansup Rajabhat Mahasarakham University

ISEPST-028

An Empirical Study of Socially Responsible Behaviors of Tourism Organizations

Jung Eun Kim University of Northern Colorado

Lori Pennington-Gray University of Florida

ISEPST-127

**Creating and Maintaining Sustainable Rural Community through Creative Tourism:
Experience from Thailand**

Ornuma Teparakul

Thammasat University

Col. Nalikatibhag Sangsrit

Designated Areas for Sustainable Tourism Administration (Public
Organization)

Friday, June 28, 2013

13:30~15:00

Meeting Room 2

Session [C2]

Education, Culture & Psychology II

Session Chair: Prof. Iain Watson

ICBASS-1549

Reflections on Green Growth, sustainable greenism and green citizenship education in South Korea

Iain Watson

Ajou University

ICBASS-229

Using Hermeneutics Approach for Constructing the Relevant Factors of E-Decision Making Capabilities for Taiwan College Students

Pi-Shan Hsu

Fooyin University

Chien-Yun Dai

National Taiwan Normal University

Kuo-Liang Yeh

Cardinal Tien Junior College of Healthcare & Mana;

ICBASS-129

Unraveling Learner Diversity in Malaysian Higher Education Institutions

Nafisah Mahmud

Universiti Utara Malaysia

Rosna Awang Hashim

Universiti Utara Malaysia

Aizan Yaacob

Universiti Utara Malaysia

Nena Valdez

Universiti Utara Malaysia

Sharifah Azizah Syed Sahil

Insaniah Universiti College

ICBASS-120

The Relationship of Financial Stress and Religious Coping from Islamic Perspective

Khatijah Othman

Universiti Sains Islam Malayisa

Sapora Sipon

Universiti Sains Islam Malayisa

ICBASS-136

Assessing Religious/Spiritual Coping In a Disaster

Sapora Sipon

Universiti Sains Islam Malayisa

Khatijah Othman

Universiti Sains Islam Malayisa

Husni Radzi

Universiti Sains Islam Malaysia

Friday, June 28, 2013

15:15~16:45

Meeting Room 1

Session [D1]

Marketing & Management I

Session Chair: Prof. Youngjin Bahng

ICBASS-088

Spiritual Leadership And Organizational Behaviour In Malaysia

Shiet Ching Wong	Sunway University
Malissa Maria Mahmud	Sunway University
Fatimah Omar	National University Malaysia

ICBASS-223

Understanding Behavioral Intention to Play Social Network Based Mobile Games

Sang Hyun Jo	Korea Advanced Institute of Science and Technology
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ICBASS-087

Using Analytic Hierarchy Process to Analyze the Critical Factors of University Campus Sustainability

Hung-Yi Wu	National Chiayi University
Chung-Lin Tsai	Chang Chung Christian University
Mongush Mellena	National Chiayi University
Hung-Shu Wu	Huafan University

ICBASS-141

Segmentation of Retail Buyers based on the Use of Assortment Decision Factors

Youngjin Bahng	University of Hawaii at Manoa
Doris H. Kincade	Virginia Tech

ICBASS-4331

Analyzing Fundamental Cognitive Factors of Indonesians Skin Color Preference: Qualitative Approach to Develop Research Framework

Widya Paramita	Universitas Gadjah Mada
Sari Winahjoe	Universitas Gadjah Mada

ISEPST-134

To What Extent Does Social Effect Has Influence On Choice Overload?

Jaewon Yoo

Korea Advanced Institute of Science and Technology

Wonjoon Kim

Korea Advanced Institute of Science and Technology

Friday, June 28, 2013

15:15~16:45

Meeting Room 2

Session [D2]

Psychology

Session Chair: Prof. Saleh Abdullah Dabil

ISEPST-015

Double Eyelid Surgery Boom among Korean Teenage Girls

Yona Son

Hankuk Academy of Foreign Studies

ISEPST-070

Traditional Games in Indonesia: How Culture Influence the Children Playfulness

Nisa Praditya Ar-Rizqi

University of Indonesia

Romi Aldinori

University of Indonesia

ISEPST-122

Quality of Life of the Private Car Driver who Drive in Daily Bad Traffic Congestion in Jakarta

Guritnaningsih Prayitno
Santoso

University of Indonesia

ICBASS-103

Dimensionality and Measurement Invariance in the Father/Mother Involvement Scale in Malaysia

Siew Ting Yap

Universiti Putra Malaysia

Rozumah Baharudin

Universiti Putra Malaysia

ICBASS-109

Current Status and Plausible Future Directions in Research on Well-Being: towards an Anthropology and Archaeology

Kong Man Joey Ng

The Open University of Hong Kong

Suk Yin Rebecca Lau

The Open University of Hong Kong

Choi Ping Sara Lau

The Open University of Hong Kong

ICBASS-191

Test of Traffic Rehabilitation Program in Saudi Arabia

Saleh Abdullah Dabil

King Fahad Security College

Saturday, June 29, 2013

08:45~10:15

Meeting Room 1

Session [E1]

Communication & Society

Session Chair: Prof. Ibrahim Toruk

ICBASS-041

An Empirical Analysis of Retirement and Marriage in Taiwan

Wen-Shai Hung

Providence University

ICBASS-069

6 November 2012 American Presidential Elections in Turkish Press

Ibrahim Toruk

Selçuk Üniversitesi

Mustafa Seker

Selçuk Üniversitesi

ICBASS-042

Are Children Born to Immigrant Mother Healthier or Not?

Shu-Hsi Ho

Ling Tung University

ICBASS-221

The Relation between Advertisement and Personality

Mustafa Özodaşık

Selçuk University

ISEPST-030

Fading Visibility? European Union in the Op-eds of The Jakarta Post

Gunar Yadi

Indonesian Centre for Actual Information and Studies on
Europe

ICBASS-062

**A Comparative Analysis of News Frames Employed in Political Scandal Coverage in US
and UK Newspaper: A Case Study of Chongqiong Incident**

Rong Qi

Xiamen University

Hao Dang

East China Jiaotong University

ICBASS-143

Human-computer interaction through sociological lens

Liliia V. Zemnukhova

Russian Academy of National Economy and
Public Administration

Saturday, June 29, 2013**08:45~10:15****Meeting Room 2****Session [E2]****Chemical Sciences/ Nanotechnology/ Materials Science and Engineering****Session Chair: Prof. Wallace Tse Loong Lim**

ISFAS-010**Effect of Synthesis Parameter on Conducting Polymer Chemical Sensor for Hydrazine Detection**Kavirajaa Pandian
Sambasevam

University of Malaya

ISFAS-042**Study on Bio-Extract as a Rubber Coagulant**

Saisamorn Lumlong

Ubon Ratchathani University

ISFAS-051**Computer-Aided Molecular Design of Diarylpyrimidine Derivatives as Highly Potent HIV-1 Nnrtis Active Against Wild-Type and K103N/Y181C HIV-1 RT Stains Using QSAR Approaches**

Pornpan Pungpo

Ubon Ratchathani University

ISFAS-045**Enzymatic Activities of Immobilized Cellulases from *Trichoderma reesei***

Thilini Alahakoon

Temasek Polytechnic

Shu Xian Koh

Temasek Polytechnic

Terence Soh

Temasek Polytechnic

Cassandra Leung

Temasek Polytechnic

Jessilyn Tan

Temasek Polytechnic

Wallace Tse Loong Lim

Temasek Polytechnic

ISFAS-093

Facile Fabrication of Lead(II) Oxide/Iodide Nano-Structures by Thermal Decomposition of Nano Lead(II) Iodide Triazole Carboxylate Coordination Polymer

Ali Morsali	Tarbiat Modares University
Vahid Safarifard	Tarbiat Modares University
Farnoosh Zare Karizi	Tarbiat Modares University

ISFAS-103

Preparation of Nano-Sized Perlite-SO₃H from Perlite Mineral Powder and Their Use as a Highly Efficient and Recoverable Catalyst for the One-Pot Synthesis of Xanthene Derivatives Under Microwave Irradiation

Ali Ramazani	University of Zanjan
Elahe Mirhadi	University of Zanjan
Morteza Rouhani	University of Zanjan

ACEAIT-023

The Impact of the Shear Key Pitch on the Shear Performance of the Composite Sandwich Panels with PVC foam core: FE Analysis

Ahmed Thabet	University of New South Wales at The Australian Defence Force Academy
Krishna Shankar	University of New South Wales at The Australian Defence Force Academy
Evgeny Morozov	University of New South Wales at The Australian Defence Force Academy

ACEAIT-024

Numerical Investigation on the Influence of the Shear Key Diameter on the Shear Response of the Composite Sandwich Panels with PVC foam core

Ahmed Thabet	University of New South Wales at The Australian Defence Force Academy
Krishna Shankar	University of New South Wales at The Australian Defence Force Academy
Evgeny Morozov	University of New South Wales at The Australian Defence Force Academy

Saturday, June 29, 2013

08:45~10:15

Meeting Room 3

Session [E3]

Education & Culture III

Session Chair: Dr. Siti Mistima Maat

ICBASS-082

The Elements of Visual Animation to Attract Weak Learners in Mathematics

Nazhatul Sahima Mohd Yusoff Universiti Teknologi MARA

Farah Suraya Md Nasrudin Universiti Teknologi MARA

Wan Norliza Wan Bakar Universiti Teknologi MARA

ICBASS-207

Impolite or Not Impolite - the Translation of Impoliteness Strategies in Childrens Literature

Chirawan Sukwitthayakul Mahidol University

ICBASS-044

Linking Mathematics Confidence and Technical Knowledge in Learning Mathematics among Engineering Technology Students

Siti Mistima Maat Universiti Kuala Lumpur

Norhatta Mohd Universiti Kuala Lumpur

ICBASS-130

Malaysian Higher Education Lecturers' Perspectives on Learner Diversity: Issues and Concerns

Aizan Yaacob Universiti Utara Malaysia

Rosna Awang Hashim Universiti Utara Malaysia

Nafisah Mahmud Universiti Utara Malaysia

Norhafezah Yusoff Universiti Utara Malaysia

ICBASS-122

A Preview on the Conceptualization of Contemporary Knowledge from Islamic Knowledge Management Perspective

Muhamadul Bakir Yaakub International Islamic University Malaysia

Khatijah Othman Universiti Sains Islam Malaysia

ICBASS-1572

The Understanding of Love amongst the Muslim Youth in Malaysia

Fazilah Idris Universiti Kebangsaan Malaysia

Syaidatun Nazirah Abu Zahrin Universiti Kebangsaan Malaysia

Saturday, June 29, 2013

10:30~12:00

Meeting Room 1

Session [F1]

Education & Culture IV

Session Chair: Prof. Adrian Samuel Bell

ICBASS-272**First Grade Teacher's Opinions Regards to School Accordance and Preparation for Studies Books (1-2) and Teachers Guide Books**

Hüseyin Kiran	Pamukkale University
Fatma Susar Kirmizi	Pamukkale University
Hüseyin Cahit Kayhan	Pamukkale University
İbrahim Halil Yurdakal	Pamukkale University
Eda Biçak	Pamukkale University

ICBASS-133**Empowering Gifted Learners Using Schoolwide Enrichment Model: A Malaysian Case**

Aizan Yaacob	Universiti Utara Malaysia
Nurulwahida Azid	Universiti Utara Malaysia

ISEPST-109**The Survey Research of Junior High School Mathematics Teachers about Early Childhood School Teaching Mental Calculation by Abacus**

Wentsung Lai	National Chi Nan University
Chiu-Ying Chao	National Chi Nan University
Chiu-Chu Lu	National Chi Nan University
Fang-Po Huang	National Chi Nan University

ISEPST-154**Teachers Mark Faster - While Students Learn More Effectively**

Adrian Samuel Bell	Anderson Junior College, Singapore
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ISEPST-161

An Investigation on Teaching Qualification, Characteristic, Competence and Lecturer Performance: A Qualitative Approach

Nurahimah Mohd-Yusoff Universiti Utara Malaysia

Lucky Ossai-Igwe Esuh Universiti Utara Malaysia

ISEPST-142

Comparing the Teacher's Opinions Regards to Teacher's and Student's Guide Book in Terms of Different Variables

Fatma Susar Kirmizi Pamukkale University

Hüseyin Cahit Kayhan Pamukkale University

İbrahim Halil Yurdakal Pamukkale University

Eda Biçak Pamukkale University

Hüseyin Kiran Pamukkale University

Saturday, June 29, 2013

10:30~12:00

Meeting Room 2

Session [F2]

Computer Engineering and Technology/ Chemical Engineering

Session Chair: Prof. Nurhamiza binti Zakaria

ACEAIT-020

Protecting Intellectual Property through Obfuscation: Java Class Obfuscation for Software Security

Nor Izyani Daud MIMOS Berhad

Rudhuwan Abu Bakar MIMOS Berhad

Teh Kian Lai MIMOS Berhad

ACEAIT-033

Prediction of Higher Educational Loan Defaulters in Malaysia

Nurhamiza binti Zakaria University Technology Mara

Rasimah Binti Aripin University Technology Mara

ACEAIT-034

Extending uPortal security and privacy with Unified Authentication Platform via Security Assertion Markup Language

Chong Seak Sea MIMOS BERHAD

Nor Izyani Daud MIMOS BERHAD

Hon Loon Wong MIMOS BERHAD

ACEAIT-086

Just In Time: Kanban versus Andon System in Manufacturing Industry

Abdul Talib Bin Bon Universiti Tun Hussein Onn Malaysia

Muhammad Farid Mokhtar Universiti Tun Hussein Onn Malaysia

ISFAS-118

An Iterative Method for Solving Linear Systems of Equations Based on Simultaneous Elimination and Back-Substitution Method (SEBSM)

Xiao-Wei Gao Dalian University of Technology

Miao Cui Dalian University of Technology

ACEAIT-179

Programming Reinforcement Learning Algorithm in LabVIEW Environment: An Example with Mobile Robot Navigation

Abhijit Suprem California State University, Fresno

Kiseon Kim Gwangju Institute of Science and Technology

DuHyun Kim Korea Advanced Institute of Science and Technology

Reza Raehsi California State University, Fresno

ISFAS-119

Technological Review on Malaysian Fermented Fish Products

Wan Nadiah Wan Abdullah Universiti Sains Malaysia

Abbas Fadhl Mubarek Al-Karkhi Universiti Sains Malaysia

Nurul Huda Universiti Sains Malaysia

Saturday, June 29, 2013

10:30~12:00

Meeting Room 3

Session [F3]

Computer Engineering and Technology

Session Chair: Prof. Hyoungseop Kim

ACEAIT-112

An Image Registration Method for Head CTA and MRA Image Using Mutual Information on Volumes of Interests

Hyoungseop Kim	Kyushu Institute of Technology
Yutaro Yamamura	Kyushu Institute of Technology
Joo Kooi Tan	Kyushu Institute of Technology
Seiji Ishikawa	Kyushu Institute of Technology
Akiyoshi Yamamoto	Kyushu Institute of Technology

ACEAIT-091

Automated Electrocoagulation System for Wastewater Treatment

Eugenia Padamada Ramirez	University of Santo Tomas
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ACEAIT-083

Dental Radiograph Segmentation Using Image Processing Techniques

Abdolvahab Ehsani Rad	Universiti Teknologi Malaysia
Mohd Shafry Mohd Rahim	Universiti Teknologi Malaysia
Alireza Norouzi	Universiti Teknologi Malaysia

ACEAIT-106

Modelling Fuzzy Decision Making by Using Intuitionistic Fuzzy Clustering Method

Elissa Nadia Madi	Universiti Sultan Zainal Abidin
Nazirah Abd Hamid	Universiti Sultan Zainal Abidin
Siti Dhalila Mohd Satar	Universiti Sultan Zainal Abidin
Raja Hasyifah Raja Bongsu	Universiti Sultan Zainal Abidin
Roslinda Muda	Universiti Sultan Zainal Abidin

ISFAS-094

Inverse Analysis for Nonlinear Transient Heat Conduction Problems

Miao Cui	Dalian University of Technology
Nan Li	Dalian University of Technology
Yunfei Liu	Dalian University of Technology
Xiaowei Gao	Dalian University of Technology

ACEAIT-047

Investigating the Oil Mixtures Flow Characterization using Rotating Disk Apparatus Technique

Hayder A Abdulbari	University Malaysia Pahang
Charlot Kho	University Malaysia Pahang

ACEAIT-048

Stability of Water-in-Crude Oil Emulsions using Non-ionic emulsifying Agents

Abdurahman H. N	University Malaysia Pahang
Wafaa K. Mahmood	University Malaysia Pahang

Saturday, June 29, 2013

13:30~15:00

Meeting Room 1

Session [G1]

Politics & Law

Session Chair: Prof. Craig William Mark

ICBASS-086

A Review on the Environmental Policies and the Situation of Water Pollution in Vietnam

Long Van Hoang Kyushu University

Mitsuyasu Yabe Kyushu University

ICBASS-183

An Intangible Threat: U.S. Economic Security and Chinese Foreign Direct Investment

Kristin Oma Johnson Renmin University of China

Gordon Lee University of Ontario Institute of Technology

ICBASS-1388

Human Rights in Legal Perspektif (Case In Indonesia)

Busrizalti Busrizalti Purwakarta University

ICBASS-215

Maritime Rivalry in the Asia-Pacific: Prospects for a Regional Arms Control Treaty

Craig William Mark Kwansei Gakuin University

ICBASS-128

Governance Structure and Determinant of Financial Disclosure in Indonesian Local Government

Teguh Iman Maulana Universitas Indonesia

Wibisono Prambudi Universitas Indonesia

ICBASS-065

Recent Development of Inside Information Disclosure Regime in Hong Kong: A Comparison with Australia

Raymond Siu Yeung Chan

Hong Kong Baptist University

John Kong Shan Ho

University of Surrey

Saturday, June 29, 2013

13:30~15:00

Meeting Room 2

Session [G2]

Marketing & Management II

Session Chair: Prof. Khatijah Omar

ICBASS-258

A Glimpse of Competitive Readiness from Manufacturing Companies in Indonesia

Lina Anatan

Gadjah Mada University

ICBASS-067

Does Demographic Variables Influence Intention to Leave : A Study on Nurses in Malaysian Public Hospitals

Khatijah Omar

Universiti Malaysia Terengganu

ICBASS-1416

An Integrated Fuzzy Multi Criteria Decision Making For Renewable Energy Management: The Case of Turkey

Abit Balin

Yildiz Technical University

Hayri Baracli

Yildiz Technical University

Ismail Adak

Univercity of Yalova

ICBASS-1563

Significant Influence of Social Interaction on Visitors' Event Experience

Norazirah Ayob

Universiti Malaysia Sarawak

ICBASS-126

A Brief Overview on Islamic Compliance Quality Management System

Khatijah Othman

Universiti Sains Islam Malayisa

ICBASS-1591

Social networks and creativity: Interactions between weak ties and individual differences

Sang Kyun Kim

University of Southern Indiana

Shung Jae Shin

Portland State University

Douglas Miller

Washington State University

Saturday, June 29, 2013

13:30~15:00

Meeting Room 3

Session [G3]

Business & Economics II

Session Chair: Prof. Kevin Park

ICBASS-187

The Influence of Understanding Taxes and Taxpayer Perception to Taxpayer Compliance

Diana Sari Sjarkawi

Widyatama University

ICBASS-200

Triple Bottom Line Concept as a Performance Measurement System of Ethical Business Practices in Indonesian Oil & Gas Industry

Astrie Krisnawati

Institut Manajemen Telkom

ICBASS-060

Task Performance Fraud Risk Assessment on Forensic Accountant Knowledge and Mindset in Nigerian Public Sector

Oluwatoyin Muse Johnson
Popoola

Universiti Utara Malaysia

Ayoib Che Ahmad

Universiti Utara Malaysia

Rose Shamsiah Samsudin

Universiti Utara Malaysia

Hartini Ahmad

Universiti Utara Malaysia

ICBASS-1381

Rethinking Economic System Reform in China

Zongling Xu

Shantou University

Guang Tian

Shantou University

Xiaoyan Lin

Shatou University

ICBASS-052

The Effect of CEO Reputation on Investors' Prediction of Earnings

Kevin Park

University of Michigan

Chris Kim

Rutgers University

ICBASS-237

Financial Structure and Economic Development

Jonathan Mario Fortun Vargas National Graduate Institute for Policy Studies

Saturday, June 29, 2013

15:15~16:45

Meeting Room 1

Session [H1]

Banking & Finance

Session Chair: Prof. Michiko Miyamoto

ICBASS-135

Analyzing Effects of Missing Data in Credit Risk Assessment of a Small Bank

Michiko Miyamoto

Akita Prefectural University

ICBASS-075

Does Idiosyncratic Risk matter in the Vietnamese stock market?

Cuong C Nguyen

Lincoln University

ICBASS-201

Electronic Banking and Identity Authentication: Risk Allocation Rules for Authenticated but Unauthorised Payment

Samahir Mohammed Ali
Abdulah

Plymouth University

ICBASS-048

Stock price behavior following limit moves: Evidence from the Taiwan Stock Exchange

Feng-Yu Lin

Chihlee Institute of Technology

Yen-Sheng Huang

Ming Chi University of Technology

ICBASS-226

Determinants of Capital Structure: An Empirical Investigation of Malaysian Listed Government Linked Companies (GLCs)

Siti Nur Aqilah Ab Wahab

University Malaysia Sabah

Nur Ainna Ramli

Lincoln University

ICBASS-101

A Mediation Effects from the Perspective of Capital Structure Determinants and a Firm's Performance in Malaysia: Partial Least Squares–Structural Equation Modelling (PLS-SEM)

Nur Ainna Ramli Lincoln University

Gilbert Nartea Lincoln University

Zhaohua Li Lincoln University

ICBASS-1405

The Empirical Research Based on the Uses of Momentum Strategies to the Stock Market of China

Keng-Hsin Lo National Central University

Yen-Chang Chen National Central University

Yu-Sheng Liu National Sun Yat-sen University

Saturday, June 29, 2013

15:15~16:45

Meeting Room 2

Session [H2]

Business & Economics III

Session Chair: Prof. Sang Hoo Bae

ICBASS-224

Corruption and Illegal Logging in the Tropics

Sang Hoo Bae

Clark University

Amy Ickowitz

CIFOR

ICBASS-188

Effect of Debt Contracts Negotiation Toward Company To Perform Revaluation of Fixed Assets and Its Implications Toward Income Tax Expense

Erly Sherlita

Widyatama University

ICBASS-1404

The Factors Affecting the Inefficiency and Production Potential for Chrysanthemum Farm

Kamontip Panyasit

Ramkhamhaeng University

Olufemi Akintunde

University of Phoenix

ICBASS-1551

Exodus of the Educated?: A Meta-analysis of the Impact of Education on Migration

Jan-Jan Soon

Universiti Utara Malaysia

ICBASS-1574

Efficacy of the Statutory Regulation of Monopoly Water Companies: Conceptual Considerations in the Estonian Context

Merilyn Uljata

Tallinn University of Technology

Aaro Hazak

Tallinn University of Technology

ICBASS-2447

Status and Opportunities of Mobile Payment Mechanisms in Taiwan

Yong-Yi Chang

National Chiao Tung University

Peng-Ting Chen

National Kaohsiung University of Applied Sciences

Ya-Wen Yu

Asia University

Yu-Shing Chang

MinDao University

ICBASS-171

Economic Justice and Welfare Maximization in Capitalist vs. Islamic Economic Systems

Necati Aydin

King Saud University

Saturday, June 29, 2013

15:15~16:45

Meeting Room 3

Session [H3]

Marketing & Management III

Session Chair: Dr. Atthaphon Mumi

ICBASS-1389

Dynamic capabilities, path dependence and real options relationship model: A case study from Turkey

Eyüp Çalık	Yalova University
Hikmet Erbyık	Yalova University
Halil İbrahim Cobulođlu	Wichita State University
Emre Özer	Istanbul Medeniyet University

ICBASS-203

Social Influences Toward Intention To Use Facebook in Students

Atthaphon Mumi	Maharakham University
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ICBASS-061

Does Millennial Skeptical toward Cause-related Marketing?

Marhana Mohamed Anuar	Universiti Malaysia Terengganu
Khatijah Omar	Universiti Malaysia Terengganu
Maznah Wan Omar	Universiti Teknologi MARA Kedah

ICBASS-093

The Gap between Research and Practice: An Investigation of Differences between Selection Research Evidence and Taiwanese Human Resource Professionals Beliefs

Tun-Chun Huang	National Changhua University of Education
Yu-Chuan Lo	National Changhua University of Education
Fang-Wen Kuo	National Changhua University of Education

ICBASS-074

Competitive Startegy through Aqd

Maznah Wan Omar	Universiti Teknologi MARA Kedah
Mohd Noor Mohd Ali	Universiti Teknologi MARA Pulau Pinang
Marhana Mohamed Anuar	Universiti Malaysia Terengganu
Normah Hj Omar	Universiti Teknologi MARA Shah Alam

Conference Agenda – Poster Sessions

Friday, June 28, 2013

Poster Session [P1] 10:00~11:00

**Fundamental and Applied Sciences, Engineering and Information
Technology**

ACEAIT-096

**Study of Line Search Techniques on Forecasting of Weather Data in Indonesia Based
on the Modified Backpropagation**

A. Adiwijaya	Telkom Institute of Technology
Untari N. Wisesty	Telkom Institute of Technology
Fhira Nhita	Telkom Institute of Technology

ACEAIT-028

Environmentally Friendly Slow-Release Nitrogen Fertilizer using Wastepaper

Modabber Ahmed Khan	National Institute of Animal Science
Kwang-Hwa Jeong	National Institute of Animal Science
Jong-Yoon Lee	Kyungpook National University

ACEAIT-038

**Application of Biosurfactant from *Gordonia* sp. GY40 for Clean-up Petroleum
Contaminated Seawater**

Supattra Laorrattanasak	Chulalongkorn University
Onruthai Pinyakong	Chulalongkorn University
Ekawan Luepromchai	Chulalongkorn University

ACEAIT-040

Color Removal from Treated Palm Oil Mill Effluent by *Trametes Hirsuta*

Wipaporn Ekamornthanakul	Chulalongkorn University
Oramas Suttinun	Prince of Songkla University
Ekawan Luepromchai	Chulalongkorn University

ACEAIT-101

Synthesis of Natural Sensitizer with Different Solvent and Electrochemical impedance for Dye-Sensitized Solar Cells

Ho Chang

National Taipei University of Technology

ISFAS-028

The Structure and Chemical state of Co Growth on the ZnO(10-10) Surface with Annealing Treatment

Shu Hsuan Su

National Cheng Kung University

Hsin Hsien Chen

National Cheng Kung University

Jung-Chun Andrew Huang

National Cheng Kung University

ISFAS-101

A Self-correlation Modeling Method for the Oxygen Saturation Measurement during Low Perfusion

Shuangping Tan

Huazhong University of Science & Technology

Zhiguang Ai

Huazhong University of Science & Technology

Yuxing Yang

Huazhong University of Science & Technology

Qingguo Xie

Huazhong University of Science & Technology

ISFAS-047

Controlling the Number of Layers for CVD-Grown Graphene by Varying the Hydrogen Flow Rate

Tai-Liang Liu

Yuan-Ze University

Gia-Nan Shi

Chung Cheng Institute of Technology, National Defense

Nen-Wen Pu

Yuan-Ze University

Ming-De Ger

Chung Cheng Institute of Technology, National Defense

Yih-Ming Liu

Chung Cheng Institute of Technology, National Defense

Chen-Wei Huang

Yuan-Ze University

Po-Yueh Chen

Yuan-Ze University

ISFAS-037

Relationships among Mineral Factors, Maturity and Yield in Rainfed Sugarcane

Wuttichai Gunnula	Khon Kaen University
Manit Kosittrakuna	Khon Kaen University
Timothy L. Righetti	University of Guam
Pipat Weerathaworn	Mitr Phol Sugarcane Research Center
Mayura Prabpan	Mitr Phol Sugarcane Research Center

ISFAS-078

Formation of Bio Composite Beads Containing Rice Husk and Their Efficiency for Basic Dye Removal

Rattananuch Chunpen	Dhonburi Rajabhat University
Suwannee Simakornpin	Dhonburi Rajabhat University
Patana Thavipoke	Mahidol University

ISFAS-083

Vis-Light Photocatalysis of Aqueous Rhodamine B by a Ball Milled and Pt-Loaded TiO₂

Hyunho Shin	Gangneung-Wonju National University
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ISFAS-099

Visible-Light Photocatalytic Activity of TiCl₄-Treated TiO₂ to Decompose Rhodamine B in Aqueous Solution

Hyunho Shin	Gangneung-Wonju National University
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Friday, June 28, 2013

14:30~15:30

Poster Session [P2]

Education, Psychology, Marketing & Management

ICBASS-023

The Constructs Analysis of Engineering Technology Students Attitude towards Problem solving in Mathematics using Rasch Model

Norhatta Mohd Universiti Kuala Lumpur

Siti Mistima Maat Universiti Kuala Lumpur

ICBASS-1396

Social Loafing in High Cognition Task: Group-size and the Meaning of Task

Kuo-li Tsai National Changhua University of Education

Chi-tung Tsai National Changhua University of Education

Mein-woei Suen Chung Shan Medical University

ISEPST-104

Exploring the Psychological Process of People Who Really Facing Death: A Linguistic Analysis

Chih-Long Yen Ming Chuan University

Chung-Ping Cheng National Cheng Kung University

ISEPST-114

Outsider Witness Practice in Counseling Group for Parents with Asperger Syndrome Children

Shu-He Chao National Taiwan Normal University

ICBASS-098

Relationship between Promotion Focus and Contextual Performance: The Test of Mediating Effect of Helping Behaviors

Fang-Wen Kuo National Changhua University of Education

Yu-Syuan Ye National Changhua University of Education

Tun-Chun Huang National Changhua University of Education

ICBASS-094**An Investigation of the Unique Explanatory Power and Boundary Conditions of Subordinate Physical Attractiveness and Impression Management Tactics on Supervisor Performance Ratings**

Tun-Chun Huang	National Changhua University of Education
Hui-Yu Chang	National Changhua University of Education
Yu-Syuan Ye	National Changhua University of Education

ICBASS-1407**How to Reduce the Stress in the Workplace? A Field Research in Real Workplace in terms of Employee Assistance Programs**

Chi-Tung Tsai	National Changhua University of Education
Chiao-Chun Lai	National Changhua University of Education

ICBASS-1395**The Relationship between Flow Experience and Employee Creativity: The Moderating Effect of Bureaucracy**

Liang-Chi Cheng	National Changhua University of Education
Chen-Liang Lin	National Changhua University of Education
Tsang-Kai Hung	National Changhua University of Education

ICBASS-1397**Relationship between Positive Psychological Capital and Job Performance: The Test of Mediating Effect of Working Smart**

Pei-Zun Lin	National Changhua University of Education
Dan-Shang Wang	National Changhua University of Education
Chiao-Yin Cheng	National Changhua University of Education

ICBASS-1411**Age Gapes on the Classification of Typical Gender Characteristics**

Liang-Ju Chiu	Chung Shan Medical University
Yu-Chen Chen	Chung Shan Medical University
Yi-Shang Lin	Chung Shan Medical University
Wei-ting Wang	Chung Shan Medical University
Chiung-Wen Lo	Chung Shan Medical University
Shen-Kwang Lee	Chung Shan Medical University
Kuan-Chung Huang	Chung Shan Medical University
Mein-woei Suen	Chung Shan Medical University

ICBASS-248

Changes in Pre-Service Teachers' Belief and Attitudes toward Inclusive Education through Practicum Experiences

Youngsoo Son	University of Hawaii at Manoa
Samuel R Hodge	Ohio State University
Julienne K Maeda	University of Hawaii at Manoa
Youngjin Bahng	University of Hawaii at Manoa

Saturday, June 29, 2013 10:00~11:00

Poster Session [P3]

Marketing & Management , Banking & Finance, Business & Economics

ICBASS-011

Entrepreneurship as a Career Choice in the Middle East

Vikinta Rosinaite American University of the Middle East

ICBASS-125

Innovative Leasing in Developing of A National Innovation System

Irina Zhuravleva Financial University

ICBASS-030

A Decision Analysis for a Scenic Resort with Optimal Location Choice, Travel Agent's Cost Bargaining, and Entrance Fee

Tyrone T. Lin National Dong Hwa University

ICBASS-007

Performance of International Capital in the Taiwanese Stock Market

Tzu-Yi Yang Ming Chi University of Technology

Yu-Tai Yang Army Academic R.O.C.

Yi-Ching Liaw Ming Chi University of Technology

ICBASS-100

The Russian Custodian and Settlement Infrastructure of the Financial Markets: The Internal Integration Processes and Place in the Global Stock Architecture

Karine Adamova Financial University

ICBASS-014

A Review of Contributory Variables to Profitability of Construction Companies in Malaysia

Devinaga Rasiah Multimedia University

Teck Ming Tan Multimedia University

ICBASS-035

Analysis on Operating Efficiency and Strategy Matrix of the Information Services Industry

Chia-Chi Lee	National Taipei College of Business
Shio-Ling Huang	National Taipei College of Business

ICBASS-031

Measuring Management Performance of America's Coffee Franchise Using Service-profit Chain Analysis

Tser Yieth Chen	National Taipei University
Tsai Lien Yeh	Ming Chuan University
Chia Ying Ko	National Taipei University

ICBASS-049

Analysis of Operating Performance Based on the Client Industry: Raw Food Material Suppliers

Chia-Chi Lee	National Taipei College of Business
Shu-Yen Hsu	National Dong Hwa University
Tyrone T. Lin	National Dong Hwa University

ICBASS-1393

Customer Perceived Value, Service Quality, Satisfaction, and Loyalty in Women's Fitness Clubs

Jon Lim	Minnesota State University
Bryan Romsa	Minnesota State University
Suzannah Armentrout	Minnesota State University

ICBASS-1409

Understanding Culturally Diverse Malaysian's Market from Consumers' Perspective of International

Mior Harris Mior Harun	Universiti Teknologi MARA
Shahrin Nasir	Universiti Teknologi MARA
Ainul Azreen Adam	Universiti Teknologi MARA
Mohd Hussin Hazman-Fitri	Universiti Teknologi MARA

ICBASS-4324**A New Construct of Emotional Labor : IPO Model**

YinYing Wang	National Yunlin University of Science and Technology
ShangPing Lin	National Yunlin University of Science and Technology
HuiChuan Shih	Chaoyang University of Technology

ICBASS-4325**Discussion of Types and Characteristics of Patent Troll**

Yun Ken	National Yunlin University of Science and Technology
Wen-Ling Hsu	National Yunlin University of Science and Technology

ICBASS-1576**Resume - Regression Analysis to the Efficiency of the Organization of Tourism on the Example Of Kazakhstan**

A. E.Zhansagimova	Eurasian National University
S.U. Niayzbekova	Eurasian National University
G.E. Kerembek	Eurasian National University
T.A. Azatbek	Eurasian National University
Z.T. Baibolatova	Eurasian National University
Zh.M. Bulakbay	Eurasian National University
G.S Kaldenova	Aktyubinskiy University
S.B. Makysh	Eurasian National University

ICBASS-4339**MEASUREMENT OF THE POTENTIAL AND IMPACTS OF ECOTOURISM**

Raffay, Zoltán	University of Pécs
Husztai Zsolt	University of Pécs
Yerzhanova Saltanat	Gumilev Eurasian National University
Almaz Bayandinova	Gumilev Eurasian National University
Tolkyn Azatbek	Gumilev Eurasian National University

ICBASS-033

The Effects on Stock Return of Consumer Electronic Industry through Marketing Communication Productivity

Tsai-Lien Yeh

Ming-chuan University

Tser Yieth Chen

National Taipei University

Ya-Ting Jhang

National Taipei University