

EUROPEAN CONFERENCE FOR ACADEMIC DISCIPLINES

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Rathaus Gottenheim

Promoting study abroad programs
in Baden-Württemberg and the EUCOR universities region



Gottenheim, Germany
(November 29 – December 3, 2010)

The following program of presentations is for Wednesday, December 1, 2010

Date: December 1, 2010
Location: Feuerwehrhaus, Bahnhofstrasse 9, Gottenheim
Time: 10:00 – 10:55
Chair: **Theodore John Swystun**, Centre for Advanced Studies, University of Basel, Switzerland
tswystun@post.harvard.edu
Subject Area: **International Economics**
Directions: Take the 09:24 train from Freiburg Hbf at Platform 5. See [train schedule](#).
Upon arrival in Gottenheim at 9:37, walk 150 meters to your right.

Regional Specialization and Geographic Concentration of Greek Economy
Andreas Gkouzos
Agricultural University of Athens, Greece
andreasgko@yahoo.gr

The Impact of Education Transformation Towards Economy - The Case of Vietnam
Eswaranathan Ehambaranathan
Royal Melbourne Institute Technology University, Vietnam
eswaranathan.ehambaranathan@rmit.edu.vn

The Use of Social Media by Female Owners of Small Businesses in Nova Scotia
Nancy Chesworth
Mount St. Vincent University, Canada
nancy.chesworth@msvu.ca

Date: December 1, 2010
Location: IJAS Room 1, Grundschule, Schulstrasse 15, Gottenheim
Time: 10:50 – 11:55
Chair: **Stijn Van Impe**, Ghent University, Belgium. *Stijn.VanImpe@UGent.be*
Subject Area: **Issues in Education**

Problem and Needs in Constructing and Using Teaching Aids
Prapaporn Vardhanavasin
Rajamangala University of Technology Isan, Thailand
vardhanavasin2503@yahoo.com

Students' Extramural Activities Enhance Authenticity in Business Communication
Tharwat EL-Sakran
American University of Sharjah, United Arab Emirates
telsakran@aus.edu

The Opinions Of First-Year Students on the Studying and Teaching of Information Literacy Skills
Sasipimol Prapinpongsakorn
Srinakharinwirot University, Thailand
rainwindy@gmail.com

Date: December 1, 2010
Location: IJAS Room 2, Grundschule, Schulstrasse 15, Gottenheim
Time: 11:00 – 11:55
Chair: **Nopdol Tumwattana**, Siam University, Thailand. *nopdol@bodyglove.co.th*
Subject Area: **International Banking**

An Examination of Some Fundamental Islamic Principles Underlying Islamic Banking

Omar Mahomed Khan

Tshwane University of Technology, South Africa
khanom@tut.ac.za

Efficiency of Banking Sector in India: A Development of Composite Index

Manoj Kumar Sharma and Harpreet Kaur Bal

Panjab University, India
harpreetkaurbal@gmail.com

The Importance of Risk for Measurement of Profitability of Products and Customers – Inspiration from Banking Industry

Petr Vacek and Libuse Soljakova

University of Economics, Prague, Czech Republic
petr.vacek@seznam.cz

Date: December 1, 2010
Location: Feuerwehrhaus, Bahnhofstrasse 9, Gottenheim
Time: 11:00 – 11:55
Chair: **Farouk Saleh**, Gulf University for Science and Technology, Mishref, State of Kuwait
saleh.f@gust.edu.kw
Subject Area: **Ethics**

Towards a New Research Ethic

Theodore John Swystun

Centre for Advanced Studies, University of Basel, Switzerland
tswystun@post.harvard.edu

Don't Speak for Others!: Offensive Speeches in International Debate Competitions

Fuminori Nakamura, Masako Suzuki, Akira Kohbara and Kazumi Sakai

Keio University, Japan
fumi3648@gmail.com

The Importances and Problems of Ethics of Students in Rajamangala University of Technology Isan

Wantana Amatariyakul

Rajamangala University of Technology Isan, Thailand
gas_mm@hotmail.com

Date: December 1, 2010
Location: Feuerwehrhaus, Bahnhofstrasse 9, Gottenheim
Time: 12:00 – 12:55
Chair: **Fuminori Nakamura**, Keio University, Japan. *fumi3648@gmail.com*
Subject Area: **Marketing and Assessments**

An Examination of the Quality of Customer Service at a Public Utility Organization in the Gulf Region
Farouk Saleh and Ahmed Mohd Abdulla Al-Marzouqi
Gulf University for Science and Technology, Mishref, State of Kuwait
saleh.f@gust.edu.kw

The Development of a Strategic Marketing Plan for the Urban Tourism Areas. The case of Mangaung Tourism Area, South Africa
Malefane Monyane
Tshwane University of Technology, South Africa
monyanems@tut.ac.za

Environmental Impact Assessment Study for a Development Touristic Project
Rasha Ibrahim El Gohary
National Water Research Center, Egypt
rm.elgohary@yahoo.com

Date: December 1, 2010
Location: IJAS Room 1, Grundschule, Schulstrasse 15, Gottenheim
Time: 12:00 – 12:55
Chair: **Tharwat EL-Sakran**, American University of Sharjah, United Arab Emirates. *telsakran@aus.edu*
Subject Area: **Philosophy**

Kant on Friendship
Stijn Van Impe
Ghent University, Belgium
Stijn.VanImpe@UGent.be

Mary Astell's Conservative Contribution to Female Education
Patricia Rodrigues
Portugal, University of Lisbon; Higher School of Education of Santarem
patricia_rodrigues@hotmail.com

Date: December 1, 2010
Location: IJAS Room 2, Grundschule, Schulstrasse 15, Gottenheim
Time: 12:00 – 12:55
Chair: **Harpreet Kaur Bal**, Panjab University, India. *harpreetkaurbal@gmail.com*
Subject Area: **Models of Learning**

Development of a Model of Learning Organization of the Faculty of Law in Private Universities in Thailand
Nopdol Tumwattana
Siam University, Thailand
nopdol@bodyglove.co.th

Use of Virtual Space Collaboration in Construction Project Management Education
Adam Krezel
Deakin University, Australia
adam.krezel@deakin.edu.au

Development of Learning Organization in Veterinary Medical Faculties in Thai Universities
Nantarika Chansue
Siam University, Thailand
cnantari@gmail.com

Date: December 1, 2010
Location: Feuerwehrhaus, Bahnhofstrasse 9, Gottenheim
Time: 13:00 – 14:10
Chair: **Malefane Monyane**, Tshwane University of Technology, South Africa. *monyanems@tut.ac.za*
Subject Area: **Trust and Performance**

The Role Played by Public Managers in Building Trust among Employees of the South African Public Service
Lekgolo Phosa
University Of South Africa
lphosa@unisa.ac.za

Performance Evaluation for Organizational Development: A Three-Year Study of 76 Social Welfare Development Units in Thailand
Sukree Kaeomanee
Nakhon Pathom Rajabhat University, Thailand
skaeoman@gmail.com

Can Quality of Work Life Affect Employee Service Performance?
Wan Norhayati Mohamed and Mahadzirah Mohamad
Universiti Malaysia Terengganu, Malaysia
wannor@umt.edu.my

Organization Culture Affecting Knowledge Management for Organization Effectiveness: A Case Study
Pornpimol Viriyakul
Rajabhat Rajanakarinda University
pornpim99@hotmail.com

Date: December 1, 2010
Location: IJAS Room 1, Grundschule, Schulstrasse 15, Gottenheim
Time: 13:00 – 13:55
Chair: **Nittaya Campbell**, University of Waikato, New Zealand. *nittaya@waikato.ac.nz*
Subject Area: **Social Sciences and Humanities**

Movable Type Printing and the Changing Glyphs of Chinese Characters in the Early 20th Century

Chi Ming Chan

The University of Hong Kong, Hong Kong
chancm@hkusua.hku.hk

The Social and Cultural Relationship of Popular Music in the Greater Mekong Sub-region Countries [Thailand, Laos, Cambodia and Vietnam]

Lamnao Eamsa-ard

Phibulsongkram Rajabhat University, Thailand
lamnao.iam@gmail.com

Scientists from Belad Al Roum, Turkish Othmani, in Egypt During the Age of Grakas Mamluks

Eman Mustafa Abdel Azeem

Ain Shams University, Egypt
dreman.history@yahoo.com

Date: December 1, 2010
Location: IJAS Room 2, Grundschule, Schulstrasse 15, Gottenheim
Time: 13:00 – 13:55
Chair: **Fabiana Camera**, Fundação Getulio Vargas (FGV), Brazil. *fabiana.camera@fgv.br*
Subject Areas: **Reading and Writing**

Strategies for L2 Reading of College-Level Scientific Texts

Samsiah Abdul Hamid and Moses Samuel

University of Malaya, Kuala Lumpur & Universiti Malaysia Terengganu
samsiah@umt.edu.my

Extensive Reading, Reading Alone Together or Solitary Reading

Fariba Pourabolfathe Hashtroudi, Reyhaneh Ghadirzadeh and Fariba Tafvizi

Islamic Azad University, Saveh Branch, Iran
faribahashtroudi@yahoo.com

Perceptions and Attitudes of Thai Students towards the Process-oriented Writing Approach

Supong Tangkiengsirisin

Thammasat University, Thailand
supong_tu@yahoo.com

Date: December 1, 2010
Location: Feuerwehrhaus, Bahnhofstrasse 9, Gottenheim
Time: 14:15 – 14:55
Chair: **Derek Gottlieb**, University of Iowa, USA. *derek-gottlieb@uiowa.edu*
Subject Area: **Gaining the Upper Edge**

The Brazilian Negotiator's Profile: A Study About the Brazilian's Reaction in Ten Different Scenarios
Fabiana Camera, Murillo Dias and Yann Duzert
Fundação Getulio Vargas (FGV), Brazil.
fabiana.camera@fgv.br

I Feel Stronger Today Than Yesterday: Feminine Empowerment In the Rural Organization "Asociación Mujeres Amazilia del Caribe", Costa Rica
Raluca Oprinca
Knox College, USA
raluca_oprinca@yahoo.com

Date: December 1, 2010
Location: IJAS Room 1, Grundschule, Schulstrasse 15, Gottenheim
Time: 14:00 – 14:55
Chair: **Lamnao Eamsa-ard**, Phibulsongkram Rajabhat University, Thailand. *lamnao.iam@gmail.com*
Subject Area: **Student-Centered Issues**

Procrastination in Iranian High School Students
Parivash Safaie, Masume Abdolkhaleghi and Azadeh Amiri
Islamic Azad University, Saveh Branch, Iran
Parivash_safaie@yahoo.com

Intercultural Willingness to Communicate and Ethnocentrism Among New Zealand Management Students
Nittaya Campbell
University of Waikato, New Zealand
nittaya@waikato.ac.nz

E-learning Development on Internet Network of Macroeconomics Subject at the Undergraduate Level
Adjana Nitayapongchai
Rajamangala University of Technology Suvarnabhumi, Thailand
adjana_n@yahoo.com

Date: December 1, 2010
Location: IJAS Room 2, Grundschule, Schulstrasse 15, Gottenheim
Time: 14:00 – 15:10
Chair: **Lekgolo Phosa**, University Of South Africa. *lphosa@unisa.ac.za*
Subject Area: **Language**

Resumptive Pronouns in Learner Language
Supakorn Phoocharoensil
Thammasat University, Thailand
yhee143@gmail.com

Language Awareness , Intercultural Awareness and Communicative Language Teaching: Towards Language Education
Lazgin Barany
DePauw University , USA and Duhok University, Iraq
albarany@yahoo.com

Word-Recognition Strategies Used by EFL Learners: Evidence from Verbal Reports

Vanlee Siriganjanavong

Thammasat University, Thailand

S_Vanlee1@yahoo.com

Strategies for Feedback on Student Writing in the Syrian EFL Secondary Classroom

Hala Janoudi

University of Salford, Greater Manchester University, UK

H.Janoudi@edu.salford.ac.uk

Date: December 1, 2010

Location: Feuerwehrhaus, Bahnhofstrasse 9, Gottenheim

Time: 15:00 – 15:55

Chair: **Raluca Oprinca**, Knox College, USA. *raluca_oprinca@yahoo.com*

Subject Area: **Educational Assessment Studies**

Concept Confusion and its Consequences for Teacher Assessment: A Critique of Contemporary Educational Discourse

Derek Gottlieb

University of Iowa, USA

derek-gottlieb@uiowa.edu

Assessing the Usefulness of the Brigance CIBS-R Test to Measure the Effect of Virtual Mathematics Manipulatives in a First Grade Classroom

Felipe H. Razo

California State University East Bay, USA

felipe.razo@csueastbay.edu

A Study Regarding the Psycho-Motile Potential of High School Pupils and the Result of the Outdoor Activities

Mircea Dragu, Stefan Liusnea, Aurelian Gheorghiu and Iulia Barna

Universitatea "Dunarea De Jos" Din Galati, Romania

dl_mircea_dragu@yahoo.com

Date: December 1, 2010

Location: IJAS Room 1, Grundschule, Schulstrasse 15, Gottenheim

Time: 15:00 – 15:55

Chair: **Adjana Nitayapongchai**, Rajamangala University of Technology Suvarnabhumi, Thailand

adjana_n@yahoo.com

Subject Area: **Foreign Language and Optimizing the Educational Process**

Extensive Reading Teaching Methodology for Foreign Language Departments of Georgian Universities

Tamar Mikeladze

Telavi State University, Georgia

ladytam76@hotmail.com

Metacognitive Scaffolding: Impact on At-risk EFL Students' Communication Attrition and Anxiety

Abdullah Ammar

Abu Dhabi University, United Arab Emirates

abdullah.ammar@adu.ac.ae

Optimising the Educational Process in the Teacher Training Departments from a European Perspective
Iuliana Barna, Corina Dobrotă and Mircea Dragu
Dunarea de Jos” University, Galați, Romania
iuliabarna@yahoo.com

Date: December 1, 2010
Location: Feuerwehrhaus, Bahnhofstrasse 9, Gottenheim
Time: 17:30 or as soon as the tour bus arrives from Alsace
Chair: **Sukree Kaeomanee**, Nakhon Pathom Rajabhat University, Thailand. *sukree@npru.ac.th*
Subject Area: **Entrepreneurship and Convenience Stores**

Means for the Success of Small Business Convenience Store Entrepreneurs in Thailand
Pairach Makkanjanakul
Nakhon Pathom Rajabhat University, Thailand
pairachma@yahoo.com

Tweet Away... How Twitter is Transforming the Face of Convenience Stores in Japan
Caroline SL Tan
Keio University, Japan
carolslt@gmail.com

Performance Evaluation for Organizational Development: A Three-Year Study of 76 Social Welfare Development Units in Thailand
Sukree Kaeomanee
Nakhon Pathom Rajabhat University, Thailand
sukree@npru.ac.th

Date: December 1, 2010
Location: IJAS Room 1, Grundschule, Schulstrasse 15, Gottenheim
Time: 17:30 or as soon as the tour bus arrives from Alsace
Chair: **Donna Hyatt Scarlett**, University of San Francisco, USA. *donnajscarlett@gmail.com*
Subject Area: **Consumer Issues**

The Effect of Country of Origin on the Youths' Automobile Brand Preference
Huseyin Altunbas and Basak Solmaz
Selcuk University, Turkey
huseyinaltunbas@gmail.com

The Spatial Changes of Economic Room around Krapyak Islamic Boarding School Yogyakarta, Indonesia
Nensi Golda Yuli
Islamic University of Indonesia
nensi_golda@yahoo.co.id

Corporate Communications Strategy of Companies that Export from Konya to Europa
Basak Solmaz and Huseyin Altunbas
Selcuk University, Turkey
bsolmaz@selcuk.edu.tr

Date: December 1, 2010
Location: IJAS Room 2, Grundschule, Schulstrasse 15, Gottenheim
Time: 17:30 or as soon as the tour bus arrives from Alsace
Chair: **Cristina Emanuela Dascălu**, The Romanian Academy, Iași Branch, Romania
cristinaemanueladascalu@hotmail.com
Subject Area: **Challenges in Education**

Challenges of Cultural Adaptation in a Multicultural Educational Environment
Zsuzsanna Mikecz Munday
American University of Sharjah, UAE
smunday@aus.edu

The Goals, Challenges and Changes in Educational Policies in the Knowledge Society
Simona Marin
Romanian Academy, Iasi Branch, Romania
smn_alecu@yahoo.com

Education for Change and Issues in the Contemporary World
Anghelache Valerica
Galati, University, Lower Danube, Romania
vali_ang@yahoo.fr

Date: December 1, 2010
Location: Feuerwehrhaus, Bahnhofstrasse 9, Gottenheim
Time: 18:30 -
Chair: **Nensi Golda Yuli**, Islamic University of Indonesia. *nensi_golda@yahoo.co.id*
Subject Area: **Educational Contributions**

The Reasons Preventing Students from Life-Long Learning
Muhittin Çalişkan
Selçuk University, Turkey
muhittincaliskan33@hotmail.com

High School English Teachers' Conceptualizations of Pedagogical Content Knowledge
Donna Hyatt Scarlett
University of San Francisco, USA
donnajscarlett@gmail.com

Date: December 1, 2010
Location: IJAS Room 1, Grundschule, Schulstrasse 15, Gottenheim
Time: 18:30 -
Chair: **TBA**
Subject Area: **Multidisciplinary**

From Civil Society to Global Civil Society
Susran Erkan Eroğlu
Selçuk University, Turkey
seroglu@selcuk.edu.tr

Why Pluralistic Social Welfare Model for Local Government Organizations in Thailand

Somsak Amornsiriphong

Nakhon Pathom Rajabhat University, Thailand

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The Role of Judge Impartiality in Settlement Procedures

Rada Matjusina

University of Latvia, Latvia

rada.matjusina@gmail.com

“The Brave New World” and Identity “Re-Formation”

Cristina Emanuela Dascălu

The Romanian Academy, Iași Branch, Romania

cristinaemanueladascalu@hotmail.com

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Notes

- For lunch and dinner, we recommend *Gasthaus Krone* at Main Street (Hauptstrasse) 57, Gottenheim. They serve hot meals and excellent salads.
- If you would like a lovely break during the entire day’s conference program, take the [train](#) to nearby [Breisach](#) (about 15 minutes away) and walk to the Cathedral perched above the town and the Rhine. On the other side of the river, it’s France and its countryside!
- In the evening, the trains leave for Freiburg and Breisach at 19:23, 19:52, 20:23, 20:53, 21:53 and 22:53.
- There is an additional train to Breisach (but not Freiburg) at 23:53.

End of Wednesday, December 1, 2010, presentations