



# **International Academic Conference on Social Sciences (IACSS 2013)**

## **IACSS 2013 Programme**

**27-28 July 2013 – Istanbul, Turkey**

Saturday, 27 July 2013
8:00 – 9:00 Registration
9:15 – 9:30 Opening Ceremony
9:30 – 10:30 Keynote Speaker: Professor Paul Heywood, University of Nottingham, UK
10:30 – 11:00 Coffee Break and Networking
11:00 – 12:30 Sessions
12:30 – 13:30 Lunch
13:30 – 15:00 Sessions
15:00 – 15:30 Coffee Break and Networking
15:30 – 17:00 Sessions
17:00 – 17:30 Coffee Break and Networking
17.30 – 19.00 Sessions

Saturday, 27 July 2013			
Room	Ayasofya	Rumeli	Galata
Time	1 hour 30 minutes	1 hour 30 minutes	1 hour 30 minutes
Session Title	Session I Education, Psychology and History	Session II Economics, Finance and Tourism	Session III Management, Law and Politics
Chair	Prof. David Makofsky	Prof. Kimoon Cheong	Prof. Liang-Hsuan Chen
11:00 – 12:30	<p>I. <b>David Makofsky</b>, <i>The Artist and the Artisan in Xinjiang (China) Central Asia: The Changing Uyghur Muslim Culture</i></p> <p>II. <b>Kolumbán Zsuzsánna</b>, <i>Family and Deviation in Hungarian Communities from Transylvania, during the 19<sup>th</sup> Century</i></p> <p>III. <b>Elif Sezer</b>, <i>The manners of Resistance in the Ottoman Popular Literature: The Sample of Tifli Stories</i></p> <p>IV. <b>Srishti Singh</b>, <i>Interpreting Erotic Sculptures of</i></p>	<p>I. <b>Jong Il Park, Kimoon Cheong</b>, <i>Economic Analysis of Contract Modification</i></p> <p>II. <b>Hasan Ayyildiz, Gulcin Bilgin Turna</b>, <i>Turkey's Image as a Tourist Destination in Northern Europe</i></p> <p>III. <b>Ka Wai Terence Fung</b>, <i>The Conditional Equity Premium, Cross-Section Returns and Stochastic Volatility</i></p>	<p>I. <b>Shiuh-Nan Hwang, Hsuan-Shih Lee, Szu-Chia Tang, Shiuh-Sheng Hsu</b>, <i>Measuring Quality of Life Using DEA-AR</i></p> <p>II. <b>Huey-Kuo Chen</b>, <i>A Combined Model with the Four Travel Choices and Variable Demand</i></p> <p>III. <b>Chin-Tsai Lin, Wan-Rung Lin, Yi-Hsien Wang, Ping-Hui Huang</b>, <i>Evidence on Relationship between Derivatives Selection and Hedge effectively in Integrated Circuit Industry</i></p> <p>IV. <b>Yi-Hsien Wang, Jung-Ho Lu, Hwa-Rong</b></p>

	<p><i>India</i></p> <p><b>V. Ittipong Thongsrikate</b>, <i>Soldier and Civilians : Trajectory to Discipline and Resistance</i></p> <p><b>VI. Emzar Kakhidze and Merab Khalvashi</b>, <i>Some peculiarities of Roman acculturation of the eastern Black Sea area</i></p>		<p><b>Shen, Rui-Lin Tseng</b>, <i>Using Multinomial Logistic Model to Evaluate Hedge Effect in the Information Technology Industry</i></p> <p><b>V. Pin-Ju Juan, Peng-Yu Juan</b>, <i>The Study of a Backpackers Travelling Risk Decision Making Analytic Model</i></p>
<b>Room</b>	<b>Ayasofya</b>	<b>Rumeli</b>	<b>Galata</b>
<b>Time</b>	<b>1 hour 30 minutes</b>	<b>1 hour 30 minutes</b>	<b>1 hour 30 minutes</b>
<b>Session Title</b>	<b>Session IV Education, Psychology and History</b>	<b>Session V Economics, Finance and Tourism</b>	<b>Session VI Management , Law and Politics</b>
<b>Chair</b>	<b>Dr. Leila Otto Kajee</b>	<b>Dr. Vasil Stefanov Petkov</b>	<b>Prof. Chie-Bein Chen</b>
13:30 – 15:00	<p><b>I. Thierry Karsenti, Simon Collin</b>, <i>Understanding the Educational Impacts of 1-1 Laptop Projects in Elementary and Secondary Canadian Schools</i></p> <p><b>II. Ozlem Deniz</b>, <i>The Mathematics Worksheet as Pedagogical Genre: A Hegemonic, Homogenizing Force Affecting Power and Identity Relationships in the Secondary Classroom</i></p> <p><b>III. Leila Otto Kajee</b>, <i>Women’s voices in English language education</i></p> <p><b>IV. Rakesh Choudhary</b>, <i>Egoistic Suicide: Suicide Factors Among Indian Youths</i></p> <p><b>V. Phyllis Kaburise</b>, <i>Academic and Socio-economic Variables in Tertiary Success: Limpopo Province in South Africa</i></p>	<p><b>I. Vasil Stefanov Petkov</b>, <i>The Cost of Financial Stability in Times of Crisis: the Case of Bulgaria</i></p> <p><b>II. Abraham Ansong</b>, <i>Risk Management as a Conduit of Effective Corporate Governance and Financial Performance of Small and Medium Scale Enterprises</i></p> <p><b>III. Sugiarti Ningsih</b>, <i>Internalization of Externalities Influence of Youngest Plywood Industry in Java Profits</i></p>	<p><b>I. Andreas Velthuisen</b>, <i>Towards researching the conflict and dispute resolution practices of vulnerable communities: the case of the San (‘Bushmen’) of Southern Africa</i></p> <p><b>II. Shih-Ting Yang; Chia-Wei Huang</b>, <i>A Webpage Emotional Category Determination Methodology based on Color Psychology and Browser’s Eye Movement Tracking</i></p> <p><b>III. Chia-Huei Ho</b>, <i>An EOQ model with freight rate linked to order quantity and two-part trade credit</i></p> <p><b>IV. Chin-Tsai, Lin, Jung-Ho, Lu, Yeok-How, Goay, Hwa-Rong, Shen, Yi-Hsien, Wang</b>, <i>An Exploration of the Travel Agents’ Attributes Classification: The Perception of NTO Abroad Offices</i></p> <p><b>V. Chie-Bein Chen, Kuochung Chang, Yuan-Du Hsiao, Kuang-Yi Lin, Kuang-Yi Lin and Ho-Chen Lin</b>, <i>The Work Performance of Foreign Caregivers in Taiwan’s Human Resource Market</i></p>

Room	Ayasofya	Rumeli	Galata
Time	1 hour 30 minutes	1 hour 30 minutes	1 hour 30 minutes
Session Title	Session VII Education, Psychology and History	Session VIII Economics, Finance and Tourism	Session IX Management, Law and Politics
Chair	Prof. Shu-Chun Lucy Huang		Prof. Chia-Huei Ho
15:30 – 17:00	<p>I. <b>Sajid Mahmood, Jenny Freeman, Clare Relton</b>, <i>Underestimation of body weight among students of medicine and allied health sciences of public sector institutes in Karachi, Pakistan</i></p> <p>II. <b>Shu-Chun Lucy Huang, Noelle C. Chiang</b>, <i>The Incremental Validity of Videos as Visual Surrogates</i></p> <p>III. <b>Florence Saint-Jean, Mehmet Nurullah Akkurt</b>, <i>Intervention for Unresolved Trauma in a Developing Country After a Natural Disaster</i></p> <p>IV. <b>Kalerante Evaggelia</b>, <i>Extreme right political discourse and its educational dimensions as they are projected in the formal form of the Greek extreme right political party of “ChrisiAvgi”</i></p>	<p>I. <b>Jan Prusa, Pavel Prusa</b>, <i>Dynamic Gravity Model: Evidence from Austria, Germany and Switzerland</i></p> <p>II. <b>Teera Sindecharak, Nalikatibhag Sangsnit</b>, <i>Creative Tourism: Perception of Tourists, the Availability of Ownership and Possibility of Creative Tourism in Thailand</i></p> <p>III. <b>Wasifah Hanim</b>, <i>Cooperation Inter Regional Infrastructure Development In The Era Of Regional Autonomy In Indonesia</i></p>	<p>I. <b>Liang-Hsuan Chen, Chia-Jung Chang</b>, <i>Studies on Fitting Fuzzy Multiple Regression Models</i></p> <p>II. <b>Hung-Chi Chang</b>, <i>On Simultaneous Coordination of Order Quantity and Reorder Point in a Two-Stage Supply Chain</i></p> <p>III. <b>Chie-Bein Chen, Chin-Tsai Lin, Jung-Ho Lu, Yuan-Du Hsiao and Yun-Ching Wang</b>, <i>Quality Function Deployment for International Business Teaching Performance Evaluations</i></p> <p>IV. <b>Pi-Fang Hsu, Hung-yu Chueh</b>, <i>Selecting the Optimal Brand TV Commercial Script for a Real Estate Agency Using Grey Relational Analysis</i></p> <p>V. <b>Tai-Yue Wang, You-Cheng Dai</b>, <i>A Transition Process of Industry-University Collaboration</i></p>
Room			Galata
Time			1 hour 30 minutes
Session Title			Session X Management, Law and Politics
Chair			Prof. Tai-Yue Wang
17.30 – 19.00			<p>I. <b>Pao-Long Chang, Chiung-Wen Hsu</b>, <i>Using System Dynamic Modeling to Assess the Effects of Feed-in Tariffs on Wind Power Installations</i></p> <p>II. <b>Chin-Tsai Lin, Shih-Chieh Hsu</b>, <i>Tourism destination image and travel risks of tourists from the Chinese Mainland to Taiwan</i></p>

			III. <b>Jin-ray Lu</b> , <i>Executive Incentives and Firm Defaults of Executive Stock Options</i>
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Sunday, 28 July 2013			
8:00 – 9:00 Registration			
9:30 – 10:30 Keynote Speaker: Professor Sule Toktas, Kadir Has University, Turkey			
10:30 – 11:00 Coffee Break and Networking			
11:00 – 12:30 Sessions			
12:30 – 13:30 Lunch			
13:30 – 15:00 Sessions			
15:00 – 15:30 Coffee Break and Networking			
15:30 – 17:00 Sessions			
17:10 – 17:30 Closing Ceremony			
19:30 – 24:00 Post-conference Bosphorus Cruise & Dinner			

Sunday, 28 July 2013			
Room	Ayasofya	Rumeli	Galata
Time	1 hour 30 minutes		
Session Title	Session XI Education, Psychology and Science	Session XII Economics, Finance and Tourism	Session XIII Management, Law and Politics
Chair	Dr.Sumalee Chanchalor	Associate Prof. Rana Ejaz Ali Khan	Dr. Tomasz Soroka
11:00 – 12:30	I. <b>Sumalee Chanchalor</b> , <i>Teparat Suthiroeng: Games Playing Effects on Elementary Students in Bangkok</i> II. <b>Aylin Tasdemir-Ozdes, Natalie Ebner</b> , <i>Effect</i>	I. <b>Ece Kaya</b> , <i>From Industrial and Residential to a Tourism Precinct: The Rocks of Sydney</i> II. <b>Rana Ejaz Ali Khan and Nadia Mahtab</b> , <i>Volatility in Sectors and National Income: A</i>	I. <b>Shahid Ali</b> , <i>Challenges in Justifying Qualitative Case Studies in Social Science Research</i> II. <b>Yu-Shan Chen, Yu-Hsien Lin</b> , <i>The Influence of Person-Organization Fit Job Satisfaction and</i>

	<p><i>of Mental Time Travel on Lifestyle Decisions: Does Valence Matter?</i></p> <p><b>III. Masoumeh Motlaq</b>, <i>A Sociological Survey about Impact of Internet on Socio-Cultural Life of High School Students</i></p> <p><b>IV. Sakesun Yampinij, Suwaree boonnak</b>, <i>A Framework of Network Learning Environment toward Constructivist to Enhance Problem-Solving Process on the Topic "Hardware Using" for MathayomSuksa 1 Students</i></p> <p><b>V. Abid Hussain</b>, <i>The Relationship of Academic Self-Regulation of Secondary School Students with their Academic Achievement</i></p>	<p><i>Comparative Analysis of Pakistan and Korea</i></p> <p><b>III. Fang Zhang, John Hudson, Bruce Morley</b>, <i>Testing <math>\alpha</math>- and <math>\beta</math>- Convergence of Regional House Prices in China</i></p>	<p><i>supportive organizational culture on organizational commitment.</i></p> <p><b>III. Tomasz Soroka</b>, <i>The Role of People's Republic of China in Contemporary Canadian Foreign Policy: Canada-China Relations in the 21<sup>st</sup> Century</i></p>
Room	Ayasofya	Rumeli	Galata
Time	1 hour 30 minutes	1 hour 30 minutes	1 hour 30 minutes
Session Title	Session XIV Education, Psychology and History	Session XV Economics, Finance and Tourism	Session XVI Management, Law and Politics
Chair	Sajid Mahmood	Dr. Martin Luštický	Prof. Muammer Ozer
13:30 – 15:00	<p><b>I. Waiyawat Saitum, Jeerapong Phudpong</b>, <i>The Recognition of 3D Photos vision by Lenticular Technique</i></p> <p><b>II. Maja Zadel, Zorana Medaric</b>, <i>The importance of the school's commitment to multicultural education: The case study of interethnic violence in Slovenian schools</i></p> <p><b>III. Sopon Meejaleurn, Patthira Krongrati</b>, <i>A Development of Online Multi - Media Lesson Using Cues on the Topic "Composition"</i></p>	<p><b>I. Chanita Duangyiwa, Sirivilai Teerarojanarat</b>, <i>A GIS-based Network Analysis for Planning Travel Routes: a Case of Ban Rai District, UthaiThani Province and Dan Chang District, SuphanBuri Province, Thailand.</i></p> <p><b>II. Martin Luštický, Pavla Zaubmüllerová, Lenka Havlová</b>, <i>Stakeholder Analysis in Selected Tourism Destinations</i></p> <p><b>III. James Kennell</b>, <i>After the crisis: Cultural Tourism and Urban Regeneration in Europe</i></p>	<p><b>I. Gela Tsaava</b>, <i>Some Issues of the Abkhazia Colonization (The Second half of the 19<sup>th</sup> century – beginning of the 20<sup>th</sup> century)</i></p> <p><b>II. Muammer Ozer</b>, <i>Product Innovation in China</i></p> <p><b>III. Kalpana Murari</b>, <i>Reforming the Investment Regime: A Progressive Approach to Global Environmental Governance.</i></p>
Room	Ayasofya	Rumeli	Galata
Time	1 hour 30 minutes	1 hour 30 minutes	1 hour 30 minutes
Session Title	Session XVII Education, Psychology and History	Session XVIII Economics, Finance and Tourism	Session IX Management, Law and Politics

Chair	Associate Prof. Chan Wai	Dr. Punthumadee Katawandee	Prof. Muammer Ozer
15:30 – 17:00	<p>I. <b>Chan Wai, KWAN, Joyce L.-Y., ZHAO, Maggie Y.</b>, <i>Comparing Scale Reliabilities: A Structural Equation Modeling Approach</i></p> <p>II. <b>Mehmet Nurullah Akkurt, Janelle Carter, Florence Saint-Jean</b>, <i>What is Wrong with Multicultural Training in America?</i></p> <p>III. <b>Kuntida Thamwipat and Suwanee Suwanpat</b>, <i>A Study into the Learning Environment for the Course in Social Studies and the Need for Materials to Build Up Knowledge and Experiences about Thai History among Secondary Students</i></p> <p>IV. <b>Pornpapatsorn Princhankol, Patitta Tunyanitikul and Wipawan Rungruangviriya</b>, <i>E-Book Entitled “Inside KMUTT” for Public Relations and News about King Mongkut’s University of Technology Thonburi through Online Social Network</i></p>	<p>I. <b>Kiwi Chung</b>, <i>Does Governance Mitigate Myopic Decision in Asset Sales?</i></p> <p>II. <b>Punthumadee Katawandee</b>, <i>Assessment of tourism resources from local community’s perspectives: the case of 2 rural areas in Thailand</i></p> <p>III. <b>Daniliuc Elena, Rozhkova Svetlana</b>, <i>Quantile Hedging in Diffusion (B, S) – Market for European Call Option</i></p>	<p>I. <b>Nor Hayati Abdul Samat, Hasani Mohd Ali</b>, <i>Evaluating the Legal Concept of Reasonableness for Shareholders to Participate in Electronic Shareholders’ Meeting</i></p> <p>II. <b>Nor Azlina binti Mohd Noor, Akmal Hidayah binti Halim</b>, <i>Regulating the Conduct of Personal Representatives in Deceased’s Estate Administration: Malaysian Legal Perspective</i></p> <p>III. <b>İsa Erbaş</b>, <i>Turkish Foreign Policy towards Balkans</i></p> <p>IV. <b>Murman Gorgoshadze, Levan Jakeli</b>, <i>Law and Politics: Modern Aspects of Interconnection</i></p>