

## **Registration: December 8, 2013 (Sunday)**

Rydges Bankstown, Sydney

<http://www.rydges.com/accommodation/sydney-nsw/bankstown/welcome/>


10: 00 – 12: 30	Arrival and Registration
13: 30 - 17: 00	(Venue: Boardroom)

- (1) Please print your registration form before you come to the conference.**
- (2) You can also register at any time during the conference.**
- (3) Certificate of Participation can be collected at the registration counter.**
- (4) Please tell the conference receptions your paper ID.**
- (5)The organizer won't provide accommodation, and we suggest you make an early reservation.**
- (6)One Best Paper will be selected from each oral session. The Certificate for Best Papers will be awarded in the Welcome Banquet on December 9, 2013.**

**Conference: Morning, December 9, 2013 (Monday)**

Venue: Typhoon & Stirling

08:30-08:40	<p>Opening Remarks</p>  <p><i>Professor Yixun Shi</i> <i>Faculty of the Department of Mathematics, Computer Science and Statistics</i> <i>Bloomsburg University of Pennsylvania, USA</i></p>
08:40-09:20	<p>Keynote Speaker Speech 1</p>  <p><i>Professor Eun Jin Hwang</i> Fashion Merchandising Program Department of Human Development and Environmental Studies Ackerman Hall, Room 208 Indiana University of Pennsylvania Indiana, USA</p> <p><b>Title:</b> <i>Connecting with Consumers via Social Networking: A Rapidly Growing Apparel-Retail Strategy</i></p> <p><b>Abstract:</b> Internet usage for marketing and customer service, a prime retail-innovation area, is integral to a rapidly growing apparel-retail strategy to engage consumers as information receivers and producers. Retailers are connecting with consumers via social networking sites (SNS), such as Facebook, to promote products and receive information from and about</p>

	<p>consumers, including their views on firms' products and services. Now a permanent element of retailers' marketing and customer-service strategies, SNS are being used to enhance retail sales, obtain feedback, and build or strengthen relationships with customers.</p>
<p>09:20-10:00</p>	<p style="text-align: center;">Keynote Speaker Speech 2</p> <div style="text-align: center;">  </div> <p style="text-align: center;"><b>Professor Yixun Shi</b></p> <p style="text-align: center;">Faculty of the Department of Mathematics, Computer Science and Statistics Bloomsburg University of Pennsylvania, USA</p> <p><b>Title:</b> <i>Mathematical Models for the Growth and Variation of English Language and Their Applications in the Second Language Education</i></p> <p><b>Abstract:</b> With the rapid growth of information technology, economy, and political relations among the nations, our world is becoming smaller and smaller. The world is turning into a “village”. The English language is getting more and more popular as a tool for the villagers to communicate with each other. With the growth of the population of English speaking people, the English language itself is also continuously growing. Today, English can be used for communication almost universally. An important fact is, anything that is universal will inevitably have many versions, simply because there are so many different cultures and nations in our world village. The same fact applies to the English language.</p> <p>In this talk, a few mathematical models will be applied to analyze the growth and variation of the English language. The concept of EST nation/region (English is Sufficient for Tourists to independently travel in the nation/region) will be used as a measure of the popularity of English in a nation/region. By observing the historical records of the past few decades, various mathematical models will be used to study the growth of the population of EST nation/region, the growth of the population of English speaking people, the growth of various versions of English (in terms of number of versions, number of people speaking those versions, level of acceptance of those versions, and correlation between the economical/political power of a nation/culture and the level of acceptance of the corresponding version). Finally, applications of various versions of English</p>

	in the second language education such as ESL and CSL will be discussed.
10:00-10:30	Coffee Break & Photo Session

**SESSION – 1**

Venue: Typhoon

Session Chair:

Time: 10:30-12:30

ID	Title+ Author's name
<b>Economics, Business and Management</b>	
W00031	Vehicle Routing Problem with Simultaneous Pickup and Delivery in Cross-Docking Environment <b>Chikong Huang</b> and Yun-Xi Liu
W00033	Effect of Business Model Complexity on Supply Chain Management: A Case Study of Apparel Value Networks <b>M. Nayanapriya Gunawardhana</b> , Sadami Suzuki, and Takao Enkawa
W00035	Ethical Dilemma Faced by General Motors India <b>Thomas Mathew</b>
W00038	A Content Analysis of Hotel Advertisements in China Li Ying Zhou and <b>Han Xing</b>
W00040	Effects of Internal Controls, Fraud Motives and Experience in Assessing Likelihood of Fraud Risk <b>Zuraidah Mohd-Sanusi</b> , Norhayati Mohamed, Normah Omar and Mohd-Daniel Mohd-Nassir
W00044	Tourists' Satisfaction On The Use Of Biometrics Technology: A Conceptual Framework <b>Han-Foon Neo</b> , Devinaga, R., David Yoon Kin Tong and Chuan-Chin Teo
W00046	Target Costing Implementation and Organizational Capabilities: An Empirical Evidence of Selected Asian Countries <b>Normah Omar</b> , Suzana Sulaiman, Wee Shu Hui, Ibrahim Kamal Abdul Rahman, Hussein H. Hamood
W00048	Cost Effectiveness of Harm Reduction: Comparison Between Needle And Syringe Exchange Programme And Methadone Maintenance Programme at Sahabat in Kota Bharu, Malaysia Sharifah Fadzlon Abdul Hamid, <b>Normah Omar</b> , Suzana Sulaiman, Wee Shu Hui, and Rusli Ismail
W00049	Applying Total Quality Management Cost Model in Drug Intervention Programme Sharifah Fadzlon Abdul Hamid, <b>Normah Omar</b> , Suzana Sulaiman, Wee Shu Hui
H10020	The Aptness of Market Orientation Practices on Contractors' Business Performance: A Look at the Northern State of Malaysia Mohd Hazman Fitri Hussin, Ahmad Shazeer Mohamed Thaheer, Muhammad Izwan Mohd Badrillah, Mior Harris Mior Harun, Shahrin Nasir


**SESSION – 2**

Venue: Stirling

Session Chair: *Professor Eun Jin Hwang*

Time: 10:30-12:30

ID	Title+ Author's name
<b>Economics, Business and Management</b>	
W00007	Strategic Flexibility of Enterprises <b>Joanna Radomska</b>
W00051	Entrepreneurial Strategy Orientation <b>Henri Hakala</b>
Pre-W00052	Stimulating the Engagement of Small and Medium Sized Enterprises in Public Procurement Contracts, Experiences from Austria <b>Tobias Polzer</b> <i>Abstract</i> —Like elsewhere, small and medium sized enterprises (SMEs) dominate the Austrian economy in terms of numbers of businesses. As European Union law forbids a positive discrimination of SMEs in public procurement, the SME strategy of the Federal Procurement Agency of Austria consists of three “soft law” pillars (i.e. creating opportunities for both sides, decreasing administrative burdens, and informing and generating trust). In the paper, the effectiveness of the strategy is evaluated from both the Federal Court of Audit’s and the Federal Economic Chamber’s perspective. It is found that the so called “suitability assessment”, i.e. a check whether a tender is appropriate for being procured at regional level, is estimated to be the biggest success factor of the strategy. Points for improvement are seen (1) for the development of a performance indicator that measures the perceived fairness of the procurement process, (2) for collaboration with the industry in standards setting processes and (3) in the de-bureaucratization of contracts.
W00055	Awareness, Perceived Impact and Views of Malaysian Accountants on the AML/CFT Requirements Normah Omar, <b>Zuraidah Mohd-Sanusi</b> , and Hendi Prabowo
W00056	Exploring the Attitude of Managers towards Key Performance Indicators (KPIs) in Response to Public Sector Change: A Rasch Analysis <b>Nazirah Aziz</b> , Wee Shu Hui, and Zamalia Mahmud
W00060	Ownership Structure and Earnings Forecast Accuracy: Evidence from Malaysian IPOs <b>Noor Ayuernie Ibrahim</b> and Norashikin Ismail
W00062	Searching Kuznets Environmental Curve in Selected Islamic Country: A GMM Approach <b>Ahmad Assadzadeh</b> , Abdolreza Ghorban-Sabbagh, Alireza Jalili-Marand, Akram Akbari

W00063	Board Characteristics and Firm Performance: Evidence from Malaysian Public Listed Firms Satirejit Kaur Johl, Shireenjit Kaur and Barry J Cooper
W00064	The Measurements of Budgetary Slack: The Empirical Evidence of Listed Companies in Thailand <b>Pornpan Damrongsukniwat</b>
W10004	Customer satisfactions on Islamic Banking System <b>Noradiva HamzahNoriah Mohd Ishak</b> and Nurul Izzah Mohd Nor

**SESSION – 3**

Venue: Spitfire

Session Chair:

Time: 10:30-12:30

ID	Title+ Author's name
<b>Economics, Business and Management</b>	
W10005	Holiday Effect of East Asian Markets Reciprocally <b>Beenish Bashir</b> and Shumaila Zeb
W10014	Carbon Credit Estimation: A Case Study of Shifting Freight Mode to Railway from ICD Lat Krabang, Bangkok to Laem Chabang Port, Chonburi <b>Nantarat Tangvitoontham</b> and Pappusson Chaiwat
Pre-W10033	Solving Multi-choice Stochastic Transportation Problem by Lagrange's Interpolating Polynomial <b>Sankar Kumar Roy</b> <i>Abstract</i> —This article studies the multi-choice stochastic transportation problem (TP) where the cost coefficients of the objective function and the demand parameters of the constraints are followed multi-choice parameters. Assuming that the supply parameters of the constraints in TP are followed logistic distribution. The main aim of this paper is to select an appropriate choice from the multi-choices for the cost coefficients of the objective function and demands of the constraints in TP by introducing Lagrange's interpolating polynomial in such a way that the total cost is minimum and satisfied the required demand respectively. Using stochastic programming approach, the stochastic constraints of TP are transformed into deterministic constraints. Finally, a non-linear deterministic model has been formulated. Using software, the optimal solution of the proposed problem is derived. To illustrate the methodology, a real-life problem on TP is considered.
W10035	Job Burnout and Thriving in Chinese Public Sector <b>Hou Longlong</b>
W10042	Factors Influencing the Adoption of Social Networking Sites: Malaysian Muslim Users Perspective <b>Muhammad Tahir Jan</b> , Kalthom Abdullah, Abdul Momen
W10066	Factors Affecting Traditional Retail Stores Competitiveness in Chiang Mai, Thailand <b>Phansawat Fongkam</b>

W10067	A Comparison between Two Balanced Scorecards: Optimal VS. Kaplan & Norton Model Bernard Morard, <b>Alexandru Stancu</b> , and Christophe Jeannette
W10068 Pending	A Cost Optimization Approach for Quality Degradation in Fresh Food Supply Chain Dilupa Nakandala, Henry Lau, and Jingjing Zhang
W00006	Diversity, Employee Morale and Customer Satisfaction: The Three Musketeers <b>Sania Usmani</b> , Kalpina Kumari, and Javed Hussain
Pre-W00008	How TQM Reinforce the Relationship between Collective Mind and Knowledge Transfer and Absorption: An Empirical Approach  D. Cabeza Pullés, F.J. Lloréns-Montes, and <b>M. I. Roldán Bravo</b> <i>Abstract</i> —This study examined how collective mind (CM) facilitates the transfer and absorption of knowledge in the presence of Quality Management (QM). Spanish university R&D groups in nine different areas of knowledge were surveyed (N=257). Multiple linear regression analysis with a moderating effect showed that the relationship between knowledge transfer (KT) and CM is significant when QM practices are included as a moderating variable but that this is not the case for knowledge absorption (KA), which does not show any effect.  <i>Index Terms</i> —Collective mind, Knowledge absorption, Knowledge transfer, QM, R&D groups.

<b>12:30 – 13:30</b>	<b>Lunch</b> <b>(Venue: 874 Bar &amp; Restaurant)</b>
----------------------	--

## Afternoon, December 9, 2013 (Monday)

### SESSION – 4

Venue: Typhoon

Session Chair: **Professor Yixun Shi**

Time: 13:30-15:45

ID	Title+ Author's name
<b>Economics, Business and Management</b>	
W00012	The Demographic Variables and Emotional Intelligence as Correlates of Work Values: A Cross-cultural Examination towards Organizational Change <b>Rommel Pilapil Sergio</b> , Antonette Lazaro Dungca, and Luzelle Anne Gonzales-Lim Ormita

W00016	Responsible Leadership and Intellectual Capital: The Mediating Effects of Effective Team Work <b>Kalpina Kumari</b> , Sania Usmani, and Javed Hussain
W00024	National Cultural Distance and International Acquisition Performance Michael Akanni and <b>Mohammad Ahammad</b>
W00043	The Adoption of Environmental Management System in Malaysia's Manufacturing Organizations <b>H. H. Low</b> , O. K. Tan, S. L. Choi, and A. R. Rabeatul Husna
W00054	Eliciting Managerial Cognitions - The Role of Cognition in Management Research <b>Timo-Pekka Uotila</b>
W10061	Efficiency of Islamic Institutions: Empirical Evidence of Zakat Organizations' Performance in Malaysia <b>Abd Halim Mohd Noor</b> , Mohamed Saladin Abdul Rasool, Rozman Md. Yusof Siti Mariam Ali, and Rashidah Abdul Rahman
W10004	Customer satisfactions on Islamic Banking System <b>Noradiva HamzahNoriah Mohd Ishak</b> and Nurul Izzah Mohd Nor
W00001	Factors for the Acceptance of Enterprise Resource Planning (ERP) Systems and Financial Performance <b>Ayman Bazhair</b> and Kamaljeet Sandhu
W00010	The Success of Macroeconomic Policies of Selected Countries of North Africa <b>Ingrid Majerová</b>
H00006	On Microsociology of Toys: Material Turn and Non-Symbolic Interactionism <b>Victor Vakhshayn</b>
H10006	Assessment of Gender Differences in General Health Status among different levels of Managers of Multinational Companies – A Comparative Study <b>Bindu Ashwini .C.</b>

**SESSION – 5**

Venue: Stirling

Session Chair:

Time: 13:30-15:45

ID	Title+ Author's name
<b>Sociality and Humanities</b>	
H00005	The Weakness of 'Strong Program' in Sociology of Knowledge? Towards Wittgensteinian Sociology of Knowledge <b>Pavel M. Stepantsov</b>



Pre-H00007	How to Measure Vulnerability of Social Group? The North Caucasus Federal District Case <b>Kseniya Tkacheva</b>
H00008	A Preliminary Study on Factors that Lead Muslim Kedayan to Continue Performing the Syncretic Culture <b>Ros Aiza Mohd Mokhtar</b> and Che Zarrina Sa'ari.
H00009	Spiritual Journey of Murut Tahol in Sabah and its Effect to their Headhunting Practice <b>Abd Hakim Mohad</b>
H00015	Thai Traditional Midwives (Moh Tum Yae) in Caring for Mothers and Infants, in Petchaburi Province , THAILAND : Case Studies <b>Angsinee Kansukcharearn</b>
H00029	Analysis of Emotional Influence on Different Generation of Indonesian Women on Magazine Digitalization <b>Ariani Kusumo Wardhani</b> , Setiawan Sabana, Ira Adriati
H00030	Construction of Social Lives in Ethno-politically Ruptured Sri Lanka <b>Anton Piyarathne</b>
H10014	Human Resource Development Issues in the Field of Islamic Astronomy: Analysis of the Langkawi National Observatory, Malaysia <b>Khadijah Ismail</b> , Fairos Asillam, <b>Aizan Ali Mat Zin</b>
H10023	The Belief Stroop: Information Processing and the Relationship between Religious and Paranormal Belief <b>Krissy Wilson</b> , John S. Finn, and Heike Wilson
H10025	Oral Traditions: Method to Adoption of Construction of the History of Non-Literate Tribes <b>Tana Showren</b>
H00031	What do Teachers and Pupils Say about Using E-Books in the Classrooms? <b>Abdul Mutalib Embong</b> , Azelin Mohamed Noor, Mahfuzah Rafek, Haslinda Othman and Puteri Zarina Megat Khalid

**SESSION – 6**

Venue: Spitfire

Session Chair: **Jon-Chao Hong**

Time: 13:30-15:45

ID	Title+ Author's name
<b>Languages, Literature and Linguistics</b>	
A00008	Developing Autonomy in an East Asian Classroom: From Policy to Practice <b>Thao Phan</b>

A00016	Language Modes and Inter-textual Translation of Leaders' e-messages in Hong Kong and China <b>Cindy Sing-Bik Ngai</b> and Rita Gill Singh
A00017	The Schnabel Method: An Ecological Approach to Productive Vocabulary Size Estimation <b>Juan Carlos Olmos Alcoy</b>
A00018	Language and Socio-Cultural Attitudes of Youth in Jammu and Hyderabad, India towards Rap Music <b>Udita Sawhney</b>
A00020	Meaning Under the Microscope: A Linguistic Re-Reading of Cummings' "may I feel said He" <b>Mounir Ben Zid</b>  <b>Abstract:</b> A torrent of taken-for-granted interpretations of E. E. Cummings' poems have been offered by conventional critics. Such traditional and arbitrary postures to the poems have not only done disservice to literary scholars, but have also deprived readers of an opportunity to explore the possibilities of meanings and interpretations in Cummings' poems. The present paper begins by examining the basic premises of conventional criticism to detect some of its most obvious shortcomings, then goes on to show the relevance of linguistic analysis to the interpretation of Cummings' poems. The paper concludes by arguing that although critical linguistics is often accused of ignoring the meaning of a poem, it should rather be recognized as an area of mediation between the intuition of the conventional critic and the new findings of the linguist. The paper holds that interpretation must build on and integrate textual evidence and linguistic facts and that a focus on style and linguistic evidence in the poem engages the reader with the "untold" meanings.
A00022	Enhancing ESL Learners' Writing through Technology <b>Preet Hiradhar</b>
A00024	Engaging Emergent Readers with Text Using Shared Reading: Indonesia's Case <b>Herli Salim</b>
A00025	Oral Communication Skills in the Financial Services and Telecommunication, Technology, and Media Industries <b>Isarji Sarudin</b> and Zainab Mohd Noor
A00026	A Case for Using First Language Group Discussions to Facilitate Second Language Reading Comprehension <b>Moyra Sweetnam Evans</b>
A00028	Investigating Status Planning through Studying Language Attitudes <b>Mahmoud Almahmoud</b>
A00010	Students' Perspective of the use of Audiovisual Aids in Pakistan <b>Ghazala Kausar</b>
A10030	A Pet Rabbit, Bunny': Teaching English to Orang Asli Children: An Indigenous Community in Malaysia <b>Sumathi Renganathan</b>


<b>15:45 – 16:00</b>	<b>Coffee Break</b>
----------------------	---------------------

**SESSION – 7**

Venue: Typhoon

Session Chair: **Professor Eun Jin Hwang**

Time: 16:00-18:30

ID	Title+ Author's name
<b>Economics, Business and Management</b>	
W00019	Economic Potential of the Regions of the Czech Republic <b>P. Tuleja</b> and K. Gajdov á
W00047	FATF Recommendations Related to DNFBPs on Anti Money Laundering Assessment <b>Normah Omar</b> and HaslinnaHajudin
W00045	The Performance of Thai Mutual Funds: A 5-Star Morningstar Mutual Fund Rating <b>Chollaya Chotivetthamrong</b>
W00053	Do Downsizing and Global Financial Crisis Affect SMIs Labour Productivity in Malaysia? <b>N. A. Ibrahim</b> , R. Suhaimi, and F. N. Chong
W00058	The Implementation of the National Minimum Wages in Malaysia <b>N. A. Ibrahim</b> and R. Said
W10028	The Effect of Economic Freedom on National Competitiveness: Causality from a Panel of Countries <b>Tomas Verner</b>
W10044	Influence of Macroeconomic Variables on Exchange Rates <b>Ravindran Ramasamy</b> and Soroush Karimi Abar
W10001	Correlation among Cost of Capital, Book Values & Shares Prices: The Case of Kuwait Listed Companies <b>Mohamad H. Atyeh</b> and Wael Al-Rashed
W10056	Financial Integration and Common Currency Area in ASEAN <b>Behrooz Gharleghi</b> , Najla Shafighi, and Benjamin Chan Yin Fah
W00065	Parental and Peer Influences upon Accounting as a Subject and Accountancy as a Career <b>Hezlina Mohd Hashim</b> and Abdul Mutalib Embong
W10057	The Relationship between Employee Participation in New Product Development Decisions and Firm Performance: A Study of some Beverage Manufacturing SMEs in Southwestern Nigeria <b>OYEDIJO ADE</b>

H00010	Persuasion and the Online Consumers: Investigating Copywriting Strategies in Native Advertisements <b>Hani Zulaikha Zulkifly and Norsham Firdaus</b>
H10020	The Aptness of Market Orientation Practices on Contractors' Business Performance: A Look at the Northern State of Malaysia Mohd Hazman Fitri Hussin, <b>Ahmad Shazeer Mohamed Thaheer</b> , Muhammad Izwan Mohd Badrillah, Mior Harris Mior Harun, Shahrin Nasir

**SESSION –8**

Venue: Stirling

Session Chair: **Professor Yixun Shi**

Time: 16:00-18:30

ID	Title+ Author's name
<b>Languages, Literature and Linguistics</b>	
A00033	An Empirical Study on the Multidimensional Learning Styles of Chinese EFL Students <b>Juan Zhang</b> and Moyra Evans
A00036	Questions in Teacher Talk: What Questions are Frequent and How it Affects Critical Thinking <b>Yasmin Mari Ambrosio</b>
A00037	Clothing as Identity and Gender in The Merchant of Venice <b>Shu-Hua Chung</b>
A00039	Interest Maintained And Anxiety Comparison of Static Versus Animated Agents in Gameplay <b>Jon-Chao Hong</b> , Ming-Yueh Hwang and Kai-Hsin Tai
A10000	Language Attitudes of University Students in China <b>F. P. Chew</b>
A10001	A Study of Chinese Reading Strategies Used by Thai Undergraduates <b>Ping Xu</b>
A10004	Reading in Engineering: Understanding Engineering Students' English Language Academic Literacies <b>Wahiza Wahi</b>
A10006	The Assessment Tool of L2 Learners' Pragmatic Competence: Written Discourse Completion Test (WDCT) <b>Fauzul Aufa</b>
A10009	An Investigation of the Relationship between Metacognitive Strategies and Vocabulary Size in an ESL Environment <b>Engku Haliza Engku Ibrahim</b> , Isarji Sarudin, Ainon Jariah Muhamad, Zaleha Esa

A10013	Phonological Features of <i>in-</i> , <i>un-</i> and <i>non-</i> <b>Akira Okada</b>
A10014	Stigmatised Linguistic Identities and Spanish Language Teaching <b>Macarena Ortiz</b>
A10016	An Analysis of a Work Composed in Sengin Sem $\hat{a}$ Rhythm with 6/4 Scale as an Example of the Relationships between the Tempo/Rhythm and Aruz Prosody in the Poems of Classical Turkish Literature Written for Composing Elif Bilge KURTULDU and <b>Oguz KARAKAYA</b>
A10029	<p>Applying Error Analysis in English to Chinese Translation Course Hui-Wen Chen</p> <p><b>Abstract.</b> This study tried to select language production data, recognize rendition errors in the data, describe and classify the errors, explain the errors, and evaluate the errors, so as to provide suggestions for improvement to the researcher's or other interested translation teachers' teaching strategy.</p> <p>Participants of this study were 152 students from four classes of the course of <i>Basic Chinese-English Translation</i>. Final examination papers were chosen as corpus to provide effective language production data for error analyses, since students would try their best to answer questions instead of shuffling through their exercises or taking a cut-n-paste approach by searching for information on the Internet.</p> <p>Both qualitative and quantitative analyses were applied to collect and describe students' grammatical errors, to investigate students' grammatical errors when reading complex English sentences:</p> <ol style="list-style-type: none"> <li>1. Qualitative analysis procedure: the researcher collected students' errors as the production data and then applied contrastive analysis to recognize similarities and differences among errors, those with similarities were grouped into a same dimension and then grouped as a category.</li> <li>2. Quantitative analysis procedure: due to restriction of the number of participants, this study only calculated the frequency of rendition errors and the percentage of students who made such errors, and applied descriptive statistics to exhibit the ranking data instead of inferential statistics comparing the relationship between the types of errors and students' translation capabilities.</li> </ol> <p>The results based on two passages selected from the final examination paper showed that major causes for the grammatical errors in this study included: lack of comprehension of English, wrong analyses on syntax and context, and unclear logical relationship in sentence structure. A majority of students (around 40%) had difficulties in finding which subject relates to the underlined verb in a complex sentence structure. They often got confused by the interruption of an appositive. The appositive stopped their reading flow and interfered with their thinking path as well. Some students even answered with a verb / verb clause or an adjective to be the target subject.</p>
A10022	Redefining our Strengths: A Look at Women Faculty of Colour <b>Glichelle Pereyra</b> and Jennifer Gordon


**SESSION –9**

Venue: Spitfire

Session Chair:

Time: 16:00-18:30

ID	Title+ Author's name
<b>Economics, Business and Management</b>	
W00011	Planning Horizon as a Key Element of a Competitive Strategy <b>Letycja Soloduch-Pelc</b>
Pre-W00009	An Empirical Approach to Study the Antecedents of Knowledge Transfer in University R&D Groups <b>D. Cabeza Pullés, M. I. Roldán Bravo, and F. J. Lloréns-Montes</b> <i>Abstract</i> —This study examined what happens when QM is present in university R&D groups and how and whether it encourages the relationship between the antecedents proposed and knowledge transfer capacity. Spanish university R&D groups in nine different areas of knowledge were surveyed (N=257). Multiple linear regression analysis with a moderating effect showed that the relationship between knowledge transfer (KT) and trust, transactive memory system (TMS) and network ties is significant when QM practices are included as a moderating variable. <i>Index Terms</i> —Quality management, knowledge transfer, R&D, universities, moderating effect.
W00013	Supplier-contractor partnering impact on construction performance: A study on Malaysian construction industry <b>N. A. Mirawati, S. N. Othman, and M.I Risyawati</b>
Pre-W00014	Entrepreneurial Orientation and Innovation: The Role of Gender Diversity in the Founder Team Jenny M. Ruiz-Jiménez, <b>M. Mar Fuentes-Fuentes, Carlos A. Albacete-Sáez</b> <i>Abstract</i> —The diversity on the organization has received considerable attention in the academic literature as well as in the business and political area. This paper investigates the impact that gender diversity in the founder team and entrepreneurial orientation (EO) have on innovation. Using a sample of 205 from small and medium-sized enterprises (SMEs) belonging to the sector of Spanish technology-based firms (TBFs) and regression analysis, the study confirms that gender diversity moderates positively the relationship between entrepreneurial orientation and innovation performance. We discuss the implications of these findings for the research on technological organizations and new ventures. <i>Index Terms</i> —Entrepreneurial orientation, Gender diversity, founder team, innovation.
W00017	Labour Market Performance in EU Member States: A Panel Regression Approach <b>Michal Tvrdon</b>

W00018	Regional Disparities in the Economic Sphere: Evidence from the Selected Countries of the European Union <b>K. Gajdov</b> and P. Tuleja
W00025	A Decision Making Framework for SOA Adoption in E-banking: A Case Study Approach <b>Nikolaos Basias</b> , Marinos Themistocleous, and Vincenzo Morabito
W00028	Real-time Scheduling of Flexible Manufacturing Systems using Support Vector Machines and Case-based Reasoning Paolo Priore, Ral Pino, Jos Parreo, Javier Puente and <b>Borja Ponte</b>
W00041	Assignment of Purchases to Suppliers through a Reverse Auction with Multiple Offers of Lots David de la Fuente, Jess Lozano, Nazario Garca, Alberto Gomez, Isabel Fernandez, and <b>Borja Ponte</b>
W10069	Work - Family Conflict and Stress: Evidence From Malaysia <b>Nurnazirah Jamadin</b> , Samsiah Mohamad, Zurwina Syarkawi, Fauziah Noordin
W10062	A Study of Success Factors in Green Supply Chain Management In Manufacturing Industries In Malaysia <b>Norlinda Mohd Rozar</b> , Wan Hasrulnizzam Wan Mahmood, Abdullah Ibrahim and Muhammad Ashlyzan Razik
W10064	Integrated Quality Function Deployment (QFD) model for Dry Bulk Terminal Improvements (DBTI) in Malaysian Ports <b>Md. Ashlyzan Razik</b> , Razman Mat Tahar, Wan Hasrulnizzam Wan Mahmood, Norlinda Mohd Rozar

<b>December 9, 2013 19:00</b>	<b>Closing Ceremony</b>
	<b>Dinner</b>

**Instructions for Oral Presentations**

**Devices Provided by the Conference Organizer:**

- Laptops (with MS-Office & Adobe Reader)
- Projectors & Screen
- Laser Sticks

**Materials Provided by the Presenters:**

- PowerPoint or PDF files (Files shall be copied to the Conference Computer at the beginning of each Session)
- Duration of each Presentation (Tentatively):

Regular Oral Session: about 8-10 Minutes of Presentation 2-5 Minutes of Q&A  
Keynote Speech: 30- 35 Minutes of Presentation 5-10 Minutes of Q&A

## Conference Hotel

### Rydges Bankstown, Sydney

<http://www.rydges.com/accommodation/sydney-nsw/bankstown/welcome/>

**Rydges Bankstown is centrally located in Sydney's South-Western commercial district, just 15 minutes from Sydney Olympic Park, Homebush.**

The hotel features a stylish open plan lobby, restaurant and bar with views of the outdoor pool and terrace area. There's easy access to the business centres of Bankstown, Liverpool, Chullora, Milperra and Parramatta and to the myriad sporting facilities in the area.

Rydges Bankstown is warm, contemporary, refreshing and welcoming. The hotel is just 30-45 minutes from Sydney Airport, 15 minutes from Bankstown Airport and 5km from both the M4 and M5 motorways.

Being just minutes from Bankstown Airport, the hotel offers special accommodation rates for employees, plus pilots and crew.

Our stylish and modern restaurant, eight74, is also a good way to remember our Hume Highway address!

#### Contact Information:

*Conference & Corporate Sales Executive*

**Alycia Hilton**

**Email:** [Alycia\\_Hilton@rydges.com](mailto:Alycia_Hilton@rydges.com)

**Tel:** +61 2 8707 2800

**Address:** 874 Hume Highway, Bass Hill, NSW 2197





<b>Upcoming Conferences</b>		
<b>Feb 15-16,2014</b>	<b>Place</b>	<b>Submission</b>
2014 3rd International Conference on Economics Business and Marketing Management <a href="#">(CEBMM2014)</a>	Hong Kong	Nov 10,2013
2014 3rd International Conference on Education and Management Innovation <a href="#">(ICEMI2014)</a>	Hong Kong	Dec 05,2013
2014 International Conference on Linguistics, Literature and Arts <a href="#">(ICLLA2014)</a>	Hong Kong	Dec 10,2013
<b>Feb 22-23,2014</b>	<b>Place</b>	<b>Submission</b>
2014 International Conference on Advances and Management Sciences <a href="#">(ICAMS2014)</a>	Barcelona, Spain	Dec 05,2013
2014 International Conference on Innovation in Economics and Business <a href="#">(ICIEB2014)</a>	Barcelona, Spain	Dec 05,2013
2014 International Conference on Education and Psychological Sciences <a href="#">(ICEPS2014)</a>	Barcelona, Spain	Dec 05,2013
<b>Mar 12-14,2014</b>	<b>Place</b>	<b>Submission</b>
2014 International Conference on World Islamic Studies <a href="#">(ICWIS2014)</a>	Penang, Malaysia	Dec 15,2013
2014 4th International Conference on Economics, Trade and Development <a href="#">(ICETD2014)</a>	Penang, Malaysia	Dec 15,2013
2014 3rd International Conference on Humanity, History and Society <a href="#">(ICHHS2014)</a>	Penang, Malaysia	Dec 15,2013
<b>Apr 04-05,2014</b>	<b>Place</b>	<b>Submission</b>
2014 International Conference on Advances in Business and Economics <a href="#">(ICABE2014)</a>	Dubai, UAE	Nov 15,2013
2014 International Conference on Arabic and Islamic Studies <a href="#">(ICAIS2014)</a>	Dubai, UAE	Nov 15,2013
2014 International Conference on Management and Humanities <a href="#">(ICMH2014)</a>	Dubai, UAE	Nov 15,2013
<b>Apr 12-13,2014</b>	<b>Place</b>	<b>Submission</b>
2014 3rd International Conference on Social Science and Humanity <a href="#">(ICSSH2014)</a>	Seoul, South Korea	Nov 25,2013
2014 3rd International Conference on Economics and Finance Research	Seoul, South Korea	Nov 25,2013

<a href="#">(ICEFR2014)</a>		
<b>2014 3rd International Conference on Language, Medias and Culture</b> <a href="#">(ICLMC2014)</a>	Seoul, South Korea	Nov 25,2013
<b>Apr 28-29,2014</b>	<b>Place</b>	<b>Submission</b>
<b>2014 International Conference on Advances in Educational Sciences</b> <a href="#">(ICAES2014)</a>	Taichung, Taiwan	Dec 10,2013
<b>2014 International Conference on Business Information Systems</b> <a href="#">(ICBIS2014)</a>	Taichung, Taiwan	Dec 10,2013
<b>2014 International Conference on Innovation, Service and Management</b> <a href="#">(ICISM2014)</a>	Taichung, Taiwan	Dec 10,2013
<b>May 10-11,2014</b>	<b>Place</b>	<b>Submission</b>
<b>2014 International Conference on Society, Education and Psychology</b> <a href="#">(ICSEP2014)</a>	Kuala Lumpur, Malaysia	Jan 20,2014
<b>2014 International Conference on Banking, Marketing and Economy</b> <a href="#">(ICBME2014)</a>	Kuala Lumpur, Malaysia	Jan 20,2014
<b>2014 4th International Conference on Management and Service Science</b> <a href="#">(ICMSS2014)</a>	Kuala Lumpur, Malaysia	Jan 20,2014
<b>May 21-22,2014</b>	<b>Place</b>	<b>Submission</b>
<b>2014 International Conference on Humanity and Social Sciences</b> <a href="#">(ICHSS2014)</a>	Paris France	Feb 10,2014
<b>2014 International Conference on Hospitality and Tourism Management</b> <a href="#">(ICHTM2014)</a>	Paris, France	Feb 10,2014
<b>2014 3rd International Conference on Management and Education Innovation</b> <a href="#">(ICMEI2014)</a>	Paris, France	Feb 10,2014
<b>Jun 16-17,2014</b>	<b>Place</b>	<b>Submission</b>
<b>2014 International Conference on Innovations in Business and Management</b> <a href="#">(ICIBM2014)</a>	Hong Kong	Mar 20,2014
<b>2014 International Conference on Teaching and Education Sciences</b> <a href="#">(ICTES2014)</a>	Hong Kong	Mar 20,2014
<b>2014 International Conference on Social Sciences and Business</b> <a href="#">(ICSSB2014)</a>	Hong Kong	Mar 20,2014
<b>Jun 22-23,2014</b>	<b>Place</b>	<b>Submission</b>
<b>2014 2nd International Conference on Sociality Culture and Humanities</b> <a href="#">(ICSCH2014)</a>	Moscow, Russia	Mar 25,2014
<b>2014 3rd International Conference on Psychological Sciences and</b>	Moscow, Russia	Mar 25,2014

<b>Behaviors</b> <a href="#">(ICPSB2014)</a>		
<b>2014 3rd International Conference on Innovation, Trade and Economics</b> <a href="#">(ICITE2014)</a>	Moscow, Russia	Mar 25,2014
<b>Jul 07-08,2014</b>	<b>Place</b>	<b>Submission</b>
<b>2014 5th International Conference on Education and Management Technology</b> <a href="#">(ICEMT2014)</a>	Singapore	Apr 05,2014
<b>2014 3rd International Conference on Knowledge, Culture and Society</b> <a href="#">(ICKCS2014)</a>	Singapore	Apr 05,2014
<b>2014 International Conference on World Congress of Social Sciences</b> <a href="#">(WCOSS2014)</a>	Singapore	Apr 05,2014
<b>Jul 19-20,2014</b>	<b>Place</b>	<b>Submission</b>
<b>2014 International Conference on Video and Media</b> <a href="#">(ICVM2014)</a>	Madrid, Spain	Apr 15,2014
<b>2014 International Conference on Economics, Society and Management</b> <a href="#">(ICESM2014)</a>	Madrid, Spain	Apr 15,2014
<b>2014 International Conference on Social Sciences and Innovations</b> <a href="#">(ICSSI2014)</a>	Madrid, Spain	Apr 15,2014



Welcome to the official website of the 2014 3rd International Conference on Economics Business and Marketing Management– CEBMM 2014. will be held during February 15-16, 2014 in Hong Kong. CEBMM 2014, is to bring together innovative academics and industrial experts in the field of Economics Business and Marketing Management to a common forum.

The primary goal of the conference is to promote research and developmental activities in Economics Business and Marketing Management. Another goal is to promote scientific information interchange between researchers,

developers, engineers, students, and practitioners working all around the world. The conference will be held every year to make it an ideal platform for people to share views and experiences in Economics Business and Marketing Management and related areas.

All submissions will be peer reviewed and evaluated based on originality, technical and/or research content/depth, correctness, relevance to conference, contributions, and readability. Submissions will be chosen based on technical merit, interest, applicability, and how well they fit a coherent and balanced technical program.

**One Excellent Paper will be selected from each oral session The Certificate for Excellent Papers will be awarded in the Welcome Banquet on February 16, 2014.**

**All papers for the CEBMM 2014 will be published in the JOEBM (ISSN: 2301-3567) as one volume, and will be included in the Engineering & Technology Digital Library, and indexed by ProQuest, Periodicals Directory, MESLibrary, EBSCO, WorldCat, Google Scholar, Ulrich's, Cross Ref and sent to be reviewed by ISI Proceedings.**

English is the official language of the conference. We welcome paper submissions. Prospective authors are invited to submit full (and original research) papers (which is NOT submitted/published/under consideration anywhere in other conferences/journal) in electronic (PDF only) format through the [easy chair conferences management system](http://easy.chair.conferences.management.system) website or via email [cebmm@iedrc.org](mailto:cebmm@iedrc.org).

## Round II

Paper Submission (Full Paper)	Before November 10, 2013
Notification of Acceptance	On November 30, 2013
Final Paper Submission	Before December 15, 2013
Authors' Registration	Before December 15, 2013
CEBMM 2014 Conference Dates	February 15-16, 2014



Welcome to the official website of the 2014 3rd International Conference on Education and Management Innovation– ICEMI 2014. will be held during February 15-16, 2014 in Hong Kong. ICEMI 2014, is to bring together innovative academics and industrial experts in the field of Education and Management Innovation to a common forum.

The primary goal of the conference is to promote research and developmental activities in Education and Management Innovation. Another goal is to promote scientific information interchange between researchers, developers, engineers, students, and practitioners working all around the world. The conference will be held every year to make it an ideal platform for people to share views and experiences in Education and Management Innovation and related areas.

All submissions will be peer reviewed and evaluated based on originality, technical and/or research content/depth, correctness, relevance to conference, contributions, and readability. Submissions will be chosen based on technical merit, interest, applicability, and how well they fit a coherent and balanced technical program.

**One Best Paper will be selected from each oral session The Certificate for Excellent Papers will be awarded in the Welcome Banquet on February 16, 2014.**

The conference will be held every year to make it an ideal platform for people to share views and experiences in Education and Management Innovation.

**All papers for the ICEMI 2014 will be published in the IPEDR (ISSN: 2010-4626) as one volume, and will be included in the Engineering & Technology Digital Library, and indexed by EBSCO, WorldCat, Google Scholar, Ulrich's, Cross Ref and sent to be reviewed by ISI Proceedings.**

English is the official language of the conference. We welcome paper submissions. Prospective authors are invited to submit full (and original research) papers (which is NOT submitted/published/under consideration anywhere in other conferences/journal) in electronic (PDF only) format through the [Electronic Submission System](#) website or via email [icemi@iedrc.org](mailto:icemi@iedrc.org).

## Round II

Paper Submission (Full Paper)	Before November 5, 2013
Notification of Acceptance	On November 25, 2013
Final Paper Submission	Before December 10, 2013
Authors' Registration	Before December 10, 2013
ICEMI 2014 Conference Dates	February 15-16, 2014



Welcome to the official website of the 2014 International Conference on Linguistics, Literature and Arts - ICLLA2014, will be held during February 15-16, 2014, in Hong Kong. ICLLA 2014, aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experiences, new ideas, and

research results about all aspects of Linguistics, Literature and Arts, and discuss the practical challenges encountered and the solutions adopted.

The conference will be held every year to make it an ideal platform for people to share views and experiences in Linguistics, Literature and Arts and related areas.

**All papers for the ICLLA2014 will be published in the IPEDR (ISSN:2010-4626 ) as one volume, and will be included in the Engineering & Technology Digital Library, and indexed by EBSCO, WorldCat, Google Scholar, Ulrich's Periodicals Directory, Cross Ref and sent to be reviewed by ISI Proceedings.**

**One Best Paper will be selected from each oral session. The Certificate will be awarded in the Welcome Banquet on February 16, 2014.**

English is the official language of the conference. We welcome paper submissions. Prospective authors are invited to submit full (and original research) papers (which is NOT submitted/published/under consideration anywhere in other conferences/journal) in electronic (PDF only) format through the [easy chair conferences management system](http://easy.chair.com) website or via email [iclla@iedrc.net](mailto:iclla@iedrc.net).

## Round II

Paper Submission (Full Paper)	Before December 10, 2013
Notification of Acceptance	On December 30, 2013
Final Paper Submission	Before January 15, 2014
Authors' Registration	Before January 15, 2014
ICLLA 2014 Conference Dates	February 15-16, 2014



Welcome to the official website of the 2013 International Conference on Advances and Management Sciences -- ICAMS2013, will be held during February 22-23, 2014, in Barcelona, Spain. ICAMS2014, aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experiences, new ideas, and

research results about all aspects of Advances and Management Sciences, and discuss the practical challenges encountered and the solutions adopted.

The conference will be held every year to make it an ideal platform for people to share views and experiences in Advances and Management Sciences and related areas.

**All papers for the ICAMS2014 will be published in the JOAMS (ISSN: 2168-0787) as one volume, and will be included in the Engineering & Technology Digital Library, and indexed by Ulrich's Periodicals Directory, Google Scholar, EBSCO, Engineering & Technology Digital Library and Electronic Journals Digital Library and sent to be reviewed by ISI Proceedings.**

**One Best Paper will be selected from each oral session. The Certificate will be awarded in the Welcome Banquet on February 23, 2014.**

English is the official language of the conference. We welcome paper submissions. Prospective authors are invited to submit full (and original research) papers (which is NOT submitted/published/under consideration anywhere in other conferences/journal) in electronic (PDF only) format through the [easy chair conferences management system](http://easy.chair.conferences.management.system) website or via email [icams@iedrc.net](mailto:icams@iedrc.net) .

## Round II

Paper Submission (Full Paper)	Before December 5, 2013
Notification of Acceptance	On December 25, 2013
Final Paper Submission	Before January 10, 2013
Authors' Registration	Before January 10, 2013
ICAMS 2014 Conference	February 22-23, 2014





Welcome to the official website of the International Conference on Innovation in Economics and Business - ICIEB 2014, will be held during February 23-24, 2014, in Barcelona, Spain. ICIEB2014 aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experiences, new ideas, and research results about all aspects of Innovation in Economics and Business, and discuss the practical challenges encountered and the solutions adopted.

The conference will be held every year to make it an ideal platform for people to share views and experiences in Innovation in Economics and Business and related areas.

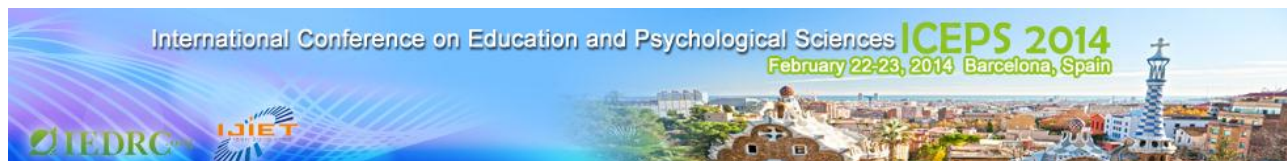
**All papers for the ICIEB2014 will be published in the JOEBM Journal (ISSN: 2301-3567) as one volume, and will be included in the Engineering & Technology Digital Library, and indexed by EBSCO, WorldCat, Google Scholar, CNKI, Ulrich's Periodicals Directory, Cross Ref, ProQuest and sent to be reviewed by ISI Proceedings.**

**One Best Paper will be selected from each oral session. The Certificate will be awarded in the Welcome Banquet on February 24, 2014.**

English is the official language of the conference. We welcome paper submissions. Prospective authors are invited to submit full (and original research) papers (which is NOT submitted/published/under consideration anywhere in other conferences/journal) in electronic (PDF only) format through the [Electronic Submission System](#) website or via email [icieb@iedrc.net](mailto:icieb@iedrc.net).

## Round II

Paper Submission (Full Paper)	Before December 5, 2013
Notification of Acceptance	On December 25, 2013
Final Paper Submission	Before January 10, 2013
Authors' Registration	Before January 10, 2013
ICIEB 2014 Conference Dates	February 22-23, 2014



Welcome to the official website of the 2014 International Conference on Education and Psychological Sciences-ICEPS 2014, will be held during February 22-23, 2014, in Barcelona, Spain. ICEPS 2014, aims to bring



together researchers, scientists, engineers, and scholar students to exchange and share their experiences, new ideas, and research results about all aspects of Education and Psychological, and discuss the practical challenges encountered and the solutions adopted.

The conference will be held every year to make it an ideal platform for people to share views and experiences in Education and Psychological Sciences- and related areas.

**All papers for the ICEPS 2014 will be published in the IJIET (ISSN: 2010-3689) as one volume, and will be included in the Engineering & Technology Digital Library, and indexed by Electronic Journals Digital Library, EBSCO, WorldCat, Google Scholar, Ulrich's Periodicals Directory, Cross Ref and sent to be reviewed by ISI Proceedings.**

**One Best Paper will be selected from each oral session. The Certificate will be awarded in the Welcome Banquet on February 23, 2014.**

English is the official language of the conference. We welcome paper submissions. Prospective authors are invited to submit full (and original research) papers (which is NOT submitted/published/under consideration anywhere in other conferences/journal) in electronic (PDF only) format through the [Electronic Submission System](#) website or via email [iceps@iedrc.net](mailto:iceps@iedrc.net).

**Round II**

Paper Submission (Full Paper)	Before December 5, 2013
Notification of Acceptance	On December 25, 2013
Final Paper Submission	Before January 10, 2013
Authors' Registration	Before January 10, 2013
ICEPS 2014 Conference Dates	February 22-23, 2014

<b>Note</b>



