

2017 IEDRC TORONTO CONFERENCES ABSTRACT

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September 10-12, 2017

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Conference Venue

Ramada Plaza

<http://www.ramadaplazatoronto.com/>

Add: 300 Jarvis Street Toronto, Ontario M5B 2C5, Canada

Tel: (416) 977-4823



Amid the colourful cultural tapestry of downtown Toronto's Garden District, you'll find the Ramada Plaza Toronto hotel, a gorgeous heritage property alive with elegance and charm. We earn our place in the upper echelon of Toronto hotels with suites and rooms that combine exceptional comfort, convenience and luxury. From outstanding personalized service to a wide array of first-class amenities, we strive to make your Downtown Toronto experience unforgettable.

Stay in the Centre of it All

The Ramada Plaza Toronto is centrally located in Toronto's Garden District, home to the city's vibrant Gay Village, beautiful Allan Gardens and some of its most treasured heritage buildings. Just minutes from Yonge Street, and Toronto's bustling downtown core, staying here means staying in the centre of all that's happening in the city. The guests receive the convenience of being in the heart of Toronto, as well as the serenity of the Garden District.

Toronto Gay Village

Home to Toronto's thriving gay community, the Village represents a unique urban cultural experience. The area is host to the annual Pride Week celebrations and is historic not only for its association with the LGBT community, but also for its stately Victorian architecture.

Introductions for Publications

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

2017 International Conference on E-Education, E-Business and E-Technology (ICEBT 2017)



International Conference Proceedings Series by ACM

Indexing: 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: 978-1-4503-5331-1

2017 4th International Conference on Economics, Society and Management (ICESM 2017)



Journal of Economics, Business and Management (JOEBM)

ISSN: 2301-3567

DOI: 10.18178/JOEBM

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

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):

Keynote Speech: 40 Minutes of Presentation, 5 Minutes of Q&A
Regular Oral Presentation: about 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 Sep. 11, 2017.

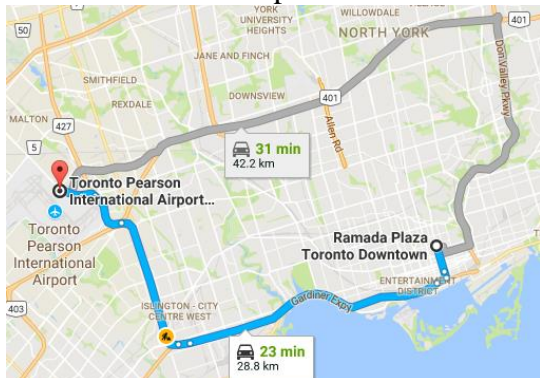
Dress Code

Please wear formal clothes or national representative clothing.

Tips

Currency in Canada: Canadian Dollar (CAD)

Transfer from the airport to the hotel: 29km by taxi



Introductions for Keynote Speakers



Prof. Tim Huh
University of British Columbia, Canada

Tim Huh is expert in operations management, supply chain management and dynamic pricing. He has worked with companies in the semiconductor industry, health care organizations, insurance companies, and manufacturing facilities both in Canada and the United States. In particular, his work with semiconductor companies was on capacity expansion and configuration when both the production technology and demand for products are subject to high uncertainty. He has conducted workshops on operational effectiveness for various audiences. He is in several editorial boards for leading journals in operations management. He received PhD from Cornell University. He received multiple teaching awards.

Speech Title: Data Analytics: Application, Methodology and Issues

Abstract: Data analytics is increasingly becoming an important part of decision making process in applications ranging from management, technology, policy analysis and sports. Key decisions that have been traditionally made by humans are now partly made or at least recommended by analytics platforms. We will discuss different types of analytics, and how they have emerged from and are related to traditional academic disciplines. Several examples will be discussed. We will also address social issues associated with the use of analytics such as privacy and technological determinism.



Prof. Tao Zeng
Wilfrid Laurier University, Canada

Dr. Tao Zeng is an associate professor with supervision status for Master and Ph.D. students at Lazaridis School of Business and Economics, Wilfrid Laurier University. She has many publications in academic journals including Canadian Journal of Administrative Sciences, Review of Accounting and Finance, Journal of Financial Economic Policy, Canadian Tax Journal, Asian Review of Accounting, etc. She is an Academic Editor of British Journal of Economics, Management & Trade.

Speech Title: Long-term Performance of Canadian Family Firms

Abstract: Family firms consist of an important part of global economy. Canadian family firms are usually clustered into a business group – pyramid group. Unlike the U.S. listed firms, which are predominantly directly held by small shareholders, family firms in Canada belong to business groups, made up of clusters of listed and unlisted firms that hold controlling blocks of shares in each other. This study examines the long-term performance of Canadian family firms. Using Canadian listed companies for ten years between 2005 and 2014 and relying on many measures for firm performance and other firm characteristics, we find that, compare with other listed firms, family firms have higher performance and dividend payout, lower risk, higher leverage and high cost of capital, higher investment in inventory and intangible assets, but claim lower R&D expenses. However, there is no difference in tax reporting practices measured as effective tax rates. Overall, the results found in this study indicate that family firms generally perform better than the non-family firms over a long term.



Prof. Jacques Picard
Université du Québec à Montréal, Canada

Jacques Picard has been a marketing professor (regular or invited) since 1976 at different universities (H.E.C Montreal, McGill University, Université de Montreal, Bar Ilan University, Université Paris-Sorbonne...) He is now an honorary professor at Université du Québec à Montréal, and professor, academic director of the French speaking Campus at the Netanya Academic College. He got his PhD in 1977 from the Graduate School of Business at Columbia University of New York. Since then he has published more than 60 academic publications in the areas of International Marketing, Marketing research, Advertising, Logistics, Legal aspects of Marketing etc...Those publications are available upon requests. Prof. Picard has also been active in consulting to various companies and organizations, and member of various boards of directors.

Speech Title: Marketing Implications of the New Global Economy

Abstract: Many factors and predominantly the tremendous impact of the internet revolution have caused the globalization of markets to gain a totally new dimension in the last twenty years. This presentation will show that, in addition to vastly increased competition, marketing strategies have and must evolve. In particular, will be emphasized the tremendous increase in the potential of “niche marketing”, and the need for exporters to move their promotion policies from “Push” to “Pull” strategies.



Assoc. Prof. Qing Tan

School of Computing and Information Systems, Athabasca University, Canada

Dr. Qing Tan is an associate professor in School of Computing and Information Systems at Athabasca University, Canada. He was born and raised in Chengdu. He left his beloved hometown in 1977 to study Aviation Automation at the Northwest Polytechnic University. He earned his PhD in Cybernetics Engineering for Robotics from the Norwegian Institute of Technology (NTNU - Norwegian University of Science and Technology) in 1993. As a foreign senior research fellow, he did the research on Telepresence Robot for the human acts simulation program at the Japan Atomic Energy Research Institute in 1994. He did his post-doctorial fellowship at University of Alberta in 1996. He joined Athabasca University in 2007 with extensive IT industrial working experiences in Canada. Dr. Tan is teaching and developing both undergraduate and graduate courses including Mobile Computing, Computer Networking, E-Commerce, Enterprise Modeling, Cloud Computing, and Big Data Analytics. Dr. Tan's research interests and engagements include Location-Based Technologies, Mobile Computing, Adaptive Mobile Learning, Telepresence Robot, Cloud Computing, Internet of Things, Big Data Analytics, Cyber-Physical Systems, and Computer Network and Cyber Security. Dr. Tan received several Canadian national and provincial research grants. He has published many research papers on International journals and conferences. He also sits on many international journal editor boards and various conference committees

Speech Title: Big Data Privacy-Is Blockchain an Exit



Assoc. Prof. Bixia Xu
Wilfried Laurier University, Canada

Dr. Xu obtains her Ph.D. from Concordia University in 2012. Her research interests are in the fields of R&D investments, stock valuation, corporate disclosure, corporate social responsibilities and information science. She has publications in number of journals including a couple of top journals such as *Contemporary Accounting Research* and *Journal of Business Research*. Her teaching focuses on financial accounting theory, advanced financial reporting and management accounting.

Speech Title: How Firms Use Corporate Social Responsibility Initiation as a Tool to Advertise for Stakeholder Attention

Abstract: This study examines the value implications of corporate social responsibility (CSR) and firm heterogeneity through the channel of stakeholder attention. We theorize and analyze the value creation process of CSR by mapping it to an intermediate effect and then a behavioural effect. With a comprehensive sample of 2,840 U.S. firms, we find CSR is a significant determinant of stakeholder attention to the CSR form, and the CSR intermediate effect is accumulative and generates a long-lasting impact on firm performance as well as firm overall financial health. The results also reveal that CSR creates higher values for B2C than B2B firms and for firms with a diversified operation than for those with a focused operation. Analysis from a clustering approach suggests that B2C firms with a diversified operation benefit the most from CSR, and the benefit is even greater if they operate in a less competitive environment and bear a lower level of resource constraints. Overall, this study contributes to the accounting literature by providing incremental knowledge that can help investors extract and interpret information embodied in CSR for valuation and risk assessment.





Time Schedule



Day 1: Registration: Sep. 10, 2017 (Sunday)

10:00-17:00	Arrival and Registration (Venue: Lobby)
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- (1) Please print your registration form before you come to the conference.
- (2) You can also register at any time during the conference.
- (3) Certificate of Participation can be collected at the registration counter.
- (4) Your paper ID will be required for the registration.
- (5) The organizer won't provide accommodation, and we suggest you make an early reservation.
- (6) 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 Sep. 11, 2017.

Day 2: Conference: Sep. 11, 2017 (Monday)

Morning Session	Opening Remarks & Keynote Speeches Venue: BALLROOM AB
9:00-9:10	Opening Remarks  Prof. Tao Zeng Wilfrid Laurier University, Canada
9:10-9:55	Keynote Speaker I  Prof. Tim Huh University of British Columbia, Canada Title: Data Analytics: Application, Methodology and Issues
9:55-10:15	Coffee Break & Photo Session Venue: Pre-Function Area
10:15-11:00	Keynote Speaker II  Prof. Tao Zeng Wilfrid Laurier University, Canada Title: Long-term Performance of Canadian Family Firms
11:00-11:45	Keynote Speaker III  Prof. Jacques Picard Université du Québec à Montréal, Canada Title: Marketing Implications of the New Global Economy

11:45-13:00	Lunch Venue: Pre-Function Area	
Afternoon Session	Plenary Speeches & Oral Presentations	
Venue	BALLROOM A	BALLROOM B
13:00-13:30	Plenary Speaker I  Assoc. Prof. Qing Tan School of Computing and Information Systems, Athabasca University, Canada Title: Big Data Privacy-Is Blockchain an Exit	Plenary Speaker II  Assoc. Prof. Bixia Xu Wilfrid Laurier University, Canada Title: How Firms Use Corporate Social Responsibility Initiation as a Tool to Advertise for Stakeholder Attention
13:30-16:00	Session 1 Theme: Business Management	Session 2 Theme: Information Technology and Social Management
16:00-16:15	Coffee Break	
16:15-18:30	Session 3 Theme: Computer-Based Education	Session 4 Theme: Economics and Marketing
19:00-21:00	Dinner Banquet Venue: Hotel Restaurant	

Day 3: One-day Tour: Sep. 12, 2017 (Tuesday)

8:00-17:00	One-day Tour Venue: Lobby
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Session 1

13:30-16:00, Sep. 11, 2017

Venue: BALLROOM A

Theme: Business Management

Session Chair: Prof. Tim Huh

*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
ES0003 13:30-13:45	<p>Corporate Governance and Enterprise Efficiency: Evidence from Selected Manufacturing Firms in Nigeria Tijani Abideen Adekunle, Adeoye Abayomi Olarewaju Lagos State University, Nigeria</p> <p>Abstract: This study examines the role of corporate governance as measured by board structure and ownership structures on enterprises efficiency in Nigeria's listed firms. Previous studies, the majority from western world, have investigated the relationship between corporate governance mechanisms, ownership structure and firm performance. These studies came up with different results, influenced by existing nature of corporate governance in countries considered. Examining Nigeria's listed firms could broaden the scope of growing body of literature on this study. This study uses Data Envelopment Analysis to test the efficiency of selected thirty firms in Nigeria, and employs a generalized linear model for robustness. The study comes up with a position on the impact of corporate governance on firm efficiency and offers some recommendations.</p>
ES0005 13:45-14:00	<p>The Factors Affecting the Successful Formation of Strategic Alliances between Local SMEs and MNCs in Ghana Johnson O. Okeniyi, Mohamed Branine Abertay University Dundee Scotland, UK</p> <p>Abstract: Recent globalization has led to fierce competition within the economy of nations, hence most SMEs are struggling to survive. The situation is worse off in developing countries because the impact of globalisation is stronger there. The Ghanaian economy is comprised of 90% SMEs, while the remaining 10% are MNCs. While SMEs are known to have boosted the economic growth of developing nations, this is not the case with the Ghanaian economy. Amidst the poor economic performance, the formation of strategic alliance has been proposed as a solution to boost the performance of SMEs in Ghana. However, SMEs in Ghana were found to have already adopted the proposed strategic alliance solution, but most alliances have failed to achieve their purpose. Thus, the study aims to investigate the influence of trust and mistrust on knowledge sharing in strategic alliance operations between Local SMEs and MNCs in Ghana. Also, this study would determine how trust and knowledge sharing within an alliance determines the success or failure of an alliance. This study reviews two alliance cases, critically evaluating the success and failure factors that are related to trust and knowledge sharing. Partners trust and incompetence were found to have high influence over the success or failure of an alliance. Some recommendations are made that would assist SMEs to contend the risk of mistrust within their alliance.</p>
ES0009 14:00-14:15	<p>The Influence of CEO Overconfidence on Post-IPO Firm Performance Jung-Ho Lai National Taipei University of Business, Taiwan</p> <p>Abstract: Most prior research regards overconfidence as a negative attribute and shows that firms led by such CEOs underperform. This viewpoint is inconsistent with the practice that individuals with overconfidence attributes are more likely to be promoted to the position of CEO. We revisit this issue by exploring contingencies that may augment the positive or negative aspects of CEO overconfidence. By visiting 315 Taiwan IPO firms and utilize their data in both stock exchange markets (post-IPO) and emerging stock markets (pre-IPO) during the 2003-2016 period, the evidence shows that uncertainty arising from "internal development</p>

	<p>uncertainty” and that from “external operational diversification” augment the positive and negative aspects of CEO overconfidence, respectively. Specifically, uncertainty arising from a firm’s internal growth opportunity and R&D activities creates positive interaction with CEO overconfidence such that IPO-firms led by overconfident CEOs outperform their industry rivals after IPOs when firms possess higher growth opportunities or invest more on R&D activities. On the other hand, uncertainty arising from external environments negatively interacts with CEO overconfidence such that IPO-firms led by overconfident CEOs perform worse when their degrees of industry diversification or international diversification is higher. We measure firm performance by using three-year buy-and-hold returns (BHRs), and the results are robust to different matching criteria including firm size, industry affiliation, book-to-market ratio, change in earnings, or a mix of them. Our results suggest the necessity to evaluate the performance effect of CEO overconfidence by using a contingency framework, and the ways to utilize their advantages while avoiding their disadvantages.</p>
<p>ES0016 14:15-14:30</p>	<p>The Impact of Continuous Development Climate on Employee Innovative Behavior: The Moderating Role of Leadership Support Taiba Hussain Zayed University, UAE</p> <p>Abstract: The significance of innovation comes from its ability to create competitive advantage for organizations. Organizations become more innovative through encouraging employee individual innovative behavior. Innovative behavior is an employee’s intentional introduction or application of new ideas, products, processes, and procedures to his or her work. Previous research has demonstrated that employee innovative behaviors lead to organizational prosperity. The present study examined the impact of organizational continuous development climate on innovative behavior. The moderating effect of leadership support is investigated to demonstrate the role of organizational continuous development climate and leadership support on employee innovative behavior. Results draw on a sample of 190 employees working at two public companies in Abu Dhabi, the capital of the United Arab Emirates. The results supported the proposed model, showing that the organizational continuous development climate is positively related to employee innovative behavior, after controlling for age, gender, nationality, company, and occupation. The significant positive relationship between continuous development climate and employee innovative behavior is moderated by leadership support in a way that high leadership support results in a stronger effect of continuous development climate on employee innovative behavior.</p>
<p>ES0023 14:30-14:45</p>	<p>Gender: A Vulnerability Factor or not? Exploring and Investigating Workplace Bullying in Nigeria Oluwakemi Adewumi, Rosemary Danesi University of Lagos, Nigeria</p> <p>Abstract: Workplace bullying as a concept, to a large extent, has generated a lot of debate and there has been no general agreement on the definition of workplace bullying. This study aims at exploring and analyzing the role that gender categorization plays in bullying relations. That is, the significance of gender in explaining employees’ exposure to workplace bullying, the forms of bullying behaviors and comparing women’s exposure to workplace bullying to men. The rationale for investigating gender is explained using the theory of Social Identity as a theoretical background. This study relates to how being a minority or dominant gender group within the organisation can be a vulnerability factor or the reason why a particular gender is more exposed to bullying in the workplace than the other. This paper is based on empirical investigation conducted on 650 employees across various institutions and sectors in Nigeria. A test of significance differences is used to investigate the relationship between gender and negative behaviors. The analysis revealed that both male and female experience various forms of bullying, and there is no significant difference between male and female respondents in terms of their exposure to bullying. That is, both genders are equally exposed to bullying in the workplace. Thus, this paper concludes by recommending that any form of workplace bullying should be completely eschewed and discouraged.</p>

<p>ES0031 14:45-15:00</p>	<p>Perceived Career Opportunities and Turnover Intentions: Study of Employees in Telecom Sector of Pakistan Yasir Mansoor Kundi, Malik Ikramullah Comsats Institute of Information Technology, Pakistan</p> <p>Abstract: This study investigates the role of perceived career opportunities, organizational commitment and perceived organizational prestige in explaining turnover intentions of supervisory level employees in telecom sector of Pakistan. Data for the study were collected from 179 supervisory level employees working in the cellular companies. Results of the study were found to be unique hence, provides valuable insights into understanding the significance of perceived career opportunities in retaining employees working in the telecom sector.</p>
<p>ES0033 15:00-15:15</p>	<p>How to Implement Open Innovation in New Ventures in Chinese Context Huiying Zhang Tianjin University, China</p> <p>Abstract: Open innovation has become more and more attractive to researchers and practitioners, although there is much literature about open innovation, the majority of case studies and most of empirical research focus on large, established firms. Little literature studies the role of open innovation in the development of new-founded firms, especially new firms with a founder who has no managerial experiences. This paper uses case study method to examine the acquisition process of information and funding through the implementation of open innovation (OI) in new ventures in Chinese context, where the founders of the new ventures have no managerial experiences. We find that in the process of accessing to the marketing or technical information through OI philosophy, the most important thing for enterprises is to establish trust and cooperation with familiar partners, and trust is derived from existing social relations. In the process of funding acquisition through OI philosophy, the most important thing for enterprises is to strike a balance between gains and losses.</p>
<p>ES0059 15:15-15:30</p>	<p>Transformational Leadership of Expatriates and Foreign Subsidiary Performance Yanghua Zhou Waseda University, Japan</p> <p>Abstract: Expatriates and their leadership play more and more important roles in international business of multinational corporations. The purpose of this research is to explore how the transformational leadership of expatriate managers has an effective influence on overseas subsidiary performance. Based on previous literature and theoretical analysis from several facets including member's job performance, innovation and corporate governance, this paper provides the framework of underlying process for transformational leadership to facilitate foreign subsidiary performance.</p>
<p>ES0060 15:30-15:45</p>	<p>Role of Leadership in Organizational Effectiveness Anjeza Meraku OSHEE, Albania</p> <p>Abstract: The current world crisis is not a financial crisis but a crisis of decision-making. Making decisions is guided by the values and the question is about the values of the current "leaders". This study aims to examine qualities and leadership features that need to be discussed. One of these aspects is effective leadership which does not suffer in terms of techniques, but in the subject of categorical values. Another aspect is leadership which often relies on the image rather than on responsibility and work. A further concept is the rethink of certain management-management vision. Also, this study shows the Albanian environment by explaining the colors of Albanian leadership between myth and reality. Many organizations have fallen into disrespectful leadership by leaders, according to them, are the leaders who bring growth or decline of effectiveness in the organization. Naturally, the question arises. "What role does the leader play in enhancing the organization's effectiveness? ", "Does the style of leadership guide the structure and culture of the organization? These and other issues are addressed in the theoretical part and then for case study we have taken in examination the</p>

	"Plus Communication" company. For the "Plus" organization the sample size is 100 questionnaires that were distributed randomly (all employees have the same probability to complete the questionnaire compiled).
ES0067 15:45-16:00	<p>Entrepreneurship Planning and Business Development Muhammad Abdul Rauf Planning and Development Department, Govt. of the Punjab, Pakistan</p> <p>Abstract: Purpose: Entrepreneurship is a technique to transform an idea into the end product or service. This study is based upon measuring self-devotion and commitment entrepreneurs have for transformation of an idea into the final product.</p> <p>Methodology: This study is based upon empirical analysis. SPSS is used to draw graphs and pie charts that explain how entrepreneurs have commitment for their organization, idea and working requirements.</p> <p>Results: Results showed that Entrepreneurs have consistent commitment for their work, continuous improvement and strategic planning to upgrade themselves according to the external and internal requirements.</p> <p>Policy Implication: It is easy to make a critical analysis of business plan but it becomes more difficult as an entrepreneur to provide required quality and satisfaction to customers. The Entrepreneurship Scan is a system which is developed to guide entrepreneurs. With the study of literature, we can find out why people start their own businesses and what kind of differences exist in successful and less successful entrepreneur's personalities.</p>
16:00-16:15	<p>Coffee Break Venue: Pre-Function Area</p>

Session 2

13:45-16:00, Sep. 11, 2017

Venue: BALLROOM B

Theme: Information Technology and Social Management

Session Chair: Prof. Huang-Yao Hong

*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
Opening Speech 13:30-13:45	<p>Preservice Teachers' Conceptions of Creative Teaching Through Knowledge Building Practices Huang-Yao Hong, Pei-Yi Lin, Hung Guo-Tsai National Chengchi University, Taiwan</p> <p>Abstract: This study examined preservice teachers' conceptions about creative teaching via knowledge-building activities. It also identifies the underlying challenges/barriers faced by preservice teachers for engaging in creative teaching. The data collected were from two surveys and a follow-up in-depth interview. Findings indicate that while the participants' teaching conceptions were highly constructivist-oriented, they did not readily perceive knowledge-building activities as feasible.</p>
BT0002 13:45-14:00	<p>Implementing ICT for Tourists with Disabilities Milad Pirayegar Emrouzeh University of New Brunswick, Canada</p> <p>Abstract: The tourism industry plays a significant role in national and urban economies. Attracting more tourists to cities has always been a vital subject for governments. Further, people with disabilities have the potential to be a significant and growing group of tourists. This paper aims to introduce a process to design a mobile application for tourists with disabilities. As a first step, existing applications for people with disabilities were reviewed. The common features were merged and new features for a mobile application suggested. Finally, the new features were generated based on the phases of designing a mobile application.</p>
BT0017 14:00-14:15	<p>Student Alcohol Consumption Prediction via Artificial Neural Network Versus Linear Regression Models Jinlin Li Middle School affiliated to Guangzhou University, China</p> <p>Abstract: The highest proportion of people with alcohol disorders are aged between 18 and 29 years. The relationship between problematic alcohol consumption and academic performance is a concern for school administrators and officials. Alcohol consumption has been negatively associated with academic performance, and heavy drinking has been proposed as a probable contributor to student attrition from school. Heavy episodic drinkers are much more likely than non-heavy drinkers to report that drinking caused them to miss class, fall behind in their schoolwork, and perform poorly on test/s or other academic project/s. Wood et al. found that alcohol involvement had a modest, negative association with educational attainment after controlling for background variables.</p> <p>In this study, we used an artificial neural network (ANN) as well as the linear regression model to predict student alcohol consumption. ANN, often just called a "neural network" (NN), is a mathematical model or computational model based on biological neural networks, in other words, is an emulation of biological neural system. This model has been used in other medical areas but not used to predict retinopathy among diabetes patients to our best knowledge.</p> <p>This study aimed to build a predictive model for alcohol consumption for students aged 15-22 using artificial neural network and compare its performance with traditional regression method, linear regression.</p>

<p>BT0022 14:15-14:30</p>	<p>Study on the Job Burnout among University Teachers and Its Countermeasures Jia Liu, Štefan Chud ý, Pavel Neumeister, Bo Zhou Chengdu Sport University, China</p> <p>Abstract: The aim of this paper is to carry out the investigation and analysis of university teachers' job burnout and put forward countermeasures in order to give some reference and help to improve this unhealthy phenomenon. There are mainly five parts of this paper. Results show that (1) There are significant differences in the level of emotional burnout between married teachers and single teachers. (2) There is no significant differences in the level of emotional burnout and overall between male teachers and female teachers. (3) Age and low sense of achievement were associated with a higher degree of negative correlation. (4) There is no significant differences in the level of various factors and overall among different professional titles. (5) It is possible to alleviate the teacher's burnout to a certain extent through social support and individual adjustment.</p>
<p>BT0059 14:30-14:45</p>	<p>The Impact of Work Experience on Students' Financial Behavior Dorjana Nano, Bektash Mema University "Eqrem Cabej" Gjirokaster, Albania</p> <p>Abstract: Students' financial behavior has become a crucial topic for many research studies. There is a debatable issue whether work experience has a significant impact on students' financial practices. This research aimed to investigate if gaining experience can help students to display good financial behavior. The main objectives of this research were: i) firstly, to evaluate how financial literate are Albanian university students; ii) secondly, to investigate whether financial behavior differs based work experience; and iii) finally, to draw some conclusions and recommendations regarding the importance of work experience on student's financial behavior. An instrument comprised of personal characteristics and financial background is administered to 637 students from seven universities in Albania. The constituency of the survey is tested based on the dimension reduction and factor analyzing techniques. The One Way Welch ANOVA and multiple comparison tool are utilized to analyze the data. The results revealed that work experience has a positive influence on improving students' financial behavior.</p>
<p>BT0060 14:45-15:00</p>	<p>Feasible Mobile Voting: Contextualised Interpretation of the Prospects and Difficulties in an International Tertiary Institution Kofi Boateng, Adwoa Twumwaa Ansah, Albert Mensah, Isaac Owusu-Renner Kwame Nkrumah University of Science and Technology, Ghana</p> <p>Abstract: The place of mobile devices in elections at tertiary institutions is quite a recent development in most places. However, it is about time we established the extent of feasibility, scientifically speaking, of such a technologically-driven practice. By evoking the mixed methods approach, via the lens of the doctrinal principle of hermeneutics this study largely dwells on the key conceptualizations of security, trustworthiness, voter turnout and queuing to flesh out the implications of the feasibility of such a technological innovation. Per the findings, mobile voting holds much promise for campus politics or democracy in spite of perceptibly enduring security concerns. The paper concludes by encouraging further studies on a broader scale to establish the feasibility of mobile voting in national elections.</p>
<p>ES0012 15:00-15:15</p>	<p>The Role of Information Culture in Universities' Research Centers - The Case of a Private University in Developing Country Khadijah Saeed Khan Abo Akademi University Finland, Finland</p> <p>Abstract: The paper attempts to highlight the importance of Information and Knowledge Management (IKM) strategies in universities – particularly in Research Centers in developing country. Multiple studies have drawn the reader's interest towards the Information management in corporate sector, with only few studies emphasizing on academic segment. This study presents the case of a private university to explain the work structure, information</p>

	<p>sources and challenges that Research Centers face while practicing various information strategies including Research Forums, Research Stories Park, External Networks and Online Platforms. The qualitative approach of semi-structured interviews with upper, middle and lower level researchers have designed to analyze the inside situation of department on knowledge-sharing activities, its usefulness and potential challenges. The study further explains the internal and external sources of information used by researchers in different IKM strategies. The four major elements such as hierarchical structure, level of trust, individual behavior and social capital are the highly impacting forces on ‘information culture’ in the case of this particular university research center. The findings reveals that there are two different kinds of information culture in the center, depending on the variant type and level of individuals and their context i.e. the Lower-level (junior) and Upper-level (Senior) researchers’ group. It is interestingly noted that the former group possess ‘Relationship-based’ information culture with high level of trust and positive individual behavior while the latter owns the ‘Rule-following’ information culture.</p>
<p>ES0036 15:15-15:30</p>	<p>Paper Internet of Things: Extracting Latest Challenges and Solutions Hesham M. Allam, Ahsan A. Chaudhri Higher Colleges of Technologies, UAE</p> <p>Abstract: IOT is an evolving technology and expected to bring the next phase of revolution in it industry by connecting any device anywhere by any available means. The potential of IOT applications is abundant allowing users to have real-time feeds from surrounding and distant objects helping in making intelligent decisions. In spite of the potential benefits of IOT, there several challenges that needs to be address for IOT to harvest its potential benefits. This paper tackles recent challenges and proposes some solutions concerning IOT. We followed a systematic review of the latest literature covering IOT and extracted nine distinct categories of challenges including standardization and harmonization, connectivity, power management, security, privacy, trust, complexity, evolving scenarios, socio-ethical considerations, network technology, complexity, and rapid evolution. Further, the paper discusses the latest solutions evolved ranging from flexible radio standards, wireless sensor networks, wireless battery charging technology, ipv6/6lowpan protocols, privacy broker techniques, flexible ip protocol, to wireless identification and sensing platforms.</p>
<p>ES0064 15:30-15:45</p>	<p>Risk Perception and Innovative Policy Adoption: A Case of e-Health in Estonia Bei Jin, So Morikawa The University of Tokyo, Japan</p> <p>Abstract: Nowadays, ICT (Information and Communication Technology) increasingly receive attentions as one innovative solution to realize effective medical service provision. Although the technology, commonly called “e-Health,” seems charming in view of relieving the health expenditure burden without sacrificing the well-being of citizens, many countries have showed cautious attitude toward its adoption. In contrast, Estonia had taken e-Health as national strategy to improve their healthcare problems in the early 2000s, hitherto various eHealth services such as e-Prescription and e-Ambulance are provided to support citizens, medical professionals and policymakers. Based on the argument that public perception of “risk” determines the priorities and legislative agendas of regulatory bodies, this research aims to discuss the reason why Estonia adopted eHealth into its health policy relatively smoothly compared with other countries. We suggested that some institutional and social characteristics, such as advanced ICT-ecosystem, an innovative policy friendly media environment, and a relatively abundant opportunities for talented graduates majored in health care technology to work at administrative departments are critical for Estonia to make such achievements.</p>

<p>ES1015 15:45-16:00</p>	<p>The Concept of Inequality Critically Examined Fulufhelo Ratshisindi Department of Mathematics and Applied Mathematics, University of Limpopo, South Africa</p> <p>Abstract: Inequality in society has been looked upon as one of the major challenges in almost all nations of the world. It has been a continual duty of academicians to understand the nature of inequality and suggest practical solutions. It has also been the main pursuit of politicians to address the challenge of inequality in society. Despite this, inequality assailed as a vice in the society. This article looks upon inequality in a somewhat surreal perspective. The article describes the nature of inequality, gives the description of the variables involved, and then compares the two directions of reducing inequality. The discussion may, at first sight, appear to be at variance with practice, but it is certainly practicable. Using theory and/or politics as a guide to address inequality has not yet yielded solutions. Therefore, a more <i>reality</i> dependent approach is necessary. It is not the purpose of this article to criticise or build-up on the efforts made to this point, but only to demonstrate by sure and conclusive reasoning that the solution is in closest agreement with the <i>reality</i> dependent approach. At the end it should be clear how to address the challenge of inequality in society to any normal and sound being willing to accept realities for what they are.</p>
<p>16:00-16:15</p>	<p>Coffee Break Venue: Pre-Function Area</p>

Session 3

16:15-18:30, Sep. 11, 2017

Venue: BALLROOM A

Theme: Computer-Based Education

Session Chair: Assoc. Prof. Vincent Ng

*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
Opening Speech 16:15-16:30	<p>Engaging Student Learning through Peer Assessments Vincent Ng, Ming Fai Chan The Hong Kong Polytechnic University, Hong Kong</p> <p>Abstract: This paper presents a study of how peer assessment can help students to have effective learning experience. Two undergraduate subjects have been tried out the offline and online peer assessment respectively through flipped classes. In the first subject, students graded the exercises of their peer groups. In the second subject, students developed their own questions for others to answer. For flipped classes, there are pre-class learning material including video clips, presentation slides and exercises provided. Student data including their feedback questionnaire, exercise performance, and question quality are collected for the analysis of their learning experience. The results are encouraging and suggest some further improvement areas.</p>
BT0021 16:30-16:45	<p>Development of Financial Education in Open and Distance Learning: the Approach of Federal Fluminense University Marco Aurélio Sanfins, Celso José da Costa, Daiane De Souza Oliveira, Andressa Da Silva Contarato Universidade Federal Fluminense, Brazil</p> <p>Abstract: Distance education spreads knowledge and provides information to millions of people worldwide. Such kind of teaching became popular and expands education in remote locations, besides reaching people who cannot afford tuition fees neither have availability or financial resources to travel long distances between work and school. In the usual outcome, the individual would emphasize work in order to sustain his/her family. Distance learning enables development of students who invariably seek professional growth, adding value in his/her career. It also has the function of inclusion at all levels of learning. A survey was conducted for a sample of 123 students, who attended an introductory course of finance. The aim of this study is to test, through the behavior of social statistics and economic surveys, the acceptance of Open and Distance Learning (ODL) students to the study of financial education, trying to identify disabilities and propose new approaches, which minimize this impact. The results were also used to elaborate the material that will be offered in the future lectures.</p>
BT0029 16:45-17:00	<p>A Conceptual System Architecture for Motivation-enhanced Learning for Students with Dyslexia Ruijie Wang, Liming Luke Chen, Ivar Solheim De Montfort University, United Kingdom</p> <p>Abstract: Increased user motivation from interaction process leads to improved interaction, resulting in increased motivation again, which forms a positive self-propagating cycle. Therefore, a system will be more effective if the user is more motivated. Especially for students with dyslexia, it is common for them to experience more learning difficulties that affect their learning motivation. That's why we need to employ techniques to enhance user motivation in the interaction process. In this research, we will present a system architecture for motivation-enhanced learning and the detailed process of the construction of our motivation model using ontological approach for students with dyslexia. The proposed framework of the personalised learning system incorporates our motivation model and corresponding personalisation mechanism aiming to improve learning motivation and performance of students with dyslexia. Additionally, we also provide examples of inference rules and a use</p>

	scenario for illustration of personalisation to be employed in our system.
BT0035-A 17:00-17:15	<p>Learning on the Go: Using Smartphones in the Literature Classroom in Oman Sandhya Rao Mehta Department of English Language and Literature, Sultan Qaboos University, Oman</p> <p>Abstract: With the rapid rise in the now ubiquitous smartphones, the discourse on the efficacy of such devices in education has now become commonplace. With smartphones being an extension of a student's self, it is important to explore the ways in which such devices can be used in the classroom as an educational tool rather than view them as disruptive devices. The inevitability of smartphones being used in university classrooms has begun to be increasingly acknowledged and been seen as an empowering tool for both, students and teachers. This research investigates the way in which smartphones can be used for interactive discussions in the literature classroom, facilitating, as it does, simultaneous connectivity to real time and the real world outside theoretical notions in literature. Based on a case study of one class of World Literature in Oman, this study examines the ways in which smartphones can be used in the class to identify and learn literary terminology, facilitate discussions, create a platform for learning and analysis as well as connect students to the outside world in the form of access to information, interviews, creating spot questionnaires and creating access to research areas for final projects. Based on a questionnaire given at the end of the semester, this ongoing study found that students valued the use of smartphones in class as it empowered them as learners and knowledge producers and gave them opportunities to interact with the world outside the classroom. The challenges to using such a system of teaching remains the correct use of this technology by ensuring that it adds value to the classroom experience rather than it being used for its own sake as well as ensuring that students benefit from the device without being distracted from the learning objectives of the course. The study suggests that teachers be trained to use such devices to make the classroom experience valuable in their own specific areas of specialization.</p>
BT0037 17:15-17:30	<p>Utilizing Latent Semantic Analysis to Provide Automated Educational Support Quoc-Viet Dang, Daniel Gajski University of California, Irvine, USA</p> <p>Abstract: The traditional in-class methodology was developed for small classrooms of 15-20 students. Low student to teacher ratios, typically under 20 students per teacher, have been preferred and recommended to maximize student achievement, engagement, and retention from research starting in the 1970's [1] [2] [3]. Actual classroom sizes for K-12 vary depending on a variety of factors [4]. Today, some undergraduate Engineering courses consist of more than ten times that many students: some who are interested, some who just want a passing grade, and others who are not yet ready for college and do not properly prepare to study material. In fact, according to a national survey consisting of 560 colleges and universities in 2016, 20% of first-year college students had difficulty learning and getting help with coursework [5] [6]. As classroom sizes increase and varying levels of experiences of students, this situation will only exacerbate existing problems and deficiencies utilizing current teaching methodologies and tools.</p> <p>An automated tool that can provide similar recommendations would free up all that time and allow for more meaningful discussions. Also, students would save hours individually in terms of getting stuck, waiting for responses, and then spending time to get back to where they were later when they got stuck. This is potentially even more beneficial for students who do not typically ask questions when they get stuck, hoping that attending lecture or discussion will answer their questions. Utilizing latent semantic analysis (LSA), a natural language processing algorithm, recommendations can be created through mathematical searching and categorizing sources using singular value decomposition (SVD). The automated tool can pre-emptively suggest additional reading and viewing material, allowing the student to continue their studies without a long wait interval.</p>

<p>BT0041-A 17:30-17:45</p>	<p>A Needs Based Collaborative e-Learning Environment Design of an English for Academic Purposes Graduate Course: Are there any Effects on Developing English Language Skills and Motivations towards learning English? Huda Saleem, Mohammed Alagab Arabian Gulf University, Bahrain</p> <p>Abstract: English as a foreign language (EFL) skills and students' motivation towards learning English are considered major problems for graduate studies in technical majors and there is a need to utilize e-Learning technologies. This developmental research aimed at designing a needs based collaborative e-learning environment of English (EFL) for academic purposes graduate course and investigating if there were any effects on developing English language skills and motivation towards learning English. The authors applied the developmental research method. Participants were (20) graduate students from all technical studies programs, all students who were enrolled in the first semester of the academic year 2014/2015 in these programs at the Arabian Gulf University. The authors applied a pretest/posttest Quasi-Experimental design. Thus, needs assessment was carried out in second semester 2013/2014 and it led to the following priorities which are: 4 writing, 3 reading, 3 speaking, and 3 listening skills. Learning outcomes were then generated based on these needs of an e-Course (Eng-500). Authors developed a refereed list of ISD standards for the collaborative eLearning environment that are (17) standards and (113) indicators. The first author applied Elgazzar (2014) ISD model and developed the needs based collaborative e-Learning environment for the e-Course (Eng-500) and was refereed to meet the ISD standards. Then authors developed three instruments: Achievement test for writing and reading skills, Observation checklist for speaking skill, and Keller's Course Interest Survey (CIS) for Motivation and they were proven to meet content validity and reliability. The first author applied the needs based collaborative eLearning environment e-Course (Eng-500), besides she administered pre-test and post-test experiment. Appropriate statistical analyses used to test the seven research hypotheses. Research results have revealed that the students achieved the mastery level of 80% in the academic reading skill, and 70% in motivation and speaking skill, while participants did not reach the mastery level in regards to the writing skill. Based on the study findings, the answer of that major question was partially answered. The paper includes interpretations of results, a list of relevant recommendations, and a list of follow up research.</p>
<p>BT0054 17:45-18:00</p>	<p>A System for Visualization and Analysis of Online Pedagogical Interactions Andre Rei, Alvaro Figueira, Luciana Oliveira CRACS / INESC TEC &amp; Universidade do Porto, Portugal</p> <p>Abstract: We present a system for a dynamic graphical representation of the interactions captured in educational online environments. The system goes beyond interaction between students and teachers, also addressing resource usage or any other entity for which it is possible to create a relation which binds two entities. By defining these relationships between pairs of entities in an online learning environment (Moodle, in our case) our tool creates a graph, where it is possible to apply techniques of social network analysis. This system brings up new possibilities for e-learning as a tool capable of helping the teacher assorting and illustrating the degree of participation and to find the implicit relations between participants, or participants and resources or events.</p>
<p>BT0062 18:00-18:15</p>	<p>Research on Fuzzy Ontology E-learning Based on User Profile Jingfeng Shao, Chuangtao MA Xi'an Polytechnic University</p> <p>Abstract: To provide the personalized learning services for learners in the environment of E-learning, firstly, through fuzzy ontology, learning preferences and cognitive status of user was described, and the personalized learning contents were provided via E-learning recommendation system. Secondly, a method to describe user profile was proposed, domain ontology was expanded, and user preferences, interests and hobbies were described. And then, the interested learning object was provided by the recommendation system for users. Finally,</p>

	as verified by experiment, the results have shown that the acquired fuzzy ontology can describe user preferences very well, and the proposed method is useful in the personalized learning services for learners.
19:00-21:00	Dinner Banquet Venue: Hotel Restaurant

Session 4

16:15-18:30, Sep. 11, 2017

Venue: BALLROOM B

Theme: Economics and Marketing

Session Chair: Prof. Tao Zeng

*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
BT0015 16:15-16:30	<p>Consumer behavior regarding privacy, satisfaction and loyalty of e-Services in Mexico Gabriel Chavez Covarrubias, Berenice Juarez Lopez, Grace Aileen Ruiz Santoyo Universidad Autonoma de Coahuila, Mexico</p> <p>Abstract: E-Services have gained relevance for international level, due to changes in consumer behavior. However, the Mexican context between privacy, loyalty and satisfaction hasn't been found. The investigation objective to analyze the influence of the privacy in the loyalty and the satisfaction of the e-Services consumers acquired through Internet in Mexico. The research is quantitative with causal and cross-sectional scope. The methodological design was carried out through the application of a questionnaire. The sample was selected to consumers who purchase e-Services in Mexico. Subsequently the data analysis was taken adjusting the original model, measuring adjustment indexes. Finally, the results indicate that the theoretical model have a good adjustment.</p>
BT0023 16:30-16:45	<p>The Impact of Ghana's Mining Sector Foreign Direct Investment on Economic Growth Portia Opoku Boadi, Li Guoxin, Philip Antwi Harbin Institute of Technology, China</p> <p>Abstract: Foreign Direct Investment (FDI) is a valuable tool for development especially in developing countries such as Ghana. Because FDI has the ability to deal with two major issues which are, shortages in financial resources and technology skills, it is a center of attention for policy makers in low-income countries, through various channels. FDI in particular helps add to the already existing resources for investment and capital formation.</p> <p>The objective of this paper is to study the trends in the distribution of FDI in the mining sector in Ghana over the past few years, and how it has helped improved the economy both domestic and international. It measures the activities of the mining sector in helping build a better economy.</p> <p>The study revealed that FDI in Ghana continues to be concentrated in the Mining sector. In terms of the regional distribution, Greater Accra continues to account for the bulk of FDI flows. It follows therefore that a lot of effort ought to be made in order to attract FDI into sectors, which has a high potential of creating the necessary linkages between the various sectors of the economy. Also the investment potentials of other regions apart from Accra have to be exploited in order to enhance their ability to attract investment. By this, the poverty reducing effect of FDI can be effectively realized.</p>
ES0019 16:45-17:00	<p>Measurement Method and Application Study on Technological Linkage Oriented to Patent Early-warning Mier Zhang, Haipeng Li, Wei Guo Dalian University of Technology, China</p> <p>Abstract: Technological conflicts and patent litigations have increased rapidly in recent years. Patent early-warning is an important method to coping with the situation. The extension of technological linkage is major inducer of patent litigation. The study on technological linkage has contributed to conduct patent early-warning. The correlation between patent citations and technological linkage has been analyzed. Technological linkage index is constructed based on patent multi-stage citations and a quantitative method of measuring technological linkage between patent holders is proposed. Taking Apple and Samsung as research samples, the measurement method is applied. The result of time series analysis shows that technological linkage index between them has increased rapidly and this trend keeps ahead of the emergence</p>

	of patent litigations. Technological linkage index can be employed to analyze and pre-alert for potential patent litigations between specific patent holders.
ES0020 17:00-17:15	<p>Canadians Flying South for Recreation? A Survey-Based Attribute Valuation Analysis in Northwest Minnesota</p> <p>Rutherford Card. Johnson, Eddie Walker, II University of Minnesota Crookston, USA</p> <p>Abstract: Outdoor recreation is popular year-round in northwest Minnesota. It is a region that is rich with land and has a relatively low population density. Each though much of the privately-owned land is tied to agriculture, there is still a lot of land available for recreational purposes. However, outside of those specifically in the tourism industry, there is often a reluctance to open land to outside parties for a variety of reasons.</p> <p>The northwest Minnesota region attracts visitors local to the region, from the surrounding area, and from elsewhere in the United States. Given its proximity to Canada, northwest Minnesota is also a popular place for Canadian visitors seeking outdoor recreation – despite the wide availability of outdoor recreation in Canada. Most recreation facilities in Canada use private land, while a large portion of land for recreational use in the United States is privately owned. This study seeks to investigate what specific factors draw Canadian visitors to northwest Minnesota for recreation. Utilizing a survey instrument, a willingness to pay for recreational facilities and facility attributes is determined. This serves to draw distinctions between Canadians and American visitors as well as to help demonstrate the economic impact of Canadians on the northwest Minnesota region.</p>
ES0030 17:15-17:30	<p>The Impact of External Public Debt on the Economic Growth: Empirical Evidence in Colombia</p> <p>Oliver Marcel Mora Toscano, Edgar Alonso Ramírez Hernández Universidad Pedagógica y Tecnológica de Colombia, Colombia</p> <p>Abstract: Studies on growth-debt linkage have just been focused on private indebtedness, but recently, the financial crisis has made many countries declare default status caused by debt sustainability. This article has as an objective to analyze the relationship between external public debt and the economic growth in Colombia from 1990 to 2014. In this perspective, the research problem is considered as from fundamentals approach: theoretical, historical and empirical. Firstly, we started to present the different approaches from economic theory, which explain in a formal profile the debt and growth link. Therefore, we selected the Debt Overhang Hypothesis for emergent economies in order to assume the non-lineal effect of debt on the growth. In addition, the debt impact is conveying through the private investment due to the fact that the increase of debt could be a future tax. In the second part, we establish a brief literature review that addresses different articles about of empirical evidence for countries group or specific cases of a country. Consequently, we specify a system of simultaneous equations and econometric model with instrumental variables. Estimating a two-stage least squares (2SLS), we demonstrate the non-lineal impact of the debt on economic growth.</p> <p>Our findings show that in first term the debt increases the growth in 0.84%. However, after certain point this contribution began to diminish on growth to the 2.46%. Moreover, regarding the theoretical closing within debt overhang hypothesis and Laffer Curve, we simulated it for Colombian economy case. We found through the ratio External Public Debt to GDP (EPD/GDP) that the level of 16,55% maximizes economic growth in 4,53%. In contrast, a measurement above 30,12% EPD/GDP the growth become negative. Finally, we concluded that the government must be careful with the debt level since the management of this topic can represent a greatest influence in economy performance.</p>

<p>ES0035 17:30-17:45</p>	<p>Antecedents of Brand Preference: Symbolic or Functional Akin Kocak, Nursel Ruzgar Ankara University, Turkey</p> <p>Abstract: This paper seeks to explore how symbolic brand features and functional brand features affect consumers' brand preferences. Although researches on brand preferences have been focused on consumers' cognitive judgments of brand attributes on a rational basis, the shift to experiential marketing, the cornerstone of branding, has expanded the role of the brand from a bundle of attributes to experiences. In this paper, besides functional features of brand (price and appearance), emotional factors of brand (experience, brand personality, and self-congruity) were chosen to determine consumers' brand preferences criteria. It is found that symbolic/emotional factors were the main factors for brand preferences.</p>
<p>ES0038 17:45-18:00</p>	<p>An Empirical Analysis of Master Settlement Agreement Impacts on Cigarette Consumptions in the USA Peter. Y. Wui University of Arkansas Pine Bluff, USA</p> <p>Abstract: In 1998 the US states and tobacco companies made the largest US litigation of the Master Settlement Agreement (MSA) – a grand sum of \$246 billion or more until 2025. A rational addiction model was used to analyze the impact of this Master Settlement Agreement on cigarette consumption. A rational addiction economic model considers the effects of current consumption from the quantity of past and future consumption with the current price and income. The panel data of cigarette consumption and prices of all 50 US states and DC were collected with the data of tobacco settlement funds and incomes since 1955 until 2014. An instrument variable panel regression of a modified rational addiction function indicates that the MSA funds could decrease cigarette consumption per capita by an average 0.026 packs per \$100M annually in each state.</p>
<p>ES0061 18:00-18:15</p>	<p>Scope and Challenges of Islamic Banking in Pakistan Syed Ehtesham Ali, Mehak Ali Zaidi University of Hafr Al Batin, Saudi Arabia</p> <p>Abstract: In this research paper efforts have been made to analyze the scope and challenges of Islamic banking in Pakistan and determining its current position in the presence of deeply penetrated conventional banking. In this regard, a qualitative study was made and a questionnaire survey was administered besides eight in-depth interviews. A sample of 25 banking and non-banking professional of our network holding middle to top management positions was taken using random strata method. For the interviews four Islamic bankers, from four different Islamic banks and four customers of those banks were selected. Questions asked during interview were based on basic Islamic banking, its features, SWOT of Islamic banking vis-a-vis conventional banking, product and market development, and future growth. Both ways of qualitative research (i.e. questionnaire and detailed interview) concluded that Islamic banking in Pakistan is at its growth stage of product life cycle, since Muslim community in our society is eager to know more about it and want to spend their lives according to the fundamentals of religion. Responses received through questionnaire and interviews indicates a need to arrange a platform to increase a knowledge base about Islamic banking in our country, introduced new products as per the need and requirement of the society, introduce Islamic banking courses and programs in all colleges, Universities, and Business Schools to familiarize students about Islamic banking so that their learning curve built before they enter in job market and finally improve quality of the human resources particularly those working in Islamic Banks.</p>

<p>ES1021 18:15-18:30</p>	<p>Levels of Liquid Assets in Full Operating Cycle Firms: Polish Firms Case Grzegorz Michalski Wroclaw University of Economics, Poland</p> <p>Abstract: The aim of the study is to determine the rules governing the modern cash management in small and medium enterprises with a full operating cycle with particular emphasis on environmental conditions influencing enterprises. External factors resulting from the economic situation surrounding the company, interact with the operating cycle of the overall enterprise operational risk which is reflected in the level of cash held. At the core of the research hypothesis is the belief that the level of cash and cash management policies in the enterprise in an integrated manner with other elements resulting from the operating cycle contribute to moderating the risk of the enterprise and that it can be shown using empirical data from companies operating effectively in practice business. JEL: D01, D22, G17.</p>
<p>19:00-21:00</p>	<p>Dinner Banquet Venue: Hotel Restaurant</p>

Poster Session

BT0042	<p>Improving Prediction of Student Performance based on Multiple Feature Selection Approaches Cheng Ma, Baofeng Yao, Fang Ge Computer Department of Bengbu College of China, China</p> <p>Abstract: Recently, to provide the better education for students, there are a lot of researchers that discover the latent characteristics of students for predicting their performance. However, few existing work has explored the problem of extracting information from E-learning to get more precise and interpretable analysis. Based on the edX open data, we first predict whether the student will obtain the certificate, and take it as the criterion of student performance. Next, according to the requirement of the research, student features on dataset can be classified into three categories primarily, and some characters which seem unimportant intuitively have been removed already. Then, we adopt several kinds of feature selection approaches to extract important influencing student feature of the rest characters. Finally, though a few of existing classical machine learning methods, we build the model and predict student performance. The extensive experiments on the dataset of edX open platform we have conducted validated the effectiveness of predicting student performance.</p>
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Listeners' List

Listener 1	Amir Wali Khan USAID Pakistan Reading Project implanting by International Rescue Committee
Listener 2	Syed Nadeem Raza Fauji Cereals Pakistan
Listener 3	Farid Jibril Farouk University of Derby, UK
Listener 4	Ferdinand Ayuk Agbor
Listener 5	Aldukhayyel, Abdullah Abdulrahman M TVTC (Technical and Vocational Training Corporation)
Listener 6	Tasawar Hussain Butt
Listener 7	Jitender Dutt Kurukshetra University, India
Listener 8	Flora E. Gborgli Borg Consult, Ghana
Listener 9	Kamikazi Yeetah Sharon University of Rwanda, Rwanda
Listener 10	Kehinde Asana University of Bedfordshire, England

Academic Visiting/City Visiting



Lake Ontario

One of the five Great Lakes of North America. It is surrounded on the north, west, and southwest by the Canadian province of Ontario, and on the south and east by the American state of New York, whose water boundaries meet in the middle of the lake. Ontario, Canada's most populous province, was named for the lake. In the Wyandot (Huron) language, *ontar ó* means “Lake of Shining Waters”. Its primary inlet is the Niagara River from Lake Erie. The last in the Great Lakes chain, Lake Ontario serves as the outlet to the Atlantic Ocean via the Saint Lawrence River.



Roger Center

Originally named SkyDome, is a multi-purpose stadium in Downtown Toronto, Ontario, Canada situated just southwest of the CN Tower near the northern shore of Lake Ontario. Opened in 1989 on the former Railway Lands, it is home to the Toronto Blue Jays of Major League Baseball (MLB). Previously, the stadium served as home to the Toronto Argonauts of the Canadian Football League (CFL) and the Toronto Raptors of the National Basketball Association (NBA). The Buffalo Bills of the National Football League (NFL) played an annual game at the stadium as part of the Bills Toronto Series from 2008 to 2013. While it is primarily a sports venue, it also hosts other large-scale events such as conventions, trade fairs, concerts, travelling carnivals, and monster truck shows.

Hockey Hall of Fame

The Hockey Hall of Fame (French: Temple de la renommée du hockey) is located in Toronto, Ontario, Canada. Dedicated to the history of ice hockey, it is a museum and a hall of fame. It holds exhibits about players, teams, National Hockey League (NHL) records, memorabilia and NHL trophies, including the Stanley Cup. Founded in Kingston, Ontario, the Hockey Hall of Fame was established in 1943 under the leadership of James T. Sutherland. The first class of honoured members was inducted in 1945, before the Hall of Fame had a permanent location. It moved to Toronto in 1958 after the NHL withdrew its support for the International Hockey Hall of Fame in Kingston, Ontario. Its first permanent building opened at Exhibition Place in 1961. In 1993, the hall was relocated to a former Bank of Montreal building in Downtown Toronto, where it is now located.



The Toronto City Hall

New City Hall, is the seat of the municipal government of Toronto, Ontario, Canada, and one of the city's most distinctive landmarks. Designed by Finnish architect Viljo Revell (with Heikki Castrén, Bengt Lundsten, and Seppo Valjus) and landscape architect Richard Strong, and engineered by Hannskarl Bandel, the building opened in 1965.

Royal Ontario Museum: (ROM, French: Musée royal de l'Ontario)

The Royal Ontario Museum is a museum of art, world culture and natural history in Toronto, Ontario, Canada. It is one of the largest museums in North America, the largest in Canada, and attracts more than one million visitors every year, the second most for a Canadian art museum after the Montreal Museum of Fine Arts.



Chinatown: (Chinese: 多倫多華埠)

An ethnic enclave in Downtown Toronto, Ontario, Canada, with a high concentration of ethnic Chinese residents and businesses extending along Dundas Street West and Spadina Avenue west of the centre of the city. A second area known as East Chinatown, extends along both streets from the intersection of Broadview Avenue and Gerrard Street. Originating in what used to be known as The Ward in the early 20th century and then migrating west to Spadina, the main Chinatown is now the second-largest Chinatown in

North America and one of several major Chinese-Canadian communities in the Greater Toronto Area. There are approximately six Chinatowns in Greater Toronto, including in the cities of Markham and Mississauga.

**Old Town Hall**

Romanesque civic building and court house in Toronto, Ontario, Canada. It was the home of the Toronto City Council from 1899 to 1966 and remains one of the city's most prominent structures. The building is located at the corner of Queen and Bay Streets, across Bay Street from Nathan Phillips Square and the present City Hall in the Downtown Toronto. The heritage landmark has a distinctive clock tower which heads the length of Bay Street from Front Street to Queen Street as a terminating vista.

**Queen's Park:**

Queen's Park is an urban park in Downtown Toronto, Ontario, Canada. Opened in 1860 by Edward, Prince of Wales, it was named in honour of Queen Victoria. The park is the site of the Ontario Legislative Building, which houses the Legislative Assembly of Ontario, and the phrase "Queen's Park" is regularly used as a metonym for the Government of Ontario.

University of Toronto:

The University of Toronto (U of T, UToronto, or Toronto) is a public research university in Toronto, Ontario, Canada on the grounds that surround Queen's Park.

Parliament: Parliament Street is a north-south street in the eastern part of downtown Toronto, Ontario, Canada. The street runs from Bloor Street to Queens Quay and is the first major street west of the Don River.

Call For Papers



2017 International Conference on Software and e-Business (ICSEB 2017) will be held in Hong Kong during December 28-30, 2017. The event falls within the scope of the continuation of initiatives carried out by the IEDRC, its support for research and its efforts to facilitate networking opportunities among history and culture researchers.

ICSEB 2017 aims to provide a high level international forum to bring together industry professionals, academics, and individuals from institutions, industrials and government agencies to exchange information, share achievements, and discuss the advancement in the fields of software and e-Business, etc.

Publication



International 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), which will be indexed by EI compendex and Scopus.



Journal of Software (JSW; ISSN 1796-217X). The basic information about the journal is as below:

ISSN: 1796-217X

Frequency: Monthly

Abstracting/ Indexing: DBLP, EBSCO, DOAJ, ProQuest, INSPEC, ULRICH's Periodicals Directory, WorldCat, CNKI, etc

Topics

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

Software Maintenance
Software Management
Risk Analysis
Testing of Software Systems
Software Evaluation

Supply Chain Management Systems
Electronic contract
Internet Finance/Manufacturing/Farm
Ecommerce laws and standards
Aspects of green business and green commerce

Submission Methods

1. Email: icseb@iedrc.net
2. EasyChair System: <https://easychair.org/conferences/?conf=icseb2017>

Conference Website

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

Important Dates

Submission Deadline	Before October 20, 2017
Acceptance Notification	On November 10, 2017
Registration Deadline	Before November 30, 2017
Conference Date	December 28-30, 2017



IC4E 2018

San Diego, USA during January 11-13, 2018

2018 9th International Conference on E-Education, E-Business, E-Management and E-Learning

2018 9th International Conference on E-Education, E-Business, E-Management and E-Learning (IC4E 2018) will be held in San Diego, USA during January 11-13, 2018.

IC4E 2018 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 Proceeding will be published 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).



International Journal of e-Education, e-Business, e-Management and e-Learning (IJEEEE), (ISSN: 2010-3654), which will be indexed by Engineering & Technology Digital Library, Google Scholar, Electronic Journals Library, QUALIS, ProQuest, EI (INSPEC, IET).

Topics

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

Systems, Design and Technologies
Multimedia in e-learning
e-Learning strategies
Learning content management systems
Business-to-business e-commerce

E-government, policy and law
e-Marketplaces, e-Hubs, and portals
e-Commerce content management
Business process re-engineering
Web Services, Grid Services and Service-Oriented

Submission Methods

1. Email: ic4e@iedrc.org
2. EasyChair System: <http://www.easychair.org/conferences/?conf=ic4e2018>

Conference Website

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

Important Dates

Submission Deadline	Before October 10, 2017
Acceptance Notification	On October 30 2017
Registration Deadline	Before November 20, 2017
Conference Date	January 11-13, 2018



2018 7th International Conference on Education and Management Innovation (ICEMI 2018), will be held in Turino, Italy during February 11-13, 2018.

ICEMI 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 Education and Management Innovation, and discuss the practical challenges encountered and the solutions adopted.

Publication



International Journal of Innovation, Management and Technology (IJIMT, ISSN: 2010-0248, DOI: 10.18178/IJIMT), and will be included in Google Scholar, Ulrich's Periodicals Directory, Engineering & Technology Digital Library, Crossref and ProQuest, Electronic Journals Library.



International Journal of Information and Education Technology (IJIET, ISSN: 2010-3689, DOI: 10.18178/IJIET), and will be included in EI (INSPEC, IET), Cabell's Directories, DOAJ, Electronic Journals Library, Engineering & Technology Digital Library, Google Scholar, Crossref and ProQuest.

Topics

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

Management Innovation
Management system of education
Knowledge Management
Technology Strategy and Management
Innovation, Management and Technology

Education Innovation
Educational Technology
E-Learning, E-Business
Enterprise Information Systems, & E-Government
Educational Software and Development

Submission Methods

1. Email: icemi@iedrc.org
2. Electronic Submission System: <https://cmt3.research.microsoft.com/ICEMI2018>

Conference Website

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

Important Dates

Submission Deadline	Before October 10, 2017
Acceptance Notification	On October 30, 2017
Registration Deadline	Before November 20, 2017
Conference Date	February 11-13, 2018

2018 International Conference on E-Business and Applications

will be held during February 23-25, 2018,
in Da Nang, Vietnam

ICEBA 2018



2018 International Conference on E-Business and Applications—ICEBA 2018, will be held during February 23-25, 2018, in Da Nang, Vietnam by IEDRC.

ICEBA 2018 aims at bringing together researchers and practitioners who are interested in e-Business technology and its current applications. The scope of the conference covers low-level technological issues, such as technology platforms, internet of things and web services, but also higher-level issues, such as business processes, business intelligence, value setting and business strategy. Furthermore, it covers different approaches to address these issues and different possible applications with their own specific needs and requirements on technology. These are all areas of theoretical and practical importance within the broad scope of e-Business, whose growing importance can be seen from the increasing interest of the IT research community.

Publication



IC4E Proceeding will be published 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).



International Journal of e-Education, e-Business, e-Management and e-Learning (IJEEEE), (ISSN: 2010-3654), which will be indexed by Engineering & Technology Digital Library, Google Scholar, Electronic Journals Library, QUALIS, ProQuest, EI (INSPEC, IET).

Topics

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

Business Policy, Strategy and Governance
E-Marketing and Consumer Behaviour
Business Intelligence
Collaborative Systems
Measuring International Business Performance

B2B, B2C and C2C Architectures
E-Business Systems for Multiple Platforms
E-Banking
Supply-chain Management
International Business Strategy

Submission Methods

1. Email: iceba@iedrc.net
2. Electronic Submission System: <https://cmt3.research.microsoft.com/User/Login?ReturnUrl=%2FICEBA2018>

Conference Website

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

Important Dates

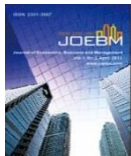
Submission Deadline	Before October 20, 2017
Acceptance Notification	On November 10, 2017
Registration Deadline	Before November 30, 2017
Conference Date	February 23-25, 2018



2018 6th International Conference on Management and Education Innovation (ICMEI 2018), which will be held during March 09-11, 2018, in Honolulu, Hawaii, USA.

ICMEI 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 Management and Education Innovation, and discuss the practical challenges encountered and the solutions adopted. The conference will be held every year to make it an ideal platform for people to share views and experiences in Management and Education Innovation and related areas.

Publication



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



International Journal of Information and Education Technology (IJIET, ISSN: 2010-3689, DOI: 10.18178/IJIET), and will be included in EI (INSPEC, IET), Electronic Journals Library, Google Scholar, Crossref and ProQuest.

Topics

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

e-Health Technologies

Financing and commercializing innovation

Human Resource Management

Project and Program Management

Risk Management

Supply Chain Management

e-Learning

e-Learning strategies

Systems, Design and Technologies

Process Innovation

Submission Methods

1. Email: icmei@iedrc.net

2. Electronic Submission System: <https://cmt3.research.microsoft.com/ICMEI2018>

Conference Website

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

Important Dates

Submission Deadline	Before 10 November, 2017
Acceptance Notification	On 30 November, 2017
Registration Deadline	Before 20 December, 2017
Conference Date	9-11 March, 2018

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