

2012 IEDRC Singapore CONFERENCES SCHEDULE

**2012 2nd International Conference on Financial Management and Economics
(ICFME 2012)**

**2012 International Conference on Society, Humanity and History
(ICSHH 2012)**

**2012 2nd International Conference on Strategy Management and Research
(ICSMR 2012)**

**2012 2nd Journal Conference on Innovation, Management and Technology
(2012 2nd JCIMT)**

Singapore, July 23-24, 2012

Co-Sponsored by



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

Registration Only: July 23, 2012 (Monday)

Quality Hotel Singapore

10: 00 – 12: 30 13: 30 - 17: 00	Arrival and Registration
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Note: (1) You can also register at any time during the conference.

(2) Certificate of Participation can be collected at the registration counter.

(3) Please tell the conference receptions your paper ID.

(4) The organizer won't provide accommodation, and we suggest you make an early reservation.

(5) One Best Paper will be selected from each oral session. The Certificate for Best Papers will be awarded in the Welcome Banquet on July 24, 2012.

Conference: Morning, July 24, 2012 (Tuesday)

Venue: Diamond Room

08:30- 08:40	Opening Remarks Prof. Cesar Correa Arias Unviersity of Guadalajara Jalisco Mexico
08:40-09:20	Co-Chair & Keynote Speaker Speech 1 Prof. Yixun Shi Faculty of the Department of Mathematics, Computer Science and Statistics Bloomsburg University of Pennsylvania,USA Mathematical Models for Analyzing the Market Demand of Luxury Goods in China
09:20-10:00	Keynote Speaker Speech 2 Prof. Dr. Andr éRichelieu Marketing Department, Universit éLaval, Qu ébec City, Canada How does globalization impact the world of sports? The emergence of a key stakeholder: Asia
10:00- 10:20	Coffee Break & Photo Session

Morning, July, 2012 (Tuesday)

SESSION – 1 (2012 2nd JCIMT)

Venue: Emerald Room

Session Chair: **Chih-Chien Wang**

Time: 08:30-11:00

CM203	Managing Knowledge:The Role Of Market Orientation Towards Branding In The Automobile Authorized Independent Dealers Noor Hasmini Abd. Ghani
CM210	Conceptual Design based on Substance-Field Model in Theory of Inventive Problem

	Solving Song-Kyoo Kim
CM211	Mutual Fund 2.0: Broader Perspective and Stronger Motivation I-Ching Chen and Shueh-Cheng Hu
CM212	An Empirical Study for Revealing Online Shoppers' Behavioral Reactions to Latent Pricing Mistakes Shueh-Cheng Hu and I-Ching Chen
CM214	Design of Experiments Approach for Improving Wire Bonding Quality Worlaluck Satianrangarith and Mongkol Tirakanogsathit
CM216	A New Service Quality Improvement Strategy: Integration of the I-S Model and Kano Model Kuo-Lung Wu and Nai-Jail Zheng
CM219	Using Bibliometric Analysis to Explore Research Trend of Electronic Word-of-Mouth from 1999 to 2011 Yannjy Yang, Chih-Chien Wang, and Ming-Cheng Lai
CM220	Believe or Skepticism? An Empirical Study on Individuals' Attitude to Blog Product Review Chih-Chien Wang and Hung-Yu Chien
CM221	Assessment of Hospital Information System Quality in Multi Speciality Hospitals G.V.R.K. Acharyulu
CM223	ZigBee Propagations and Performance Analysis in Last Mile Network Oradee Musikanon and Wachira Chongburee
CM224	The Incubators, Venture Capital, and New Ventures in China Tao Guo, Jin Hong, Dingtao Zhao, Yanrui Wu and Jin Fan
CM227	Intelligent Agent based Consultation Scheduling Framework for Institutions of Higher Learning H. Vasudavan and J. S. Fernandez
CM228	Technological Efficiency of Hotel Industry in China and Its Influencing Factors Xing Shi and Dingtao Zhao
CM233	Trends In Management of Technology (MOT) Practises in Small and Medium Enterprises (SMEs) in India: A Study of Select Food Processing Enterprises J.Krishnaiah and B. Rajashekhar
CM235	Mass Customization Cycle (MCC) through ETLC System Dynamics Modeling: A Case Study in Consay Company Abbas Mogbel Baerz, Alla Talal Yassin, Adel Azar, and Seyyed Esfehany
CM237	Self-efficacy, Effort, Job performance, Job Satisfaction, and Turnover Intention: The Effect of Personal Characteristics on Organization Performance Ming-Cheng Lai and Yen-Chun Chen
CM240	E-commerce Best Practices: How to Achieve an Environment of Trust and Security Balasundram Maniam, Lily Naranjo, and Geetha Subramaniam
CM241	Comparative Study on Robust Design Optimization Models for Multiple Chemical Responses Vo Thanh Nha, Sangmun Shin, and Nguyen Khoa Viet Truong
CM243	Development of HiEdQUAL for Measuring Service Quality in Indian Higher Education Sector Subrahmanyam Annamdevula and Raja Shekhar Bellamkonda

CM245	The Organizational Structure that Interpenetrates Knowledge Insides the Company Youngjae Koh
CM247	Adopting Rapid Prototyping Technology within Small and Medium-Sized Enterprises: The Differences between Reality and Expectation A. M. Romouzy-Ali, S. Noroozi, P. Sewell, and T. Humphries-Smith
CM248	Information Technology and Service Quality in Health Care: An Empirical Study of Private Hospital in India Ramaiah Itumalla

SESSION – 2 (ICFME & ICSHH)

Venue: Grand Ball room II

Session Chair: **Prof. Yixun Shi**

Time: 11:00-12:30

X00003	The effect of corporate governance on Iran stock market and economic growth Fatemeh Mehrabani
X00004	Demand for Life Insurance in Malaysia Yiing Jia Loke and Yi Yuern Goh
X00005	Derivatives Based Structured Products Solution for Meeting Stable Funding Base Requirement of Banking Companies Alexandru Atomei, Vasile Robu and Adrian Doru B ęioi
X00006	Is the Fund Transfer Pricing Ethical? An Interest Rate Swap Approach for Banking Companies Alexandru Atomei, Vasile Robu and Adrian Doru B ęioi
X00007	How to Develop the Rural Area: A Perspective of Rural-Urban Interactions Xuelong Wang and Binjie Zhao
W00006	Assessing the Determinants of Green Purchase Intentions Chai Har Lee, Heng Yaw Ling, Jian Ai Yeow and Muhammad Arif Hasan
W00001	The Impacts of Culture on Online Journalistic Practice Khalid Alhomoud
W00004	Debate Learning Through Facebook and Blog : a Study of IT based History Learning Hansiswany Kamarga
W00007	Empirical Verification of the Symbolic Function of Law: A Multilevel Analysis Yong Ryung Lee
W00035	The Psychological Birth of the Genius: The Relationship between Eminence and Defense Mechanisms Young-gun Ko and Jin-young Kim
W00016	Sex/Text: Internet Sex Chatting and “Vernacular Masculinity” in Hong Kong JOHN ERNI

SESSION – 3 (ICSMR)

Venue: Diamond Room

Session Chair: **Prof. Dr. Andr ę Richelieu**

Time: 10:30-12:30

M00004	India – Dawn of the Oil Refining Hub of Asia Sarfaraz Khan
M00006	An Pilot Study on Knowledge Sharing in Shared Services Companies Angela Lee Siew Hoong, Tong Ming Lim and Justin Lim Renn Aun

M00007	Yammer: A Study on Knowledge Sharing using Enterprises Microblogging System Angela Lee Siew Hoong, Tong Ming Lim and Justin Lim Renn Aun
M00008	Inclusive Strategy: Toward Integrating Organization Structure Constraints into the Strategic Planning Process Gayatri Rao
M00013	Evaluation of Relationship between Power Distance and Transformational Leadership: Examination of Multinational Corporations in Taiwan Weng Kun Liu, Yueh-shian Lee
M00014	The Strategic Development of Mid-Level Talent Jenny Benoy, Ms.Apeksha Poojary
M00017	Team Building in Project Management Practice in the UAE Construction Industry Gaurav Lohiya
M00018	Antecedence for Valuable MBA Projects: A Case Study of Graduate School of Business, Universiti Sains Malaysia Rajendran Muthuveloo
M00019	Effect of Health Consciousness and Material Values on Environmental Belief and Pro-environmental Behaviours Rameshwar Shivadas Ture, M.P. Ganesh
M00023	Knowledge Management and New Product Development: An Integrative Framework for Resource-limited Organisations I-Ching Lin, Rainer Seidel, Mehdi Shahbazzpour and David Howell
M00027	Mobile 2D Barcode/BIM-based Facilities Maintaining Management System Yu-Cheng Lin, Yu-Chih Su, Yen-Pei Chen
M00033	A General View on the E-banking F.Sameni Keivani, M.Jouzbarband, M.Khodadadi, Z.Khalili Sourkouhi
M10005	An Investigation of Organizational Culture on Selected Faculty: A study in Azad Islamic University of Babol Branch Ali Sorayaei, Masoumeh Seifi- Divkolaii, Elahe Farhadi Far
M10007	EFS (Effective Farmer's Store) : A Multifunctional Solution To Improve The Welfare Of Spinach Farmers with Small Land Muhammad Hakim Haekal, Gannady Girsang
M10019	New Role of Audit Committee: A Post-Financial Crisis Analysis Gagan Kukreja
M10026	Integrating Grey Relational Analysis and Multi-Dimensional Scaling for TFT-LCD Competitiveness Zon-Yau Lee, Erh-Liang Kung
M10027	Measuring Operation Efficiency for Universal Top 10 TFT-LCDs by Improved DEA from 2007 to 2009 Zon-Yau Lee, Chu-Fen Hu
M10032	Enterprise Knowledge Map: An Essential Technique for Development ZHAO Ya-ping, WANG Yan-wei

12: 30 - 13: 30

Buffet Lunch

Afternoon July 24, 2012 (Tuesday)

SESSION – 4 (ICSHH)

Venue: Diamond Room

Session Chair: **Young-gun Ko**

Time: 13:30-15:30

W00008	Women and Environment: Postcolonial Ecofeminism, Activism and Women Writing Indian Fiction in English Gurpreet Kaur
W00022	THE US-TURKEY RELATIONSHIP DURING THE COLD WAR: ALLIANCE AND ISSUES Gökhan Özkan
W00026	Creativity and Academic Achievement: Comparison between Cognitive and Trait Creativity Mahnaz Kaboodi and Yeo Kee Jiar
W00029	The Impact of History On The Society Ogunniyi Olayemi Jacob
W00030	Health Promotion Behaviors and Health Promotion Needs of Elderly in Thailand: A cross-sectional survey Montakarn Chuemchit, Nattawan Deeleartyuenyong , Parlop Promluan, Jirapun Khiewkhum , Onuma Zongram, Nuchanard Hounnaklang, Kunpima Chuemchit , Surasak and Taneepanichskul
W00031	Simplification in Contemporary Self-help Literature Madhavi Gokhale
W00032	Resilience as a Policy Response to Non-Traditional Security Threats Rita Parker
W10008	The Filipino Identity in Gumercindo Rafanan' s Poetry: A Postcolonial Analysis Rabindranath S. Polito
W10010	Leadership Styles of Principals in Sri Lanaka Sasheeka Karunanayake
W10016	The Complex Facets of Interpreting Competence Stăncuța Ramona Dima-Laza and Narcisa Țirban
W10019	A Study of the Relationship Between Stress and Psychosomatic Disorders Bahman Tofighi
W10023	Dynamic of Mangrove Forest Management in Paklok Bay, Phuket, Thailand. Chot Tavorn , Somsak Srisontisuk , Noriyuki Suzuki and Kanitta Nantabut
W10024	Feminism: Manifestation of power in colonial context Saima Khan
W10038	Examining the influence of Emotional Intelligence on Student' s Study Approaches and Academic Performance Lik-Neo Ng, Cheng-Lan Tay , Check-Yee Law and Wei-Wei Goh
W10044	Evaluation of Suburban Improvements and Urban Challenges in Iran Masoumeh Bagheri
W10045	Youth Workers' Stories on Working with Sexual Minority Youth Kwok D. K

W10047	Crisis of Civilisation to Crisis of Globalisation? A Return to Rabindranath Tagore: On History, Humanity and Society Dipannita Datta
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15: 30 - 15: 50	Coffee Break
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SESSION – 5 (ICFME)

Venue: Diamond Room

Session Chair: **Prof. Cesar Correa Arias**

Time: 15:50-18:30

X00011	Impact of diversification strategy on the capital structure decisions of manufacturing firms in India Ranjitha Ajay and R Madhumathi
X00012	Estimating causal relationship between property price and rental price for Hong Kong Koon Nam Lee
X00014	The Importance of Transportation and Financial Sectors in the Malaysian Service Industries: An Input-Output Analysis Mohd Sahar Sauian, Norbaizura Kamaruddin and Ruzanita Mat Rani
X00020	The Two Approaches to Performance Baiba Savrina and Henrique Schneider
X00027	Family Control and Leverage: Australian Evidence Harijono Soegijono
X00029	Is there a reversal in the price discovery process under different U.S. market conditions? Evidence from Asian ADRs and their underlying foreign securities Wang Ming-Chieh and Zi-Jia Ye
X00032	Measurement of Risk Efficiency on the Field of Rice Cultivation of Bangladesh: A Data Envelopment Framework Kanis Fatama Ferdushi, Anton Abdulbasah Kamil, Adli Muatafa and Md Azizul Baten
X00033	Stock Performance Analysis Before and After Stock Split on Basic Industry and Chemical in Indonesia Naomi Gabriella Theresia Stephanie Soureka and Tanti Irawati Muchlis
X00034	Declining inequality in Bolivia: how and why Jonathan M. Fortun Vargas
X00036	Estimating Probability of Informed Trading Under Trade Misclassification Wen-Chyan Ke and Hsiou-Wei Lin
X00037	General Architecture of Decision Support System for Choice-Based Network Revenue Management Models Farhad Etebari, Ammar jalalimanesh and Abdollah Aghaie
X00039	The Influence of Parents' Background on Students' Savings Norasikin Salikin, Norailis Ab Wahab, Rosnia Masruki, Nurazalia Zakaria and Siti Nurulhuda Nordin
X10003	CAP FORMULA OF PUBLIC SPENDING EDUCATION (A Case Study For Developed And Developing Region In INDONESIA) Erwin Saraswati
X10011	"A study of Socio-Economic Development of Scheduled caste through Mahatma Phule Backward class Development Corporation in Nanded District of

	Maharashtra” B.R. Suryawanshi
X10017	Impact of Global Economic Crisis on Financial Performance Indicators of Banking Sector in UAE Anupam Mehta
X10019	Implementation of Enterprise Risk Management among the Public Listed Companies: The Case in Malaysia Teoh Ai Ping and Rajendran Muthuveloo
X10025	Capital Structure and Firm Performance; Evidence from Tehran Stock Exchange Heydar Mohammadzadeh Salteh, Vahid Taghizadeh Khanqah, Elham Ghanavati and Mohsen Akbari Khosroshahi
X10028	Determinant of Efficiency in Malaysian Banking Sector Farhana Ismail, Rossazana Ab. Rahim and M. Shabri Abd. Majid
X10029	Tick Size Reduction and the Information Content of the Order Book Cheng-Yi Chien, Tzu-Hsiang Liao and Hsiu-Chuan Lee

19:00 , 24 July 2012

Dinner Banquet

Quality Hotel Singapore

www.qualityhotel.com.sg

Quality Hotel Singapore is a member of Choice Hotels International - one of the largest and most successful lodging franchisors in the world. It is strategically located at the heart of Balestier, an established food street nestled on the fringe of the Central Business District of Singapore, making us an ideal choice for that authentic Singapore travel experience for leisure and business travellers.

Encompassing 240 well-appointed rooms and suites that are designed with an emphasis on the ease and comforts of home, our rooms offer guests a comfortable rest area and practical workspace complete with modern day amenities and dedicated leisure facilities like the swimming pool, gymnasium and sauna rooms.

Quality Hotel Singapore is home to a host of dining options. Savour a sumptuous spread of Asian Rice and Taiwan Porridge Buffets at the Quality Caf , or relish popular authentic dishes such as Quality Laksa and Prawn Mee served at the Terrace Caf  Lounge on our comfortable sofas, chill out and unwind to music, drinks and entertainment at the Piano Lounge after a hard day's work.

Besides popular food streets, Quality Hotel Singapore is within close proximity to:

- [United Square and Novena Square shopping malls \(5 minutes drive\)](#)
- [Orchard Road \(10 minutes drive\)](#)
- [Suntec City \(15 minutes drive\)](#)
- [Central Business District \(15 minutes drive\)](#)
- [Singapore Expo \(20 minutes drive\)](#)
- [Changi International Airport \(20 minutes drive\)](#)

Public transports such as buses and taxis are also available just outside our hotel.

With premium quality accommodation at affordable prices, experience a personalized service with Quality Hotel Singapore today.

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2012

October 27-28, 2012

2012 2nd International Conference on Humanities, Society and Culture (ICHSC 2012)	Hong Kong	July 5, 2012
2012 International Conference on Financial Theory (ICFT 2012)	Hong Kong	July 15, 2012
2012 3rd International Conference on E-business, Management and Economics (ICEME 2012)	Hong Kong	July 20, 2012

2012 IEDRC SINGAPORE CONFERENCES

2012 3rd International Conference on Business, Economics and Tourism Management (CBETM2012)	Hong Kong	July 20, 2012
November 24-25, 2012		
2012 3rd International Conference on Behavioral, Cognitive and Psychological Sciences (BCPS 2012)	Bangkok, Thailand	July 10,2012
2012 International Conference on Ethics in Human Reaearch (ICEHR2012)	Bangkok, Thailand	July 10,2012
2012 2nd International Conference on History and Society Development (ICHSD 2012)	Bangkok, Thailand	July 15,2012
2011 2nd International Conference on Information and Finance (ICIF 2012)	Bangkok, Thailand	July 15,2012
December 22-23, 2012		
2012 3rd International Conference on Economics, Business and Management (ICEBM 2012)	Kuala Lumpur, Malaysia	Aug. 10, 2012
2012 2nd International Conference on Languages, Literature and Linguistics (ICLLL 2012)	Kuala Lumpur, Malaysia	Aug. 10, 2012
2012 International Conference on Sociality and Humanities (ICOSH2012)	Kuala Lumpur, Malaysia	Aug. 10, 2012
December 29-30, 2012		
2012 International Conference on Business,Management and Governance (ICBMG 2012)	Hong Kong	Sep. 10, 2012
2012 International Conference on Humanity, Culture and Society (ICHCS 2012)	Hong Kong	Sep. 10, 2012
2013		
January 19-20, 2013		
22013 2nd International Conference on Government, Law and Culture(ICGLC2013)	Dubai, UAE	Aug. 15, 2012
2013 2nd International Conference on Economics Marketing and Management (ICEMM2013)	Dubai, UAE	Aug. 15, 2012
International Conference on e-Education, e-Business, e-Management and E-Learning (IC4E2013)	Dubai, UAE	Aug. 10, 2012