

# 2011 IEDRC SHANGHAI CONFERENCES SCHEDULE

2011 3rd International Conference on Information and Financial Engineering  
(ICIFE 2011)

2011 2nd International Conference on Education and Management Technology  
(ICEMT 2011)

Shanghai, China

August 19-21, 2011

Co-Sponsored by



<http://iedrc.org/>

## Registration Only: August 19, 2011 (Friday)

### Lobby of Riverside hotel Shanghai

10: 00 – 12: 30 13: 30 - 17: 00	Arrival and Registration
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**Note: (1) You can also register at any time during the conference.**

**(2) Certificate of Participation can be collected at the registration counter.**

**(3) Please tell the conference receptions your paper ID.**

**(4) The organizer won't provide accommodation, and we suggest you make an early reservation.**

**(5) One Excellent Paper will be selected from each oral session, and one Best Paper will be selected from the excellent papers. The Certificate for Excellent Papers and Certificate and Cash reward for best paper will be awarded in the Welcome Banquet on August 20, 2011.**

## Conference: Morning, August 20, 2011 (Saturday)

Venue: Function Room (4<sup>th</sup> floor)

08: 30 – 08: 45	Opening Remarks
08: 45 – 09: 25	Keynote Speaker Speech 1 <b>Associate Prof. Dimiter Georgiev Velev</b> University of National and World Economy (UNWE), Department of Information MTechnologies and Communications, UNSS
09: 25 – 10: 05	Keynote Speaker Speech 2 <b>Prof. M.Venkateshwarlu</b> Department of Finance, National Institute of Industrial Engineering (NITIE) Mumbai - India.
10: 05 – 10: 20	Coffee Break & Photo Session
10: 20 – 11: 00	Keynote Speaker Speech 3 <b>Hui-Mei (Justina) Hsu</b> Fo Guang University, Department of Learning and Digital Technology, Yilan, Taiwan

### SESSION – 1

Venue: Function Room (4<sup>th</sup> floor)

Session Chair: Kim-Leng Goh

Time: 11:00 – 12:00

N00008	Stochastic Dominance Analysis on Investor Preferences in Brent Crude Oil Markets Hooi Hooi Lean, Michael McAleer and Wing-Keung Wong
N00010	Study on the Financing Methods of China's Listed Companies Xiya Luo
N00011	Study on the Institutional Investors Holding Shares and the Listed Companies' Dividend Policy

	Xiya Luo
N00012	The Effect of Trading Volume on PIN's Anomaly around Information Disclosure☆ Jinfeng Ma and Shancun Liu
N00016 SC2	Influence of Information Search on Risky Investment Preferences: Testing a Moderating Role of Income Shun-Yao Tseng and Chyan Yang
N00017	CLV Evaluating Model for B2C High-Risk Markets Kaveh Ahmadi
N00019	Risk Premia in Index Option Returns Suk Joon Byun and Byungsun Min
N00024	Price Estimation Using 'BEEE' Elasticity Factor Matthew Goldman Kimher Lim
N00036	A Short Note on the Publicness for Developing PSS: Review on the Availability of Development Methodology Sora Lee and Yongtae Park
N00037	Two Directions of User-centric Approach to Identifying New Service Opportunities: Vacuum to Solution and Practice to Niche Jieun Kim and Yongtae Park

<b>12: 00 - 13: 30</b>	<b>Buffet Lunch</b>
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### Afternoon August 20, 2011 (Saturday)

#### SESSION – 2

Venue: Function Room (4<sup>th</sup> floor)

Session Chair: Shun-Yao Tseng

Time: 13:30 – 15:30

N00038	IT-Based Evolution of Service Business Model: Case of Education Service Woori Han, Sungjoo Lee and Yongtae Park
N00039	Multifractal Properties of the Industry Indices for Chinese and Japanese Stock Markets Zhang Lin
N00046	Metro/1 WIDE : Computer Assisted Instruction / Learning System for International Project Financial Economics Training Specifics Matthew Goldman Kimher Lim, Eugene Chinloke Tan and Simon Lickthian Teo
N10000	Household Financial Distress and Economic Policy Implications Petr Jakub k
N10005 SC1	Effects of Size and Allocation Method on Stock Portfolio Performance: A Simulation Study Keat-Yung Ng and Kim-Leng Goh
N10006	A New Quantitative Behavioral Model for Financial Prediction T. Ramesh Babu and M. Venkateshwarlu
N10007	An Assessment of Zimbabwean Merchant Banks Conformity to International Best Practices in Risk Management Jacob Mvingi
N10008	Multifactor Model of Risk and Return Through Enterprise Risk Management

	Framework Fong-Woon Lai, M. Fazilah A. Samad and Noor Azlinna Azizan
N10009	Forecasting Chinese Foreign Exchange With Monetary Fundamentals Using Artificial Neural Networks Chun-Teck Lye, Tze-Haw Chan and Chee-Wooi Hooy
N10011	Typology of European Listed Companies' Reactions to Global Credit Crunch: Cluster Analysis of Share Price Performance Mari Männiste, Aaro Hazak and Enn Listra
N10022	A Model of Information Manipulation and Stock Issue Price Based on the Control of the Entrepreneur Xiaoqiang Yu and Shancun Liu
N10025	Must China's State Enterprises Follow the Path of Western Governance to Thrive? Kee-Cheok Cheong, Ran Li, Eu-Chye Tan and Miao Zhang
N10028	Five Applicable Criteria for Distributed Team Connecting Tools to Improve the Customer Relationship Management NavidHashemiTaba and Ahdieh Sadat Khatavakhotan

**SESSION – 3**

Venue: Room 1 (4<sup>th</sup> floor)

Session Chair: Prof. Rui Gomes

Time: 13:30 – 15:30

T00004	How to increase satisfaction with online learning: Technical suggestions to enhance the usefulness of importance-performance analysis Ro Pak
T00005	The Relationship between Extended Market Orientation (EMO) and Service Quality (Case Study: Iran Banks) Shahnaz Nayebzadeh
T00006	Teachers' Perception on Blended Learning Environment in Special Needs Learner in Malaysia: A Case study Mohd Yusof Anuar, Esther Gnanamalar Sarojini Daniel, Wah Yun Low, Kamarulzaman Ab. Aziz
T00012	Instructional Supervision in Three Asian Countries-What Do Teachers & Principals Say? Sailesh Sharma, Marohaini Yusoff
T00013	The importance of Apprenticeship Training Program as the backbone of High Value Leather Products Industries At Tanggulangin Sidoarjo Indonesia Lulu Setiawati, Betty Noviyanti Riyanto
T00014	The Relationship between Background Variables and the Educational Performance (Case Study: Accounting MA Students) Mahmood Moein Aldin, Shahnaz Nayebzadeh, Forough Heirany
T00015	Market Driven Training in Financial Economics Specifics for International Order Winners Matthew Goldman Kimher Lim, Hazri Jamil, Nordin Abd. Razak
T00017	A Systematic Project-based Learning Model for Accounting Education in Engineering and its Application to Web-based Practice System Moon-Soo Kim

T00022	How to become a Health Care Consultant with High Performance: Establishment and Enlightenment of Competency Model Yi Pin Lai, Ai-Tzu Li, Yi Jyun Chen, Miao Xing Ke
T00024	Effectiveness of cognitive – behavioral management of stress on students' homesickness Nayereh Shahmohammadi, Parisa Irannejad
T00026	TOWARDS CONTENT ADAPTATION FOR MOBILE LEARNINGt Shuran Yang, Yan Peng Lim
T00027	Study abroad: are expectations of Chinese students different? Kamila Tislerova, Marta Zambochova
T00028	Constructing Executive-level Health Manager's Competency Model—A Case Study of the Health Examination Center at a Teaching Hospital in Central Taiwan Yen-Ju Lin, Ai-Tzu Li, Pei-Shan Chiang, Yu-Wen Liao, Sheng-Jo Wang
T00029	The evaluation of in-house Computer Assisted Language Learning materials: InGenio Online FCE Course & Tester Antonio Martinez Saez, Ana Sevilla Pavon, Ana Gimeno Sanz
T00030	Introducing an Intelligent E-learning Content Constructor Engine Hossein Keynejad, Hoda Kabir, Mitra Daneshmand
T00035	Fuzzy Logic Model for Natural Risk Assessment in SW Bulgaria Plamena Zlateva, Lyubka Pashova, Krasimir Stoyanov, Dimiter Velev
T00036	A Framework for Web Integrated Information System for Risk Management of Natural Disasters Dimiter Velev, Plamena Zlateva, Vladimir Velev

<b>15: 30 - 15: 40</b>	<b>Coffee Break</b>
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**SESSION – 4**

Venue: Function Room (4<sup>th</sup> floor)

Session Chair: Hsin-Hong Kang

Time: 15:40 – 18:00

T00040 SC 3	Platforms to Support e-Learning in Higher Education Institutions Bruno Gomes, Rui Gomes
T00043 SC5	Fuzzy Delphi Approach for Evaluating Hydrogen Fuel Cell Applications Pao-Long Chang, Chiung-Wen Hsu
T00045	Evaluation of Women in Science and Technology Ying-Chyi Chou, Hsin-Yi Yen, Chia-Chi Sun
T00047	Acculturation attitude and its effect on work engagement: a case of professional Chinese immigrants in Australia Ying Lu, Ramanie Samarantunge, Charmine Härtel
T00058	Utilization of Visual Object Information for Civil Engineering BIM Implementation in Construction Lifecycle Stages Hyeon-Seung Kim, Hyoun-Seok Moon, Seon-Yeong Kim, Leen-Seok Kang
T00059	4D CAD Application Examples and Directions for Development in Civil Engineering Projects Joong-Min Kwak, Gwang-Yeol Choi, Nam-Jin Park, Hwa-Jin Seo, Leen-Seok Kang
T00061	Development and Application of Active Allocation Model for Construction

	Workspaces in BIM Environment Hyoun-Seok Moon, Hyeon-Seung Kim, Chang-Hoon Min, Egide Mugwiza, Leen-Seok Kang
T00066	The place of accounting to increase social trust Hamid Nakhaie, Asma Esmail Zadeh
T10057	Familiarity with information security management system Hamid Nakhaie, Asma Esmail Zadeh
T00067	The Relationship between Learning Style , locus of control and academic Achievement in Iranian students Majid Barzegar
T00068	Relationship between implicit theory of intelligence, 2*2 achievement goals framework, self-regulating learning with academic achievement A casual model Majid Barzegar
T00069	Creativity, organizational learning, and operation Pegah Rakhsh, Ebadolah Ahmadi
T00070	The Engagement Between Education and the Needs of Industry and Community Pusanisa Thechatakerng, Melquicedec Lozano, Maria Isabel Velasco
T00071	The Creativity Stimulus, Creativity Capacity, and Creativity Performance: The LISEREL Model Ebadolah Ahmadi, Pegah Rakhsh
T10046	What Matters in A Living-Learning Community: An Analysis of A Living- Learning Community in Parks Tower Liu Wenhua, MinhangLiu
T10007	Analysis of obstacles facing entrepreneurial activities of female students graduating senior (case study: Islamic Azad University- ivan branch) Bagher Arayesh
T10009	Can playing computer based games positively affect ICT attitudes amongst teachers? A case study of teachers experiences using educational multimedia games as teaching and learning resources in Dubai public schools. Dr. Ruqiyabi Naz Awan

**SESSION – 5**

Venue: Room 1 (4<sup>th</sup> floor)

Session Chair: Pao-Long Chang

Time: 15:40 – 18:00

T10010	Assessing Project Time Management of the Contractors with Using ANP Jalil Ebrahimpour, Adnan Keshvari and Mohammad Ali Soukhakian
T10012	THE E-COURT SYSTEM IN MALAYSIA Kamal Halili Hassan, Maizatul Farisah Mokhtar
T10018	A survey to study the attitude of Shiraz University DVM Graduates of the academic years 81-85 concerning the necessity of attaining knowledge and skills in the field of cooperatives Academic year 88-89 Dr. Mohsen Khademi, Dr.Zabihollah Khaksar, Mr. Behtash Khoshbakht
T10020	Computer Games Improve Learning Chinese Yan Liu, Dr. G. Scott Owen, Dr. Rajshekhar Sunderraman
T10021	A Critical Study at the behavior of Administration and Faculties of the Islamia

	University of Bahawalpur (Pakistan) Nazia Sharif, Muhammad imran
T10023	Employers' hiring behaviors in a developing country Zaharie Monica, Osoian Codruta, Ciumas Cristina and Opre Adrian
T10029	The Learning Style of MBA Students Hung-Mei Chang, Ling-Yu Wen, Chih-Hua Chen
T10035	Enhancing the innovation capability in the organization: A conceptual framework DR. Zeinolabedin Rahmani, Seyed Ali Mousavi
T10037	Spillover Effects of Endorsers for Different Brand Levels Ling-Chien Chang, Jue-Yu Luo, Dong-Jenn Yang
T10041	Examining the role of incomplete information in print advertising of travel agencies and its effect on information search, consumer involvement, information source trustworthiness and purchasing intention(Case study: Iran's tourists) Peyman Ghafari Ashtiani, Habibollah Javanmard, Mahsa Ayoubi Moghaddam
T10042	An Investigation Of Burnout And its Relationship With Individual And Organizational Charactristics In Tax Offices and Custom Organization Of Iran Tayebeh Gorgin, Maryam Salehi
T10043	The Effect of Supplier Manufacturing Capabilities on Buyer Responsiveness Habibollah Javanmard, Khadijeh Omidinasab
T10044	Optimal Scheduling in a Milk Production Line Based on Mixed Integer Linear Programming Habibollah Javanmard, Kianehkandi
T10049 SC4	The Effects of Changes in China's Business Environment on Taiwan's Outward Foreign Direct Investment Hsin-Hong Kang, Wen-Hsiang Wang
T10050	The Potential of Kinect as Interactive Educational Technology Hui-mei Justina Hsu
T10051	Education of Prioritizing Managerial Indices in Urban Projects Mohammad Reza Maghareh, Maryam Dastgheib Parsa
T10055	A Novel Model for Estimating Bottom of the Pyramid Market Size in IRAN based on Inflation Rate and Income Rate Dr. NasrinJazani, Ahdieh Sadat Khatavakhotan
T10059	Production process and management of Thai farmers in Community Enterprise for Organic farming: Some Changing Donlakorn Kwankam and Pusanisa Thechatakerng

19: 00 , 20<sup>th</sup> August 2011

Dinner Banquet

**August 21, 2011 (Saturday): One-day Tour**

## Riverside hotel Shanghai

Riverside hotel Shanghai is located in the Zhongshan Park commercial and shopping district. It is situated at the intersections of (north) Kaixuan road and Ningxia road, close to the assess of inner ring highway and metro line 3 and 4. The hotel sits preeminently which provides easy access to Hongqiao International airport (15mins), Pudong International airport (40mins), Shanghai New International Exhibition Center (30mins), and F1 race track (40mins), Shanghai Intex and Shanghai International Trade Center, and Shanghai Mart, the Dream of Dragon-the biggest shopping mall in Shanghai and the department store of Printemps de Paris are all within walking distance.

上海清水湾大酒店位于中山公园商业购物中心，地处凯旋北路宁夏路路口，与内环线高架道路匝口、轨道交通金沙江路站近在咫尺，其地理位置优越，可便捷到达虹桥机场（车程仅 15 分钟），浦东国际机场（车程仅 40 分钟），新国际博览中心（车程仅 30 分钟），F1 赛车场（车程仅 40 分钟），周边邻近上海国际展览中心、上海国际贸易中心、及上海世贸商城，与上海最大购物中心“龙之梦”销品茂和巴黎春天百货仅百步之遥。



**Reservation information for Riverside Hotel Shanghai :**  
**Superior Twin-bed Room(高级双人标间): 328CNY**  
**Superior King-Bedded Room(高级大床房): 350CNY**  
**Contact: Miss Shi (施小姐) Tel: 13818077371 (For Chinese Guests)**  
**Fax: 021-52687117**  
**E-Mail: [shixia123@hotmail.com](mailto:shixia123@hotmail.com)**  
**(please send a mail to Miss Shi to book rooms)**

## Call for Papers

<b>October 21-23, 2011</b>		
2011 International Conference on Business and Economics Research ( <a href="#">ICBER 2011</a> )	Cairo, Egypt	August 10, 2011
2011 2nd International Conference on Humanities, Historical and Social Sciences ( <a href="#">CHSS 2011</a> )	Cairo, Egypt	August 1, 2011
2011 International on Conference on Education, Research and Innovation ( <a href="#">ICERI 2011</a> )	Cairo, Egypt	August 10, 2011
<b>November 4-6, 2011</b>		
2011 3rd International Conference on Advanced Management Science ( <a href="#">ICAMS 2011</a> )	Kuala Lumpur, Malaysia	August 1, 2011
2011 International Conference on Humanities, Society and Culture( <a href="#">ICHSC 2011</a> )	Kuala Lumpur, Malaysia	August 1, 2011
2011 International Conference on Information and Finance ( <a href="#">ICIF 2011</a> )	Kuala Lumpur, Malaysia	August 1, 2011
<b>November 25-27, 2011</b>		
2011 2nd International Conference on Economics, Business and Management ( <a href="#">ICEBM 2011</a> )	Maldives	Aug. 10, 2011
2011 2nd International Conference on Behavioral, Cognitive and Psychological Sciences ( <a href="#">BCPS 2011</a> )	Maldives	Aug.5, 2011
2011 International Conference on History and Society Development ( <a href="#">ICHSD 2011</a> )	Maldives	Aug.5, 2011
<b>December 28-30, 2011</b>		
2011 2nd International Conference on E-business, Management and Economics ( <a href="#">ICEME 2011</a> )	Dubai, UAE	Sep. 10, 2011
2011 2nd International Conference on Business, Economics and Tourism Management ( <a href="#">CBETM 2011</a> )	Dubai, UAE	Sep. 1, 2011
2011 International Conference on Languages, Literature and Linguistics ( <a href="#">ICLL 2011</a> )	Dubai, UAE	Sep. 1, 2011
<b>January 5-7, 2012</b>		
2012 3rd International Conference on e-Education, e-Business, e-Management and e-Learning ( <a href="#">IC4E 2012</a> )	Hong Kong	Sep. 5, 2011
2012 International Conference on Economics Marketing and Management ( <a href="#">ICEMM 2012</a> )	Hong Kong	Sep. 15, 2011
2012 International Conference on Government, Law and Culture ( <a href="#">ICGLC 2012</a> )	Hong Kong	Sep. 15, 2011
<b>February 26-28, 2012</b>		
2012 3rd International Conference on Financial Theory and Engineering ( <a href="#">ICFTE 2012</a> )	Singapore	Oct.25, 2011
2012 2nd International Conference on Economics Business and Marketing Management ( <a href="#">CEBMM 2012</a> )	Singapore	Oct.15, 2011
2012 International Conference on Education and Management Innovation ( <a href="#">ICEMI 2012</a> )	Singapore	Oct.15, 2011
<b>March 10-11, 2012</b>		
2012 2nd International Conference on Economics and Finance Research ( <a href="#">ICEFR 2012</a> )	Chennai, India	Nov.10, 2011
2012 2nd International Conference on Social Science and Humanity ( <a href="#">ICSSH 2012</a> )	Chennai, India	Nov.5, 2011

2011 IEDRC SHANGHAI CONFERENCES

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2012 International Conference on Language, Medias and Culture ( <a href="#">ICLMC 2012</a> )	( <a href="#">ICLMC</a> )	Chennai, India	Nov.5, 2011
<b>April 7-8, 2012</b>			
2012 2nd International Conference on Economics, Trade and Development ( <a href="#">ICEFD 2012</a> )		Bangkok, Thailand	Dec. 5, 2011
2012 2nd International Conference on Management and Artificial Intelligence ( <a href="#">ICMAI 2012</a> )		Bangkok, Thailand	Dec. 5, 2011
2012 International Conference on Humanity, History and Society ( <a href="#">ICHHS 2012</a> )	( <a href="#">ICHHS</a> )	Bangkok, Thailand	Dec. 5, 2011
<b>May 7-8, 2012</b>			
2012 International Conference on Management and Education Innovation( <a href="#">ICMEI 2012</a> )		Kuala Lumpur, Malaysia	Jan. 5, 2012
2012 2nd International Conference on Management and Service Science ( <a href="#">ICMSS 2012</a> )		Kuala Lumpur, Malaysia	Jan. 7, 2012
2012 International Conference on Economics, Business Innovation ( <a href="#">ICEBI 2012</a> )	( <a href="#">ICEBI</a> )	Kuala Lumpur, Malaysia	Jan. 7, 2012