Social Sciences and Humanities

International Conference for Academic Disciplines

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At
Anglo-American University
Prague

21 June 2011
Date: June 21, 2011  
Location: Room 002  
Time: 11:00 – 12:55  
Chair: The first person to present in this session.  
Duration: Out of consideration for others, each presentation should be limited to 15 minutes or less.  
Track: Social Sciences and Humanities II

Relationships between effectiveness of crisis management and leadership behaviors of general managers in Taiwan  
Liang, T., Chao, Y. G., Chen, U. C. and Dend, H. G.  
National Changhua University of Education, Taiwan, R. O. C.  
ietll@cc.ncue.edu.tw

False negativity and false positivity of HCV-screening in blood donors, end stage renal disease on hemodialysis and HIV patients  
Essam S. Badawy, Sayed M. Abdel Rahman and Mervat Shafik  
Ain-Shams University, Egypt  
habibaessam26@yahoo.com

The role of the second architect on a significant building site  
Estelle Alma Mare  
Tshwane University of Technology, Pretoria, South Africa  
mare_estelle@fastmail.fm

Business interactions in the Austro-Hungarian cross-border regions  
Anikó Tompos and Anna Garai  
Széchenyi István University, Győr, HUNGARY  
tomposa@sze.hu

Healers vs. heroes: Tolstoy’s calculus of history as applied to medicine  
Robert J. Bonk  
Widener University, USA  
rjbonk@widener.edu

Serra da Estrela – an approach to the territory, its potential and future for the winter tourism industry.  
Raul Ressano Garcia  
Estoril Higher Institute for Tourism and Hotel Studies, Portugal  
ressano@hotmail.com

Into a cultural body: The concept of man in Darwin’s *The Descent of Man*  
Theresa Der-Ian Yeh and Chen Chin-Yen  
National Taiwan University, Taipei, Taiwan.  
theresay@ntu.edu.tw

The treaties diplomacy, a paradigmatic diagnosis of Romanian external policy post 89  
Trandafir Miruna Madalina  
University Babes-Bolyai, Cluj-Napoca, Romania  
miruna_trandafir@yahoo.com
The use of social media in politics: the case of the Turkey’s general political elections in 2011
Nurullah Terkan and Ömer Bakan
Selcuk University, Turkey
nurullahterkan@gmail.com

Turkish press’s representation form of demonstrations and protests
Banu Terkan and Abdulkadir Gölcü
Selcuk University, Turkey
banuterkan@gmail.com

Youth, media and politics: The role of media for getting political information by university students
Ayhan Selçuk, Emre Osman Olkun and Enes Bal
Selcuk University, Turkey
aselcuk@selcuk.edu.tr

Sponsorship applications of GSM network operators: An analysis of web pages
Ahmet Tarhan
tarhan@selcuk.edu.tr

Continuing professional development of South African teachers: Comparing staff’s experiences to successful professional development programmes
GM Steyn
University of South Africa, South Africa
steyngm1@unisa.ac.za

Date: June 21, 2011
Location: Room 021
Time: 11:00 – 12:15
Chair: Joseph Poon, University of Hong Kong
Subject Area: Chinese Language & Culture Panel
Organized By: School of Chinese, University of Hong Kong

Why simplified Chinese characters are not widely used in Hong Kong: An examination of their limitations
Chi Hung Chan
The University of Hong Kong, Hong Kong
chancch@hkucc.hku.hk

The use of modal auxiliaries “應” Ying and “須” Xu in legal texts: A case of the basic law of the Hong Kong special administrative region
Yiu Chung Soo
The University of Hong Kong
sooyc@hkucc.hku.hk

A lexical analysis on the Tang Biji
Yiu Kay Tse
The University of Hong Kong
yktse@hku.hk

From Chinese idioms into idiomatic English: A practical translation guide
Joseph Poon
The University of Hong Kong
jhkpoon@hku.hk
The link between philosophical anthropology and theology

**Sovrea Iustinian**  
Babes-Boyai University, Romania  
isovrea@yahoo.com

Smart schools and their contribution to educational reform in the Arab Countries with particular reference to United Arab Emirates

**Abdel-Dayem and Mohammad Ahmad**  
United Arab Emirates University  
adayem248@uaeu.ac.ae

Phonetic organization of poetical texts with positive emotional colouring

**Elena Titova and Lilia Nefedova**  
Chelyabinsk State University, Russia  
elena_vendina@list.ru

Weak thought and theological thought: From posmodernism to apophaticism

**Nicolae Turcan**  
Babes-Bolyai University, Cluj-Napoca, Romania  
nicolaeturcan@gmail.com

Cities in interactive media art

**Penesta Dika**  
University of Linz, Austria  
penesta@gmx.net

Factors contributing to career maturity development among adolescents

**Amla Salleh, Muhamad Sani Ismail and Salleh Amat**  
Universiti Kebangsaan Malaysia, Malaysia  
amla@ukm.my

Different lives under the same name: Stresses and identities among lesbians in Northeast China

**Li Ming**  
The Chinese University of Hong Kong, Hong Kong, China  
dearasuka@hotmail.com

What is lost and what is gained? The conflict between generations and the inheritance of culture in contemporary South Asian literature

**Margarida Pereira Martins**  
University of Lisbon, Lisbon, Portugal  
magspm@gmail.com
Perception and representation of space in Postmodern Francophone literature
Alina Tenescu
University of Craiova, Romania
alinatenescu@gmail.com

Founded, broken and re-forged: The writing process of Wilfred Owen’s “The Send-off”
Ilaria Natali
University of Florence, Italy
ilaria.n@tin.it

Breaking stereotypes: images of Chinese Americans in recent films and literature
Alexander Yamato and Qingyun Wu
California State University, Los Angeles, USA
qwui@calstatela.edu

‘A sporting chance?’ Examining a sport development educational project at a tibetan children’s village in northern India
Joel Rookwood, Simon Kawycz and Kat Holloway
Liverpool Hope University, UK
rookwoj@hope.ac.uk

The compulsory capital city of Turkish sport news: Istanbul
A.Yalçın Kaya, Mete Kazaz, M. Barış Yılmaz and Asina Gulerarslan
Selcuk University, Turkey
aykaya@yahoo.com.tr

Sports brands and youth’s football brand evaluations
Hüseyin Altunbaş, Hasret Aktaş and. M. Nejat Özyüpek
Selçuk University, Turkey
huseyinaltunbas@gmail.com

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Date: June 21, 2011
Location: Room 002
Time: 15:00 – 16:55
Chair: The first person to present in this session.
Duration: Out of consideration for others, each presentation should be limited to 15 minutes or less.
Track: Social Sciences and Humanities V

A matter of hair in Hogarthian London
Paula Rama da Silva
Estoril Higher Institute for Tourism and Hotel Studies, Portugal
paula.silva@eshte.pt

Evidence-based practice informed by relational-centred inquiry
Gerard Bellefeuille
Grant MacEwan University, Edmonton, Canada
bellefeuilleg@macewan.ca

A subtle sense of irony in the tragedy of war: The Shop on Main Street (1965)
Sinem Aydınlı
Bilkent University
sinemaydinli@gmail.com

Legal challenges to business innovation in China
Xianchu Zhang
The University of Hong Kong, Hong Kong
xczhang@hku.hk
Weak ties and ethnic inequalities in the Singaporean labour market
Fadzli Baharom Adzahar
National University of Singapore, Singapore
fadzli.baharom@nus.edu.sg

Sin, punishment and women in turkish horror films
Meral Serarslan, Ozlem Ozgur and Serhat Koca
Anatolian University, Turkey
ozlemozgur03@hotmail.com

Promoting coastal region of pahang as the new eco-tourism destination in Malaysia: issues and challenges
Haliza Mohd Said and Salbiah Abdul Rahman
Universiti Tun Abdul Razak, Malaysia
lizasaid@pintar.unirazak.edu.my

Date: June 21, 2011
Location: Room 022
Time: 15:00 – 16:55
Chair: The first person to present in this session.
Duration: Out of consideration for others, each presentation should be limited to 15 minutes or less.
Track: Social Sciences and Humanities V

Do they agree when they say “I agree”?
Deniz Canca
Bogazici University, Turkey
dnzcnc@gmail.com

Scandinavian design beyond the myth
Frederieke Begeman
De Montfort University, Leicester, Great Britain
fbegeman@hotmail.com

The road to political stability in the Arab world: Political reform or political development?
Mohammed M. Hasanen
Gulf University for Science and Technology, Kuwait
hasanen.m@gust.edu.kw

Influence of social determinants in preferences of public audience at music performances
Stefanija Leshkova–Zelenkovska and Aida Islam
UGD, Shtip, Macedonia
stefanija.zelenkovska@ugd.edu.mk

The impact of migratory experience on social attitudes of migrant workers: Four-component methodology
Inna Akopova and Svetlana Ignatjeva
Daugavpils University, Latvia
akopova@telegraf.lv

Young People in Romania: Values and behavior in civic and political field
Sabina-Adina Luca, Bogdan Gheorghita
"Lucian Blaga" University of Sibiu, Romania
sabina.luca@ulbsibiu.ro
Does legal lobbyism prevent corruption and encourage transparency in decision-making? Lithuanian case

Alvidas Lukošaitis, Jūratė Novagrockienė and Petras Raauskas
Vilnius University, Lithuania
jurate.novagrockiene@ispmi.vu.lt

Date: June 21, 2011
Location: Room 021
Time: 15:00 – 15:35
Chair: Linda Gerena and Leslie Keiler, York College, City University of New York, USA
lgerena@york.cuny.edu
Track: Social Sciences and Humanities VI - Posters

Mental health in divine word (Holy Quran)
Parviz Asgari and Maryam Bakhtyar
Islamic Azad University Ahvaz Branch, Iran
bakhtyarmaryam@yahoo.com

The use of Vinland Adaptive Behavior Scale applied to students with intellectual disabilities, multiple disabilities, and autism
Bander N. Alotaibi
king Saud University, Saudi Arabia
alotaibi@ksu.edu.sa

The influence of real estate tax on real estate price in Korea: A focus on the negative side
Suyoun Kim
Seoul National University, Republic of Korea
sy1427@naver.com

Apries Palace (Kom Tuman/Memphis/Egypt): The archaeological finds from 2001-2009 campaigns
Maria Helena Trindade Lopes
Universidade Nova de Lisboa, Portugal
helenatrindadelopes@hotmail.com

‘We’re the pride of Merseyside!’ Exploring football rivalries in the Capital of Culture
Joel Rookwood and Liam O’Callaghan
Liverpool Hope University, UK
rookwoj@hope.ac.uk

An approach to the optimum length of research questionnaires
Deniz Canca and Sertel Altun
Bogazici University, Turkey
denizcanca@mynet.com

Testing online interaction: Effect of individual behavior and homophily on virtual communicative dyads
Zuoming Wang, Serena Leow, Evette Allen, Chris Tran and Matthew Davis
University of North Texas, USA
wangz@unt.edu

The personal responsibility of bank managers in the scope of Turkish banking law
Cumhur Boyacioglu and Sefer Oguz
Selcuk University, Turkey
cboyacioglu@hotmail.com
Determinants influence behavior of knowledge sharing on the internet: A study of Thai university students
**Wornchanok Chaiyasoonthorn and Watanyoo Suksa-ngiam**
King Mongkut's Institute of Technology Ladkrabang, Bangkok, Thailand
yuyja@hotmail.com

Development of technology acceptance model explaining the use of an online social network site
**Watanyoo Suksa-ngiam and Wornchanok Chaiyasoonthorn**
King Mongkut's Institute of Technology Ladkrabang, Bangkok, Thailand
yuyja@hotmail.com

**Date:** June 21, 2011  
**Location:** Room 002  
**Time:** 17:00 – 18:55  
**Chair:** The first person to present in this session.  
**Duration:** Out of consideration for others, each presentation should be limited to 15 minutes or less.  
**Track:** Social Sciences and Humanities VII

Building livelihood at the resettlement: Sarawak, Malaysia
**Welyne Jeffrey Jehom**
University Malaya, Malaysia
welynej@gmail.com

Benchmarking homeland security education in the EU and the US
**Don Wallace, Craig Mclean, William Parrish, Sarah Soppitt and Daniel Silander**
Linnaeus University, Sweden
daniel.silander@lnu.se

Peace education: An exploratory assessment of Lebanese university students’ attitudes
**Ghada Chehimi**
The Arts, Sciences and Technology University in Lebanon (AUL), Beirut, Lebanon
heaven_e@hotmail.com

The role of database marketing in establishing customer relationships: Selçuk University’s onelog example
**Halit Buluthan Cetintas and Mehmet Nejat Ozupek**
Selçuk University, Turkey
hbuluthan@yahoo.com

Integrated new media and youth: University students’ interest in mobile 3G in the context of diffusion of innovations theory
**Hasret Aktaş, M. Nejat Özüpek and Hüseyin Altunbaş**
Selçuk University, Turkey
h.aktas@selcuk.edu.tr

The factors which effect the media preferences of children and media consumption habits
**Mehmet Nejat Ozupek, Hasret Aktaş and Huseyin Altunbas**
Selçuk University, Turkey
nejatozupek@hotmail.com

New media and children: children as internet users and their interest in social networking sites
**Mevlüt Akyol, Hasret Aktaş and Selçuk Ulutaş**
Inonu University, Turkey
mevlutakyol@hotmail.com
Between an ego and changing the world: Motivations and perceived influence of Bulgaria’s bloggers
Christopher D. Karadjov
California State University, Long Beach, USA
ckaradjo@csulb.edu

Historic waterfront and the sense of place: The case of two UNESCO world heritage sites of Malaysia
Shuhana Shamsuddin, Nurul Syala Abd Latip, Ahmad Bashri Sulaiman, Norsidah Ujang, Nursyahida Alfatih Alias, Shreesivadasan a/l Chelliapan and Nurul Azreen Azlan
Universiti Teknologi Malaysia, Malaysia
shuhana@ic.utm.my

Spatial analysis of socioeconomic deprivation in Peninsular Malaysia
Sooften Fam and Abdul Aziz Jemain
Universiti Kebangsaan Malaysia, Malaysia
famsoofen@gmail.com

Art history after “Pictorial turn”
Pawel Brozynski
Jagiellonen University, Krakow, Poland
pawel.brozynski@gmail.com

Review of the tile decorations in Konya from Seljuk’s era and a practice about this topic, performed with primary school students
Ayşe Okur
Selcuk University
aysokr@hotmail.com

An analytical study on the presentation of the news in the Turkish media related to the Ergenekon Operations
Ayhan Selçuk
Selçuk University, Turkey
aselcuk@selcuk.edu.tr

The association of material deprivation and relative risk of infant mortality in Peninsular Malaysia
Sooften Fam and Abdul Aziz Jemain
Universiti Kebangsaan Malaysia, Malaysia
famsoofen@gmail.com

Public relations activities of municipalities to increase public participation: a study on the views of public relations employees of municipalities
Omer Bakan
Selcuk University, Turkey
obakan@selcuk.edu.tr
Religion and hope
Stan van Hooft
Deakin University, Australia
stanvh@deakin.edu.au

The Tao of poetry: Examining the potential spiritual apprenticeship in poetry through Leah Goldberg “End of the Roads” poem
Alon Raz
University of Haifa, Israel, and Emek Izrael College, Israel
alonr@yvc.ac.il

Traces of storytelling in Turkish cinema within the scope of Walter Benjamin’s concept of memory and Bakhtin’s concept of carnaval
Meral Ozcinar
Canakkale Onsekiz Mart University, Turkey
meralozcinar@comu.edu.tr

Byron’s Don Juan: The Homeric Matrix
Luisa Queiroz de Campos
Guarda Polytechnic Institute/Instituto Politécnico da Guarda, Portugal
lcampos@ipg.pt

The writing process: Are 1st language writing strategies useful for 2nd language learners?
Walter Best
Guarda Polytechnic Institute, Guarda, Portugal
wbest@ipg.pt

The reality behind the treatment of traumatized soldiers in Pat Barker’s regeneration
Ladan Amir Safaei
Atilim University, Ankara, Turkey
ladansafaei@hotmail.com

The Jakun: Upriver tribe of Bebar, Pahang, Malaysia
Salbiah Abd Rahman and Haliza Mohd Said
Universiti Tun Abdul Razak, Malaysia
salbiahr@hotmail.com.my

The connection between innovative modalities of teaching and learning and architecture
Pablo Campos Calvo-Sotelo
University Campus Planning & Design, Spain
pablocampos@utoplan.com

Date: June 21, 2011
Location: Room 002
Time: 19:00 –
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Track: Social Sciences and Humanities X

Across the not-so-great divide: Importing fiction into a rhetoric and composition class.
Zofia Reid
American University of Sharjah, United Arab Emirates
zreid@aus.edu
Early Christian iconography applied on works of art found in today’s Republic of Macedonia
Filipova Snezana
State University St. St. Cyril and Methodius, Republic of Macedonia
filart@t-home.mk

The definition and prevention of evil: the exclusion of political groups within the 1948 Genocide Convention and United Nations Enforceability
Shona Cerise Patience
University of Nottingham, UK
Shona_pat@hotmail.com

Comparison on administration and management for physical fitness between local residents and urban residents of Trang province, Thailand
Amnat Sroytong and Chanyut Sudtongkong
Rajamangala University of Technology Srivijaya Sihkao District, Thailand
Amnat2505@gmail.com

Prepositions and their counterpart postpositions
Sakine Cabuk
TOBB Economy and Technology University, Turkey
sakinec@gmail.com

Development of competency model of small-scale fishers in fishery co-management
Natthita Rojchanaprasart, Teeradej Chai-aroon, Nawarat Phlainoi and Kangwan Juntarashote
Rajamangala University of Technology Srivijaya, Trang 92150, Thailand
natthita@hotmail.com

Watching a political turmoil, with fear and hope – Italian Foreign Policy face to British Elections of 1951
Gianluca Borzoni
University of Cagliari, Italy
gborzoni@unica.it

Pragmatic analysis of conversational implicatures in The Killers
Ruichao Sun
Nanjing University of Aeronautics and Astronautics, People’s Republic of China
sunruichao1@nuaa.edu.cn

Date: June 21, 2011
Location: Room 022
Time: 19:00 –
Chair: The first person to present in this session.
Duration: Out of consideration for others, each presentation should be limited to 15 minutes or less.
Track: Social Sciences and Humanities XI

The health of our city universal design: A case of accessibility of Publiv Building in Malaysia
Ahmad Bashri Sulaimna and Shuhana Shamsuddin
Universiti Teknologi Malaysia, Malaysia
bashrie@ic.utm.my

Role of public space in building national identity: A study on Taksim Square / Istanbul
M. Ebru Erdönmez and Ebru Omay Polat
Yıldız Technical University, Turkey
e.erdonmez@gmail.com
Exoticized heroine or hybrid woman? Diasporic female subjectivity in Mira Nair’s Mississippi Masala.

Bidisha Banerjee
The Hong Kong Institute of Education, Hong Kong
banerjee@ied.edu.hk

What is the relationship between private and public education? A empirical analysis of expenditure on private and public education in South Korea

Choi Misun
Seoul National University, Republic of Korea
cms0806@snu.ac.kr

Education for a new era: Stakeholders’ perception of Qatari educational reform

Michael H. Romanowski and Maha Cherif
Qatar University, Qatar
michaelhr@qu.edu.qa

Musical-pedagogical education in Belarus: The communicative aspect in music teacher training

Maria Ivanova
Belarusian State Pedagogic University, Belarus
marjana-may@yandex.ru

Preschool English teachers in participating in early childhood education training and teaching employment services

I Ju Chen
Chaoyang University of Technology, Taiwan
crisa@cyut.edu.tw

The resilient student: Bringing life skills into the foundation classroom at the University of Auckland, Aotearoa New Zealand.

Nina Nola and Stephanie Wyatt
University of Auckland, New Zealand
n.nola@auckland.ac.nz