



*Conference Program*

*2015 Prague International Academic  
Conference*

*September 6-9, 2015*

*Hosted by*

*Global Academic Institute*



# Conference Program Overview:

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## Conference Venue:

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

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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)

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GAI

## Represented Countries:

	Algeria
	Australia
	Brunei
	Canada
	Croatia
	Czech Republic
	Finland
	Georgia
	Germany
	Ghana
	Hungary
	Indonesia
	Iran
	Iraq
	Israel
	Italy

	Japan
	Kenya
	Malaysia
	Morocco
	Poland
	Portugal
	Romania
	Saudi Arabia
	South Africa
	South Korea
	Spain
	Thailand
	Turkey
	United Arab Emirates
	United Kingdom
	United States of America

## Social Activities:

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### **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

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### **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

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### **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.

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## Sessions:

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Conference: Business & Economics

Date: Monday, September 7

Hall: Dvořák

Time Slot: 09:00 – 10:45

Session Chair: Sanjay Gupta

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*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

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Coffee Break: 10:45 – 11:00

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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

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Conference: Business & Economics  
Date: Monday, September 7  
Hall: Dvořák  
Time Slot: 13:30 – 15:00  
Session Chair: Louise Van Scheers

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*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

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Coffee Break: 15:00 – 15:15

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Conference: Business & Economics  
Date: Monday, September 7  
Hall: Dvořák  
Time Slot: 15:15 – 17:15  
Session Chair: Eun-Mi Lee

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*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



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Conference: Business & Economics  
Date: Tuesday, September 8  
Hall: Dvořák  
Time Slot: 09:00 – 10:45  
Session Chair: Wojciech Dyduch

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*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

*Proposal for an Analysis Framework: Which Internationalization Strategy for the Whole Company-Product-Brand? – (E-session)*  
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

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Coffee Break: 10:45 – 11:00

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

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*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

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Lunch Break: 12:30 – 13:30

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

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*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

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Coffee Break: 15:15 – 15:30

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

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*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 Halteh  
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

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Conference: Education & Social Sciences

Date: Monday, September 7

Hall: Janáček

Time Slot: 09:00 – 10:45

Sessin Chair: Victoria Calvert

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*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 Yüceyılmaz

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

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Coffee Break 10:45 – 11:00

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Conference: Education & Social Sciences

Date: Monday, September 7

Hall: Janáček

Time Slot: 11:00 – 12:40

Session Chair: İhsan Sarı

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*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

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Lunch Break: 12:40 – 13:30

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Conference: Education & Social Sciences

Date: Monday, September 7

Hall: Janáček

Time Slot: 13:30 – 15:15

Session Chair: Martie Geiger-Ho

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*Principles of Social Responsibility in Terms of Sustainable Tourism in Tourism Establishments*

Emel Çınarlı, Yavuz Çakmak, M. Burak Ceran

Selcuk 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 Sarı, 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

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Coffee Break: 15:15 – 15:30

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Conference: Education & Social Sciences

Date: Monday, September 7

Hall: Janáček

Time Slot: 15:30 – 17:30

Session Chair: Kong Ho

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*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 Koojaroenprasit

Kasetsart University

Thailand

*The Evolution of Malaysia School Building Design*

Norhaslin Nordin, Muhammad Azzam Ismail, A R Mohd Ariffin

University of Malaya

Malaysia



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Conference: Education & Social Sciences

Date: Tuesday, September 8

Hall: Janáček

Time Slot: 09:00 – 10:45

Session Chair: Duygu Vargör

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*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

Arnarson, 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

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Coffee Break: 10:45 – 11:00

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

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*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  
Lusiada 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

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Lunch Break: 12:30 – 13:30

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

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*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

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Conference: Education & Social Sciences

Date: Tuesday, September 8

Hall: Janáček

Time Slot: 15:45 – 17:45

Session Chair: Joyce Njagi

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*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

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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

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*Märchen zur Förderung des interkulturellen Lernens im DaF-Unterricht am Beispiel von Grimm's  
“Aschenputtel” und Eflatun Cem Güney's “Sırmalı 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*

Biröl Bulut  
Firat University  
Turkey

*Yabancı Dil Öğrencilerinin Eğitsel Yönergeleri Okurken Karşılaştıkları Sorunlar*

Cihan Aydoğu  
Anadolu University  
Turkey

*Yabancı Dil Öğrencilerine Yönerge Okumayı Öğretmek Mümkün Müdür?*

Meltem Ercanlar  
Anadolu University  
Turkey

*Sosyal Bilimler Bağlamında Yürütülen Nitel Araştırma Yöntemlerinde Araştırmacı Rol ve Sorumlulukları*

Esra Basak Aydınalp  
Anadolu University  
Turkey

## Non-Presenting Attendees

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Preecha Sitdhikornkrai  
Kasetsart University  
Thailand

Pairoj Limsriskulwong  
Department of Cooperatives, Kasetsart University  
Thailand

Manasseh Gabriel Ec-Lumor  
Tech Town Ghana  
Ghana

Rita Sena Hormenoo  
Tech Town Ghana  
Ghana

SunYoung 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

