



# 2015 International Business & Education Conferences Program

New York City  
August 2-6, 2015



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2015 International Business & Education Conferences in New York City

Activities

<b>Sunday</b>	<i>4:00PM – 7:00PM</i>	Early Registration in Lenox Ballroom
	<i>5:30PM – 7:00PM</i>	Pre-conference reception in Lenox Ballroom
<b>Monday - Wednesday</b>	<i>07:30</i>	Registration, coffee, tea, and pastries in Conference area
<b>Monday</b>	<i>08:00 – 5:15PM</i>	Concurrent sessions
	<i>12:20 – 12:50PM</i>	Keynote by Lawrence C. Marsh
	<i>6:30PM</i>	Board Member Meeting & Dinner (board members only)
<b>Tuesday</b>	<i>08:00 – 2:30PM</i>	Concurrent sessions
<b>Wednesday</b>	<i>08:00 – 10:15</i>	Concurrent sessions
<b>Thursday</b>	<i>08:00 – 12:30PM</i>	Optional tour of New York City

Statistics

- Papers Submitted: 1,227
- Total Attendees: 362
- Presentations Accepted/Scheduled: 280
- Countries Represented: 53

Venue

Sheraton New York Times Square Hotel  
811 7th Avenue  
New York, NY 10019  
United States

# Sessions At A Glance

by session number

Monday, August 3rd

	8:00–10:00	10:15–12:15		1:30–3:30	3:45–5:45
Lower Lobby	Gramercy <a href="#"><u>101</u></a> <a href="#"><u>Poster Session: Education</u></a>	<a href="#"><u>112</u></a> <a href="#"><u>Poster Session: Business</u></a>	<a href="#"><u>123</u></a> <a href="#"><u>Keynote Presentation</u></a> <a href="#"><u>In Room Gramercy</u></a> <a href="#"><u>12:30 – 1:15</u></a>	<a href="#"><u>124</u></a> <a href="#"><u>Poster Session: Education</u></a>	
	Flatiron <a href="#"><u>102</u></a> <a href="#"><u>Workshop: Science Education</u></a>	<a href="#"><u>113</u></a> <a href="#"><u>Workshops: Education</u></a>		<a href="#"><u>125</u></a> <a href="#"><u>Workshop: Business</u></a>	<a href="#"><u>136</u></a> <a href="#"><u>Virtual Session: Business</u></a>
	Union Square <a href="#"><u>103</u></a> <a href="#"><u>Management</u></a>	<a href="#"><u>114</u></a> <a href="#"><u>Engineering</u></a>		<a href="#"><u>126</u></a> <a href="#"><u>Marketing</u></a>	<a href="#"><u>137</u></a> <a href="#"><u>Finance</u></a>
	Sutton Place <a href="#"><u>104</u></a> <a href="#"><u>Business Education</u></a>	<a href="#"><u>115</u></a> <a href="#"><u>Education (In Spanish)</u></a>		<a href="#"><u>127</u></a> <a href="#"><u>Business (In Spanish)</u></a>	<a href="#"><u>138</u></a> <a href="#"><u>Management</u></a>
	Murray Hill <a href="#"><u>105</u></a> <a href="#"><u>Higher Edu: Student Success</u></a>	<a href="#"><u>116</u></a> <a href="#"><u>Business (In Spanish)</u></a>		<a href="#"><u>128</u></a> <a href="#"><u>Business (In Spanish)</u></a>	<a href="#"><u>139</u></a> <a href="#"><u>Accounting</u></a>
3 <sup>rd</sup> floor	Riverside Ballroom <a href="#"><u>106</u></a> <a href="#"><u>Higher Education</u></a>	<a href="#"><u>117</u></a> <a href="#"><u>STEM Education</u></a>		<a href="#"><u>129</u></a> <a href="#"><u>Language Education</u></a>	<a href="#"><u>140</u></a> <a href="#"><u>Health Education</u></a>
	Liberty Suite 3 <a href="#"><u>107</u></a> <a href="#"><u>Language Education</u></a>	<a href="#"><u>118</u></a> <a href="#"><u>Higher Education</u></a>		<a href="#"><u>130</u></a> <a href="#"><u>Early Education</u></a>	<a href="#"><u>141</u></a> <a href="#"><u>E-Learning</u></a>
	Riverside Suite <a href="#"><u>108</u></a> <a href="#"><u>Teacher Education</u></a>	<a href="#"><u>119</u></a> <a href="#"><u>International Education</u></a>		<a href="#"><u>131</u></a> <a href="#"><u>Teaching Methods</u></a>	<a href="#"><u>142</u></a> <a href="#"><u>Curriculum</u></a>

(Click on a session to view full details)

# Sessions At A Glance

by session number

**Tuesday, August 4th**

		8:00 – 10:00	10:15-12:15	12:30-2:30
Lower Lobby	Gramercy	<b><a href="#">201</a></b> <a href="#">Poster Session: Education</a>	<b><a href="#">212</a></b> <a href="#">Poster Session: Business</a>	<b><a href="#">223</a></b> <a href="#">Poster Session: Education</a>
	Flatiron	<b><a href="#">202</a></b> <a href="#">Workshops: Education</a>	<b><a href="#">213</a></b> <a href="#">Higher Education</a>	<b><a href="#">224</a></b> <a href="#">Management</a>
	Union Square	<b><a href="#">203</a></b> <a href="#">Human Resource Management</a>	<b><a href="#">214</a></b> <a href="#">Management</a>	<b><a href="#">225</a></b> <a href="#">Accounting</a>
	Sutton Place	<b><a href="#">204</a></b> <a href="#">Economics</a>	<b><a href="#">215</a></b> <a href="#">International Business</a>	<b><a href="#">226</a></b> <a href="#">Marketing</a>
3 <sup>rd</sup> floor	Riverside Ballroom	<b><a href="#">206</a></b> <a href="#">Higher Education</a>	<b><a href="#">217</a></b> <a href="#">Language Education</a>	<b><a href="#">228</a></b> <a href="#">Higher Education</a>
	Liberty Suite 3	<b><a href="#">207</a></b> <a href="#">STEM Education</a>	<b><a href="#">218</a></b> <a href="#">Technology in STEM Education</a>	<b><a href="#">229</a></b> <a href="#">Early Education</a>
	Riverside Suite	<b><a href="#">208</a></b> <a href="#">E-Learning</a>	<b><a href="#">219</a></b> <a href="#">International Education</a>	<b><a href="#">230</a></b> <a href="#">Humanities Education</a>

(Click on a session to view full details)

# Sessions At A Glance

by session number

## Wednesday, August 5th

		8:00–10:00	10:15-12:15	12:30-1:00
Lower Lobby	Gramercy			Closing Remarks
	Flatiron	<a href="#"><b>302</b> Workshops: Education</a>	<a href="#"><b>313</b> Virtual Session: Education</a>	
	Union Square	<a href="#"><b>303</b> Marketing</a>	<a href="#"><b>314</b> International Business</a>	
	Sutton Place	<a href="#"><b>304</b> International Education</a>	<a href="#"><b>315</b> Management</a>	
3 <sup>rd</sup> floor	Riverside Ballroom	<a href="#"><b>306</b> Administration Issues in Nigeria</a>		
	Liberty Suite 3	<a href="#"><b>307</b> Language Education</a>	<a href="#"><b>318</b> International Education</a>	

(Click on a session to view full details)

## Monday

**Time:** 8:00-10:00

**Room:** Gramercy

**Session Title:** Poster Session: Education

# 101

- EDU** *Are Attending Live Lectures So "Yesterday"? The Comparison Of Attendances To Learning Preferences (Styles And Approaches) And Examination Successes* by **Siaw-Cheok Liew** (International Medical University, Malaysia), **Jagmohni Sidhu** (International Medical University, Malaysia), **Ankur Barua** (International Medical University, Malaysia) #346.
- EDU** *E- Learning As Part Of Training Special Education Students In Teaching Language To Low-Performing Children* by **Hana Avni-Schon** (Hebrew University, Jerusalem, Israel) #400.
- EDU** *Relationship Between Teachers' Effective Communication And Students' Academic Achievement At The Northern Border University, Saudi Arabia* by **Feras Mohammed Al-Madani** (Northern Border University, Saudi Arabia) #569.
- EDU** *Applying Modality Principles In An Online Mid-Level Technical Course In Brazil* by **Nadia Cristina de Azevedo Melli** (Universidade de Sao Paulo, Brazil), **Jose Dutra de Oliveira Neto** (Universidade de Sao Paulo, Brazil) #599.
- EDU** *Professional Development in Mentoring for Teacher Leaders* by **Lee Hean Lim** (Nanyang Technological University, Singapore) #656.
- EDU** *Determining Differences And Similarities Of Opinions Of Mothers And Fathers Of Children With Developmental Disabilities* by **Arzu Ozen** (Anadolu University, Turkey) #660.
- EDU** *Mobile Learning and Femto-cell Communications* by **Young C. Park** (Baekseok University, South Korea) #836.

## Monday

**Time:** 8:00-9:00

**Room:** Flatiron

**Session Title:** Workshop: Education

# 102

- EDU** *Doctoral Education And Government Funding In Higher Education Institutions: An Approach From Chile* by **Liliana Pedraja-Rejas** (Universidad de Tarapaca, Chile), **Emilio Rodriguez-Ponce** (Universidad de Tarapaca, Chile), **Carmen Araneda-Guirriman** (Universidad de Tarapaca, Chile) #881.

## Monday

**Time:** 9:00-10:00

**Room:** Flatiron

**Session Title:** Workshop: Science Education

# 102

**EDU** *Meeting General Education Competencies in the Sciences with Lab-Simulation Technology* by **Keith Baessler** (Suffolk County Community College, USA), **Harris Goodman** (Suffolk County Community College, USA) #409.

## Monday

**Time:** 8:00-10:00

**Room:** Union Square

**Session Title:** Management

**Session Chair:** Maryann G. Billington

# 103

**BUS** *Comparing the Internal Climate of Firms in Two GCC Countries* by **Norizan Mohd Kassim** (King Abdulaziz University, Saudi Arabia), **Mohamed Zain** (King Abdulaziz University, Saudi Arabia) #206.

**BUS** *Human Resource Practices and the Creativity Performance* by **Chu-Chun Hsu** (Southern Taiwan University of Science and Technology, Taiwan), **Yun-Hwa Chiang** (Southern Taiwan University of Science and Technology, Taiwan), **Hsi-An Shih** (Southern Taiwan University of Science and Technology, Taiwan) #467.

**BUS** *Product Catalogue Analysis To Identify Business Competition Trends* by **Changyong Lee** (Ulsan National Institute of Science and Technology, South Korea), **Kwang Wook Gang** (Ulsan National Institute of Science and Technology(UNIST), South Korea), **Min Jeong** (Ulsan National Institute of Science and Technology, South Korea) #977.

**BUS** *Exploring The Determinants Of Technological Exploitation And Exploration: The Impact Of Ownership Structure And Organizational Slack* by **Jong Heon Park** (Ulsan National Institute of Science and Technology(UNIST), South Korea), **Kwang Wook Gang** (Ulsan National Institute of Science and Technology(UNIST), South Korea) #974.

**BUS** *Improving The Retention Of Volunteers Through The Satisfaction Of Basic Psychological Needs* by **Michael Jones** (University of Wollongong, Australia), **Vivien Forner** (University of Wollongong, Australia), **Nicholai Popov** (University of Wollongong, Australia), **Dominique Parrish** (University of Wollongong, Australia), **Joakim Eidenfalk** (University of Wollongong, Australia), **Senevi Kiridena** (University of Wollongong, Australia) #699.

**EDU** *Developing Your Own "Living" Case Study* by **Maryann G. Billington** (Action Leadership Group, USA) #763.



## Monday

**Time:** 8:00-10:00

**Room:** Sutton Place

**Session Title:** Business Education

**Session Chair:** Karen Cascini

# 104

**EDU** *Using Role-Playing Exercises To Transfer Pervasive Skills: Some South African Evidence* by **Monique O. Strauss-Keevy** (University of Johannesburg, South Africa) #141.

**EDU** *Does Technology make a Difference in Student Success in an Accounting Classroom* by **Cindy Greenman** (Embry-Riddle Aeronautical University, USA), **Mwangi Karuri** (Embry-Riddle Aeronautical University, USA) #195.

**BUS** *Exploiting The Power of "PIE": The Use of Mnemonics to Teach Principles of Macroeconomics* by **George H. Jones** (University of Wisconsin-Rock County, USA) #289.

**BUS** *The Use of Offbeat Analogies To Enhance Student Learning In The Principles Course* by **George H. Jones** (University of Wisconsin-Rock County, USA) #290.

**EDU** *Assistive Technology Practices: What Are We Really Doing?* by **Betsy Orr** (University of Arkansas, USA) #468.

## Monday

**Time:** 8:00-10:00

**Room:** Murray Hill

**Session Title:** Higher Education: Student Success

**Session Chair:** Jeff Ritter

# 105

**EDU** *Mentoring The Adult Student At The Graduate School Level: How The Engagement Model Of Advising Supports Student Success* by **Jeff Ritter** (Keiser University, Ft. Lauderdale, USA), **Steven Roth** (Keiser University, Ft. Lauderdale, USA) #327.

**EDU** *Test- Anxiety And Achievement Of B.Ed Student Teachers* by **Ravindra K. Prajapati** (Fiji National University, Fiji), **Sarita Deshpande** (Fiji National University, Fiji) #592.

**BUS** *Understanding Identity Formation, Coping Strategies, And Career Choices Across Gender: A Study Of Indian Management Students* by **Leena Chatterjee** (Indian Institute of Management Calcutta, India), **Ankita Singh** (Indian Institute of Management Calcutta, India) #732.

**EDU** *The Challenge Of Student Success At Qatar University* by **Wadad Youssef El Hussein** (Qatar University, Qatar) #848.

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**EDU** *Exploration of Perceptions: Qualitative Study on First Generation College Persistence in Receiving a College Degree* by **Derrick Chaison** (Hampton University, USA), **Alexis Graham** (Hampton University, USA), **Robert Hill** (Hampton University, USA), **Kehaya Wescott** (Hampton University, USA) #884.

**EDU** *Review of Innovative Practices: Successful Strategies of First Generation Minority Male Graduates* by **Derrick Chaison** (Hampton University, USA), **Kent Willis** (Hampton University, USA), **Hakeem Johnson** (Hampton University, USA) #978.

## Monday

**Time:** 8:00-10:00

**Room:** Riverside Ballroom

**Session Title:** Higher Education

**Session Chair:** Kurtis McDonald

# 106

**EDU** *The Comparison between Students' Satisfaction and Brand Equity toward the Bachelor's Degree in Business Administration Department at Srinakharinwirot University* by **Nak Gulid** (Srinakharinwirot University, Thailand), **Supinya Yansomboon** (Srinakharinwirot University, Thailand), **Pattaraporn Jitsangboon** (Srinakharinwirot University, Thailand), **Atchareeya Saknarong** (Srinakharinwirot University, Thailand) #182.

**EDU** *YouTube Integration In Japanese Higher Education: Content Learning And Critical Thinking Skills For Global Topics* by **Michelle Kawamura** (Ritsumeikan University, Japan) #236.

**EDU** *Connecting Academic Library Users To Virtual Reference Services* by **Kurtis McDonald** (Kobe College, Japan) #574.

**EDU** *Using Service Design Methods to Improve Student-Centricity of Higher Education* by **Katri Ojasalo** (Laurea University of Applied Sciences, Finland) #677.

**EDU** *Women—an Under-represented Population in American and International Doctoral Studies* by **Barbara Deveau Holmes** (Hampton University, USA), **Sharon Waters** (Hampton University, USA), **Dionne Ellis** (Hampton University, USA), **Amanda Sargent- Lewis** (Hampton University, USA), **Robin Dalton** (Hampton University, USA), **Laura Scott** (Hampton University, USA) #713.

## Monday

**Time:** 8:00-10:00

**Room:** Liberty Suite 3

**Session Title:** Language Education

**Session Chair:** Alina M. Zapalska

# 107

**EDU** *An Investigation on the Aims of the Prospective English Teachers in Using Social Networks* by **Sumeyra Bagatur** (Hacettepe University, Turkey) #299.

**EDU** *ESP Students: Is There Any Relationship between Their FL Reading Anxiety and FL Reading Strategy Use?* by **Mehmet Gonen** (Anadolu University, Turkey) #625.

**EDU** *Task Oriented Interaction and Code Switching in a Turkish EFL Classroom* by **Ipek Gonen** (Anadolu University, Turkey) #626.

**EDU** *Integrating Social Justice In Mainstream Classes In The Context Of Initial Teacher Education In Ireland: A Study In Addressing Needs Of English Language Learners* by **Patrick Farren** (National University of Ireland, Galway, Ireland) #831.

**EDU** *Analysis Of Teacher-Student Interaction Of Korean Secondary School Students Using COLT Scheme* by **Kyung-Ae Cha** (Hankuk University of Foreign Studies, South Korea) #888.

## Monday

**Time:** 8:00-10:00

**Room:** Riverside Suite

**Session Title:** Teacher Education

**Session Chair:** Molly Zhou

# 108

**EDU** *Veteran Teachers' Insights On Achieving Resiliency In The Profession* by **Barbara Deveau Holmes** (Hampton University, USA), **DeJuanna M. Parker** (Hampton University, USA) #224.

**EDU** *Determination of Pre-service Teachers' Viewpoint of Environment through Metaphors* by **Sibel Balci** (Aksaray University, Turkey), **Berat Ahi** (Kastamonu University, Turkey), **Oguzhan Kildan** (Kastamonu University, Turkey) #268.

**EDU** *Developing High Quality Teachers through Pre-service Teacher Pipelines and Site-based Needs Professional Development* by **Lisa Harrington** (Fresno State University, USA), **Nichole Walsh** (Pioneer Middle School, USA) #303.

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**EDU** *Connecting Global Communities In A Teacher Education Program: An Analysis Of Teaching And Preparing Teacher Candidates For Academic, Cultural, And Practical Experiences In And Out Of The Global Classroom* by **Constance Argento-Smith** (Walsh University, USA), **Shawn Stone** (Walsh University, USA), **Mary Modena** (Walsh University, USA) #358.

**EDU** *Efficacy Of Open Learning Materials: A Preservice Teachers' Satisfaction Study* by **Molly Zhou** (Dalton State College, USA) #459.

**EDU** *Preparing Pre-Service Teachers For The Field: The Changing Role Of The Teacher Educator And Teacher Preparation Program* by **Amy Hsu** (SUNY at Old Westbury, USA), **Stephanie Schneider** (State University of New York at Old Westbury, USA) #972.

## Monday

**Time:** 10:15-12:15

**Room:** Gramercy

**Session Title:** Poster Session: Business

# 112

**BUS** *Cities' Image Analysis: The Gaps between Tourist Cities Over the Globe* by **Ram Herstein** (College of Law and Business, Israel), **Ron Berger** (College of Law and Business, Israel), **Yoram Mitki** (College of Law and Business, Israel) #372.

**BUS** *Who Is Gossiping In The Workplace? The Study Of Dispositional Envy And Organizational Identification* by **Chien-Chih Kuo** (National Chengchi University, Taiwan, ROC) #402.

**EDU** *Interdisciplinary Convergence Education Program on Intellectual Property for Innovation Management and Entrepreneurship* by **Jae-Sik Choi** (Korea Institute of Intellectual Property, South Korea) #518.

**BUS** *Eco Design Suggestions For Graphic Designers* by **Nilgun Salur** (Anadolu University, Turkey) #754.

## Monday

**Time:** 11:15-12:15

**Room:** Flatiron

**Session Title:** Workshop: Education

# 113

**EDU** *Critical Conversations in Student Assessment and Feedback in Higher Education Institutes* by **Tennyson Mgutshini** (University of South Africa, South Africa), **Rosemary MH Moeketsi** (University of South Africa, South Africa), **Elnerine Greef** (University of South Africa, South Africa), **Mokgadi Matlakala** (University of South Africa, South Africa), **Denzil Chetty** (University of South Africa, South Africa) #319.

## Monday

**Time:** 10:15-11:15

**Room:** Flatiron

**Session Title:** Workshop: Education

# 113

**EDU** *TASC Transition Curriculum Development Project* by **Diosdado Gica** (Queens Borough Public Library, USA), **Ronit Carter** (Victory, Inc., USA) #966.

## Monday

**Time:** 10:15-12:15

**Room:** Union Square

**Session Title:** Engineering

**Session Chair:** Hayrettin Duzcukoglu

# 114

**BUS** *Investigation of Use in Diesel Engine of Camelina Biodiesel - Bioethanol - Eurodiesel Fuel Blends* by **Hasan Aydogan** (Selcuk University, Turkey), **A. Engin Ozelik** (Selcuk University, Turkey), **Mustafa Acaroglu** (Selcuk University, Turkey) #192.

**BUS** *Rain Water Filter Downpipe Intelligent Design And Development* by **Hayrettin Duzcukoglu** (Selcuk University, Turkey), **Mustafa Kutay Azkur** (Selcuk University, Turkey) #213.

**BUS** *Testing of Light Weight Cellular Concrete Bricks (LLC)* by **Maher Qaqish** (AL Balqa University, Jordan) #676.

**BUS** *Where Is A Service In Its Life Cycle? – An HMM Approach* by **Juram Kim** (Ulsan National Institute of Science and Technology, South Korea), **Changyong Lee** (Ulsan National Institute of Science and Technology, South Korea) #963.

**BUS** *Duke Energy Case Study* by **Dean R. Manna** (Robert Morris University, USA), **Gayle Marco** (Robert Morris University, USA), **Liran Braun** (Robert Morris University, USA) #968.

## Monday

**Time:** 10:15-12:15

**Room:** Sutton Place

**Session Title:** Education (In Spanish)

**Session Chair:** Jose Mondejar-Jimenez

# 115

**EDU** *Desarrollo De Un Modelo Para Medir La Calidad Percibida De La Educacion Superior (Development of a Model for Measuring Perceived Quality Of Higher Education)* by **Sara Arancibia-Carvajal** (University Diego Portales, Chile), **Cynthia Pino Biolley** (Universidad Diego Portales, Chile), **Francisca Gallegos Jara** (Universidad Diego Portales, Chile), **Gonzalo Moya** (Universidad Diego Portales, Chile) #484.

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**EDU** *Determinantes De La Capacidad Emprendedora En Estudiantes Universitarios (Determinants of Entrepreneurship in University Students)* by **Omaira Martinez Moreno** (University of Baja California, Mexico), **Veronica de la O. Burrola** (University of Baja California, Mexico), **Jose Gabriel Ruiz Andrade** (University of Baja California, Mexico), **Ricardo Verjan Quinones** (University of Baja California, Mexico) #486.

**EDU** *Gamification: Innovative Methodology In Marketing Subjects Through Trivial's Game* by **Juan-Antonio Mondejar-Jimenez** (University of Castilla - La Mancha, Spain), **Maria Cordente-Rodriguez** (University of Castilla-La Mancha, Spain), **Juan-Jose Villanueva-Alvaro** (University of Castilla-La Mancha, Spain) #487.

**EDU** *The First Years With The New European University Teaching Plan. Subject: "Economy Applied To Social Work"* by **Maria Cordente-Rodriguez** (University of Castilla-La Mancha, Spain), **Guillermo Ceballos-Santamaria** (University of Castilla-La Mancha, Spain), **Juan-Jose Villanueva-Alvaro** (University of Castilla-La Mancha, Spain) #500.

**EDU** *The Postgraduate Studies As A Tool To Raise Awareness Towards The Environment* by **Jose Mondejar-Jimenez** (University of Castilla - La Mancha, Spain), **Maria-del-Val Segarra-Ona** (Universitat Politecnica de Valencia, Spain), **Angel Peiro-Signes** (Universidad Politecnica de Valencia, Spain), **Jose Antonio Moreno Molina** (University of Castilla - La Mancha, Spain) #502.

## Monday

**Time:** 10:15-12:15

**Room:** Murray Hill

**Session Title:** Business (In Spanish)

**Session Chair:** Juan-Antonio Mondejar-Jimenez

# 116

**BUS** *Determinants Of Radical Innovation In Cultural Tourism Agglomerations: External Networks And New Knowledge* by **Angela Martinez Perez** (Universidad De Castilla-La Mancha, Spain), **Pedro M. Garcia-Villaverde** (Universidad De Castilla-La Mancha, Mexico), **Dioni Elche** (Universidad De Castilla-La Mancha, Mexico) #401.

**BUS** *The Active-Institutional Shareholders Role As Directors And Financial Distress Likelihood. Evidence From A High Ownership Concentration Context* by **Montserrat Manzaneque-Lizano** (University of Castilla-La Mancha, Spain), **Alba Maria Priego de la Cruz** (University of Castilla-La Mancha, Spain), **Elena Merino Madrid** (University of Castilla-La Mancha, Spain) #491.

**EDU** *Concept Mapping And Meaningful Learning For GIS Students* by **Ricardo Martinez-Canas** (University of Castilla-La Mancha, Spain), **Pablo Ruiz-Palomino** (University of Castilla - La Mancha, Spain), **Alfonso Moya-Fuero** (Polytechnic University of Valencia, Spain) #495.

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**EDU** *Collaborative Geodatabase With Openstreetmap For Planning And Urban Development. A Case Study In The City Of Benidorm* by **Alfonso Moya-Fuero** (Politechnic University of Valencia, Spain), **Rafael Temes Cordovez** (Universitat Politecnica de Valencia, Spain) #496.

**BUS** *E-Tourists: Consumer Experience In Collaboration Open Environments* by **Juan-Antonio Mondejar-Jimenez** (University of Castilla - La Mancha, Spain), **Miguel-Angel Gomez-Borja** (University of Castilla - La Mancha, Spain), **Carlota Lorenzo-Romero** (University of Castilla - La Mancha, Spain), **Leticia Del Pozo-Ruiz** (University of Castilla-La Mancha, Spain) #952.

## Monday

**Time:** 10:15-12:15

**Room:** Riverside Ballroom

**Session Title:** STEM Education

**Session Chair:** Anu A. Gokhale

# 117

**EDU** *An Intermediate Algebra Course Redesign and Its Statistical Evaluation at a Large Public University* by **Xueqin Wang** (Albuquerque Public Schools, USA), **Michael Sonksen** (University of New Mexico, USA), **Kristin Umland** (University of New Mexico, USA) #646.

**EDU** *The Views' Of Pre-Service Science Teachers About The Using Of Concept Cartoons In Science Learning Environments* by **Didem Inel Ekici** (Usak University, Turkey) #683.

**EDU** *Addressing a Growing Need for Computer Science in Schools* by **Anu A. Gokhale** (Illinois State University, USA) #689.

**EDU** *The Digital Archive Creates Value-Added Application In Science And Technology Education For Senior Graders In Elementary School* by **Lung-Hsing Kuo** (National Kaohsiung Normal University, Taiwan, ROC), **Hung-Jen Yang** (National Kaohsiung Normal University, Taiwan, ROC), **Pei-Hua Tsai** (National Changhua University of Education, Taiwan, ROC) #777.

**EDU** *Developing Energy Education In Qatar* by **Mohamed Zayed** (Qatar Foundation, Qatar) #804.

## Monday

**Time:** 10:15-12:15

**Room:** Liberty Suite 3

**Session Title:** Higher Education

**Session Chair:** Sumei Van Antwerpen

# 118

**EDU** *Increasing Enrollments: A Business Model Approach* by **Melinda A. Bender** (Utah Valley University, USA), **Michael J. Stemkoski** (Beyond The Music Media, USA), **Daniel Atanasovski** (Axis Productions & Academy, Macedonia), **Miles Fulwider** (Beyond the Music Media, USA), **Tricia Walker** (Delta State University, USA) #246.

**EDU** *Success And Subsidies: Extended Versus Normal Degrees In The Faculty Of Economic And Financial Sciences* by **Marno Booyens** (University of Johannesburg, South Africa), **G. Els** (University of Johannesburg, South Africa) #462.

**EDU** *Experiences Of BCom Honours Students At An Open Distance Learning University In South Africa* by **Sumei Van Antwerpen** (University of South Africa, South Africa), **Edmund J. Ferreira** (University of South Africa, South Africa) #463.

**EDU** *An Analysis of the Current State of Disaster Risk Reduction in the Philippine Higher Education* by **Christine Pineda Diwa** (Hiroshima University, Japan) #520.

**EDU** *Effects Of Concept Mapping And Cooperative Learning On Attitude To And Achievement In Mathematics Among High School Two Students In Lagos Metropolis* by **Anthony Akinyemi Ayeobasan** (Federal College of Education (Technical), Nigeria) #746.

## Monday

**Time:** 10:15-12:15

**Room:** Riverside Suite

**Session Title:** International Education

**Session Chair:** Pushplata Tripathi

# 119

**EDU** *Current Situation Of Turkey In Technology Integration Into Education* by **Murat Ekici** (Usak University, Turkey) #169.

**EDU** *A Hybrid Model for Imparting Education for Skill Development to Disadvantaged Groups in Developing Countries* by **Pushplata Tripathi** (Guri Gobind Singh Indraprastha University, India) #312.

**EDU** *A Study Of Achievement Motivation Among X Class Students* by **Ramnath Kishan Neelam** (Kakatiya University, India) #510.

**EDU** *Reflections On Internationalization Of Education In Brazil* by **Kyria Finardi** (Federal University of Espirito Santo, Brazil), **Renata Archanjo** (UFRN, Brazil) #552.



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**EDU** *The Promise And Challenge Of International Education Programs* by **Ivy Chan** (York Region District School Board, Canada) #861.

**EDU** *Problems Faced By Residentials Student: Case Study At Fiji National University, College Of Humanities And Education –Lautoka Campus, Fiji Island* by **Ravindra K. Prajapati** (Fiji National University, Fiji), **Fabiano Tikoinavuso** (Fiji National University, Fiji) #892.

### Monday

**Time:** 12:30-1:15 PM

**Room:** Gramercy

**Session Title:** Keynote Presentation

# 123

#### **Profology: A Collaborative Commons for Research and Teaching**

*Lawrence C. Marsh*

Profology is an online community in higher education that enables faculty to work together within and across disciplines to share resources and solve common problems. It lets faculty easily share teaching and research materials in a secure environment not accessible to students. Professors can find someone to work with who shares their passion for a particular subject but also brings complementary skills to the project. In the Colleague Support Center at Professors Helping Professors, faculty can post questions anonymously to get information and advice on career, teaching and research issues. The Colloquia provide forums for discussions of topics of common interest. The Blogs provide a place to express insights and ideas.

#### About Lawrence C. Marsh

Professor Marsh brings over 40 years of experience in higher education as both an administrator and faculty member. During his 30 years on the faculty at the University of Notre Dame, Dr. Marsh spent 13 years as the director of Notre Dame's Ph.D. program in economics. He also co-founded the Midwest Econometrics Group. He is author or coauthor of hundreds of publications including journal articles, newspaper columns, book chapters and books. As a guest editor for the Journal of Econometrics, he edited a special issue on higher education. He has served the University of Chicago both as visiting scholar in the Economics Department and as visiting professor of econometrics and statistics in Chicago's Booth School of Business.

## Monday

**Time:** 1:30-3:30 PM

**Room:** Gramercy

**Session Title:** Poster Session: Education

# 124

**EDU** *A Suggested Perception for the Establishment Of a Gifted Secondary School in Saudi Arabia in Light of Arab and International Experiences* by **Maha M. Alajmi** (Princess Nourah Bint Abdulrahman University, Saudi Arabia) #143.

**EDU** *Factors Associated With Multiple Sexual Partners Among The University Of Venda Students, Limpopo Province, South Africa* by **Mercy Mushwana** (University of Venda, South Africa) #274.

**EDU** *Modern Interpretation of Traditional Turkish Patterns* by **Ayse Dilek Kiratli** (Anadolu University, Turkey) #330.

**EDU** *Knowledge, Attitudes, Practices, And Management Of Gender-Based Violence Against Women And Children: A Systematic Review* by **Tshilidzi Mashamba** (University of Venda, South Africa), **Lufuno Mashamba** (University of Venda, South Africa), **Pilot Mudhovozi** (University of Venda, South Africa) #368.

**EDU** *Item-Analysis Of Multiple Choice Questions: An Analysis Of Formative Assessment In Pharmacology* by **Preethi Pai** (Kasturba Medical College/Mangalore Manipal University, India) #578.

**EDU** *Teachers' Portable Knowledge: Lessons from Shanghai and the U.K.* by **Yuan Gu** (University of Hull, United Kingdom) #682.

## Monday

**Time:** 1:30-2:30 PM

**Room:** Flatiron

**Session Title:** Workshop: Business

# 125

**BUS** *Contemplating Aesthetics at Work: A Photo Project for Enhancing Creativity, Productivity, and Well-Being* by **Wanda Hurren** (University of Victoria, Canada) #204.

## Monday

**Time:** 1:30-3:30 PM

**Room:** Union Square

**Session Title:** Marketing

**Session Chair:** TBA

# 126

**BUS** *Influence Of Cultural Factors For Global Brand Management* by **Gehan Dhameeth** (Wells College, USA) #119.

**BUS** *Making A Switch Or Not When A Preferred Product Is Out Of Stock: The Role Of The Availability Of An Alternative* by **Hsuan-Hsuan Ku** (Soochow University, Taiwan) #196.

**BUS** *"Buying Social Status" by Opting for Counterfeit Luxury Products* by **Norizan Mohd Kassim** (King Abdulaziz University, Saudi Arabia), **Mohamed Zain** (King Abdulaziz University, Saudi Arabia), **Naima Bogari** (King Abdulaziz University, USA) #314.

**BUS** *College Online Program Promotion* by **Jianfeng Wang** (Millersville University of Pennsylvania, USA), **Michael Conaway** (Mansfield University of Pennsylvania, USA), **Andrew Gleason** (Mansfield University of Pennsylvania, USA), **Amy Monroe** (Mansfield University of Pennsylvania, USA), **Joshua Nafus** (Mansfield University of Pennsylvania, USA) #988.

**BUS** *Understanding Consumer Quality Perceptions through Online Reviews* by **Helmut H. A. Hergeth** (North Carolina State University, USA), **Yue Lu** (North Carolina State University, USA) #980.

## Monday

**Time:** 1:30-3:30 PM

**Room:** Sutton Place

**Session Title:** Business (In Spanish)

**Session Chair:** Jose Mondejar-Jimenez

# 127

**BUS** *The Implied Equity Duration When Discounting And Forecasting Parameters Are Industry-Specific* by **Olga Fullana** (Universidad CEU Cardenal Herrera, Spain), **Juan M. Nave** (Universidad De Castilla-La Mancha, Spain), **David Toscano** (University of Liverpool, United Kingdom) #492.

**BUS** *Macroeconomic Determinants of Stock Market Betas* by **Juan M. Nave** (Universidad De Castilla-La Mancha, Spain), **Mariano Gonzalez** (Universidad CEU Cardenal Herrera, Spain), **Gonzalo Rubio** (Universidad CEU Cardenal Herrera, Spain) #493.

**BUS** *Liquidity and Corporate Debt Market Timing* by **Marina Balboa** (University of Alicante, Spain), **Belen Nieto** (University of Alicante, Spain) #494.

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**BUS** *Tourism Development And High-Speed Railway In Andalusia* by **Jose Luis Sanchez-Ollero** (University of Malaga, Spain), **Alejandro Garcia-Pozo** (University of Malaga, Spain), **Eliza-Isabel del Cubo Arroyo** (Universidad de Malaga, Spain) #497.

**EDU** *People With Disabilities In The European Health Survey* by **Maria-Leticia Meseguer-Santamaria** (Universidad De Castilla-La Mancha, Spain), **Jose Mondejar-Jimenez** (University of Castilla - La Mancha, Spain), **Maria-del-Val Segarra-Ona** (Universitat Politecnica de Valencia, Spain), **Guillermo Ceballos-Santamaria** (University of Castilla-La Mancha, Spain) #501.

## Monday

**Time:** 1:30-3:30 PM

**Room:** Murray Hill

**Session Title:** Business (In Spanish)

**Session Chair:** Juan-Antonio Mondejar-Jimenez

# 128

**BUS** *Distance Contracts in The Directive 2011/83/UE: Changes and Difficulties of Transposition* by **Maria-Angeles Zurilla Carinana** (University of Castilla - La Mancha, Spain) #247.

**BUS** *Destination Management Organisation (dmo) As A Sustainable Strategy: The Case Of PRODESE In Spain* by **Juan-Antonio Mondejar-Jimenez** (University of Castilla - La Mancha, Spain), **Maria Cordente-Rodriguez** (University of Castilla-La Mancha, Spain), **Juan-Jose Villanueva-Alvaro** (University of Castilla-La Mancha, Spain) #488.

**BUS** *Environmental Responsibility Of SMEs: Evidence From Eurobarometer Survey* by **Francisco Jose Saez Martinez** (University of Castilla-La Mancha, Spain), **Angela Gonzalez Moreno** (University of Castilla-La Mancha, Spain), **Cristina Diaz Garcia** (University of Castilla-La Mancha, Spain) #498.

**BUS** *Corporate Entrepreneurship As A Driver For Internationalization Of SMEs* by **Francisco Jose Saez Martinez** (University of Castilla-La Mancha, Spain), **Angela Gonzalez Moreno** (University of Castilla-La Mancha, Spain), **Cristina Diaz Garcia** (University of Castilla-La Mancha, Spain), **Laura Avellaneda** (University of Castilla-La Mancha, Spain) #499.

## Monday

**Time:** 1:30-3:30 PM

**Room:** Riverside Ballroom

**Session Title:** Language Education

**Session Chair:** Adisorn Vinitwatanakhun

# 129

**EDU** *Are Some Languages Harder To Learn And Teach Than Others?* by **David S. Rosenstein** (Ben Gurion University of the Negev, Israel) #111.

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**EDU** *A Study on Chinese English Majors' National Identity and Global Citizenship* by **Weihua Yu** (Zhejiang Yuexiu University of Foreign Languages, China) #300.

**EDU** *Prospects And Challenges In The Use Of ICT In Language Education A Case Study Of Federal College Of Education, Kano (Nigeria)* by **Salamatu Ibrahim** (Federal College of Education, Nigeria) #310.

**EDU** *Measuring Students' Satisfaction: A Case of EFL Classroom* by **Adisorn Vinitwatanakhun** (Assumption University, Thailand) #313.

**EDU** *Learning to Teach: Turkish EFL Teachers' Narratives on Professional Development* by **Nurhan Gurbuz** (Middle East Technical University, Turkey) #961.

## Monday

**Time:** 1:30-3:30 PM

**Room:** Liberty Suite 3

**Session Title:** Early Education

**Session Chair:** Sibel Balci

# 130

**EDU** *Linking Early Childhood Education With Indigenous Education Using Ramification: The Case For Maintaining Cultural Value And Identity* by **Catherine Chinyere Ukala** (University of Port Harcourt, Nigeria), **Ogar G. Agabi** (University of Port Harcourt, Nigeria) #424.

**EDU** *The Influence of Student's Learning Experience in Pre-K on Study in Primary School* by **Yun Zhang** (Shanghai Psylife Consulting Company, China) #576.

**EDU** *Impact Assessment Of The Millennium Development Goals (MDGs) On Primary Education In Northern Nigeria* by **Otu Akanu Otu** (Federal University Ndufu-Alike Ikwo, Nigeria) #609.

**EDU** *Children and the Environment: Young Children's Understanding of Forest and Deforestation* by **Sibel Balci** (Aksaray University, Turkey), **Berat Ahi** (Kastamonu University, Turkey), **Hasan Ozcan** (Aksaray University, Turkey) #960.

**EDU** *CentroNia Institute Reflective Practice Approach (CIRPA): Unpacking the Domain of Instructional Support from CLASS* by **Esteban H. Morales** (CentroNia Institute, USA), **Heriberto Velasquez** (CentroNia Institute, USA) #997.

## Monday

**Time:** 1:30-3:30 PM

**Room:** Riverside Suite

**Session Title:** Teaching Methods

**Session Chair:** Helmut H. A. Hergeth

# 131

**EDU** *The Effect of Shared Writing with Discussion Method on Secondary School Students Achievement in Essay Writing* by **Gabriel Oludele Oyinloye** (Ekiti State University, Nigeria) #238.

**EDU** *Tailoring SBIRT Training Across Professions: Meeting the Educational Needs of Advanced Practice Nursing and Social Work Students* by **Ile Haggins** (University of Missouri - Kansas City, USA), **H.J. Gotham** (University of Missouri - Kansas City, USA), **S. Knopf-Amelung** (University of Missouri - Kansas City, USA), **R. Endicott** (University of Missouri - Kansas City, USA) #886.

**EDU** *The Impacts Of Computer-Supported Collaborative Knowledge Building On Young Pupils' Reading Skills* by **Huang-Yao Hong** (National Chengchi University, Taiwan), **Tzu-Wei Huang** (National Chengchi University, Taiwan) #918.

## Monday

**Time:** 3:45-5:45 PM

**Room:** Flatiron

**Session Title:** Virtual Session: Business

# 136

**BUS** *Continuous Improvement Supported By Manufacturing Process Simulation; A Case Of Study* by **Jesus Salinas Coronado** (Universidad Autonoma de Baja California, Mexico), **Julian Israel Aguilar Duque** (Universidad Autonoma de Baja California, Mexico), **Javier Sanchez Gonzalez** (Universidad Autonoma de Baja California, Mexico), **Victor M. Juarez Luna** (Universidad Autonoma de Baja California, Mexico), **Guillermo Amaya Parra** (Universidad Autonoma de Baja California, Mexico) #149.

**BUS** *The System For The Assessment Of Damages Caused To Persons In Traffic Accidents In Spain* by **Maria Pilar Dominguez-Martinez** (University of Castilla - La Mancha, Spain) #443.

**BUS** *Electronic Commerce And Taxation* by **Raquel Alamo Cerrillo** (University of Castilla-La Mancha, Spain) #485.

**BUS** *Scalable Leadership Development for Middle Management and Diverse Candidates: In-sourcing with the DMS* by **Mary Donohue** (Dalhousie University, Canada) #948.

## Monday

**Time:** 3:45-5:45 PM

**Room:** Union Square

**Session Title:** Finance

**Session Chair:** George A. Mangiero

# 137

**BUS** *The Role Of Trust In Intention To Switch Bank: Some Insights From A South African Study* by **Dennis Yao Dzansi** (Central University of Technology, Free State, South Africa), **M D Maphakisa** (Central University of Technology, Free State, South Africa) #428.

**BUS** *Working Capital and Firm Performance in Gulf Cooperation Council Countries* by **Turki Alshammari** (Kuwait University, Kuwait) #524.

**BUS** *NPV Sensitivity Analysis: A Dynamic Excel Approach* by **George A. Mangiero** (Iona College, USA), **Michael Kraten** (Providence College, USA) #612.

**BUS** *Corporate Social Responsibility and the Readability of Listed Firms' Compensation Discussion and Analysis* by **Walid Ben-Amar** (University of Ottawa, Canada), **Eustache Ebondo Wa Mandzila** (Kedge Business School, France), **Philip McIlkenny** (University of Ottawa, Canada) #872.

**BUS** *The Likelihood Of Financial Distress In The Canadian Energy And Technology Industries; An Optimized Hybrid Forecasting Approach* by **Mohammad Mahbobi** (Thompson Rivers University, Canada), **Rashmeet Sukhmanir** (Thompson Rivers University, Canada) #950.

**BUS** *Visualizing the Financial Effects of Acquisitions and Mergers* by **Helmut H. A. Hergeth** (North Carolina State University, USA) #981.

## Monday

**Time:** 3:45-5:45 PM

**Room:** Sutton Place

**Session Title:** Management

**Session Chair:** Robert Klonoski

# 138

**BUS** *Entrepreneurship Ecosystem with Leadership and Life Cycle Approach to Analyzing Female Tourism Businesses in Poland* by **Dallas Brozik** (Marshall University, USA), **Alina M. Zapalska** (US Coast Guard Academy, USA) #315.

**BUS** *Cooperation Of High-Tech SMEs With Institutions In Emerging Market: Managerial Perspective* by **Monika Golonka** (Kozminski University, Poland) #322.

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**BUS** *A Model for Planning and Controlling Surgery Centres* by **Kai-Frederic Seitz** (Leibniz University Hannover, Germany), **Kirsten Hoepfer** (Hannover Medical School, Germany), **Peter Nyhuis** (Leibniz University Hannover, Germany), **Andreas Tecklenburg** (Hannover Medical School, Germany) #473.

**BUS** *The Effect of the Recession of 2008 – 2011 on Work Benefits and Social Insurance Expenditures: An International Comparative* by **Robert Klonoski** (Mary Baldwin College, USA) #645.

**BUS** *Retailers' Extended Warranties in a Distribution Channel* by **Xubing Zhang** (Hong Kong Polytechnic University, Hong Kong, PRC) #776.

## Monday

**Time:** 3:45-5:45 PM

**Room:** Murray Hill

**Session Title:** Accounting

**Session Chair:** Wanda K. Causseaux

# 139

**BUS** *OHADA Accounting Standards And IFRS: An Analysis Of The Possible Convergence Using Neo-Institutional Theory* by **Serge Valant Gandja** (Kedge Business School, France) #819.

**BUS** *Internal Control Systems In Small And Medium-Sized (SMEs) Medical Practices In The Thulamela Municipality, South Africa* by **Emmanuel Oseifuah** (University of Venda, South Africa) #829.

**BUS** *The FIFO-LIFO Case: Reporting And Analyzing Inventory Transactions* by **Wanda K. Causseaux** (Siena College, USA), **Bruce Caster** (Utica College, USA) #903.

## Monday

**Time:** 3:45-5:45 PM

**Room:** Riverside Ballroom

**Session Title:** Health Education

**Session Chair:** Myleen P. Legaspi

# 140

**EDU** *Services Implemented At Selected Drug Rehabilitation Centers In Cavite: An Assessment* by **Myleen P. Legaspi** (Cavite State University, Philippines), **Ruby Ann L. Espineli** (Cavite State University, Philippines), **Marissa C. Lontoc** (Cavite State University, Philippines) #145.

**EDU** *Knowledge, Perceptions And Preference Of First Year Male Psychology Students At The University Of Venda Regarding Medical Male Circumcision And Traditional Male Circumcision* by **Khathutshelo Edith Mphephu** (University of Venda, South Africa), **Mpho Madzhie** (University of Venda, South Africa) #150.



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**EDU** *African Traditional Healer's Perception And Diagnosis Of Mental Illness* by **Tshilidzi Mashamba** (University of Venda, South Africa), **Mpho Madzhie** (University of Venda, South Africa), **James Takalani** (University of Venda, South Africa) #151.

**EDU** *Challenges of Malnutrition in India: A Study in Gopalganj District of Bihar State* by **Kiran Kumari** (M.M. College, India) #615.

**EDU** *Strategies to Enhance Critical Thinking Ability in Teaching Vegetable-Related Concepts* by **Ma. Agnes Nuestro** (Cavite State University, Philippines) #668.

**EDU** *Human Anatomy Teaching and State of Affairs of Human Cadaver Dissection* by **Ismail Memon** (King Saud University, Saudi Arabia) #932.

## Monday

**Time:** 3:45-5:45 PM

**Room:** Liberty Suite 3

**Session Title:** E-Learning

**Session Chair:** Robert Ekblaw

# 141

**EDU** *Investigation Of Effect Of E-Learning Readiness Levels Of Academic Staff On Those Of Universities* by **Omer Demir** (Hacettepe University, Turkey), **Halil Yurdugul** #258.

**EDU** *Venturing Into E-Learning: An E-Lecturers Perspective* by **Eric Bates** (Dublin Institute of Technology, Ireland) #329.

**EDU** *Effective Use of Group Projects in Online Learning* by **Robert Ekblaw** (University at Albany, SUNY, USA) #810.

**EDU** *Using E-Learning And Web 2.0 Tools: Challenges And Benefits* by **Tarkan Gurbuz** (Middle East Technical University, Turkey) #965.

## Monday

**Time:** 3:45-5:45 PM

**Room:** Riverside Suite

**Session Title:** Curriculum

**Session Chair:** Mayyada Abu-Jaber

# 142

**EDU** *Breaking Through Glass Doors- A Gender Analysis of Womenomics in the National Jordanian Curriculum* by **Mayyada Abu-Jaber** (World of Letters, Jordan) #398.

**EDU** *Institutionalizing Peace Education And Peace Culture Of The Post Primary School Level In Nigeria* by **Scholastica C.O. Ekere** (University of Calabar, Nigeria) #613.

**EDU** *An Integration Of Sex Education Into The School Curriculum In South Africa: Teachers'perceptions* by **Thizwilondi Josephine Mudau** (University of Venda, South Africa) #631.

## Tuesday

**Time:** 8:00-10:00

**Room:** Gramercy

**Session Title:** Poster Session: Education

# 201

**EDU** *The Impact Of Single-Parenting On The Academic Performance Of Learners In School At Thohoyandou, Limpopo Province* by **Leslie Manganye** (University of Venda, South Africa) #280.

**EDU** *Relationship Between Teachers' Effectiveness And Students' Mathematical Competence* by **Saba Hanif** (University of Bamberg, Germany) #351.

**EDU** *Experiences With Student Exchange Programs In The Slovak Republic* by **Rudolf Kucharcik** (Alexander Dubcek University of Trenchin, Slovakia), **Karol Janas** (Alexander Dubcek University of Trencin, Slovakia) #572.

**ENG** *A Talent Fostering Curriculum Of Intelligent Machine Tool Technologies For Mechatronics Engineering Students* by **Yi-Cheng Huang** (National Changhua University of Education, Taiwan), **Jen-Ai Chao** (Chienkuo Technology University, Taiwan), **Shean-Juinn Chiou** (National Chung Hsing University, Taiwan) #835.

**EDU** *Educational Simulation: A Tool For Professional And Personal Development Of New Teachers* by **Orly Michael** (Bar Ilan University, Israel), **Eti Gilad** (Bar Ilan University, Israel) #898.

**EDU** *Correlation Between Mathematical Skills and Chemistry Test Scores* by **Hasan Yumak** (City University of New York, BMCC, USA), **Estefania Garcia** (City University of New York, USA) #953.

## Tuesday

**Time:** 8:00-9:00

**Room:** Flatiron

**Session Title:** Workshop: Education

# 202

**EDU** *"Coca-Cola Valued Youth Program" Transforming a School Community* by **Nilka Aviles** (Intercultural Development Research Association, USA), **Anne Rothstein** (Lehman College City University of New York, USA) #773.

## Tuesday

**Time:** 9:00-10:00

**Room:** Flatiron

**Session Title:** Workshop: Education

# 202

**EDU** *Crafting Purposeful Questions* by **Kaili Hardamon** (Wayne State University, USA) #889.

## Tuesday

**Time:** 8:00-10:00

**Room:** Union Square

**Session Title:** Human Resource Management

**Session Chair:** Lawrence Kok

# 203

**BUS** *Employee Perceptions Of Their Involvement In Decision Making At A University Of Technology* by **Malefane Johannes Lebusa** (Vaal University of Technology, South Africa), **Lawrence Kok** (Vaal University of Technology, South Africa), **Pierre A. Joubert** (Vaal University of Technology, South Africa) #284.

**BUS** *A South African Study Of The Relationship Between Municipal Employees' Perceptions Of Human Resources Management Practices And Motivation* by **Crispen Chipunza** (Central University of Technology, South Africa), **Dennis Yao Dzansi** (Central University of Technology, Free State, South Africa), **Lineo W. Dzansi** (Central University of Technology, South Africa) #454.

**BUS** *The Interface Between The Job Application Letter, The Job Ad Requirements, The Company Search And The Resume* by **Tharwat M. EL-Sakran** (American University of Sharjah, United Arab Emirates) #723.

**BUS** *Attitudes Of Polish Employers And Executives Toward Employing Knowledge Workers Aged 65 And Above* by **Grazyna Bartkowiak** (Vistula University, Poland) #757.

**BUS** *Women and Power-Leadership in the Workforces* by **Doris E. Cross** (University of Phoenix, USA) #954.

## Tuesday

**Time:** 8:00-10:00

**Room:** Sutton Place

**Session Title:** Economics

**Session Chair:** TBA

# 204

**BUS** *Impact of Trade Credit Insurance in Minimizing the Risk for Expanding International Trade: Indian Perspective* by **Hassan Ahmad Shah** (King Abdul-Aziz University, Saudi Arabia), **Asma Zaheer** (King Abdul-Aziz University, Saudi Arabia) #317.

**BUS** *Prospective Analysis Of The Algerian Economic Growth By 2025 (Structural Analysis)* by **Khaled Rouaski** (High National School of Statistics and Applied Economics, Ben Aknoun, Algeria), **Rachid Toumache** (High National School of Statistics and Applied Economics, Ben Aknoun, Algeria) #635.

**BUS** *The Impact Of Oil Production On Economic Growth In OPEC Countries: Evidence From The Panel Approach* by **Badreddine Talbi** (High National School of Statistics and Applied Economics, Algeria), **Djelloul Benanaya** (University of Djilali Bounamaa Khemis Miliana, Algeria) #636.

**BUS** *Liquidity Measures Throughout The US Treasury Bond's Lifetime* by **Antonio Diaz** (Universidad De Castilla-La Mancha, Spain), **Ana Escribano** (Universidad De Castilla-La Mancha, Spain) #720.

**BUS** *An Examination of Inflation Persistence in the MENA Region* by **Hala El-Ramly** (American University, Cairo, Egypt) #765.

## Tuesday

**Time:** 8:00-10:00

**Room:** Riverside Ballroom

**Session Title:** Higher Education

**Session Chair:** AbdulKareem Al-Alwani

# 206

**EDU** *Challenges Of Academic Quality Assurance In Colleges Of Education In South-South Geo-Political Zone Of Nigeria As Perceived By Some Stakeholders* by **Comfort O. Okome-Okandeji** (College of Education, Warri, Nigeria) #201.

**EDU** *Strategies For Marketing Intangible Products Or Services (Of HEIs) By Higher Educational Institutions (HEIs-), A Nigeria African Example-University Of Lagos Nigeria* by **Robert U. Ezimoha** (University of Lagos, Nigeria) #559.

**EDU** *A Review Of World Ranking Systems To Equip Saudi Universities In Adopting Modern University Ranking Trends* by **AbdulKareem Al-Alwani** (Yanbu University College, Saudi Arabia) #710.

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**EDU** *Significance Of Life Skills Education* by **Ravindra K. Prajapati** (Fiji National University, Fiji), **Dharmendra Sharma** (Fiji National University, Fiji), **Bosky Sharma** (Fiji National University, Fiji) #893.

**EDU** *A Biographical Study Of Six Women In Leadership Positions In The Ministry Of Higher Education In The Kingdom Of Saudi Arabia* by **Wazerah Bawazeer** (University of Manchester, United Kingdom) #242.

**EDU** *The World As A Classroom: Incorporating Industry-Aligned Work-Integrated And Situated Learning Practices Into Advertising And Media Communication Curricula To Inspire And Motivate Students To Develop The Graduate Attributes Necessary To Succeed In Their Professions* by **Rod McCulloch** (University of the Sunshine Coast, Australia) #994.

## Tuesday

**Time:** 8:00-10:00

**Room:** Liberty Suite 3

**Session Title:** STEM Education

**Session Chair:** Ibtesam Sal Alothman

# 207

**EDU** *Effects Of Instructional Intervention On Secondary School Chemistry Students' Achievement And Perception Of Psychosocial Classroom Environment* by **Thomas Igwebuike** (College of Education, Warri, Nigeria), **Ikuero O. Ikponmwosa** (College of Education, Warri, Nigeria), **Ogheghe A. Peters** (College of Education, Warri, Nigeria) #200.

**EDU** *Effects of Instructional Strategies as Determinants of Students' Achievement in the use of Mathematical Language, Symbol and Notations in Secondary Schools in Nigeria* by **Abiodun Agnes Popoola** (Ekiti State University, Nigeria) #237.

**EDU** *Measurement of Caloric Value in Fish Population – Bringing Environmental Application in Linear Algebra Classroom* by **Tanvir Prince** (City University of New York, USA), **Nieves Angulo** (City University of New York, USA) #250.

**EDU** *Applications of NLP in Language Proficiency Assessment: A Case Study of Utilizing E-rater® in Academic Writing Course* by **Ibtesam Sal Alothman** (Princess Norah Bint AbdulRuhman University, Saudi Arabia) #375.

**EDU** *Developing Entrepreneurial Skills In Secondary School Students In Aba Metropolis Through Effective Mathematics Education.* by **Nnenna K. Uka** (Abia State Polytechnic, Aba, Nigeria) #526.

**EDU** *STEM and Leadership* by **Mustafa Kilic** (Turkish Air War College, Turkey) #827.

## Tuesday

**Time:** 8:00-10:00

**Room:** Riverside Suite

**Session Title:** E-Learning

**Session Chair:** Lisa Harrington

# 208

**EDU** *Do Or Die: Student Support Interventions For The Survival Of Distance Education Institution In The Current Competitive Higher Education System* by **Rendani Siphon Netanda** (University of South Africa, South Africa), **J. Mamabolo** (University of Limpopo, South Africa), **M. Themane** (University of Limpopo, South Africa) #423.

**EDU** *The Reflections Of The E-Learners About Virtual Meeting Tools* by **Filiz Kalelioglu** (Baskent University, Turkey) #684.

**EDU** *Boosting the BSN: Implementing the ClassBoost® Software at the Academic College of Tel Aviv-Yaffo* by **Pazit Azuri** (Tel Aviv-Yaffo Academic College, Israel) #691.

## Tuesday

**Time:** 10:15-12:15

**Room:** Gramercy

**Session Title:** Poster Session: Business

# 212

**BUS** *Scenarios Of The Economic Orientation Of The Slovak Republic* by **Rudolf Kucharcik** (Alexander Dubcek University of Trenčin, Slovakia), **Karol Janas** (Alexander Dubcek University of Trenčin, Slovakia) #571.

**BUS** *Can Copycat Brands Ever Find Tastes in Their Names? Effects of Perceptual and Conceptual Similarities on Consumers' Evaluations of Copycat Brand Names* by **Wenyu Dou** (City University of Hong Kong, Hong Kong), **Yao Qin** (Macau University of Science and Technology, Macau), **Na Wen** (City University of Hong Kong, Hong Kong) #802.

## Tuesday

**Time:** 10:15-12:15

**Room:** Flatiron

**Session Title:** Higher Education

**Session Chair:** Monika Golonka

# 213

**EDU** *Finding Truth and a Cultivated Mind; Examining Barriers to Quality Autonomous Living* by **Kenneth R. Austin** (Stephen F. Austin State University, USA) #334.

**EDU** *Manpower Needs Of The Educational Sector In Ebonyi State, Nigeria: Status, Issues And Interface* by **Cornelius Ofobuisi Okorie** (Ebonyi State College of Education, Nigeria), **Chinelo Dorothy Agbo** (Ebonyi State College of Education, Ikwo, Nigeria), **Stella Odo** (Ebonyi State College of Education, Ikwo, Nigeria) #479.

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**EDU** *Exploring the Use of Twitter As a Tool to Instruct Nontraditional University Students* by **W. Paul Spurlin** (Mississippi State University, Meridian, USA) #815.

**EDU** *Point-Counterpoint: Should Attendance Be Required in Collegiate Classrooms?* by **Jo Ann Pinto** (Montclair State University, USA), **Peter Lohrey** (Montclair State University, USA) #874.

**EDU** *Academic Stress And Performance Effectiveness Of Lecturers In Tertiary Institutions In Nigeria* by **Augustine Odido Oshiomu** (Cross River State College of Education, Nigeria), #333.

## Tuesday

**Time:** 10:15-12:15

**Room:** Union Square

**Session Title:** Management

**Session Chair:** Roderick M. Rupido

214

**BUS** *Culture, The Architect Of The Restructuring Of The British 'Collective Bargaining': The Nigerian Case* by **Olusoji James George** (University of Lagos, Nigeria), **Nelarine Cornelius** (University of Bradford, United Kingdom), **Oluwakemi Owoyemi** (University of Lagos, Nigeria) #131.

**BUS** *If It Is A Curse, It Is A Reversible One: The Socio-Economic Conundrums And Their Remedies In The Democratic Republic Of Congo (DRC)* by **Ferdinand Niyimbanira** (Vaal University of Technology, South Africa) #349.

**BUS** *Leadership Styles And Management Practices Of Foreign And Filipino Managers* by **Roderick M. Rupido** (Cavite State University, Philippines), **Joseph Ejele** (Cavite State University, Philippines) #922.

## Tuesday

**Time:** 10:15-12:15

**Room:** Sutton Place

**Session Title:** International Business

**Session Chair:** Mzukisi Njotini

215

**EDU** *Responses Of PNP Women's Desk Officers' To Violence Against Women* by **Myleen P. Legaspi** (Cavite State University, Philippines), **Ruby Ann L. Espineli** (Cavite State University, Philippines), **Marissa C. Lontoc** (Cavite State University, Philippines) #146.

**EDU** *Academic Integrity under Threat – Exposing the Institutional Impasse* by **Mzukisi Njotini** (University of South Africa, South Africa) #336.

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**BUS** *An Evaluation Of The Restraint Of Trade To Contracts For The Sale Of A Business Undertaking In South Africa* by **Jean Chrysostome Kanamugire** (North-West University, Mafikeng Campus, South Africa) #404.

**BUS** *Status and Performance of Micro, Small and Medium Enterprises in India – an International Perspective* by **Raghavender Goel** (IIT Delhi, India), **Deepak Singla** (IIT Delhi, India) #770.

**BUS** *Productivity and Efficiency of Apparel Sector in India* by **Raghavender Goel** (IIT Delhi, India), **Deepak Singla** (IIT Delhi, India) #895.

## Tuesday

**Time:** 10:15-12:15

**Room:** Riverside Ballroom

**Session Title:** Language Education

**Session Chair:** Matodzi Lambani

# 217

**EDU** *Enhancing Student Learning Through Corpora: The HKU Corpus Of English For Dentistry* by **Lisa Cheung** (University of Hong Kong, Hong Kong) #173.

**EDU** *Encouraging Critical Thinking in Foreign Language Courses through Thinking Routines* by **Todd Hooper** (Kwansei Gakuin University, Japan) #228.

**EDU** *Evaluating the “Sunrise” Curriculum for Teaching English as a Foreign Language in the Kurdistan Region in Iraq* by **Parween Shawkat Kawthar** (Salahddin University, Iraq) #331.

**EDU** *Implementation Of Strategies For Conceptual Teaching By Grade 7 English Teachers Of Vhembe District, South Africa* by **Matodzi Lambani** (University of Venda, South Africa) #662.

## Tuesday

**Time:** 10:15-12:15

**Room:** Liberty Suite 3

**Session Title:** Technology in STEM Education

**Session Chair:** Helen Whitrod Brown

# 218

**EDU** *Use Texting To Increase On-Time Homework Submission Rate* by **Tanvir Prince** (City University of New York, USA) #118.

**EDU** *Attitude Of Mathematics Students Towards The Utilization Of Information And Communication Technology In Colleges Of Education In South West, Nigeria* by **Olumuyiwa Anthony Viatonu** (Michael Otedola College of Primary Education, Nigeria), **Adegbuyi David Gbadebo** (Michael Otedola College of Primary Education, Nigeria), **Toyin Alaba Adekitan Odupe** (Michael Otedola College of Primary Education, Nigeria) #263.

**EDU** *Blogging: A Successful Tool To Teach Science And Academic Literacy To First Year Students*



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by **Janus Van As** (University of Pretoria, South Africa) #446.

**EDU** *Effects Of Card And Computer Games Instructional Strategies On Mathematics Achievement Of Junior Secondary School Students In Oyo State, Nigeria* by **Tella Adedeji** (University of Ibadan, Nigeria) #549.

## Tuesday

**Time:** 10:15-12:15

**Room:** Liberty Suite 3

**Session Title:** International Education

**Session Chair:** Hasan Yumak

# 219

**EDU** *Job Satisfaction Survey of K to 12 Teachers in Oriental Mindoro National High School, PHILIPPINES Utilizing Multiple Statistical Instruments* by **Nimrod Bantigue** (Oriental Mindoro National High School, Philippines), **Glorineil Romero** (Parang National High School, Philippines) #221.

**EDU** *Closing The Gender Gap: Role And Experiences Of Women During The Wars* by **Kholekile Hazel Ngqila** (Walter Sisulu University, South Africa) #830.

**EDU** *Assessment of Bicol University College of Nursing's Extension Service Center's C.A.R.E Program as Implemented in Barangay Taysan, Legazpi City* by **Maria Della Raneses-Cruz** (Bicol University, Philippines), **Rodel A. Ninofranco** (Bicol University, Philippines), **Ester S. Valladolid** (Bicol University, Philippines), **Conchita A. Palencia** (Bicol University, Philippines) #152.

**EDU** *Gender Imbalance In The Academia In Nigeria* by **James Olaogun** (Ekiti State University, Nigeria), **Anthony Abayomi Adebayo** (Federal University Oye-Ekiti, Nigeria) #363.

## Tuesday

**Time:** 12:30-2:30 PM

**Room:** Gramercy

**Session Title:** Poster Session: Education

# 223

**EDU** *Opinions of Teachers About Roles and Responsibilities of Teacher-aid in Maintreamed Classrooms* by **Elif Tekin-Iftar** (Anadolu Universitesi, Turkey), **Bora Gorgun** (Anadolu University, Turkey) #216.

**EDU** *Instructional Design, Delivery And Evaluation Of Interactive Case Based E-Contents For Continuous Professional Development Of Physicians* by **Soheil Saadat** (Tehran University of Medical Sciences, Iran), **R. Mojtahedzadeh** (Tehran University of Medical Sciences, Iran), **A. Mohammadi** (Tehran University of Medical Sciences, Iran) #538.

**EDU** *Instructor Perception toward Open Online Lectures* by **Salim Alanazy** (Aljouf University,

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Saudi Arabia) #617.

**EDU** *A Specially Designed Academic Oral Communication Course to Improve English Interaction Skills for University Students in an Elective ESL Program* by **Michael Hall** (Kyushu University, Japan) #803.

**EDU** *Recording Sport: How Sport is Used to Represent Social Truth and Cultural Critique in Taiwan's Documentary Film* by **Chien-Chang Chiu** (National Dong Hwa University, Taiwan, ROC) #959.

**EDU** *A Biographical Study Of Six Women In Leadership Positions In The Ministry Of Higher Education In The Kingdom Of Saudi Arabia* by **Wazerah Bawazeer** (University of Manchester, United Kingdom) #1000.

## Tuesday

**Time:** 12:30-2:30 PM

**Room:** Flatiron

**Session Title:** Management

**Session Chair:** TBA

# 224

**BUS** *Do Notions Separate The Wheat From The Chaff? Gender In Governmental Financiers' Management Of Finance Distribution* by **Malin Malmstrom** (Lulea University of Technology, Sweden), **Jeaneth Johansson** (Lulea University of Technology, Sweden) #642.

**BUS** *The Impact of Leaders' Social Intelligence on Employee Job Performance* by **Mohammad Hamdi Al Khasawneh** (Princess Sumaya University for Technology, Jordan), **Dana Al Kridli** (Princess Sumaya University for Technology, Jordan), **Dana Sous** (Princess Sumaya University for Technology, Jordan), **Mohammad Abu Sha'ar** (Princess Sumaya University for Technology, Jordan), **Izzat Al Sharif** (Princess Sumaya University for Technology, Jordan) #730.

**BUS** *Marketing Problems And The Performance Of Selected Small And Medium Enterprises (SMEs) In Southern Senatorial District Of Cross River State, Nigeria* by **Ezekiel Tom Ebitu** (University of Calabar, Nigeria) #896.

## Tuesday

**Time:** 12:30-2:30 PM

**Room:** Union Square

**Session Title:** Accounting

**Session Chair:** A.J. Stagliano

# 225

**BUS** *Information Technology Competencies Corporate America Expects in Entry-Level Accountants* by **Jim Chen** (Norfolk State University, USA), **James C. Corprew** (Norfolk State University, USA) #175.

**BUS** *The Impact Of Labor Unions On External Auditor Selection And Audit Scope* by **Ho-Young Lee** (Yonsei University, South Korea), **Ju Ryum Chung** (, South Korea), **Eun Jung Cho** (, South Korea) #575.

**BUS** *Valuation Relevance: The Comparative Power Of GAAP Versus Non-GAAP Metrics* by **A.J. Stagliano** (Saint Joseph's University, USA) #672.

**BUS** *What Skills, Preparations, and Attributes are Required for a Successful Career in Accounting?* by **Nasrollah Ahadiat** (Cal Poly Pomona University, USA) #928.

**BUS** *Sophistication and Diligence: Financial Accounting Concepts in the Context of Sustainability Reporting* by **Lee Boyar** (LaGuardia Community College, USA) #940.

## Tuesday

**Time:** 12:30-2:30 PM

**Room:** Sutton Place

**Session Title:** Marketing

**Session Chair:** Rana Hassan

# 226

**BUS** *How Can Business Better Serve Older Consumers?* by **Lynn Sudbury-Riley** (University of Liverpool, United Kingdom) #177.

**BUS** *Electronic Tourism – Tourist Adoption and Satisfaction; An Introduction* by **Goldi Puri** (Maharshi Dayanand University, India) #320.

**BUS** *Thai Bank Marketing Strategy: The road towards ASEAN Economic Community* by **Yupawan Vannavanit** (Kasetsart University, Thailand) #481.

**BUS** *E-Commerce and Digital Shopping Trends in the Middle East: Uses and Gratifications of Qatari Society* by **Rana Hassan** (Qatar University, Qatar) #712.

**BUS** *Social Media as a Marketing Tool for Heritage Sites in Eastern New York State* by **Michael S. Pepe** (Siena College, USA), **Rachel Bournique** (Siena College, USA) #812.

## Tuesday

**Time:** 12:30-2:30 PM

**Room:** Riverside Ballroom

**Session Title:** Higher Education

**Session Chair:** Almerinda Forte

# 228

**EDU** *Professional Development for The Modern Day Teacher* by **Abdulaziz Aboud M. Asiri** (Najran University, Saudi Arabia), **Abdullah Homoud AL-Jameel** (University of Ha'il , Saudi Arabia) #114.

**EDU** *Technology And Higher Education* by **Almerinda Forte** (St. John's University, USA) #385.

**EDU** *Enhancing Human And Institutional Capacity Building For Effective Service Delivery In Universities In South-East, Nigeria* by **Catherine Chinyere Ukala** (University of Port Harcourt, Nigeria), **Chinyerem U. Madumere-Obike** (University of Port Harcourt, Nigeria), **Akachukwu I. Nwabueze** (University of Port Harcourt, Nigeria) #448.

**EDU** *Academic Research and Sustainable Development of Nigerian Universities; Study of Universities in South – South Nigeria* by **Victoria Onyeike** (University of Port Harcourt, Nigeria) #847.

**EDU** *Behavioural Profiling In Higher Education – A Pilot Study To Examine The Potential Benefits On Student Engagement And Performance* by **Helen Whitrod Brown** (Leeds Beckett University, United Kingdom) #913.

## Tuesday

**Time:** 12:30-2:30 PM

**Room:** Liberty Suite 3

**Session Title:** Early Education

**Session Chair:** Izabella Orzelski

# 229

**BUS** *An Evaluation Of Financial Management Strategies At Schools In Tembisa, South Africa* by **Matsemela Thomas Molepo** (Tembisa High School, South Africa) #148.

**EDU** *Children's Relationships with the Opposite Sex Inside Peer Culture: The Case of Rural Children in Turkey* by **Betul Yanik** (Cukurova University, Turkey) #352.

**EDU** *Ethnographic Outlook To Peer Culture In Pre-School* by **Betul Yanik** (Cukurova University, Turkey), **Mustafa Yasar** (Cukurova University, Turkey) #354.

**EDU** *Body Modification Art: Skin as Adolescents' Communication Medium* by **Izabella Orzelski** (University of Alberta, Canada) #392.

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**EDU** *School Performance Analysis with Hierarchical Linear Models* by **Xueqin Wang** (Albuquerque Public Schools, USA), **Rose-Ann McKernan** (Albuquerque Public Schools, USA) #567.

**EDU** *Gender and Learner Characteristics* by **Huda Hindal** (Arabian Gulf University, Bahrain), **Norman Reid** (University of Glasgow, United Kingdom), **Rex Whitehead** (University of Glasgow, United Kingdom) #673.

## Tuesday

**Time:** 12:30-2:30 PM

**Room:** Riverside Suite

**Session Title:** Humanities Education

**Session Chair:** TBA

# 230

**EDU** *Looking at "Nuri Abac" with Children* by **Necla Coskun** (Anadolu University, Turkey) #332.

**EDU** *Culture Orthodoxy In Yoruba Marriage As Reflected In Yoruba Novels* by **Folakemi Shakirat Solaja** (Federal College of Education, Nigeria), **Omowunmi Ajoke Adisa** (Federal College of Education, Nigeria) #476.

**EDU** *Teaching Morality Through Yoruba Literature: Challenges And Prospects InThe 21st Century* by **Folakemi Shakirat Solaja** (Federal College of Education, Nigeria), **Omowunmi Ajoke Adisa** (Federal College of Education, Nigeria) #477.

**EDU** *Kazakh National Ornament: Transferring The Knowledge About The World Through Space Coded Symbols* by **Tatigul Samuratova** (L. N. Gumilyov Eurasian National University, Kazakhstan), **Guizhanat Akhmetova** (L.N.Gumilyov Eurasian National University, Kazakhstan), **Nasgul Kakenovna Omarbekova** (Karaganda State Medical University, Kazakhstan), **Assem Akhmet** (Khabar Agency JSC, Kazakhstan), **Akhmet Balmukhanovich Samuratov** (Medical College, Astana, Kazakhstan) #894.

## Wednesday

**Time:** 8:00-9:00

**Room:** Flatiron

**Session Title:** Workshop: Education

302

**EDU** *Increasing Student Engagement In Higher Education Classrooms* by **Amy Griswold** (University of Northern Iowa, USA) #226.

## Wednesday

**Time:** 9:00-10:00

**Room:** Flatiron

**Session Title:** Workshop: Education

302

**EDU** *Twelve Dares for Teachers & Why Happy Students are Teachable Students* by **Mary Anne O'Brien** (Schools of Tomorrow, USA) #244.

## Wednesday

**Time:** 8:00-10:00

**Room:** Union Square

**Session Title:** Marketing

**Session Chair:** Mokgadi Matlakala

303

**BUS** *The Relationship Of Brand Knowledge, Country Of Origin Image, Perceived Quality And Purchase Intention On Green Products* by **Phil Yihsing Yang** (National Taichung University of Education, Taiwan), **Pei Ti Tseng** (National Taichung University of Education, Taiwan), **Yi-Chang Yang** (Shih Chien University, Taiwan) #129.

**BUS** *Exploring Destination Resources And Competitiveness Through Comparative Analyses Of Tourists' Perceptions And Satisfaction* by **Chien-Min Chen** (National Kinmen (Quemoy) University, Taiwan) #164.

**BUS** *An Examination of the Structural Equation Modeling for Nostalgia Proneness Scale: A Multidimensional Approach* by **Abdullah Sultan** (Kuwait University, College of Business Administration, Kuwait) #190.

**BUS** *Barriers To The Implementation Of Market Orientation By Universities Of Technology In South Africa* by **Bakae Aubrey Mokoena** (Vaal University of Technology, South Africa) #339.

**EDU** *South African Consumers' Evaluation Of ATM Banking Services* by **Hilda Bongazana Mahlangu** (Vaal University of Technology, South Africa) #665.

## Wednesday

**Time:** 8:00-10:00

**Room:** Sutton Place

**Session Title:** International Education

**Session Chair:** Samar Swaid

# 304

**EDU** *Action Research For Change: Implementation Of 'Case Based Learning' To The Undergraduate Nursing Students : A Qualitative Study* by **Catherine Abouzaid** (Royal College of Surgeons in Ireland- Bahrain, Bahrain) #104.

**EDU** *Determination Of Most Frequently Used Teaching Styles (As Perceived By Students) Of Teachers And Learning Strategies Used By The Students; A Small Scale Study Of Public High Schools Of District Lahore, Punjab, Pakistan* by **Farrukh Munir** (University of Punjab, Pakistan) #259.

**EDU** *An Analysis Of Pre-Service Science Teachers' Constructivist-Oriented Teaching Practices* by **Nilgun Tatar** (Cumhuriyet University, Turkey), **Nilay Ceyhan** (Turkey) #278.

**EDU** *The Relationships Between Autonomous Motivation And Academic Emotion On Vocational High School Students* by **Chi-Chau Lin** (Tunghai University, Taiwan, ROC), **Chih-Ling Hsieh** (Dayeh University, Taiwan, ROC), **Chi-Hsian Lin** (National Taipei University, Taiwan, ROC) #411.

**EDU** *Computational Thinking in STEM Education: The Application of Community of Practice* by **Samar Swaid** (Philander Smith College, USA) #807.

## Wednesday

**Time:** 8:00-10:00

**Room:** Riverside Ballroom

**Session Title:** Administration Issues in Nigeria

**Session Chair:** Pauline Ikwuegbu

# 306

**EDU** *Assessment of Clinical Supervision Techniques by Cogan and Gold Hammer in Nigeria Schools: A Case of Imo State Secondary School Supervisors* by **Pauline Ikwuegbu** (Alvan Ikoku Federal College of Education Owerri, Nigeria) #308.

**EDU** *Democratizing The Process Of Selecting Heads Of Tertiary Institutions In Nigeria* by **Paul Chuks Onyeke** (Federal College of Education, Eha-Amufu, Nigeria) #361.

**EDU** *Bringing Literacy To Rural Areas of Developing Countries Through a Mobile Interactive Learning Environment* by **Giuliana Vitiello** (Universita Degli Studi di Salerno, Italy), **Monica Sebillo** (Universita di Salerno, Italy), **Pasquale Di Giovanni** (Università di Salerno, Italy), **Athula Ginige** (University of Western Sydney, NSW Sydney, Australia) #775.

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**EDU** *Development of Inventory For Assessing Lecturers' Productivity in Nigerian Universities* by **Adaora Odumodu** (Nnamdi Azikiwe University, Nigeria), **Isaac N. Nwankwo** (Nnamdi Azikiwe University, Nigeria) #818.

**EDU** *Conflict Management Strategies For Achieving Peace In Secondary Schools In Anambra State of Nigeria* by **Adaora Odumodu** (Nnamdi Azikiwe University, Nigeria), **Isaac N. Nwankwo** (Nnamdi Azikiwe University, Nigeria) #923.

## Wednesday

**Time:** 8:00-10:00

**Room:** Liberty Suite 3

**Session Title:** Language Education

**Session Chair:** Neziha Ayca Palancilar

307

**EDU** *Using The JACET 8000 Word List To Evaluate L2 Vocabulary And Reading Difficulty* by **Jan Stewart** (Chikushi Women's University, Japan), **William Stewart** (Oki Gakuen High School, Japan) #186.

**EDU** *The Impact of ESL Academic Writing on Higher Education* by **Neziha Ayca Palancilar** (Koc University, Turkey) #293.

**EDU** *Scared to Speak: Underlying Elucidations that cause Communicative Anxiety among South Korean Tertiary EFL Students* by **Michael T. R. Madill** (Hankuk University of Foreign Studies, South Korea) #435.

**EDU** *The Effect of Cooperative Learning on Student's English Learning Satisfaction* by **Han-Fu Cheng** (Fooying University, Taiwan) #674.

**EDU** *Using Compensatory Strategies: A Mixed-Method in Analyzing Phonological Competency of Tertiary ESL Filipino Students* by **Elenita Galvez** (Bulacan State University, Philippines) #856.

## Wednesday

**Time:** 10:15-12:15

**Room:** Flatiron

**Session Title:** Virtual Session: Education

313

**EDU** *Redesign Of System Engineering Change In The Product* by **Jesus Salinas Coronado** (Universidad Autonoma de Baja California, Mexico), **Julian Israel Aguilar Duque** (Universidad Autonoma de Baja California, Mexico), **Javier Sanchez Gonzalez** (Universidad Autonoma de Baja California, Mexico), **Victor M. Juarez Luna** (Universidad Autonoma de Baja California, Mexico), **Guillermo Amaya Parra** (Universidad Autonoma de Baja California, Mexico) #161.



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- EDU** *Conception Of Saudi Kindergarten Quality Standards Based On Parents' Needs In Accordance With NAEYC Standards* by **Nahla M. Gahwaji** (King Abdulaziz University, Saudi Arabia), **Wesam N. Al Jlfan** (King Khalid University, Saudi Arabia) #185.
- EDU** *Using The Internet As A Platform Of Communication And Interaction In Engineering School* by **Cedric Alinot** (Ecole de Technologie Superieure, Canada) #521.
- EDU** *Gender Differences of University Instructors on Perceptions of Social Media as a Teaching and Learning Tool* by **Laila Al-Sharqi** (King Abdulaziz University, Saudi Arabia), **Khairudin Hashim** (King Abdulaziz University, Saudi Arabia), **Ibrahim Kutbi** (King Abdulaziz University, Saudi Arabia), **Hussin Ahmed** (King Abdulaziz University, Saudi Arabia) #539.
- EDU** *Striving Towards Efficiency In Higher Education Institutions* by **Diego Prieto Barbachano** (Escuela Bancaria y Comercial, Mexico) #800.
- EDU** *English-only is a Good Way to Learn English, but...* by **Bella Chiou** (Chinese Culture University, Taiwan, ROC) #788.
- EDU** *Educational Scientific Research in The Arab World and The Educational Reality Between The Gap and The Acrimony* by **Asma Abdel Salam Abdel Qader** (University of Dammam, Saudi Arabia) #885.
- EDU** *Foreign Language Teaching With Accent On Enhanced Personalized Learning For Children Aged Between 8 - 12 On A Summer Academy Model* by **Diana Cosma** (Babel Language Center, Romania) #902.

## Wednesday

**Time:** 10:15-12:15

**Room:** Union Square

**Session Title:** International Business

**Session Chair:** TBA

# 314

- BUS** *Testing The Relation between Government Spending and Private Consumption in Egypt* by **Abdelmonem Lotfy Mohamed Kamal** (Beni Suef University, Egypt) #153.
- BUS** *Intranet Use for Management Accounting Systems in Hong Kong Public Hospitals: An Analysis Using Partial Least Square Approach* by **Steve Chun Cheong Fong** (Macao Polytechnic Institute, Macau, ROC) #233.
- BUS** *Employment Generation Programmes In Nigeria: Roles And Challenges Facing Small And Medium Scale Enterprises (SMEs)* by **Godwin U. Ndu** (Federal College Of Education Eha-Amufu, Enugu State, Nigeria) #406.

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**BUS** *Acceptance of Mobile Banking in Nigeria: A Modified TAM Approach* by **James Adetunji Odumeru** (Osun State College of Technology, Esa Oke, Nigeria), **Joseph Kayode Adekunle** (Osun State College of Technology, Nigeria), **Oladele Asabi** (Nigeria), **Olanipekun Adigun** (Nigeria) #433.

**BUS** *Falkland War In Terms Of Logistical Principals* by **Ali Turkan** (Air War College, Turkey) #880).

**BUS** *The Effect of Entrepreneurship Education on Entrepreneurial Intention among Undergraduates in Nigeria* by **James Adetunji Odumeru** (Osun State College of Technology, Esa Oke, Nigeria), **Iyun Moses** (Osun State College of Technology, Nigeria), **Oladele Asabi** (Nigeria), **Olanipekun Adigun** (Nigeria) #605.

## Wednesday

**Time:** 10:15-12:15

**Room:** Sutton Place

**Session Title:** Management

**Session Chair:** Mary Runte

315

**BUS** *Impact Of Organizational Structure And Attributes Of Virtual Project Manager On Project Management Effectiveness* by **Younas Muhammad** (COMSATS Institute of Information Technology, Pakistan) #227.

**BUS** *Succession Planning And Talent Management In The Nigerian University System* by **Joy Onyinyechi Ekwoaba** (University of Lagos, Nigeria), **Dumebi A. Ideh** (University of Lagos, Nigeria), **Ndubuisi M. Ufodiana** (University of Lagos, Nigeria) #384.

**BUS** *Knowledge Complexification In Dialogical Workgroup Processes* by **W. David Holford** (University of Quebec at Montreal, Canada) #432.

**BUS** *Asset Management: Effects of Regulatory Changes on Employment Practices* by **Ann Marie Johnson** (California State University San Bernardino, USA) #969.

**BUS** *Discourse Analysis: Academic Accommodation for Students with Disabilities in Canadian Universities* by **Mary Runte** (University of Lethbridge, Canada), **Zhanna Lyubykh** (University of Lethbridge, Canada), #958.

## Wednesday

**Time:** 10:15-12:15

**Room:** Liberty Suite 3

**Session Title:** International Education

**Session Chair:** Diosdado Gica

# 318

- EDU** *Institute Of Management And Technology (Imt) Enugu, Enugu State Of Nigeria The Role Of Adult And Non-Formal Education In Empowering Street Children In Nigeria* by **Anthonia Tochukwu Chinawa** (Institute of Management and Technology, Nigeria) #275.
- EDU** *Learners' Perception Of Counsellor Relevance On Their Attitude Towards Counselling In Nigeria School System* by **Stella Chinwe Anyama** (University of Lagos, Nigeria), **Osarenren Ngozi** (University of Lagos, Akoka, Nigeria), **Peter Nwadinigwe Ikechukwu** (University of Lagos, Akoka, Nigeria) #535.
- EDU** *An Assessment of the Academic Achievement of Students in Private and Public Universities in Nigeria* by **U. Cordelia Udabah** (Enugu State University of Science and Technology, Nigeria) #719.
- EDU** *Modeling Teachers' Technological Pedagogical Content Knowledge (TPACK) Competencies Based on Teachers' Sense of Efficacy and Attitudes towards Information and Communication Technology (ICT)* by **Aylin Albayrak Sari** (Hacettepe University, Turkey) #937.
- EDU** *3D Virtual Worlds and Avatars in Higher Education at the University of Guadalajara* by **Alejandro Lopez Rodriguez** (Universidad De Guadalajara, Mexico), **Diego Chavez Covarrubias** (Universidad de Guadalajara, Mexico) #832.
- EDU** *Serving Immigrants Through Informational and Digital Integration* by **Diosdado Gica** (Queens Borough Public Library, USA), **Mark A. Jamison** (Queens Borough Public Library, USA) #975.

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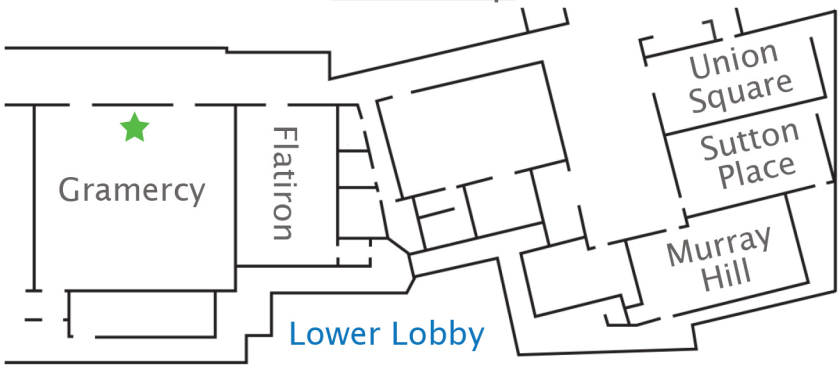
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## Hotel Map



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