

# 2015 IEDRC SINGAPORE CONFERENCES SCHEDULE

Singapore

March 25-26, 2015

Co-Sponsored by



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

# IEDRC SINGAPORE CONFERENCE PROGRAM

March 25-26, 2015, Singapore

Hotel Royal

<http://www.hotelroyal.com.sg/index.html>

**Day 1:**

|                       |                                |                     |
|-----------------------|--------------------------------|---------------------|
| <b>Venue</b><br>Lobby | <b>March 25</b><br>10:00-17:00 | <b>Registration</b> |
|-----------------------|--------------------------------|---------------------|

**Day 2:**

|  |                        |                     |  |
|--|------------------------|---------------------|--|
| <b>Venue:</b><br>Royal Room 1<br>(Level 3) | Mar. 26<br>9:45-11:50  | 9:45—10:00          | Opening Remarks                              |
|  |                        | 10:00—10:45         | Keynote Speech 1 (Dr. Pyun Do Young)         |
|  |                        | <b>10:45—11:05</b>  | <b>Coffee break &amp; Group Photo</b>        |
|  |                        | 11:05—11:50         | Keynote Speech 2 (Prof. Keith Kit Pong Wong) |
| <b>Restaurant</b>                          | Mar. 26<br>12:00-13:00 | Lunch               |  |
| <b>Venue:</b><br>Royal Room 1<br>(Level 3) | Mar. 26<br>13:00-17:35 | 13:00-15:10         | <b>Session 1 (10 persons)</b>                |
|  |                        | <b>15:10– 15:25</b> | <b>Coffee break</b>                          |
|  |                        | 15:25-17:35         | <b>Session 2 (11 persons)</b>                |
| <b>Restaurant</b>                          | Mar. 26<br>18:00-20:00 | Dinner              |  |

## Instructions for Oral Presentations

**Devices Provided by the Conference Organizer:**

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

**Materials Provided by the Presenters:**

Power Point or PDF files (Files shall be copied to the Conference Computer at the beginning of each Session)  
 Duration of each Presentation (Tentatively):  
 Regular Oral Session: about 12 Minutes of Presentation, 2 Minutes of Q&A  
 Keynote Speech: 40 Minutes of Presentation, 5 Minutes of Q&A

## Registration Only: March 25, 2015 (Wednesday)

**Venue: Hotel Royal**

| Item                     | Time        | Place |
|--------------------------|-------------|-------|
| Arrival and Registration | 10:00-17:00 | Lobby |

- (1) Please print your registration form before you come to the conference.
- (2) You can also register at any time during the conference.
- (3) Certificate of Participation can be collected at the registration counter.
- (4) Please tell the conference receptions your paper ID.
- (5) The organizer won't provide accommodation, and we suggest you make an early reservation.
- (6) One Best Paper will be selected from each oral session. The Certificate for Best Papers will be awarded in the Closing Banquet on March 26, 2015.

## Conference: Morning, March 26, 2015 (Thursday)

Venue: Royal Room 1 (Level 3)

|                    |   |
|--------------------|---|
| 09:45-10:00        | <p>Opening Remarks</p>  <p><b>Prof. Keith Kit Pong Wong</b><br/>School of Economics and Finance, University of Hong Kong, China</p>   |
| 10:00-10:45        | <p>Keynote Speaker Speech 1</p>  <p><b>Dr. Pyun Do Young</b><br/>Nanyang Technological University, Singapore</p>   |
| <b>10:45-11:05</b> | <b>Photo Session &amp; Coffee Break</b>   |
| 11:05-11:50        | <p>Keynote Speaker Speech 2</p>  <p><b>Prof. Keith Kit Pong Wong</b><br/>School of Economics and Finance, University of Hong Kong, China</p> <p><b>Hedging and the Competitive Firm under Ambiguous Price and</b></p> |

**Background Risk**

This paper examines the optimal production and hedging decisions of the competitive firm that possesses smooth ambiguity preferences and faces ambiguous price and background risk. The separation theorem holds in that the firm's optimal output level depends neither on the firm's attitudes towards ambiguity nor on the incidents to the underlying ambiguity. When the exposure to the ambiguous background risk is linearly related to that to the ambiguous price risk, the firm is shown to use no options for hedging purposes. The full-hedging theorem holds should the firm regard the background risk as unambiguous. When the exposures to the ambiguous price and background risk are non-linearly related, examples are constructed to show that options play a role as a hedging instrument over and above that of futures.

**12:00-13:00****Lunch**

**SESSION-1**Venue: **Royal Room 1 (Level 3)**Session Chair: *Prof. Michael James Tucker*

Time: 13:00-15:10

| ID  | Title+Author's name   |
|---|---|
| <b>Management</b>   |   |
|  <p>E00010</p>   | <p>Patient's Health Care Behaviour Intentions<br/> <b>Sabita Maahpatra</b><br/>           Associate Professor, Indian Institute of Management, Indore, India<br/>           Abstract—The primary aim of this paper is to present an integrated model of patient's health care behaviour. In this paper an attempt is made to bring out the potential research area not yet explored. The paper is based on analysis and synthesis of existing literature to develop a model to explain patient's health care behavior intention. The study been conceptual is limited to review of prior research. It offers new director for future research and significant insight to medical practitioners and policy makers.</p>   |
|  <p>E00004</p> | <p>Use of Knowledge Transfer Model to Create Human Capital in the Area of Indigenous Knowledge for a Young Generation<br/> <b>Lanthom Jonjoubsong</b>, Nathaporn Thammabunwarit and Kitti Lertkamonrak<br/>           Lecturer, Huachiew Chalermprakiet University, Thailand<br/>           Abstract—This study seeks to draw a plausible human capital creation model for Indigenous Knowledge (IK). From a review of the literature on human capital, human capital creation or investment and knowledge transfer, the human capital creation model proposed is based on the indigenous knowledge transfer model. This is because indigenous knowledge has specific characteristics and specific ways of creation and transfer. It is transferred and created based on oral transmission and informal methods within local environments and cultures. Thus, IK human capital creation has specific ways of creation or investment that differ to general HC creation. The IK human capital creation model is proposed with two main processes; information and resource implantation, and learning processes based on informal and daily life activities. The first process is associated with knowledge transmission and knowledge acquisition which focus on oral transmission from local people and family activities. Secondly, the learning processes for IK are focused on informal education; observing and practicing at school and in the community environment. The model is proposed on the basis of three propositions which are generated about the processes of IK transfer to support HC creation. This study has been conducted with action research in a community in Sanamchaikate district of Chacheonsao province in the east-central region of Thailand. This is because this community is vigorous in IK (indigenous vegetable knowledge) transfer to a younger generation.</p> |

|   |   |
|---|---|
|   <p>E00013</p> | <p>Linking Ethical Leadership to Knowledge Sharing and Knowledge Hiding: The Mediating Role of Psychological Engagement<br/> <b>Pok Man Tang</b> and <b>Yuen Lam Bavik</b><br/>                 Postgraduate, Lingnan University, Hong Kong</p> <p>Abstract—Despite the strides made in ethical-leadership research, surprisingly, no systematic attempts have been made to reveal the relationship between ethical leadership and knowledge management among direct reports, together with, which is an increasingly eminent variable in relation to employee well-being, psychological engagement. Integrating research on ethical leadership, employee engagement, and knowledge management literature, this study aims to provide new conceptual insights and empirical evidence on the mediating process underlying the ethical leadership-knowledge management relationship. Results from 150 leader-follower dyads (N = 300) of university full-time students at a university in Hong Kong disclosed that ethical leadership has a positive effect on knowledge sharing behavior, and the former is negatively related to knowledge hiding behavior among subordinates. Additionally, these relationships are partially mediated by employee psychological engagement. Implications for research and practice will be discussed.</p>   |
|  <p>E00017</p>   | <p>Low Involvement Product Marketing Using Fine Granular Real Space Information<br/> <b>Tatsuya Inaba</b> and Yusuke Ito<br/>                 Professor, Kanagawa Institute of Technology, Japan</p> <p>Abstract—This study proposes novel marketing methods for low involvement products by using fine granular real space information and evaluates the methods with an experimental digital signage system. Usually low involvement products are selected as a result of consumers' internal information search because consumers do not want to spend cost to collect external information about these products. As a result, marketing methods for these products are limited. However, our proposal makes it possible to use external information source such as digital signage effectively. Two methods are proposed in this study: a method to lower the cost for external information search and a method to enable external information search adaptively based on consumer's prior knowledge level, both of which utilize real space fine granular information by information technology. We develop an experimental digital signage system as an external information source and identify that people can remember contents of the signage more when they adaptively view the signage pages than they view pages that change automatically. This result shows that marketing for low involvement products could become more effective by using real space fine granular information.</p> |
|   | <p>The Moderating Effect of Perceived Supervisor Support on the Relationship between Organizational Politics and Job Satisfaction in Aviation Industry in Thailand<br/> <b>Warisa Krongboonying</b> and Yi-Chun Lin<br/>                 Postgraduate, National Taiwan Normal University, Taiwan R.O.C</p> <p>Abstract—Many of the researches and practices of Human Resource Development</p>   |

|   |  |
|---|--|
|    | <p>(HRD) draws directly on an organizational behavior, aiming to explain how people within an organization runs the management structure as well as what are the essences that combines together as the elements driving the organization forward. Recognizing the contextual nature of organizational politics is not a new idea. Hence, this study is aimed to inspect the organizational politics as a negative impact on the level of job satisfaction among first-lined customer contact employees, particularly in the aviation industry. This study provides the literature review to support if the perceived supervisor support (PSS) helps weakening the negative relationship state of organizational politics and job satisfaction.</p>  |
| <p>E00022</p>   | <p><b>Pedagogical Study of English as a Foreign Language through Children’s Literature</b><br/> <b>Raichel Sylus</b><br/> Assistant Professor, Dr.; Avinashilingam University, India<br/> Abstract—Children’s literature is one of the means of creating opportunities for communication and language development in the regular classroom atmosphere through listening, speaking, reading and writing activities. By exposing students to values in life it kindles their interest in Children’s literature. This is an integrated and multifaceted perspective to promote appreciation of Children’s literature and language proficiency at the Under Graduate level. Perhaps the most challenging part of teaching literature is developing the critical and creative potential of the students. With these aspects as the prime focus, the present framework covers knowledge based on literature, skill and value-based concepts under the umbrella of English as a core subject. The paper aspires to answer the question “What is it like to prepare multi dimensional syllabi based on Children’s Literature?”</p> |
| <p>T006</p>   | <p><b>The Research of Principal Leadership and Education Policy Practice for Teacher Professional Development</b><br/> <b>Juei Hsin Wang and Yen Ting Chen</b><br/> Professor, Graduate Institute of Educational Administration and Policy Development, National Chiayi University, Taiwan(R.O.C)<br/> Abstract—This study discussed the principal leadership and education policy practice in the three characteristic elementary schools. These schools are facing to transform development. This research not only discusses the principal leadership but also analyzes the policy implementation. These policy means “teacher evaluation for profession development” and “teacher professional learning community”. The researchers took quality research analysis to reach the goal in this study.</p>  |
|  | <p><b>Factors affecting participation intention of a hypermarket’s caused relating marketing campaign</b><br/> <b>Abdullah Sultan</b><br/> Assistant Professor, Kuwait University<br/> Abstract—The rapid growth of text messaging technology, such as WhatsApp, has been a worldwide phenomenon. However, WhatsApp usage behaviors and its psychological ramifications on consumers have been under studied in consumer</p>   |
| <p>T021</p>   | <p>E00009</p>  |

|               |   |
|---------------|---|
|               | <p>behavior literature. In this study, the researcher examines two factors—social anxiety and addiction to WhatsApp—that influence consumers’ self-disclosure on WhatsApp. The results of a survey from 1145 WhatsApp consumers in Kuwait indicate that the interaction effect of social anxiety and addiction to WhatsApp is significantly related to consumers’ self-disclosure on WhatsApp.</p>  |
| <p>E00021</p> | <p>Perception of Service Quality in Life Insurance Sector: A Case Study on North East India<br/> <b>Shyamasree Saha</b> and Anirban Dutta<br/>                 Research Scholar, NIT Agartala, Tripura, India<br/>                 Abstract—In this research paper an attempt has been made to study the customer’s perception of service quality offered by the life insurance companies operating in the eight states (Assam, Arunachal Pradesh, Nagaland, Manipur, Mizoram, Tripura, Meghalaya and Sikkim) of North East India which is most underdeveloped part of the country. One of the main objectives of this research study is to identify the factors affecting the service quality in the life insurance sector which plays a crucial role in creating customers’ perception regarding the quality of service delivered. It has been found that “Affinity towards dependable receptiveness”, “Physical Appearance”, “Service Performance” is the top rankers among seven principle component analysis of RATER model.</p>   |
| <p>E00024</p> | <p>A Study of Factors Motivating Expatriates in United Arab Emirates<br/> <b>Hazem Kamal Abou Agwa</b><br/>                 Director of Operations, American Center for Psychiatry and Neurology, UAE<br/>                 Abstract—A person who relocates to the United Arab Emirates for a better job than in his own country is mainly motivated by the highly competitive compensation and salary package. While on the job, does the same person remain motivated only by the monetary rewards? If this is the reason that brought him/her to the UAE, then one may argue that the pay would be the most effective motivational factor. This paper presents an endeavor to find the real motivators of such self-initiated expatriates who take the elective expatriation decision.<br/>                 A whole different set of motivators were found to be more influential than the pay which are; Recognition and Appreciation, Good Work Conditions, Achievement of challenging tasks, Relationship with co-workers, Senior Management trust and recognition. This reconfirms the findings of previously established theories of motivation although they were developed in a different context than that in which the UAE workforce operates.</p> |
| <p>E00026</p> | <p>Job Demands &amp; Job Resources: Predicting Burnout And Work Engagement Among Teachers<br/>                 Nurul Aimi Roslan , <b>Jo Ann Ho</b>, Siew Imm Ng &amp; Murali Sambasivan<br/>                 Faculty of Economics and Management, Universiti Putra Malaysia<br/>                 Abstract—In recent years, there has been a growing consensus among researchers and educators that studies related to teachers are pertinent to understand ways to improve</p>   |

|   |
|---|
| <p>teachers’ work engagement. This study adapted Hakanen et al’s (2006) Job Demands-Resources Model to understand teachers’ burnout and work engagement in Malaysia. Questionnaires were sent out to 1,300 teachers in Negeri Sembilan schools and 600 responses were obtained after the one month data collection period. The data was analyzed through Structural Equation Modelling (SEM) using Amos 21.0. The research findings and implications are further discussed in this paper.</p> |
|---|

|                     |                     |
|---------------------|---------------------|
| <b>15:10– 15:25</b> | <b>Coffee Break</b> |
|---------------------|---------------------|

**SESSION–2**

Venue: **Royal Room 1 (Level 3)**

Session Chair: **Dr. Raija Pini Kemppainen**

Time: 15:25-17:35

| ID  | Title+Author’s name  |
|---|--|
| <b>Education</b>  |  |
|  <p style="text-align: center;">A20001</p> | <p>Teachers’ Motivation as Strategy for Sustenance of Instructional Task Quality and Standards in Secondary Schools in Ondo State, Nigeria</p> <p><b>Adeolu Joshua Ayeni</b><br/>Ph.D, Department of Educational Management, Adekunle Ajasin University, Nigeria</p> <p>Abstract—The study examined principals’ motivational strategies and effects on teachers’ instructional task performance. It further determined the effect of teachers’ instructional tasks on students’ academic performance and investigated the challenges that are faced by principals in motivating teachers for effective instructional performance in secondary schools. Descriptive survey design was adopted and made use of questionnaires titled “Principal Motivational Strategies Questionnaire” (PMSQ) and Teachers’ Instructional Task Performance Questionnaire (TITPQ); and interview technique to collect data from 480 respondents, consisting 30 principals and 450 teachers in 30 public secondary schools, using multi-stage sampling technique. Four research questions and two hypotheses were formulated. The simple per-cent and mean scores were used to answer the research questions while Pearson correlation statistics was employed to test the hypotheses at <math>p &lt; 0.05</math> level of significance. The result showed that the relationship between principals’ motivational strategies and teachers’ instructional performance was significant (<math>r = -0.672</math>, <math>p &lt; 0.05</math>); there was significant relationship between teachers’ instructional tasks and students’ academic performance (<math>r = 0.938</math>, <math>p &lt; 0.05</math>), while majority of the principals were very effective in corporate goal setting, innovation, capacity development, team work,</p> |

|   |  |
|---|--|
|   | <p>performance feedback, processing of salaries, recommending teachers for promotion, collegiality and public relations. The major constraints identified are inadequate learning resources (63.3%); lack of adequate and well equipped offices for teachers (80%); and lack of conducive classrooms (76.7%). The study concluded that the challenges that principals and teachers faced in motivation and instructional tasks require adequate government intervention and goal-oriented partnership between the school principals and other relevant stakeholders to provide adequate learning resources and facilities for students and teachers to achieve better curriculum instruction and improved learning outcome in secondary schools.</p>   |
|  <p>T005</p>  | <p>The Impact of The Use of Mobile Devices on Students Acceptance of E-learning in Libyan Higher Education<br/> <b>Ali Elkaseh</b>, Kok Wai Wong and Chun Che Fung<br/>                 Ph.D Candidate, Murdoch University, Australia<br/>                 Abstract—This paper examines the impact of the use of mobile devices on the adoption of e-learning among tertiary students in Libya. The conceptual model based on Technology Acceptance Model (TAM) with additional variable is used in this study. The variables comprises of Perceived Usefulness (PU), Perceived Ease of Use (PEOU), Mobile Devices (MD), and Attitude Towards Use (ATU). The data was collected from four universities: two private and two public universities in Libya. Of the 400 questionnaires distributed, 318 valid questionnaires were used. The collected data were analyzed using structural equation modelling (SEM) technique. The results revealed that the use of mobile devices have a direct effect on students perceived ease of use, and perceived usefulness on e-learning. The results also revealed that both perceived ease of use, and perceived usefulness have a direct effect on the Attitude Towards Use of e-learning, and Attitude Towards Use has a significant direct effect on the students' behavioral intention to use e-learning. This paper can conclude that students in Libya who use mobile devices have a higher chance of accepting the use of e-learning system.</p> |
|  <p>T007</p> | <p>Community Service Learning: Engaging Emirati Business Students<br/> <b>Robyn Albers</b> and Bradley Johnson<br/>                 Lecturer, Zayed University, United Arab Emirates<br/>                 Abstract—Inquiry-Based Learning (IBL) is often considered inclusive of Project-based learning and Problem-based learning and the overarching model for authentic student learning. A key component of IBL is that students have a high degree of autonomy and self-determination. According to Self-Determination Theory (SDT), motivation is contingent upon three existing factors: autonomy, competence and relatedness. This present study looks at two different types of student assignments: traditional class projects and community service-learning projects. Six case studies of female, Emirati undergraduate business students compared their experiences with both these two projects conducted under the guidance of the same instructor. The results indicate that students are less engaged</p>   |

|   |  |
|---|--|
|   | <p>with traditional class projects that require the students to research a topic and present on the findings. Students, however, reported greater engagement with the community service-learning project because it includes all three criteria of SDT and greater depth of learning.</p>  |
|  <p>T009</p>   | <p><b>Bibliotherapy in Context of Public Library: A Conceptual Framework</b><br/> <b>Siti Arpah Noordin</b>, Haslinda Husaini and Shamila Mohamed Shuhidan<br/>                 Lecturer, Faculty of Information Management, MARA University of Technology, Malaysia</p> <p>Abstract—Children today are citizens of tomorrow as they are the key players in the development of knowledge societies. As to fulfill the needs of our children it is important to monitor their development especially in this new era of digital and borderless environment. Children will go through different types of experiences and challenges as they grow. Bibliotherapy is a concept that involves the use of books to help children cope with their life. Bibliotherapy is no longer a strange method or practices in library service, especially libraries in hospitals. Bibliotherapy has been widely recognized as an approach that helping librarians to better address emotional, behavioral and social concerns. Hence, the role of a library will be more visible and significant with bibliotherapeutic schemes rather than the traditional perceptions of librarians being the custodians of information/books. The main objective of this paper is to highlight the conceptual research framework of exploring the bibliotherapeutic scheme employed in the Malaysia public libraries and how the initiatives instill children's reading habits. As bibliotherapy is considered very new in Malaysia, this study will explore the insight of the adoption of the concept in public libraries. Adopting a qualitative multiple-case study approach, this research intends to cover public libraries in both East and West Malaysia. Series of semi-structured and focused-group will be conducted to capture the qualitative insights of the bibliotherapy providers and clients. The study will provide better understanding of the bibliotherapy concept and will become a baseline for future research in similar area.</p> |
|  <p>T014</p> | <p><b>Improving the Quality of a Measurement Instrument Using the Partial Credit Model</b><br/> <b>Saras Krishnan</b> and Noraini Idris<br/>                 Senior Lecturer, INTI International University, Malaysia</p> <p>Abstract—In recent years, Rasch model has provided an alternative for determining the quality of a measurement instrument. The relevant properties of Rasch analysis are reliability and validity which are key indicators of the quality of a measurement instrument. This paper discusses the use of one type of Rasch model that is the Partial Credit Model to investigate reliability and validity of a measurement instrument.</p>  |
|              | <p><b>Target Situation Analysis in Education for Sustainable Development (ESD) in Malaysia-Based Multi-National Enterprises: the Case of German</b><br/> <b>Waltraud Brigitte Mayrc</b>, Thomas Chow Voon Foo and Akmar Mohamad<br/>                 Lecturer, Universiti Sains Malaysia</p> <p>Abstract—The aim of this study is to examine the German language needs of</p>  |

|   |  |
|---|--|
| <p>T015</p>   | <p>employees in multinational companies in Malaysia and the expectations of employers in the teaching of German in their companies. As an additional variable, training for sustainable development (ESD) is included. The language learning needs are described and worked as a basis for the development of language programs for adults. Special main focus is on the local situations in Malaysia and the situations that may arise after Germany during the posting to the headquarters of the respective company. The mixed-mode research method is chosen in order to obtain a spectrum of ideas about the teaching of German in German Companies in Malaysia (qualitative research) and to conduct a review of the German education (quantitative research) to can. The needs analysis addressed the employees in a survey period of about four weeks using a questionnaire. The results of the needs assessment show a discrepancy between supply and demand in terms of the required skills in the language of German as well as other skills that are regarded by employers as extremely important. In particular, skills, that are necessary in key competencies and techniques are clearly required, but hardly included in class. Thus, the results of this needs assessment provide concrete starting points for the improvement of teaching German and with this, the improvement of the communicative competence in the workplace. This study contributes to the current issues concerning the German mediation requirements: How can the demand for German at the workplace be detected and exactly described? What methods are available, which studies at home and abroad already exist?</p> |
| <p>T017</p>  | <p>The Implementation of Multiple Intelligence in the classroom: From empirical into Critical Review<br/> <b>Nadi Suprpto</b> and Wei-Yu Liu<br/>         Ph.D Candidate, National Dong Hwa University</p> <p>Abstract—Many educational researches have been done in the Multiple Intelligences (MI) perspective, both in quantitative and qualitative, and even action research. All of them provide a positive contribution to educational view. However, many researches are also found weaknesses that still need improvement both in terms of accuracy of the basic theory based on Gardner’s theory, methodologies, instruments, as well as an understanding of MI theory itself. This study is part of the literature study with resources from some relevant books, papers, knowledge, observation’s result, and the experience of the authors. Therefore, this paper will be described how this theory used in the previous study, analyzed, and even criticized, as well as the perception of the author will be described in this paper. In simple, this paper will analyse empirical study in Multiple Intelligence, the interpretive perspective of MI, MI in critical view, and the own-personal view about MI Theory. And also, the author depicts the lesson from implementation of the theory in school (Taiwan) in terms of compliance with the criteria of intelligence by Howard Gardner.</p>  |

|   |   |
|---|---|
|  <p>T018</p>   | <p><b>A-VIEW: A Versatile Tool for Online Distance Education &amp; Training</b><br/> <b>K James Mathai</b><br/> Associate Professor, National Institute of Technical Teachers' Training &amp; Research</p> <p>Abstract—India has a large technical education system comprising of engineering colleges, polytechnics and Industrial Training Institutes (ITI). There is a network of 11,001 Industrial Training Institutes (ITIs) across the country with seating capacity of more than 15.52 lakhs. Approximately 70% of seating capacity is reserved in private sector and 30% in Government ITIs. The training is imparted in 70 engineering and 63 non-engineering trades. The (DGE&amp;T), Ministry of Labour &amp; Employment, Government of India has taken the challenge of Capacity Building of Training of ITI faculty through Distance Learning Programme under World Bank Assisted Vocational Training Improvement Project(VTIP). The Ministry of Labor and Employment, with the rapid changes in technology have made changes in curriculum. Thereby DGE&amp;T have planned to update the existing faculty before the start of academic year 2015-16 through distance learning program as pilot project using well established webcast studio/Hub and spokes with ICT/ AVIEW -A Versatile E-learning Tool established at National Institute of Technical Teachers' Training Institute &amp; Research (NITTTR), Bhopal Madhya Pradesh. The distance learning programs is being successfully organized and more than 5000 nos. of faculty members have been trained across the country by DGE&amp;T through NITTTR's AVIEW-Server Hub at Bhopal.</p> |
|  <p>T117</p> | <p><b>First Day Stands Out as Most Popular Among MOOC Leavers</b><br/> <b>Usman Nazir, Hugh Davis and Lisa Harris</b><br/> Assistant Professor/ &amp; Ph.D Candidate, University of Southampton, Highfield, Southampton, UK</p> <p>Abstract—The open nature of MOOCs poses new challenges for educators to engage students in their learning. It defies the traditional classroom bound learning and demands new measures to be taken that would help keep students engaged in the course. This paper studies the enrolment data of three MOOCs offered on Future Learn in 2013/14 and identifies that at any given day in its lifecycle the highest number of students leave the course on the very first day they join it. Hence, it proposes strategies such as buddying, feedback and briefing to facilitate students to stay on board and engage with the course for maximum benefit possible.</p>   |
| <p>E00016</p>   | <p><b>Mathematical Modeling o Treatment Sir Model with Respect to Variable Contact Rate</b><br/> <b>Paritosh Bhattacharya , Susmita Pal and Prantik Biswas</b><br/> Department of Mathematics, National Institute of Technology, Agartala, India</p> <p>Abstract—We describe and analyze compartmental models for disease transmission. We begin with models for epidemics, showing how to calculate the basic reproduction number and the final size of the epidemic. We also study models with multiple compartments, including treatment of infective. We also consider models including births and deaths in which there may be an endemic equilibrium. We argue that if we lack detailed knowledge of the biology of the transmission process, parameter estimation should be accompanied by a structural sensitivity analysis, in addition to</p>   |

|        |  |
|--------|--|
|        | <p>the standard statistical uncertainty analysis. Here we focus on the estimation of the basic reproductive number from the initial growth rate of an outbreak as this is a setting in which parameter estimation can be surprisingly sensitive to details of the time course of infection.</p>  |
| E00018 | <p>An Optimized Algorithm To Determine The Eigenvalues From A Graphic Sequence By Constructing A Symmetric Matrix<br/> <b>Prantik Biswas</b> , Abhisek Paul and Paritosh Bhattacharya<br/>         Postgraduate, Department of Computer Science and Engineering, National Institute of Technology, Agartala, India</p> <p>Abstract—Spectral graph theory is a popular topic in modern day applied mathematics. Determining the eigenvalues of a given graph gives us an in-depth idea about some interesting properties of the graph. A finite sequence of nonnegative integers is said to be graphical if there exists a finite simple graph, such that the degrees of its vertices corresponds to the terms of the sequence. Such a graph is often termed as a realization of the given degree sequence. In this paper we have proposed an algorithm that determines the realization of a given degree sequence by constructing the adjacency matrix from the given sequence. Further we utilize the adjacency matrix thus obtained to determine the eigenvalues of the graph.</p> |

|                    |                                      |
|--------------------|--------------------------------------|
| <b>18:00-20:00</b> | <b>Closing Ceremony &amp; Dinner</b> |
|--------------------|--------------------------------------|

**Listener list**

|             |   |
|-------------|---|
| Listener 1  | <b>Samirah Jamaladdin</b><br>Dar Al-Hekma University, Jeddah                              |
| Listener 2  | <b>Seema Bano</b><br>Dar Al Hekma University, Jeddah                                      |
| Listener 3  | <b>Ghada Elkoussy</b><br>Dar Al-Hekma University, Jeddah                                  |
| Listener 4  | <b>Charlene Spreng</b><br>Yangon International School, Myanmar                            |
| Listener 5  | <b>Raija Kemppainen</b><br>Dar Al-Hekma University, Jeddah, KSA                           |
| Listener 6  | <b>Daiki Maki</b><br>Associate Professor, Faculty of Economics, Ryukoku University, Japan |
| Listener 7  | <b>Charnes Chiu MD PC FASN</b><br>Nephrophiles, LLC, Santa Fe, New Mexico USA             |
| Listener 8  | <b>Kathryn R. Chan MD</b><br>New Mexico Cancer Care, Santa Fe, New Mexico USA             |
| Listener 9  | <b>Jan Oldervoll</b><br>University of Bergen, Norway                                      |
| Listener 10 | <b>Hiroko Sakurai</b><br>Osaka University, Japan  |
| Listener 11 | <b>Ajay Kumar Sarathe</b><br>Associate Professor, NITTTR, Bhopal, India                   |
| Listener 12 | <b>Sandip Shivaji Kedar</b><br>Associate Professor, NITTTR, Bhopal, India                 |
| Listener 13 | <b>Patricia Castaneda Tucker</b><br>Yangon International School, Myanmar                  |
| Listener 14 | <b>Michael James Tucker</b><br>Yangon International School, Myanmar                       |
| Listener 15 | <b>Tuan Lam</b>   |



## Hotel Royal

<http://www.hotelroyal.com.sg/index.html>

Address: 36 Newton Road Singapore 307964

TEL: +65 64260168

E-Mail: [royal@hotelroyal.com.sg](mailto:royal@hotelroyal.com.sg), [feedback@hotelroyal.com.sg](mailto:feedback@hotelroyal.com.sg)



Hotel Royal is strategically located right in the heart of Singapore's most exclusive district and is only minutes away from the renowned shopping and entertainment haven of Orchard Road. The Novena MRT Station is within 8 minutes walking distance from the hotel. Public transport such as taxis & buses are also easily available from the hotel's main entrance to bring guests to all parts of Singapore.

Guests staying in the hotel's newly refurbished 354 spacious deluxe rooms and suites will enjoy 'Every Room A Home' feeling as all the rooms & suites are comfortably furnished with shades of beige curtains and bedspreads to blend with a contemporary colored wallpaper to enhance the coziness of the rooms. Our rooms are among the most spacious in Singapore.

2015

| May 06-07,2015   | Place                       | Submission  |
|--|-----------------------------|-------------|
| 2015 International Conference on Culture, Society and Humanity<br><a href="#">(ICCSH 2015)</a>             | Dubai, UAE                  | Mar 01,2015 |
| 2015 International Conference on Financial and Business Economics<br><a href="#">(ICFBE 2015)</a>          | Dubai, UAE                  | Mar 01,2015 |
| 2015 2nd International Conference on Innovation, Service and Management<br><a href="#">(ICISM 2015)</a>    | Dubai, UAE                  | Mar 01,2015 |
| May 15-16,2015   | Place                       | Submission  |
| 2015 2nd International Conference on Society, Education and Psychology<br><a href="#">(ICSEP 2015)</a>     | Rome, Italy                 | Mar 10,2015 |
| 2015 5th International Conference on Management and Service Science<br><a href="#">(ICMSS 2015 )</a>       | Rome, Italy                 | Mar 10,2015 |
| 2015 International Conference on Language Communications and Culture<br><a href="#">(ICLCC 2015)</a>       | Rome, Italy                 | Mar 10,2015 |
| Jun 03-04,2015   | Place                       | Submission  |
| 2015 4th International Conference on Psychological Sciences and Behaviors<br><a href="#">(ICPSB 2014)</a>  | Bandar Seri Begawan, Brunei | Mar 25,2015 |
| 2015 3rd International Conference on Sociality Culture and Humanities<br><a href="#">(ICSCH 2015)</a>      | Bandar Seri Begawan, Brunei | Mar 25,2015 |
| 2015 International Conference on Business and Economic Analysis<br><a href="#">(ICBEA 2015)</a>            | Bandar Seri Begawan, Brunei | Mar 25,2015 |
| Jun 09-10,2015   | Place                       | Submission  |
| 2015 2nd International Conference on Teaching and Education Sciences<br><a href="#">(ICTES2015)</a>        | Kuala Lumpur, Malaysia      | Mar 05,2015 |
| 2015 2nd International Conference on Innovations in Business and Management<br><a href="#">(ICIBM2015)</a> | Kuala Lumpur, Malaysia      | Mar 05,2015 |
| 2015 International Conference on Culture, Languages and Literature<br><a href="#">(ICLL2015)</a>           | Kuala Lumpur, Malaysia      | Mar 05,2015 |
| Jul 03-04,2015   | Place                       | Submission  |
| 2015 International Conference on Industrial and Business Engineering<br><a href="#">(ICIBE2015)</a>        | Bangkok, Thailand           | Mar 15,2015 |
| 2015 5th International Conference on Financial Management and Economics                                    | Bangkok, Thailand           | Mar 15,2015 |

|  |                        |                   |
|--|------------------------|-------------------|
| <a href="#">(ICFME2015)</a>  |                        |                   |
| <b>2015 4th International Conference on Society, Humanity and History</b><br><a href="#">(ICSHH2015)</a>         | Bangkok, Thailand      | Mar 15,2015       |
| <b>Jul 20-21,2015</b>  | <b>Place</b>           | <b>Submission</b> |
| <b>2015 International Conference on Literature and Linguistics</b><br><a href="#">(ICOLL2015)</a>                | Paris, France          | Mar 05,2015       |
| <b>2015 2nd International Conference on Humanity and Social Sciences</b><br><a href="#">(ICHSS2015)</a>          | Paris, France          | Mar 05,2015       |
| <b>2015 2nd International Conference on Economics, Society and Management</b><br><a href="#">(ICESM2015)</a>     | Paris, France          | Mar 05,2015       |
| <b>Aug 10-11,2015</b>  | <b>Place</b>           | <b>Submission</b> |
| <b>2015 2nd International Conference on Education and Training Technologies</b><br><a href="#">(ICETT 2015)</a>  | Singapore              | Mar 25,2015       |
| <b>2015 6th International Conference on Construction and Project Management</b><br><a href="#">(ICCPM 2015)</a>  | Singapore              | Mar 25,2015       |
| <b>2015 2nd International Conference on Social Sciences and Innovations</b><br><a href="#">(ICSSI 2015)</a>      | Singapore              | Mar 25,2015       |
| <b>Aug 25-26,2015</b>  | <b>Place</b>           | <b>Submission</b> |
| <b>2015 6th International Conference on Education and Management Technology</b><br><a href="#">(ICEMT 2015)</a>  | Hong Kong              | Mar 30,2015       |
| <b>2015 4th International Conference on Knowledge, Culture and Society</b><br><a href="#">(ICKCS 2015)</a>       | Hong Kong              | Mar 30,2015       |
| <b>2015 International Conference on Economics, Business and Trade</b><br><a href="#">(ICEBT 2015)</a>            | Hong Kong              | Mar 30,2015       |
| <b>Sep 07-08,2015</b>  | <b>Place</b>           | <b>Submission</b> |
| <b>2015 International Conference on Industrial Engineering and Management</b><br><a href="#">(ICIEM 2015)</a>    | Toronto, Canada        | Apr 25,2015       |
| <b>2015 6th International Conference on E-business, Management and Economics</b><br><a href="#">(ICEME 2015)</a> | Toronto, Canada        | Apr 25,2015       |
| <b>2015 5th International Conference on Humanities, Society and Culture</b><br><a href="#">(ICHSC 2015)</a>      | Toronto, Canada        | Apr 25,2015       |
| <b>Sep 24-25,2015</b>  | <b>Place</b>           | <b>Submission</b> |
| <b>2015 5th International Conference on Business and Economics Research</b>                                      | Rio de Janeiro, Brazil | May 10,2015       |

|  |                        |                   |
|--|------------------------|-------------------|
| <a href="#">(ICBER2015)</a>  |                        |                   |
| <b>2015 5th International Conference on Education, Research and Innovation</b><br><a href="#">(ICERI 2015)</a> | Rio de Janeiro, Brazil | May 10,2015       |
| <b>2015 International Conference on Leadership and Management</b><br><a href="#">(ICLM 2015)</a>               | Rio de Janeiro, Brazil | May 10,2015       |
| <b>Oct 14-15,2015</b>  | <b>Place</b>           | <b>Submission</b> |
| <b>2015 2nd International Conference on Management Sciences and Innovations</b><br><a href="#">(ICMSI2015)</a> | Barcelona, Spain       | May 20,2015       |
| <b>2015 International Conference on Law and Social Sciences</b><br><a href="#">(ICLSS2015)</a>                 | Barcelona, Spain       | May 20,2015       |
| <b>2015 International Conference on Marketing, Business and Trade</b><br><a href="#">(ICMBT2015)</a>           | Barcelona, Spain       | May 20,2015       |
| <b>Oct 26-28,2015</b>  | <b>Place</b>           | <b>Submission</b> |
| <b>2015 International Conference on Marketing Business and Economics</b><br><a href="#">(ICMBE2015)</a>        | Beijing, China         | Jun 05,2015       |
| <b>2015 5th International Conference on History and Society Development</b><br><a href="#">(ICHSD2015)</a>     | Beijing, China         | Jun 05,2015       |
| <b>2015 3rd International Conference on Media and Film Studies</b><br><a href="#">(ICMFS2015)</a>              | Beijing, China         | Jun 05,2015       |



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

Welcome to the official website of the 2015 5th International Conference on Financial Management and Economics (ICFME 2015), will be held during July 3-4, 2015, in Bangkok, Thailand. ICFME 2015, aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experiences, new ideas, and research results about all aspects of Financial Management and Economics, and discuss the practical challenges encountered and the solutions adopted.

**All papers for the ICFME 2015 will be published in JOAMS (ISSN: 2168-0787) or JOEBM (ISSN: 2301-3567) as one volume, and will be included in the Engineering & Technology Digital Library, and indexed by Electronic Journals Digital Library, EBSCO, WorldCat, Google Scholar, Ulrich's Periodicals Directory, Cross Ref and sent to be reviewed by ISI Proceedings.**

**One Excellent Paper will be selected from each oral session The Certificate for Excellent Papers will be awarded in the Welcome Banquet on July 4, 2015.**

Prospective authors are kindly invited to submit full text papers including results, tables, figures and references. Full text papers (.pdf, .doc) will be accepted by [Electronic Submission System](#), any questions about submission, please contact us by Email [icfme@iedrc.org](mailto:icfme@iedrc.org). All submitted articles should report original, previously unpublished research results, experimental or theoretical. Articles submitted to the Conference should meet these criteria and must not be under consideration for publication elsewhere. Manuscripts should follow the style of the Conference and are subject to both review and editing.

## Important Date

|                               |                   |
|-------------------------------|-------------------|
| Paper Submission (Full Paper) | February 15, 2015 |
| Notification of Acceptance    | March 5, 2015     |
| Registration Deadline         | March 25, 2015    |
| Conference Dates              | July 3-4, 2015    |



Welcome to the official website of the 2015 2nd International Conference on Economics, Society and Management (ICESM2015), will be held during July 20-21, 2015, in Paris, France. ICESM 2015, aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experiences, new ideas, and research results about all aspects of Economics, Society and Management, and discuss the practical challenges encountered and the solutions adopted.

The conference will be held every year to make it an ideal platform for people to share views and experiences in Economics, Society and Management and related areas.

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

**International Journal of Trade, Economics and Finance (IJTEF) (ISSN: 2010-023X):** Abstracting/ Indexing: Engineering & Technology Digital Library, EBSCO, ProQuest, Crossref, Electronic Journals Library, DOAJ and Ulrich's Periodicals Directory

**Journal of Advanced Management Science (JOAMS) (ISSN: 2168-0787):** Abstracting/Indexing:Ulrich's Periodicals Directory, Google Scholar, EBSCO, Engineering & Technology Digital Library and Electronic Journals Digital Library

**One Best Paper will be selected from each oral session. The Certificate will be awarded in the Welcome Banquet on July 21, 2015.**

## Important Date

|                       |                  |
|-----------------------|------------------|
| Submission Deadline   | March 5, 2015    |
| Notification Deadline | March 20, 2015   |
| Registration Deadline | April 10, 2015   |
| Conference Date       | July 20-21, 2015 |

2015 6th International Conference on Construction  
and Project Management - ICCPM2015

August 10-11, 2015, Singapore



ICCPM 2015, aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experiences, new ideas, and research results about all aspects of Construction and Project Management, and discuss the practical challenges encountered and the solutions adopted.

The conference will be held every year to make it an ideal platform for people to share views and experiences in Construction and Project Management and related areas.

All papers for the ICCPM2015 will be published in the JOAMS (ISSN: 2168-0787 ) as one volume, and will be included in Ulrich's Periodicals Directory, Google Scholar, EBSCO, Engineering & Technology Digital Library and Electronic Journals Digital Library and sent to be reviewed by ISI Proceedings.

One Excellent Paper will be selected from each oral session The Certificate for Excellent Papers will be awarded in the Welcome Banquet on August 11, 2015.

## Important Date

|                            |                    |
|----------------------------|--------------------|
| Submission Deadline        | March 25, 2015     |
| Notification of Acceptance | April 15, 2015     |
| Registration Deadline      | May 5, 2015        |
| Conference Date            | August 10-11, 2015 |



Welcome to the official website of the 2015 6th International Conference on E-business, Management and Economics - ICE ME 2015, will be held during September 7-8, 2015, in Toronto, Canada. ICE ME 2015, organized by **IEDRC** and **Wilfrid Laurier University**, aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experiences, new ideas, and research results about all aspects of E-business, Management and Economics, and discuss the practical challenges encountered and the solutions adopted.

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

**International Journal of Trade, Economics and Finance (IJTEF) (ISSN: 2010-023X):** Abstracting/ Indexing: Engineering & Technology Digital Library, EBSCO, ProQuest, Crossref, Electronic Journals Library, DOAJ and Ulrich's Periodicals Directory

**Journal of Advanced Management Science (JOAMS) (ISSN: 2168-0787): Abstracting/Indexing:**Ulrich's Periodicals Directory, Google Scholar, EBSCO, Engineering & Technology Digital Library and Electronic Journals Digital Library

**One Best Paper will be selected from each oral session. The Certificate will be awarded in the Welcome Banquet on September 8, 2015.**

## Important Date

|                            |                     |
|----------------------------|---------------------|
| Submission Deadline        | April 25, 2015      |
| Notification of Acceptance | May 15, 2015        |
| Registration               | June 05, 2015       |
| Conference Date            | September 7-8, 2015 |



Welcome to the official website of the 2015 5th International Conference on Business and Economics Research - **ICBER 2015**, will be held during **September 24-25, 2015**, in **Rio de Janeiro, Brazil**. ICBER 2015, aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experiences, new ideas, and research results about all aspects of Business and Economics Research, and discuss the practical challenges encountered and the solutions adopted.

All papers for the ICBER 2015 will be published in one of the following journals:

**International Journal of Trade, Economics and Finance: IJTEF (ISSN: 2010-023X)** as one volume, and will be included in Engineering & Technology Digital Library, EBSCO, ProQuest, Crossref, Electronic Journals Library, DOAJ and Ulrich's Periodicals Directory and sent to be reviewed by ISI Proceedings.

**Journal of Advanced Management Science: JOAMS (ISSN: 2168-0787)** as one volume. Abstracting/Indexing: Ulrich's Periodicals Directory, Google Scholar, EBSCO, Engineering & Technology Digital Library and Electronic Journals Digital Library.

## Important Dates

|                            |                     |
|----------------------------|---------------------|
| <b>Submission Deadline</b> | <b>May 10, 2015</b> |
| Acceptance Notification    | May 30, 2015        |
| Registration Deadline      | June 20, 2015       |
| Conference Date            | 24-25 Sept. 2015    |



