Conference Program

2015 Prague International Academic Conference

September 6-9, 2015

Hosted by

Global Academic Institute
Conference Program Overview:

Conference Venue:
Hotel Ibis Praha Malá Strana
Plzeňská 14, 150 00 Prague 5, Czech Republic
(Dvořák, Janáček and Smetana halls)

Sunday 17:30 – 19:00
Pre-conference registration and reception with appetizers and cash bar

Monday – Tuesday 9:00 – 17:30
Concurrent sessions scheduled in one to two hour increments

Monday – Tuesday 10:45, 15:15
Coffee breaks – Coffee & tea with appetizers
(May shift for up to 15 min. at some sessions)

Monday – Tuesday 12:30 – 13:30
Lunch break
(May shift for up to 15 min. at some sessions)

Wednesday 13:15 – 16:30
Complimentary Ferry Cruise (Private boat for GAI)
Represented Countries:

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<tr>
<th>Algeria</th>
<th>Japan</th>
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<td>Australia</td>
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<tr>
<td>Italy</td>
<td>United States of America</td>
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Social Activities:

**Reception**  
Date: Sunday, September 6  
Hall: Dvořák, Janáček & Smetana  
Time Slot: 17:30 – 19:00  
Pre-conference registration and reception with appetizers and cash bar

**Opening Speech**  
Date: Sunday, September 6  
Hall: Dvořák, Janáček & Smetana  
Time Slot: 18:00 – 18:10  
Jeffrey Charles Marck, Conference Chairman, Editor-in-Chief  
Australian National University, Australia

**Ferry Cruise**  
Date: Wednesday, September 9  
Time Slot: 13:15 – 16:30  
Departure/Arrival: Hotel Ibis Praha Malá Strana Reception  
A bus will depart from the hotel to the boat. The bus will start boarding at 13:00 and will depart at 13:15. After the ferry cruise, it will depart in front of the ferry to the hotel.
Sessions:

Conference: Business & Economics
Date: Monday, September 7
Hall: Dvořák
Time Slot: 09:00 – 10:45
Session Chair: Sanjay Gupta

A Study of Need Assessment for Economy and Social Strategic Policy Development with Province Level for Asian Economic Community
Thirawat Chantuk, Jittapon Chumkate
Silpakorn University
Thailand

An Examination of the Effect of Demographic Variables and Personality on Accounting Professionals Valuations of Job Characteristics
Sanjay Gupta
Valdosta State University
USA

A Study on the Management Potential with Creative Economy-Based Concept of Restaurant Entrepreneurs around Seaside Tourist Attraction in Thailand
Jittapon Chumkate
Silpakorn University
Thailand

Do International Tourism Receipts Contribute to Economic Growth? An Empirical Investigation
Hyo-Yeon Choi
Seung-Jun Kwak
Korea University
Republic of Korea
Seung-Hoon Yoo
Seoul National University of Science & Technology
Republic of Korea

Size and Determinants of the Fiscal Multipliers in Western Balkans: Comparing Croatia, Slovenia and Serbia
Hrvoje Simovic
University of Zagreb
Croatia
Milan Deskar-Skrbic
Erste&Steiermarkische bank d.d.
Croatia

Coffee Break: 10:45 – 11:00
Conference: Business & Economics  
Date: Monday, September 7  
Hall: Dvořák  
Time Slot: 11:00 – 12:30  
Session Chair: Christopher Wickenden

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**Applying the Fraud Triangle Model to the Budget Process**  
Alvaro Carreras  
Barry University  
USA

**3D-Scapes Deliver New Decision-Making Perspectives for Management and Economy**  
Christopher Wickenden, Britta Lambers  
Hochschule Fresenius - University of Applied Sciences  
Germany

**An Efficiency Evaluation on Agricultural Cooperative Operation in Thailand**  
Prasopchai Pasunon, Jittapon Chumkate  
Silpakorn University  
Thailand

**The Economic Value of the Meteorological Service in Korea: A Contingent Valuation Study**  
So-Yeon Park, Seung-Hoon Yoo  
Seoul National University of Science & Technology  
Republic of Korea

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Lunch Break: 12:30 – 13:30
The Dynamics of a Duopoly Game with Relative Profit Delegation
Luciano Fanti
University of Pisa
Italy
Luca Gori
University of Genoa
Italy
Cristiana Mammana, Elisabetta Michetti
University of Macerata
Italy

Identifying Key Success Factors for Effective SME Advertising in the Tshwane Area in South Africa
Louise Van Scheers
University of South Africa
South Africa

Dematerialization and Use of Social Networks in Public Administrations: Emergence of Citizen Relationship Management (CiRM) - (E-session)
Maryam El Yachioui, Aomari Amina
Mohamed V University
Morocco

The Inventory System Management under Uncertain Conditions and Time Value of Money
A. Mirzazadeh, M. Nasrabadi
Kharazmi University
Iran

Coffee Break: 15:00 – 15:15
Showing Emotions and Engaging Electronic Word-Of-Mouth (eWOM) in Social Media through Mobile Devices  
Harri Jalonen  
Turku University of Applied Sciences  
Finland

How Does Cause-Related Marketing Work in the Case of Stigmatized Products?  
Eun-Mi Lee  
Izmir University of Economics  
Turkey  
Nora J. Rifon  
Michigan State University  
USA

The Effect of Banks on Income Distribution from the View of Its Financial Brokerage Function: The Case of Turkey  
Mikail Altan  
Selcuk University  
Turkey

Foreign Trade Relations between Turkey and North African Countries: The Contribution of this Relationship to the Economic Development  
Hakan Acet  
Selcuk University  
Turkey  
Murat Çetinkaya  
Gazi University  
Turkey  
Mahamane Moutari Abdou Baoua  
Selcuk University  
Turkey

Structuring Marketing Failures and Errors: A Model of the Cases of Japanese Firms  
Tatsuya Kimura  
Waseda University  
Japan
Conference: Business & Economics
Date: Tuesday, September 8
Hall: Dvořák
Time Slot: 09:00 – 10:45
Session Chair: Wojciech Dyduch

Does the Size of the Firm Influence the Levels of Investment in Working Capital?
Lucian Pitt
University of Cape Town
South Africa

Creative Strategy of Organizations: The Construct, Paradoxes and Relations with Performance
Wojciech Dyduch, Katarzyna Bratnicka, Monika Kulikowska
University of Economics in Katowice
Poland

IM-11 Scale: An Instrument for Measuring Internal Marketing
Süleyman Murat Yildiz
Mugla Sitki Kocman University
Turkey
Ali Kara
Penn State University York Campus
USA

Hind Ghilane
Aomari Amina
University Mohammed V
Morocco

Case Studies on Modeling & Simulation-based Manufacturing Innovation
Eunjin Kim, Jaesung Kim
Korea Institute of Science and Technology Information
Republic of Korea

Coffee Break: 10:45 – 11:00
Conference: Business & Economics  
Date: Tuesday, September 8  
Hall: Dvořák  
Time Slot: 11:00 – 12:30  
Session Chair: Jeffrey Charles Marck

New Insights into Entrepreneurial Leadership Concept Inspired by Passion  
Rafal Kozlowski, Mariusz Bratnicki  
University of Economics in Katowice  
Poland

The Impact of Corporate Governance and Ownership Structure on Corporate Disclosure Practices: Evidence from a Transition Economy (Libya)  
Abdalrhman Alnabsha  
University of Huddersfield  
United Kingdom

A Systematic Policy about Integration of National R&D Project Application Processes Scattered across Government Departments  
Heejun Han  
Eunjin Kim  
Heeseok Choi  
Korea Institute of Science and Technology Information  
Republic of Korea

Breadfruit: A Low Tech High Yield Carbohydrate that is Saving Tropical Ecoforests  
Jeffrey Charles Marck  
Global Academic Institute  
USA

Lunch Break: 12:30 – 13:30
Conference: Business & Economics  
Date: Tuesday, September 8  
Hall: Dvořák  
Time Slot: 13:30 – 15:15  
Session Chair: Jeffrey Charles Marck

The Role of Culture Differences on Perceiving Brand Personality Diversity - (Poster Presentation)  
Hesham Fazel  
University of Bisha  
Saudi Arabia

The Effect of First-Time and Repeat Customers’ Overall Satisfaction on Their Behavioural Intentions  
Meltem Caber  
Akdeniz University  
Turkey

Estimating the Willingness to Pay for Business Online Banking Service – (E-session)  
Parvaneh Shahnoori  
Eastern Mediterranean University  
Northern Cyprus  
Glenn P. Jenkins  
Queen’s University  
Canada

Type of Army Service and Decision to Engage in Risky Behavior among Young People in Israel  
Sharon Tal, Shosh Shahrabani  
Max Stern Yezreel Valley Academic College  
Israel

Coffee Break: 15:15 – 15:30
Conference: Business & Economics  
Date: Tuesday, September 8  
Hall: Dvořák  
Time Slot: 15:15 – 17:15  
Session Chair: Jeffrey Charles Marck

Education and Entrepreneurial Training  
Benlakehal Nawel  
Tipaza University  
Algeria

Culture of the Crisis, a New Popular Culture Outcome from the Financial Crisis, Internet of the Things and Collaborative Commons  
Esther Martos Carrión  
Charles University of Prague  
Czech Republic

Bankruptcy Prediction of Industry-Specific Businesses Using Logistic Regression  
Khaled Haltelh  
Bond University  
Australia

Health Insurance Case and Elder Policies in Thailand  
Gumporn Suwannachim  
Rajamangala University of Technology Phra Nakhon  
Thailand

Recent Trend and Issues for the Accounting Profession and its Education: Japan and the U.S.  
June Uenishi  
Sophia University  
Japan
Conference: Education & Social Sciences
Date: Monday, September 7
Hall: Janáček
Time Slot: 09:00 – 10:45
Session Chair: Victoria Calvert

**Different Forms of Love**
Kaarina Määttä
University of Lapland
Finland

**Enhancing Global Service Learning through Cultural Humility**
Victoria Calvert
Mount Royal University
Canada

**Local Democracy and Representation in Municipal Council**
Mehmet Akif Çukurçayır, Hayriye Sağır, Ali Arda Yüceyilmaz
Selçuk University
Turkey

**Study on Science and Technology Policy Trend in Korea through Semantic Network Analysis**
Kim Yunjong
Korea Institute of S&T Evaluation and Planning
Republic of Korea

**Education and Global Civil Society**
Susran Erkan Eroğlu
Selçuk University
Turkey

Coffee Break 10:45 – 11:00
Conference: Education & Social Sciences
Date: Monday, September 7
Hall: Janáček
Time Slot: 11:00 – 12:40
Session Chair: İhsan Sari

*Credibility of Health News in Turkey: Findings from a Survey*
Abdullah Kocak
Selcuk University
Turkey

*Aggression and Stress Levels of Athletes: Do Gender and Sport Type Have an Effect?*
İhsan Sarı
Sakarya University
Turkey
Mustafa Vural, Erdi Kaya
Ağrı İbrahim Çeçen University
Turkey
Mehmet Göktepe
Bartın University
Turkey

*Social Movements and Crime Responsibility*
Murat Aksan
Selcuk University
Turkey

*Preliminary Feasibility Study Method for a Pilot Plant R&D Program in Public Sector*
Jung Kwon Kim
Korea Institute of S&T Evaluation and Planning
Republic of Korea

*Integrated Marketing Communications (IMC): Extended Version or New Idea?*
Helpris Estaswara
Universitas Pancasila
Indonesia

Lunch Break: 12:40 – 13:30
Conference: Education & Social Sciences  
Date: Monday, September 7  
Hall: Janáček  
Time Slot: 13:30 – 15:15  
Session Chair: Martie Geiger-Ho  

**Principles of Social Responsibility in Terms of Sustainable Tourism in Tourism Establishments**  
Emel Çinarlı, Yavuz Çakmak, M. Burak Ceran  
Selçuk University  
Turkey  

**Aesthetic Ecopsychology as a Way towards Salvation**  
Martie Geiger-Ho  
University of Brunei Darussalam  
Brunei Darussalam  

**What the time logs tell us: Predicting Students’ Learning Performance in Video-based Learning Environments**  
Yeonjeong Park  
Ewha Womans University  
Republic of Korea  

**Perfectionism and Motivation in Athletes: Negative Effect of Maladaptive Perfectionism on Motivation**  
Murat Sarıkabak, İhsan Sari, Hakan Kolayış  
Sakarya University  
Turkey  
Turhan Toros  
Mersin University  
Turkey  

**When Donor Support Does Not Promote Complementarity: Superficial Institutions in the Republic of Georgia**  
Ana Diakonidze  
Tbilisi State University  
Georgia  

Coffee Break: 15:15 – 15:30
Conference: Education & Social Sciences
Date: Monday, September 7
Hall: Janáček
Time Slot: 15:30 – 17:30
Session Chair: Kong Ho

Spatial Integration and Identity: Cases of Border Regions
Andrea Uszkai
Hungarian Academy of Sciences Centre for Economic and Regional Studies Institute for Regional Studies
Hungary

Using Student Exemplars in Empowering Learning
Kong Ho
University of Brunei Darussalam
Brunei Darussalam

Self-study E-learning Inside Versus outside the Classroom
Tomoe Watanabe
Hiroshima City University
Japan

The Assessment of the Farm-to-Table Strategy
Narong Koogaroenprasit
Kasettsart University
Thailand

The Evolution of Malaysia School Building Design
Norhaslin Nordin, Muhammad Azzam Ismail, A R Mohd Ariffin
University of Malaya
Malaysia
Conference: Education & Social Sciences  
Date: Tuesday, September 8  
Hall: Janáček  
Time Slot: 09:00 – 10:45  
Session Chair: Duygu Vargör  

A Silent Pathway to Depression: Social Anxiety and Emotion Regulation as Predictors of Depressive Symptoms  
Ana Paula Soares Matos, Salvador, M.C, Matos, A.P., Oliveira, S., Castilho, P.  
University of Coimbra  
Portugal  
Arnason, E.  
University of Iceland  
Iceland  
Craighead, E.  
Emory University  
USA  

Real Experiences in Geometry: Origami-Based Instruction  
Duygu Vargör Vural, Jale Ipek  
Ege University  
Turkey  

Cultural Aspects in the Content of Advertising Materials  
Stela Anca Radu  
Alexandru Ioan Cuza University  
Romania  

Decomposition of Impact of Shocks on Individual Sectors: Case of the Czech Republic  
Katerina Gawthorpe, Karel Šafr  
University of Economics  
Czech Republic  

An Investigation of the Alignment between 8th Grade Mathematics Curriculum, Textbooks, Workbook and TEOG Exam  
Jale Ipek, Ahmet Dikbayir, Duygu Vargör  
Ege University  
Turkey  

Coffee Break: 10:45 – 11:00
Conference: Education & Social Sciences  
Date: Tuesday, September 8  
Hall: Janáček  
Time Slot: 11:00 – 12:30  
Session Chair: Balabhadra Rai

Psychological Flexibility and Self-Compassion: Contributions of Gender and its Association with Adolescent Depression  
Ana Paula Soares Matos, Andreia Azevedoa  
University of Coimbra  
Portugal

Ethnic Diversity and the Demand of Federalism with the Identity in Nepal: Discovering the Equidistant Idea to Settle the Possible Disputes  
Balabhadra Rai  
Republic of Korea

The Road to COP21: Towards a Universal Climate Agreement? – (E-session)  
Joana Castro Pereira  
Lusíada University  
Portugal

The Role of Virtues in the Development of a Culture of Volunteering: A Virtue Ethics Approach for Encouraging the Civic Engagement in the Romanian Post-Communist Society  
Remus Groze  
West University of Timisoara  
Romania

Lunch Break: 12:30 – 13:30
Conference: Education & Social Sciences  
Date: Tuesday, September 8  
Hall: Janáček  
Time Slot: 13:30 – 15:30  
Session Chair: Doughlas Rhein

Promoting Citizen Participation among the Young Generation through Information Technologies  
Samsudin Abd Rahim  
The National University of Malaysia  
Malaysia

Thai Ethnocentrism and the Resulting Burmese Xenophobia  
Douglas Rhein  
Mahidol University International College  
Thailand

The Impact of Particularisation and Generalisation on Political Communication in the Western Cape Provincial Parliament  
Anneke Scheepers  
Midrand Graduate Institute  
South Africa

Merits and Demerits of Using Information and Communication Technology (ICT) Tools in Iranian High School English Classes  
Hadi Salehi, Masoud Asgari, Mehdi Amini  
Najafabad Branch, Islamic Azad University  
Iran

The Role of Urban Spaces in Women’s Safety: A Case Study in Najafabad City, Iran  
Mehdi Momeni  
Islamic Azad University  
Iran

Determining the Digital Plagiarism Causes and Types of Secondary School Students  
Ahmet Naci Çoklar  
Necmettin Erbakan University  
Turkey
Grounded Theory and Grounded Theory Essays in Turkish Sociology
Ferhat Arik
Hacettepe University
Turkey

Influence of Maternal Level of Education on Child Survival: A Case Study of Kinango Division of Coast Province, Kenya
Joyce Njagi
University of Nairobi
Mahidol University International College
Kenya

The Relation of Self-efficacy, Self-Esteem and Assertiveness Levels in Terms of Gender and Duration of Experience in Handball Players
Fikret Soyer
Sakarya University
Turkey

Psychological Empowerment as Mediator between Perceptions of Organizational Environment and Commitment to Change
Wustari L. Mangundjaya
University of Indonesia
Indonesia

The Classroom Justice Perceptions of High School Students
Osman Titrek, Burçin Nural
Sakarya University
Turkey
Conference: Education & Social Sciences (Special Session)
Sponsor: “Anadolu University” and “Research Center for Turkish Nationals Abroad (YUTAM)”
Language: Turkish & German
Date: Tuesday, September 8
Hall: Smetana
Time Slot: 13:30 – 16:30
Session Chair: Gönül Karasu

Märchen zur Förderung des interkulturellen Lernens im DaF-Unterricht am Beispiel von Grimm’s “Aschenputtel” und Eflatun Cem Güney’s “Sirmalı Pabuç”
Gülsüm Uçar
Anadolu University
Turkey

Die Funktionen des Code-Switchings im DaF-Bereich mit den Migrantenkindern
Gönül Karasu
Anadolu University
Turkey

An Evaluation of Critical Thinking Skills of Pre-Service Teachers
Birol Bulut
Firat University
Turkey

Yabancı Dil Öğrencilerinin Eğitsel Yönergeleri Okurken Karşılaştıkları Sorunlar
Cihan Aydoğu
Anadolu University
Turkey

Yabancı Dil Öğrencilerine Yönerge Okumayı Öğretmek Mümkindir Müdür?
Meltem Ercanlar
Anadolu University
Turkey

Sosyal Bilimler Bağlamında Yürütülen Nitel Araştırma Yöntemlerinde Araştırmacı Rol ve Sorumlulukları
Esra Basak Aydinalp
Anadolu University
Turkey
Non-Presenting Attendees

Preecha Sitdhikornkrai
Kasetsart University
Thailand

Pairoj Limsriskulwong
Department of Cooperatives, Kasetsart University
Thailand

Manasseh Gabriel Ec-Lumor
Tech Town Ghana
Ghana

Rita Sema Hormenoo
Tech Town Ghana
Ghana

Sun Young Park
Korea Institute of Science and Technology Information
Republic of Korea

Yves Herry
University of Ottawa
Canada

Cristiana Mammana
University of Macerata
Italy

Martyn Frangos
Australia

Peri Frangos
Australia