

**2018 5th International Conference on Economics, Society and Management
(ICESM 2018)**

**2018 2nd International Conference on E-Education, E-Business and E-Technology
(ICEBT 2018)**

Grand Gongda Jianguo Hotel, Beijing, China

July 05-07, 2018

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Conference Committee

Local Organizing Chairs

Prof. Yong-an Zhang, Beijing University of Technology, China

张永安 教授 北京工业大学

Prof. Zhai Dongsheng, Beijing University of Technology, China

翟东升 教授 北京工业大学

Conference Chair

Prof. Shaofeng Liu, Plymouth University, UK

刘少凤 教授 英国普利茅斯大学

Conference Program Chairs

Prof. Shuangjie Li, Beijing University of Technology, China

李双杰 教授 北京工业大学

Prof. Guorui Jiang, Beijing University of Technology, China

蒋国瑞 教授 北京工业大学

Assoc. Prof. Belinda Luke, Queensland University of Technology, Australia

Belinda Luke 副教授 澳大利亚昆士兰科技大学

Assoc. Prof. Haiying Ren, Beijing University of Technology, China

任海英 副教授 北京工业大学

Assoc. Prof. Jung-Ho Lai, National Taipei University of Business, Taiwan

赖蓉禾 副教授 国立台北商业大学

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Dr. Muhammad Khalid Sohail, COMSATS, Pakistan
Prof. Hungchih Li, National Cheng Kung University, Taiwan
Dr. Li-Ren Yang, Tamkang University, Taiwan

Conference Venue

Grand Gongda Jianguo Hotel (北京工大建国饭店)

100 Pingle Yuan Street, Chaoyang, 100124 Beijing, China
北京市朝阳区平乐园 100 号 (北京工业大学南门西侧)

<http://www.gongda-jianguo.cn/>
Tel: 010-59102062; Fax: +86-10-59102055



Location:

Grand Gongda Jianguo Hotel is located a 12-minute drive from China World Trade Center and Guomao Commercial Area. The stylish hotel offers a health club, free parking and free internet.

Spacious guest rooms at Grand Gongda Jianguo are fully air conditioned and feature a modern interior. Each well-furnished room has an electric teakettle, ironing facilities and a flat-screen TV with cable channels.

Hotel Grand Gongda Jianguo has a well-equipped fitness center. Laundry and dry cleaning services are offered. The hotel has a tour desk to assist guests with travel arrangements and ticketing.

Fu Yuan Cafe serves a wide variety of international and Asian dishes. Japanese and Chinese food can be tasted at Wan Shi Chuan Japanese Restaurant and Tainan Fu Cheng Chinese Restaurant respectively.

Grand Gongda Jianguo Hotel is a 10-minute drive from the Antique Market. It is 27 miles from Beijing Capital Airport and will take around 40-50 minutes by taxi.

We look forward to welcome you and your guests at Grand Gongda Jianguo Hotel, Beijing, China

Introductions for Publications

All accepted papers for the Beijing conferences will be published in those proceeding/journals below.

2018 5th International Conference on Economics, Society and Management (ICESM 2018)



The accepted papers by **Journal of Economics, Business and Management (JOEBM)**, which is an international academic open access journal which gains a foothold in Singapore, Asia and opens to the world. It aims to promote the integration of economic, business, and management.

ISSN: 2301-3567

Frequency: Quarterly (2013-2014); Monthly (Since 2015)

DOI: 10.18178/JOEBM

Abstracting/ Indexing: by Electronic Journals Library, Doi System, Google Scholar, Crossref, and ProQuest, etc.

2018 2nd International Conference on E-Education, E-Business and E-Technology (ICEBT 2018)



Accepted papers will be published in the **International Conference Proceedings Series by ACM**, which will be archived in the **ACM Digital Library**, and sent to be **indexed by EI Compendex and Scopus** and submitted to be reviewed by Thomson Reuters Conference Proceedings Citation Index (ISI Web of Science).

会议收录的文章将由ACM出版到会议论文集，并提交 EI Compendex和Scopus检索。文章作者将被邀请参会展示研究报告。

Instructions for Oral Presentations

Devices Provided by the Conference Organizer:

Laptops (with MS-Office & Adobe Reader)

Projectors & Screens

Laser Sticks

Materials Provided by the Presenters:

Power Point or PDF Files (Files should be copied to the conference laptop at the beginning of each session)

Duration of each Presentation (Tentatively):

Opening Remark: 10 Minutes

Keynote Speech: 45 Minutes of Presentation, including 5 Minutes of Q&A

Plenary Speech: 30 Minutes of Presentation, including 5 Minutes of Q&A

Regular Oral Presentation: 15 Minutes of Presentation and Q&A

Instructions for Poster Presentation

Materials Provided by the Conference Organizer:

The place to put poster

Materials Provided by the Presenters:

Home-made Posters

Maximum poster size is A1, portrait direction

Load Capacity: Holds up to 0.5 kg

Best Presentation Award

One Best Oral Presentation will be selected from each presentation session, and the Certificate for Best Oral Presentation will be awarded at the end of each session on July 6th, 2018.

Dress Code

Please wear formal clothes or national representative clothing.

Warm Tips:

Get your presentation PPT prepared and print out the notification letter before you leave for Prague, Czech Republic. Copy your PPT to the conference computer before your session begins. One best presentation will be selected from each session, and the best one will be announced and awarded at the end of each session. Session group photo will be taken after the award.

Introduction for Local Organizing Chair



Prof. Yongan Zhang
Beijing University of Technology, China

Zhang Yong-an, Doctor of Management, is the Doctoral Advisor and professor of the school of economic and management at Beijing University of Technology. Dr Zhang is also the Adjunct Professor in Shanxi University of Finance and Economics, Shanxi University of Science and Technology and Beijing Material Institute, as well as management consultant for listed companies. Dr. Zhang's research expertise includes enterprise development strategy, enterprise business model, and high and new technology industry cluster innovation network policy. Dr. Zhang has participated and presided over four of the national natural science fund projects and provincial soft science projects. He was awarded second prize for excellent achievement of philosophy and social science at the provincial level, second prize in provincial scientific and technological progress, provincial outstanding young economic theory workers and many other awards. Dr. Zhang has obtained four counts of software copyright: the Complex Logistics Simulation Platform; the Immediate Network Information Acquisition System; Researchers Questioned Message Interaction Management Platform System. And he also undertook and completed the cooperation with Beijing municipal committee: Beijing City Traffic Votes Fares Research, the Research of Beijing Parking Business Cost and other more than 10 unique projects. Till now, Dr. Zhang has already completed two books and teaching materials, published more than 50 high level academic papers.

Introductions for Keynote Speakers



Prof. Shaofeng Liu
Plymouth University, UK

Shaofeng Liu is Professor of Operations Management and Decision Making at University of Plymouth, UK. She is the Research Director for the Product and Service Value Chain Group, specializing in digital business, knowledge management, decision making, and value chain innovation. She obtained her PhD degree from Loughborough University, UK. She sits on the Management Board for Euro Working Group on Decision Support Systems. She is currently a Senior Editor for Cogent Business and Management, and on Editorial Boards for a number of international journals. She has undertaken a number of influential research projects funded by UK research councils and the European Commission with a total value over €40M. She is currently principal investigator and co-investigator for 4 EU projects (3 of which are funded by Horizon 2020 and one by Erasmus Plus) and 1 project funded by UK research council - Innovate UK. She has published over 150 peer-reviewed research papers.

Speech Title: Knowledge Management: Evolution, Research Trend and Application In Food Value Chain

Abstract: This talk will provide a systematic analysis of knowledge management (KM) evolution, from individual knowledge power through knowledge competence in organisations to the current phenomenon of knowledge economy. Some of the most representative KM theories in the KM evolution will be discussed. At the individual knowledge power level, the presentation will look at the famous SECI model (socialisation, externalisation, combination and internalisation) and “Ba” theory (i.e. knowledge space). At the organisational level, knowledge-based view (KBV) and the five learning cycles (i.e. individual learning cycle, individual/group learning cycle, group learning cycle, group/organisation learning cycle, and organisation learning cycle) into competence will be presented. Finally the talk will examine how knowledge can be mobilised crossing boundaries in order to create knowledge economy. An application of the knowledge mobilisation framework in food value chain will be illustrated, based on the most recent development from the EU collaborative project, RUC-APS (standing for Risk and Uncertain Conditions in Agriculture Production Systems), which is funded by European Commission’s Horizon 2020 programme.



Assoc. Prof. Belinda Luke
Queensland University of Technology, Australia

Belinda is an Associate Professor in the School of Accountancy at Queensland University of Technology. She has approximately 10 years' experience in academia, teaching accounting at both the undergraduate and post-graduate levels. Prior to that she worked for PricewaterhouseCoopers as a tax manager and human resources senior manager for approximately 10 years, in Australia, Ukraine, Papua New Guinea, and China.

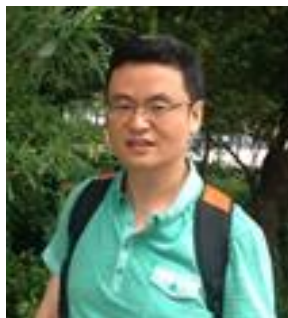
Belinda's research focuses on accountability and reporting in public sector and third sector organisations. Her research publications include 2 books, 7 book chapters, and more than 30 journal publications.

She has previously held positions such as Chair of the Public sector and not-for-profit stream of Accounting and Finance Association of Australian and New Zealand (2011-2014), is co-author of 'Financial Reporting', a textbook published by Wiley and used throughout Australia, and Associate editor of Accounting Research Journal.

Speech Title: Read about it? The Value of Social Performance Reporting

Abstract: While the concept of corporate social responsibility (CSR) as organizational activity is relatively well established, the development of social reporting on such activity is somewhat fragmented. This presentation examines the development of social reporting in theory, and status of social reporting in practice. In particular, it considers the usefulness of current social reporting approaches, and opportunities to address shortcomings in these approaches.

Principles of financial reporting are considered in the context of social reporting to evaluate social reporting frameworks and examine how social reporting might be improved. The importance of social reporting is considered from the perspective of a range of stakeholders. Proposed developments aim to provoke a reconsideration of the usefulness of social reporting, such that the value of this type of reporting may be enhanced, and stakeholders might actually be informed.



Assoc. Prof. Haiying Ren
Beijing University of Technology, China

Haiying Ren is an Associate Professor of Management Science and Engineering in School of Economics and Management at Beijing University of Technology, China. He received his Ph.D. degree in Industrial Engineering at University of South Florida in 2000. His research interests include Technology and Innovation Management, Multi-agent Simulation, Knowledge Management, and Operations Management. Currently, he is working on the behavioral modeling of the processes of Inventions with knowledge network representations. He has 14 years collegiate teaching experience in the field of operations research, computer simulation, decision theories and analytical business methods at Beijing University of Technology. Dr. Ren has published more than 40 papers in referred journals and conference proceedings and authored or co-authored two monographs and one book series. He has been principal investigator in several research projects funded by Beijing Municipal agencies and Ministry of Education, including the Beijing Natural Science Foundation and Beijing Social Science Foundation. Dr. Ren won a Third Prize at 2010 Beijing Technology Advancement Award as a key research team member. Dr. Ren is an Associate Coordinator of Department of Management Science and Engineering in School of Economics and Management at Beijing University of Technology, China. He is also an active member of Operations Research Society of China.

Speech Title: The Emergence of Creativity and Innovation from a Multilevel Network Perspective

Abstract: The study of antecedents of creativity and innovation (C&I) in organizations has been one of the main themes in innovation management research. Researchers have found many individual, team and organization level factors that impact the C&I outcomes, but our knowledge about the whole C&I process is still fragmented and incomplete. We believe this phenomenon is caused by the separation of factors and levels in C&I research. Here, by integrating previous research on C&I, we propose tentatively a multilevel process theory of C&I in organizations that outlines a bottom-up process showing how creativity emerges from lower levels and gradually grow out of top levels to become true legitimate innovations.

Introductions for Plenary Speaker



Assoc. Prof. Wang Wanqiu
Beijing University of Technology, China

Wang Wanqiu (PhD, Beijing University of Technology) is an associate professor of School of Economics and Management, Beijing University of Technology. Her research focuses on mergers and acquisitions, and recently paid particular interest in technological mergers and acquisitions. The researches have been published in Management Review, Studies in Science of Science, among others.

Speech Title: Vertical Integration, Social Capital and the Mergers & Acquisitions Performance

Abstract: Mergers & acquisitions, as one of the strategies for promoting the factor flow and optimizing the resource allocation, is playing a leading part in the economic structure upgrade. From a macro perspective, vertical merger and acquisition will definitely play an important role in optimizing the efficiency of resources' allocation; from a micro perspective, it has already become a critical strategic tool for enterprise resources' integration. According to transaction costs theory, vertical mergers & acquisitions can decrease the operating costs; enhance the operating efficiency through internal trading instead of market trading to improve the operation performance. So, our research focuses on whether the different relationships appearing among the acquirer and the target enterprises can enhance the resource collaboration brought by vertical integration and improve operation performance?



Assoc. Prof. Jung-Ho Lai
National Taipei University of Business, Taiwan

Dr. Jung-Ho Lai is an associate professor of department of Finance at National Taipei University of Business. She received her PhD in international business management from National Cheng Kung University and has been a visiting scholar at Ivey Business School, Western University during 2017. Her research interests include foreign direct investment and corporate governance. Her works have been published in several premier journals such as Financial Management, International Business Review, Journal of International Management, R&D management, Journal of International Management, Omega-International Journal of Management Science. Her teaching focuses on financial management and futures and options.

Speech Title: How outside directors' human and social capital create value for corporate international investments?

Abstract: Grounded in theories of resource dependence, vicarious learning, information processing, and board group and process literature, this study examines how outside directors' human and social capital affect the value of their corporate foreign direct investments. We employed the event study approach and examined 1,210 international investment cases of 836 US firms over a period of thirteen years. We found significant but distinct, non-linear impacts from the quantity of board members' human capital (U-shaped effect) and social capital (inverted U-shaped effect). The quality of board capital also matters, as shown by the directors' prior foreign investment performance, the size of the interlocked companies and their degree of internationalization. The alternative performance measure from operating ROA yields similar results. Our findings highlight the importance of incorporating factors related to board human and social capital for a more complete analysis of outside boards' contributions to firms' international success.



Time Schedule

Day 1: Registration: July 05, 2018 (Thursday)

10:00-17:00	Arrival and Registration Venue: Lobby
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- (1) Certificate of Participation can be awarded after the session.
- (2) Your paper ID will be required for the registration.
- (3) The organizer won't provide accommodation, and we suggest you make an early reservation.
- (4) One best oral presentation will be selected from each oral session. The Certificate for the best one will be awarded at the end of each session on July 6th, 2018.

Day 2: Conference: July 06, 2018 (Friday)

	MC: Assoc. Prof. Xu Shuo, Beijing University of Technology, China
	Opening Remarks
9:00-9:10 Venue: Orchid Jasmine	<p>Opening Remark</p>  <p>Prof. Yong-an Zhang Beijing University of Technology, China</p>
	Keynote Speeches
9:10-9:55 Venue: Orchid Jasmine	<p>Keynote Speech I</p>  <p>Prof. Shaofeng Liu Plymouth University, UK</p> <p>Speech Title: Knowledge Management: Evolution, Research Trend and Application In Food Value Chain</p>
9:55-10:20	Coffee Break & Group Photo

10:20-11:05 Venue: Orchid Jasmine	<p>Keynote Speech II</p>  <p>Assoc. Prof. Belinda Luke Queensland University of Technology, Australia</p> <p>Speech Title: Read about it? The Value of Social Performance Reporting</p>	
11:05-11:50 Venue: Orchid Jasmine	<p>Keynote Speech III</p>  <p>Assoc. Prof. Haiying Ren Beijing University of Technology, China</p> <p>Speech Title: The Emergence of Creativity and Innovation from a Multilevel Network Perspective</p>	
11:50-13:00	Lunch Time	
	Venue: Orchid Jasmine Room	Venue: Peony Room
13:00-13:30	<p>Plenary Speech I</p>  <p>Assoc. Prof. Wang Wanqiu Beijing University of Technology, China</p> <p>Speech Title: Vertical Integration, Social Capital and the Mergers & Acquisitions Performance</p>	<p>Plenary Speech II</p>  <p>Assoc. Prof. Jung-Ho Lai National Taipei University of Business, Taiwan</p> <p>Speech Title: How outside directors' human and social capital create value for corporate international investments?</p>

<div>Session 1</div> <div>Economics and Business Management</div> <div>Time: 13:30-16:00 Venue: Orchid Jasmine Room</div>		<div>Session 2</div> <div>Humanities & Social Science</div> <div>Time: 13:30-16:15 Venue: Peony Room</div>	
16:00:-16:30	Coffee Break		
<div>Session 3</div> <div>E-Education and Computer Education</div> <div>Time: 16:15-19:00 Venue: Orchid Jasmine Room</div>		<div>Session 4</div> <div>E-Business and Information Technology</div> <div>Time: 16:30-18:45 Venue: Peony Room</div>	
19:00	Dinner Banquet		

Session 1

13:30-16:00

Venue: Orchid Jasmine Room

Theme: Economics and Business Management

Session Chair I: **Assoc. Prof. Xiang Nan**
Beijing University of Technology, China

Session Chair II: **Assoc. Prof. Ren Haiying**
Beijing University of Technology, China

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

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

ID	Title+ Author's Name
MS0024-A 13:30-13:45	<p>Can the Basel III Liquidity Risk Measures Explain the Default Risk of Taiwanese Banks? Chih-Yuan Yang, Sheng-Jung Li and Chia-Chien Chang National Kaohsiung University of Science and Technology, Taiwan</p> <p>Abstract—The liquidity coverage ratio (LCR) and the net stable funding ratio (NSFR) proposed by the Basel Committee on Banking Supervision are applied in 2015 and 2018, respectively. Using a sample of Taiwanese banks from 2006 to 2013, we study the usefulness of these two liquidity indicators on banks' default risk by employing the panel threshold regression model. The results support our hypotheses that (1) the LCR and the NSFR can significantly and effectively explain banks' default risk; (2) the influence of the LCR and the NSFR is more important for large banks; and (3) during usual (non-crisis) periods, only the current ratio (CR) and the loss provision coverage ratio (LPC) are significant, whereas during crisis periods, banks' default risk is significantly affected not only by the CR and the LPC but also by the spread, the LCR, and the NSFR.</p>
MS0033 13:45-14:00	<p>Green City and Green Growth: Environment Governance as a Moderating Variable Ya-Ting Chang National Chengchi University, Taiwan</p> <p>Abstract—The issues surrounding energy governance, climate change and global sustainable development have become more and more important since the twentieth century. Over the decade, the concept of "green growth" has been applied to international environment policy, and "green economy" has also occupied a dominating position. This study used the data of major Asian cities investigated by the Economist Intelligence Unit (EIU) to empirically analyze the connection between Green City Indices and City Gross Domestic Product (City GDP). The first objective of this study is to investigate the correlation between individual Green City Indices and green growth in terms of City GDP. The second objective was to evaluate the moderating role of public governance in the relationship between Green City Indices and green GDP. The results show the significant association between seven of the Green City Indices and City GDP. Most of these indices are associated with local infrastructure construction. The findings also indicate that environment governance has a moderating effect on the relationship between Green City indices and City GDP. Public managers are encouraged to use the research results to foster economic growth and improve environment sustainability.</p>

<p>MS0004 14:00-14:15</p>	<p>The Sharing Economy Policy in Britain and its Impact on China's Trademark and Brand Internationalization Strategy Xiao Mu Beijing International Studies University, China</p> <p>Abstract—The internationalization strategy on China's sharing economy models, represented by Mobike, has contributed to the economic development around the world in an innovative way. This paper introduces authorities' attitude to sharing economy in China and demonstrates several key policies in terms of sharing economy adopted by British government between 2013 and 2017. The purpose is to track inherent logical relation on these policies and observe unresolved issues confronted by Chinese sharing economy-driven companies who are seeking overseas expansion. In response to these problems, this paper highlights key issues related to, and raises crucial suggestions on how Chinese enterprises participating in sharing economy such as Mobike should implement 'Go Global' Strategy under the framework of 'The Belt and Road Initiative' in a more effective way, and to improve global competitiveness and build up global reputation in terms of trademarks and brands.</p>
<p>MS0009-A 14:15-14:30</p>	<p>Evaluating Emission Responses to Carbon Pricing in U.S. Electricity Markets Yishu Zhou Missouri University of Science and Technology, USA</p> <p>Abstract—The Regional Greenhouse Gas Initiative (RGGI) regulates CO₂ emissions from the power sector in the nine northeastern states of the U.S. The effectiveness of RGGI has long been criticized due to the low CO₂ allowance price and limited price variation. Using a model that accounts for intertemporal constraints, this paper studies electricity generators' production behavior and how the decisions are altered with CO₂ emission regulations. The results show that the RGGI policy has helped to decrease the total CO₂ emissions by at least 4.73% during the sample period. All other things equal, an additional \$1/ton increase in permit price reduce the total CO₂ emissions by 1.85%. CO₂ can be reduced by 23.50% if carbon is priced at \$15/ton. I also find slight evidence of fuel switching from coal to natural gas. With the absence of carbon regulation in electricity markets at the federal level at this point in time, research on how severe the emission leakage (from regulated to unregulated area) is under regional policies provides valuable implications for potential federal regulations in the future.</p>
<p>MS0034-A 14:30-14:45</p>	<p>The Importance of Marketing Accounting in the Strategic Decision-Making Process Hacı Arif Tuncez, Selcuk Balı and Alper Ateş Selcuk University, Turkey</p> <p>Abstract—Along with the globalisation process, at the present time, companies can supply goods and services to markets all over the world, and also provide goods and services from these markets. Strategic marketing decisions consist of new product decisions and strategies, strategical product pricing decisions, strategic pricing, pricing strategies aimed at increasing market share, promotion, distribution and sales development decisions that closely address the future of the company. For these strategical decisions in marketing, the marketing manager in charge of decision-making needs special knowledge. This information can only be met by marketing accountancy.</p> <p>Marketing accounting can be defined as "the whole set of transactions aiming to determine what the cost information that occurred within the period of time until the goods are delivered to the customers from the warehouse entrance and turned to the money, what is the origin of the cost information, examining them, interpreting them and suggesting them to the managers to reduce costs".</p> <p>The main topics of marketing accounting are to plan the costs by providing the goods and services to the customers and to determine the costs related to the marketing activities required to convert them into money and to analyze these costs according to the application areas such as customers, market segments, products, sales and distribution channels and to provide cost</p>

	information and cost control and to assist in making decisions.
MS0014-A 14:45-15:00	<p>Option Hedging Pressure Effect on Order Revision in the Futures Market Chin-Ho Chen and Shu-Fang Yuan Feng Chia University, Taiwan</p> <p>Abstract—This study examines whether option hedging pressure has a substantial effect on order revision in the futures market. Using a full limit order book, we find that hedging pressure stemming from option market makers helps explain variations in the futures limit order book. Large hedging pressure stimulates order cancellation and revision activity in the futures market. In fact, increased cancellation and revision orders driven by option hedging pressure do not only stem from aggressive limit orders but also least aggressive limit orders in the limit order book of futures market. In addition, we find that the effect of option hedging pressure becomes stronger when the option market is illiquid, highly volatile, or during the period of the 2007-2008 financial crisis.</p>
MS0031-A 15:00-15:15	<p>Cyberlofing Levels of Travel Agency Employees: A Research in Konya Mehmet Şahin, Aykut Bedük and Alper Ateş Selcuk University, Turkey</p> <p>Abstract—Cyberloafing is voluntary acts of employees using their companies' Internet access and IT equipments for non-work-related purposes during working hours. Cyberloafing has reported to increasingly become a serious threat to organizational performance and efficiency. Cyberloafing leads to unproductive organization and could even cause lawsuits. The aim of this research is to identify impact of demographic factors on cyberloafing of travel agency staff in Konya/Turkey. The data were collected by questionnaire and were analyzed by SPSS 21 software. In the analysis of the relation between demographic factors and cyberloafing behavior significant relationships were observed in the levels of 0.05 and 0.01. Implications of these findings for research are discussed.</p>
BJ0001 15:15-15:30	<p>On Reengineering Logistics Management Professional Teaching Team Based on the Workplace Learning Needs Chao-dong LU Bozhou University, China</p> <p>Abstract—To cultivate technical and applicable logistics management talents for the urgent need of society and enterprises, institutions of higher education are to let students learn in the workplace of logistics enterprises or logistics management department of production enterprises. At present, professional leader of logistics management lacks the advanced teaching philosophy, and does not have the "compound" and "double master" quality of construction logistics management major; Professional teachers of logistics management have solid and profound theoretical foundation, but lack of real practical experience; Part-time teachers lack the guidance of education teaching theory, and lack the basic ability of teaching education as a teacher. Therefore, a professional and versatile double-certificated teaching group of logistics management must be built by cultivating prominent major leaders, training a number of double-certificated professional backbone teachers, transforming a number of stable part-time teachers and founding a logistics management education guiding committee. The reconstruction makes a logistics management teaching group have profound theoretical knowledge, rich practical experience and the adaptation to workplace learning.</p>

<p>MS0030-A 15:30-15:45</p>	<p>A Research of German Tourists' Perceptions And Revisit Intentions on Turkey: The Case of Antalya Alper Ateş, Asli Aydin and Mehmet Şahin Selcuk University, Turkey</p> <p>Abstract—The Mediterranean region has always been one of the most important destinations for Turkish tourism, from past to present. Germany is at the forefront of the countries that are most interested in the region with high tourism intensity and high demand. In this study, it is aimed to determine relation between the destination service quality which affect the general satisfaction of the German tourists coming to the Mediterranean region and their intention to visit again. A survey was conducted on 95 German citizens living in Germany and the results were analyzed in the SPSS 21 program. When the overall level of satisfaction of German tourists arriving in the Mediterranean region is examined, it is seen that the participants are greatly satisfied during their stay.</p>
<p>MS0032 15:45-16:00</p>	<p>Project Manager's Competency to Improve R&D Project Performance: Mediating Effect of Team Commitment and Moderating Effect of Project Type Li-Ren Yang and Yueh-Hua Lee Tamkang University, Taiwan</p> <p>Abstract—The primary purpose of this study was to examine the mediating effect of team commitment and moderating effect of project type on the relationship between leadership competency and research and development (R&D) project performance. To address the primary aim, a survey was used to measure the project manager's competency, team commitment, and the performance of R&D projects in the Taiwanese high-tech industry. These analyses suggest that team commitment may mediate the effect of leadership competency on R&D project performance. The findings also indicate that project complexity and team size have a moderating effect on the relationship between leadership competency and R&D project success.</p>
<p>16:00-16:30</p>	<p>Coffee Break</p>

Session 2

13:30-16:15

Venue: Peony Room

Theme: Humanities & Social Science

Session Chair: **Assoc. Prof. Edgar Huang**
Indiana University, USA

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

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

<p>MS0012-A 13:30-13:45</p>	<p>An Examination of the Effectiveness of Celebrity Athletes in Promoting Physical Activity in Advertisements Leng Ho Keat, Lishanth Thangavelu and Yi Xian Philip Phua Nanyang Technological University, Singapore</p> <p>Abstract—The aim of this study is to examine whether the use of celebrity athletes in advertisements promoting physical activity affects their effectiveness. 80 students from a tertiary educational institution were randomly assigned equally to two experimental groups. Both groups were tasked to read a 4-page newsletter on a computer, which contained an advertisement promoting physical activity. The only difference between the two groups is that the advertisement had either a celebrity athlete or an unknown model. At the end of the task, respondents completed a survey collecting information on their current and intended level of physical activity, measured by the International Physical Activity Questionnaire (IPAQ). The difference between the current and intended level of physical activity was used as the dependent variable for this study. After removing invalid responses, there were 59 valid responses (74%). The mean age of the respondents was 22.9 years of age and 54% of the respondents were of female gender. Independent t-tests were conducted to compare differences across the experimental groups. Respondents shown the celebrity athlete (n=30) reported less agreement that the model was not likeable ($M_{\text{Celebrity}}=2.53$, $SD_{\text{Celebrity}}=1.20$, $M_{\text{Unknown}}=3.41$, $SD_{\text{Unknown}}=1.24$; $t=-2.77$, $p<.01$), unattractive ($M_{\text{Celebrity}}=2.60$, $SD_{\text{Celebrity}}=1.22$, $M_{\text{Unknown}}=3.83$, $SD_{\text{Unknown}}=1.10$; $t=-4.05$, $p<.01$) and unpleasant ($M_{\text{Celebrity}}=2.20$, $SD_{\text{Celebrity}}=.96$, $M_{\text{Unknown}}=3.38$, $SD_{\text{Unknown}}=1.32$; $t=-3.93$, $p<.01$) as compared to respondents shown the unknown model (n=29). In addition, respondents in the celebrity athlete group reported lower level of agreement that the advertisement did not have an important message ($M=2.10$, $SD=.99$) when compared to respondent in the unknown model group ($M=2.72$, $SD=1.77$; $t=1.72$, $p<.10$). However, respondents in the celebrity athlete group reported a significantly lower score in the dependent variable ($M=-350.68$, $SD=733.75$) when compared to respondents in the unknown model group ($M=162.33$, $SD=549.36$; $t=-3.03$, $p<.01$). The findings from this study suggests that there exists a model effect in advertisements promoting physical activity. Celebrity athletes come across as more likeable, attractive and pleasant. In addition, the use of celebrity athletes make advertisement messages seem more important. However, it is the use of unknown models in advertisements that is more effective in promoting physical activity.</p>
<p>MS0029 13:45-14:00</p>	<p>What Influences Alumni Donations? Yuzhe Wang Cushing Academy, USA</p> <p>Abstract—With the help of previous studies on people's incentive to donate, this paper explores why people donate and what influences their decisions of donation, especially why alumni donate to schools. At a first glance, donations seemed misaligned with the common understanding of one's rational wish to maximize wealth. However, economists have established that people measure wealth in much more complicated ways than simple economic possessions. People donate due to a wish to increase others' impression on them so they have a better feeling for themselves. Donation to schools is a big, maybe the biggest, part of people donation budgets each year. I found that people donate more to the schools they had or wish to have stronger ties. Specifically, the most important factors influencing people's donation to schools can be</p>

	categorized into four major parts: alumni's financial ability to donate, alumni's association with their school, alumni's experience at their schools, and their hope to earn an advantage in college application process for their children.
BJ3005 14:00-14:15	<p>Analysis on the Overall Level of Regional Innovation Environment in China Yongan Zhang and Pei Hu School of Economics and Management, Beijing University of Technology, China</p> <p>Abstract—As the first of the five development concepts, innovation can effectively drive the healthy development of economy. As the main factor influencing regional innovation, the regional innovation environment can to some extent affect the regional innovation input and output, which has far-reaching significance for the overall innovation development and even economic development of the region. In this paper, the main factors influencing the regional innovation environment are extracted by factor analysis, and on this basis, cluster analysis is applied to analyze the innovation environment level of all provinces in China. Through the research, we found that the regional innovation environment in China was quite different in general, among which the eastern region was significantly better than the central and western regions. further classification could divide the regional innovation environment into three categories.</p>
BJ0004 14:15-14:30	<p>Impact of the Stringency of Attendance Policies on Class Attendance/Participation and Course Grades Edgar Huang Indiana University, USA</p> <p>Abstract—The purpose of this preliminary study was to investigate the impact of three diverse attendance and participation policies in face-to-face and online courses and the effect on students' final grades in each course. We examined nine different undergraduate courses taught between Fall 2010 and Spring 2015. Results suggest that a more stringent attendance policy significantly impacts student attendance, that absences were negatively correlated with course grades, and that course delivery methods were not predictive of either attendance/participation or course grades. Additional research is needed to determine what other factors might influence attendance and participation and correlation to course grades.</p>
BJ0007 14:30-14:45	<p>A study for Differences in the Participation of Students from Different Departments in Innovative Design Courses "Taking the Design of Red Dots as an Example" Huang Yu-Che, Peng Yu-Tzu and Huang Tai-Shen Chaoyang University of Technology, Taiwan</p> <p>Abstract—How to provide better innovation Curriculum design has always been the focus of various innovative design courses. In particular, by participating in international innovative design competitions with the expertise of students from different departments, the effectiveness of learning can be effectively enhanced. This study hopes to understand the design conditions and content of the innovative curriculum, including what kind of major students should be chosen to participate in the international innovation competition and what is the professional background of these students? Both are the research scope of this study. This research will analyze and finish the background of reference research for the winners of the International Red Dot Design Awards within 10 years, conduct an investigation and statistical analysis of expert interviews and students' professional courses to find out what the designing ability of students should have, What is the value of the winning prize, as well as the award-winning factors, to provide future schools in the planning of innovative teaching content teaching strategies, as a strategic reference for future school enrollment. Provide remote digital innovation teaching reference.</p>

<p>BJ3009 14:45-15:00</p>	<p>How to Improve the Mastery of Biology Education Student Photosynthesis Concept? Anisyah Yuniarti, Bambang Supriatno and Eni Nureni Indonesia University of Education, Indonesia</p> <p>Abstract—DP4’s learning strategy is acronym of Demonstration method, Practical work-discussion1 method, Presentation-discussion1 method, Practical work-discussion2 method, and Presentation-discussion2 method. This study aims to describe the effect of applying DP4 learning strategy to the mastery of student photosynthesis concept. The research method is a weak experiment with research design “The One-Group Pretest-Posttest Design”. The research been held in one of the University in Pontianak, West Borneo. The subjects were 37 students of Biology education. Research instruments in the form of test equipment, assessment rubric, and questionnaire. Data were analyzed using SPSS 24 program. Based on the result of research known that DP4 learning strategy can increase mastery of biology education student photosynthesis concept by 50,43 and the average of N-gain in that class is 0,77 (the mastery of biology education student photosynthesis concept is very high). The DP4 learning strategy can be used to help biology education student improve their mastery of photosynthesis concept.</p>
<p>MS0007-A 15:00-15:15</p>	<p>Legitimizing Risky Industrial Activities: Regulation or "Economically Acceptable"? Suraud Marie-Gabrielle CERTOP, University de Toulouse, France</p> <p>Abstract—In France, the challenges raised by the environmental risks generated by industrialization represent new stakes for the public authorities, the industrial companies and the social protests/civic movements. The civic movements ask for the democratization of industrial development in the sense of getting a public access to the decision-making process, to the production methods (chemical, nuclear industry) and to the products (asbestos, GMOs, fertilizers, nanotechnology-products) as well. Then, the public debates about the environmental risks upset secular industrial practices, because they question the functioning of industrial companies traditionally opposed to any external intervention (pressure civic or state control). This process of "politicization of production" has been characterized in recent years by new tensions: (a) within the system spheres and (b) within civil society. However, recent significant modifications have been identified, as a greater solidarity between workers unions and NGOs. This “new deal” forces decision makers (state, local authorities and companies) to find new ways of legitimizing their decisions. In this context, the public dialogue bodies set up under the (so-called) French Bachelot Act (2003) have played an important role. Relying on a research supported by Foncsi, we would like to highlight the transformations engendered by the institutionalization of public debates in the field of industrial risks activities. Particularly, we will show how tensions arise between regulation and the very ambiguous notion of “economically acceptable”.</p>
<p>MS0020-A 15:15-15:30</p>	<p>Exploring International Technology Diffusion Perspective in Asia-Pacific Jun-An Chen, Hsin-Yu Shih and Hung-Chung Huang National Chi Nan University, Taiwan</p> <p>Abstract—Globalization has changed the technical capabilities of countries. As the mature market of Asia-Pacific, it is an important issue to explore the global trend in the change of national technology. International technology diffusion can explore the technological progress of a country. International activity can regard as social communities, which demonstrate mutual evolution and individual changes. For investigating the technology diffusion between countries, social networks analysis is used by this study. Previous studies suggest the mobility of international technology can divide into embodied technology and disembodied technology. Thus, this study utilizes international trade flow and patent citation as sample data to explore international technology diffusion during 1997 to 2015. Therefore, the contribution of this study to the issue of international technology proliferation lies in that by integrating the long-term data from countries in the Asia-Pacific region to observe its</p>

	diffusion structure and exploring the operation of international technology diffusion under the essence of globalization, it infers which countries have leading edge technologies and their future change and development of influence and diffusion path in the Asia Pacific region. The findings of this study will analyze and demonstrate the future trends, which will also contribute to the application of technological diffusion issues and provide policies and management implications.
MS0036-A 15:30-15:45	<p>What is the Volunteer Tourism? How Can We Apply in Turkey? Abdullah Tariñ Ibrahim Bař and Ceyhun Çağlar Kiliñ Selcuk University, Turkey</p> <p>Abstract—Volunteer tourism, a new type of alternative tourism, is based on voluntary service. Volunteer tourism is where participants participate in activities such as the restoration of a building or area in the destination, environmental arrangements, where they prepare holiday programs to help people in a region. The focus of volunteer tourism is to participate in activities that enable tourists to participate in tourism activities in a destination, as well as to develop the region and the local people in the region.</p> <p>There has been an increase in demand in tourism activities that contribute to sustainable tourism in recent years. In this context, the popularity of voluntary tourism attracts attention as an increasing variety of alternative tourism. Practices for conservation and development of the environment are important in the studies conducted for volunteer tourism. In this study, referring to the volunteer tourism related practices in Turkey, will be presented the current situation regarding the concept.</p>
MS0008-A 15:45-16:00	<p>Nanotechnologies: What means a Benefits/Risks Approach in the “Imperative of Precaution” Context? Chaskiel Patrick CERTOP, University de Toulouse, France</p> <p>Abstract—Since the beginning of the nanotechnologies ambitious policies, controversies on their risks have developed in many countries. Facing these disputes, scientific or political institutions have classically proposed to improve communication between stakeholders: the famous deficit model of communication, which has not worked since the controversies have not stopped. They also have insisted on the necessity of adopting a benefits/risks approach. However, to be sustainable, this approach should be somewhat theorized. The purpose of this presentation is to examine the reasons why the notion of “benefits from nanotechnologies” is much more complex than generally supposed. In a perspective framed by “the imperative of precaution”, researches on nanos are confronted to the necessity (and the difficulty) of defining what a benefit is. In a classical benefits/risks approach, benefits are often considered in a very technical way: professional experts are supposed to understand what should be understood. But benefits (or risks) of nanos could be differently assessed, according to professional experts or citizens. Benefits of a technology cannot be assessed only in accordance to its technical properties. Based on a social sciences research dealing with a medical nanotechnology, we will show that any innovation must rely on two criteria: technical efficacy and some kind of legitimation by “people”. This supposes to combine two ways of reasoning and to examine the conditions in which a compromise could be made between these two criteria.</p>

<p>MS1002 16:00-16:15</p>	<p>Sustainability and Its Effects on Organizational Behavior in the Automotive Industry Jie Sun, JOÃO Bruno Soares and Nicholas Kolar Siena College, USA</p> <p>Abstract—This paper reviews the history of the automotive industry in regards to the development of sustainability and the subsequent organizational behavior that leads companies to sustainable practices. We highlight technological development and various phases of manufacturing processes by comparing these advancements to historical practices to determine if the industry is progressing towards sustainable practices. We also explore green marketing practices of the automotive industry and the many environmental aspects comparing the past automotive cultural attitudes. Examples of sustainable initiatives by the automotive industry are categorized into three factors, which are environmental, social, and economical factors. The environmental aspects hinge on the effectiveness of new designs and advancements in green technology that contributes to. Green technology and environmental aspects are assessed in this paper. Our analysis shows that the automotive industry has been progressing towards sustainability through the efficiencies of the industry's logistics, supplier relationship management, customer relationship management and environmentally friendly production.</p>
<p>16:15-16:30</p>	<p>Coffee Break</p>

Session 3

16:15-19:00

Venue: Orchid Jasmine Room

Theme: E-Education and Computer Education

Session Chair: **Prof. Li-Ren Yang**
Tamkang University, Taiwan

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

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

BJ0002-A 16:15-16:30	<p>E-Mentoring as a Pedagogical Tool to Develop a Career in Translation Ana Saldanha Universidade Autónoma de Lisboa, Portugal</p> <p>Abstract— Globalization is changing the Translation world day after day, year after year. The need to know more about new technologies, clients, companies, project management and social networks is becoming more and more demanding and increasingly competitive. The recently graduated Translators usually do not know where to go, what to do or even who to contact to start their careers in translation. It is well known that there are innumerable webinars, books, blogs, webpages and even Facebook pages indicating what to do, what not to do, rates, how your CV should look like, etc. but are these pieces of advice of real translators? Translators who work daily with clients, who understand their demands, requests, questions? As far as today's trends, the answer is NO. Most of these pieces of advice are just theoretical and far away from the real translation world.</p> <p>Therefore, Mentoring is becoming a highly important tool to help and guide new translators starting their career. An effective and well oriented Mentoring is a powerful way to orient these translators on how to create their CVs, where to send CVs, how to approach clients, how to answer emails and how to negotiate rates in an efficient way.</p> <p>Mentoring is a crucial pedagogical tool and even a psychological trigger, when properly delivered by professional and experienced translators, to help in the so aimed career development. The advice and orientation sessions which are almost 100% done online, using Skype, are almost a "weapon" to destroy the barriers created by opinions, by influences or even by universities.</p> <p>This new orientation trend is the future path for new translators and is the future of the Translation industry and professionals, therefore, minds and spirits need to be opened and engaged in this new trend of developing skills.</p>
BJ0014 16:30-16:45	<p>Application of Mind Map in "Artificial Intelligence" Teaching Gao Wenchao, Zhao Ruijie, Zhang Guoying and Qian Xu China University of Mining & Technology, China</p> <p>Abstract— Mind map is a method which can crystallize and visualize the abstract and radioactive thought. It can help students master and understand what they have learned. The author combines her own teaching experience, giving a brief analyses of application of mind map in the undergraduate teaching of artificial intelligence and leading mind map into teaching. This approach develops student's interests in learning, making them learn to construct knowledge frame that confers to the process of self-cognition. Therefore, students' ability of thinking and learning is developed. At the same time, the teaching efficiency is improved effectively and good results are achieved.</p>
BJ0022 16:45-17:00	<p>On-Demand Virtual Lectures: Promoting Active Learning in Distance Learning Lei Li, Rong Guo and Meng Han Kennesaw State University, USA</p> <p>Abstract— Virtual lectures are one of the key enablers for effective online learning in the higher</p>

	<p>education. However, most of the existing virtual lecture approaches are either instructor driven or requiring sophisticated system for customization. In this paper, we present an innovative learner-driven virtual lecture method to promote active learning and student engagement in a distance learning environment. We implemented the proposed on-demand virtual lectures in an Information Technology department in a large public university in the southeast of United States. The learner survey results showed that the proposed on-demand virtual lecture approach can help students learn more effectively than the traditional virtual lectures. The implications and future directions of this research are discussed.</p>
<p>BJ0039 17:00-17:15</p>	<p>Research on the Effect of MOOC in the Ideological and Political Education Course in China Tingting Duan and Binghui Wu Northwestern Polytechnical University, China</p> <p>Abstract— The ideological and political education (IPE) course in China is usually adopted traditional teaching method, and the teaching effect is not ideal. This paper attempts to change this situation. In this study, the learners are divided into two groups. One group is taught in a traditional way, while the other group is taught in the edX. First, formative evaluation is used for comparing the learning effect of two groups. Then, summative evaluation is adopted to compare the learning effect of two groups. The results show that the learning effect of the edX courses is better than that of the traditional courses. Based on this, some suggestions are proposed to strengthen the learning effect of this course.</p>
<p>BJ0047 17:15-17:30</p>	<p>Formative Feedback in Online and Blended Learning based on Internet Environment Yanyao Deng Beijing Institute of Technology, China</p> <p>Abstract— In learning and teaching activities, feedback has become a powerful instructional design strategy for improving teaching effectiveness. With the use of science and technology in teaching. Teachers need to rethink fundamental issues such as teaching, learning, and feedback in non-traditional spaces. These issues include concepts such as the reliability and validity of feedback in the online environment that serve the intended purpose, and how to use the feedback functions of online and hybrid learning. In the classroom, the interaction between teachers and learners is not uncommon, and their efficiency is not easy to control. This article systematically reviews the research literature on the feasibility of improving the feedback efficiency of college online teaching activities. As a comprehensive narrative review, the methodology used in this review requires a systematic search, review, and writing of this literature review to bring together the key topics and findings in this area of research. Learners are divided into two categories based on cognitive styles of Field Dependence (FD) and Field Independence (FID). Sustained interactive feedback is thought to be an important feature that can address the effect size on validity and reliability.</p>
<p>BJ0048 17:30-17:45</p>	<p>Developing an Arduino Simulation-based Learning System and Evaluating its Suitability Lai Ah-Fur, ChenChien-Hung and Lai Horng-Yih University of Taipei, Taiwan</p> <p>Abstract— In STEAM education, the learners are scheduled to do hands-on, minds-on, and collaborative tasks. Applying Arduino hardware in STEAM learning activities often encounter some learning problems such as unfamiliar with electronics wiring skills and concepts. How to reduce this dilemmas is valuable in education. Computer simulation has the potentials to mitigate learners' problems. The purpose of this study is to develop an Arduino simulation-based learning system by adopting web technology and to evaluate its suitability on learning. The Simulation-based Learning System provides three learning modes for tracing the electronics circuits and programming skills of Arduino, including step mode, animation mode and quiz mode. After finishing this system, this study employed STEAM experts to evaluate it. The results revealed that the experts showed high appraisal toward this simulation system. In the near future, this study will conduct a learning experiment for investigating its learning effect.</p>

<p>BJ1002-A 17:45-18:00</p>	<p>Improve Student Engagement, Experience and Satisfaction in Online Intermediate Accounting II and Cost Accounting Courses Lei Wen Emporia State University, USA</p> <p>Abstract— This study contributes to existing distance education and learning literature by examining how to increase students' satisfaction at upper-division online accounting courses. To focus too much attention to student performance when ignoring student satisfaction in a learning environment could be counter-productive (Strand Norman et al., 2004). This study discusses several tools in online learning environment to increase students' satisfaction. The primary finding in this study that the use of online video lectures recorded by the instructor at online undergraduate-level Intermediate Accounting II and Cost Accounting course does have a favorable impact on students' satisfaction.</p>
<p>BJ0010 18:00-18:15</p>	<p>A Study on Teaching Methods of the Second Classroom for Engineering in Applied University Xue Sun and Chao-Chin Wu National Changhua University of Education, Taiwan</p> <p>Abstract— The Second Classroom, as an important complement and extension of the First Classroom teaching, plays a very active part in improving comprehensive abilities for the students. Especially for engineering students in applied universities, in recent years, the Second Classroom has gradually been regarded as the main platform for cultivating innovative quality and practical ability of the students. Teachers, which are main body of teaching, play a key guiding role in the Second Classroom teaching. It is meaningful to study teaching methods in the Second Classroom for engineering majors of applied universities, yet there are few studies in this area. In this paper, we mainly studied the teaching methods of the Second Classroom for engineering in applied university. Different types of courses in the Second Classroom, which is considered to be classified into practice-based and theory-based course by us, put forward different teaching methods. We respectively take one course as an example to analyze the main teaching methods for each of them. Then we proposed to design microlecture for relevant courses to conduct the Second Classroom instruction. Because of links between the two sample courses, we combined them as one microlecture to instruct students learning in the Second Classroom teaching. Through the questionnaire survey, the microlecture teaching method we have designed can effectively guide the activities of the Second classroom and it was welcomed by the students.</p>
<p>BJ0027 18:15-18:30</p>	<p>Cryptography Teaching Based on Problem Oriented – Take the Knowledge Point of Designated Verifier Signature ASAN Example Xiaoming Hu, Wenrong Jiang, Chuang Ma, Taozhi Si and Chengcheng Yu Shanghai Polytechnic University, China</p> <p>Abstract— In traditional digital signature, anyone who knows the public key of the signer can verify the signer which is not suitable for applying in some environments of needing privacy. Designated verifier signature (DVeSi) scheme can solve this problem in where only the designated verifier can verify the validation of a signature. DVeSi's property makes it broadly be applied into many sences. DVeSi also becomes the main content of the cryptography course in many universities. However, DVeSi's complex makes it be hard to master for students. In our cryptography course, we try to adopt the problem oriented teaching method which has some good effect. In this paper, combining our actual teaching experience and problem oriented teaching method, we analyze the security of two DVeSi schemes which were proposed recently and we find that the two schemes exist some drawbacks. We present the knowledge of DVeSi scheme by presenting their drawbacks and demonstrating the forgery attack and delegation attack existing in the two schemes. Finally, we also give some improvement methods to overcome these drawbacks. Our teaching method has achieved good results for students to acquire knowledge, which has the reference value for other educators.</p>

<p>BJ0038-A 18:30-18:45</p>	<p>An Edutainment Education to Cultivate the Outstanding Talents: the First Cultural Relics Lesson of the Rural Children From IPalace Channel Yu-Hsiang Yang, Chen-Wo Kuo and Wei-qiang Zhou College of Commerce, Yen Cheng Teachers University, China</p> <p>Abstract— In 2005, the prime minister Wen Jiabao visited Qian Xuesen. The venerable Qian issued such a question “Today, the country grasps the great importance to technological innovation, but I think that it is more important to have the innovative ideas for a person. Why do our schools always fail to nurture outstanding talents?”</p> <p>To answer this question, let us watch the history of computers. Since its invention in 1946, the term computer has inspired the development of the computer software after the term "computer science" created by IBM in 1960s." The Silicon Valley has been being one of the most important bastions and also bred a cross-century genius like Steve Jobs. We all know that Steve Jobs decided to drop out of college after six months of college. Driven by his curiosity, he went to attend the best fine art curriculum taught by Reed College at the time. For his later combination of art and technology, the collision of artistic thinking and scientific and technological ideas gave birth to Apple to create a unique aesthetic design style, providing the basis.</p> <p>This article will demonstrate how the creative idea nurtured by STEAM (science technology engineering art and management) education to cultivate children. In programming learning, the aesthetic concepts are incorporated into the programming, as Jobs combines the design of art and technology.</p>
<p>BJ0033 18:45-19:00</p>	<p>Using Learning Analytics to Promote Student Engagement and Achievement in Blended Learning: An empirical Study Lilin Gong, Yazhao Liu and Wei Zhao Northeast Normal University, China</p> <p>Abstract— The emergence of blended learning has huge impact on traditional learning. Blended learning has its own unique characteristics combining the advantages of traditional learning and online learning. However, some problems of blended learning have also been found in practice such as low student engagement and lack of autonomy in learning. This study aims to examine the student engagement and achievement in blended learning environment and try to improve student engagement and achievement by using interventions based on learning analytics. This study takes 31 undergraduates of Northeast Normal University as the research object. Quantitative self-report (student engagement questionnaire) and quantitative observation measures (number of viewing records and posts to a discussion board) were being used to measure student engagement. Classroom test score was being used to measure student achievement. The results of this study show that: a) intervention based on learning analytics can improve student engagement in blended learning mode. b) in the blended learning mode, whether the intervention was used or not, it has not been found yet that students’ achievement was related to students’ engagement. In sum, this study indicates that educators can use some strategic methods to promote student engagement and achievement when doing teaching practices in blended learning environment, such as intervention based on learning analytics.</p>
<p>19:00</p>	<p>Dinner Banquet</p>

Session 4
16:30-18:45
Venue: Peony Room

Theme: E-Business and Information Technology
Session Chair: **Prof. Shaofeng Liu**
Plymouth University, UK

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

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

ID	Title+ Author's Name
BJ0005 16:30-16:45	<p>Study on the Impact of Experiential Products' Online Reviews on College Students' Purchasing Intention--- a Case Study of Taobao.com Juan Wang and Kai Xiong Han Jiang University, China</p> <p>Abstract— With the development of Internet and e-commerce, online shopping has become one of the main consumption ways. In recent years, effects of online reviews for consumer consumption intention and consumer decision-making are the research focus of many scholars at home and abroad. In this paper, taking taobao.com as an example, the research of four dependent variables influencing on college students' consumption intention, namely the quality of online reviews, the emotional tendencies of online reviews, number of pictures of online reviews and online commentators credit of online reviews, is implemented by the questionnaire. Research shows that the number of online reviews and the picture quality of online reviews have a positive impact on students' consumption intention, and emotional tendencies and online commentators' credit have not a positive impact on college students' consumption intention. In view of the research conclusion, this paper finally puts forward some feasible suggestions for Taobao.com platform.</p>
BJ0012-A 16:45-17:00	<p>Online Shopping Patronage: Do Demographics and Psychographics Really Matter? Jianwei Hou Minnesota State University Mankato, USA</p> <p>Abstract— Consumer spending on the Internet has been growing dramatically in recent years. For example, the U.S. retail e-commerce sales reached \$453.46 billion in 2017, up 16% from 2016 and accounting for 13% of total retail sales. Such rapid growth undoubtedly draws research interest from the academic world, and a rich literature has been developed around understanding consumers' online shopping behavior. Much research attention, however, has been paid to consumers' intention to shop online and the adoption of various online shopping formats (e.g., online auctions and banking) as well as online shopping in general. Past studies have also generated mixed findings (e.g., the effect of demographics on online shopping). The purpose of this study is to investigate and reassess whether and how consumer demographics (i.e., age, gender, income, and education) and psychographics (i.e., risk aversion, variety seeking, propensity to trust, and impulsive buying) may influence their online shopping patronage (e.g., heavy vs. light online shoppers).</p>
BJ0021-A 17:00-17:15	<p>Integrative Qualities and Dimensions of Social Commerce: Toward a Unified View Hua Dai and Tao Hu California State University Channel Islands, USA</p> <p>Abstract— The wide popularity and rapid growth of social commerce has opened a new arena for business and grand opportunities for Information Systems (IS) research. However, there is only a limited theoretical understanding of, and even less substantive empirical grounding on how social media technologies, marketers, and customers interact to achieve social commerce initiatives and opportunities. This study integrates the Service-Dominant (S-D) Logic and</p>

	<p>Customer-Dominant (C-D) Logic perspectives and both streams of service marketing and IS usage literature, and proposes a unified research framework outlining key qualities and dimensions of social commerce and their interactions. We tested the framework with a large set of field survey data of 1250 social commerce customers. The results show that each of the proposed dimensions captures a unique prominent aspect of social commerce; the multi-dimensions combine to define the underlying nature of social commerce. Furthermore, the testing of the structural model validated the hypothesized interactive relationships of key social commerce qualities. The unified view contributes to IS research in general and social commerce innovations, and provide managerial implications for understanding the overall interactions of social commerce technologies, marketers, and customers.</p>
<p>BJ0006-A 17:15-17:30</p>	<p>Understanding Social Media Based Brand Fan Page Follower Discontinuance Motivations Zhenya Tang and Leida Chen California Polytechnic State University, USA</p> <p>Abstract— Organizations today are increasingly leveraging social media based brand fan pages (BFP) to foster deeper relationships with their customers. While most extant studies focus on the motivations behind customers' participation in BFPs, little is known about the discontinuance behaviors of BFP followers. Drawing upon existing information systems discontinuance research, this study proposes a theoretical framework of BFP discontinuance that includes discontinuance through the lens of technology acceptance model (TAM) and expectation confirmation theory (ECT), changing dynamics during system use, and users' fit/unfit perception. The study then identifies a comprehensive inventory of BFP followers' discontinuance motivations. By employing a mixed-method approach (one qualitative study for content analysis and two quantitative studies for measurement development, purification and validation), this study develops and empirically validates a five-factor scale for measuring BFP followers' discontinuance motivations. The measurement model consists of dissatisfaction with information quality, dissatisfaction with service quality, expectation disconfirmation, interest shift and person brand unfit, and has been empirically proven to influence BFP users' unfollowing intention. The findings of this study have provided the much needed theoretical foundation for an underexplored area of user behaviors in social media and offer important implications for practice as they elaborate upon strategies for improving BFP follower retention. Furthermore, the theoretical framework of BFP discontinuance will likely generalize to a wide range of electronic commerce and social media contexts to enhance our understanding of users' discontinuance behaviors.</p>
<p>BJ0050 17:30-17:45</p>	<p>Use of Technology and SME Managers' Financial Literacy in Developing Economies Juma Buhimila Mabula and Han Dong Ping Harbin Institute of Technology, China</p> <p>Abstract— Our study aims at analyzing the perceived impact of technology utilization by Micro, small and medium enterprises (SMEs) on managers' financial literacy in developing economy setting. Employing a survey sample of 311 SMEs from Tanzania we use the partial least square structural equation modelling (PLS-SEM) to model the use of technology and financial literacy variables relationship. The financial literacy variables are categorized into financial knowledge, attitude and behavior. The results present significant positive relationship on use of technology and firm managers' financial knowledge and attitude. But we found insignificant results of use of technology on firm managers' financial behavior. The analysis further offer insight on how financial knowledge and attitude are significant in changing financial behavior of the business manager. The result offer a foretaste of how the array of technology application and improved financial literacy could enhance financial management decisions in business operations.</p>

<p>BJ3004 17:45-18:00</p>	<p>Visual Analysis of Business Model Innovation Research Based on Citespace Yongan Zhang and Mingming Lu School of Economics and Management, Beijing University of Technology, China</p> <p>Abstract— In recent years, the research of business model innovation has become a hot issue in the field of business model research. From the foreign scholars' research literature on business model innovation, although this research has achieved many important results, most of them lack the support of follow-up research. This article uses literature measurement method to analyze the relevant documents of the business model innovation, using Citespace network analysis software to visualize the research content of China's business model innovation, and aims to further grasp the business of our country through the analysis and analysis of related documents. Model innovation development context, frontier hotspots and future trends, in order to better conduct in-depth research on business model innovation. The study finds that the research on business model innovation has entered a period of vigorous development; multidisciplinary research has gradually become the direction of future research; and the integration of business model innovation with new technologies such as the Internet and big data will be a study of business model innovation. Hot spots and frontiers.</p>
<p>BJ0018 18:00-18:15</p>	<p>The Development Overview of Artificial Mind Yanyao Deng and Hongfeng Jiang Beijing Institute of Technology, China</p> <p>Abstract— Artificial Intelligence (AI) has attracted much attention on both academic field and industry recently. The partial target of AI is to bring convenience to human life, even replace human force in complex and dangers work context. The final focus of AI is to behave as Natural Intelligence (NI) revealed by humans and other animals. In this paper we provide a review of the development of Artificial Mind (AM), including artificial perception, artificial emotion and artificial consciousness. We have investigated the above fields to figure out what points they have been advanced in contrast to NI. The results shown that with the popularity of AI research and progress, the AM has been pushed forward a lot. But there are still large gaps between AI and NI.</p>
<p>BJ0052 18:15-18:30</p>	<p>Cooperative Control Model of Geographically Distributed Multi-Team Agile Development based on MO-CSO Ji-jiao Jiang, Xiao Yang and Ming Yin Northwestern Polytechnical University, China</p> <p>Abstract—Be aimed at the question of Geographically Distributed Collaborative Development(GDCD) parallel tasks which are difficult to coordinate control, this paper proposes a collaborative scheduling model for agile development based on Multi-Objective Cat Swarm Optimization(MO-CSO). The Cat Swarm Optimization (CSO) performs global search and local optimization with its good convergence speed and Pareto search capability, so that the model can search the optimal solution efficiently and quickly. Under the condition of limited resources, the allocation of resources and tasks is reasonably carried out to achieve a dynamic and intelligent scheduling process.And simulation experiments on the case are carried out by MATLAB, and the effectiveness of the algorithm is verified, which can quickly meet the needs of dynamic agility development.</p>
<p>BJ0054 18:30-18:45</p>	<p>Knowledge Points Extraction of Junior High School English Exercises Based on SVM Method Like Wang, Yuan Sun and Zhen Zhu Minzu University of China, China</p> <p>Abstract— In the process of learning English, students need to do a lot of exercises to improve English performance. The knowledge points of exercises are important to students, yet how to extract the knowledge points from exercises automatically is difficult, which is the foundation</p>

	of the knowledge graph construction for students learning. In this paper, we use SVM to realize the knowledge points extraction of junior high school English exercises. Firstly, this paper obtains amounts of question data through analyzing electronic documents, and uses NLP tools to segment, POS tagging and named entity recognition. Secondly, we extract the knowledge points based on SVM model, which involves building multi-class feature vectors and constructing a hierarchical classification for question data. Finally, the experimental results prove the method is effective.
19:00	Dinner Banquet

Poster Session

*The posters will be displayed in the conference room from 14:00 to 16:00 on July 6, 2018.

<p>BJ0020</p>	<p>Teaching Reform of Computer Basic Course Combined With Specialty Hua Li and Jianpu Guo Computer and Network Center, Communication University of China, China</p> <p>Abstract— The computer basic courses for non-computer majors in China are aimed to students of different professional groups and should be combined with professional application and practice during course teaching. This paper introduces the education reform of the computer basic course for economic management specialty. This reform has designed the curriculum concept, content and practical teaching implementation plan combining with the specialty, and discussed the innovation and effect of the reform.</p>
<p>BJ0025</p>	<p>Customer Satisfaction Attribution Analysis of Hotel Online Reviews Based on Qualitative Research Methods Pinghao Ye and Bin Yu Wuhan Business University, China</p> <p>Abstract— Based on over 8900 online reviews from travelers staying in six hotels in Guangzhou booked on Ctrip, the qualitative research methods were applied to code the online review data via the qualitative analysis software Nvivo11.0 and extracted six main factors influencing the positive or negative emotions of the comments of travelers staying in the hotel in the hotel industry, revealed that the service was the core influential factor, and put forward the strategic recommendations for the future development in the “Internet + hotel” industry from the perspective of checked in travelers.</p>
<p>BJ0034</p>	<p>Emotional Words in Chinese ESL Essay Writing Hui Sun, Tiong-Thye Goh and Da-Wei Jing Zhongnan University of Economics and Law, China</p> <p>Abstract— Chinese students are increasing interested in studying abroad and doing well in SAT is a strong requirement for admission into universities in the USA. This short paper investigates the use of emotional words in Chinese students ESL essay writing. Using 565 SAT essays, sentiment analysis with NRC Emotion Lexicon and statistical methods (including descriptive analysis and linear regression analysis) were employed to perform data analysis. The NRC lexicon is an emotional dictionary defining every word with polarities (positive and negative) and eight basic emotions (anticipation, trust, surprise, disgust, sadness, joy, fear and anger). The analysis revealed interesting results. First Chinese ESL students use more positive emotion words in their writing than negative emotion words. Second, both positive and negative emotion words significantly impact essay score. Third, within the eight dimensions of emotions, anticipation, trust, anger and fear have a significant impact on essay score. Previous studies suggest that culture and language proficiency may constitute to such a communication behavior among Chinese ESL learners.</p>

BJ0051	<p>The Application of Economic Analysis in the Field of Military and National Defense Legislation JiTian You, XueYing Zhang, LinXi OuYang and ShaoYi Du Army Logistic University, China</p> <p>Abstract— Under the historical background of integration of world economy and the new international situation, the military and national defense legislation has become an important national strategy, which is closely related to the future destiny of the country and the nation. The analysis of military and national defense legislation by means of economics plays an important role in promoting the construction of modern military defense and even the core competitiveness of the country and the nation. From the perspective of law and Economics, this paper analyzes the importance and necessity of the military and national defense legislation, the present situation of the development of military and national defense legislation and the existing problems, then puts forward constructive suggestions.</p>
BJ3003	<p>Subject Analysis in the Hotspots of MOOC Based on the Cooperative Team Zhang Ling and Shao Yuqi School of Education, Tianjin University, China</p> <p>Abstract— As a new type of teaching model, MOOC has been favored and praised by scholars since its introduction in China. It has triggered the "tsunami" in the history of education and "formed a true education revolution" and gradually changed the landscape of education. This paper takes the research of 1065 papers in the CSSCI as the subject, and analyzes the characteristics of the papers in the MOOC field from three aspects: the cooperation degree, the journal publication and the author co-authorship network. A representative research team analyzes the characteristics of the representative cooperative team in the MOOC field. Finally, it used the Google Scholar to retrieve all the MOOC-related papers published by the representative team members and build a "team-keyword" co-occurrence matrix. The results show that the research of MOOC in China mainly aims at six aspects: research on concept and connotation, MOOC and online education reform, MOOC and college teachers, MOOC and mobile learning, course construction and teaching mode of admiration.</p>
BJ3006	<p>Study on the Influence of Military Enlistment Experience on College Students' Self Consistency Congruence and Psychological Resilience Shao Yuqi and Zhang Ling School of Education Tianjin University, China</p> <p>Abstract—Objective To explore the influence of military experience on self consistency congruence and resilience, and to provide theoretical basis for mental health. Methods 473 college students without military experience and 319 recruits in colleges and universities across the country were randomly selected to investigate with self consistency congruence scale and resilience scale. Results (1) in the aspect of self consistency congruence, the college students who have military experience are significantly higher in the degree of self consistency congruence than those who are not enrolled in the army ($p < 0.05$); (2) in the aspect of psychological toughness, college students with military experience have higher psychological toughness than those who have no military experience ($p < 0.01$) (3) There was a significant negative correlation between the self consistency congruence and the resilience of college students who were enrolled in the Army ($r = -0.468^{**}$). Conclusion Military experience has a positive influence on college students' self consistency congruence and resilience.</p>

<p>MS1007</p>	<p>Analysis of the International Communication Strategy of Volunteer Culture in Beijing's Colleges and Universities from the Perspective of Public Relations Na Qu Beijing International Studies University, China</p> <p>Abstract—As a hub of colleges and universities, Beijing forms a volunteer culture with specific characteristics in the course of several major voluntary activities. As an important part of Beijing culture in the process of the construction of “Four Centers” in Beijing, college volunteer culture should be more public at home and abroad. In terms of the subject, object and propagation of public relations, this thesis mainly analyzes the propagation mode of volunteer culture in Beijing's colleges and universities from the perspective of public relations so as to make more people at home and abroad to feel the charm of Beijing's culture, improve Beijing's image around the world and promote Chinese culture to the world.</p>
<p>MS0010-A</p>	<p>The Determinants of Co-production for Value Co-creation: Quadratic Effects Li-Wei Wu, Yun-Chia Tang and Ya-Ting Wu Tunghai University, Taiwan</p> <p>Abstract—Value has been conceptualized as the result of co-creation involving both providers and customers. Currently, however, little is known about why and how customers engage in value co-creation with a service firm. Thus, this study aims to explore the role of co-production in value co-creation in the context of financial services from the customers' viewpoint. This study not only examines the direct influences of trust and decision-making uncertainty on co-production but also tests their quadratic effects on value co-creation. Moreover, this study includes and explores the moderating effects of service innovativeness and service effort on co-production in determining value co-creation. The hierarchical regression analysis was used to test the hypotheses. The findings support the positive linear relationships and the inverted U-shaped relationship among trust, decision-making uncertainty, and co-production. Meanwhile, service innovativeness and service effort enhance the effect of co-production on value co-creation. This study is the first to shed light on the quadratic effects of trust and decision-making uncertainty on co-production; it also offers insights into value co-creation and thus enhances the current understanding of value phenomena.</p>

Call for Papers



With the support of Ming Chuan University, ICDTE 2017 has been held successfully in Ming Chuan Hotel during October 10-12, 2018. Now, 2018 2nd International Conference on Digital Technology in Education (ICDTE 2018) will be held during **October 10-12, 2018**, in **Bangkok, Thailand**. ICDTE 2018 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 Digital Technology in Education, and discuss the practical challenges encountered and the solutions adopted. For more details of the conference schedule, please feel free to contact us at icdte@iedrc.net.

Publication



All accepted papers will be published in international conference proceedings, which will be indexed by **EI Compindex** and **Scopus**.

The conference proceedings of ICDTE 2017 has been included into **ACM digital library**. ([Click](#))

The conference proceedings of ICDTE 2017 has been indexed by [EI Compindex](#) and [Scopus](#).

Topics

Topics of interest for submission include, but are not limited to:

Systems and technologies in e-education
Applications and integration of e-education
E-learning evaluation and content
Campus information systems
Mobile learning
Virtual learning environments
Multimedia in e-learning

Marketing and promoting e-learning
Data envelopment analysis
Meta data standards
Ontologies
Pedagogical models
Needs analysis
Digital classrooms

Submission Methods

1. Email: icdte@iedrc.net
2. Electronic Submission System: <https://cmt3.research.microsoft.com/ICDTE2018>

Important Dates

Submission Deadline	July 30, 2018
Acceptance Notification	August 20, 2018
Registration Deadline	September 10, 2018
Conference Date	October 10-12, 2018

Website: <http://www.icdte.org>



Welcome to the official website of the 2018 4th International Conference on Industrial and Business Engineering (**ICIBE 2018**), which will be held during **October 24-26, 2018** in **University of Macau, China**.

Publication



Accepted papers will be published in the International Conference Proceedings Series by ACM, which will be archived in the ACM Digital Library, and sent to be indexed by **EI Compindex** and **Scopus** and submitted to be reviewed by Thomson Reuters Conference Proceedings Citation Index (ISI Web of Science).
ISBN: 978-1-4503-6557-4

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Engineering Economy and Cost Analysis
Facilities Planning and Management
Global Manufacturing and Management
Production Planning and Control
Project Management
Quality Control and Management

Submission Methods

1. Email: icibe@iedrc.net

2. Electronic Submission System: <https://cmt3.research.microsoft.com/ICIBE2018>

Important Dates

Submission Deadline	July 30, 2018
Notification Date	August 20, 2018
Registration Deadline	September 10, 2018
Conference Dates	October 24-26, 2018

Website: <http://www.icibe.org/>

2018 7th International Conference on Business, Management and Governance

The University of Western Australia, Perth, Australia November 19-21, 2018

ICBMG 2018

The 2018 7th International Conference on Business, Management and Governance (**ICBMG 2018**) will be held in **The University of Western Australia, Perth, Australia** during **November 19-21, 2018**. The conference is sponsored by IEDRC and co-sponsored by The University of Western Australia Business School. It aims to provide a forum for researchers, scientists, engineers, and scholar students from both the industry and the academia to share their newest research findings and results.

Publication



The accepted papers by ICBMG will be published in below journal.

Publication in IJIMT. Submissions will be reviewed by the conference committees and journal editorial board, and accepted papers will be published in International Journal of Innovation, Management and Technology (IJIMT, ISSN: 2010-0248, DOI: 10.18178/IJIMT) as one volume, and will be included in Google Scholar, Ulrich's Periodicals Directory, Crossref and ProQuest, Electronic Journals Library..

Topics

Topics of interest for submission include, but are not limited to:

Accounting
Advertising Management
Business & Economics
Business Ethics
Business Intelligence
Business Information Systems
Business Law
Business Performance Management
Business Statistics
Chain Management

Communications Management
Comparative Economic Systems
Consumer Behavior
Corporate Finance and Governance
Corporate Governance
Cost Management
Decision Sciences
Development Planning and Policy
Economic Development
Economic Methodology

Submission Methods

1. Email: icbm@iedrc.org
2. Electronic Submission System: <http://confsys.iconf.org/conference/icbm2018>

Important Dates

Submission Deadline	July 30, 2018
Notification Date	August 20, 2018
Registration Deadline	September 10, 2018
Conference Dates	October 24-26, 2018

Website: <http://www.icbm.org/>



2019 10th International Conference on E-Education, E-Business, E-Management and E-Learning (IC4E 2019) will be held in **Waseda University, Japan** during **January 10-13, 2019**. It aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experience, new ideas, and research results about all aspects of E-Education, E-Business, E-Management and E-Learning, and discuss the practical challenges encountered and the solutions adopted.

Publication

IC4E welcomes the submissions from on innovative work from researchers in work from researchers in academic, industry and government describing original research work in E-Education, E-Business, E-Management and E-Learning .

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Topics

Topics of interest for submission include, but are not limited to:

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 Systems and technologies in e-education
 Applications and integration of e-education
 E-learning evaluation and content
 Campus information systems
 E-learning technologies, standards and systems
 Systems, Design and Technologies
 E-Learning platforms
 Assertive and assistive educational technology

Portals and Virtual learning
 Business-to-business e-commerce
 Business-to-consumer e-commerce
 E-government, policy and law
 Innovative business models
 Enterprise application integration
 Business process re-engineering
 Semantic Web and Ontology

Submission Methods

1. Email: ic4e@iedrc.org

2. Electronic Submission System: <http://www.easychair.org/conferences/?conf=ic4e2019>

Important Dates

Submission Deadline	September 10, 2018
Notification Date	September 30, 2018
Registration Deadline	October 20, 2018
Conference Dates	January 10-13, 2019

Website: <http://www.ic4e.net/>
