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  *Lin, Chien-Huang*

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MJ0013-A: Family-Friendly Practices in Professional Life in Turkey and Germany
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MJ3003: The Unconventional Monetary Policy: A Theoretical Approach
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Call for Papers

Note
Hotel Sunroute Plaza Shinjuku is a chic hotel located in the busy Shinjuku business district of Tokyo, Japan. Newly renovated in 2007 with sleek lines and modern accents, this Tokyo Shinjuku hotel's guestrooms are both contemporary and inviting for business and leisure travelers. Spacious and considerate, Hotel Sunroute offers guests competitive prices with special discounts and deals and the choice of a variety of guestrooms to meet each party's specifications.

CONTACT:
Address: 2-3-1 Yoyogi, Shibuya-ku, 151-0053 Tokyo - Japan
Website: http://en.sunrouteplazashinjuku.jp/
Introductions for Publications

All accepted papers for the Tokyo conferences will be published in those journals below.

2016 2nd International Conference on Marketing, Business and Trade (ICMBT 2016)

International Journal of Trade, Economics and Finance (IJTEF)
ISSN: 2010-023X
DOI: 10.18178/IJTEF
Indexed by: Engineering & Technology Digital Library, ProQuest, Crossref, Electronic Journals Library, DOAJ, EBSCO, and Ulrich's Periodicals Directory

2016 6th International Conference on History and Society Development (ICHSD 2016)

International Journal of Culture and History (IJCH)
ISSN: 2382-6177
DOI: 10.18178/ijch
Indexed by: Google Scholar, Engineering & Technology Digital Library, Crossref, 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):
Regular Oral Presentation: about 15 Minutes of Presentation and Q&A
Keynote Speech: 40 Minutes of Presentation, 5 Minutes of 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
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 December 30, 2016.

Dress code
Please wear formal clothes or national representative of clothing.
# Time Schedule

**Day 1:**

<table>
<thead>
<tr>
<th><strong>Fuyo Room</strong></th>
<th><strong>December 29</strong></th>
<th><strong>Registration</strong></th>
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<tbody>
<tr>
<td></td>
<td>10:00-17:00</td>
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**Day 2:**

<table>
<thead>
<tr>
<th><strong>Fuyo Room</strong></th>
<th><strong>December 30</strong></th>
<th><strong>9:00-11:50</strong></th>
<th><strong>Opening Remarks</strong></th>
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<tbody>
<tr>
<td></td>
<td>09:00-09:05</td>
<td>Akita International University, Akita, Japan</td>
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<table>
<thead>
<tr>
<th><strong>Fuyo Room</strong></th>
<th><strong>December 30</strong></th>
<th><strong>9:05-09:50</strong></th>
<th><strong>Keynote Speech 1</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>09:05-09:50</td>
<td>Department of Applied Social Sciences, City University of Hong Kong, Hong Kong</td>
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</tr>
<tr>
<td></td>
<td><strong>Title:</strong> The Involvement of Chinese Triads in Hong Kong’s Occupy Central: Democracy, United Front, or Extra-legal Services?</td>
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<tr>
<th><strong>Fuyo Room</strong></th>
<th><strong>December 30</strong></th>
<th><strong>9:50-10:20</strong></th>
<th><strong>Coffee Break &amp; Group Photo</strong></th>
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<tr>
<th><strong>Fuyo Room</strong></th>
<th><strong>December 30</strong></th>
<th><strong>10:20-11:05</strong></th>
<th><strong>Keynote Speech 2</strong></th>
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<tbody>
<tr>
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<td>10:20-11:05</td>
<td>Akita International University, Akita, Japan</td>
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<tr>
<td></td>
<td><strong>Title:</strong> Gloom Hangs over History Disputes in East Asia</td>
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<tr>
<th><strong>Fuyo Room</strong></th>
<th><strong>December 30</strong></th>
<th><strong>11:05-11:50</strong></th>
<th><strong>Plenary Speech</strong></th>
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<tbody>
<tr>
<td></td>
<td>11:05-11:50</td>
<td>Tottori University, Japan</td>
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<tr>
<td></td>
<td><strong>Title:</strong> Writing about the Amish, Thinking about Japan: An Analysis of Japanese Publications about Amish Society</td>
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<tr>
<th><strong>Fuyo Room</strong></th>
<th><strong>December 30</strong></th>
<th><strong>12:00-13:00</strong></th>
<th><strong>Lunch (Hotel Restaurant)</strong></th>
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<thead>
<tr>
<th><strong>Minuet Room</strong></th>
<th><strong>December 30</strong></th>
<th><strong>13:00-13:15</strong></th>
<th><strong>Session 1 (7 papers)</strong></th>
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<tbody>
<tr>
<td></td>
<td>13:00-14:45</td>
<td><strong>Theme:</strong> Anthropology</td>
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<tr>
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<th><strong>December 30</strong></th>
<th><strong>14:45-15:15</strong></th>
<th><strong>Coffee Break</strong></th>
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<thead>
<tr>
<th><strong>Minuet Room</strong></th>
<th><strong>December 30</strong></th>
<th><strong>15:15-17:00</strong></th>
<th><strong>Session 2 (7 papers)</strong></th>
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<tbody>
<tr>
<td></td>
<td>15:15-17:00</td>
<td><strong>Theme:</strong> Education and Society</td>
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<tr>
<th><strong>Freesia Room</strong></th>
<th><strong>December 30</strong></th>
<th><strong>13:00-13:15</strong></th>
<th><strong>Session 3 (8 papers)</strong></th>
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</thead>
<tbody>
<tr>
<td></td>
<td>13:00-15:00</td>
<td><strong>Theme:</strong> Marketing</td>
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<th><strong>December 30</strong></th>
<th><strong>15:00-15:30</strong></th>
<th><strong>Coffee Break</strong></th>
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<th><strong>December 30</strong></th>
<th><strong>15:30-17:30</strong></th>
<th><strong>Session 4 (8 papers)</strong></th>
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<tbody>
<tr>
<td></td>
<td>15:30-17:30</td>
<td><strong>Theme:</strong> Economics and Finance</td>
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<tr>
<th><strong>Freesia Room</strong></th>
<th><strong>December 30</strong></th>
<th><strong>18:00-19:30</strong></th>
<th><strong>Dinner (Hotel Restaurant)</strong></th>
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</table>
Introductions for Keynote Speakers

Keynote Speaker I

Prof. Norihito Mizuno
Akita International University, Akita, Japan

Mizuno Norihito is a Professor of the Global Studies Program (East Asian Studies) at Akita International University (AIU) in Akita, Japan. He graduated from Keio University in Tokyo, Japan and earned a Ph.D. in history at the Ohio State University. Prior to joining AIU in 2007, he taught at the Ohio State University and Tiffin University in the United States. He has worked on early modern and modern Japanese-East Asian relations and published some articles on Sino-Japanese and Japanese-Taiwanese relations. His current research interests include Japanese communities in China before 1945, especially educational institutions for Japanese children in Chinese cities, and history controversies between Japan and its neighbors. His most recent publications include “The Search for Educational Betterment in a Foreign Land: A Study of the North China Japanese Elementary School Principals’ Conference,” “An Attempt of Reconciliation over History: The Case of the 1871 Ryukyu Shipwreck Incident,” and “The Dispute over Barefoot Gen (Hadashi no Gen) and Its Implications in Japan.”

Keynote Speaker II

Prof. T. Wing Lo
Department of Applied Social Sciences, City University of Hong Kong, Hong Kong

Professor T Wing Lo obtained his PhD from the University of Cambridge in 1991. He is professor and head of the Department of Applied Social Sciences at City University of Hong Kong. Being the winner of Applied Research Excellence Award 2002 and Teaching Excellence Award 2007, he has excelled in education and research. Being a renowned triad expert and scholar, he has been invited to give keynote
speeches in conferences in the UK, US, South America, Europe, Asia and Australia. In 2010, he was invited to visit New York to address the United Nations delegates who attended the Palermo Convention on Organized Crime. In 2015, he was invited to speak to officials and FAOs of the US Department of Defence in Washington DC.

He has published numerous refereed journal papers, research monographs and book chapters. He is a member of the International Advisory Board of the British Journal of Criminology, editorial board member of Youth Justice, Asian Journal of Criminology, and British Journal of Community Justice, founding general editor of the Routledge Studies in Asian Behavioral Sciences, and founding associate editor of the International Journal of Criminology and Sociology. He has been a consultant to a number of government departments in Hong Kong, Macau and Singapore, advising them in issues and services related to youth justice, offender rehabilitation and crime prevention.

Plenary Speaker

Prof. Tomomi Naka
Tottori University, Japan

Tomomi Naka is an associate professor in the Department of Regional Culture at Tottori University, Japan. She received a PhD in anthropology at the University of Iowa, Iowa City, USA, in 2009. She has been researching the relationships between religion and economic activities, representations of cultural and religious minorities, and short- and long-term cross-cultural experiences. Before returning to Japan, she worked in the United States and Bangladesh as a university and college instructor. For two decades, she has been studying the Amish and Mennonites in the United States, and she has published several articles in English and Japanese on this topic. Dr. Naka is a member of the American Anthropological Association and the Japanese Society of Cultural Anthropology. She has received many awards and fellowships, including a graduate summer fellowship at the Young Center for Anabaptist and Pietist Studies at Elizabethtown College, Elizabethtown, Pennsylvania, USA.
Full Schedule

Day 1: Registration Only: December 29, 2016 (Thursday)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>10:00 – 12:00</td>
<td>Arrival and Registration</td>
</tr>
<tr>
<td>13:30 – 17:00</td>
<td>(Venue: Fuyo Room)</td>
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</tbody>
</table>

(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 December 30, 2016.
## Day 2: Conference: December 30, 2016 (Friday)

Venue: Fuyo Room

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>09:00-09:05</td>
<td>Opening Remarks&lt;br&gt;Prof. Norihito Mizuno, Akita International University, Akita, Japan</td>
</tr>
<tr>
<td><strong>Keynote Speaker</strong></td>
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<tr>
<td></td>
<td>Prof. T. Wing Lo&lt;br&gt;Department of Applied Social Sciences,&lt;br&gt;City University of Hong Kong, Hong Kong</td>
</tr>
</tbody>
</table>
| 09:05-09:50  | **Title:** The Involvement of Chinese Triads in Hong Kong’s Occupy Central: Democracy, United Front, or Extra-legal Services? **Abstract:** Chinese “triad” societies are sometimes perceived as political organizations in nature, as they are originated from a secret society, Hung Mun, with strong political ideology. Historically, triads were involved in supporting democratic social movement, such as the Yellow Bird Operation. They were also recruited by different governments to facilitate their governance. Some argued that triad involvement in political activities is because “money talks”, while some others regard triads as part of the “civil society”.

During the Umbrella Movement occurred in Hong Kong in 2014, thousands of student demonstrators occupied the streets for 79 days fighting for democracy from Communist China. Media reports on triads’ involvement in the movement were mixed. On the one hand, triads were allegedly involved in assisting the government supporters to re-occupy the site and attack the protesters. The slow response of the police in protecting the protesters led to the allegations of police- or government-triad collaboration. On the other hand, there were also reports about triad involvement in protecting the protesters and participation in the occupation.

The present study seeks to explore the role and functions of triads in this political turmoil. Data were collected through both qualitative and quantitative research methods. In the qualitative study, we collected information from 32 top- or middle-level triad members during the Umbrella Movement. In the quantitative study, we conducted a survey of 503 college students from two universities and 186 occupiers at the Admiralty and Mongkok occupied sites.

The presentation focuses on issues related to the role of triads in the Umbrella
Movement. First, are triads “political” in nature? Second, what factors determined their involvement in the Umbrella Movement – political ideology or other rational reasons? Third, if triads were actively involved, then, what was their designated role – fighters of democracy, “patriotic triads”, or simply extra-legal service providers?

09:50-10:20 Coffee Break & Photo Session

Keynote Speaker

Prof. Norihito Mizuno,
Akita International University, Akita, Japan

Title: Gloom Hangs over History Disputes in East Asia

Abstract: History has been one of the primary causes of discordance between Japan and its East Asian neighbors in the recent decades. Japanese history textbooks controversies have erupted sporadically since the early 1980s. The comfort women issue has cast a cloud on Japanese-South Korean relations since the early 1990s. Controversies surrounding Japanese prime ministerial visit to the Yasukuni Shrine and the territorial disputes over such small islands are also derived of conflicting understandings of the past. Japan and the neighboring countries have never been do-nothing and in fact attempted to find solutions for reconciliation at both official and unofficial levels. Remaining tension between the three countries over history today eloquently proves, however, that past efforts have fallen short of either easing or erasing tension over history. Top leaders’ talks have been resumed since 2014, and diplomatic arrangement on the comfort women has been made between the Japanese and South Korean governments at the very end of 2015; yet, it would be premature to conclude that tension over the past has begun to thaw out in East Asia. Each country’s domestic constraints would continue to leave little or even no room for optimism in the decades-long regional problems.

10:20-11:05

Plenary Speaker

Prof. Tomomi Naka
Tottori University, Japan
Title: Writing about the Amish, Thinking about Japan: An Analysis of Japanese Publications about Amish Society.

Abstract: This presentation examines the ways in which Amish society and culture are discussed in Japanese books and newspaper articles. As noted by several scholars, Japan is one of the few countries that have shown continued interest in the Amish. This, however, prompts a few questions. How do Japanese, most of whom have little, if any, ethnic, historical or religious ties to the Amish, narrate Amish society and culture? More importantly, how do their commentaries about the Amish illuminate the significance for them of exploring Amish society?

The talk will explore continuity and change in the representation of Amish society and culture in Japan based on an analysis of Japanese newspaper articles and other publications that appear in archival databases. An examination of these publications indicates that Japanese writings tend to discuss the Amish social and cultural context more explicitly in comparison with scholarly books about the Amish published in English. The presenter will give examples to suggest that Japanese books and newspaper articles not only explain how Amish society and community life differ from those in Japan, but also offer useful insights for Japanese readers about the challenges of tradition and modernity.

| 12:00 – 13:00 | Lunch (Hotel Restaurant) |
Authors’ Oral Presentations

Session 1
13:00-14:45
Venue: Minuet Room
Theme: Anthropology
Session Chair: Prof. Tomomi Naka

* The time slots assigned here are only tentative. In case of any absence, presenters are recommended to arrive 5-10 minutes earlier and stay for the whole session.

<table>
<thead>
<tr>
<th>ID</th>
<th>Title+ Author’s Name</th>
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</table>
| SD0012| Saving the Youth: Celebration of the Mother’s Day by the Chung Sing Benevolent Society in Hong Kong, 1969-1979  
AU-YEUNG Chi Ying, School of Arts and Humanities, Tung Wah College, Hong Kong  
Abstract: Women were state subjects and visible in post-1949 Chinese society. During the collective era and the Cultural Revolution era in the 1950s and 1960s, apart from maintaining the household, they were asked to be active outside their homes. There emerged rural women labor models, later comrades and even warriors. Being a housewife could not take part in the socialist construction. However, the image of model mothers constructed by the annual celebrations of the Mother’s Day by the Chung Sing Benevolent Society in 1970s Hong Kong revised the revolutionary role of Chinese women and inherited the late-imperial thinkers’ ideal image of mothers, who should focus their work on the domestic realm. Their most important duty was to direct their sons/daughters on the right track. It is hoped that with harmonious family relations, the young people would behave themselves. Thus, to the leaders of Chung Sing and the Hong Kong government, the mother models selected each year were designated to help solve the urban youth problems in Hong Kong. Chung Sing was among the few non-profit organizations at that time that were committed to transforming the moral values of the citizens. Historically, these mother models heralded the resurgence of the domestic space in China during the Reform era, in which “housewife” and “mother” were central roles in a household. |
| SD0013| Finding Cultural Lessons in an Unfamiliar Society: An Analysis of Japanese Books about the Amish  
Tomomi Naka, Tottori University, Japan  
Abstract: This article examines the ways in which Amish life and society are discussed in Japanese books. The Amish are a religious and cultural minority group living mainly in the United States and Canada. Most people in Japan have little or no historical and cultural ties to them. However, many Japanese books have been written about the Amish. An examination of these books indicates that in comparison with English scholarly books about the Amish, Japanese books discuss |
<table>
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<tr>
<th>Session</th>
<th>Title</th>
<th>Authors</th>
<th>Abstract</th>
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<tbody>
<tr>
<td>SD0015</td>
<td>The Role of Indonesian National Air Force (TNI-AU) in Seroja Operation in East Timor (1975-1979)</td>
<td>Akhmad Fakhruroji, Brilliantoro Yusuf Ervanda, Zulkarnain, Yogyakarta State University, Indonesia</td>
<td>Seroja operation is the biggest aerial operation that has been taken by Indonesian Military. Indonesian Air Force (TNI-AU) acts as the air elements that support the Seroja Operation. The purpose of this research was to find out: 1) the background and the course of the Seroja Operation in East Timor. 2) TNI-AU involvement of Seroja Operation in East Timor 1975-1979, and 3) the effects of Seroja Operation on TNI-AU. This study employed the historical research method by Kuntowijoyo. The first stage was topic selection. The second was the collection of primary and secondary sources. The third was verification or source criticism. The fourth was interpretation. The fifth or final stage was history writing. The results of the study were as follows. 1) Seroja Operation is motivated by a civil war that happened in East Timor. This operation began on December, 7th 1975 signed Seroja Operation. Seroja Operation involved all aspects of military power. 2) TNI-AU involvement in Seroja Operation in East Timor from 1975-1979 was as the air elements of air traffic rush. This air element is intended to carry out attacks from the air either direct attack or air fire support. East Timor operations always involved TNI-AU either as an element of the air force or ground force. 3) The effects of Seroja Operation severe consequence for TNI-AU. TNI-AU started to build back its air force elements. Purchasing a variety of fighter aircraft carried out by TNI-AU strengthened the air force. The arrival of the aircraft from Western block was in addition to strengthen TNI-AU also facilitating the operations performed in East Timor.</td>
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<tr>
<td>SD0018</td>
<td>The Administrative Structure of Achaemenid and Seleucid Empires in Observing Civil Rights</td>
<td>Mehrnaz Behroozi and Leila Kochaki Kia, Azad University CentralTehran Branch, Iran</td>
<td>The civil right is a mixture of responsibilities and duties on the shoulders of the citizens towards each other, their city and government. it also applies to the rights which must be exercised by the ruling government. However, the new debate regarding the importance of these rights among governments in the past and the amount of the value that was put on them by the governors needs to be considered with greater care. Iran during its history was invaded many times hence being a host for diverse cultures of its invaders. This country had had many Iranian and foreigner governments ruling over it each of which had a great effect on the structure of the government as well as achieving justice to ensure the continuity of upholding the law and civil rights. The objective of this research is to consider the civil rights and its variables during Achaemenian and Seleucid Empires and tries to answer this question that: Given the civil rights of the citizens in old Iran time, were the administrative structure of the Achaemenid and Seleucid Empires acted</td>
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effectively in terms of civil rights of the citizens? To answer this question, we adopted a
descriptive-analytic as well as documentation method by collecting information from library which
led to these answers that: 1. In Achaemenian time, reign was regard as divine and observing civil
rights and obtaining justice was a divine duty. 2. In the meantime, sharing duties and assigning
responsibilities in the Achaemenid structure and supervising each authority and governor resulted
in achieving a good level of civil rights for their people. On the other hand, during Seleucid Empire
Egyptian cities had its special and specific rights unlike the Iranian cities and any court case
regarding Iranian and Egyptians was handled in Egyptian courts based on their own laws and
judiciary system. 3. In no documents found about Achaemenid time there was no reference with
regard to slavery; conversely during Seleucid time slavery was to an extent that many buildings and
monuments were built using slaves; in fact, slavery was one of the main parts of citizenship in
Egyptian law. So, we can safely assume that the structure of the government is essential in the
continuity of civil rights.

An Evaluation of the Summer Undergraduate Research Experience (SURE): A Work in Progress
James C Ryan and Jennifer Ann Ryan,
United Arab Emirates University, UAE

Abstract: The development of a research culture is key goal of the United Arab Emirates as it
seeks to grow its knowledge economy (Parcero & Ryan, 2016). Evaluation of research funding is
important and outcomes of evaluation can provide an evidence base for strategy development, and
is vital to establishing the relative return on investment in research (Florio, Forte, Pancotti, Sirtori,
& Vignetti, 2016). The current study examines student motivations and perceptions of their
experience before and after their involvement in a Summer Undergraduate Research Experience. It
also examines supervising faculty attitudes to SURE. N= 171 students completed an initial pre-
survey (53.8% female). Student were asked to rate their strength on a number of research
related skills. Strong skills areas were found to be ‘ethical considerations’ and ‘data collection’.
Weakest areas were reported to be ‘writing research proposals’ and ‘using research equipment’.
Initial findings also indicate that the strongest student motivations for involvement in the SURE
program are to ‘develop research skills’ (M=4.7) and to ‘gain experience that will help them get a
job’ (M=4.66). The weakest motivation for involvement was ‘to earn money’ (M=3.36). Important
student expectations from SURE involvement were found to be ‘an improved understanding of the
research process’ (M=4.6) and helping them ‘to decide if research is something they would like to
do in the future’ (M=4.6). As this is a work in progress a follow-up survey will soon be distributed
to SURE participants to compare pre SURE knowledge and expectations with post-SURE
knowledge and experiences.

Standard Review of Freedom of Expression and Censorship in Nepal
Narayan Datta Kandel,
Queen's University Belfast, UK

Abstract: It was expected that the recent political and constitutional transformations will lead to
the institutionalisation of liberal democracy in Nepal. This in turn was to lead to the freedom of
expression, an essential tool for the effective participation in any democratic process. This paper will seek to offer i) historical analysis of the existence or otherwise of the freedom of expression in the constitutional and the legislative framework in Nepal ii) an analysis of the loopholes and anomalies in the new Constitutional and legislative framework which have led to the increasing restriction of the freedom of expression through censorship in the country, iii) will try to show that democracy and peace in Nepal can’t be secured, at least in the long run, without the constitutional and legislative guarantee of the freedom of expression.

A Study on the Influence of Paternalistic Leadership on Organizational Commitment: Focus on the Mediating Effect of Organizational Identification

Wang Huanhuan and Kim Jong Kwan, Pusan National University, Korea

Abstract: Rooted in the Chinese tradition of Confucianism, research on Paternalistic leadership (PL) has been born in Taiwan and boomed in western scholars in the past thirty years, while studies in this aspect is still relatively scare in South Korea. This study regards PL as research object, introduces organizational identification (OI) as intermediary variable to find out the impact on organizational commitment (OC), while the status of behavior of employees in South Korea, organizations is analyzed, using a sample(N=300) of working professionals enrolled in an executive MBA program at a large university in South Korea. Results showed that the authoritarian dimension of PL had no impact on OC, while the benevolence dimension and morality dimension related positively to OC. In addition, Authoritarianism related negatively to OI, while both benevolence and morality related positively to OI; OI had intermediary roles in the impact of benevolence dimension and morality dimension on value commitment (VC). And the mediating effect of OI was investigated relationship between morality dimension and commitment to stay (CTS). Limitations of the study, directions for future research, and implications of the findings are discussed.

14:45 – 15:15 Coffee Break
## Session 2
15:15-17:00

**Venue:** Minuet Room  
**Theme:** Education and Society  
**Session Chair:** Prof. Norihito Mizuno

*The time slots assigned here are only tentative. In case of any absence, presenters are recommended to arrive 5-10 minutes earlier and stay for the whole session.*

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| SD0009| A Development of the Logistic Creative Community Economy for the Promotion of Participatory Cultural Tourism: A Case of Cultural World Heritage, Thailand  
**Patcharin Sirasootnorn,** Gwyntorn Satean, Wittaya Khamunee, Jirawat Pirasan,  
Faculty of Social Sciences, Naresuan University, Thailand  
**Abstract:** This article aimed to strengthen community participation for cultural tourism. The authors highlighted 3 cultural World Heritages in Thailand including Sukhothai and Associated Historic Towns, Ayutthaya Historical Park, and Ban Chiang Archaeological Site. The mix-methodology was adopted. 1,120 samples were interviewed individually. Then, in-depth interview guideline and participant observation checklist were applied. Data was analyzed by using descriptive statistics and content analysis. Two crucial results were presented: First, socio-demographic background of the target community was revealed. The target residents were mostly poor farmers, low income labors, in debt, and low education. The Ayutthaya Historical Park was surrounded by migrated labors working in factories and service sectors nearby. The Ban Chiang Archaeological Site was facing the greatest difficulties of massive poverty and aging. Nonetheless, the communities had distinctive cultural identity, popular tourist attraction spots, and yearly tourist activities. However, they had different standard level of community products. Those surrounding Sukothai and Srisatchanalai Cultural World Heritage Sites were able to rival the national standard. The Kamphaeng Phet struggled with unpreparedness. Limitations included low quality community products, insufficient basic infrastructure, and no systematic management. They mostly had a strong family and clan network. However, problems remained poor development planning and active strategy. Second, five tourist routes based on 6 major categories of local wisdom were designed using Geographical Social Information Maps (GSIMs). To bring cultural tourism from below, it was crucial 1) to increase community participation within cultural preservation process; 2) to carry on research and development for creative cultural innovations; and 3) to redesign tourism strategy based on community participation, local wisdom and advance technology. |

| SD0024| The Revolution of Humanities in the Digital Age  
**Benjamin Wai-ming Ng,**  
Chinese University of Hong Kong, Hong Kong  
**Abstract:** This article examines the impact of computing, internet and IT technologies on humanities in the last three decades, using Japanese Studies as a main point of reference. In the |
digital age, humanities have also entered the era of digital humanities and the use of digital
technology and data (such as Geographical Information System) to humanities research has
increased. For better or worse, modern technology has changed the landscape of humanities beyond
recognition in many different ways. This study provides an historical overview of using word
processing, computer, internet and IT technologies to study Japan from the 1980s to the present,
and weights the pros and cons of using modern technology in Japanese Studies. Whether
technology has improved the quality of research, changed the attitude and methodology of
researchers, promoted international collaboration and created problems in research ethics will be
discussed.

The recreational identity assessment of the cultural landscape management in the Miaoli County,
Taiwan
Shih-Chung Lu and Kuei-Yang Wu,
Department of Architecture, National United University, Taiwan

Abstract: With the need of cultural heritage conservation, the issue of cultural landscape
management becomes one of the main environmental problems. Based on the literature review, the
cultural landscape and public perception are the most two main factors to influence the
sustainability of tourism development at Taiwan. Therefore, the study focused on the recreational
identity for understanding of the cultural landscape at Miaoli. It also pays attention to survey the
recreational identity for the satisfactions for the present recreational environment and landscape
quality. For the research process, there are 574 valid questionnaires by using the face to face survey
and structural questionnaires, and the pre-test is suitable for the final survey. The major results
show that the government need pay more attention for the improvement of tourism marketing and
its efficiency, although the people feel more satisfied with the late improvement strategies,
including new cultural landscape promotion. In addition, the public has more abnegation for the
future landscape preferences and tour planning, and those were able to influence tourists’ revisiting
willingness of tourists. Otherwise, they have general acceptance and the identification of the policy
supporting for cultural landscape management. However, more than 70% people report the
government cannot show the enough information to gain the public supporting by mass media, and
the situation impacts the reputation of Miaoli County.

A case-Based Quality Assurance System for Higher Education
Putsadee Pornphol and Suphamit Chittayasothorn,
Phuket Rajabhat University, Thailand

Abstract: The current rapid-changing developments in computer and information technology
continue to make the world appear much smaller; communication methods in every field become
easier, faster, and more convenient. Evidently, education systems are a clear example of these
changes – learners can study at the desired institute despite physical distance between the student
and facility. In particular, curricula development is of utmost importance and should be credible and
acceptable within the labor market to determine whether graduates of each course are truly
knowledgeable and skilled. Thailand’s Office of the Higher Education Commission has established
## Toward a Flipped Classroom Instructional Model for History education: A Call for Research

Chung Kwan Lo  
The University of Hong Kong, Hong Kong

**Abstract:** Some students are disengaged in learning History because of heavy workload of reading and writing requirement. Recently a few teachers have attempted to use flipped classroom (or inverted classroom) in their History classes to engage their students. The purpose of this paper is to identify some good practices in the existing literature of flipping the History classroom. However, there is hitherto a scarcity of research on flipped classroom in the contexts of History education, in which only five journal publications could be found. While researchers gave descriptions of their out-of-class and in-class learning activities, most of their flipped classrooms were not grounded in an established framework of instructional design. Based on the voices of the History teachers and students as well as the existing literature, I suggest using the 5E instructional model to guide the design of History flipped classroom. While this paper lays the groundwork for developing a 5E flipped classroom model, more empirical studies are needed to investigate the efficacy and challenges of this instructional design.

## Genre abuse: Attitudes towards documentary as a video-based teaching material for intro-level business courses

Ozan Aglargoz  
Anadolu University, Turkey

**Abstract:** This study problematizes (Alvesson and Sandberg, 2013) the (ab)use of documentary as a teaching material for intro-level business courses. It is self-evident that the compatibility between students’ learning preferences and faculty members’ teaching style positively affects learning outcomes (Proserpio and Gioia, 2007). Videos are being used both as a research (Jarzabkowski et al., 2014) and as a teaching material within business faculty. Although movies, movie clips as well as animations are frequently used in business education (Champoux, 1999; Champoux, 2001), using documentaries for this purpose is quite rare. Based on NatGeo TV’s documentary called Megafactories – episode Vestel City, this study reports students’ perceptions and attitudes towards the documentary and reveals how genre, in this case documentary, is (ab)used.

## A Research on Relationships among Faculty’s Reputation, Image and Students’ Intention of Future Collaborations: Findings from Turkey

Mehmet ERYILMAZ  

Uludağ University, Department of Business Administration, Turkey

**Abstract:** University-Industry collaborations can create various benefits for the all sides of them. However, there is often a weak link in many countries between Higher Education Institutions (HEIs) and industrial organizations. Therefore, to strengthen the relationship and to create benefits for stakeholders of it, the investigation of the determinants of relationship between universities and industrial organizations is important. Previous many studies found that a positive HEI’s reputation and image increase the loyalties of students to their institutions. Thus, it is claimed in this study that reputation and image of an HEI affect intentions of its students on future collaborations. For this aim, the data was collected from 1368 senior students of a faculty in a public university. The findings of research indicated that a combination of HEI’s reputation and image affect students’ intentions to collaborate with their universities in future.

**Session 3**

13:00-15:00

Venue: Freesia Room

Theme: Marketing

Session Chair: to be added

*The time slots assigned here are only tentative. In case of any absence, presenters are recommended to arrive 5-10 minutes earlier and stay for the whole session.*

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| MJ0017 13:00-13:15 | Development of eCRM Success: A case study of hotel industry  
**Vimolboon Cherapanukorn,**
College of Art Media and Technology, Chiang Mai University, Thailand  

**Abstract:** In the 21st century, every market has been challenged with the highly competitive environment and the development of innovative information technologies. Hence, customer relationship management (CRM) and the information communication technologies (ICTs) have been focused as one of the important strategies of many industry, as well as hotel industry. However, not all organizations succeed in their eCRM implementation. The main objective of this study was to explore the dimensions of eCRM success in the hotel industry. The advantages of qualitative research approach was applied with a semi-structured questionnaires and five of hoteliers were interviewed. The empirical results showed that there are five main dimensions that lead to eCRM success; include organization readiness, customer service, knowledge management, online communication and technology support. Consequently, this research purposed the eCRM success framework towards the hotel industry context.

**Offline to Online**

**Ishmeet Kaur,**
India Flipkart India Pvt. Ltd, India, India
| MJ0014-A 13:15-13:30 | **Abstract:** India is a country of diverse background which has time and again shown unique behavior different from the developed countries. This can clearly be seen when India skipped the era of desktop penetration to straight away enter the phase of mobile internet. It is the fastest growing ecommerce market which is expected to grow at an annual rate of 51% over the next 4 years and majority of penetration has been in urban areas till date. Flipkart brought in the ecommerce revolution in 2007 and in the past 9 years we have seen it penetrate and grow the market through various innovations. Objective of the talk is to deep dive into the next wave of growth for e-commerce in India by getting the bulk offline consumer base in tier3/4 cities and rural areas to shop online so as to grow the market. Following topics will be detailed out in the talk: consumer behavior in tier 3/4 cities and rural areas as compared to their urban counterparts basis the user research studies conducted, discuss the possible innovative solutions/omnichannel route to address the inhibitions of this customer base which enables them to shop online and the monumental impact that can be achieved through this in the long term. |
| MJ0020 13:30-13:45 | Website Personalities Impact on Foreign Consumers’ Online Purchase Intentions-Focusing on South Korean Market
Jong-Kuk Shin, Min Kyung Moon and Pei-Ing The,
Korea, Pusan National University

**Abstract:** The purpose of this study is to investigate the characteristics of the website and the intention of online purchase for foreign residents in Korea. It compared and verified the viewpoints of enthusiasm, genuineness, and unpleasantness of website characteristics. As a result of analyses, it showed a significant relationship with the loyalty of the website which leads to the intention of online purchase. Foreign consumers in Korea have shown a tendency that these three kinds of perspective are more important than any other point of view.
A survey was conducted for foreign residents in Korea. The results of the study were the same as the hypothesis. Enthusiasm and genuineness have a positive impact on website loyalty. On the other hand, unpleasantness has a negative effect on website loyalty. Also, men are more likely to use e-commerce than women, and their website loyalty is higher than women. The adjustment effect on language was also shown a strong positive relationship with loyalty. The more foreigners are fluent in Korean, the higher the understanding of web sites that can enhance their loyalty. It is also found that website loyalty is positively related to e-commerce purchase intention. |
| MJ0022 13:45-14:00 | Analysis of characteristics of online community and customer reaction-Based on a customer self-construal and gender difference
Jong-Kuk Shin, Min Kyung Moon, and Jae Hun Kim,
Pusan National University, Korea

**Abstract:** With increasing levels of the Internet usage, our cyberspace lives seem to identify with our real lives. The survey of 2,000 adults showed that one in four people spend more time socializing online than they do in person(The telegraph, 2016) This change of perception has a decisive effect on not only customers’ purchasing ways but also companies’ marketing strategies. |
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<td>The more customers are interested in the online brand communities, the more they become absorbed in the brand. This study presents how the online brand community affects customer behavior according to self-construal levels and gender differences. Companies need to understand the online community as a marketing tool to satisfy more customers. Also, as brand community support depends on the customer’s subjective view and gender, companies have to investigated what effect online brand community immersion has on brand community support.</td>
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<td>Are socially excluded people more likely to behave in an unethical way as a consumer?: An experimental study</td>
<td><strong>Niray Tunçel</strong> and <strong>Bahtışen Kavak</strong>, Hacettepe University, Turkey</td>
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<td><strong>Abstract</strong>: This study aims to test the effect of social exclusion on unethical consumer behavior. For this purpose, an experimental study is conducted. Social exclusion manipulation is given through Cyberball game and the participants are assigned to experimental and control groups randomly. 43 participants are exposed to exclusion condition (experimental group) and 40 participants are exposed to inclusion condition (control group). After playing the game and answering the manipulation check questions, the participants are given a scenario related to an unethical consumer behavior, which is specifically including an unethical product return case. The results of the study state that the exclusion increases the willingness to show unethical consumer behavior of men but not of women. Therefore, it is revealed that gender plays a significant role on social exclusion-unethical consumer behavior link. Underlying reasons of this gender difference is discussed based on the past studies and related theory.</td>
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<td>A Study on the Type of Crowd funding and Crowd Funding participation intention-Based on the Crowd Funding Reward and Project Type</td>
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<td><strong>Abstract</strong>: It is essential factor for business operation to raise funds effectively. However, in Korea, many start-ups and small businesses have difficulties in fund-raising. In recent years, crowd funding, a new method for funding a project of individuals or organizations by raising monetary contributions from a large number of people, has been growing up simultaneously with diffusion of social media. Crowd funding is on early stage in Korea, and the majority of projects are focused on cultural or art categories. There is high proportion of projects that have social value in start-up sector. Crowd funding in Korea has great potential because success rate of it is much higher than its of advanced countries, although market size is much smaller than them. This study aims to investigate the changes in consumers’ roles with the introduction of crowd funding by research the factors that have led them to participate in crowd funding. Firstly, research examine the influence of project type on participation in crowd funding(public, private). Secondly, research examine the influence of project sponsored enterprises of corporate reputation on participation in crowd funding(high and low corporate reputation). Finally, research examine the influence of the perceived fairness of rewards on participation in crowd funding(high and low perceived fairness of...</td>
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The study’s findings show that the project sponsored enterprises has the greatest influence in leading consumers to participate in crowd funding. This study is significant because it proposes an elaborate and delicate theoretical framework towards the future study on crowd funding–related fields, and demonstrates the need to develop an information format that can further enhance consumers’ fairness perception in devising a crowd-funding project.

Introducing an optimal (and a simpler) approach to partial least squares analyses

Prof. B. Morard and D. Simonin
Faculty of Economics & Management and the HEC Executive, University of Geneva, Geneva, Switzerland

Abstract: The purpose of this study is to show the many possibilities that the partial least squares (PLS) analysis offers, as well as its ease of use. This analysis is a useful tool because it brings an additional point of view to statistical analysis beyond that of structural equation modeling analysis. Here, the authors suggest using a different approach of PLS that has been called “optimal PLS.” It combines principal component analysis and PLS analysis to compute the data; by convergent iterations, this approach produces an optimal model that is not based on a reference model in order to best explain a given situation. The study illustrates this approach with two practical applications where optimal models are created from the ground up: one in management controlling and the other in marketing. The software that is used as a tool for computation has an algorithm based on optimal PLS. The study is original because it chooses two opposing fields of research, namely management controlling (a quantitative discipline) and consumer behavior research (a qualitative discipline), in an attempt to understand when optimal PLS provides reliable results. The authors conclude that the use of PLS is multifaceted, and optimal PLS has a high capacity to explain the actual components, which helps researchers and analysts to reach appropriate strategic decisions. With regard to the study’s practical implications, the overview and the accompanying explanations will enable academics and analysts to use the PLS analysis more easily through the optimal PLS approach by taking five steps. They can add PLS and optimal PLS to their list of analytical tools to bring fresh points of view to their research.

Effects of Adult Coloring Books on Emotional Transformation and Risk Preference

Lin, Chien-Huang.
Department of Business Administration, National Central University, Taiwan

Abstract: Stress has become a common and integral part of modern life, and stress related to academic achievements, work, family, and financial conditions is always present in daily life. Consequently, the demand for products aiming at mental relaxation gradually has expanded from a niche to a mass market. New relaxation products have been continuously introduced into the market, ranging from decorations and toys in the early period to combining practical appliances in later period. Until recent years, adult coloring books were introduced and passionately received, marking the development of relaxation products from a physical level to an artistic and spiritual one.
Adult coloring books emphasize the process of attaining peace in thoughts and mind through pattern coloring. Consumers in Europe, the United States, and Asia have shown a craze for this type of products. Therefore, this study attempted to investigate if coloring significantly affects emotions and risk preferences.

An experimental method was adopted in this study to explore the effects of variables such as color tone, pattern complexity, type of music, and number of colors used on emotional transfer and risk preferences. The results are as follows:

1. The effects of color tone on the emotions of “sadness and sense of loss” and “tension and stress” significantly varied after coloring.
2. The effects of pattern complexity on the emotions of “sadness and sense of loss,” “tension and stress,” and “irritability and depression” significantly differed after coloring.
3. Pattern complexity interacted with gender in affecting the emotion of “irritability and depression.”
4. Type of music had significantly different effects on the emotions of “sadness and sense of loss,” “tension and stress,” and “irritability and depression” after coloring.
5. Music exhibited significantly different effects on risk preferences after coloring.
6. Type of music interacted with age in affecting the emotion of “tension and stress.”
7. Number of colors used exerted significantly different effects on the emotion of “sadness and sense of loss” after coloring.
8. Number of colors used interacted with type of trauma in affecting the emotion of “tension and stress.”
9. Number of colors used interacted with gender in affecting the emotion of “irritability and depression.”
10. Number of colors used interacted with personality traits in affecting the emotion of “tension and stress.”

Coffee Break
**Session 4**  
15:30-17:30  
Venue: Freesia Room  
Theme: Economics and Finance  
Session Chair: Prof. Lin Chien-Huang

* The time slots assigned here are only tentative. In case of any absence, presenters are recommended to arrive 5-10 minutes earlier and stay for the whole session.

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| MJ0007-A | Negative Interest Rates and Defined Benefit Obligations  
**Eriko Kasaoka,**  
School of Business Administration, Kwansei Gakuin University, Japan  

**Abstract:** In January 2016, the Policy Board of the Bank of Japan introduced its policy of Quantitative and Qualitative Monetary Easing with a Negative Interest Rate in order to achieve price stability. Under the policy, the Bank would pursue monetary easing with consideration of three dimensions: quantity, quality, and interest rate. One of the dimensions, the interest rate, applies a negative interest rate of -0.1% to current accounts that financial institutions hold at the Bank. The adoption of a negative interest rate affects the Japanese Yen London Interbank Offered Rate and yields on Japanese government bonds, and recently, these have also become negative.  
The ASBJ Statement No.26: Accounting Standard for Retirement Benefits states that the discount rate on defined benefit plans shall be determined based on safe and secure long bonds. The Accounting Standards Board of Japan discussed the adoption of a negative interest rate for a discount rate and decided to allow firms to adopt a negative discount rate based on yields on safe and secure long bonds or set a lower limit to 0%. Changes in the discount rate have a significant effect on the amount of defined benefit obligations. Therefore, the aim of this paper is to investigate the effect of changes in discount rates on financial statements with specific attention to the impact of negative interest rates on the calculation of defined benefit obligations. |
| MJ0013-A | Family-Friendly Practices in Professional Life in Turkey and Germany  
**Emre Kol,**  
Anadolu University, Turkey  

**Abstract:** In Turkey, it is illegal to put female workers to work during the eight weeks after they give birth. Female workers also have the option of taking an unpaid leave of six months. However, male workers do not have any relevant social right such as parental payment, parental or paternal leave. Moreover, the female worker can take paid leave for nursing for three hours a day during the first six months and an hour and a half during the second six months after the delivery.  
In Germany, on the other hand, parental payment is a social right for all German citizens. This support is given to all parents that have (or adopt) a child during the twelve months after its birth. The two months after this twelve-month period is the paternal leave. This leave is only taken by fathers and they receive parental payment.  
The Family Package is expected to be passed into law by the Turkish parliament. This draft law
includes these proposals: females will receive a birth payment even if they do not work, their working hours will be reduced giving birth, employers will build temporary business relationships and private recruitment agencies will play a role in the employment of young persons as well as females. This study analyzes the possible effects of these changes on women’s participation in the labor force and makes suggestions about how the extensive family supports in Germany can be adopted by Turkey.

| MJ0016-A | Business Profits and Associated Enterprises within the scope of the OECD’s Model Tax Convention on Income and on Capital; The Income Tax Appellete Tribunal Bench "L" Mumbai Case  
Ceyda Kukrer,  
Afon Kocatepe University, Turkey  

**Abstract:** International tax disputes arise when contracting states interpret double tax treaties differently. These tax issues have been increasing over time. In order to prevent double taxation, national taxation power are limited by making tax treaties and choosing one of the taxation principles between the taxpayer’s related the business profits and associated enterprises. For this reason business profits and associated enterprises is one of the important issue for tax treaties. In this study, an overall assessment of the article 7 and 9 of the OECD’s Model Tax Convention on Income and on Capital (OECD Model) will be made and the conditions that constitute the business profits and associated enterprises, will be discussed in the light of the Income Tax Appellete Tribunal Bench "L" Mumbai case in India. |

| MJ0021 | The Current Situation and Development of Chinese Automobile Industry  
HongPeng Zhang and JongGwan Kim  
Pusan National University, Korea  

**Abstract:** Chinese automobile industry has developed in both quantity and quality as an important industry in the national economy. This study performs SWOT analysis in order to enhance the competitiveness of Chinese automobile industry in the world market. The results are as follows: First, it should develop the automobile technology. Second, it should raise Chinese auto-parts industry in China. Chinese auto-parts companies are such a low capability in the professional production level. Third, it should raise competent people in Innovational science technology for automobile industry. Fourth, The Chinese automobile industry policy should work on ways to advance into foreign markets. Fifth, To boost national competitiveness for Chinese automobile industry, the Chinese government should restructure sectors. The purpose of this paper is to study on the development of Chinese automobile industry and to show the direction of Chinese automobile industry. First of all, based on Chinese local data, this study approaches the industry restructuring the direction of Chinese government and the future growth strategy of the Chinese automobile companies. |

| MJ0033 | A Case Study of Success in Phasing Out Policy of Instantaneous Water Heater in Australia and Feasibility in Thailand  
Suttinee Jingjit and Kua-anan Techato, |
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<td>Thailand, Prince of Songkla University</td>
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<td></td>
<td><strong>Abstract:</strong> This paper discusses the original, successful and effect of phasing out policy of instantaneous water heater in Australia. This can be applied for Thailand in order to phase out instantaneous water heater as a milestone. Hence, this work focuses on shifting from instantaneous water heater to heat pump and solar water heater. Thailand is suitable for these technologies because the high level of solar radiation is free from the sun. Many large buildings normally use heat pump but not popular in household. The important factors for consumers in Thailand are education and realization of energy saving and global warming issue. The knowledge of technician and consultant have to be developed for the new technologies. Phasing out policy of instantaneous water heater can be done under the supporting of Thai government, especially in term of subsidy for the high investment cost.</td>
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<td>A Suggestion On Mortgage Financing Of Islamic Banks: Diminishing Musharaka</td>
<td>Yusuf Dinç, Trakya University, Turkey</td>
<td></td>
<td><strong>Abstract:</strong> Participation banks can produce house financing based on mortgage in Turkey. Mortgage of participation banks of Turkey is a type of Murabaha financing. Murabaha financing model is based on buying in advance and selling on credit terms. Other financing models of interest-free banking are not applied to mortgages of participation banks in Turkey. Diminishing Musharaka is an interest-free financing model for any type of credits and also applied to mortgages in the world. In this essay Diminishing Musharaka is argued as a unique financing model of interest-free. Also applicability of Diminishing Musharaka for Turkish participation banks’ mortgages is evaluated. The findings that were obtained in Turkey may be generalized for the other regions of the world.</td>
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<td>The Unconventional Monetary Policy: A Theoretical Approach</td>
<td>Dr. Derya Hekim Yılmaz, Prof. Dr. Emin Ertürk, and Dr. Filiz Eryılmaz,</td>
<td>Uludag University, Turkey</td>
<td><strong>Abstract:</strong> The financial crisis that erupted on August 2007, hampered the financial markets. Furthermore; with the fall of Lehman Brothers in September 2008, financial crisis evolved into a full-fledged global crisis and depressed the real economy. Central Banks have responded by altering interest rate- conventional monetary policy- initially. But this was not enough to calm the financial markets down and revive the real economy. In this regard, major Central Banks-FED, ECB, BOE and BOJ- have begun to use liquidity support, asset purchases and forward guidance, namely unconventional monetary policies. They have expanded their balance sheets accordingly in order to relieve financial market stress and to revive the real economy</td>
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<td>The Relationship between Corporate Income Tax Rates and Selected Measures of National Competitiveness with Foreign Direct Investments as a Mediator: The Case of the Philippines</td>
<td>Jean Mae Lotardo, Ynez Paula Navata, Paula Geene Cruz and Danica Alfaro, Philippines, University of Santo Tomas</td>
<td></td>
<td><strong>Abstract:</strong></td>
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Abstract: Economic development and competitiveness drive countries in setting various policies. Theoretical studies highlight the role that foreign direct investments (FDI) play in the economy leading to improved Gross Domestic Product (GDP) and Exports which are also considered in recent researches as national competitiveness measures. Furthermore, theoretical and previous empirical studies in foreign countries indicate tax policies such as changes in tax rates as a way of attracting FDI in the host country. Approaching these issues with Philippines as its setting, this paper aims to determine and analyze the relationships between corporate income tax rates and selected national competitiveness measures with FDI as a mediator. This study covers data from 1997 to 2013. Mediator model is used to analyze the above relationships through linear and multiple regression methods. Results show that corporate income tax rates do not have significant relationship with GDP and Exports with foreign direct investments as mediator.

Authors’ Poster Presentations

Can Hotels’ Response to Online review Strengthen Consumer’s Perceived Usefulness?
Liu Wenlong
Department of Business Administration, College of Economics and Management, Nanjing University of Aeronautics and Astronautics, China

Abstract: The aim of this study is to examine the synergistic effect of online reviews and hotels’ response on consumers’ decision making. Previous studies have identified both review content (i.e. star rating, length of review, and images) and reviewer’s characteristics (i.e. identity disclosure, expertise, and reputation) influence consumers’ perceived usefulness of an online review. However, company’s response to the online review has also become an important element of online review frame. Since people perform more rational purchase behaviors today, any information that exposed to them will influence their decision making, especially, for consumers who don’t have prior consumption experience. Thus, in this study, we propose that hotels’ response to the online reviews is another informational cue which can make consumers re-examine the review posted by others, and even may change their attitude towards the hotel service. Since the content of hotels’ response is closely related with what the online reviews said, we assume they have synergistic effect on consumers’ perception of reviews’ usefulness. To verify our hypotheses, 1575 online reviews from 26 hotels were collected from Qunar.com and Ctrip.com. Review content is measured by star rating, length of review, and images, while response content is measured by the length and tone of response. Three types of tones (defensive, courtesy, and compensatory) are classified based on the result of response content mining (shown as Fig.1.). The
dependent variable, consumers’ perceived usefulness, is measured by the amount of useful votes of the review. Hierarchical regression was used to test the hypotheses. According to the Table 1, Δ F has significant changes when hotels’ response and the interaction items were put into the models. The length of response has a significant effect on perceived usefulness in Model 2. Meanwhile, both of the length and tone of response have interactive effects with images contained in the online reviews. As evidences, either for good service or bad service, images make it unnecessary for hotels to say or explain too much. On the other hand, these evidences can also make hotels respond to online review in a relative modest tone. The above findings have both theoretical and practical implications. Firstly, it provides a new insight to study online reviews; secondly, for hotels, it is necessary to make a more effective strategy to deal with the online reviews which is the main as well as powerful form of electronic word of mouth (e-WOM).

December 30, 2016 18:00
Dinner (Hotel Restaurant)
Welcome to the official website of 2017 2nd International Conference on Business and Economics—ICOBE 2017, will be held during April 7-9, 2017, in Jeju Island, South Korea. ICOBE 2017, organized by IEDRC, aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experiences, new ideas, and research results about all aspects of Business and Economics, 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 Business and Economics and related areas.

One Best Paper will be selected from each oral session. The Certificate will be awarded in the Welcome Banquet on April 8, 2017.

Publication

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

Journal of Economics, Business and Management (JOEBM)
ISSN: 2301-3567
Editor-in-Chief: Prof. Eunjin Hwang

Important Dates

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<td>Submission Deadline</td>
<td>February 1, 2017</td>
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<tr>
<td>Acceptance Notification</td>
<td>Before February 31, 2017</td>
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<tr>
<td>Registration Deadline</td>
<td>Before March 20, 2017</td>
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<tr>
<td>Conference Date</td>
<td>April 7-9, 2017</td>
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<tr>
<td>One Day Tour</td>
<td>April 9, 2017</td>
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</table>
Welcome to the official website of 2017 4th International Conference on Advances in Business and Economics—ICABE 2017, will be held during April 21-23, 2017, in Chiang Mai, Thailand. ICABE 2017, organized by IEDRC, 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 Advances in Business and Economics, 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 Advances in Business and Economics and related areas.

One Best Paper will be selected from each oral session. The Certificate will be awarded at the end of each session on April 22, 2017.

Publication

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

International Journal of Trade, Economics and Finance (IJTEF)
ISSN: 2010-023X
DOI: 10.18178/IJTEF
Indexed by: Engineering & Technology Digital Library, ProQuest, Crossref, Electronic Journals Library, DOAJ, EBSCO, and Ulrich's Periodicals Directory

Important Dates

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<td>Submission Deadline</td>
<td>February 15, 2016</td>
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<td>Acceptance Notification</td>
<td>March 10, 2017</td>
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<td>Registration Deadline</td>
<td>March 31, 2017</td>
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<tr>
<td>Conference Date</td>
<td>April 21-23, 2017</td>
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<td>One Day Tour</td>
<td>April 23, 2017</td>
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2017 International Conference on E-Business and Internet (ICEBI 2017) will be held in Taichung, Taiwan during May 25-27, 2017. ICEBI 2017 focuses on cutting-edge results in E-Business and Internet. It aims to bring together scientists, researchers and students to exchange novel ideas and results in all aspects of E-Business and Internet.

Publication

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

Publication in Proceedings. Submissions will be peer reviewed by conference committees, and accepted papers will be International Conference Proceedings Series by ACM, which will be archived in the ACM Digital Library, and indexed by Ei Compendex and Scopus and submitted to be reviewed by Thomson Reuters Conference Proceedings Citation Index (ISI Web of Science).

Publication in Journal. Submissions will be peer reviewed by conference committees, and accepted papers will be 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).

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<td>Submission Deadline</td>
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<td>Acceptance Notification</td>
<td>March 5, 2017</td>
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<tr>
<td>Registration Deadline</td>
<td>March 28, 2017</td>
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<tr>
<td>Conference Date</td>
<td>May 25-27, 2017</td>
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<tr>
<td>One Day Tour</td>
<td>May 27, 2017</td>
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</table>
2017 4th International Conference on Innovations in Business and Management (ICIBM 2017) will be held in Turku, Finland during June 14-16, 2017. ICIBM 2017 focuses on cutting-edge results in Business and Management. It aims to bring together scientists, researchers and students to exchange novel ideas and results in all aspects of Business and Management. It will include the participation of renowned keynote speakers, oral presentations, posters sessions and technical conferences related to the topics dealt with in the Scientific Program.

Publication

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

Journal of Economics, Business and Management (JOEBM)
ISSN: 2301-3567
Editor-in-Chief: Prof. Eunjin Hwang

Important Dates

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<td>Submission Deadline</td>
<td>Before February 1, 2017 (Full paper)</td>
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<td>Acceptance Notification</td>
<td>February 20, 2017</td>
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<td>Registration Deadline</td>
<td>March 15, 2017</td>
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<tr>
<td>Conference Date</td>
<td>June 14-16, 2017</td>
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<tr>
<td>One Day Tour</td>
<td>June 16, 2017</td>
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</table>
2017 7th International Conference on Financial Management and Economics (ICFME 2017), will be held in Beijing, China during July 23-25, 2017.

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

**Publication**

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

- **Journal of Economics, Business and Management (JOEBM)**
  - ISSN: 2301-3567
  - Editor-in-Chief: Prof. Eunjin Hwang
  - Abstracting/ Indexing: DOAJ, Engineering & Technology Library, Electronic Journals Library

- **International Journal of Trade, Economics and Finance (IJTEF)**
  - ISSN: 2010-023X
  - DOI: 10.18178/IJTEF
  - Indexed by: Engineering & Technology Digital Library, ProQuest, Crossref, Electronic Journals Library, DOAJ, EBSCO, and Ulrich's Periodicals Directory

**Important Dates**

| Event                          | Date                        |
|-------------------------------|                            |
| Submission Deadline           | Before March 5, 2017        |
| Acceptance Notification       | On March 25, 2017           |
| Registration Deadline         | Before April 15, 2017       |
| Conference Date               | July 23-25, 2017            |
| One Day Tour                  | July 25, 2017               |
Note