

# IEDRC BRUNEI CONFERENCE PROGRAM

## February 04-05,2015, Bandar Seri Begawan, Brunei

**Orchid Garden Hotel**

<http://www.orchidgardenbrunei.com/>

**Day 1:**

Lobby	February 04 10:00-17:00	Registration
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**Day 2:**

<b>Venue</b>	Feb. 05 9:00-11:15	9:00—9:15	Opening Remarks
		9:15—10:00	Keynote Speech 1(Dr. YIP MUM WAI)
		<b>10:00—10:30</b>	<b>Coffee break</b>
		10:30—11:15	Keynote Speech 2(Prof.PekkaLeviäkangas)
<b>Restaurant</b>	Feb. 05 12:00-13:00	Lunch	
<b>Venue Cesar1&amp;2</b>	Feb. 05 13:00-17:45	13:00-15:15	<b>Session 1( 11 persons )</b>
		<b>15:15– 15:45</b>	<b>Coffee break</b>
		15:45-17:45	<b>Session 2( 8 persons )</b>
Restaurant	Feb. 05 18:30-20:30	ClosingCeremony&Dinner	

## Instructions for Oral Presentations

**Devices Provided by the Conference Organizer:**

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

**Materials Provided by the Presenters:**

PowerPoint or PDF files (Files shall be copied to the Conference Computer at the beginning of each Session)  
Duration of each Presentation (Tentatively):  
Regular Oral Session: about 9-12 Minutes of Presentation, 2-5 Minutes of Q&A  
Keynote Speech: 30-45 Minutes of Presentation, 5-10 Minutes of Q&A

## Registration Only: February 04, 2015 (Wednesday)




**Venue: Orchid Garden Hotel**

Item	Time	Place
Arrival and Registration	10:00-17:00	Lobby

- (1) Please print your registration form before you come to the conference.**
- (2) You can also register at any time during the conference.**
- (3) Certificate of Participation can be collected at the registration counter.**
- (4) Please tell the conference reception your paper ID.**
- (5) The organizer won't provide accommodation, and we suggest you make an early reservation.**
- (6) One Best Paper will be selected from each oral session. The Certificate for Best Papers will be awarded in the Closing Banquet on February 05, 2015.**

**Conference: Morning, February 05, 2015 (Thursday)**

**Venue: Cesar 1&2**

<p>09:00-09:15</p>	<p>OpeningRemarks</p>  <p><b>Dr. YIP MUM WAI</b> TunkuAbdulRahmanUniversity, Malaysia</p>
<p>09:15-10:00</p>	<p>KeynoteSpeakerSpeech1</p>  <p><b>Dr. YIP MUM WAI</b> TunkuAbdulRahmanUniversity, Malaysia</p> <p><b>Education and Training: Key Success Factor of Knowledge Management Implementation: A Case Study</b></p> <p>Abstract—Many organizations have started to implement Knowledge Management (KM) to build up their competitive advantage in the organizations. However, many studies found that not all of the KM initiatives are successful implemented. The main reason is due to the lacking of education and training to the employees in an organization. The main purpose of this study is to examine the relationship between the key success factor of KM implementation (education and training) with the benefit of KM. The case study was carried out in one of the Malaysian Retail Chains in Malaysia. Structured interview was conducted for this study. Finding has shown that education and training is a key success factor of KM that can bring the benefits to the organization.</p>
<p><b>10:00-10:30</b></p>	<p><b>Photo Session&amp;CoffeeBreak</b></p>
<p>10:30—11:15</p>	<p>KeynoteSpeakerSpeech2</p>  <p><b>Prof. Pekka Leviäkangas</b> University of Oulu</p> <p><b>A policy agenda to facilitate transformation towards digital society</b></p>

	<p>Abstract—As digitalisation is transforming our societies – businesses, public governance, private lives, etc. – the challenge for policy makers is growing tougher. Political decision making should be able to develop societal frameworks structures and governance models to direction which allows digitalisation to take place at least as a natural evolution process. However, in order to increase competitiveness, governments are increasingly seeking ways to boost the transformation process. This key note paper draws from the work carried out for the Ministry of Transport and Communications Finland. Digitalisation, that changes the patterns and structures of transport markets, will have multiple effects on mobility, environment, social issues and economy. The paper describes how these effects might shape the future of a country and who are the winners and losers of the changes to come. Some prospective policy options are introduced in order to build a working and acceptable agenda for the new government that will assume power in the spring of 2015. The proposals are views of an individual analyst (the author), however, neither representing any official views of the country nor aspirations of its administration. The difficulty in credible policy-making is the argumentation in favour of those policy options that will also make some citizens, groups, businesses or industries worse off. Ideological boundaries will appear as these options are debated. Also some changes will occur regardless of the policy, no matter how solid it is. It is vital for any country and its policy-makers to understand to what extent they can manage the change and where to choose the best available adaptation strategy.</p>
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<b>12:00-13:00</b>	<b>Lunch</b>
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**Afternoon, February 05, 2015 (Thursday)**

**SESSION-1**

Venue: Cesar1&2

Session Chair: Dr. YIP MUM WAI

Time: 13:00-15:15

ID	Title+Author's name
<b>Education &amp; Linguistics</b>	
A00003-Pre	<p>Effectiveness of Taiwanese Elementary School English Teachers' Professional Dialogue as Their Professional Development</p> <p><b>Chin-Wen Chien</b> Assistant Professor, National Hsinchu University of Education, Taiwan</p> <p>Abstract—This study used a survey to discover the effectiveness of Taiwanese elementary school English teachers' professional dialogue as their professional development in New Taipei City. Two</p>

	<p>important features emerged from the survey analysis. First, school size and location affect the regular implementation of professional dialogue. Second, topics and the format of professional dialogue, as well as English teachers' attributes and instructional leadership, were regarded as important factors that influence the effectiveness of professional dialogue as their professional development. Three suggestions are provided to make professional dialogue function effectively.</p>
<p>A00007</p>	<p>The Evolution of Finnish “Dream School” – via Public Entrepreneurship from Innovative Concepts to National Scale-up  <b>Pekka Leviäkangas<sup>1</sup></b>, Allan Schneitz, and <b>Aki Aapaoja<sup>2</sup></b>  <sup>1</sup> Professor, University of Oulu, Finland  <sup>2</sup> Research Scientist (Doctor of Technology), VTT Technical Research Centre of Finland, Finland</p> <p>Abstract—Digitalization has changed and is still changing our everyday lives and all sectors of human activities. The education system is amidst of this change too and hence there is a growing demand for variety of digital e-learning services and applications. Due to this underlying societal and technological change the education sector is not an isolated island anymore but must be regarded as an ecosystem, where the different interacting organizations and individuals co-create applications and services as well as novel processes to deliver these. However, forceful introduction of information and communication technologies (ICT) to be adopted in schools and classrooms, while at the same time maintaining traditional processes and practices, creates a potential source of inefficiency, ineffectiveness and poor quality. For instance, many schools and teachers complain that insufficient ICT equipment, such as interactive whiteboards and laptops, are major obstacles to effectively utilize ICT. This study presents one-of-a-kind story and chronological development process of the Dream School -concept from city of Kauniainen, Finland. The main purpose of the Dream School -project was to build an engaging and ubiquitous learning environment that utilizes a bottom-up approach to support students' growth and learning according to their needs as well as according to identified major societal future needs. The technologies exploited included open source code applications, open platforms and first server -oriented and then later cloud -based ICT architectures. These technologies were developed and implemented in collaboration with multiple private and public partners. This paper addresses three major aspects of innovation which to large extent define the life-cycle and the nature of the Dream School –concept: 1) setting a vision for a future school characteristics, 2) building the ecosystem that was capable to delivery ICT services as a turnkey package; 3) innovative and extraordinary procurement that allowed delivering of ICT as a service. In addition, the impact of Dream School implementation on education system, decision makers and public-private partnerships is discussed.</p>
<p>A00010</p>	<p>Learning Through Competition – A Case Study Research in Competition Skills Malaysia 2013, Field of Culinary Arts and Food Services  <b>MuhdAminuddinAzizan</b>, <b>MohdAriffFahmiMd Noor<sup>1</sup></b> and <b>NurZamahuri Ramly<sup>2</sup></b>  <sup>1 &amp; 2</sup>Lecturer, Sungai Petani Community College, Malaysia</p> <p>Abstract—The purpose of this research being conducted was to find out about the effectiveness of learning through series of competition which are perceived as being able to empower student's skills aside from receiving input through lessons in the classroom as well as practical in workshops. Exposure through competition is one of the measures that are perceived as effective on certain</p>

	<p>students who possesses high hands-on skills. This quantitative research involved 19 respondents who made it to the last stage of the national competition whereby these students represents their respective educational institution in hopes of becoming the 2013 champion. The data from the respondent's response was analyzed using the SPSS software in order to answer the research questions. The research findings showed that the knowledge input surpasses that of knowledge input in the classroom and fulfill the demands of the industry. Training approach that involves trainer from the industry from particular organization had overpowered the learning curriculum of the college also boosted up student's confidence level. The research findings may be brought forward to the management department to be looked into in order for them to support the development of a better teaching and learning for the students.</p>
<p>ET011</p>	<p>Contribution of Social Media to the Students' Academic Development  <b>Halil Ibrahim Gurcan</b>                  Abstract—Social media, throughout the communication world after 2005, has brought about the transformation of personal and social changes, specifically, among youngsters between the ages of 13 to 25 who use the social media intensely as a communication tool. Such an effect of social media is of great significance in terms understanding how they are utilized in courses and how students benefit from them in their learning processes. In this study, the case of sharing the social media will be put forward with regard to the relationship of teachers and students, that is to say, how they carry out their media facilities for their courses and learning/teaching processes will be under the focus.</p>
<p>A00011</p>	<p>Banquet Course Students' of National Modular Certificate Competency in the Teaching and Learning System – An Observation on Practical Class Activity                  ReezlinAbd Rahman, <b>Muhammad NazihanJamaludin</b><sup>1</sup>and<b>Aswady Ismail</b><sup>2</sup>  <sup>1 &amp; 2</sup> Lecturer, Sungai Petani Community College, Malaysia                  Abstract—IThis observational study empirically investigates Banqueting students of the National Modular Certificates in Sungai Petani Community College. The purpose of this study is to assess the student's competency in their practical class. The several entry level of this class had aroused some problems due to the fact that the class has been established as an advance level of cooking knowledge. The hands on approach in the practical class made it quite difficult for the students who are lag behind to achieve their knowledge and skill because of the limited or non-existence of the fundamental basics of cooking such as the basic knowledge of western and eastern cuisine. The methodology of this study involves lecturer's observation and student's examination scores. Four classes were involved as sampling within one year time-frame. This research had revealed significant gaps for us to look into on a deeper level such as in terms of the student's knowledge, intellectual, skill and their confident level. The findings of this research will benefit the curricular and the curriculum developer that they could use in improving the enrollment levels of the Module classes by classifying the classes into different levels of Basic, Intermediate, Advance, and Pre requisite class.</p>
<p>A00012</p>	<p>The Impact of Learning Sales and Marketing Module Toward Modular Student's Knowledge and Skill in Sungai Petani Community College  <b>MuhdAminuddinAzizan</b> , MohdAriffFahmiMd Noor <sup>1</sup> and ReezlinAbd Rahman                  Lecturer, Sungai Petani Community College, Malaysia</p>

	<p>Abstract—This study examines the impact of learning sales and marketing module on Modular Student’s skill and knowledge in Sungai Petani Community College. Using qualitative approach through interview, some useful insights were obtained. The introduction of sales and marketing module constitutes to a promising outcomes. The module is gradually empowering students’ knowledge and skills after three months part taking the module which enables them to implement the right technique of handling customer service, customer complaint, room and catering sales activities as well as implementing marketing communication. This positive indication although at an early stage has given implications for students, lecturers, parents, hospitality industry in general.</p>
<p>A00022</p>	<p>Establishingthe Future Model of Teacher Training Reflected the Future Educational  <b>Sun Bin Lim</b>, Yu Jin Oh and Seung Ho Lee                  Postgraduate,Seoul National University,Korea</p> <p>Abstract—The purpose of this study was to develop the future model of teacher training. Research method was literature review. In order to fulfill the conditions of experimental proof, the study has been contemplated on the limitation of the existing six traditional perspectives of teacher training. In addition, the study analyzed theoretical and practical discussions of the future education's paradigm from previous studies. Therefore, the study has brought the implications that the new model of teacher training requires artistic and technological approaches to understand, explain, and analyze such new phenomenon in educational field.</p> <p>Based on the study result, the future model of teacher training was established. The three key factors are 'technology', 'art', 'networking'. This model's purpose is to raise teachers who can improve professionalism through various and strong networking with understanding artistic traits of education and grafting technology onto the classes. Subsequently, this model's contents, methods and educational system were suggested.</p>
<p>A001</p>	<p>Using Multiliteracies to Engage Learners to Produce Learning  <b>MaliniGanapathy</b>                  Lecturer, English Language Department, UniversitiSains Malaysia, Penang, Malaysia</p> <p>Abstract—Students engage with different texts according to their social and private contexts which include web-based stories, interactive stories, hyper narratives in computer games, internet, podcasting, online news, e-mail, text messaging, MSN, Facebook, Twitter, Skype, and weblogs. These new practices fundamentally change perspectives of students’ learning process in the classroom as they are being integrated as part of the global world through the mass media, internet, the multiplicity of communication channels and social networking. This paper discusses these changes and postulates key findings of a case study that investigated the effectiveness of the multiliteracies pedagogy in an ESL classroom in Malaysia. This study had documented a series of lessons using the multiliteracies approach which evaluated 37 Chinese ESL students’ learning outcomes through the Peer Review Forms (PRF). The results gleaned from the PRF highlights the positive engagement of students’ multimodal literacy practices and highlights the need for teachers to use Information and Communication Technologies as learning tools to promote positive learning outcomes which engage students’ interest. The implications of this study suggest that the</p>

	<p>multiliteracies theory has the potential to advocate pedagogical practices that are engaging.</p>
<p>A004-Pre</p>	<p>A study of the Language used by the Kaffir Community of Sri Lanka  <b>NiroshaKulasekara</b>                  Student, University of Clombo, Sri Lanka                  Abstract—Sri Lankan Kaffirs are a very small ethnic group in Sri Lanka who are descendants of African workers and soldiers brought to the island by Portuguese colonists in the 17th Century. The Kaffir community of Sri Lanka is merging with the Sri Lankan society and their African identity is not preserved in their culture or their language. Therefore, it was useful to research on the language used in this community and the research was focus on identifying the nature of this language variety. The research done on this community was mostly regarding their music and dance. The aim of this study therefore was to identify the language used by the Kaffir community and study it linguistically. Most researches focused on the Kaffir community living in SirambiAdiya, Puttalam. The majority of the words were found in the songs of the Kaffir community in Puttalam. The community living in Trincomalee and Kalpity were not included in them. Therefore this research contain data on the Kaffir community living in TrincomaleeandKalpity as well. The present research included male and female participants who volunteered from the Community. The research subjects were selected from all Kaffir communities found in Sri Lanka. The research instruments used in this research were speech recordings and interviews. The language data collected was analysed based on a structural theoretical framework. The research finding was documented and preserved for future research and references.</p>
<p>A009</p>	<p>The Language of Depathologised Melancholia in Jessica Hagedorn's 'Dogeaters'  <b>HannahHo</b>                  Lecturer, Universiti Brunei Darussalam                  Abstract—This paper explores the literary implications of the portrayal of Asians in Asian American women’s literature. It deals with representations of gender, racial and postcolonial melancholia in Filipino American woman writer Jessica Hagedorn’s novel <i>Dogeaters</i>(1990). It challenges the concept of melancholia as innately pathological that entails an ego-attacking mechanism, which results from permanent illness (Freud, 1917). Employing contemporary literary theories of melancholia, I examine the matrixes of gender, racial and postcolonial identity as everyday instances of productive grief that results from losses eventually integrated as gains in identity. Combining Judith Butler’s concept of gender melancholia, Anne Cheng’s theory of racial melancholia and Paul Gilroy’s notion of postcolonial melancholia, I show that losses within identity feature as sources of melancholia that eventually become gainful ends in themselves, reframing losses as building blocks for normalised ‘character-building’ (Freud, 1923). As an experimental, multi-faceted and playful semi-epistolary fiction, <i>Dogeatersexplores</i> Filipino’s fascination with American imperialist powers whilst delineating their ongoing fixation with America as the ultimate ‘golden’ destination. Amidst this contextual background, Hagedorn’s text significantly suggests transformative processes of identity within ‘subversive acts of betrayal’ (Bowe 1992) and political and cultural economy as confrontational sites for the rise of character productivity.</p>



<p>A10004</p>	<p>Virginia Woolf’s Gendered Language  <b>Gönül Bakay</b>                  Associate professor, Bahçeşehir University                  Abstract—According to Julia Kristeva, women feel the separation from mother as a lack. This lack, the anguish of separation from the mother can be best expressed by silence and repetitions. Kristeva also states that the best period for self-expression for women is the time of the semiotiques stage when the subject is alone with the mother in her womb. Circular form of narration, repetitions and silence constitute the best forms of expression for women. Celebrated novelist Virginia Woolf employs language as a major tool for providing insight into the identities of characters. However, the characters’ identities are fluid and never fixed, hence language conveys this ambiguity. Drawing on the theories of Julia Kristeva, this paper aims to examine Woolf’s use of language to express especially female feelings, thoughts and sentiments in five of her novels (<i>The Voyage Out, Mrs. Dalloway, To The Lighthouse, The Waves and Orlando</i>).</p>
<p>A20007-Pre</p>	<p>Glorious Quran A Masseur for All Times: Quranic Hand Washing Ritual Now A Precept for All  <b>Yakubu Tahir Maigari</b>                  Dr, Federal University, Kashere                  Abstract—The Qur’an unequivocally declares that it “guides unto the way that is best” Q17:9 this connotes that every way of life that a person decide to take Quran guides unto the best of that way. Plethora of rules, codes, theories and principles delineated by the Qur’an has come to bear fruition and alas, some credulous zealots have made discoveries of plain natural phenomenon only to find that the Quran have explicitly stated these facts. The Quran declares thus “O ye who believe! When ye rise up for prayer, wash your face, and your hands up to the elbows,” People all over the world especially medical luminaries are clamouring over the significance of washing of hands. The Quran commanded Muslims to be as clean as possible throughout their lives. Quran also declares, “Truly Allah love those who turn unto Him, and love those who have a care for cleanness” Q2:222. Therefore, a Muslim need not anyone tell him that he should care to wash his hands in order to guard against Ebola disease or any other disease. Therefore, it behooves all and sundry to care to read the Quran in order to be guided unto the way that is best.</p>
<p>A00032</p>	<p>Classroom Management and Student Behaviors: Middle Schools  <b>Seyithan Demirdag</b>                  Assistant Professor, Eregli Education Faculty, Bulent Ecevit University, Turkey                  Abstract-Classroom management is intended to increase student achievement by the process of planning, assessment, and evaluation. Reports have indicated that student disruptions may consume much of the instructional time on daily basis. The purpose of this quantitative quasi-experimental study was to focus on classroom management self-assessment of middle school teachers and number of discipline referrals written in academic school year in western part of the U.S. Marzano’s (2003) examination of teachers as classroom managers served as the conceptual framework for the study. The participants of this study included 24 teachers including eight teachers at grade 6, eight teachers at grade 7, and eight teachers at grade 8 levels. As data collection tool, a questionnaire called Classroom Management Self-Assessment (CMSA) was used and discipline referrals written in one academic school year were collected. The questionnaire was modified and pilot tested with</p>

	<p>18 middle school teachers to determine the readability and suitability for middle school students. The findings of the study indicated that teachers, who are inadequate in classroom management, tend to have more disciplinary problems in their classrooms, thus writing more disciplinary problems in their classrooms, thus writing more referrals than those who are more effective in classroom management.</p>
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**SESSION-2**

Venue: Cesar 1&2

Session Chair: Prof. Pekka Levi Kangas

Time: 15:45-17:45

ID	Title+Author's name
<b>Economy &amp; Management</b>	
M003	<p>Empirical Investigation of Growth Opportunity in Information Technology and Oil and Gas Industries  <b>Ruchi Kulkarni, Balasundram Maniam, and Geetha Subramaniam</b>                      Professor, Sam Houston State University, USA</p> <p>Abstract—A growth opportunity is an investment or project that has the potential to grow significantly, leading to profits for the investor. New investments are often presented to potential investors as growth opportunities. The objective of this study is to use a multiple regression model to observe the impact of firm size, financial leverage, and R&amp;D investment in generating growth opportunities in Information Technology and Oil and Gas Industries. This study uses yearly data from 1999 to 2012, collected from S&amp;P Research Insight. It is hypothesized that firm size, firm's debt level and investments in research and development play a crucial role in the growth opportunities of these two industries. The results provide some clues about which of these variables are important in the growth opportunities of these two industries.</p>
M006	<p>Conceptualising Impulse Purchase Elements for iTV Advertising  <b>Azizah Che Omar, Norshuhada Shiratuddin, and Siti Mahfuzah Sarif</b>                      Ph.D Candidate, Universiti Utara Malaysia</p> <p>Abstract—This paper describes an ongoing study related to the conceptual design model of interactive television (iTV) advertising towards influencing impulse purchase tendency. It was found that most of the existing studies have proposed factors of impulse purchase in different advertising medium like website, mobile, traditional retail store and traditional television. However, none of the impulse purchase model is dedicated towards impulse purchase tendency for iTV advertising. Therefore, the objective of this study is to identify and eventually conceptualise impulse purchase elements that are suitable for iTV advertising. The method used for this study is content and comparative analysis from existing studies in order to get the impulse purchase elements. The findings show that the elements of impulse purchase are classified into nine categories; information, influence, emotion, attention, message, acceptance, still media, motion media and interactivity. The detail elaborations of the impulse purchase elements are</p>

	discussed at the end of this paper.
M007	<p>The First Mover Advantage of Solar Module Players in Indonesia: A Case Study of PT. LEN Industri</p> <p><b>DarmanMappangara</b> and Moses AlfianSimanjuntak</p> <p>Ph.D Candidate, Doctoral Program in Business Management – PadjajaranUniversity, Indonesia</p> <p>Abstract—Having great diversity of strategies acquire d by company for winning the competition in the manufacturing industry. One strategy as a new concept that we proposed in this paper is, a strategy of beginning players or commonly known as the first mover, in renewable energy business. The study of literatures address in several different companies and the market conditions which vary. The discussion focus on the Indonesia market preparation that will soon facing on the Asian Economic Community (AEC) competition in 2015. PT. LEN Industri as the state-owned company for the case discussion, which is one of the renewable energy business in Indonesia. The importance discussion is a competitive strategy in terms of product innovation and the ability entrance to the new markets. The Ansoff matrix used in that competitive strategy formulation. At the end of this discussion, it was concluded that there are four main elements that should be concerned for the first mover, such as: asymmetric information, technology leadership, switch costs and regulation.</p>
M008	<p>Modeling the Interdependence of Consumer Loan Rates Fluctuation in Monthly among Banks by Using MGARCH and VAR</p> <p><b>Moses AlfianSimanjuntak</b> and DarmanMappangara</p> <p>Ph.D Candidate, Doctoral Program in Business Management – PadjajaranUniversity, Indonesia</p> <p>Abstract—This research paper aims to analyze the impact of the interest rates of customer loan fluctuation in monthly among banks. The study employed MGARCH model for volatilities (risk) and VAR model is helpful to describe interest rates and inflation shocks which are explained on the impulse response functions and variance decompotion analysis. The data is collected base on <a href="http://www.bi.go.id">www.bi.go.id</a> from the period January 2004 to October 2013. The study empirically find that the interest rate returns have clearly differently volatilities between banks. The best model for volatilities is MGARCH-BEKK where the log likelihood estimation is multivariate student's <i>t</i>-distribution. Private National Banks (BSN) and Regional Government Bank (BPD) interest rate returns have top two highest volatilities (risky interest rates). There are clearly exist the interdependences among interest rate return banks and inflation. Inflation has impact on banks loan in the short term (one year). The largest shock is coming from Regional Government Bank (BPD) interest rate return that influence others. Another important implication of this study shows that the return of Commercial Banks (BU) interest rate is more sensitive and it cancreate the largest turbulence to the other banks loan. The Central Bank (Bank Indonesia) regulation to influence stability in monetary, must fully concern to the activities of Commercial Banks (BU) and Regional Government Bank (BPD).</p>
M009-pre	Strategic Priorities of Malaysian Hotels: The Role of Management Control Bureaucracy

	<p><b>SofiahMdAuzair</b> and AmizawatiMohd Amir Associate Professor, UniversitiKebangsaan Malaysia</p> <p>Abstract—The study examines how business strategies in Malaysian Hotel affect their performance. It is proposed that the relationships are indirect through the use of bureaucratic and non bureaucratic management control system (MCS). We hypothesized that differentiation will be associated with non bureaucratic MCS while cost leadership will be related to bureaucratic MCS. Data collected from a survey of 59 hotels are used to test the hypotheses. Using Partial Least Square, the result indicates that only bureaucratic MCS partially mediates the relationship between differentiation strategy and performance. However, both differentiation and cost leadership strategies are directly related performance. Contrary to the widely held view, the findings highlight that cost leaders use less extensive MCS. It appears that the differentiators affect the use of bureaucratic MCS to increase performance. The study implies the dominance of bureaucratic MCS in Malaysian hotel industry.</p>
M010	<p>The Competitive Strategy in Green Building for Indonesian Stakeholder’s <b>MombangSihite</b>and Moses Simanjuntak Ph.D Candidate, Doctoral Program in Business Management – PadjajaranUniversity, Indonesia</p> <p>Abstract—The impact of global warming, cost efficiency, and limitations of fossil energies, influence man ideas trying to break through energy efficiency and alternative. One of that ideas is smart green building. Smart and green buildings deliver the financial and conservation benefits of energy management. There are three factors that support the development of smart green business in Jakarta (Indonesia), namely a stable macroeconomic conditions, government policies support, and the concept of strategic competitive. Macroeconomic factors should be stable, such as inflation, interest rates, and exchange rates. Thailand and Singapore are the examples of success in applying a concept of strategic competitive i.e. the generic strategic competitive strategy and the innovation value with conduct to Porter's five forces. The government support expectation is good bureaucratic system, their credibility incentives and certification standards as a guide for stakeholder's, market development funds, and good wishes of the government to conduct a tax reduction.</p>
A00015	<p>Present Situation and Problems in Information Utilization by Head Nurses <b>Takako Izumi</b> and <b>Yukie Majima</b> <sup>1</sup>Professor,Department of Nursing, Morinomiya University of Medical Sciences, Japan <sup>2</sup> Professor, Osaka Prefecture University, Japan</p> <p>Abstract—This study was undertaken to clarify the present situation and problems of the utilization of electronic medical records by head nurses, the types of nursing information that they process, and the ways to use the information. Five head nurses who worked in one of four acute care hospitals where electronic medical records had been introduced were recommended by their directors of nursing as high performers. After explaining the purpose and method of the study in writing, we interviewed them. We asked the participants to state their opinions freely from perspectives of gathering, organizing, analyzing, managing, using, and disseminating information that they processed on a daily basis. Results revealed that they were able to make active use of electronic medical records, but they suffered inconvenience from insufficient environmental</p>

	<p>improvement. Head nurses were found to be groping to ascertain what they should read from the large amount of information that they processed, what analyzable and usable data were included, and how to analyze the data concretely.</p>
<p>A00023</p>	<p>The Use of Deadline Not, Cloud Storage, and Google Calendar as a Helpful Device in Managing Daily Agenda for Indonesian Students  <b>M. Faisal<sup>1</sup> and Dhany Pangestu<sup>2</sup></b>                      1.Student, Informatics And Computer Engineering of Education, SebelasMaret University, Indonesia                      2.Student, Civil Engineering Of Education, SebelasMaret University, Indonesia                      Abstract—Indonesian students have a lot of activities, in addition to the lecture there is activity of the organization, part time work, and more. This requires students to be able to manage time well. Time management is the key for effective management. One of things that support student activities are information technology such as the internet. The internet can help student’s time management agenda. Internet applications that support management time is cloud storage and Google calendar. The kind of research which is used is combination descriptive and quantitative research with primary data comes from research conducted by the writer and secondary data comes from literature review. Collecting data technique which is used in this paper is online questionnaire and document analysis technique. The population of all the semester students from various universities in Indonesia, with a random sampling method. While, the review and analysis of documents were obtained from various printed and electronic media which are relevant to the subject matter studied. In this research the analysis model uses is the equations of questions frequency. Based on the results of this research is that 89% of students join the organization, 74% chose the notes rather than recall when finding the idea, 51% choose to typing in gadgets in a hurry, 80% using a pocket-sized notebook to their agenda notebook. 100% have personal gadgets, 94% regularly access the internet, and 89% require a tool in time management. A total of 100% need to assist IT management daily agenda. Based on the results and discussion of this paper, it can be concluded that the usage of deadline note, cloud storage, and Google calendar for Indonesia students can be a solution to the helpful device in managing daily agenda.</p>

<p><b>18:30-20:30</b></p>	<p><b>Closing Ceremony</b></p>
	<p><b>Dinner</b></p>

## Orchid Garden Hotel

<http://www.orchidgardenbrunei.com/>

**OrchidGardenHotelAddress:**

**Lot31954,Spg9,Kg.AnggerekDesa,JalanBerakas  
BandarSeriBegawan BB3713,BruneiDarussalam**

**Tel:+6732335544**

**Fax:+6732335544**

**Email: [rosaly@orchidgardenbrunei.com](mailto:rosaly@orchidgardenbrunei.com) (RosalyPaule)**



From the impressive lobby area through to the Cesar Grand Hall, the hotel provides you with a range of rooms and services that take away the pressures of business and travel.

The hotel provides meeting rooms and executive offices specifically catered for your business needs, no matter the requirements you may have. If you are looking for a more relaxed venue, why not try either of our lounges, where the emphasis is more casual.

### Listener list

Listener 1	<b>Etsuko Haginoya</b> Professor, Shobi University, Japan
Listener 2	<b>AbdulmohsinAddawood</b> Associate professor, Alimam Muhammad Ibn Saud Islamic University, Saudi Arabia
Listener 3	<b>Yukie Majima</b> Professor, Osaka Prefecture University, Japan

## 2015

<b>Mar 08-09,2015</b>	<b>Place</b>	<b>Submission</b>
<b>2015 2nd International Conference on World Islamic Studies</b> <a href="#">(ICWIS 2015)</a>	Seoul, South Korea	<del>Jan 05,2015</del>
<b>2015 5th International Conference on Economics, Trade and Development</b> <a href="#">(ICETD 2015)</a>	Seoul, South Korea	<del>Jan 05,2015</del>
<b>2015 4th International Conference on Humanity, History and Society</b> <a href="#">(ICHHS 2015)</a>	Seoul, South Korea	<del>Jan 05,2015</del>
<b>Mar 25-26,2015</b>	<b>Place</b>	<b>Submission</b>
<b>2015 International Conference on Management and Behavioral Sciences</b> <a href="#">(ICMBS 2015)</a>	Singapore	Jan 15,2015
<b>2015 The 2nd International Conference on Advances in History of Sciences</b> <a href="#">(ICAHS 2015)</a>	Singapore	Jan 15,2015
<b>2015 International Conference on Learning and Teaching</b> <a href="#">(ICLT 2015)</a>	Singapore	Jan 15,2015
<b>Apr 09-10,2015</b>	<b>Place</b>	<b>Submission</b>
<b>2015 4th International Conference on Language, Medias and Culture</b> <a href="#">(ICLMC 2015)</a>	Kyoto, Japan	Jan 30,2015
<b>2015 4th International Conference on Economics and Finance Research</b> <a href="#">(ICEFR 2015)</a>	Kyoto, Japan	Jan 30,2015
<b>2015 5th International Conference on Social Science and Humanity</b> <a href="#">(ICSSH 2015)</a>	Kyoto, Japan	Jan 30,2015
<b>Apr 11-12,2015</b>	<b>Place</b>	<b>Submission</b>
<b>2015 The 2nd International Conference on Advances in Business and Economics</b> <a href="#">(ICABE 2015)</a>	Los Angeles, USA	Jan 30,2015
<b>2015 The 2nd International Conference on Management and Humanities</b> <a href="#">(ICMH2015)</a>	Los Angeles, USA	Jan 30,2015
<b>2015 International Conference on Language and Communication Science</b> <a href="#">(ICLCS 2015)</a>	Los Angeles, USA	Jan 30,2015
<b>May 06-07,2015</b>	<b>Place</b>	<b>Submission</b>
<b>2015 International Conference on Culture, Society and Humanity</b> <a href="#">(ICCSH 2015)</a>	Dubai, UAE	Jan 25,2015
<b>2015 International Conference on Financial and Business Economics</b> <a href="#">(ICFBE 2015)</a>	Dubai, UAE	Jan 25,2015
<b>2015 2nd International Conference on Innovation, Service and</b>	Dubai, UAE	Jan 25,2015



<b>Management</b> <a href="#">(ICISM 2015)</a>		
<b>May 15-16,2015</b>	<b>Place</b>	<b>Submission</b>
<b>2015 2nd International Conference on Society, Education and Psychology</b> <a href="#">(ICSEP 2015)</a>	Rome, Italy	Jan 25,2015
<b>2015 5th International Conference on Management and Service Science</b> <a href="#">(ICMSS 2015 )</a>	Rome, Italy	Jan 25,2015
<b>2015 International Conference on Language Communications and Culture</b> <a href="#">(ICLCC 2015)</a>	Rome, Italy	Jan 25,2015
<b>Jun 03-04,2015</b>	<b>Place</b>	<b>Submission</b>
<b>2015 4th International Conference on Psychological Sciences and Behaviors</b> <a href="#">(ICPSB 2014)</a>	Bandar Seri Begawan, Brunei	Jan 20,2015
<b>2015 3rd International Conference on Sociality Culture and Humanities</b> <a href="#">(ICSCH 2015)</a>	Bandar Seri Begawan, Brunei	Jan 20,2015
<b>2015 International Conference on Business and Economic Analysis</b> <a href="#">(ICBEA 2015)</a>	Bandar Seri Begawan, Brunei	Jan 20,2015
<b>Jun 09-10,2015</b>	<b>Place</b>	<b>Submission</b>
<b>2015 2nd International Conference on Teaching and Education Sciences</b> <a href="#">(ICTES2015)</a>	Kuala Lumpur, Malaysia	Jan 25,2015
<b>2015 2nd International Conference on Innovations in Business and Management</b> <a href="#">(ICIBM2015)</a>	Kuala Lumpur, Malaysia	Jan 25,2015
<b>2015 International Conference on Culture, Languages and Literature</b> <a href="#">(ICLL2015)</a>	Kuala Lumpur, Malaysia	Jan 25,2015
<b>Jul 03-04,2015</b>	<b>Place</b>	<b>Submission</b>
<b>2015 International Conference on Industrial and Business Engineering</b> <a href="#">(ICIBE2015)</a>	Bangkok, Thailand	Feb 15,2015
<b>2015 5th International Conference on Financial Management and Economics</b> <a href="#">(ICFME2015)</a>	Bangkok, Thailand	Feb 15,2015
<b>2015 4th International Conference on Society, Humanity and History</b> <a href="#">(ICSHH2015)</a>	Bangkok, Thailand	Feb 15,2015
<b>Jul 20-21,2015</b>	<b>Place</b>	<b>Submission</b>
<b>2015 International Conference on Literature and Linguistics</b> <a href="#">(ICOLL2015)</a>	Paris, France	Mar 05,2015
<b>2015 2nd International Conference on Humanity and Social Sciences</b> <a href="#">(ICHSS2015)</a>	Paris, France	Mar 05,2015

2015 2nd International Conference on Economics, Society and Management <a href="#">(ICESM2015)</a>	Paris, France	Mar 05,2015
<b>Aug 10-11,2015</b>	<b>Place</b>	<b>Submission</b>
2015 2nd International Conference on Education and Training Technologies <a href="#">(ICETT 2015)</a>	Singapore	Mar 25,2015
2015 6th International Conference on Construction and Project Management <a href="#">(ICCPM 2015)</a>	Singapore	Mar 25,2015
2015 2nd International Conference on Social Sciences and Innovations <a href="#">(ICSSI 2015)</a>	Singapore	Mar 25,2015
<b>Aug 25-26,2015</b>	<b>Place</b>	<b>Submission</b>
2015 6th International Conference on Education and Management Technology <a href="#">(ICEMT 2015)</a>	Hong Kong	Mar 30,2015
2015 4th International Conference on Knowledge, Culture and Society <a href="#">(ICKCS 2015)</a>	Hong Kong	Mar 30,2015
2015 International Conference on Economics, Business and Trade <a href="#">(ICEBT 2015)</a>	Hong Kong	Mar 30,2015
<b>Sep 07-08,2015</b>	<b>Place</b>	<b>Submission</b>
2015 International Conference on Industrial Engineering and Management <a href="#">(ICIEM 2015)</a>	Toronto, Canada	Apr 25,2015
2015 6th International Conference on E-business, Management and Economics <a href="#">(ICEME 2015)</a>	Toronto, Canada	Apr 25,2015
2015 5th International Conference on Humanities, Society and Culture <a href="#">(ICHSC 2015)</a>	Toronto, Canada	Apr 25,2015
<b>Sep 24-25,2015</b>	<b>Place</b>	<b>Submission</b>
2015 5th International Conference on Business and Economics Research <a href="#">(ICBER2015)</a>	Rio de Janeiro, Brazil	May 10,2015
2015 5th International Conference on Education, Research and Innovation <a href="#">(ICERI 2015)</a>	Rio de Janeiro, Brazil	May 10,2015
2015 International Conference on Leadership and Management <a href="#">(ICLM 2015)</a>	Rio de Janeiro, Brazil	May 10,2015



<http://www.icfme.org/>

Welcome to the official website of the 2015 5th International Conference on Financial Management and Economics (ICFME 2015), will be held during July 3-4, 2015, in Bangkok, Thailand. ICFME 2015, 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 Financial Management and Economics, and discuss the practical challenges encountered and the solutions adopted.

**All papers for the ICFME 2015 will be published in JOAMS (ISSN: 2168-0787) or JOEBM (ISSN: 2301-3567) as one volume, and will be included in the Engineering & Technology Digital Library, and indexed by Electronic Journals**

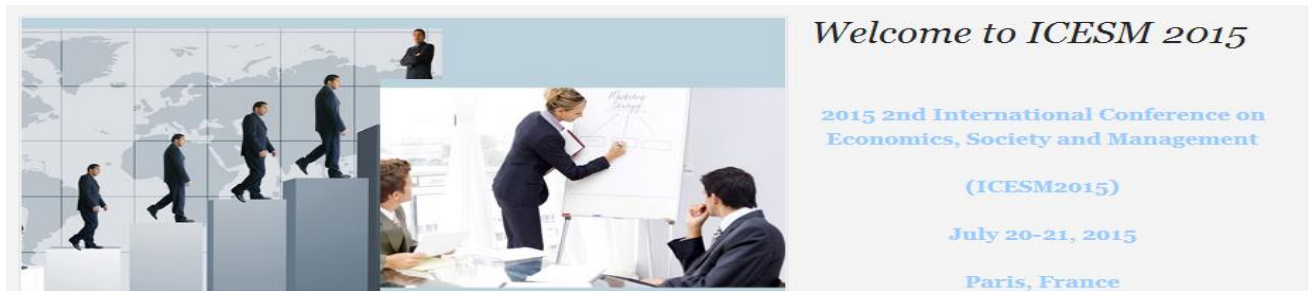
Digital Library, EBSCO, WorldCat, Google Scholar, Ulrich's Periodicals Directory, Cross Ref and sent to be reviewed by ISI Proceedings.

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

Prospective authors are kindly invited to submit full text papers including results, tables, figures and references. Full text papers (.pdf, .doc) will be accepted by [Electronic Submission System](#), any questions about submission, please contact us by Email [icfme@iedrc.org](mailto:icfme@iedrc.org). All submitted articles should report original, previously unpublished research results, experimental or theoretical. Articles submitted to the Conference should meet these criteria and must not be under consideration for publication elsewhere. Manuscripts should follow the style of the Conference and are subject to both review and editing.

## Important Date

Paper Submission (Full Paper)	February 15, 2015
Notification of Acceptance	March 5, 2015
Registration Deadline	March 25, 2015
Conference Dates	July 3-4, 2015



Welcome to the official website of the 2015 2nd International Conference on Economics, Society and Management (ICESM2015), will be held during July 20-21, 2015, in Paris, France. ICESM 2015, 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 Economics, Society and Management, 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 Economics, Society and Management and related areas.

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

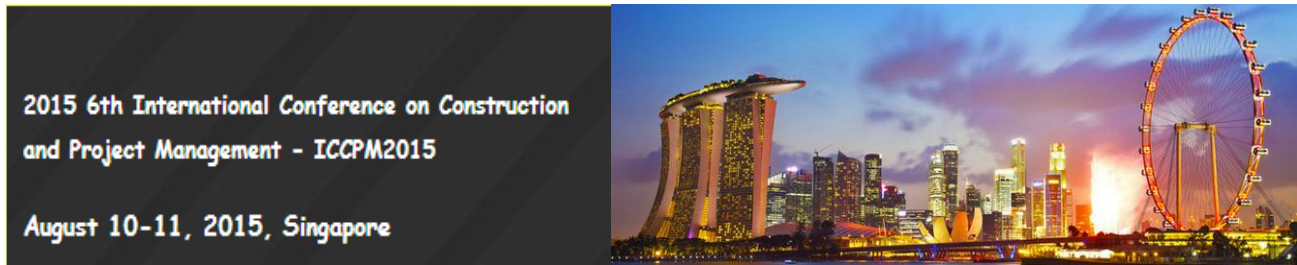
**International Journal of Trade, Economics and Finance (IJTEF) (ISSN: 2010-023X):** Abstracting/ Indexing: Engineering & Technology Digital Library, EBSCO, ProQuest, Crossref, Electronic Journals Library, DOAJ and Ulrich's Periodicals Directory

**Journal of Advanced Management Science (JOAMS) (ISSN: 2168-0787):** Abstracting/Indexing: Ulrich's Periodicals Directory, Google Scholar, EBSCO, Engineering & Technology Digital Library and Electronic Journals Digital Library

**One Best Paper will be selected from each oral session. The Certificate will be awarded in the Welcome Banquet on July 21, 2015.**

## Important Date

Submission Deadline	March 5, 2015
Notification Deadline	March 20, 2015
Registration Deadline	April 10, 2015
Conference Date	July 20-21, 2015



ICCPM 2015, 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 Construction and Project Management, 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 Construction and Project Management and related areas.

**All papers for the ICCPM2015 will be published in the JOAMS (ISSN: 2168-0787 ) as one volume, and will be included in Ulrich's Periodicals Directory, Google Scholar, EBSCO, Engineering & Technology Digital Library and Electronic Journals Digital Library and sent to be reviewed by ISI Proceedings.**

**One Excellent Paper will be selected from each oral session The Certificate for Excellent Papers will be awarded in the Welcome Banquet on August 11, 2015.**

## Important Date

Submission Deadline	March 25, 2015
Notification of Acceptance	April 15, 2015
Registration Deadline	May 5, 2015
Conference Date	August 10-11, 2015



Welcome to the official website of the 2015 6th International Conference on E-business, Management and Economics - ICEME 2015, will be held during September 7-8, 2015, in Toronto, Canada. ICEME 2015, organized by **IEDRC** and **Wilfrid Laurier University**, 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 E-business, Management and Economics, and discuss the practical challenges encountered and the solutions adopted.

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

**International Journal of Trade, Economics and Finance (IJTEF) (ISSN: 2010-023X):** Abstracting/ Indexing: Engineering & Technology Digital Library, EBSCO, ProQuest, Crossref, Electronic Journals Library, DOAJ and Ulrich's Periodicals Directory

**Journal of Advanced Management Science (JOAMS) (ISSN: 2168-0787):** Abstracting/Indexing: Ulrich's Periodicals Directory, Google Scholar, EBSCO, Engineering & Technology Digital Library and Electronic Journals Digital Library

**One Best Paper will be selected from each oral session. The Certificate will be awarded in the Welcome Banquet on September 8, 2015.**

## Important Date

Submission Deadline	April 25, 2015
Notification of Acceptance	May 15, 2015
Registration	June 05, 2015
Conference Date	September 7-8, 2015



Welcome to the official website of the 2015 5th International Conference on Business and Economics Research - **ICBER 2015**, will be held during **September 24-25, 2015**, in **Rio de Janeiro, Brazil**. ICBER 2014, aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experiences, new ideas, and research results about all aspects of Business and Economics Research, and discuss the practical challenges encountered and the solutions adopted.

All papers for the ICBER2014 will be published in one of the following journals:

**International Journal of Trade, Economics and Finance: IJTEF (ISSN: 2010-023X)** as one volume, and will be included in Engineering & Technology Digital Library, EBSCO, ProQuest, Crossref, Electronic Journals Library, DOAJ and Ulrich's Periodicals Directory and sent to be reviewed by ISI Proceedings.

**Journal of Advanced Management Science: JOAMS (ISSN: 2168-0787)** as one volume. Abstracting/Indexing: Ulrich's Periodicals Directory, Google Scholar, EBSCO, Engineering & Technology Digital Library and Electronic Journals Digital Library.

## Important Dates

<b>Submission Deadline</b>	<b>May 10, 2015</b>
Acceptance Notification	May 30, 2015
Registration Deadline	June 20, 2015
Conference Date	24-25 Sept. 2015

<b>Note</b>



