

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

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| 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

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| 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 24, 2012 (Tuesday)

SESSION – 1 (2012 2nd JCIMT)

Venue: Emerald Room

Session Chair: **Chih-Chien Wang**

Time: 08:30-11:00

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|-------|--|
| 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 |

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| | 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 |

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| CM245 | The Organizational Structure that Interpenetrates Knowledge Inside 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

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| 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 Băgăoi |
| X00006 | Is the Fund Transfer Pricing Ethical? An Interest Rate Swap Approach for Banking Companies Alexandru Atomei, Vasile Robu and Adrian Doru Băgăoi |
| 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. André Richelieu**

Time: 10:30-12:30

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| 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 |

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| 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

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| 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 |

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| 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

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| 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 |

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| | 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.

201 Balestier Road

Singapore 329926

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2012

October 27-28, 2012

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| 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

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| 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 |