

2019 IEDRC Madrid Conferences

Madrid, Spain

August 02-04, 2019

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Welcome Remarks

On behalf of organizing Committee, we welcome you to Seoul to attend 2019 The 3rd International Conference on E-Education, E-Business and E-Technology (ICEBT 2019), 2019 5th International Conference on Education, Learning and Training (ICELT 2019) and 2019 The 6th International Conference on Economics, Society and Management (ICESM 2019). We're confident that over the three days you'll get theoretical grounding, practical knowledge, and personal contacts that will help you build long-term, profitable and sustainable communication among researchers and practitioners working in a wide variety of scientific areas with a common interest in E-Education, E-Business, E-Technology, Education, Learning, Training, Economics, Society and Management

We hope that your work and that of your institution or company will be enhanced both by what you learn and by those with whom you connect over the next 3 days. Our field is enriched by the dialogue among colleagues from around the world which occurs during presentation sessions as well as informal conversations. We hope this is a memorable, valuable, and enjoyable experience!

On behalf of conference chair and all the conference committee, we would like to thank all the authors as well as the program Committee members and reviewers. Their high competence, their enthusiasm, their time and expertise knowledge, enabled us to prepare the high-quality final program and helped to make the conference a successful event. We hope that all participants and other interested readers benefit scientifically from the proceedings and also find it stimulating in this process. Finally, we would like to wish you success in your technical presentations and social networking.

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



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Conference Venue

Courtyard by Marriott Madrid Princesa

Tel: +34 915 42 21 00

Address: Calle de la Princesa, 40, 28008 Madrid, Spain

Website: <https://www.marriott.com/hotels/travel/madcy-courtyard-madrid-princesa/>



Marriott Madrid is located in the west of Madrid, the core of the international entertainment zone. You can quickly find such famous shops as Zara and Mango, and enjoy delicious food in famous coffee shops and restaurants. Visitors can easily visit major urban attractions such as Madrid Palace, Opera House and Madrid Cathedral. The hotel has 423 rooms with comfortable and distinguished rooms. Among them, the exquisite suite area is 22 square meters, bright and spacious, with living area, desk, flat-screen TV, Mini bar, marble bathroom and so on. Eight multi-functional halls have an area of 1500 square meters, natural lighting, complete equipment, to meet the social and business needs of various customers. In addition, the hotel also has fitness centers, indoor swimming pools, parking, bars, restaurants and garden terraces and other facilities.

This hotel does not provide shuttle service.

Alternate transportation: Madrid Transfer; reservation required

Estimated taxi fare: 30 EUR (one way)

Subway service, fee: 4.5 EUR (one way)

Instructions for Presenters

Onsite Registration

- 1) You can also register at any time during the conference.
- 2) Certificate of Participation will be awarded at the end of your session.
- 3) Your paper ID will be required for the registration.
- 4) The organizer won't provide accommodation, and we suggest you make an early reservation.

Oral Presentation

- 1) Devices Provided by the Conference Organizer:
- 2) Laptops (with MS-Office & Adobe Reader)
- 3) Projectors & Screens
- 4) Laser Sticks
- 5) **Materials Provided by the Presenters:**
- 6) Power Point or PDF Files (Files should be copied to the conference laptop at the beginning of each session)
- 7) **Duration of each Presentation (Tentatively):**
- 8) Regular Oral Presentation: 15 Minutes of Presentation, including Q&A
- 9) Keynote Speech: 40 Minutes of Presentation, including Q&A

Poster Presentation

Materials Provided by the Conference Organizer:

The place to put poster

Materials Provided by the Presenters:

Home-made Posters

Maximum poster size is A1

Load Capacity: Holds up to 0.5 kg

Best Presentation Award

One Best Oral Presentation will be selected from each presentation session, and it will be awarded after each session.

Dress Code

Please wear formal clothes or national representative clothing.

Important Note:

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

Introductions for Publications

All accepted papers for the Madrid conferences will be published in the proceedings and journals below.

2019 The 3rd International Conference on E-Education, E-Business and E-Technology (ICEBT 2019)



Accepted excellent 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).

ISBN: 978-1-4503-7256-5

2019 5th International Conference on Education, Learning and Training (ICELT 2019)



Accepted papers will be published in **International Journal of Learning and Teaching (IJLT)**

ISSN: 2377-2891(Print); 2377-2905(Online)

DOI: 10.18178/ijlt

Abstracting/Indexing: Google Scholar; Crossref; Engineering & Technology Digital Library; etc.

2019 The 6th International Conference on Economics, Society and Management (ICESM 2019)



The accepted papers will be published in **Journal of Economics, Business and Management (JOEBM)**

ISSN: 2301-3567

Frequency: Quarterly (2013-2014); Monthly (2015-2017); Quarterly (Since 2018)

Abstracting/Indexing: Electronic Journals Library, Ulrich's Periodicals Directory, MESLibrary, Google Scholar, and Crossref.

Introductions for Speakers

Keynote Speaker I

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: Business Model Innovation: Challenges and Implications for Healthcare Service

Abstract: Business Model Innovation (BMI) is the key for long-lasting competence and sustainability of businesses in healthcare service industry. This talk will introduce the concepts of business model and BMI, identify key challenges of BMI, and discuss implications for healthcare service, in particular in the context of the EU Horizon 2020 project, BBDiag (<http://bbdiag-itn-etn.eu/>), which investigates blood biomarker-based diagnostic tools for early-stage Alzheimer's Disease (AD). The talk discusses three key themes for BMI: (1) The key source for innovation - new knowledge; (2) Learning breadth and learning depth for new knowledge generation; and (3) current trends and state-of-the-art research advances - community of practice and knowledge networks to facilitate learning and innovation. BBDiag is a four-year project (2017-2020) which is worth €3.5M with four work-packages. This talk is associated with the work-package 4 Exploitation and Entrepreneurship and focuses on the innovation of business model from globalisation, network and value perspectives.

Keynote Speaker II

Prof. Joy Kutaka-Kennedy
National University, USA



Before entering higher education Dr. Joy Kutaka-Kennedy spent over twenty years teaching students from pre-school through high school in regular education, gifted education, at-risk education, and special education. She has taught over fifteen years at the university level emphasizing special education teacher preparation in academic course work and clinical practice supervision. Early in her career she won two competitive federal grants totaling almost \$2M for teacher preparation in special education. Having extensive experience with online education, course development and program evaluation, she won Quality Matters recognition for innovative course design and student engagement. She has given numerous national and international presentations on creativity and collaboration in the online venue; individual accountability in online group work; emerging technological trends in higher education; and implications of generational differences and technological innovation in higher education. Currently Dr. Kutaka-Kennedy is examining the use of virtual and augmented reality in education along with the implications of the rapidly evolving future of artificial intelligence, machine learning and deep learning. She participates in a consortium led by the University of Kansas to research differences in perception of online visual elements among culturally diverse groups. Her faculty responsibilities include course design and oversight, field work supervision, and mentoring new faculty in higher education. Dr. Joy Kutaka-Kennedy serves as an officer of the California Association of Professors of Special Education, mentors prospective grant writers, completes program reviews for state and national accreditation, and performs editorial reviews for professional publications. She currently is working on designing new programs and curricula to align with new state credentialing standards.

Speech Title: Lessons from Corporate Trainings at the Intersection of Higher Education

Abstract: Corporate trainings target adult learners with specific, concrete, measurable objectives designed to benefit the company's employees or customers. What lessons can higher education glean from these corporate models? Many business teaching and learning modalities focus on badging, microlearning and gamification to engage adult learners. Commercial professional development products and outcomes often emphasize the individual learner although companies can provide instruction in group settings online, on site and in hybrid, mixed formats. Many of these corporate pedagogies can transfer over to academia, with similar use of learning objectives, lesson design, and self-monitoring assessments. With the advent of augmented reality and virtual reality in the commercial environment, educators would benefit in adopting some of these innovative strategies and emerging technologies.

Keynote Speaker III

Prof. Xavier Cartaña Alvaro

IQS - Ramon Llull, Executive Education, Spain



Prof. Xavier Cartaña Alvaro is a Chemical Graduate and Master in Commercial and Marketing Management. Since more than 30 years, he is involved in the Chemical Industry and at this moment he works for a very well-known Chemical Multinational Company as Global Key Account Manager. His career has led him to specialize increasingly in the commercial management of multicultural behaviors and their staffs at international levels. He also works as a teacher and consultant since more than 23 years, in many different Business Schools and also pays specific seminars and workshops worldwide in marketing and commercial and personal skills fields. At this moment, he is active as Industrial Marketing Specialist Teacher at EUNCET BUSINESS SCHOOL in Barcelona, and also belongs to the Faculty of IQS-Ramon LLull Executive Programs.

Speech Title: Social and Communication Skills in Business

Abstract: In today's global and competitive business environment, business organizations are striving to stand out from their competitors to reach a definitive point of differentiation.

In this scenario, social and communication skills are critically important to the success of companies and their employees acquire a set of skills that collectively encompass the business social/interpersonal area.

Although current worldwide Universities may offer appropriate coverage of the specific areas of study within the traditional field of business administration, graduates may lack the social skills needed to enhance their effectiveness in uncertain and complex business environments. There is increasing evidence that recent graduates of universities and business schools do not possess the basic skills that are necessary to succeed in today's business world and that preparedness in college graduates is relatively lacking. This speech addresses the need for curriculum regarding social and communication skills required within the field of business management. Social skills and communication will be operationally defined and include behaviors as communication skills, empathy, active listening, assertiveness, teamwork and conflict resolution.

For our purposes, social and communication skills are mostly made up of social competence. Overall success in life is only 20% dependent on your native and cognitive intelligence. The remaining 80% is your emotional intelligence or your social competencies.

Conference Agenda

Day 1(August 02, 2019): Onsite Registration & Conference Materials Collection

(Note: August 02, 2019 is only for onsite Registration, but on August 03, 2019, the registration is also open outside the conference room, the conference room is on the 1st floor)

Lobby	10:00-17:00	Registration & Conference Materials Collection
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Day 2(August 03, 2019) (Morning) Keynote Speeches

<p>Opening Remark 09:00-09:10</p> <p>Rosales III</p>		<p>Prof. Xavier Cartaña Alvaro IQS - Ramon Llull, Executive Education, Spain</p>
<p>Keynote Speech 1 09:10-09:55</p> <p>Rosales III</p>		<p>Prof. Shaofeng Liu Plymouth University, UK</p> <p>Speech Title: Business Model Innovation: Challenges and Implications for Healthcare Service</p>
<p>09:55-10:20</p>	<p>Coffee Break & Group Photo</p>	
<p>Keynote Speech 2 10:20-11:05</p> <p>Rosales III</p>		<p>Prof. Joy Kutaka-Kennedy National University, USA</p> <p>Speech Title: Lessons from Corporate Trainings at the Intersection of Higher Education</p>
<p>Keynote Speech 3 11:05-11:50</p> <p>Rosales III</p>		<p>Prof. Xavier Cartaña Alvaro IQS - Ramon Llull, Executive Education, Spain</p> <p>Speech Title: Social And Communication Skills in Business</p>
<p>12:00-13:30</p>	<p>Lunch Venue—Restaurant Moncloa (1st Floor)</p>	

Day 2(August 03, 2019) (Afternoon): Authors' Presentation

Time	Venue	Session
13:30- 16:00	Rosales III 1st Floor	<p>Session 1 Topic: Development Economics and Management Science</p> <p>10 papers</p>
16:00-16:15	Coffee Break	
16:15-18:30	Rosales III 1st Floor	<p>Session 2 Topic: Electronic Education and Education Research</p> <p>9 papers</p>
18:30-20:00	<p>Dinner Venue—Restaurant Moncloa(1st Floor)</p>	

Day 3(August 04, 2019): City Visit

Presentations Quick Review

Session 1 **Theme: Development Economics and Management Science**

Times: 13:00-16:00 | Conference Room: Rosales III (1st Floor)

Session Chair: **Prof. Shaofeng Liu, Plymouth University, UK**

UA2012	Concept and Building Blocks of a Business Model: a Systematic Literature Review <i>Bin Gao, Shaofeng Liu, Genhua Pan, and Aira Patrice R. Ong</i>
UA0003	Transport Infrastructure, Spatial connectivity and Inclusive Economic Growth—An Empirical Study Based on The Dynamic Spatial Durbin model <i>Xuwei Zhang and Gang Zong</i>
UA0010	Digital Retail Challenges within the EU: Fulfillment of Holistic Customer Journey Post GDPR <i>Veronica Nabbosa and Rehan Iftikhar</i>
UA2017	The Relationship between Financial Development and Income Growth <i>Wai Choi Lee, Tsun Se Cheong, Jianxin Wu and Baoyu Peng</i>
UA3006-A	Research on the Efficiency evaluation and Influencing Factors of the Elderly Gerontechnology Industry :Based on Three-Stage DEA Model and Tobit Model <i>Songjie Zhang and Lucheng Huang</i>
UA2011	Technology Trend Study Based on Valid Patents of Smartphone Industry <i>Mier Zhang, Haipeng Li, and Ximei Liu</i>
UA2009-A	Solitary Dining and the Colonial Experience:A Field Experiment Study <i>Yevvon Yi-Chi Chang, Chih Chen-chen, Chao Ching-kai, Yi Chieh-lee, Hsu Hua-ho, Tzu Yu-yeh, Yu Chen-li and Yin Han-huang</i>
UA2004	The Effects of Technology Acquisition on Innovation Performance-Analyzing from The Perspective of Technical Characteristics <i>Canjun Chen</i>
UA2015	Repetitive Sampling Schemes on Improving Manufacturing Process Management <i>Shin-Li Lu and Jen-Hsiang Chen</i>
UA1006	The Analysis of Substitution Effect of AI on Labor in China <i>Heming Huang</i>

Session 2 **Theme: Electronic Education and Education Research**

Times: 16:15-18:30 | Conference Room: Rosales III (1st Floor)

Session Chair: **Prof. Joy Kutaka-Kennedy, National University, USA**

UA0006	The Design of an Online Information System of the Check Stage in Plan-Do-Check-Act Cycle for Evaluation of Student Learning in Taiwan Preschools <i>Huei-Ting Huang and Winai Wongthai</i>
UA0014	Cognitive Model of eLearning, eBusiness, and eCommunication <i>Tatiana Tchoubar</i>
UA0008	Evaluation of Student Skills in Unix Base Scripting Course <i>Jiří Kašpar and Zdeněk Muzikář</i>
UA2007-A	Research on Knowledge Sharing Behavior of Virtual Community Based on Social Network Analysis <i>Yuxi Jin</i>
UA0023	Group Affect Recognition: Completed Databases & Smart Uses <i>Andreas M. Triantafyllou and George A. Tsihrintzis</i>

UA0009-A	Role and Impact of Social Media in the Latino Achievement Gap <i>José Carlos del Ama</i>
NJ2019-A	Pregnancy-Related High School Dropouts among Hispanic Teenage Girls in the United States <i>Gulsah Dost</i>
UA0017	Reaching Across the Institutional Aisle: Student Motivation to Navigate Higher Education <i>Fenobia I. Dallas, Shawn Wilson, LaMarcus Howard and Raven Williams</i>
NJ2018	Some Evaluations of Intuitive Scoring in Interview Selections: Students' Academic Achievement in a Statistical Course <i>Susumu Shibui and Kazumasa Mori</i>
UA0025	Learning Management Systems as Platforms for Increasing the Digital and Health Literacy <i>Natasha Blazheska-Tabakovska, Blagoj Ristevski, Snezana Savoska and Andrijana Bocevska</i>

Authors' Presentations

Session 1

Topic: Development Economics and Management Science

Time: 13:30-16:00

Venue: Rosales III

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.

<p>13:30-13:45 UA2012</p>	<p>Concept and Building Blocks of a Business Model: a Systematic Literature Review Bin Gao, Shaofeng Liu, Genhua Pan, and Aira Patrice R. Ong Plymouth University, UK</p> <p>Abstract: The business model has been drawing attention from both industry and academia. It plays a crucial role in business operations and strategy. In the revolutionary and competitive environment, business model innovation is likely to lead to better business performance. However, there have been diverse interpretations on the concept and building blocks of a business model. The purpose of this paper is to provide some common understanding on the concept and its core building blocks in order to progress to the development of an innovative business model. A systematic literature review has been undertaken to gain insights into the key themes of the topic, before some recommendations for business model development are made.</p>
<p>13:45-14:00 UA0003</p>	<p>Transport Infrastructure, Spatial connectivity and Inclusive Economic Growth—An Empirical Study Based on The Dynamic Spatial Durbin model Xuewei Zhang and Gang Zong Beijing University of Technology, China</p> <p>Abstract: This article selects 2000-2016 panel data of 31 provinces and cities in China, and use a dynamic space durbin model to explore the traffic infrastructure influence on inclusive economic growth. This study adopts the method of nonparametric measure inclusive growth that is total factor productivity (TFP), the results show that there is significant "time inertia" and "space spillover" effect, transport infrastructure has significant positive correlation feature space; The relationship between highway infrastructure and inclusive economic growth is "inverted U", which will promote the inclusive economic growth of this province. Transportation infrastructure has significant positive spatial correlation. The relationship between highway infrastructure and inclusive economic growth is "inverted U", which will promote the inclusive economic growth of this province. The influence of railway infrastructure on inclusive economic growth shows marginal increasing effect, and it also has positive spillover effect on inclusive economic growth of neighboring provinces. The conclusion of the study has important policy implications for China to increase investment in transportation infrastructure and promote inclusive economic growth in China.</p>

<p>14:00-14:15 UA0010</p>	<p>Digital retail challenges within the EU: Fulfillment of holistic customer journey post GDPR Veronica Nabbosa and Rehan Iftikhar Johannes Kepler University, Austria</p> <p>Abstract: Retail customers are demanding better shopping experience whether shopping online or in-store. To provide this experience, retailers use digital technologies such as Artificial Intelligence, Big Data, to name a few. They also collect personal data from customers, process it and integrate it in their business models. Use of the digital technologies and customers' data poses legal challenges with the introduction of GDPR in EU. This paper analyses the challenges faced by digital retailers as they strive to provide fulfilling customer experiences. The authors address in this study, the influence of GDPR on business and technological aspects of digital retail.</p>
<p>14:15-14:30 UA2017</p>	<p>The Relationship between Financial Development and Income Growth Wai Choi Lee, Tsun Se Cheong, Jianxin Wu and Baoyu Peng Hang Seng University of Hong Kong, Hong Kong</p> <p>Abstract: This paper aims to investigate the relationship between financial development and income growth in rural China. The study is based on a unique financial- development database compiled at the county level. The system generalized method of moments (SGMM) estimator for dynamic panel data is adopted to examine the impacts of financial-development indicators, along with other control variables, on rural income. The results indicate that financial development and industrialization are two major drivers of income growth in rural China. It is suggested that to promote rural economic growth, the government develop and reform rural capital market, particularly credit access, to facilitate investment in infrastructure and support industrial development in rural regions.</p>
<p>14:30-14:45 UA3006-A</p>	<p>Research on the Efficiency evaluation and Influencing Factors of the Elderly Gerontechnology Industry :Based on Three-Stage DEA Model and Tobit Model Songjie Zhang and Lucheng Huang Beijing University of Technology, China</p> <p>Abstract: The efficiency of the Elderly Gerontechnology Industry is evaluated by the three – stage DEA model using chinese elderly gerontechnology companies data, and the Tobit model is used to analyze the influencing factors of it. Our findings are that the environmental factors such as ownership structure and government subsidy restricted to the industry's efficiency promotion; When eliminating the environment factors, the comprehensive efficiency and scale efficiency of elderly gerontechnology industry declined; Finally, suggestions are put forward from the aspects of the government subsidies, the ownership concentration degree and enterprise nature.</p>
<p>14:45-15:00 UA2011</p>	<p>Technology Trend Study Based on Valid Patents of Smartphone Industry Mier Zhang, Haipeng Li, and Ximei Liu Dalian University of Technology, China</p> <p>Abstract: Technology trend study is crucial to new product development. In the past decade, smartphones were star products. However, a ceiling effect emerged in the field of smartphone</p>

	<p>industry. A new generation of smartphone is similar to the previous generation. It has become an urgent task to analyze the technology trend of smartphone industry, thus finding development direction in the future. The patent data are retrieved in the emerging patent database. Based on valid patents, the technology trend is analyzed by hierarchical clustering analysis. The result of time series analysis shows that low power design of smartphones went through the germination period, outbreak period, and rapid growth period, and is in the sustainable growth period at present. In the foreseeable future, low power design will still be in the sustainable growth period. Thus, low power design could be one of the important directions for smartphone industry.</p>
<p>15:00-15:15 UA2009-A</p>	<p>Solitary Dining and the Colonial Experience:A field Experiment Study Yevvon Yi-Chi Chang, Chih Chen-chen, Chao Ching-kai, Yi Chieh-lee, Hsu Hua-ho, Tzu Yu-yeh, Yu Chen-li and Yin Han-huang Tunghai University, Taiwan</p> <p>Abstract: How does the colonial experience affect dining behaviors? Many studies have examined the impact of cuisines and culinary tastes on colonial and post-colonial societies (including cooking and eating patterns, diet, and restaurant types and styles), but few studies have investigated the effects of the colonial experience on eating behaviors. This study examines the impact of colonization on the prevalence of solitary dining, and consumer attitudes towards solitary dining in post-colonial eating environments. Solitary dining is a growing world-wide trend. However, numerous studies have shown that solitary dining is viewed more favorably in some cultures than it is in others. In particular, Japanese are generally comfortable with solo dining, and certain types of restaurant make accommodations for solo diners. There is debate concerning social impressions of solo dining. Solo dining is regarded by some as a product of loneliness and social marginalization. This research investigates Taiwanese attitudes towards accommodations for solo diners. Control group of participants was randomly assigned to write down negative memories within the last month, and the experimental group was assigned to write down happy memories, deliberately provoking emotions in both subject groups. Later each participant completed a survey regarding what they think of solo diners. Those who had been predisposed with positive emotions had less negative impressions of solo diners. These thought-provoking findings can serve as a basis for educating the public about the myth that solo diners necessarily provoke negative emotions. The theoretical and practical implications of studying the effects of solo dining are discussed.</p>
<p>15:15-15:30 UA2004</p>	<p>The Effects of Technology Acquisition on Innovation Performance-Analyzing from The Perspective of Technical Characteristics Canjun Chen HoHai Business School, China</p> <p>Abstract: Based the perspective of technology, this paper investigates how technological acquisition affect post-acquisition innovation by distinguishing the dimensions of similarity and complementarity of technology between acquired company and acquiring company. The results shows there is an inverted-U relationship between similar technology and post-acquisition innovation ,and there is an U relationship between complementary technology and post-acquisition innovation .In addition, the size of knowledge base of acquiring company has an adjustment</p>

	<p>function, and it will moderate the relationship between the similar technology and post-acquisition negatively; and it will moderate the relationship between the complementary technology and post-acquisition positively.</p>
<p>15:30-15:45 UA2015</p>	<p>Repetitive Sampling Schemes on Improving Manufacturing Process Management Shin-Li Lu and Jen-Hsiang Chen Aletheia University, Taiwan</p> <p>Abstract: Most control charts that assume quality characteristics of interest follow a normal or specific distribution. However, in reality there is often limited or no information regarding the underlying process distribution. Therefore, in recent years, nonparametric techniques for quality control have been developed. In this paper, the nonparametric generally weighted moving average sign chart based on repetitive sampling (hereinafter RS-GWMA sign chart) is proposed to improve performance capability of existing charts in small process shifts. Simulation studies show that the nonparametric RS-GWMA sign chart with large design and adjustment parameters outperforms competing charts considered in this article.</p>
<p>15:45-16:00 UA1006</p>	<p>The Analysis of Substitution Effect of AI on Labor in China Heming Huang Watkinson School, Hartford, Connecticut, USA</p> <p>Abstract: The impact of AI on labor is a highly discussed topic in the academic and public debates. We comb AI and labor, including the characters of AI and its advantages, and find that AI can be used in the area of the automobile, food, computer, aerospace, and etc. We suggest showing the research of Industrial Revolution productivity advance not stemming from mechanical innovation. We give some evidence on the application of AI in developed countries, such as German and Japan. And meanwhile, in developing countries, including Indonesia and India, the circumstance can be surveyed. Furthermore, according to our model, we analyze the effects of AI on labor in China.</p>
<p>16:00-16:15</p>	<p>Coffee Break</p>

Session 2

Topic: Electronic Education and Education Research

Time: 16:15-18:30

Venue: Rosales III

Session Chair: Prof. Joy Kutaka-Kennedy

National 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>16:15-16:30 UA0006</p>	<p>The Design of an Online Information System of the Check Stage in Plan-Do-Check-Act Cycle for Evaluation of Student Learning in Taiwan Preschools Huei-Ting Huang and Winai Wongthai Tamkang University, Taiwan</p> <p>Abstract: It is a hard job for two teachers to deal with 30 students in a preschool classroom in Taiwan. Teachers need to take photos and manage paper documents related to each student's activities and assessments, then print all of them to show to their parents. This is not an efficient and effective working style. In order to support e-education and mitigate these issues in the education domain via application of the Plan-Do-Check-Act (PDCA) cycle, this paper thoroughly investigates appropriate features of previous studies related to e-education and the PDCA computing system. It then proposes the design of an online information system for the "check" stage in the Plan-Do-Check-Act cycle or OISC for evaluating Taiwanese preschool students' learning. The design is simple and equipped with current technologies such as mobile applications. We provided the details of all components and technologies in this design and how the design works, which is arranged for participants to use as a blueprint of an e-education system such as OISC that can be built upon the participants' requirements. We believe that a system based on our design can help teachers to work effectively and efficiently. Thus, this paper can be regarded as an example of adopting an e-education approach to evaluating and enhancing students' learning performance.</p>
<p>16:30-16:45 UA0014</p>	<p>Cognitive Model of eLearning, eBusiness, and eCommunication Tatiana Tchoubar New York University, USA</p> <p>Abstract: This article presents a new, four-channel model of eLearning that suggests avenues for improving learning via addressing innovative ways of thinking influenced by digital readiness. The present work has a purpose to analyze existing theoretical foundations of eLearning in order to synthesize the processes by which learning happens today. The new eLearning model and five studies supporting this model, described in this article, can inform policy makers of the importance and possibility of teaching the skills necessary to develop digital readiness. Digital readiness empowers people to use virtual data and participate in online education, business and communication.</p>

<p>16:45-17:00 UA0008</p>	<p>Evaluation of Student Skills in Unix Base Scripting Course Jiří Kašpar and Zdeněk Muzikář Czech Technical University in Prague, Czech Republic</p> <p>Abstract: As UNIX-like operating systems are widespread in computing environments, UNIX scripting course is an important part of the first semester of our IT study program. The aim of this course is to provide basic understanding and experience with Linux command line; students learn how to automate repeated tasks required for running various lab experiments. Hands-on lab assignments are prepared for review and evaluation of the student learning process. Two web evaluation services for scripting skills checking were investigated. This paper presents the challenges faced when implementing and fine-tuning the course. It discusses three student skills evaluation methods used in the course.</p>
<p>17:00-17:15 UA2007-A</p>	<p>Research on Knowledge Sharing Behavior of Virtual Community Based on Social Network Analysis Yuxi Jin Beijing University of Technology, China</p> <p>Abstract: The development of Internet technology has enriched the way of knowledge sharing. The virtual community which based on user content generation has become an important platform for knowledge sharing and information transmission. Understanding the motives and processes of user sharing of knowledge in virtual communities, and motivating users to participate in behaviors are conducive to the prosperity and development of virtual communities, thereby generating revenue in long terms. In this study, we proposed a conceptual model to discuss the objective structure of the social network of the virtual community and the impact of the user's perception of the network structure on the user's knowledge sharing behavior. This configuration includes virtual community social network density, structural holes and network cohesion, and the impact of user perception on user content generation behavior. In the sample part, it is expected that 200 valid data of whom have had virtual community content generation behaviors through online survey in BBS.DXY. The hypotheses proposed in this study will be tested by the structural equation model (SEM) method using smartPLS 2.0 software.</p>
<p>17:15-17:30 UA0023</p>	<p>Group Affect Recognition: Completed Databases & Smart Uses Andreas M. Triantafyllou and George A. Tsihrintzis University of Piraeus, Greece</p> <p>Abstract: This paper presents the next step in our research on the detection of emotion and sentiment of a group-of-people in computer enhanced education and learning. Specifically, a series of researches and experiments of ours have formed the basis for the creation of a research infrastructure and subsequent smart tutoring systems, that will be able to adjust their courses based on the emotional state and sentiment of the students. Continuing the development and presentation of our system called GRAFFER (Group Affect Recognition), we present in here the completion of the collection sub-system of group sample data and discuss specific implementations, database schemes and data fields. Our purpose is to collect and make available</p>

	<p>extensive training datasets for use in the follow-up of our and other people’s research. Additionally, we present extensions of previous implementations of GRAFFER in relation to data extraction and comparison with the training sets. We also present the addition of specific fields to the database schemes that are important for the continuation of our research in relation to the creation of intelligent methodologies that draw conclusions on the group emotion and sentiment. With these fields as well as with some of our suggestions for future work, we are paving the way for further research into the use of GRAFFER in educational and learning applications, as well as in more general group affect recognition applications.</p>
<p>17:30-17:45 UA0009-A</p>	<p>Role and Impact of Social Media in the Latino Achievement Gap José Carlos del Ama Central Connecticut State University, USA</p> <p>Abstract: This study focuses on the penetration and impact of social media among the U.S. Latino students. It establishes a correlation between social media usage and academic performance among this group of the population. It also analyzes how the use of social media helps us understand the decline of traditional media, the development of cultural habits and finally the impact on academic values. The disparities in terms of health, incarceration or education, just to mention some basic social areas, are growing in the USA. The Latino and African American minorities particularly stand out in the negative spectrum of this trend. They seem to be the collectives who suffer the consequences of the disparities. Above all the Latino population is a reason for concern, since its demographic growth has been very strong in the last years. According to U.S. Census Bureau, Latinos will make over 30% of the US population in 2060. This study focuses on the area of education. It tries to shed some light into the so-called achievement gap among Latino students. The author of this research project works at Central Connecticut State University. As it is the norm in most higher education institutions in the U.S., with the exception of community colleges, Latinos are underrepresented at this university. When it comes to academic performance, retention rates and graduation time, the figures of the Latino student population are significantly lower. Thus, Central Connecticut State University could be considered a paradigmatic case of the Achievement gap among Latino students. Mass Media usage has seldom been studied in association with the achievement gap. The rapid penetration of social media raises questions about its impact on education. This study shows a negative correlation between frequency and time of social media usage and academic performance. It also shows that students who spend more time with social media tend to be less interested in cultural activities and have a poorer of school.</p>
<p>17:45-18:00 NJ2019-A</p>	<p>Pregnancy-Related High School Dropouts among Hispanic Teenage Girls in the United States Gulsah Dost King’s College London, UK</p> <p>Abstract: The birth rate among young people aged 15-19 years in the United States has shown a tendency to decrease over the past few years. Nevertheless, when compared to developed countries, it is seen that the rate of pregnancy and parenthood is higher among young people at school age in the US. The rate of fertility among young girls of Hispanic origin is higher than that</p>

	<p>of Black girls and studies show that it is lower than white non-Hispanic young girls. Because of socio-economic status, parental relationships, lack of sex education, aggressive sexual behavior, this rate is very high among Hispanic groups, and it causes many problems which are important for adolescent parents, children and families, hence it has important physiological, psychological and social consequences. Because of to many prenatal and postnatal complications such as preterm delivery, low birth weight, newborn and maternal deaths, many Hispanic young girls do not attend classes or drop out. This, combined with low income, unemployment and increased inclination towards crime, constitutes a chain of negativity. Therefore, this study aims to examine the effects of teenage pregnancy among Hispanic girls during and after this period and the impact of this on school attendance. In addition, this study examines the ratio of teenage pregnancy among Hispanic girls compared to other groups in America, the factors that cause pregnancy and the resulting problems, Hispanic young girls' reasons for leaving the school and adverse consequences that may follow.</p>
<p>18:00-18:15 UA0017</p>	<p>Reaching Across the Institutional Aisle: Student Motivation to Navigate Higher Education Fenobia I. Dallas, Shawn Wilson, LaMarcus Howard and Raven Williams Eastern Michigan University, USA</p> <p>Abstract: The challenge in the retention world is the one-size-fits-all approach, which negates the differences in student backgrounds, student choice, student preparation, and ultimately student motivation. The differences in student backgrounds, student choice, and student preparation seem to dissipate once students matriculate at the university. The dependence on predictive analytics, forecasting, econometric modeling, predictive modeling, data analysis, and other scientifically-generated methods tend to be the opposite extreme from humanistic-based initiatives. To address this dichotomy, we chose to pursue a path that combines academic empowerment and student success strategies for supporting our students and their goals. This study examines college students' self-reported successes and barriers that guide them to graduation or keep them from being successful. These differences in student motivation for persistence to graduation are seen from the perspective of African American students at a U.S.A. mid-western, predominantly white institution of higher education. These ideas can be applied to student engagement with academic excellence and social success in that involvement in a social community is key to being academically successful. This study, similar to other student support endeavors, can provide higher education faculty a better understanding of the motivation for college students, which can translate to academic success and not be another barrier to African American students.</p>
<p>18:15-18:30 NJ2018</p>	<p>Some evaluations of intuitive scoring in interview selections: Students' academic achievement in a statistical course Susumu Shibui and Kazumasa Mori NIAD-QE, Japan; Bunkyo University, Japan</p> <p>Abstract: In this study, we evaluate the relationship between the intuitive scoring of students and their academic achievement. More precisely, for 108 university students we use intuitive scoring on interview selection on the one hand and term-end examination scores as academic achievement on</p>

	<p>the other. We also measure students' Big Five personality traits using the Japanese Version of the Ten-Item Personality Inventory. Additionally, we analyze the relationship between intuitive score, academic achievement, and the Big Five personality traits. Finally, we found that one of intuitive score predict the term-end examination scores and that intuitive evaluation is concerned with conscientiousness of the participants.</p>
<p>18:30-18:45 UA0025</p>	<p>Learning Management Systems as Platforms for Increasing the Digital and Health Literacy Natasha Blazheska-Tabakovska, Blagoj Ristevski, Snezana Savoska and Andrijana Bocevaska FIKT-Bitola, R.Macedonia</p> <p>Abstract: Today, information and communication technology (ICT), that covers a wide plethora of various software applications and hardware devices, plays role as an integrated part and routine of the everyday lives, hence rapidly changing the manner of approaching to the useful information. In order to function effectively in the contemporary digital society, individuals need appropriate skills to be digitally literate and these skills need to be updated for information evaluation and knowledge gathering. Beside these digital literacy skills, another skills covering the ability to obtain, read, understand, and use healthcare information for addressing or solving various health problems are needed. In order to increase these both skills between population, especially between people with disabilities and elderly people, easiest way is to provide e-learning courses. Choosing the appropriate learning management system (LMS) in accordance with the Web Content Accessibility Guidelines (WCAG) standard in order to increase the digital and health literacy is a challenging task. In this paper we analyze and compare the key differences of the 8 most commonly used LMSs, according to the WCAG standard predefined criteria.</p>
<p>18:45-20:00</p>	<p>Dinner</p>

Poster Presentations

UA1002	<p>The Practical Exploration of Student Affairs Management in the Higher Vocational Colleges based on the Mode of O2O Wanting Zhang and Yangqing Sun School of Computer and Software, Nanjing Institute of Industry Technology, China</p> <p>Abstract: In the context of "Internet Plus", the application of new media technology in Higher Vocational Education keeps maturing. At present, it is the key point of the ideological work in colleges and universities to customize the individualized strategy of publicity in a way that is popular with students. Giving the current problems of publicity in student affairs management, such as not very down to earth, poor timeliness, weak pertinence and small influence, this paper tries to introduce the O2O (online to offline) models on the student affairs management in Higher Vocational Colleges. This paper designs the practice scheme for "four modules" and the implementation method of "six modules" to open up a new realm of student affairs management in Higher Vocational Colleges. Among them, the practice scheme for "four modules" includes the establishment of the calendar of publicity, the insight of the object of publicity, selecting the content of the publicity and analyzing the effect of publicity. The implementation methods of "six modules" include triggering events, subdivision of people, selection of schemes, channel model fit, evaluation results, and process optimization.</p>
UA0016	<p>Perception of MOOC pedagogical tools and learners' learning styles in MOOC blended teaching: a case study Lixin Zhao, Wu-Yuin Hwang and Dan Lu National Central University, Taiwan / Beijing Normal University, Zhuhai, China</p> <p>Abstract: Rapid development has been achieved since the emergence of MOOC in 2008, but there are still many defects in the popularization of MOOC. Developing blended teaching by utilizing is considered to be one of effective means to overcome these shortcomings. The existing studies on MOOC blended teaching focus on how to improve the teaching effect, but lack of in-depth studies on MOOC pedagogical tools and learners' learning styles in blended teaching. Through a case study of MOOC blended teaching, this study aims to gain an in-depth understanding of the learners' perception of MOOC pedagogical tools, and thoroughly understand the choice of learners' learning styles in this diverse learning environment. The results show that learning styles of learners can be divided into five categories in the MOOC blended teaching, and have different correlations with the perception of MOOC learning tools and curriculum satisfaction, but have no correlation with curriculum achievement. This indicates that learners will choose different learning styles according to their own characteristics and preferences, and will not affect their academic performance. The design of existing MOOC pedagogical tools cannot meet the needs of all learners. Although MOOC blended teaching can make up for some deficiencies in this area, further research is still needed to perfect it.</p>
NJ2021	<p>Construction of Curriculum System of Youth Dream Education Based on Chinese Dream Lansheng Cao, Mengqing Xu and Yamei Zhao</p>

Renmin University of China, China

Abstract: A nation will prosper only when its young people thrive. Dream of the Youth can lead the future of the country and the hope of the world. More than 500 million young people serve as the barometer of China's development as well as an important scale of social development and educational progress of China. Although world is changing, all countries place the education of young people in a vital position. The dream of youths is the dream of the world and the realization of world dream depends on that of the youth dream. Chinese people pursue their Chinese dream of living happily and affluently. The Youth Dream education curriculum system built on the basis of that can help young people focus on their targets on their growth roads. This system will serve social development of China and the progress of world civilization and will become a basic curriculum for the growth and development of Chinese youths.

Listeners' List

Listener 1	Doron Tomer, Maccabident ltd, Israel
Listener 2	Ayesha Rashid Clear Creek Psychiatry, USA
Listener 3	Yaw Opoku Gyamfi Simplex Professional Studies, Ghana
Listener 4	Yang Lihua <i>Hohai University, China</i>
Listener 5	Abigail Boateng <i>Amolex University, Ghana</i>
Listener 6	Khawaja Shoukat Mehmood <i>Jubilee Life Insurance, Pakistan</i>
Listener 7	Aira Patrice R. Ong <i>University of Plymouth, UK</i>

Upcoming Conferences



Please mark your calendars for **2019 The 3rd International Conference on Education and E-Learning (ICEEL 2019)** on **November 5-7, 2019**, which will be held in **University of Barcelona, Spain!** Our main topic is about Education and E-Learning. Now, the submission and registration is opened. If you submit the full paper or abstract, the notification letter will be issued by notification deadline. If you only want to attend the conference as a listener, please register now and inform the conference secretary.

Publication



The accepted papers by ICEEL 2019 published in conference proceeding 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). **ISBN: 978-1-4503-7225-1**

Topics

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

Systems, Design and Technologies
 e-Learning platforms
 portals and Virtual learning
 Course design
 Emerging and best practices
 Partnerships in e-Learning
 education
 Academic participation and freedom

Learner autonomy
 Security and confidentiality
 Self-learning integrated methodology
 Ambient intelligence
 Assertive and assistive educational technology
 Computer-aided assessment
 Learning content management systems
 AV-communication and other media

Submission Methods

1. Email: iceel@iedrc.net
2. Electronic Submission System: <http://confsys.iconf.org/submission/iceel2019>.

Important Dates

Submission Deadline	August 05, 2019
Notification Deadline	August 30, 2019
Registration Deadline	September 20, 2019
Conference Dates	November 05-07, 2019

www.iceel.org



2020 the 11th International Conference on E-Education, E-Business, E-Management, and E-Learning (IC4E 2020) in Ritsumeikan University, Osaka, Japan from January 10 to 12, 2020. It is conferences like this which brings us closer as researchers and friends worldwide. My hope for this conference is, regardless of our differences, that we can learn from each other and build a more globalized scholastic platform. As researchers we should find the links between different disciplines and backgrounds. With passion and collaboration, we can reach a broader realm of understanding and benefit our societies from more holistic research results.

Publication



The accepted papers by IC4E 2020 published in conference proceeding 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).

Topics

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

Systems, Design and Technologies	e-Learning platforms
Practices and cases in e-education	portals and Virtual learning environments
Systems and technologies in e-education	Course design
Applications and integration of e-education	Innovative business models
e-learning evaluation and content	Enterprise application integration
Business-to-business e-commerce	Business process re-engineering
Business-to-consumer e-commerce	Virtual enterprises and virtual markets
E-government, policy and law	

Submission Methods

- Email: ic4e@iedrc.org
- Electronic Submission System: <http://confsys.iconf.org/submission/ic4e2020>.

Important Dates

Submission Deadline	September 10, 2019
Notification Deadline	October 05, 2019
Registration Deadline	October 25, 2019
Conference Dates	January 10-12, 2020

www.ic4e.net



The 2020 International Conference on Education Development and Studies (ICEDS 2020) will be held from the 3rd to 5th of March, 2020 in Paris, France. The ICEDS is an international refereed conference dedicated to the advancement of the theory and practices in education. The ICEDS promotes collaborative excellence between academicians and professionals from Education. ICEDS aims to build strong networks of leading researchers and pioneers in education worldwide. As well, ICEDS will provide an opportunity for academicians and professionals from various educational fields with cross-disciplinary interests to bridge the knowledge gap, promote research esteem and the evolution of pedagogy. Welcome all the researchers, students, scholars etc. in the related field to attend the conference.

Publication

Accepted excellent papers by ICEDS 2020 will be published in the International Conference Proceedings, which will be sent to be indexed by EI Compendex and Scopus. The proceedings volume will also be submitted for potential indexing to SCOPUS.

Topics

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

- E-learning: projects and results
- E-learning: pedagogical strategies and tactics
- Developing e-learning methods for specific fields
- Research Methodologies
- Academic Research Projects
- Research on Technology in Education
- Links between Education and Research
- New Challenges in Education
- Acoustics in Education Environment
- APD/Listening
- Counsellor Education
- Accreditation and Quality Assurance
- Academic Experiences
- Digital Libraries and Repositories
- Evaluation and Assessment

Submission Methods

5. Email: icedes@academic.net
6. Electronic Submission System: <http://confsys.iconf.org/submission/iceds2020>

Important Dates

Submission Deadline	November 05, 2019
Notification Deadline	November 30, 2019
Registration Deadline	December 20, 2019
Conference Dates	March 03-05, 2020

www.icedes.org

