

2015 IEDRC DOHA CONFERENCES SCHEDULE

DOHA, QATAR

January 9-10, 2015

Co-Sponsored by



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IEDRC DOHA, QATAR CONFERENCE PROGRAM

January 9-10, 2015, Doha, Qatar

Safir Doha Hotel

<http://www.safirhotels.com/overview.aspx?detail=overview&hotelName=SafirDoha&hotelid=32>

Day 1:

Lobby	January 9 10:00-17:00	Onsite Registration
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Day 2:

Jan. 10 9:30-12:00	Venue: Al Maha Meeting Room	09:30-09:45	Opening Remarks
		09:45-10:30	Keynote Speech
		10:30-11:00	Coffee break
		11:00-12:00	Discussion
Jan. 10 12:00-13:00	Restaurant	Lunch	
Jan. 10 13:00-16:30	Venue Al Maha Meeting Room	13:00-14:30	Paper Presentation
		14:30-15:00	Coffee break
		15:00-16:30	Paper Presentation
Jan. 10 18:00-20:00	Restaurant	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:

Power Pointer 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 15 Minutes of Presentation, 2-5 Minutes of Q&A
 Keynote Speech: about 45 Minutes of Presentation, 5-10 Minutes of Q&A

Registration Only: January 9, 2015 (Friday)


Venue: Safir Doha 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 January 10, 2015.**

Conference: Morning, January 10, 2015 (Saturday)

Venue: Al Maha Meeting Room

9:30-9:45	<p>Opening Remarks</p>  <p>Prof. Ahmad Department of Management of Technology, Malaysia-Japan International Institute of Technology, Universiti Teknologi Malaysia Kuala Lumpur</p>
9:45-10:30	<p style="text-align: center;">Keynote Speaker Speech : A Simpler Definition of Innovation Prof. Ahmad</p> <p>Abstract: Innovation is a very popular but a confused term. This paper suggests a simpler definition of innovation by using a mathematical formula that relates innovation with creativity and transformation effort. This formula is tested with independent published data on Global Innovation Index, Global Creativity Index and World Happiness Index for seven selected countries. The data fits well with the propose mathematical formula of $\text{Innovation} = \text{Creativity} \times \text{Transformation Effort}$, with $R^2 > 0.7$. This formula is also tested through the implementation of a consulting program called VACCINE (Value Creation Acceleration through Creativity and Innovation Experience) with two organizations. After the completion of the VACCINE programs, significant value has been created for both organizations. In one organization, an additional net profit of US\$10 million was realized while in the other organization, a potential saving of more than US\$2.3 billion would only be realized later. The implementation of VACCINE program was easier to manage and took a shorter time for the organization that has higher creativity level than that of lower creativity level.</p>
10:30-11:00	Group Photo & Coffee Break
11:00-12:00	Discussion

12:00-13:00	Lunch
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Afternoon, January 10, 2015 (Saturday)

Venue: Al Maha Meeting Room

Session Chair: Prof. Ahmad

Time: 13:00-14:30

ID	Title+Author's name
E002	<p>Consumer Behaviour in the Smartphone Market in Vietnam Alexander Wollenberg, Truong Tang Thuong Lecturer, Bina Nusantara University Binus Business School, Indonesia</p> <p>Abstract—This paper discusses the factors involved in deciding on a particular type and brand of smartphone in Ho Chi Minh City, Vietnam's largest city. As the 3rd-largest economy in ASEAN, Vietnam may provide a useful insight for marketing experts and producers of smartphones of consumer behaviour in emerging markets. First, the study uses demographic factors and independent variables of Advertising, Perceived Quality, Word of Mouth, and Price and their impact on Brand Perception and the resulting strength of brand perception on the purchasing decision (dependent variable). Second, the study also connects each independent variable directly to the Purchasing Decision and thus compares the importance of each independent variable individually on the purchasing decision to frame the relative importance of brand perception.</p>
E003	<p>Management of Dynamic Project Portfolio Petr Fiala, Josef Arlt, and Marketa Arltova Professor, University of Economics, Prague, Czech Republic</p> <p>Abstract—Project management is the discipline of planning, organizing, securing and managing resources to bring about the successful completion of specific project objectives. Project opportunities come in time and it is necessary to decide which will be accepted for creating a dynamic portfolio of projects and which will be rejected. The use of project portfolio management is increasingly becoming a tool for promoting the strategy of the organization, which is a very important role. Using of standard methods or trying to design and apply sophisticated methods based on quantitative analysis is possible for portfolio management. Selection of project portfolio is a dynamic multi-criteria decision-making problem under risk. The paper presents an approach for dynamic project portfolio management based on the Analytic Network Process (ANP) model. The ANP model consists of four basic clusters (projects, resources, criteria, time) with their elements and influences. An important factor of the proposed ANP model is time. Hybrid procedure for dynamics of the project portfolio management is proposed.</p>
E201	<p>Does 'Pump and Dump' affect stock markets? Taoufik BOURAOUI Assistant Professor, ESC Rennes School of Business, France</p> <p>Abstract—This paper discusses the impact of stock spams on share prices while taking into account the evolution of volatility over time. We use the methodology of event studies on a sample</p>

	<p>of hundred ten firms of penny stocks over the period from February 2006 to October 2008. Our results show that sending stock spams has generated significant increase in returns on the 1st day followed by a significant decrease during the next days. Investors, having reacted favourably to requests of the spammer the 1st day, realize that these messages to which they responded positively are wrong information. Hence, they liquidate all their securities.</p>
<p>E001</p>	<p>A Game Approach to Assessing Learning Outcomes David Prata, Patrick Letouze, Stefano Cerri, and Evandro Costa Professor, Federal University of Tocantins, Brazil</p> <p>Abstract—Persuasive technological strategies directed towards changing users’ attitudes or behaviors have thus far been applied in commercial and health promotion contexts, but not for educational purposes. The main reason for this lack of research in educational settings can be attributed to an insufficient understanding of which attitudes or behaviors should be adopted through the evaluation of students’ effective learning outcomes. In this study, we present an association between interpersonal conflict and positive learning and depicted the speaker’s intention and the hearer’s interpretation for cooperative and competitive player roles in light of game theory.</p>
<p>E004</p>	<p>Managing Admission in Saudi Universities: a System Approach Awad Alotaibi, Aladdin Ayesh, and Richard Hall Ph.D. Candidate, De Montfort university, Saudi Arabia</p> <p>Abstract—This research aims at the development of a framework for designing a proposed admission system in the Saudi universities.</p> <p>This study is based on results of another paper that revealed that the current admission system in the Saudi universities needs to develop. This due to the current system for admission in Saudi universities is not comprehensive, and not relevant.</p> <p>The study recommends applying modern approaches related to DSS (such as; the proposed system) in order to improve the efficiency of the admission system in the Saudi universities.</p>

<p>14:30–15:00</p>	<p>Coffee Break</p>
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Venue: Al Maha Meeting Room

Session Chair: Prof. Ahmad

Time: 15:00-16:30

E205	<p>ICT integrated Learning: Using Spreadsheets as Tools for E-Learning, A case of Statistics in Microsoft Excel Nchimunya Chaamwe and Langstone Shumba Senior Lecturer, The Copperbelt University, Zambia</p> <p>Abstract—The integration of ICTs in the teaching and learning curricula is the apparent goal for initiatives to improve education in schools. Most Schools however, look for specialised educational software and hardware to achieve this integration. This paper proposes the use of a widely readily available tool to achieve the same integration that other specialized tools would achieve. Over the years the application area for spreadsheets has multiplied. It is software that is becoming more pronounced in the teaching and learning of pupils and students. A Spreadsheet can be used as a powerful learning tool for both primary and secondary school pupils. Spreadsheets offer concrete ways to explore abstract concepts in mathematics and other subjects. Spreadsheets contain a variety of formulas, which can be used in teaching mathematics. These formulas can be generalized, so that students can see how the outcome is changed when one of the variables is altered. Apart from using ready-made formulas pupils can make up their own formulas to manipulate numbers. This paper proposes the use of Ms Excel in the teaching and learning of statistics in secondary schools. This paper demonstrates the ability for Ms Excel to teach almost all the topics in secondary school statistics.</p>
E206	<p>Purchase Factor Expression for Game Software Using Structural Equation Modeling with Topic Model in User’s Review Texts Rikuto Kunimoto and Ryosuke Saga Master course student, Osaka Prefecture University, Japan</p> <p>Abstract— Considering user opinion in game software development is important from a marketing viewpoint, because there are no effective ways to analyze the market of game software. In this research, we attempted to develop an analysis process for consumers’ review comments by using topic model and structural equation modeling. By using this approach, we aimed to extract the relationships of elements to which users seem to direct their attention visually and quantitatively, and we expected to extract meaningful knowledge for game software development. Experimental results suggest that our proposed process can analyze the market as effectively as the text-based model generation method for confirmatory factor analysis.</p>
ET003	<p>Considering the Abolition of Polygyny: Quo Vadis South Africa Nqobizwe Mvelo Ngema and Nqobizwe Ngema</p>

	<p>Lecturer, University of Zululand, South Africa</p> <p>Abstract: This paper examines whether or not the age-old custom of polygyny constitutes gender discrimination against women. In doing so, the article gives a brief historical overview of the custom of polygyny in South Africa, its importance or justifications for its continued application and contribution to the perpetuation of gender discrimination. The analysis of gender discrimination is based on the South African Constitutional Court’s equality jurisprudence. It is motivated by the discussions of the Convention on Elimination of all forms of Discrimination against Women (CEDAW) where it was concluded that polygyny was a harmful cultural practice which discriminated against women. Deviating from the CEADAW’s condemnation, the article concludes by a finding that any wrongfulness in polygyny is vitiated by agreement. A woman has a choice to agree with polygyny by concluding a customary marriage that is polygamous in nature or rejecting it by insisting on a civil marriage that is monogamous in nature. Rather than violate women’s rights to dignity, the article argues that polygyny guarantees them dignity. South Africa is unlikely to follow CEDAW’s advocacy for abolition of polygyny. Perhaps South Africa will allow the practice to die a natural death, as it seems to be the correct trend because the abolition does not provide a better alternative. The writer argues that the abolition of polygyny will result in paper law that would be largely ignored by the very target community whose behavior the law makers would be intending to change in the first place.</p>
<p>ET012</p>	<p>Ending Gender Discrimination in Nigeria: Ukeje v. Ukeje and Anekwe v. Nweke as Milestones</p> <p>Edoba Bright Omoregie Associate Professor, University of Benin, Nigeria</p> <p>Abstract: One decade after the Supreme Court of Nigeria decided a case which significantly limited the scope of the guarantee of freedom from gender discrimination; the apex court decided two cases in April 2014 striking down the custom of male primogeniture in some Igbo communities of Southeast Nigeria. Although the cases dealt directly on customary law applicable in those communities, the principles established in the two cases seem to unravel the limits foisted by the earlier decision of the same court. The two cases are particularly significant for affirming the constitutional clause prohibiting gender discrimination and setting fresh template for determining the validity of any custom which promotes gender discrimination against women in Nigeria.</p>

18:00-20:00	Closing Ceremony
	Dinner

Listener list

Listener 01	Josef ARLT Professor, University of Economics, Prague, Czech Republic
Listener 02	Mark ěa ARLTOVÁ Associate Professor, University of Economics, Prague, Czech Republic
Listener 03	Ryosuke Saga Associate Professor, Osaka Prefecture University, Japan

Safir Doha Hotel

<http://www.safirhotels.com/overview.aspx?detail=overview&hotelname=SafirDoha&hotelid=32>

Safir Doha Hotel is a deluxe hotel for business and leisure. With its central location accessible to the business district, this hotel is the perfect choice of residence for travelers seeking comfort and convenience while enjoying the pleasure of the city life.

Luxuriate your senses with our modern room set-up, pamper your dining pleasure by indulging with our international restaurant, snack bar, lounge café and 24-hour room service and spend time to renew or maintain vigor through our health and leisure facilities. In any way possible, our associates are always more than delighted to ensure your convenience and pleasure.

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Web site: www.safirhotels.com



2015		
Feb 12-13,2015	Place	Submission
2015 2nd International Conference on Advances and Management Sciences (ICAMS 2015)	Amsterdam, Netherlands	Dec 05,2014
2015 2nd International Conference on Innovation in Economics and Business (ICIEB 2015)	Amsterdam, Netherlands	Dec 05,2014
2015 2nd International Conference on Education and Psychological Sciences (ICEPS 2015)	Amsterdam, Netherlands	Dec 05,2014
Mar 08-09,2015	Place	Submission
2015 2nd International Conference on World Islamic Studies (ICWIS 2015)	Seoul, South Korea	Dec 05,2014
2015 5th International Conference on Economics, Trade and Development (ICETD 2015)	Seoul, South Korea	Dec 05,2014
2015 4th International Conference on Humanity, History and Society (ICHHS 2015)	Seoul, South Korea	Dec 05,2014
Mar 25-26,2015	Place	Submission
2015 International Conference on Management and Behavioral Sciences (ICMBS 2015)	Singapore	Dec 05,2014
2015 The 2nd International Conference on Advances in History of Sciences (ICAHS 2015)	Singapore	Dec 05,2014
2015 International Conference on Learning and Teaching (ICLT 2015)	Singapore	Dec 05,2014
Apr 09-10,2015	Place	Submission
2015 4th International Conference on Language, Medias and Culture (ICLMC 2015)	Kyoto, Japan	Dec 30,2014
2015 4th International Conference on Economics and Finance Research (ICEFR 2015)	Kyoto, Japan	Dec 30,2014
2015 5th International Conference on Social Science and Humanity (ICSSH 2015)	Kyoto, Japan	Dec 30,2014
Apr 11-12,2015	Place	Submission
2015 The 2nd International Conference on Advances in Business and Economics (ICABE 2015)	Los Angeles, USA	Dec 05,2014
2015 The 2nd International Conference on Management and Humanities (ICMH2015)	Los Angeles, USA	Jan 05,2015
2015 International Conference on Language and Communication Science (ICLCS 2015)	Los Angeles, USA	Dec 10,2014

2015 IEDRC DOHA CONFERENCES

May 06-07,2015	Place	Submission
2015 International Conference on Culture, Society and Humanity (ICCSH 2015)	Dubai, UAE	Dec 25,2014
2015 International Conference on Financial and Business Economics (ICFBE 2015)	Dubai, UAE	Dec 25,2014
2015 2nd International Conference on Innovation, Service and Management (ICISM 2015)	Dubai, UAE	Dec 25,2014
May 15-16,2015	Place	Submission
2015 2nd International Conference on Society, Education and Psychology (ICSEP 2015)	Rome, Italy	Dec 30,2014
2015 5th International Conference on Management and Service Science (ICMSS 2015)	Rome, Italy	Dec 30,2014
2015 International Conference on Language Communications and Culture (ICLCC 2015)	Rome, Italy	Dec 30,2014
Jun 03-04,2015	Place	Submission
2015 4th International Conference on Psychological Sciences and Behaviors (ICPSB 2014)	Bandar Seri Begawan, Brunei	Jan 20,2015
2015 3rd International Conference on Sociality Culture and Humanities (ICSCH 2015)	Bandar Seri Begawan, Brunei	Jan 20,2015
2015 International Conference on Business and Economic Analysis (ICBEA 2015)	Bandar Seri Begawan, Brunei	Jan 20,2015
Jun 09-10,2015	Place	Submission
2015 2nd International Conference on Teaching and Education Sciences (ICTES2015)	Kuala Lumpur, Malaysia	Jan 25,2015
2015 2nd International Conference on Innovations in Business and Management (ICIBM2015)	Kuala Lumpur, Malaysia	Jan 25,2015
2015 International Conference on Culture, Languages and Literature (ICLL2015)	Kuala Lumpur, Malaysia	Jan 25,2015
Jul 03-04,2015	Place	Submission
2015 International Conference on Industrial and Business Engineering (ICIBE2015)	Bangkok, Thailand	Feb 15,2015
2015 5th International Conference on Financial Management and Economics (ICFME2015)	Bangkok, Thailand	Feb 15,2015
2015 4th International Conference on Society, Humanity and History (ICSHH2015)	Bangkok, Thailand	Feb 15,2015
Jul 20-21,2015	Place	Submission
2015 International Conference on Literature and Linguistics	Paris, France	Mar 05,2015

2015 IEDRC DOHA CONFERENCES

(ICOLL2015)		
2015 2nd International Conference on Humanity and Social Sciences (ICHSS2015)	Paris, France	Mar 05,2015
2015 2nd International Conference on Economics, Society and Management (ICESM2015)	Paris, France	Mar 05,2015
Aug 10-11,2015	Place	Submission
2015 2nd International Conference on Education and Training Technologies (ICETT 2015)	Singapore	Mar 25,2015
2015 6th International Conference on Construction and Project Management (ICCPM 2015)	Singapore	Mar 25,2015
2015 2nd International Conference on Social Sciences and Innovations (ICSSI 2015)	Singapore	Mar 25,2015
Aug 25-26,2015	Place	Submission
2015 6th International Conference on Education and Management Technology (ICEMT 2015)	Hong Kong	Mar 30,2015
2015 4th International Conference on Knowledge, Culture and Society (ICKCS 2015)	Hong Kong	Mar 30,2015
2015 International Conference on Economics, Business and Trade (ICEBT 2015)	Hong Kong	Mar 30,2015



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

The 2015 4th International Conference on Humanity, History and Society (ICHHS 2015) will be held in Seoul, South Korea during Mar 8th-9th, 2015. The main objective of this conference is to provide a platform for engineers, academicians, scientists, industrial professionals and researchers from over the world to present the result of their research activities in the field of Humanity, History and Society. ICHHS 2014 provides opportunities for the delegates to share the knowledge, ideas, innovations and problem solving techniques.

All registered papers for the ICHHS 2015 will be published in the IJSSH (ISSN: 2010-3646) as one volume, and will be included in the Google Scholar, DOAJ, Engineering & Technology Digital Library, Crossref, Index Copernicus, and ProQuest.

Please submit your papers by [Electronic Submission System](#); (.pdf) before **Jan 15, 2014**.

Contact Email:

For any inquiry about the submission and conference, please feel free to contact us at: ichhs@iedrc.org

Important Dates

Full Paper Deadline	2014/12/05
Acceptance Notification	2014/12/20
Registration Deadline	2014/01/05
Conference Date	2015/03/08-09



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

ICLT 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 Learning and Teaching 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 Learning and Teaching and related areas.

Conference papers can be selected and published according to the paper theme in one of the following journals:

International Journal of Learning and Teaching (IJLT), which will be indexed by Google Scholar, DOAJ, Engineering & Technology Digital Library and ULRICH'S.

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

Please submit your papers by [Electronic Submission System](#); (.pdf) before **Jan 25, 2014**.

Contact Email:

For any inquiry about the submission and conference, please feel free to contact us at: iclt@iedrc.net

Important Dates

Paper Submission (Full Paper)	Before December 5, 2014
Notification of Acceptance	On December 25, 2014
Authors' Registration	Before January 15, 2015
ICLT 2015 Conference Dates	March 25-26, 2015



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

ICLMC 2015 is to bring together innovative academics and industrial experts in the field of Language, Medias and Culture to a common forum. The primary goal of the conference is to promote research and developmental activities in Language, Medias and Culture. Another goal is to promote scientific information interchange between researchers, developers, engineers, students, and practitioners working all around the world. The conference will be held every year to make it an ideal platform for people to share views and experiences in Language, Medias and Culture and related areas.

All papers for the ICLMC 2015 will be published in the IPEDR (ISSN: 2010-4626) 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 will be sent to be reviewed by ISI Proceedings.

Conference papers can be selected and published according to the paper theme in one of the following journals:

International Journal of Learning and Teaching (IJLT), which will be indexed by Google Scholar, DOAJ, Engineering & Technology Digital Library and ULRICH'S.

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

Contact Email:

For any inquiry about the submission and conference, please feel free to contact us at: iclmc@iedrc.org

Important Dates

Full Paper Deadline	2014/11/25
Acceptance Notification	2014/12/20
Registration Deadline	2015/01/5
Conference Date	2015/04/09-10

