

2016 IEDRC TAICHUNG CONFERENCES ABSTRACT

Taichung, Taiwan

February 26-27, 2016

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Conference Venue

The Splendor Hotel Taichung

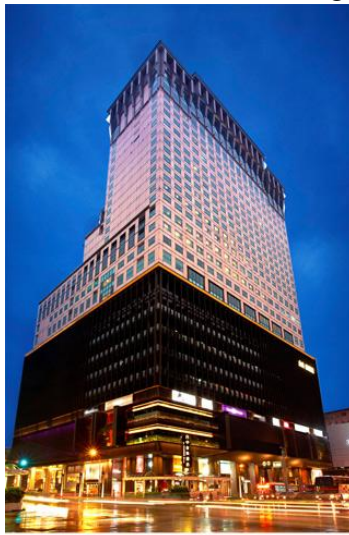
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The Splendor Hotel—Taichung is located in the hub of Taichung's most prosperous commercial district. No matter where you come from, please allow us to provide you with our excellent services to help you enjoy your stay in Taichung, a city filled with creativity and cultural attractions!

With 222 refined and comfortable guest rooms, 3 international gourmet restaurants, a coffee shop, a cigar bar, a multistoried large banquet hall, an eastern club that cost tens of millions of dollars to build and an outdoor, temperature-controlled sky pool, the Splendor provides you with the carefree comfort of being at home as well as all kinds of fine services to create an unforgettably happy living and dining experience. Enjoy yours tour without burden, the Splendor Taichung is your best choice.

For transportation information, you can visit
<http://www.splendor-taichung.com.tw/eng/about.aspx>

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Introductions for Publications

All accepted papers for the Taichung conferences will be published in those journals below.

2016 3rd International Conference on Linguistics, Literature and Arts (ICLLA 2016)

International Journal of Languages, Literature and Linguistics (IJLLL)



ISSN: 2382-6282

DOI: 10.18178/IJLLL

Indexed by: Google Scholar, Engineering & Technology Digital Library, Crossref, Proquest and DOAJ.

2016 5th International Conference on Education and Management Innovation (ICEMI 2016)



International Journal of Information and Education Technology (IJIET)

ISSN: 2010-3689

DOI: 10.18178/IJIET

Indexed by: EI (INSPEC, IET), Cabell's Directories, DOAJ, Electronic Journals Library, Engineering & Technology Digital Library, Google Scholar, Crossref and ProQuest

2016 5th International Conference on Economics Business and Marketing Management (CEBMM 2016)



Journal of Economics, Business and Management (JOEBM)

ISSN: 2301-3567

DOI: 10.18178/JOEBM

Indexed by: DOAJ, Engineering & Technology Library, Electronic Journals Library, Ulrich's Periodicals Directory, MESLibrary, Google Scholar, Crossref, and ProQuest.

Instructions for Oral Presentations

Devices Provided by the Conference Organizer:

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

Materials Provided by the Presenters:

Power Point or PDF Files (Files should be copied to the conference laptop at the beginning of each session)

Duration of each Presentation (Tentatively):

Regular Oral Presentation: about 15 Minutes of Presentation and Q&A
Keynote Speech: 45 Minutes of Presentation, 5 Minutes of Q&A

Instructions for Poster Presentation

Materials Provided by the Conference Organizer:

The place to put poster

Materials Provided by the Presenters:

Home-made Posters
Maximum poster size is A1
Load Capacity: Holds up to 0.5 kg

Best Presentation Award

One Best Oral Presentation will be selected from each presentation session, and the Certificate for Best Oral Presentation will be awarded at the end of each session on February 27, 2016.

Dress code

Please wear formal clothes or national representative clothing.

Time Schedule

Day 1:

12F	Feb. 26 10:00-17:00	Registration
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Day 2:

Spring Room 14F	Feb. 27 09:00-12:10	09:00—09:10	Opening Remarks Part I: Prof. Donald Chang Metropolitan State University of Denver, USA Part II: Prof. Chia-Lin Chang National Chung Hsing University, Taiwan
		09:10—10:00	Keynote Speech 1 Prof. Michael McAleer National Tsing Hua University, Taiwan, and Quantitative Finance, Erasmus University Rotterdam, The Netherlands Title: Volatility Spillovers between Energy and Agricultural Markets: A Critical Appraisal of Theory and Practice
		10:00—10:30	Coffee Break & Group Photo (Spring Room, 14F)
		10:30—11:20	Keynote Speech 2 Prof. Chia-Lin Chang National Chung Hsing University, Taiwan Title: How are VIX and Stock Index ETF Related?
		11:20-12:10	Keynote Speech 3 Prof. Donald Chang Metropolitan State University of Denver, USA Title: Lost Formosa: How Marketing Concepts and Country Positioning Could Help
Brasserie 12F	Feb. 27 12:10-13:30	Lunch	
Spring Room 14F	Feb. 27 13:30-18:15	13:30-15:30	Session 1 (8 papers) Theme: Business and Economics
		15:30-15:45	Coffee Break (Spring Room, 14F)
		15:45—18:15	Session 2 (10 papers) Theme: Education and Literature
Brasserie 12F	Feb. 27 19:00-21:00	Dinner Banquet	

Introductions for Keynote Speakers



Prof. Chia-Lin Chang
National Chung Hsing University, Taiwan

Chia-Lin Chang holds a PhD in Economics from Université Catholique de Louvain, Belgium, is an elected Fellow of the Modelling and Simulation Society of Australia and New Zealand (FMSSANZ), is a University Distinguished Professor, Department of Applied Economics and Department of Finance, National Chung Hsing University, Taiwan, Adjunct Professor, Department of Quantitative Economics, Complutense University of Madrid (founded 1293), Spain, and Visiting Professor, Faculty of Economic and Financial Services, University of Johannesburg, South Africa. Chia-Lin Chang has over 100 journal publications (most of which are in Thompson Reuters ISI) and chapters in books and conference proceedings volumes, is the Executive Editor of the Taiwan Journal of Applied Economics, is a member of the editorial boards of 17 international journals, and has guest co-edited special issues of Journal of Econometrics (Elsevier), Mathematics and Computers in Simulation (Elsevier), North American Journal of Economics and Finance (Elsevier), Annals of Financial Economics (World Scientific), and Journal of Risk and Financial Management (MDPI). Chia-Lin Chang has been a visiting professor at the Econometric Institute, Erasmus School of Economics, Erasmus University Rotterdam, The Netherlands, Faculty of Economics, University of Tokyo, Japan, Faculty of Engineering, University of Tokyo, Japan, Institute of Economic Research, Kyoto University, Japan, Department of Economics, University of Padova (founded 1222), Italy, Department of Finance, Chinese University of Hong Kong, and Department of Mathematics, Hong Kong University of Science and Technology. Her research areas include applied econometrics, financial econometrics, risk and financial management, energy economics and finance, applied time series analysis, forecasting, innovation, empirical industrial organization, tourism research and management, and international rankings of journals and academics.



Prof. Michael McAleer

National Tsing Hua University, Taiwan, and Quantitative Finance, Erasmus University Rotterdam, the Netherlands

Michael McAleer holds a PhD in Economics from Queen's University, Canada. He is University Distinguished Chair Professor and Professor of Quantitative Finance, National Tsing Hua University, Taiwan, Professor of Quantitative Finance, Econometric Institute, Erasmus School of Economics, Erasmus University Rotterdam, The Netherlands, Distinguished Visiting Professor, Department of Quantitative Economics, Complutense University of Madrid (founded 1293), Spain, and Adjunct Professor in both the Department of Economics and Finance and Department of Mathematics and Statistics at the University of Canterbury, New Zealand. He has been a distinguished visiting professor at the University of Tokyo, Kyoto University and Osaka University, Japan, University of Padova (founded 1222), Italy, Ca' Foscari University of Venice, Italy, University of Zurich, Switzerland, Chinese University of Hong Kong, China, and Hong Kong University of Science and Technology, China. He is an elected Fellow of the Academy of the Social Sciences in Australia (FASSA), International Environmental Modelling and Software Society (FIEMSS), Modelling and Simulation Society of Australia and New Zealand (FMSSANZ), Tinbergen Institute, The Netherlands, and Journal of Econometrics. He has published more than 650 journal articles and books in econometrics, financial econometrics, economics, finance, statistics, time series analysis, and tourism research.



Prof. Donald Chang
Metropolitan State University of Denver, USA

Dr. Chang received his MBA and Ph.D. in marketing from University of Missouri-Columbia, BBA from National Chengchi University, Taiwan. His main teaching interests include international marketing, marketing research, and marketing strategy. Dr. Chang's main research interests include strategic marketing, international marketing, crosscultural research, international leadership behavior, market orientation, service quality management, market research, innovation management, tourism and destination marketing, pricing strategy, among others. He has been a marketing educator since 1980s at a number of universities in the States and in Taiwan, including University of Missouri, University of Wisconsin, National Chengchi University (Taiwan), Tunghai University, Loyola University, and currently a senior professor at the Metropolitan State University of Denver. Dr. Chang has publications in a number of leading marketing journals, such as *International Marketing Review*, *Journal of the Academy of Marketing Science*, *Psychology and Marketing*, *Journal of Services Marketing*, *Journal of Global Marketing*, *Supply Chain Management*, *Journal of Hospitality Marketing & Management*, among others, as well as numerous professional presentations at national and international conferences such as American Marketing Association conferences and Academy of Marketing Science conferences. Recently, Dr. Chang has involved with a number of international conferences, chairing conferences and delivering keynote speeches. Currently, he is an associate editor and reviewer for a number of academic research journals. He has also chaired a number of sessions at major marketing conferences, such as summer AMA conferences, JAMS conferences, Marketing and Public Policy conferences, etc. Dr. Chang is also a Fulbright scholar and has received a grant to assist a graduate business institution in program development & review, as well as to deliver speeches and lectures in India. He serves as a doctoral dissertation examiners for graduate schools in India. Dr. Chang also has working experience with Fortune 100 countries and consulted a number of international firms with experience in market research, new product development, and new venture management in the Far East region. Some of his past industry experience included product promotion campaign for the 1996 Atlanta Summer Olympic Games, the development of new breakfast cereal products (e.g., Frosted Cheerios), and many others.

Full Schedule

Day 1: Registration Only: February 26, 2016 (Friday)

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

- (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) Your paper ID will be required for the registration.
- (5) The organizer won't provide accommodation, and we suggest you make an early reservation.
- (6) One best oral presentation will be selected from each oral session. The Certificate for the best one will be awarded at the end of each session on February 27, 2016.


Day 2: Conference: February 27, 2016 (Saturday)

Venue: Spring Room, 14F

<p>09:00-09:10</p>	<p style="text-align: center;">Opening Remarks Part I</p>  <p style="text-align: center;">Prof. Donald Chang Metropolitan State University of Denver, USA</p> <p style="text-align: center;">Part II</p>  <p style="text-align: center;">Prof. Chia-Lin Chang National Chung Hsing University, Taiwan</p>
<p>09:10-10:00</p>	<p style="text-align: center;">Keynote Speech 1</p>  <p style="text-align: center;">Prof. Michael McAleer National Tsing Hua University, Taiwan, and Quantitative Finance, Erasmus University Rotterdam, The Netherlands</p> <p>Title: Volatility Spillovers between Energy and Agricultural Markets: A Critical Appraisal of Theory and Practice</p> <p>Abstract: Energy and agricultural commodities and markets have been examined extensively, albeit separately, for a number of years. In the energy literature, the returns, volatility and volatility spillovers (namely, the delayed effect of a returns shock in one asset on the subsequent volatility or covolatility in another asset), among alternative energy commodities, such as oil, gasoline and ethanol across different markets, have been analysed using a variety of univariate and multivariate models, estimation techniques, data sets, and time frequencies. A similar comment applies to the</p>

separate theoretical and empirical analysis of a wide range of agricultural commodities and markets. Given the recent interest and emphasis in bio-fuels and green energy, especially bio-ethanol, which is derived from a range of agricultural products, it is not surprising that there is a topical and developing literature on the spillovers between energy and agricultural markets. Modelling and testing spillovers between the energy and agricultural markets has typically been based on estimating multivariate conditional volatility models, specifically the BEKK and DCC models. A serious technical deficiency is that the Quasi-Maximum Likelihood Estimates (QMLE) of a full BEKK matrix, which is typically estimated in examining volatility spillover effects, has no asymptotic properties, except by assumption, so that no statistical test of volatility spillovers is possible. Some papers in the literature have used the DCC model to test for volatility spillovers. However, it is well known in the financial econometrics literature that the DCC model has no regularity conditions, and that the QMLE of the parameters of DCC has no asymptotic properties, so that there is no valid statistical testing of volatility spillovers. The purpose of the paper is to evaluate the theory and practice in testing for volatility spillovers between energy and agricultural markets using the multivariate BEKK and DCC models, and to make recommendations as to how such spillovers might be tested using valid statistical techniques. Three new definitions of volatility and cointegration spillovers are given, and the different models used in empirical applications are evaluated in terms of the new definitions and statistical criteria.

10:00 – 10:30	Coffee Break & Group Photo (Spring Room, 14F)
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10:30-11:20	<p>Keynote Speech 2</p>  <p>Prof. Chia-Lin Chang National Chung Hsing University, Taiwan</p> <p>Title: How are VIX and Stock Index ETF Related? Abstract: As stock market indices are not tradeable, the importance and trading volume of Exchange Traded Funds (ETFs) cannot be understated. ETFs track and attempt to replicate the performance of a specific index. Numerous studies have demonstrated a strong relationship between the S&P500 index and the Volatility Index (VIX). However, few empirical studies have focused on the relationship between VIX and ETF returns. The purpose of the paper is to investigate whether VIX returns affect ETF returns by using vector autoregressive (VAR) models to determine whether</p>
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	<p>daily VIX returns with different moving average processes affect ETF returns. ARCH-LM test shows conditional heteroskedasticity in the estimation of ETF returns, after which the diagonal BEKK model is used to accommodate multivariate conditional heteroscedasticity in the VAR estimates of ETF returns. Daily data on ETF returns that follow different stock indices in the USA and Europe are used in the empirical analysis. The estimates show that daily VIX returns have: (1) a significant negative effect on European ETF returns in the short run; (2) a stronger significant effect on single market ETF returns than on European ETF returns; and (3) lower ETF returns than S&P500 returns.</p>
<p>11:20-12:10</p>	<p style="text-align: center;">Keynote Speech 3</p> <div style="text-align: center;">  </div> <p style="text-align: center;">Prof. Donald Chang Metropolitan State University of Denver, USA</p> <p>Title: Lost Formosa: How Marketing Concepts and Country Positioning Could Help Abstract: Facing mounting economic pressure in the last decades, there are persistent calls to re-examine Taiwan’s public and economic policies. With compensation for entry-level positions for recent college graduates fell backward to the level unseen since near 20 years ago, while cost of living, in particular housing cost, rises to astronomical level, Taiwan’s youth generation has experienced unprecedented deteriorating financial stress level and lost faith in their collected future. The resulting unrest among the youth has surfaced as social unrest and general resentment toward government and public policies. To explore the issue further, a popular marketing tool, market positioning, is used to illustrate Taiwan’s country positioning in relation to neighboring countries, showing how and why a country’s positioning could lead to general failure in its economic policy. Marketing concepts, such as niche marketing, targeting marketing, differentiation marketing, and country positioning, are used to showcase how Taiwan’s country positioning could be modified and corrected for its long-term success and prosperity.</p>

12:10 – 13:30	Lunch (Brasserie, 12F)
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Authors' Oral Presentations

Session 1

13:30-15:30



In case of absence, please arrive in advance


Venue: Spring Room, 14F

Theme: Business and Economics

Session Chair: Prof. Donald Chang

*The time slots assigned here are only tentative. Presenters are recommended to stay for the whole session in case of any absence.

ID	Title+ Author's Name
MM0001 13:30-13:45	<p>The China Puzzle: Theory and Evidence on the Behavior of Chinese Exports during the 2008-2009 Global Financial Crisis</p> <p>Hang-Wei Hao, Valparaiso University, USA</p> <p>Abstract: Many studies link the recent collapse in trade during the 2008-09 financial crisis to a decrease in the demand for durable and investment goods in crisis-hit countries. Thus, a remarkable feature of the recent collapse in international trade is that China's export sectors – for which the crisis-hit U.S. and Europe are the primary destinations – appear much less affected than their counterparts in other exporting countries. This paper explains the puzzle by documenting a new stylized fact: China's processing exports fell much less than ordinary trade during the 2008-09 financial crisis, even conditioning on industry and demand in the destination country. It then investigates a range of explanations for the special behavior of processing trade.</p>
MM2003  13:45-14:00	<p>Hedonic, Utilitarian, and Normative: Explaining Continuous Use of App</p> <p>Inkyu Kim, Hyejung Lee, and Jungwoo Lee, Yonsei University, South Korea</p> <p>Abstract: This study focuses on what makes smartphone users use smartphone applications in three different application-based services; social network service, mobile game and music streaming. The research model is developed based on literature review and empirically tested against data collected via online survey. The analysis result of 116 data points revealed that different services may have different patterns of hedonic, utilitarian and normative motivations in using smartphone applications. Mobile game service seems to have lowest level of value in use as expected while social network service is highest in normative aspects while music is highest in hedonic and utilitarian.</p>
MM2004  14:00-14:15	<p>Modelling Volatility Spillovers fr Bio-ethanol, Sugarcane and Corn</p> <p>Chia-Lin Chang, Michael McAleer, Yu-Ann Wang, National Chung Hsing University, Taichung, Taiwan</p> <p>Abstract: The recent and rapidly growing interest in biofuel as an energy source has raised concerns about its impact on the prices, returns and volatility of related agricultural commodities. Analyzing the spillover effects on agricultural commodities and biofuel helps commodity suppliers hedge their portfolios and manage the risk and co-risk of their biofuel and agricultural commodities. In the past, there have been many papers concerned with analyzing crude oil and</p>

	<p>agricultural commodities separately. The purpose of this paper is to examine the volatility spillovers for spot and futures returns on bio-ethanol and related agricultural commodities, specifically corn and sugarcane, using the multivariate diagonal BEKK conditional volatility model. The daily data used are from 31 October 2005 to 14 January 2015. The empirical results show that in 2 of 6 cases, there were significant negative co-volatility spillover effects, specifically corn on subsequent sugarcane co-volatility with corn, and sugarcane on subsequent corn co-volatility with sugarcane. In the other 4 cases, there were no significant co-volatility spillover effects. There are significant positive co-volatility spillover effects in all 6 cases, namely between corn and sugarcane, corn and ethanol, and sugarcane and ethanol, and vice-versa for each of the three pairs of commodities. It is clear that the futures prices of bio-ethanol and the two agricultural commodities, corn and sugarcane, have stronger co-volatility spillovers than their spot price counterparts. These empirical results suggest that the bio-ethanol and agricultural commodities should be considered as viable futures products in financial portfolios for risk management.</p>
<p>MM2005 14:15-14:30</p>	<p>Entrepreneurial Competencies: Developing a Framework from a Review of Relevant Literature Kwansub Shim, Carl Chang Suk Yoon, Jungwoo Lee, Center for Work Science, Yonsei University, Seoul, Korea Abstract: Relationship between entrepreneurial competencies and performance new ventures has been empirically validated in many studies. However, there seems to be many different varieties in defining entrepreneurial competences. In this regard, the purpose of this paper is to conduct a literature review of prior entrepreneurial competencies related research, identify elements of these competences and develop a framework of entrepreneurial competencies in order to contribute for future research concerning entrepreneurial competencies. With this purpose, the relevant literatures published in international journals were collected via a Google Scholar search, and among these literatures, 16 papers were identified as demonstrating the relationship between entrepreneurial competencies and business performance. 246 attributes were collected from these papers. After removing overlaps, 150 distinctive elements of competences were identified. These elements were grouped into five clusters via a focus group sorting exercise. The resulting framework of entrepreneurial competencies consists of five dimensions: ‘Opportunity competencies’, ‘Administrative competencies’, ‘Leadership competencies’, ‘Personal competencies’ and ‘Commitment competencies’.</p>
<p>C11  14:30-14:45</p>	<p>Analyzing Retailers’ Perceptions of Service by Multivariate Analysis of Variance and Importance-Performance Analysis An-Wen Lu, Ya-Hua Chang, and Hsin-Hung Wu, National Changhua University of Education, Taiwan Abstract: With the intensified market competitiveness, it is essentially important for Taiwan Tobacco and Liquor Corporation to measure the retailers’ perceptions of services. A questionnaire based on service quality model was developed, and multivariate analysis of variance (MANOVA) was applied to observe how demographic variables perceive among different service items and importance-performance analysis (IPA) was used to identify strengths and weaknesses as a whole. The results show that gender, business type, and bulk purchase category are the three major demographic variables that could have great impacts on retailers’ satisfaction. In addition, IPA</p>

	<p>depicts that fifteen items are the major strengths and should be maintained in order to gain competitiveness in the market. In contrast to major strengths, stacking services on delivered goods and empty bottle recycling services were identified as two major deficiencies from retailers' viewpoints. Therefore, these two major weaknesses should be placed in the highest priority for improvement. The combination of MANOVA and IPA has not been seen in the research. The major advantage of the combination is to allow the management to observe if different demographic variables impact different services and, at the same time, to identify the major strengths and weaknesses of provided services for retailers based upon both perception and importance.</p>
<p>C12</p>   <p>14:45-15:00</p>	<p>A Study of the Way to Increasing Entrepreneur in Japan - Who is the Subject of Entrepreneurship Education? Koichi Sakoda, Takao Nomakuchi and Masakazu Takahashi, Wakayama University, Japan</p> <p>Abstract: Japan, is a country where entrepreneurs are in an extreme shortage, has been recognized in the world. The purpose of this paper is a trial to consider the clues to solving the future of entrepreneurship shortage problem. The approach of the present study is to extract the relationship of the problems by review of the prior research on entrepreneurship theories, and a software system approach. As a result, there is the transformation of a closed secure society, and education in business and creativity for NEET (Youth Not Educated, Employed or Trained) has been suggested as a solution. In previous research, views of NEET as an unemployed are found. But views of NEET as a candidate for entrepreneurship cannot be found. This paper focused on NEET as a candidate for entrepreneurship.</p>
<p>C22</p>  <p>15:00-15:15</p>	<p>Common Architecture for Simulation of Critical Infrastructure Interdependencies in Emergency Situations Georgi Kirov, Plamena Zlateva, and Dimiter Velev, ISER – Bulgarian Academy of Sciences, Bulgaria</p> <p>Abstract: The paper discusses the main issues involved in a simulation of complex interdependent systems, which are a part of the Critical Infrastructure (CI). The purpose is to present a common architecture for simulation of critical infrastructure interdependencies in emergency situations. An analysis of the interdependencies between critical infrastructure elements and explanations of the process of development HLA/RTI (High Level Architecture/Run Time Infrastructure) simulations for study of CI elements are carried out. The approach provides a possibility of performing an assessment of the elements of the CI and their interdependencies affected by emergency situations as natural disasters.</p>
<p>C23</p>  <p>15:15-15:30</p>	<p>Comprehensive Management Platform of Natural Disasters Based on Cloud Computing Zong Xue-jun, Li Qiang, Yang Zhong-jun, He Kan and, Dimiter Velev, University of National and World Economy, Bulgaria</p> <p>Abstract: Aiming at the problems of the construction of the service platform for the comprehensive management of natural disasters in China, and combining the cloud computing technology, the idea of comprehensive management service platform based on cloud computing is proposed. The platform can be used as a unified service platform for the comprehensive management of natural disasters. The platform integrates the functions of natural disaster data</p>

	collection and storage, risk management system, monitoring and warning system, emergency response and decision, disaster evaluation, disaster business development and customization. Realize the new integration of knowledge resources of natural disasters and provide a variety of disaster information service for all kinds of users according to the authority. Not only improve the service quality, but also reduce the cost of operation and maintenance, and effectively improve the information, digital and intelligent level of disaster management.
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15:30 – 15:45	Coffee Break (Spring Room, 14F)
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Session 2

15:45-18:15


In case of absence, please arrive in advance

Venue: Spring Room, 14F

Theme: Education and Literature

Session Chair: Prof. Haslam, Thomas J.

*The time slots assigned here are only tentative. Presenters are recommended to stay for the whole session in case of any absence.

ID	Title+ Author's Name
<p>L011</p>  <p>15:45-16:00</p>	<p>World Englishes Speakers' Perception Towards Taiwanese Speakers' English Pronunciation</p> <p>En-Jung (Nina) Liang, Fu-Jen University, Taiwan</p> <p>Abstract: Previous research has looked into how native speakers of English perceive speakers of other varieties given the assumption that all English learners should conform to the norm – which refers to the varieties of the inner circle in World Englishes (WE) research. Scholars have criticized that learners of English highly regard native speaker norms because of their little familiarity with the theories of WE. Therefore, the purpose of this study is to explore how the Taiwanese variety of English is being perceived by the outer and expanding circle speakers, and the extent to which outer and expanding circle speakers accept the Taiwanese variety of English.</p> <p>The participants of this study include four native Taiwanese speakers with varying level of English proficiency and 30 outer and expanding circle speakers. The outer and expanding circle speakers were asked to complete two listening tests (i.e. dictation test and minimal pairs test) that were previously recorded by the four Taiwanese speakers. A follow-up interview was also conducted to gain more insight on the participants' test results.</p> <p>The findings suggest that outer circle speakers feel more comfortable with native-like English fluency. The participants regard Standard American and British variety to be the correct variety, which is consistent with the current literature. In contrast, the expanding circle speakers feel more acceptable to the Taiwanese variety of English since most countries in this circle share the same language family. It is concluded that speakers that come from more similar backgrounds would be more acceptable towards one another's speech.</p>

<p>L015</p>  <p>16:00-16:15</p>	<p>Murdoch and Canetti: a woman's writing and the economy of intertextual appropriation Fiona Tomkinson, English Language and Literature Department, Yeditepe University, Turkey Abstract: The paper discusses Iris Murdoch's novel A Severed Head in terms of some of its intertextual resonances, and, in particular, in terms of Murdoch's indirect references to Elias Canetti's Auto da Fé Though the relationship between Murdoch and Canetti has been much discussed, this hidden dialogue with him has, to my knowledge, been hitherto undetected. I begin by placing my analysis in the context of the functioning of intertextuality in Murdoch's oeuvre in general. I then argue that these particular references function as a coded message to Canetti which is both a secret love-letter to her enchanter-figure par excellence and a means of incorporating and overcoming him.</p>
<p>L022</p>  <p>16:15-16:30</p>	<p>The Relevance Theory Approach for Translating Chinese Phatic Particle Ne(呢) into Indonesian Andre Ginting, College of Humanities, University of Indonesia, Indonesia Abstract: Phatic expression is important to emphasize the intention of speaker. High intensity of phatic expression in Mandarin Chinese communication demands learners to comprehend those words. Phatic expression can occurs as particle. In case of translation, according to previous studies, Chinese phatic particles of 呢 ne can be translated as sih, nih, kok, hah, lah, kah. The problem is how to find the proper correspondending word in Indonesian. This paper explains how to translate Chinese particle into Indonesian because of meaning-ambiguity. The data are based on 'Mandarin Chinese Comprehensive book 汉语教程第二册'. In order to solve this problem, the author proposes the Relevance Theory that can help students develop context and intentions of speakers. This paper thus shows that the context is really needed to get the meaning because there is no special consensus to get one-to-one correspondending word.</p>
<p>L023</p>  <p>16:30-16:45</p>	<p>Frederica Potter's Ritual and Regeneration in A. S. Byatt's The Virgin in the Garden Yifan Lee, National Cheng Kung University, Taiwan Abstract: This paper aims at exploring A. S. Byatt's The Virgin in the Garden (1978), the first volume of "Frederica Quartet," with close examination of the mythical elements in the novel and psychoanalytical views on the formative process of Frederica's rite of passage. This paper attempts to apply mythical and psychoanalytical approaches in analyzing the motives and mental influences of Frederica's time on her. The result shows that, in the novel, the rite of passage is closely connected with the ritual and regeneration of the nation on the outside and the collection of personal identity (as represented by the condition of "ego" in psychoanalysis) on the inside.</p>
<p>L024</p>  <p>16:45-17:00</p>	<p>Once Upon A Time: Historiography, Folklore and Manipuri Creation Myth Yaisna Rajkumari, Department of English, Stella Maris College, Chennai, India Abstract: Historiography can be defined as the writing of history based on critical study and careful selection of materials, finally forming, as Birendranath Datta says, a "synthesis of those particulars into a narrative that will stand the test of critical methods". In the Indian context especially, the writing of history has not been given a centre stage.</p>

	<p>The history that has been taught in the academia has been largely concerned with conquests, wars, fights between two or more ruling classes without giving much importance to the lives of common people. In trying to an establish relationship between folklore and history we can analyse the definitions of the two disciplines – “history is an academic discipline whose primary concern is the study and interpretation of events of the past”. Folklorist W.R Bascom says of folklore that it “comprehends all knowledge that is transmitted by word of mouth and all crafts and tecniques that are learnt by imitation and example as well as product of such crafts”. Both history and folklore have thus existed hand in hand with society and its culture.</p> <p>In the case of India, the history and the study of folklore of the regions comprising northeast India are largely neglected. This paper will focus on the creation myths in folktales from the northeastern Indian state of Manipur and consider them in relation to the cultural history of this region.</p>
<p>L108</p>  <p>17:00-17:15</p>	<p>The ‘Hyphenized’ Identity in Chinese Diaspora in the Works by Chin Shun-shin, Higashiyama Akira, and Ed Lin</p> <p>Masami Usui, English Department, Doshisha University, Japan</p> <p>Abstract: The ‘hyphenized’ identity represents the multiracial, multicultural, and transnational identity in the age of globalization. Because of its historical background, Taiwan has been producing the unique literature of hybridity, and is also blessed with the new wave of Taiwanese-Chinese-Japanese/Taiwanese-American literature, represented by Chin Shun-shin(陳舜臣), Higashiyama Akira (王震緒), and Ed Lin across China, Taiwan, and Chinatown. The ‘hyphenized’ identity consists of triple-layered passages: Chin’s coverage from his early mystery novels set in Kobe’s Chinatown in the1970’s to his Chinese historical novels, Higashiyama’s journey back to the 1970 Taipei in his award-winning novel Ryu, and Lin’s shift from his 1970 New York Chinatown crime novels to his new trial to embark on contemporary Taipei night market in Ghost Month. Mapping the landscapes of China, and Taiwan, and Chinatown in those works is compiled by examining the mythological space of China and Taiwan, the ideological discourse in the 1970’s, and the hybrid sphere of Chinatown. Consequently, the ‘hyphenized’ identity in Chinese Diaspora embodies a quest for the transforming and newly-establishing space and self.</p>
<p>L202</p>  <p>17:15-17:30</p>	<p>Medium and Mediators: Tracing Collaborative Authorship</p> <p>Jesse C Newman, Macquarie University, Australia</p> <p>Abstract: This paper investigates how stylistic decisions of authors can be tracked in the context of the inherently collaborative mediums of film, television and animated serials. In order to measure and evaluate authorial input, dual sets of cases studies in credit taking, inspiration and collaboration are explored and assessed. The jealously credited script writing and concept development of Aaron Sorkin is compared with the more reflexive and pluralistic credit of Japanese animated series authored by ‘Sunrise’ creative staff under a shared nom de plume of ‘Hajime Yatate’.</p>

<p>C07</p>  <p>17:30-17:45</p>	<p>Wikipedia and the Humanities in Higher Education: Past Time to Renegotiate the Relationship Haslam, Thomas J., Shantou University, China Abstract: Since Wikipedia's founding in 2001, higher education has found it controversial as a teaching and learning resource. Many faculty members still ban students from using Wikipedia for their coursework. But a noticeable disparity exists between how academics in STEM (science, technology, engineering, & mathematics) and those in the humanities understand and engage Wikipedia as a teaching and learning resource. Wikipedia, as the scholarly research shows, is a far more credible source than generally acknowledged; and as many educators in STEM, and particularly the natural sciences, have also shown, Wikipedia can be a vital part of the undergraduate and graduate curricula. This study reviews the scholarship on Wikipedia; examines how Wikipedia can have a vital role in humanities education, including that of preparing students to write better and to do scholarly research; and argues why Wikipedia should be part of the humanities curricula globally.</p>
<p>C09</p>  <p>17:45-18:00</p>	<p>Designing Mobile Apps for English Vocabulary Learning Bor-tyng Wang, Feng-Chia University, Taiwan Abstract: Since the 21st century, with the development of high technologies, such as Internet, tablets, and smartphones, there are more innovative ways to learn English. For example, people are able to use technologies to send messages, present ideas or share information anytime, anywhere. However, most of the mobile apps for English learning purposes in Taiwan are designed and presented in English interface. This is good for high level students, but the low level students may feel difficult and frustrated. Hence, the paper presents a pilot study and aims to develop a mobile app to improve college students' English vocabulary learning with both English and Chinese descriptions. The NGSL list is used as the content in the app, and the researcher designs twenty-four vocabulary learning units for students to use in one academic year. Students are expected to learn thirty words every week. Moreover, the words are presented both in English and Chinese because the target group is low-level students (CEF A2 level). In addition, the questionnaires were used to collect students' opinions toward the app. During this pilot study and with the use of mobile app, it is hoped that students' learning motivation can be increased and the self-study habits can be built.</p>
<p>C24</p>  <p>18:00-18:15</p>	<p>Scoring the Open Source Learning Management Systems Li-Jen Shannon, and Marilyn Rice, Sam Houston State University, USA Abstract: Based on the demands of online teaching and learning programs from various levels of educational systems and enterprises in the past decade, there are many open source of learning management systems from which to choose. In order to select the most feasible and appropriate learning management software, it requires the administrators to analyze and assess the needs from their own institutions and follow up with the comparison of available software. This study investigated the vital critique items through various popular open source of learning management systems. Three critique categories were formed including Course Building Functions, Server</p>

Functions, and Training and Service. This research paper will be focused on reporting two out of three categories: Course Building and the Training and Service categories. There were eight items suggested under the category of Course Building Functions. Six items were scrutinized for the category of Server Functions. The Training and Service category included three studied items. The suggested critique items and categories from this research will serve the top managers in assisting their decision-making for implementing a tool which would be the best fit for their specific needs.

Poster Session

The Effects of Academic English Learning on University English-Majored EFL Students in Using Apologies Strategies

Attila Muszka,


Foreign Language and Literature Department, Tunghai University, Taiwan

Abstract: Apologizing as a speech act is a great indicator of sociolinguistic competence due to its frequent use by language learners in specific situations that require selecting the most fitting apologies strategy for remedying a case. The purpose of the study is to investigate English majored freshmen and senior Taiwanese college students' use of pragmatic varieties of apology strategies. Olshtain and Cohen (1983) were the first researchers who investigated apologizing strategies in greater length, and their study served as the theoretical framework for this research. The participants of this study are English majors in the Taiwanese context and the two groups of participants will consist of 40 freshmen and 40 senior students. Participants will be given written discourse completion tasks (DCT) and their responses will be coded and categorized. Using Olshtain and Cohen's (1983) modified coding system the answers of the participants will be categorized in six different strategies with the possibility of one participant using a combination or modification of some of the strategies. The expected strategies used by the participants are the following: 'Explicit Apologies,' 'Evading,' 'Promise of Forbearance,' 'Offer of Repair,' 'Acknowledgement of Responsibility,' and 'Explanations.' Once categorizing and coding the apologies strategies are concluded the researcher can determine strategies most frequently used by the two groups as well as what modifications or combinations of strategies participants prefer to use. Participants' answers on the DCT will also be rated on a scale from 1-3 that will serve to determine their pragmatic competence. The pilot study conducted by the researcher highlighted differences in freshmen and senior students' apology strategy use as well as use of combination and modifications of apology strategies. Participants' answers also revealed that the use of premodifiers 'Oh', 'Umm' at the beginning of the discourse was much more preferred by senior students than freshmen students.

L019



Listeners' List

Listener 1 	Jungwoo Lee, Yonsei University, South Korea
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February 27, 2016 19:00	Closing Ceremony
(Brasserie, 12F)	Dinner Banquet

Call For Paper



2016 2nd International Conference on Literature and Linguistics (ICOLL 2016), will be held in Rome, Italy during July 14-16, 2016.

ICOLL 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 Literature and Linguistics, and discuss the practical challenges encountered and the solutions adopted.

Publication

All accepted papers will be selected and published according to the paper theme in the following Journal:



International Journal of Languages, Literature and Linguistics (IJLL)

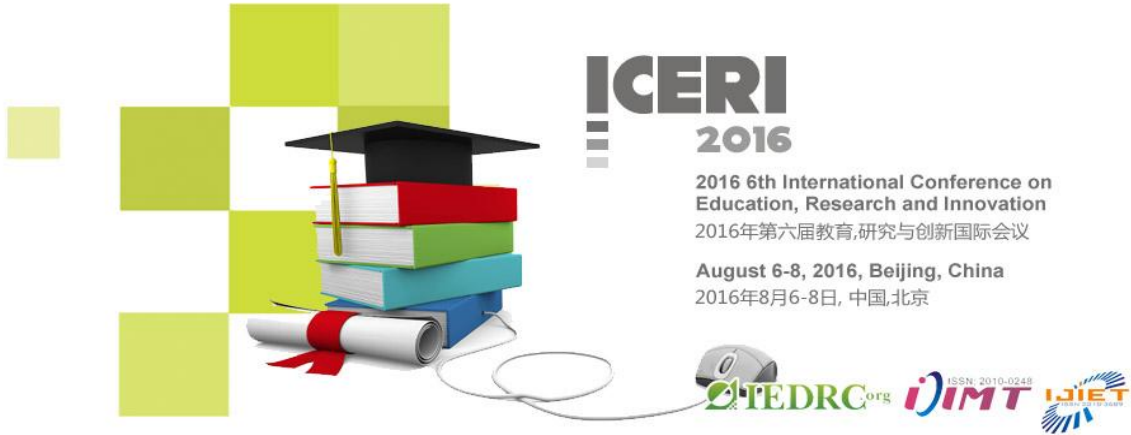
ISSN: 2382-6282

DOI: 10.18178/IJLL

Indexed by: Google Scholar, Engineering & Technology Digital Library, Crossref, Proquest and DOAJ.

Important Dates

Submission Deadline	Before March 15, 2016
Acceptance Notification	On April 10, 2016
Registration Deadline	Before May 05, 2016
Conference Date	July 14-15, 2016
One-Day Tour	July 16, 2016



2016 6th International Conference on Education, Research and Innovation (ICERI2016), will be held during August 6-8, 2016, in Beijing, China.

ICERI 2016 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, Research and Innovation, 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, Research and Innovation and related areas. For more details of the conference schedule, please feel free to contact us at iceri@iedrc.org. The full version of program will be given on Early July.

Publication

All accepted papers will be selected and published according to the paper theme in the following Journals:



Option A: International Journal of Information and Education Technology (IJIET)

ISSN: 2010-3689

DOI: 10.18178/IJIET

Abstracting/ Indexing: EI (INSPEC, IET), Cabell's Directories, DOAJ, Electronic Journals Library, Engineering & Technology Digital Library, Google Scholar, Crossref and ProQuest etc.



Option B: Journal of Innovation, Management and Technology (IJIMT)

ISSN: 2010-0248

DOI: 10.18178/IJIMT

Abstracting/ Indexing: Google Scholar, Ulrich's Periodicals Directory, Engineering & Technology Digital Library, Crossref and ProQuest, Electronic Journals Library.

Important Dates

Submission Deadline	Before April 15, 2016
Acceptance Notification	On May 10, 2016
Registration Deadline	Before June 5, 2016
Conference Date	August 6-7, 2016
One Day Tour	August 8, 2016



2016 2nd International Conference on Education, Learning and Training (ICELT2016), will be held during August 6-8, 2016, in Beijing, China.

ICELT 2016 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, Learning and Training, 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, Learning and Training and related areas. For more details of the conference schedule, please feel free to contact us at icelt@iedrc.net. The full version of program will be given on Early July.

Publication

All accepted papers will be selected and published according to the paper theme in the following Journal:



International Journal of Learning and Teaching (IJLT)

ISSN: 2377-2891

DOI: 10.18178/IJLT

Abstracting/ Indexing: Google Scholar, Engineering & Technology Digital Library; etc.

Important Dates

Submission Deadline	Before April 15, 2016
Acceptance Notification	On May 10, 2016
Registration Deadline	Before June 5, 2016
Conference Date	August 6-7, 2016
One Day Tour	August 8, 2016



2016 3rd International Conference on Education and Training Technologies (ICETT2016), will be held during August 24-26, 2016, in Turku, Finland.

ICETT 2016 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 Training Technologies, 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 Training Technologies and related areas. For more details of the conference schedule, please feel free to contact us at icett@iedrc.net. The full version of program will be given on Early August.

Publication

All accepted papers will be selected and published according to the paper theme in the following Journals:



Option A: International Journal of Information and Education Technology (IJIET)

ISSN: 2010-3689

DOI: 10.18178/IJIET

Abstracting/ Indexing: EI (INSPEC, IET), Cabell's Directories, DOAJ, Electronic Journals Library, Engineering & Technology Digital Library, Google Scholar, Crossref and ProQuest etc.



Option B: International Journal of Learning and Teaching (IJLT)

ISSN: 2377-2891

DOI: 10.18178/IJLT

Abstracting/ Indexing: Google Scholar, Engineering & Technology Digital Library; etc.

Important Dates

Submission Deadline	Before April 20, 2016
Acceptance Notification	On May 15, 2016
Registration Deadline	Before June 10, 2016
Conference Date	August 24-25, 2016
One-Day Visit	August 26, 2016



2016 7th International Conference on E-business, Management and Economics-ICEME 2016, will be held during September 21-23, 2016, in Vancouver, Canada. ICEME2016, organized by IEDRC, 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 Humanities, Society and Culture, 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 E-business, Management and Economics and related areas.

Publication

All accepted papers will be selected and published according to the paper theme in the following Journals:



Option A: International Journal of e-Education, e-Business, e-Management and e-Learning (IJEEEE)
 ISSN: 2010-3654
 DOI: 10.17706/IJEEEE
 Abstracting/ Indexing: Engineering & Technology Digital Library, Google Scholar, Electronic Journals Library, QUALIS, ProQuest, EI (INSPEC, IET).



Option B: Journal of Economics, Business and Management (JOEBM)
 ISSN: 2301-3567
 DOI: 10.18178/JOEBM
 Abstracting/ Indexing: DOAJ, Engineering & Technology Library, Electronic Journals Library, Ulrich's Periodicals Directory, MESLibrary, Google Scholar, Crossref, and ProQuest.

Important Dates

Submission Deadline	Before May 5, 2016
Acceptance Notification	On June 1, 2016
Registration Deadline	Before June 25, 2016
Conference Date	September 21-22, 2016
One-Day Visit	September 23, 2016

Note
