



2017 WEI BOSTON Conference Program & Schedule

24-27 July, 2017

Organized by the West East Institute

Cambridge, MA, USA

Venue Address:

Harvard Faculty Club

20 Quincy St, Cambridge, MA 02138, Boston, USA

CONFERENCE ACTIVITIES:

Registration:

Monday (Library Room) 5:00 pm – 7:00 pm

Conference registration and welcome cocktail

(Freshly baked cookies, assorted biscotti, almond macarons, sliced fruit, freshly brewed coffee, decaffeinated coffee, assorted teas)

Tuesday-Wednesday (Room 10) 8:00 am – 12:00 pm

Conference registration

ALL-DAY COFFEE SERVICE (8:30 AM-5:00PM)

Assortment of freshly baked cookies, brownies and blondies.

Freshly brewed coffee, decaffeinated coffee, assorted teas will be served all-day during the conference. Unfortunately, we will be unable to offer the lunch during the conference. Sorry for the inconvenience)

Conference Sessions:

Tuesday (Room 2 and Room 4) 8:30 am – 6:00 pm

Wednesday (Room 2 and Room 4) 8:30 am – 6:00 pm

Concurrent sessions scheduled in two-hour increments (Each paper has 15-20 minute time slot to present)

WEI Business and Economics conference sessions & Education and Humanities conference sessions:

Second Floor at Harvard Faculty Club

Room: 1 Business & Economics and Management (M)
Tuesday 9:00 am - 10:50 am
Session Chair Gokcen Ogruk

Presentations

Effect of Cognitive and Motor Plasticity Training on Aging between Non-Fallers and Fallers

Warawoot Chuangchai

Department of Medical Engineering, Faculty of Engineering, Thammasat University
Yongyuth Siripakarn
Department of Orthopaedics, Pathumthani Thailand

Strategic Thinking and Performance of Brewery Firms: Empirical Evidence from Nigeria (1980-2017)

Prof. Patrick L. Akpan

Department of Business Administration, Faculty of Management Science, Nnamdi Azikiwe University, Awka, Nigeria
Ujunwa C. Enemu

Department of Management Technology, Federal University of Technology, Owerri. Nigeria.

A Motivation Enhancement of Personnel under the Office of Nakhon Ratchasima Provincial Administrative Organization

Adilla Pongyeela Diba

Dhurakij Pundit University, Thailand

Baso Model-Based Strategic Planning Training Impact on Rural Mosque Effectiveness

Mohamed Zakaria Mohamed yahya

Syed Jamal Abdul Nasir, Roshidi Hassan
Faculty of Business and Management, Universiti Teknologi MARA (UiTM) Selangor, Malaysia

Socio-Cultural Considerations in Human Resources: The Impact of Wasta on HR Processes in the Middle East

Elizabeth Kassab PhD

Université Antonine, Lebanon

Impact of Specialization on Humanitarian and Development Aid: Evidence from the Response to the Syrian Crisis in Lebanon

Ghinwa El Chlouk

Antonine University, Economics, Lebanon

Chain logistic model from colombian fruits, "Mango"

Hugo José Mercado Cervera PhD

Edwin Causado Rodríguez PhD., Jhon Jairo Vargas Sánchez,
Universidad del Magdalena

Heads of Department as Leaders: Experiences from a Gulf State

Jwharh Madgali

University of Liverpool, UK
John Taylor
(Lancaster University, UK)

Room: 1 **Business & Economics and Management (M)**
Tuesday **11:00 am - 12:50 pm**
Session Chair **Pellegrino Manfra**

Presentations

Preferential Tax Rate and Tax Incentives: A Tax Expenditure Analysis of Smes in Malaysia

Mohd Arif bin Romli

Modelling Dividend Yield of Set 50 Index with a Stochastic Earning Yield

Pat Vatiwutipong

Department of Mathematics, Faculty of Science, Mahidol University, Thailand
Nattakorn Phewchean
Centre of Excellence in Mathematics, CHE, Thailand

The New Role of World Major Central Banks in the 21st Century

Pellegrino Manfra PhD

City University New York

To gamble or not to gamble: Effect of price discount on consumer behaviour

Professor Pei-Chun Tsai

Wei-Chih Tseng
Dept. of Business Administration, National Chengchi University

Public-Private Transport Service Choice Decisions In Dubai: A Triple- Bounded Discrete Choice Elicitation Method

Genanew Bekele Worku

Economics Department, University of Dubai Dubai Business School
Alebel Bayru
Ethiopian Development Research Institute (EDRI) Addis Ababa, Ethiopia

Currency Substitution, Monetary Independence, and Real Exchange Rate Dynamics

Jen-Ruey Tsaur

Department of Economics, National Central University
Tien-Wang Tsaur Department of Economics, Soochow University Research Centre for Humanities and Social Sciences, Academia Sinica

The Roll of a Proactive Multi Criteria Assessment Technique in Emergency Preparedness and Response in Aircraft Depot Lines Empirical Study in Aviation Field Business

Amr Hefnawy

Hegazy Zaher, Mohammed Said,
E-SESSION

Foreign Exchange Rate Forecasting, Risk Premium Factor and Carry Trade: Opportunities and Applications

Gokcen Ogruk

Sinan Yildirim, Shengxiong Wu
Texas Wesleyan University, Forth Worth, Texas, USA

Room: 1	Business & Economics and Management (M)
Wednesday	09:00 am - 10:50 am
Session Chair	Richard Bunje Mbunwe

Presentations

Yield Management as a Pricing Technique

Richard Bunje Mbunwe

University of Algarve, Tourism Economics, Faro

Key Antecedents of Organizational Citizenship Behavior (Ocb) and the Relationship of Ocb with Employee Performance in the Context of Outsourcing

Prof. Mostefa Ider PhD

Wroclaw University of Economics, Faculty of Management, Finance & Informatics, Wroclaw, Poland
Dr. Ahmed Salman Al-Sulaiti
SBS Swiss Business School, Zurich, Switzerland

Playing the Long Game China's Infrastructure Footprint and its Role in Nigeria's Economic Expansion

Kazeem Sodiq Olamide

Zhejiang Normal University, Economics and management science, China

The Impact of Managerial Overconfidence and Optimism on Firm's Investment Efficiency

Molka Jallouli

University of Sfax, FSEG, Tunisia, The Lartige Research Laboratory, Tunisia
Anis Jarbouli
University of Sfax, ISAAS, Tunisia

Effect of Marketing Communications on Student Decision to Enrol At the Faculty of Business Administration in a Small University: A Case Study of Rajamangala

University Of Technologyphra Naknon

Dr. Kwanruetai Boonyasana

Napapach Thirapattanapokin
Department of Finance, Rajamangala University of Technology Phra Nakhon, Bangkok, Thailand

The Utility of Wealth and Debt: A Research into Loss Aversion and Debt Relief

H. R. Noel van Erp

R. O. Linger, P. H. A. J. M. van Gelder
Safety and Security Science Group, Technical University Delft, Netherlands

Predicting Default Risk of Smes in Developing Economies: Evidence from Morocco

Selma Haj khlifa PhD

Higher Institute of Commerce and Administration Casablanca, Morocco, ISCAE Group

The Influence of Corporate Governance Characteristics on Customer Trust in State Owned Enterprises (SOES) of Thailand: A Comparative Study of Energy and Financial Institution Sectors

Ritdumrong Kaewkhaw

Doctoral of Business Administration Dhurakij Pundit University, Thailand

Room: 1 Business & Economics and Management (M)
Wednesday 11:00 am - 12:50 pm
Session Chair Dag Øivind Madsen

Presentations

Human Resources Policies and Their Consequences for the Well-Being of Workers

Prof. Dr. Paulo Lourenço Domingues Junior

Department of Administrative and Social Sciences, Federal Rural University of Rio de Janeiro, Brazil

Is Facebook a Marketing Advantageous for Business?

Mansur Absaitov

E-SESSION

The Loop of Bakery Business, Unique Dessert for Tomorrow

Pathawit Chongsermsirisakul

Chulalongkorn University, Thailand

Siripen Iamurai, PhD

Assumption University, Thailand

**Compensation Committee, Company Board Attributes, and Company Performance:
The Moderating Effect of Leadership Position**

Tariq Tawfeeq Yousif Alabdullah

College of Administration and Economics, University of Basrah, Iraq

Urban Profiling – Enhancing Future-Oriented and Sustainable City Development

Rebecca Reschreiter

Faculty of Business, Management and Economics, University of Latvia, Riga, Latvia

(E-SESSION)

The Balanced Scorecard in Norwegian Municipalities: A Research Note

Dag Øivind Madsen

Blerim Azizi

Albert Rushiti

University College of Southeast Norway

**Bk@Eco, The Specific Bakery Management Model For Retail And Wholesales To
Survive In Online Era**

Pathawit Chongsermsirisakul

Chulalongkorn University, Thailand

Siripen Iamurai, PhD

Assumption University, Thailand

**The Setting-Up of the Strategy on the Cluster Management of the Environment Friendly
Alternative Energy**

Munlikar Thummajariyawat, PhD

Department of General Administration Faculty of Business Administration Ramkhamhaeng

University, Bangkok, Thailand

Room: 2 **Education & Humanities and Social Sciences (E)**
Tuesday **09:00 am - 10:50 am**
Session Chair **Onuora-Oguno**

Presentations

Sleep Quality and Resilience: A Study with Brazilian and American Health Students

Fagner Luiz Pacheco Salles

Faculdade Estácio de Sá de Vitória, Brazil

Julie Suzane Miller

Mary Bess Griffith Bethel University, USA

The Impact of L1 Orthography on Thai and Chinese Esl Learners' Word Recognition Mechanisms

Ubon Dhanesschaiyakupta PhD

Department of Western Languages Faculty of Humanities and Social Sciences Burapha University, Thailand

Veterans and the Elite Eight: Quid Pro Quo In Higher Education

María Fussell

United States Air Force (Whiteman AFB, MO); Ed.D.

Family Empowerment: Changing Opportunities in Education and Employment for Women in South Asia

Varuni Ganepola PhD

Asian University for Women, Bangladesh Sessional Faculty in Psychology Monash College, Monash University, Australia

Cultural and Creative Arts as a Subject in Nigerian Secondary Schools: Issues and Panacea. A Case Study of Schools in Enugu Metropolis

Onuora-Oguno

Nnamdi Chiedu PhD

Dept of Music, Nnamdi Azikiwe University Awka, Nigeria

Ezeugwu Felicia

Dept of Music, University of Nigeria Nsukka

Inclusion of Students with Disabilities in Higher Education – Ead

Mônica Cristiane David, Valéria Juliana Tortato Monteschio

College of Fael Apollo Global – Brazil

Pre-Service Classroom Teachers' Perceptions toward Music Education in Teacher Education Program

Dr. İlhan Özgül

Kastamonu University Education Faculty, Turkey

A Corpus-Driven Study of Authentic English Language Usage and The Implications on Teaching Materials Design

Joyce Lok

The Chinese University of Hong Kong

Room: 2 **Education & Humanities and Social Sciences (E)**
Tuesday **11:00 am - 12:50 pm**
Session Chair **Nnamdi Chiedu**

Presentations

When Althusser Interpolates the Ratings Industry: The TV Audience as a Viewing Subject and a Viewed Object

Hsin-I Liu, PhD

Department of Communication Arts, University of the Incarnate Word, San Antonio, USA

Emerging Issues in African music Academia-the Nigerian Perspective

Onuora-Oguno

Nnamdi Chiedu PhD

Esimone Celestina Chinyere PhD

Violent Content in Mass Media Especially Television as a Threat to Adolescents

Dr Abdullah Al Assiri

King Khalid University, Saudi Arabia

Prof Dr Mokhtar Muhammad

Haliza Hasan

Universiti Teknologi MARA, Malaysia

Jungian Interpretation of ‘The Red Tent’

Dr. Rakhi Sameer

Amity University, Noida, India

A Comparison of Policies on Laws Relevant to Driving License Issuance between Thailand and Japan

Montha Thummajariyawat, PhD (Candidate)

Ramkhamhaeng University, Thailand

Factor Analysis of the Need for Childcare Leave Policies

Nayoung Kim PhD

Korea Institute of Child Care and Education

A Quality Management Model of Basic Education Provision towards International Standards

Sathinee Pongaksorn PhD (Candidate)

Sawwanee Sikkhabandit PhD and Peerapong Sithiamorn PhD

Graduate School, North Bangkok University, Thailand

A Model of Efficient Educational Guidance Management for Basic Education Schools

Suthat Detkunchorn PhD (Candidate)

Sawwanee Sikkhabandit PhD., Phiraphong Sithiamorn PhD. Graduate School

North Bangkok University, Thailand.

The Democratic Governance Models for Serving Citizenship on the Community Cultural Background of the Villages in North Eastern Region of Thailand

Noppon Akahat PhD (Candidate)

Kalasin University, Kalasin province, Thailand

Room: 2 **Education & Humanities and Social Sciences (E)**
Tuesday **14:00 pm - 15:50 pm**
Session Chair **Wu Ting, Frances**

Presentations

University Students: Prevalence and Comparison of Emotional Factors

Fagner Luiz Pacheco Salles

Denise Maciel Ferreira

Faculdade Estácio de Sá de Vitória, Brazil

Undergraduate Chemistry Laboratory Courses in Beirut: Inquiry Level, Learning Environment, and Students' Affective Outcomes

Hanan Arnous

Dr. Zalpha Ayoubi

Lebanese American University

Education, Employment and Family Support of Transgender Community in Pakistan

Rukaiza Khan

National University of Sciences & Technology, NUST, Pakistan

Using Han Educational Leadership (HEL) as a Supporting Mode for Chinese Educational Leaders to Empower Primary Students with Multiple Learning Needs in International Chinese Education Schools

Take Hong Kong and New York as the Targeted Example

Frances Wu Ting

Hong Kong Education University

Policy and Program Evaluation as a Tool for Effective Education Policy Development in Kazakhstan. Assessing the Secondary Education Reform: Case of Transitioning to the 12-year Model of Schooling

Zhanna Sagyndykova

Young Teachers' Perceptions in Regard to the Social Emotional Development of Their Students and How those Perceptions Influence Educational Practices

Noémie Paquette

Université du Québec en Outaouais

Geneviève Tardif

Département de psychoéducation et de psychologie, Université du Québec Alexandre-Taché

Electronic Content: Design Model and Quality in E-Learning Programs

Dr. Nazir Ahmed Sangi

Dr Yasmin Akhter Sangi

Department of Computer Science, Allama Iqbal Open University, Islamabad

It's Not Me; It's My Brain! Approaches to Trauma-informed Music Pedagogy for Students with Emotional/Behavioural Disorders

Erin E. Price

Room: 1 **Education & Humanities and Social Sciences (E)**
Tuesday **14:00 pm - 15:50 pm**
Session Chair **Barbara Friehs**

Presentations

Definition and Process of Democracy in Turkey

Ahmet Yasir Eren

Doshisha University

Implementation of Sustainability Principles of Water Conservation in Mosques and Musollahs in Malaysia

Yendo Afgani PhD

Universiti Sultan Zainal Abidin, Department: Faculty of Applied Social Science, Department of Anthropology Dakwah

Exploring Untruthfulness through Indirect Expressions of Negative Attitudes Employed in American Drama Films

Pakanan Sisuk

Ubon Dhanesschaiyakupta

Graduate Program “English for Communication”, Department of Western Languages Faculty of Humanities and Social Sciences, Burapha University, Thailand

Multiple Intelligences 54

Tazeen Jamal Siddiqui

Educational Consultant Hyderabad, Andhra Pradesh India,
E-SESSION

The Impact of Language Brokering On Academic High Achievers with Migrant Backgrounds

Barbara Friehs

University OF Graz, Austria

Abstract Proposal

Fadwa Yasin Flemban

Lecturer at King Abdulaziz University, PhD. candidate at University of South Florida, Tampa, FL

The Legal Status of Recognized Refugees in Republic Of Macedonia

Katerina Kocevska PhD student

Prof. Bekim Nukiu PhD

South East European University of Macedonia

Doctoral Program: International Law

Problem Analysis of Understanding of National Diversity That Happens on Student School Students and Learning Lesson Learning Civilization Education (Pkn) in School Primary School

Aloysius Hardoko

University of Mulawarman

E-SESSION

Room: 2 **Education & Humanities and Social Sciences (E)**
Tuesday **16:00 pm - 17:40 pm**
Session Chair **Mona Turjoman**

Presentations

A New Phenomenon in Saudi Females' Code-Switching: A Morphemic Analysis

Mona Turjoman

King Saud University, Saudi Arabia

**The Effect of a Smoke-Free Campus Policy on Receptivity of Campus and Government
Smoker Free Policy among College Students**

Yun-Hee Kim

Department of Nursing, Pukyong National University, Busan, South Korea
Sung-Rae Shin

Department of Nursing, Samyook University, Seoul, South Korea

Digital Destination-Brand Communication

Teresa Borges Tiago and Flavio Tiago

The University of the Azores

**A State-of-Art Literature Review on Social Media: The Contribution of Kaplan and
Haenlein**

Teresa Borges Tiago and Flavio Tiago

University of the Azores

Literature: The Light of Life

Dr. Jagadish Chondra

Dept. of English, B. N. Mandal University, Madhepura, Bihar, India

Higher Education

Dr. Nutan Alok

Sanskrit, Yadunandan-Pavitri Degree College, Dilipnagar, Raniganj, PBihar, India

Contemporary Issues in Education

Dr. Ashok Kumar Alok

Yadunandan-Pavitri Degree College Dilipnagar, Raniganj Affiliated to B. N. Mandal University
Madhepura, India

**The Use of General Principles of Learning Statistics at High School during Class
Activities**

Lukanda Kalobo

Department of Mathematics, Science and Technology Education, Faculty of Humanities, Central
University of Technology, South Africa

**Effectiveness of Using Laptops Loaded with Electronic Books during Statistics
Instruction**

Joseph Ramathibela Maimane

Department of Educational Studies, Faculty of Humanities, Central University of Technology,
Lukanda Kalobo

Department of Mathematics, Science and Technology Education, Faculty of Humanities, South Africa

Room: 1 **Education & Humanities and Social Sciences (E)**
Tuesday **16:00 pm - 17:40 pm**
Session Chair **Pellegrino Manfra**

Presentations

An Interpretation of Social Relationship in the Buddhist Social Philosophy

Retosh Sramon

Eakasak Yooktanan PhD

Department of Philosophy, Faculty of Humanities & Social Sciences
Khon Kaen University, Thailand

Human Rights and Labour Migration in the Legal Product Framework

Erskine Pontius

Yokohama National University

The Effect of Core and Balance Training on Single-Leg Sway Parameters and Well-Directed Kick of Male Football Players

Ceren Akyüz

Health Sciences Institute/Movement and Training Sciences
Istanbul, Turkey

Study Abroad and Perception of Cultural Distance: A Case from Turkey

Muge Gunduz

Middle East Technical University, Foreign Language Education, Ankara

Security Perception of Thai Government towards Migrant Workers from Myanmar in a Year Prior to the Emergence of the ASEAN Economic Community

Sipim Sornbanlang

Srinakharinwirot University, Political Science, Faculty of Social Sciences
Thailand

Pseudo-Dionysius the Areopagite and His Father-Confessor Jerotheus

Marika Chachibaia

Tbilisi State University, Institute of Oriental Studies, Hebrew-Aramaic Studies
Tbilisi, Georgia

Cicero “Concept of ‘Humanities’ and His Great Influence on The constitution of the United States of America

Pellegrino Manfra PhD

City University New York

University of Economics and Law, Ho Chi Minh City’s National University

Project Based Learning Model in Aec Schools to Promote Adoption of Bim In Nigeria

Ihuoma Onungwa

Department Of Architecture, University Of Lagos, Nigeria

Room: 2 **Education & Humanities and Social Sciences (E)**
Wednesday **09:00 am - 10:50 am**
Session Chair **Claudine Perreault**

Presentations

The Historical Context of American Post-World War II Suburbanization

Claudine Perreault PhD, JD

University of Massachusetts-Lowell, United States of America

The Sociolinguistic View of Turkey Georgians

Müberra Seydi Ertek

Hacettepe University, Turkey

(No Paper Title)

Yashasvi Shah

Pandit Deendayal Petroleum University, Gujarat, INDIA

A Preliminary Study on the Psychosocial Health and Living Quality of Left-Behind Children in a Remote City of China

Bin Li

Washington Institute for Health Sciences, Arlington, VA Georgetown University Medical Center
Washington D.C.

Steven Chu

Hongfei Zhong

Children's Hope and Future Foundation, United States

Eastern Minimalism, Western Excess: Marie Kondo, Intentional Minimalism, and the American Appropriation of Japanese Material Traditions

Katya O. Sullivan

Bennington, VT, USA

Brazilian Judiciary Performance Antecedents

Alamir Costa Louro PhD Candidate

Federal University of Espirito Santo, Business Administration, Anselmo Laghi Laranja

Abstract

Alexandra Polinovskaya

Saint Petersburg Mining University

Verb Phrase Architecture of Binukid Language

Catherine Y. Tabequero

University of South eastern Philippines

Biology Teachers Problems Related to Utilization of Natural Appearance Media to Facilitate the Students Learning Ability of Solving and Environmental

Makrina Tindangen

University of Mulawarman

E-SESSION

Room: 2 **Education & Humanities and Social Sciences (E)**
Wednesday **11:00 am - 12:50 pm**
Session Chair **Hiba Othman**

Presentations

An Exploratory Study of Emotional Intelligence, Communication Skills, and Self-Perceived Employability among Undergraduates

Eivis Qenani

Neal MacDougall, Lynn Hamilton
Department of Agribusiness, California Polytechnic State University, San Luis Obispo California,
USA

Language

Dr. Surendra Narayan Yadav

Dept. of Hindi, B. N. Mandal University, Madhepura, Bihar, India

Transformative Teaching of Hots in the Communication Classroom

Dr. Asli Hassan

Head of the Center for Excellence in Learning and Teaching (CELT) Petroleum Institute
Dr. Muna A. Balfaqeeh
Petroleum Institute

Blended Learning in University Statistics Courses

Hiba Othman

Mathematics Department -American University of Science and Technology Beirut, Lebanon
Nina Hayfa
Faculty of Education and Pedagogy, Lebanese University

The Effect of Blended Learning on the Level of Engagement and Academic Achievement of Pre-Service Teachers in Lebanon

Nadine Adnan Dandashly

Aziz Barbar
Faculty of Arts and Sciences American University of Science and Technology Beirut, Lebanon
Munther Antoun
Institut De Letters Oriental Universite Saint-Josep

The Values of Education as Presented in Hindu Fables

Ven walapane Gnanasena

Department of Sanskrit, University of Kelaniya, Colombo, Sri Lanka

Mathematical Literacy – An Indian Scenario

Dr. S. R. Santhanam

Affiliation: Association of International Mathematics Education and Research-India

A Study on Factors Influencing Soft Skill Training Effectiveness: Students' Perspective

Dr. T. J. Kamalanabhan

P. V. Priyadarshini
Department of Management Studies, Indian Institute of Technology, Madras, India

Innovative Games: A Catalyst to Academic Reading Correction

Vo Phuoc Nhu Hao

ATTENDING

Delejo Olusegun Alex

Covenant University Business Management, Nigeria

Madhy Nyota Mwamba

Nzete Favour Ada

Liora Rachel Epsztein

Amrit Thapa

Shanti Gurung

Courage Wilvens

Thompson Charlienor

Ifedioranma Lilian Ijeoma

Rahul Barua

Simbarashe Gandiwa

Girne Amerikan University

Afamefuna Anthony Omaze