

2018 IEDRC TAIPEI CONFERENCES ABSTRACT

August 13-15, 2018
Ming Chuan University, Taipei, Taiwan

2018 4th International Conference on Education, Learning and Training
(ICELT 2018)

2018 2nd International Conference on E-Society, E-Education and E-Technology
(ICSET 2018)

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Welcome Remarks

On behalf of IEDRC, we welcome you to Taipei, Taiwan to attend 2018 2nd International Conference on E-Society, E-Education and E-Technology (ICSET 2018) and 2018 4th International Conference on Education, Learning and Training (ICELT 2018). We're confident that over the three days you'll get theoretical grounding, practical knowledge, and personal contacts that will help you build long-term, profitable and sustainable communication among researchers and practitioners working in a wide variety of scientific areas with a common interest in Education, Learning, Training, E-Society, E-Education and E-Technology.

The conferences received submissions from more than 10 different countries and regions, which were reviewed by international experts, and about 60% papers have been selected for presentation and publication.

We hope that your work and that of your institution or company will be enhanced both by what you learn and by those with whom you connect over the next 3 days. Our field is enriched by the dialogue among colleagues from around the world which occurs during presentation sessions as well as informal conversations. We hope this is a memorable, valuable, and enjoyable experience!

On behalf of conference chair and all the conference committee, we would like to thank all the authors as well as the Program Committee members and reviewers. Their high competence, their enthusiasm, their time and expertise knowledge, enabled us to prepare the high-quality final program and helped to make the conference a successful event. We hope that all participants and other interested readers benefit scientifically from the proceedings and also find it stimulating in this process. Finally, we would like to wish you success in your technical presentations and social networking.

Once again, thanks for coming to this conference. We are delegate to higher and better international conference experiences. We will sincerely listen to any suggestion and comment; we are looking forward to meeting you next time.



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Conference Venue

Ming Chuan Hotel (铭传会馆)

<http://jihe.mcu.edu.tw/en/node/347>
Add: 130 Ji-He Rd. Taipei, Taiwan
T: 02 2882-4564 ext 8088, 7000, 7001
Sales & Marketing Coordinator: Brian Jhuang
Email: hotel@eta.mcu.edu.tw



If you want to reserve the conference hotel, please send email to hotel@eta.mcu.edu.tw and mention that you are the participant of IEDRC's conference, then you can book and enjoy the discount (20% off).

Ming Chuan Hotel is located on Jihe Rd. adjacent to Jiantan MRT and Shilin night market. its convenient location allows you to access most of the sightseeing spots in Taipei by MRT or buses.

The MC Jihe Hotel is located on the 7th and 8th Floor of Jihe Complex, the heart of Taipei city, Ming Chuan Hotel is conveniently accessible from the Yangmingshan and Jiantan MRT station exit 1, which lies on the MRT Danshui line. Centrally located within Shihin's busy financial, business, cultural, and shopping districts, at the Hotel's doorstep is access to a multitude of buses, which provide easy access to all of Taipei's hot spots and tourist attractions including art museums, bustling night markets, and more. So regardless if you are here for sightseeing, business, or pleasure, you can conveniently experience all that Taipei has to offer.

There are 44 guest rooms: Western-style Presidential Suite, Chinese-style Royal Suite, Classical Japanese-style Suite, two Family Suites, 15 Deluxe Suites, and 24 Superior Twin Rooms. Other facilities include a Business Center, Fitness Room, and Dining Area.

How to get there?

1. Taoyuan International Airport

It is recommended that you take public transportation to reach the Hotel. There are several buses that are in service from 5:00AM to 8:30PM. Shuttles and buses with a stop at Minquan West Road MRT station to Taoyuan International Airport.

2. High Speed Rail (HSR)

Take the High Speed Rail to the Taipei Station; transfer to the Metropolitan Rapid Transit(MRT) and take the red line towards Danshui, exit at Jiantan station, exit 1. Walk to Ji-He Road and continue straight to Ji-He Road. Walk a total of approximately 5 minutes, the Hotel will be on your left.

3. Bus Information

Buses: 529, 41, Red-9, 620, Red-30, 290, 303; exit at the Ming Chuan U. Jihe Campus bus stop, walk approximately 2 minutes to reach the hotel.

4. Metropolitan Rapid Transit (MRT)

Take the red Danshui line, exit at Jiantan station, exit number 1. Walk to Ji-He Road and continue straight to Ji-He Road. Walk a total of approximately 5 minutes, the Hotel will be on your left.

5. Parking

The hotel provides parking services. Guests are also welcome to park in the B3 parking garage.



Instructions for On-Site Registration

- 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) Your paper ID will be required for the registration.
- 5) The organizer won't provide accommodation, and we suggest you make an early reservation.

Instructions for Oral Presentations

Devices Provided by the Conference Organizer:

Laptops (with MS-Office & Adobe Reader)

Projectors & Screens

Laser Sticks

Materials Provided by the Presenters:

Power Point or PDF Files (Files should be copied to the conference laptop at the beginning of each session)

Duration of each Presentation (Tentatively):

Regular Oral Presentation: about 15 Minutes of Presentation and Q&A

Keynote Speech: 40 Minutes of Presentation, 5 Minutes of Q&A

Instructions for Poster Presentation

Materials Provided by the Conference Organizer:

The place to put poster

Materials Provided by the Presenters:

Home-made Posters

Maximum poster size is A1

Load Capacity: Holds up to 0.5 kg

Best Presentation Award

One Best Oral Presentation will be selected from each presentation session, and the Certificate for Best Oral Presentation will be awarded at the end of each session August 14, 2018.

Dress Code

Please wear formal clothes or national representative clothing.

Important Note:

The time slots assigned in the schedule are only tentative. Presenters are recommended to stay for the whole session in case of any absence.

Introductions for Publications

All accepted papers for the Taipei conferences will be published in the journal and proceeding below.

2018 4th International Conference on Education, Learning and Training (ICELT 2018)



International Journal of Learning and Teaching (IJLT)

ISSN: 2377-2891(Print); 2377-2905(Online)

DOI: 10.18178/ijlt

Indexing: Google Scholar; Crossref; Engineering & Technology Digital Library; etc

2018 2nd International Conference on E-Society, E-Education and E-Technology (ICSET 2018)



Accepted papers will be published in the International Conference Proceedings Series by ACM, which will be archived in the ACM Digital Library, and sent to be indexed by EI Compendex and Scopus and submitted to be reviewed by Thomson Reuters Conference Proceedings Citation Index (ISI Web of Science).

ISBN: 978-1-4503-6528-4

Introductions for Keynote Speakers



Prof. Hui-Wen Vivian Tang
Ming Chuan University, Taiwan

Hui-Wen Vivian Tang, Professor of the Teacher Education Center of Ming Chuan University, Taiwan. In 2007, she received an Ed.D degree from the educational leadership program of Texas A & M University, Kingsville, Texas, USA. Her current research focuses on leadership development, emotional intelligence, cross-cultural studies, multiple criteria decision making and teacher education. She is currently the Chair of Teacher Education Center of Ming Chuan University, a lifelong member of the Emotional Intelligence Training and Research Institute (EITRI) organized by a collegial association located in Corpus Christi, Texas, USA, and formerly the chief editor of “Journal of Applied English”. Prof. Tang’s recent publications include “Forecasting performance of Grey Prediction for education expenditure and school enrollment” published in 2012 by Economics of Education Review (SSCI), “On the fit and forecasting performance of grey prediction models for China’s labor formation” published in 2013 by Mathematical and Computer Modelling (SCI), “Constructing a competence model for international professionals in the MICE industry: An analytic hierarchy process approach” in 2014 by Journal of Hospitality, Leisure, Sport & Tourism Education (SSCI), “Developing a short-form measure of personal excellence for use among university students in Taiwan” in 2015 by Total Quality Management & Business Excellence (SSCI) and “Critical factors for implementing a programme for international MICE professionals: A hybrid MCDM model combining DEMATEL and ANP” in 2016 by Current Issues in Tourism (SSCI).

Speech Title: Project TIDE (Training & Implementation, Diversity & Enhancement)

Abstract: In response to current education reform efforts in Taiwan, the collaborative project aims to challenge a coalition of teacher education issues by articulating a variety of “high-leverage” learn-to-teach practices for pre-service and novice teachers. It consists of six sub-projects with each devoted to different initiatives of learn-to-teach frameworks and models: leveraging professional ethics in teaching, fostering effective teaching through university-school cooperation, implementing performance-based assessments as high-stake screening mechanism for teacher qualification, strengthening teaching competences embedded in the reformed national curriculum modules, preparing pre-service teachers with remedial instructional strategies, and integrating anchored instruction into competence based mathematics curriculum. Strategic plans and procedures leading to and throughout the implementation of Project TIDE were documented in an effort to empirically improve and sustain the quality of teacher education, and substantially reframe the landscape of Taiwan’s teacher education for the future.



Prof. Budsaba Kanoksilapatham
Silpakorn University, Thailand

Budsaba Kanoksilapatham is currently a professor with the English Department, Faculty of Arts, Silpakorn University. She completed the bachelor's degree in English (Hons.) at the Faculty of Arts, Chulalongkorn University. She received the master's degree in linguistics and EFL from Southern Illinois University at Carbondale and the Ph.D. degree in linguistics with a concentration in applied linguistics from Georgetown University, USA. Her research interests include discourse analysis, sociolinguistics, phonetics, and language teaching. Her most recent books are *Pronunciation in Action* and *English Sociolinguistics at Work*. Her research articles were published in international journals including *English for Specific Purposes* and *The IEEE Transactions on Professional Communication*.

Speech Title: Reshaping Grassroots English Education: Southern Thai Community-Based Lessons

Abstract: The English language has been recognized as one of the instruments to drive a nation forward. As a consequence, a lot of effort has been mobilized in many countries to ameliorate English language education. Thailand is no exception. However, despite the fact that a large amount of money, energy, and time have been invested, and concerted efforts have been exerted to improve English education, the outcome of English language learning as measured by a number of national and standardized tests has been unsatisfactory. This presentation represents one of the attempts to promote English education in Thailand. In this study, elementary English education as important grassroots of the entire paradigm deserves our attention. Initially, based on the southern Thai community's needs, a set of nine lessons together with multimedia supplements were constructed. Subsequently, these lessons were delivered to Grade Level 4 students for specifically selected schools in four provinces in southern Thailand. Based on the constructed lessons, two sets of tests were developed and implemented to measure the students' knowledge of their southern Thainess and English vocabulary associated with the lesson content. The quantitative analysis of the test scores reveals that the students' southern Thainess and English vocabulary knowledge improved tremendously. In short, this set of southern Thai community-based lessons has shown that the nature of the lessons contributes positively to English language learning. Moreover, the lessons demonstrate that community-based lessons can be implemented to powerfully improve the English of elementary students.



Prof. Joy Kutaka-Kennedy
National University, USA

Before entering higher education, Dr. Joy Kutaka-Kennedy spent many years teaching students from pre-school through high school in regular education, gifted education, at-risk education, and special education. She has taught in higher education for over fifteen years with an emphasis on special education teacher preparation in academic course work and field supervision. Having extensive experience with online education, course design, and program evaluation, she has given numerous national and international presentations on creativity and collaboration in the online venue, individual accountability in online group work, emerging technological trends and generational differences. Dr. Kutaka-Kennedy participates in a consortium led by the University of Kansas to research differences in perception of online visual elements among culturally diverse groups. Her current responsibilities include course design and oversight, field work supervision, and mentoring new faculty in higher education. Dr. Joy Kutaka-Kennedy serves as an officer of the California Association of Professors of Special Education, mentors prospective grant writers, completes program reviews for national accreditation and performs editorial reviews for professional publications.

Speech Title: Adapting to Change in the Today's Technological Landscape of Higher Education





Abstract: Today's world is quickly evolving with new technology making it to the market daily. Who could have imagined that we would carry in our pockets devices vastly more powerful than the original ground-breaking, 27-ton, 2.4m x .9m x 30 ENIAC computer of the 50s? We can share our photos or tweets across oceans in a matter of seconds via social media on the world wide web. What are some of the implications of these developing technologies in higher education, especially as informed by significant generational differences between mostly Baby Boomer and Gen X faculty and Millennial and Gen Z students? We will discuss some emerging teaching and learning strategies in higher education designed to help our students develop the skills needed for 21st century learners: collaboration, creativity, communication and critical thinking. As academicians we need to adapt to this changing technological landscape to meet the needs of our students and the society they are shaping.

Conference Time Schedule

Day 1(August 13): Registration Only

Lobby	10:00-17:00	Registration & Conference materials collection
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Day 2(August 14): Conference

J318	09:10-11:50	09:10-09:15		<p>Opening Remarks Prof. Hui-Wen Vivian Tang Ming Chuan University, Taiwan</p>
		09:15-10:00		<p>Keynote Speech 1 Prof. Budsaba Kanoksilapatham Silpakorn University, Thailand <i>Speech Title: Reshaping Grassroots English Education: Southern Thai Community-Based Lessons</i></p>
		10:00-10:20	Coffee Break & Photo Session	
		10:20-11:05		<p>Keynote Speech 2 Prof. Joy Kutaka-Kennedy National University, USA <i>Speech Title: Adapting to Change in the Today's Technological Landscape of Higher Education</i></p>
		11:05-11:50		<p>Keynote Speech 3 Prof. Hui-Wen Vivian Tang Ming Chuan University, Taiwan <i>Speech Title: Project TIDE (Training & Implementation, Diversity & Enhancement)</i></p>
	11:50-13:00	Lunch (8th Floor)		
J318	13:00-16:00	<p>Session 1 Theme: E-Education and Computer Education Session Chair: Prof. Hui-Wen Vivian Tang</p>		
J319	13:00-16:00	<p>Session 2 Theme: E-Business and Business Management Session Chair: Assoc. Prof. Tao Zeng</p>		

	15:45-16:15	Coffee Break
J318	16:00-19:00	Session 3 Theme: Subject Education and Education Management Session Chair: Prof. Budsaba Kanoksilapatham
J319	16:00-19:15	Session 4 Theme: Educational Statistics and Health Informatics Session Chair: Prof. Joy Kutaka-Kennedy
	19:15-20:30	Dinner Banquet (8th Floor)

Authors' Presentations Review

Session 1: E-Education and Computer Education

16-20

TB008-A: A Web-based, Semantic-driven Learning System for Decision Making

Drew Hwang

TB016: The Role of ICT in Improving English Reading Ability: Case Study of 5th Semester University Students

Christiana Sidupa, Joice Luke and Chandra Kurniawan

TB015: Software Security Knowledge Transferring and Learning with Concept Maps

Shao-Fang Wen

TB019: Role of Whatsapp Application in Building the Interest of Student Literacy

Andi Mursidi

TB024: The Instructional Design Blended Learning Model by Using Active Learning Activities to Develop Learning Skills in 21st Century for Higher Students

Nuanphan Chaiyama

TB031: An exploratory study of using the Next Generation Science Standards (NGSS) to flip Hong Kong secondary school science education

Yat Chung Chan, *Chung Kwan Lo* and Khe Foon Hew

TB051: Adoption of Learning Relationship Management (LRM) Platform for Enhancing Student Learning and Satisfaction in Saudi Universities

Nora Ghazi Aldeaiqi and Abdul Khader Jilani Saudaga

TB201: The Effectiveness Level and Positive Values of Practicing Translation Using Mobile App DUOLINGO for Indonesian Freshmen Students

Joice Yulinda Luke, Chandra Kurniawan Wiharja and Christina Sidupa

LT1012: Universities in The Future

Ding Gang

TB202: Video Project and Online Peer-Assessment: Benefits and Challenges

Chandra Kurniawan Wiharja, Joice Yulinda Luke and Christiana Sidupa

LT1014: Design and Practice of Blended Learning for Logistics System Simulation Course Based on Flipped Classroom

Xue Sun and Chao-Chin Wu

TB034: Planning the Integrated Mold Design Course with CDIO concept

Cheng-Tang Tseng, Kuo-Cheng Tai, and Ching-Yi Lee

Session 2: E-Business and Business Management

21-24

TB001: Computing Technology and Tax Compliance Issues

Tao Zeng

TB011: The Acceptance of Mobile Applications in Health Insurance Claim Procedure

Ming Hsi Tang and Chih Cheng Yeh

TB014: Influence of ERP System Imported on Accountants - An Empirical Study of Taiwan

Hsing-Hua Hsiung, Juo-Lien Wang and Shu-ya Zhang

TB017: Embracing Digital Diplomacy To Promote Taiwan Tourism Branding

Thai Hoang Hanh Nguyen

TB037: The Effect of Customer Perception on Intention to Use Electronic Banking in Vietnam – A GM(0,N) Analysis

Ngoc Vinh Ngo, **Kuei-Chien Chiu** and Chih-Sung Lai

TB039: A Study on Service Quality, Customer Satisfaction, and Customer Loyalty-The Case of PC home

Chiang Yu-Ching, Kai-Fu Yang and Yi-Shen Lin

TB041: The Barriers and Key Breakthrough Factors for E- commerce Implementation for Small Agriculture Firms in Taiwan Rural Areas

Yi-Ling Lee and Juan-Chuan Tao

TB044: Research and Development Portfolio for the Payment FinTech Company - The Perspectives of Patent Statistics

Chien-Yu Lin, Fang-Pei Su, Kuei-Kuei Lai, Hui-Chuan Shih and Chia-Chun Liu

TB067: Analysis of a Collaborative E-business from a Network Topology Perspective

C.Y.LAM

TB069: How Facebook Live Urge SNS Users to Buy Impulsively on C2C Social Commerce?

Atchara Leeraphong and **Supattana Sukrat**

TB076: Tax reduction and corporate investment – Applying big data to tax policy formulation

Ming-Che Lu, Yi-Xuan Chen, Yu-Ying Yang, Min-Xuan Sha, Yan-Wei Chen and Sih-Ling Lin

TB110-A: Impact of Diversity and Innovation of Architecture on the Development of Tourism

Abdullah M. Al Nafeesi

Session 3: Subject Education and Education Management

25-30

LT1006: Research on Promoting Young Teachers' Collaborative Development Based on Center of Teaching Development

Feng Tai, Fu Guo, Youwei Cui and Zhenquan Li

LT1005-A: Enhancing the Effectiveness of the Non-local Study for Pre-service Teachers' Professional Development

Tracy Chui Shan LAU, Joshua Hang CHAN and Kit-yi TANG

LT1011-A: Children's Learning in Early Childhood Years: Perspectives of Japanese Parents

Karen Guo

LT1019-A: Understanding Teacher Professional Identity - A Case Study of Kindergarten Teachers in Hong Kong

Kristzann Pik Kwan Tong

LT1024-A: Home Literacy Environment of Bilingual Preschool Children: A Comparison Between English and Ethnic Language Activities

Beth O'Brien, Nur Artika Arshad and Siew Chin Ng

LT1025: Development of Instructional Model for Decision Making through Panel Discussion at the Higher Education Level

Sungchae MOON and Sangbong YI

LT1026: A Comparison of VET Teachers Training in Higher Vocational Education between China and Japan

Tang Hong Bo and Zou Zhe

LT1027-A: Students' Views of the Communicative Language Teaching Approach and the Computer-Assisted Pronunciation Teaching Approach in Improving Their English Pronunciation

Chan Chiu Fung Maria Goretti

LT1028: Interactive On-line Histology – Example of a Technical Text Adaptation for Deaf and Hearing Impaired Students

Petr Cizek, Pavel Hurnik, Milan Urik and Tomas Prusa

LT1029: Differentiation and Self-evaluation of Higher Education

Jen-Chieh Chang and Shu-Hui Tseng

LT1023: The Status of Teaching and Learning Centers in Higher Education: An Asian Perspective

Nam Jeong Kwun and **Shaneil Ramos Dipasupil**

TB009: Applying QFD method & Idea flow for Craft-art experiment teaching - "Song Dynasty: Along the River During the Qingming Festival" in Primary school

(JAY)TZU-CHIEH LEE and SHUO-FANG LIU

Session 4: Educational Statistics and Health Informatics

31-35

LT0005-A: What Motivates Students to Learn English in the Digital Age?

Ozlem Kaya

LT1004: Perceived Difficulties in Group Presentations: Action Research as an Intervention

Michelle Kawamura

LT0003: Study on Social Software Interface Subtracting Design Used by the Ageing Population - Taking Facebook as an Example

Ting-Yi Wu and Rain Chen

LT1013: EFL Students' Perceptions of the Flipped English Language Classroom: A Case Study

Bin-Bin Yu

LT1017: In-house Pre-medicine Trained Students: How Faculty Members Perceive Them?

Basir Abidin, Noor A Suliman, and Tan C Hing

TB042: Applying Pressure and Temperature and Humidity Sensors to Detect the Effect between Plaster and Fake Arm

Chi-Heng Lu, **Yu-Jing Chen** and Chiu-Ching Tuan

TB048: Development of Online Hospital Document Management with SMS Notification System

Mary Jane Samonte, Rhianna Casey D. Mullen, Sophia Carmela Marie B. Endaya and **Patricia Camille T. Huang**

TB043: Detecting Four-Limb Blood Oxygen Saturation and Heart Rate based on Reflex Photoplethysmography

Chi-Heng Lu, **Jhao-En Wei** and Chiu-Ching Tuan

TB049: In-Patient Medication Delivery in Mobile App and Out-Patient Online Lab Results for Hospitals

Mary Jane Samonte, **Rhianna Casey D. Mullen**, John Michael P. Bañaga, Wesley Y. Cortes and John Ace V. Dela Calzada

TB059: A Model to Forecast Learning Outcomes for Students in Blended Learning Courses Based on Learning Analytics

Viet Anh Nguyen, Quang Bach Nguyen and Vuong Thinh Nguyen

TB077: The Determinants of Employee Acceptance of Mobile Learning at a Thai State-Owned Enterprise

Nuttapon Punpugdee

TB068: Technological Evolution of Thin-film Solar Cells through Main Path Analysis

Vimal Kumar, Hsueh-Chen Chen, Chien-Yu Lin, Kuei-Kuei Lai, and Yu-Hsin Chang

TB073: Crafting Corporate Social Responsibility indicators in E-Market

Chen, Abbott Po Shun, **Tong, Syuan Ting**, Lin, Yu Tsu and Lin, Meng Jang

Authors' Presentations (August 14, 2018)

Session 1

Time: 13:00-16:00 Venue: J318

Theme: E-Education and Computer Education

Session Chair: Prof. Hui-Wen Vivian Tang

Affiliation: Ming Chuan University, Taiwan

ID	Title+ Author's Name
TB008-A 13:00-13:15	<p>A Web-based, Semantic-driven Learning System for Decision Making Drew Hwang Cal Poly Pomona, USA</p> <p>Abstract: A large number of decision problems faced by managers are at least partly unstructured in the sense that they cannot be completely represented by purely quantitative models using primarily quantitative information. In solving these problems, managers need both quantitative and qualitative information support. This paper presents a web-based, semantic-driven system that allows students to learn corporate performance analysis through integrating numeric data constructs from financial statements and textual data from trade journals. This system further validates the sensitization, practice and principle of technology adoption in higher education.</p>
TB016 13:15-13:30	<p>The Role of ICT in Improving English Reading Ability: Case Study of 5th Semester University Students Christiana Sidupa, Joice Luke and Chandra Kurniawan Bina Nusantara University, Indonesia</p> <p>Abstract: The present study seeks to find out how the use of Information and Communication Technology (ICT) increases the university students' English reading ability. Findings indicated that from the undergraduate students' pre-test and post-test, their English reading ability showed an increase. This study used qualitative approach.</p>
TB015 13:30-13:45	<p>Software Security Knowledge Transferring and Learning with Concept Maps Shao-Fang Wen Norwegian University of Science and Technology, Norway</p> <p>Abstract: Software security has been a subject of plethora studies for the past decades. A relatively large number of frameworks, coding standards and guidelines have been developed and published by security committees in publications or on the internet. We argue that the huge mass of information has resulted in a form of information overload to software developers who come from many disciplines and have different levels of programming knowledge. We consider that the knowledge contents of software security should be organized as scaffold learning by breaking down complex materials into component parts. In this paper, we present a concept map approach to model the knowledge of software security in a graphical and visualized format. The concept maps are constructed in accordance with the pre-developed software security domain model, which reduces the difficulties and complexity in developing concept maps. For operationalization, the proposed concept maps consider different learning preferences and form security metal models among developers.</p>

<p>TB019 13:45-14:00</p>	<p>Role of Whatsapp Application in Building the Interest of Student Literacy Andi Mursidi Stkip Singkawang, Indonesia</p> <p>Abstract: WhatsApp is an instant messaging application that allows sending files, messages, images, videos, photos and online chatter like Blackberry messenger. Although an instant messaging application, there are unique from WhatsApp, namely: contact recognition system, verification, and delivery of messages are done through the cell phone number that has been first registered. Applications are continuously being developed now expected function of social networking applications such as WhatsApp is not just for a chat (text closeout) and broadcast chain messages only, but rather it is expected that interest in reading (literacy). Literacy as literacy is the main door to the development of literacy in the broader sense. The purpose of this paper is to provide solutions utilization WhatsApp application to increase student interest in literacy.</p>
<p>TB024 14:00-14:15</p>	<p>The Instructional Design Blended Learning Model by Using Active Learning Activities to Develop Learning Skills in 21st Century for Higher Students Nuanphan Chaiyama Institute of Physical Education Udon-Thani, Thailand</p> <p>Abstract: The purposes of this study were; to design and evaluation of blended learning model by using active learning activities to develop learning skills in 21st century for higher students. The instructional model was designed by synthesis elements and investigated by experts. The principle of instructional model was blended between classroom (F2F) and online learning with class activities to promote collaborative learning focus on self-directed learning and learning by doing interactively and construct knowledge themselves. The instructional model consists of 3 steps; 1) Preparation before learning 2) Learning process and 3) Measurement and evaluation. The steps of learning process focus on active learning activities which was 5 steps of online learning as follows:- questioning, planning resources, searching and collecting, social network community and conclusion. The online learning activities were promoting learning skills about communications information and media literacy, computing and ICT literacy, critical thinking and cross-cultural understanding. The 5 steps of classroom learning (F2F) were as follows:- review task and problem, group activity, discussion and evaluation, creating knowledge and group presentation. The classroom learning activity could promote learning skills about collaboration teamwork and leadership, problem solving, creativity and innovation, and career and learning skills. The results of instructional design showed that the quality of the teaching model was at “Very Good” level (=4.65, SD=0.48) which appropriate for learning management to development learning skills of higher education students in 21st century.</p>
<p>TB031 14:15-14:30</p>	<p>An exploratory study of using the Next Generation Science Standards (NGSS) to flip Hong Kong secondary school science education Yat Chung Chan, Chung Kwan Lo and Khe Foon Hew The University of Hong Kong, Hong Kong</p> <p>Abstract: In Hong Kong, student interest and achievement in science have been declining in recent years. We thus aim to seek ways to improve our science education. This paper reports an attempt of using the flipped classroom approach together with the Next Generation Science Standards (NGSS) to deliver a science unit (“electrical conductors and insulators”). This exploratory study was divided into two stages. In Stage 1, the teacher-researcher designed the science lessons using the NGSS and prepared flipped learning materials (e.g., pre-class videos, online exercises, class activities). In Stage 2, these lessons were implemented in a Hong Kong secondary school, involving a total of 32 ninth-graders from two classes. At the end of this study, two focus group interviews (five students each) were conducted to understand student perceptions of flipped science learning. Teacher reflections of the implementation were also collected and analyzed to reveal his experiences of flipping with the NGSS. Overall, the findings suggest that</p>

	<p>the students perceived flipped science learning positively because of the ability of self-paced learning, better class preparation, and more in-class interactions. From the teacher's point of view, however, the science curriculum in Hong Kong and the NGSS are different in terms of their focus and content. Time constraint and inadequate laboratory equipment in school also hindered the implementation of the NGSS in Hong Kong. We recommend further research be conducted to investigate how to adopt the NGSS in other topics of Hong Kong science education and examine its effects on student interest and achievement in the long run.</p>
<p>TB051 14:30-14:45</p>	<p>Adoption of Learning Relationship Management (LRM) Platform for Enhancing Student Learning and Satisfaction in Saudi Universities Nora Ghazi Aldeaiqi and Abdul Khader Jilani Saudaga Al Imam Mohammad Ibn Saud Islamic University, Kingdom of Saudi Arabia</p> <p>Abstract: Education is an essential foundation for building careers and societies. Saudi Arabia seeks to raise the level of an individual through education. It adopts many systems and tools to facilitate education operations and processes. This study aims to know the effect of adoption of Learning Relationship Management (LRM) to enhance student learning satisfaction and design an LRM prototype suitable for Saudi Universities. The LRM focuses on each student individually depending on his/her capabilities, interests, social life, strengths and weaknesses. The LRM prototype is designed through the User Center Design (UCD) methodology, which aims at consideration of user experience in design and development. Quantitative and qualitative research was conducted to discover prototype requirements from different stakeholders such as students, faculty members and project managers. The stakeholders' feedback about LRM features guided the design of the LRM prototype for Saudi Arabian universities. The design considers the realization of LRM properties by maintaining student privacy. The results of this study proposed an LRM prototype ready to implement which supports personal learning, increases students' outcomes and reduces the gap between learning outcomes and business needs in Saudi Arabia.</p>
<p>TB201 14:45-15:00</p>	<p>The Effectiveness Level and Positive Values of Practicing Translation Using Mobile App DUOLINGO for Indonesian Freshmen Students Joice Yulinda Luke, Chandra Kurniawan Wiharja and Christina Sidupa Bina Nusantara University, Indonesia</p> <p>Abstract: This study identifies the effectiveness and positive values of using mobile translation app namely DUOLINGO for translating bilingual texts for Indonesian freshmen students. There were thirty undergraduate students from English in Focus subject took part as respondents of this study. The data were gathered from the result of practicing the mobile application, DUOLINGO, for translating sentences from Indonesia into English. The data is also validated through a survey questionnaire to obtain the benefits of using the app for the respondents. To analyze the data, the study used descriptive qualitative analysis. The findings indicate that majority respondents viewed that the use of DUOLINGO app were effective to improve the translation accuracy. The respondents also experienced positive values when using the apps, such as: ease of accessibility, self-improvement, time-flexibility. That's why the findings signify that DUOLINGO is beneficial and accommodative to support learning process for undergraduate students.</p>
<p>LT1012 15:00-15:15</p>	<p>Universities in The Future Ding Gang Harbin Institute of Technology, China</p> <p>Abstract: A new round comprehensive reform has been launched in China. In education, the core of this reform is to promote equal access to education. As information technology is developing rapidly, and information technology is integrating with education deeply, prerequisites to promote educational equity are ready. It is possible to build network universities and the alliance.</p>

	<p>Network universities as the main form of future universities will provide a key to promote educational equity and increase educational quality. The objective of future universities is to change the system of examination-oriented, adopting the principal of “easy entry, stringent exit”. The article provides reference to launch educational reforms for the government, and reference to make investments for businesses or individuals.</p>
<p>TB202 15:15-15:30</p>	<p>Video Project and Online Peer-Assessment: Benefits and Challenges Chandra Kurniawan Wiharja, Joice Yulinda Luke and Christiana Sidupa Bina Nusantara University, Indonesia</p> <p>Abstract: This paper describes the benefits and drawbacks of peer assessment toward fifteen (15) undergraduate students’ online video projects. The data gathered from participants’ video polling. It was analyzed using descriptive qualitative approach. The findings showed that the best video was chosen as the video signified the quality of the video content. In addition, the participants enjoyed doing the peer assessment because of its immediate feedbacks and stimulation to produce better videos. In contrast to the benefits, the participants’ experienced challenges, like confusion of assessing projects in diverse platforms. These results signify that the peer assessments are applicable for online learning to trigger students’ motivation.</p>
<p>LT1014 15:30-15:45</p>	<p>Design and Practice of Blended Learning for Logistics System Simulation Course Based on Flipped Classroom Xue Sun and Chao-Chin Wu Beijing Union University, China; National Changhua University of Education, Taiwan</p> <p>Abstract: Flipped classroom is a kind of popular non-traditional teaching strategy emphasizing on individual learning which intentionally transfers instruction from a teacher-centered to a learner-centered model. The contribution of this paper is to propose a blended learning design based on the flipped classroom. In this paper, we take logistics system simulation, a core course for logistics engineering, as an example to design our blended learning based on flipped classroom. Our model of design has three phases, which are before class, in class and after class. For each of the phase five sections are illustrated, including students’ activities, teaching tasks, teacher’s activities, teaching methods and teaching tools. In application, we adopt one class of the course to conduct our empirical research in detail. The evaluation is considered the following three aspects: learning feedbacks of online video before class, recognition survey of our class design, and assignment completion scores of the students. Survey and questionnaire methods are used in gathering information. According to the statistics, our design is popular for students to learn. Most of the students consider our design of the class has a positive influence on their learning, and they prefer to the flipped classroom. The overall learning result of the students is well and the design has met our expectations. Our design can provide a good reference for study of flipped classroom teaching and can also provide ideas for the development of other courses.</p>
<p>TB034 15:45-16:00</p>	<p>Planning the Integrated Mold Design Course with CDIO concept Cheng-Tang Tseng, Kuo-Cheng Tai, and Ching-Yi Lee Feng Chia University, Taiwan</p> <p>Abstract: This study aims to devise a set of mold design course modules that are based on conceive, design, implement, and operate (CDIO) teaching model. The goal is to cultivate future talents in the mold industry and to solve the global problem of university graduates being unable to meet practical needs. To coordinate with the development of industrial systematic engineering, we devise six disciplines based on the mold industry from the product life cycle and adopted the “precise mold system design practice” as the Capstone course to carry out the integrated course design of CDIO. In Learning Outcomes, to ensure that the output meets the needs of the industry, the subjects were designed based on the Mold Design Competency Projects. In Benchmarking of</p>

	<p>the Existing Curriculum, we use the "competence project and course unit correlation matrix" to let teachers know what to teach, what proportion and order? Finally, we used the course organizing principles, with skills and projects interwoven to develop an integrated curriculum modular structure. That links the basic disciplines and professional subjects with each other and support each other, and established a team cooperation model to enable students to solve complex engineering problems and achieve the goal of CDIO engineering education reform. The research results have been applied to the precise system design course of Feng Chia University. After four years of experimental teaching and curriculum revision, the CDIO integrated teaching model has reached a more mature level.</p>
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Session 2

Time: 13:00-16:00 Venue: J319

Theme: E-Business and Business Management

Session Chair: Assoc. Prof. Tao Zeng

Affiliation: Wilfrid Laurier University, Canada

ID	Title+ Author's Name
TB001 13:00-13:15	<p>Computing Technology and Tax Compliance Issues Tao Zeng Wilfrid Laurier University, Canada</p> <p>Abstract: This paper examines the development of computing and information technology and its implications for the associated social issues such as tax compliance issues. The empirical study in this paper indicates that the computing and information technology sector is more likely to pay low tax, compared with other sectors. Using the sample of Chinese listed firms, this study finds that firms' 10-year effective tax rates are negatively associated with the computing and information technology sector after controlling for firm specific characteristics.</p>
TB011 13:15-13:30	<p>The Acceptance of Mobile Applications in Health Insurance Claim Procedure Ming Hsi Tang and Chih Cheng Yeh Chaoyang University of Technology, Taiwan</p> <p>Abstract: Due to the complexity of coverage and product design, health insurance claim dispute rate has been the highest among all types of insurance in Taiwan for years. This study proposes the use of a hypothetical mobile app to streamline health insurance claim application procedure to rectify this problem. We utilize technology acceptance model to examine factors that affect the intention of using the mobile app. This paper broadens our understanding of the insured's behavior by incorporating the technology acceptance model and user self-efficacy. To a large extent the results of this study support the proposed model and thereby contribute to understand user behavior toward mobile app usages in insurance sector.</p>
TB014 13:30-13:45	<p>Influence of ERP System Imported on Accountants - An Empirical Study of Taiwan Hsing-Hua Hsiung, Juo-Lien Wang and Shu-ya Zhang Chaoyang University of Technology, Taiwan</p> <p>Abstract: The purpose of the study is to explore the impact of the company's introduction of the ERP system on accountant. Through the questionnaire survey, this study uses the accountants as the object of the questionnaire to understand the status, workload and work effectiveness of the finance personnel after the company has imported the ERP system. The results of the study indicate that if companies introduce "financial benefits", "cost-efficiency" or "Cognition of E business" into the enterprise after the introduction of the ERP system, they will bring positive benefits to the finance staff in terms of their status in the organization, reduced workload, and improved work effectiveness.</p>
TB017 13:45-14:00	<p>Embracing Digital Diplomacy To Promote Taiwan Tourism Branding Thai Hoang Hanh Nguyen Ho Chi Minh City University of Foreign Languages & Information Technology, Vietnam</p> <p>Abstract: The diplomacy of the modern 21st century has shown the changes of using the platform for public diplomacy. The application of information technology, media, and the Internet to expand information and worldwide communication in diplomacy is called digital diplomacy. The implementation of using social media for diplomatic purpose has been implicated in changing</p>

	<p>practices of how diplomats engage in information management, strategy planning, international negotiations, crisis management and so on. Digital diplomacy is totally a new trend and still on the way to develop in the future. Therefore, it is necessary for one nation to embrace digital diplomacy to promote its image and Taiwan is not an exceptional one. Moreover, tourism plays a very important role in the Taiwan economy. Then, this paper aims to have an indication relating to Taiwan tourism branding and digital diplomacy. In addition, the recommendations that help Taiwan to advance the operation of digital diplomacy to promote its tourism branding are also mentioned.</p>
<p>TB037 14:00-14:15</p>	<p>The Effect of Customer Perception on Intention to Use Electronic Banking in Vietnam – A GM(0,N) Analysis Ngoc Vinh Ngo, Kuei-Chien Chiu and Chih-Sung Lai Chaoyang University of Technology, Taiwan</p> <p>Abstract: The purpose of this research is to employ Technology Acceptance Model to discover the influencing factors of customer intention to use e-banking in Vietnam. Perceived usefulness and perceived ease of use are used to design a questionnaire. The respondents of the research are chosen by convenience sampling. A total of 272 respondents data are collected via online questionnaire. GM(0,N) analysis is applied to establish the weight of each factor of consumer attitude toward technology acceptance in relation to the intention to use e-banking. As the findings of GM (0, N) analysis show, the three factors of perceived usefulness rank as second to fourth, while the four factors of perceived ease of use rank as fifth to seventh except improving banking experience ranking first place. Comparing with the results of GM(1,N) in a previous research, improving banking effectiveness ranks first in GM(1,N) while ranks last in GM(0,N). Besides, easy to use e-banking ranks last and improving banking experience ranks fifth in GM(1,N) while the former ranks third and the latter ranks first in GM(0,N). That means improving banking effectiveness is more correlated with customers' intention to use e-banking. On the other hand, under the control of customers' intention to use e-banking, improving banking experience will be the top one factors correlated with all other factors. The conclusion should be made that the effect of perceived usefulness is much more important than perceived ease of use in Vietnam e-banking. That means that the interface of e-banking should be focused on improving banking effectiveness first and then emphasized on improving banking experience if the government wants to increase the prevalence of e-banking.</p>
<p>TB039 14:15-14:30</p>	<p>A Study on Service Quality, Customer Satisfaction, and Customer Loyalty-The Case of PC home Chiang Yu-Ching, Kai-Fu Yang and Yi-Shen Lin Chaoyang University of Technology, Taiwan</p> <p>Abstract: This study examines the relationships of service quality, customer satisfaction, customer loyalty and corporate image. Through the literature review, relevant theories and literature abroad was collected, concluding that there is a significant positive correlation between service quality, customer satisfaction, customer loyalty and corporate image. Moreover, making use of a questionnaire as a research tool, this study refers to the theoretical constructs proposed by several scholars. This study used the consumer spending on the PChome website as the test object, and issued 250 questionnaires, actually collecting 225 valid copies. In addition, this research uses descriptive statistics, factor analysis, reliability and validity analysis, regression analysis and statistical analysis of the survey data. The hypotheses of this study are as follows: H1: Service quality has a positive impact on customer satisfaction. H2: Customer satisfaction has a positive effect on customer loyalty. H3: Service quality has a positive impact on customer loyalty. H4: Corporate image has a positive effect between service quality and customer satisfaction. Finally, the research makes recommendations based on the results.</p>

<p>TB041 14:30-14:45</p>	<p>The Barriers and Key Breakthrough Factors for E-commerce Implementation for Small Agriculture Firms in Taiwan Rural Areas Yi-Ling Lee and Juan-Chuan Tao Chaoyang University of Technology, Taiwan</p> <p>Abstract: The purpose of this study is to explore the major barriers of E-commerce implementation for agriculture planters which were located in Taiwan rural areas and just started to sell their own agriculture products. Ten rural area agriculture firms' owners were interviewed and the research data were analyzed to illustrate the possible answers of the barriers and key breakthrough factors for E-commerce implementation for small agriculture firms in rural areas in Taiwan. Five major barriers were identified and four key break through factors were also suggested. It was found that the major barrier for small rural agriculture firms to conduct E-commerce is resources shortage which includes the lack of E-commerce implementation knowledge, skill, capability, human resource and needed capital. Moreover, 70% respondents reported they had no time to run E-commerce due to the heavy farm workload and lack of manpower. Other major barrier is the uncertainty of business value of E-commerce; 60% respondents still keep a reserved attitude toward the E-commerce benefit. Even 90% respondents had started their E-commerce to certain levels; 70% did not take real advantages from those E-commerce platforms due to the lack of E-commerce marketing and operation capability. As far as the major push and pull forces for small rural agriculture firms to start certain E-commerce practices are intensive competition pressure perception and external professional assistance which alleviates the barrier level and enhances the E-commerce implementation momentum. Suggestions such as farmers' E-commerce intelligence enhancement, professional assistances from external experts, academics, government and profession associations were provided.</p>
<p>TB044 14:45-15:00</p>	<p>Research and Development Portfolio for the Payment FinTech Company - The Perspectives of Patent Statistics Chien-Yu Lin, Fang-Pei Su, Kuei-Kuei Lai, Hui-Chuan Shih and Chia-Chun Liu Chaoyang University of Technology, Taiwan</p> <p>Abstract: The manufacturer of Payment FinTech invests in research and development. They absorb the technical knowledge of the competition collaborator, so as to build a combination with the technical skills. Therefore, identifying the technical advantages among competing companies for the research and development, accumulating the technical core competence, as well as maintaining the competitive advantages are the important business topics for the manufacturer of Payment FinTech. From the viewpoint of patent statistics, this study forms the patent data collection after retrieval and analyzes it by using three patent statistics of technical attraction, technical relative position and relative patent advantages, in order to discuss the advantages and disadvantages of the research and development portfolio for the Payment FinTech Company in the industry.</p>
<p>TB067 15:00-15:15</p>	<p>Analysis of a Collaborative E-business from a Network Topology Perspective C.Y.LAM Hiroshima University, Japan</p> <p>Abstract: This paper proposes approaches to analyze the collaboration in an e-business network. Network science is adopted to model the network in terms of graphs, in which the topological structure of collaboration in an e-business network can be revealed. According to the structure, methods of network optimization, centrality network analysis, and dependency analysis are applied to analyze the network. Network optimization can optimize the effectiveness of the network in terms of cost and time; centrality network analysis can determine the degree of centrality and the equivalent work load among individuals in the network; and dependency analysis can reveal the degree of collaboration in an e-business network.</p>

<p>TB069 15:15-15:30</p>	<p>How Facebook Live Urge SNS Users to Buy Impulsively on C2C Social Commerce? Atchara Leeraphong and Supattana Sukrat Prince of Songkla University, Thailand</p> <p>Abstract: The emergence of Facebook (FB) Live has provided a new opportunity for online vendors to sell products and services in real time. In developing countries like Thailand, vendors exploit this FB feature to make buyers feel like shopping at the store. Through real time buying, buyers are usually urged to buy impulsively. To better understand what factors influence Thai consumers to buy impulsively through FB Live, this study interviewed eight buyers who have purchase experience via FB Live. The factors found from the semi-structured in-depth interviews can be categorized into two groups: vendor and buyer. In terms of vendors, factors are related to vendors' characteristics and business strategies, for example, reputation, interactivity, hedonic efforts, and price advantage). On the buyer side, this study focuses on the perceptions of buyers (i.e. perceived usefulness, perceived enjoyment, and perceived crowding). The conceptual model has also been proposed to empirically test the constructs of the proposed model. The findings may help vendors in other countries to conduct C2C s-commerce effectively. Implications and future works are also discussed.</p>
<p>TB076 15:30-15:45</p>	<p>Tax Reduction And Corporate Investment – Applying Big Data To Tax Policy Formulation Ming-Che Lu, Yi-Xuan Chen, Yu-Ying Yang, Min-Xuan Sha, Yan-Wei Chen and Sih-Ling Lin Chaoyang University of Technology, Taiwan</p> <p>Abstract: In this paper, we apply big data to the tax reform evaluation for the Ministry of Finance of the Republic of China. From empirical data, we find strong evidences that the reduction of profit-seeking enterprise income tax rate indeed improves corporate investment. Some sensitivity tests are performed to ensure our results robust.</p>
<p>TB110-A 15:45-16:00</p>	<p>Impact of Diversity and Innovation of Architecture on the Development of Tourism Abdullah M. Al Nafeesi College of Basic Education, Kuwait</p> <p>Abstract: Tourism becomes an increasingly important sector of the world economy. Tourism related research can be expected to expand in both magnitudes and scope as critical supporting function for tourism industry. The international research literature explore many dimensions of innovation and innovative activity by variety of architecture, there is now an understanding that innovation involves not only product development but also new production methods and new organizational forms taken up by enterprise. Nowadays outstanding modern architecture exerts the force of attraction and plays an instrument to enhance new and existing tourism destinations and to create a new image of those places. Dubai is impressive and controversial example providing modern architecture for millions of tourists. The aim of this paper is to shed light on the impacts of the variety and difference in architecture on tourism development.</p>



Time: 15:45 – 16:15

Session 3**Time: 16:00-19:00 Venue: J318****Theme: Subject Education and Education Management****Session Chair: Prof. Budsaba Kanoksilapatham****Affiliation: Silpakorn University, Thailand**

ID	Title+ Author's Name
LT1006 16:00-16:15	<p>Research on Promoting Young Teachers' Collaborative Development Based on Center of Teaching Development Feng Tai, Fu Guo, Youwei Cui and Zhenquan Li Beijing University of Technology, China</p> <p>Abstract: Centers of Teaching Development (CTD) in university have an important mission to cultivate teaching quality of teachers. CTD in Beijing University of Technology (BJUT) has been established in 2011. The effective pattern to promoting development of young teachers' teaching ability is established in order to solve the dilemma between the lack of teaching ability and the rapid growth of young teachers' amount based on CTD in research-oriented university. The problem how to make the individual young teacher who is in the independent academic organization, isolated and has not learned and practiced systemic education theory to become learning community in order to accomplish collaborative development of teachers' teaching ability is solved in this paper. Series of measures, such as motivate mechanism-oriented, pass on experiences of outstanding teachers and team-link, peer communication-supplement, training and high quality good resources as demonstration have been explored to accomplished collaborative development of young teachers. The approach to advance teaching ability of young teachers is also explored in this research.</p>
LT1005-A 16:15-16:30	<p>Enhancing the Effectiveness of the Non-local Study for Pre-service Teachers' Professional Development Tracy Chui Shan LAU, Joshua Hang CHAN and Kit-yi TANG Hong Kong Baptist University, Hong Kong</p> <p>Abstract: The main purpose of this study is to increase the effectiveness of an innovative pedagogy in teacher professional development (pre-service teachers' non-local professional development program(s)) and enhance the level of sustainability of all forthcoming non-local study programs/courses/activities. The target pre-service teachers are students from our full-time PGDE, Double Degree program and Diploma in Education program. This is the first attempt to (1) to collect the data from the participating pre-service students from four different sources: (a) survey, (b) pre-trip and post-trip writing exercises; (c) interviews, (d) documents; (2) to produce a guide manual for enhancing participating pre-service teachers' professional development;(3) to produce a new Non-local Learning Instrument (NLLI) for measuring their professional development and (4) to produce a number of flipped classroom videos as pre-trip learning activities. This study will make it possible to see how pre-service teachers' professional development can be impacted by specific program(s). To routinize these newly developed non-local programs and make these learning activities sustainable, participating pre-service teachers will be able to go aligned with the graduate attribute of the Baptist University of Hong Kong: synthesizing the connections between local, national and global issues, having realistic assessment of the personal impact on being a teacher and understanding reciprocity with others.</p>
LT1011-A 16:30-16:45	<p>Children's Learning in Early Childhood Years: Perspectives of Japanese Parents Karen Guo Deakin University, Australia</p> <p>Abstract: This presentation describes and discusses the perspectives of children's learning among</p>

	<p>113 Japanese parents of preschoolers. Placing parents' voices at the centre of the analysis, the study explores how parents' constructions of children's learning draw upon discourses of 'being' and 'becoming' in relation to children's divine nature, as prescribed in the Japanese tradition, and children's needs to be taught and governed so they become competent social members. Constructions of children's learning and parenting are located within a context that defines what it is to be learning, such constructions carrying with them many tensions between children's learning and parenting, related not only to what children should learn and how to parent them, but also to children's roles and parent roles, parent-child relationships, children's peers and teachers as well as social and cultural expectations and constraints. Drawing on key conceptions related to opportunities, choices, and structures, the findings highlight the significance of children's being and becoming to parents' negotiations around raising children in a way that is both child-centred and educational. The presentation suggests important directions for thinking about the ways that learning is defined with preschool children in Japan and the implications of this for understanding the challenges and problems in regards to contemporary parenting.</p>
<p>LT1019-A 16:45-17:00</p>	<p>Understanding Teacher Professional Identity - A Case Study of Kindergarten Teachers in Hong Kong Kristzann Pik Kwan Tong University of New South Wales, Australia</p> <p>Abstract: Despite early childhood education teachers being recognised as an important component of high-quality early childhood education programs, little attention has been given to understanding their day to day practices and their development of a teacher professional identity. Theoretically informed by Bourdieu's Theory of Practice, this thesis explores teacher professional Identity formation from a relational perspective – in terms of the relations of the objective and mental structures in the field of early childhood education and the habitus of the individuals through the medium of capital. An analysis of documents, direct observations and semi-structured interviews brings to the fore: (1) homology in the structure of the field of power and habitus in the development of professional identity of early childhood teachers, and (2) homogenous strategies adopted by these teachers and their schools for positioning in the field. The trajectories of the construction process of individual teachers are in some parts similar but differ considerably in accordance with their years of joining the field and personal learning experiences. This study contributes to the existing literatures by exploring teacher professional identity development through a sociological lens. The findings from this thesis may be of use to policy makers and teacher educators to formulate future policies and training programs in the field of early childhood education.</p>
<p>LT1024-A 17:00-17:15</p>	<p>Home Literacy Environment of Bilingual Preschool Children: A Comparison Between English and Ethnic Language Activities Beth O'Brien, Nur Artika Arshad and Siew Chin Ng Nanyang Technological University, Singapore</p> <p>Abstract: Home is the first learning environment of children. Even before school begins, the Home Literacy Environment (HLE) contributes significantly to young children's early language and literacy skills. Multiple studies across different social contexts and countries confirm this. Still, there are structural differences of (HLE) components across and within the Western and Eastern contexts. Within the America and European contexts, parents in Canada reported more frequent engagement in formal home literacy activities as compared to parents in Greece and Finland (Manolitsis et al., 2009; Silinskis et al., 2012). Within the Asian contexts, Li and Rao (2000) found differences in formal home literacy activities in Beijing, Singapore and Hong Kong. In the present study, we explore the structure of HLE in a South-East Asian context within multilingual families. We examined the respective structure of HLE for English language and for Ethnic languages as reported by Singaporean families. Data were collected from 1003 families where parents</p>

	<p>responded to a questionnaire about parents' literacy habits, parents' literacy involvement and child's interests. First, for the HLE of English, an exploratory factor analysis (EFA) yielded a four-factor solution, supporting our previous findings. HLE for Ethnic languages also yielded a four-factor model as the best fit to the data (p's < 0.01). Following this, 2 four-factor models run with confirmatory factor analysis (CFA) for English (RMSEA=0.069) and for Ethnic languages (RMSEA=0.065) revealed similar factor structure, with the exception of three variables: number of books in the home, frequency of library visits, and child asking to be read to. It is notable that these differences in factor loadings for HLE occurred within the same family between the languages that they practice. We conclude that the structure of HLE varies based on both cultural and language settings.</p>
<p>LT1025 17:15-17:30</p>	<p>Development of Instructional Model for Decision Making through Panel Discussion at the Higher Education Level Sungchae MOON and Sangbong YI Korean National University of Education, Korea</p> <p>Abstract: The purpose of this study was to develop an instructional model through panel discussion for university students to practice a reasonable decision-making on controversial STS issues. Based on the researcher's two-year teaching experiences of panel discussion in a course at university, model 1 was developed by a systematic instructional design procedure. Twenty-one pre-service teachers participated in a three-hour panel discussion lesson three times in April 2017. After each panel discussion, group interview was performed to evaluate and improve a panel discussion format. Thus three models were designed by modifying the previous models. All models consisted of five steps. Through model 1 to model 3, three steps - A keynote speech (step 1) and a final remark (step 4) by a representative from each panel group, and questions and answers between audiences and panels (step 5) - were not changed. However, step 2 and step 3 were reformed after panel discussion as follows. In step 2, 'discussion between two panel groups' of model 1 was modified to 'speech of each panel' in model 2 and 3. Audience evaluated 'speech of each panel' was better than 'discussion between two panel groups' in delivering knowledge and value. Step 3, the key step, was revised two times. 'Semi-structured debate' in model 3 was more effective on audiences' understanding of specific knowledge and value than 'structured debate' in model 1 and 'unstructured debate' in model 2. The final model was constructed by comparing the impacts of three models on transferring and acquiring knowledge and value on controversial STS issues. It is expected to apply this model on college lessons to examine its impacts on a reasonable decision-making pertaining to controversial STS issues in further studies.</p>
<p>LT1026 17:30-17:45</p>	<p>A Comparison of VET Teachers Training in Higher Vocational Education between China and Japan Tang Hong Bo and Zou Zhe National Taipei University of Technology, Taiwan, Xiamen University of Technology, China; Art Education college of Ji Mei University, China.</p> <p>Abstract: The teacher procession is the fundamental of the quality of education. Higher vocational education in Japan is well developed. In supporting the domestic economy, It has been accumulated rich experience in Vocational education and training (VET). This paper used content analysis and comparative education methods to compare the VET teachers training between Japan and China, in order to understand and learn from these experiences. From four dimensions which included systems, characteristics, laws and trends to compare the relevant of policies and regulations, teacher and training process, course system, professional standards, development status, characteristics, problems and development trends. Based on the results of this comparison, recommendations were proposed for cultivating higher vocational teachers in China, which included strengthening the construction of laws and regulations, the quality evaluation and construction of the guarantee system. Adapted to the needs of industrial development, established</p>

	relatively independent professional qualification standards and training systems, and fostered “dual-qualified” teachers in cross-border collaboration.
LT1027-A 17:45-18:00	<p>Students’ Views of the Communicative Language Teaching Approach and the Computer-Assisted Pronunciation Teaching Approach in Improving Their English Pronunciation Chan Chiu Fung Maria Goretti Hong Kong Shue Yan University, Hong Kong</p> <p>Abstract: This research investigated students’ views on the effectiveness of the communicative language teaching approach and the computer-assisted pronunciation teaching approach in improving students’ English pronunciation. After attending a 12-week pronunciation training course which focused on the pronunciation of consonant clusters in both onset and coda positions, students were asked to attend focus group interviews in which their opinions on the teaching approach used were solicited. Content analysis was used for analyzing data collected from the focus group interviews to find out the learning experience of the students. The results showed that students using the communicative language teaching approach enjoyed the lessons more than the students using the computer-assisted pronunciation teaching approach and they were more motivated and confident in English pronunciation after they finished the training. The evidence from this study suggests that new technologies in the computer laboratory do not necessarily help improve students’ learning experience and that communicative language teaching approach in which students can interact with their teacher and fellow students enhances their motivation and brings benefits to the students.</p>
LT1028 18:00-18:15	<p>Interactive On-line Histology – Example of a Technical Text Adaptation for Deaf and Hearing Impaired Students Petr Cizek, Pavel Hurnik, Milan Urik and Tomas Prusa University of Veterinary and Pharmaceutical Sciences Brno, Czech Republic</p> <p>Abstract: In the last twenty years, tertiary education of Deaf and hearing impaired people has become more and more important. Integration of students with hearing impairment in tertiary education requires possibilities of integrating the hearing impaired into the common system of university education. There are still some barriers in education process of these students, especially for Deaf and hearing impaired people. It is necessary to respect the needs of these students with regard to the knowledge of their language. Because literature is essential part of education, an adaptation of teaching should include books. Presented histology book is primarily designed for students of medical and veterinary faculties, as well as faculties of natural sciences. The book offers a required amount of information without a reducing its quality on one hand and a special adaptation of its text on the other one so it could satisfy the needs of vast spectrum of students. The histology book is divided in eight chapters including cytology, all basic tissue types and haemopoiesis. Its text is converted with an emphasis on the logic arrangement, changes in the grammatical and lexical structures and well-arranged schemes. The visual side of the book is accentuated via two graphic elements. The first one is the diagram illustrating the relationships between the terms or the breakdown of the systems. The second one is the digitized pen-and-ink drawing. By clicking on the designated structures, these can be highlighted in colors to make it easier to understand the structures explained. The interactive histology book with accentuated visual side presents a new approach in education of preclinical medical subjects for Deaf and hearing impaired students at universities. It complies high standards of information value and offers a chance to understand the topic better for the students with special needs. Deaf and hearing impaired students are burdened with linguistic disadvantages. Based on knowledge of the Czech sign language and based on knowledge of curriculum of histology publishing of this book is one of the steps leading to integration of Deaf and hearing impaired students to medical education and to education at faculties of natural sciences.</p>

<p>LT1029 18:15-18:30</p>	<p>Differentiation and Self-evaluation of Higher Education Jen-Chieh Chang and Shu-Hui Tseng National Taipei University of Technology, Taiwan</p> <p>Abstract: Taiwan's higher education has faced many different pressures in recent years. Including the issues of declining birthrate, internationalization, market changes and thesis fraud. The Ministry of Education and 153 colleges and universities established the Foundation for Higher Education Evaluation & Accreditation Council in 2005. It is hoped that this will ensure teaching quality and teaching effectiveness. However, in the predicament of many pressures and evaluations, it has been difficult for the evaluation to respond to the difficult environment. The Ministry of Education further proposed self-evaluation of higher education to promote the formation of differentiated and unique advantages. After the analysis of this study, three specific recommendations for the market environment are proposed as follows: Establish an independent professional office, Training professional evaluators, regular review of goals and guidelines.</p>
<p>LT1023 18:30-18:45</p>	<p>The Status of Teaching and Learning Centers in Higher Education: An Asian Perspective Nam Jeong Kwun and Shaneil Ramos Dipasupil Korea Maritime Ocean University, South Korea; Hanseo University, South Korea</p> <p>Abstract: This report is an account of a comparative review of teaching and learning centers located in South Korea, Singapore and the Philippines. The areas for comparison include the purpose, organizational structure, major services and programs, and source of funds. It also identified the implications of the study to institutional policies and educational services. Having used a multiple case analysis study design, it was found out that the specific services offered depend on the objectives, organizational structure, and the availability of funds of the academic institution where the center belongs. The most common services and programs provided by the teaching and learning centers are tutoring, and workshops. On the other hand, the services unique to each center include grade warning support, research utilization, and faculty awards. The center can either be a coordinating unit in the university, or one that is integrated in the existing departments. Furthermore, the funds of all subject centers come from a combination of sources ranging from student tuition fees to government subsidies and private sector grants. It is highly suggested that universities consider the importance of having a teaching and learning center to provide more support programs and services to their faculty and students. Not only the members of faculty would be given the opportunity to enhance their expertise, but also the students would have the right venue to address their academic challenges that would otherwise be more difficult without a center.</p>
<p>TB009 18:45-19:00</p>	<p>Applying QFD method & Idea flow for Craft-art experiment teaching - "Song Dynasty: Along the River During the Qingming Festival" in Primary school (JAY)TZU-CHIEH LEE and SHUO-FANG LIU National Cheng Kung University, Taiwan</p> <p>Abstract: Purpose: The "Quanta Culture & Education Foundation" conducted "Song Dynasty Culture Exhibition" in primary school. They Used reproductions of "Song Dynasty Cultural Relics" to let children contact the living culture of the Song Dynasty. We were curious the learning effectiveness of this exhibition, so then we took a series of experimental teaching. Design/methodology/approach: We drew the "Student's real activity figure", using "idea flows" to describe the process of craft-art courses and the cultural performances. We try to discover the relationship & the frequency of student activities and learning data. This study had a plan of action research and was conducted in 24-hour class-time of a Craft-Arts course. The objects to be observed are fifth & sixth grade primary school students. Findings: The present study shows that the students, 1) effectively participated in the culture and craft - arts studies, 2) made critical interrogations by broadening their thoughts based on their previous knowledge, and 3) found the</p>

	<p>course more entertaining in the culture and craft - arts studies.</p> <p>This study applied the concepts of "Team Idea Figure" for described the teaching process, social learning, work evaluation, information of student's background, working relationship, team communication mode, and history.</p> <p>Originality/value:We hope this research can provide: 1)the strategies of lesson plans and craft-art teaching, 2) the descriptor methods of studying mode and 3) the assessment of teaching performance. In the final stage, from the teaching plan, the project assessment, and student activities, we use the QFD (Quality Function Deployment) method to find the material weight of teaching.</p>
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Session 4

Time: 16:00-19:15 Venue: J319

Theme: Educational Statistics and Health Informatics

Session Chair: Prof. Joy Kutaka-Kennedy

Affiliation: National University, USA

ID	Title+ Author's Name
LT0005-A 16:00-16:15	<p>What Motivates Students to Learn English in the Digital Age? Ozlem Kaya Anadolu University, Turkey</p> <p>Abstract: Motivation has long been identified as one of the main factors affecting English language learning, and it plays a significant role in language learning success. Although there have been plenty of studies on motivation, there is need for further studies as technology has been reshaping the way teaching-learning takes place, and learners in the digital age come to us with their own needs, beliefs, perceptions and motivations. Therefore, the purpose of this study is to explore what motivates students to learn English in the digital age. The study took place at Anadolu University English Preparatory School, where students have intensive English classes to meet the required English level before they are transferred to their departments. A motivational survey of 20 items adapted from different resources was conducted. The data were analyzed by means of frequency, percentage, arithmetic mean and standard deviation. Then randomly selected ten students who completed the survey were interviewed to have deeper insights about their motivation perceptions. Based on this study's findings, some relevant and useful motivational learning implications are recommended for enhancement and improvement of the students' motivation. Relevant language improvement programs and activities are also discussed in accordance with the students' language difficulties as communicated in the open-ended questions to increase their motivation in English language learning.</p>
LT1004 16:15-16:30	<p>Perceived Difficulties in Group Presentations: Action Research as an Intervention Michelle Kawamura Ritsumeikan University, Japan</p> <p>Abstract: In this research, the researcher attempted to understand learners' experiences and attitudes during the completion of group presentation projects as part of university English as foreign language courses. Based on the concept of education action research, modified action steps were implemented to explore possible problems, reflections, and improvements during the process among 58 learners at a university in the western part of Japan. At the beginning of a 15-week semester course, a pre-questionnaire was conducted and issues were further explored through class discussion as an intervention for presentation improvement. A post-questionnaire was administered after a teacher-led peer discussion, self-reflection, and final presentation. Results of the pre- and post-questionnaires indicated a significant change in learners' attitudes after interventional steps.</p>
LT0003 16:30-16:45	<p>Study on Social Software Interface Subtracting Design Used by the Ageing Population - Taking Facebook as an Example Ting-Yi Wu and Rain Chen Southern Taiwan University of Science and Technology, Taiwan</p> <p>Abstract: Taiwan has become an ageing society that the ageing population is increasing. However the existing social software interface is designed for young people aged 25-34 so it is inconvenient for elderly people. There are a lot of researches related to the interface design for ageing people. However, most of these researches are related to either information ordering approach of the interface or size and ordering of images and texts. The objective of this study is to explore the use</p>

	<p>of subtracting design on social software by the ageing population. The object of study includes experimental group 17 ageing people aged 55 or above and control group 17 young people aged under 55. They operated the original Facebook interface (Interface A) and Facebook with interface of subtracting design (Interface B). This study has applied Paired-Samples T test testing the 4 indexes, including operation time, number of errors, mental workload and subjective satisfaction. The result shows that except the mental workload in control group, others are significant differences for all 4 indexes. This shows that Interface B is easier to operate than Interface A. Proper subtracting design of interface will help the ageing population using the social software, and effectively improve the using efficiency, subjective satisfaction, and reduce the level of mental workload.</p>
<p>LT1013 16:45-17:00</p>	<p>EFL Students' Perceptions of the Flipped English Language Classroom: A Case Study Bin-Bin Yu Lunghwa University of Science and Technology, Taiwan</p> <p>Abstract: This paper aims to investigate the feasibility of using the flipped classroom approach for university-level English-as-a-foreign-language (EFL) courses, with particular reference to college students' perceptions of the new model before it can possibly and successfully be implemented. A total of 310 students from the Applied Foreign Languages department at a university of science and technology in northern Taiwan participated in this preliminary investigation. Questionnaire surveys were conducted with a primary focus on various aspects of flipped teaching practice. Initial findings showed that participants generally had positive attitudes towards the new model. However, there were slight differences in their views between different demographic groups such as gender and sessions. Male students and evening students showed more interest in flipped learning than female students and day students, respectively. Additionally, possible English courses to adopt the flipped classroom approach were also recommended.</p>
<p>LT1017 17:00-17:15</p>	<p>In-house Pre-medicine Trained Students: How Faculty Members Perceive Them? Basir Abidin, Noor A Suliman, and Tan C Hing Cyberjaya University College of Medical Sciences, Malaysia.</p> <p>Abstract: A pre-med study is a 1-year program consists of Chemistry, Biology, Physics, and Mathematics as core subjects. This study aimed to evaluate the perception of teaching members in medicine and pharmacy faculties toward their students who come from an in-house pre-med program with regards to cognitive, affective domain, and soft skills. A set of questionnaires consisted of statements encompassing the 3 attributes was distributed to and collected from faculty members. Data of 30 from 53 possible teaching members were analyzed using t-test and Chi-square test to evaluate differences for each statement across the two faculties. Generally, there was no such difference found (for $p < 0.05$) for each attribute inter-faculty wise. Further analysis was carried out by combining all respondents from the two faculties. Responses based on the 3 attributes were analyzed. Teaching members perceived students positively on the cognitive and soft skills, and very positively on the affective domain.</p>
<p>TB042 17:15-17:30</p>	<p>Applying Pressure and Temperature and Humidity Sensors to Detect the Effect between Plaster and Fake Arm Chi-Heng Lu, Yu-Jing Chen and Chiu-Ching Tuan National Taipei University of Technology, Taiwan</p> <p>Abstract: To detect the pressure, temperature, and humidity values under a plaster, this study established a system involving the Arduino Uno micro controller unit with six pressure sensors and a temperature and humidity sensor. An experiment was conducted with a fake arm to prevent the sensor placed in the plaster from causing compression. The accuracy of the pressure sensors</p>

	<p>and the temperature and humidity sensor was confirmed through a verification experiment. The experiment comprised a short-arm cast and short-arm splint. Four pressure and force conversion factors were used to calculate the pressure by automatically changing the range conversion factor using a program. The error of the verification result was within an acceptable range. Therefore, the detected values were determined to have credibility. They can provide clinicians with a reliable estimate for the practice of plaster treatment and can be objectively referenced. The user interface displays the values, grades the values, and stores the data in the database. Thus, the interface is convenient for clinicians.</p>
<p>TB048 17:30-17:45</p>	<p>Development of Online Hospital Document Management with SMS Notification System Mary Jane Samonte, Rhianna Casey D. Mullen, Sophia Carmela Marie B. Endaya and Patricia Camille T. Huang Mapua University, Philippines</p> <p>Abstract: A hospital's rapid and accurate dissemination of information to their patients is very important. The researches designed and developed a system to address several concerns identified in the hospital official documents, and solve the dissemination of information of patients' tests results from Laboratory and Radiology Departments. This study, Online Hospital Document Management System, were made of different document interfaces for various stakeholders that not only addressed the current problems but also target to minimize travel and cost expenses to the patients, and allow a better overall doctor/patient interaction and response to ailments, leading to better quality healthcare while still complying to government requirements and standards. The overall performance of the system provides a long-term effect and direct impact on the hospital and its patients and open more opportunities in considering the resources available. This study focused on the business process improvement of a hospital through implementing an effective information system.</p>
<p>TB043 17:45-18:00</p>	<p>Detecting Four-Limb Blood Oxygen Saturation and Heart Rate based on Reflex Photoplethysmography Chi-Heng Lu, Jhao-En Wei and Chiu-Ching Tuan National Taipei University of Technology, Taiwan</p> <p>Abstract: The study purpose is to construct a reflective Oxygen Saturation (SpO2) and Heart Rate (HR) four-limb detective device, improve transmission SpO2 device only to measure finger, toe and earlobe. Using Silicon Labs Si1143, Arduino Nano, self-calibrated SpO2 algorithm and mobile application software constitute a mobile reflective SpO2 and HR detective device. Static four parts and post-exercise experiment had been carried out to test our device, the result can achieve comparable performance to a clinical device with no significant difference revealed by paired t-tests. This study has applied for clinical trial permission, the schedule will improve the calibration curve and compensation factor of unverifiable body parts by blood draw comparison. Provide clinical staff for immediate local SpO2 and HR information, evaluate the effectiveness of vascular suture and hyperbaric oxygen therapy.</p>
<p>TB049 18:00-18:15</p>	<p>In-Patient Medication Delivery in Mobile App and Out-Patient Online Lab Results for Hospitals Mary Jane Samonte, Rhianna Casey D. Mullen, John Michael P. Bañaga, Wesley Y. Cortes and John Ace V. Dela Calzada Mapua University, Philippines</p> <p>Abstract: The Internet has done a lot of improvements on different aspects of healthcare management. Today, using smartphones are already a lifestyle. A disruptive innovation have been introduced to hospitals in order to provide a better business process and serve patients with utmost quality and standards. Other stakeholders, like doctors, nurses and insurance companies, also benefit from medication delivery and other caregiving transactions for both in-patient and</p>

	<p>out-patient clients of the hospital. This study developed a system and a method for communicating and validating patient information through online network management facility and other IoT applications. This includes mobile app for internal use of medical practitioners in the hospital and online viewing of laboratory results for out-patient with pre-validated access before the SMS notification is given. Through analysis and testing, the application's document management system and other network related design resulted to hospital operation productivity which generates both tangible and intangible rewards.</p>
<p>TB059 18:15-18:30</p>	<p>A Model to Forecast Learning Outcomes for Students in Blended Learning Courses Based on Learning Analytics Viet Anh Nguyen, Quang Bach Nguyen and Vuong Thinh Nguyen VNU University of Engineering and Technology, Hanoi</p> <p>Abstract: One of the difficulties experienced by online learners is the lack of regular supervision as well as the need to provide instructions to support the learning process more effectively. The analysis of the learning data in the online courses is not only becoming increasingly important in forecasting learning outcomes but also providing effective instructional strategies for learners to help them get the best results. In this paper, we propose a forecast learning outcomes model based on learners' interaction with online learning systems by providing learning analytics dashboard for both learners and teachers to monitor and orient online learners. This approach is mainly based on some machine learning and data mining techniques. This research aims to answer two research questions: (1) Is it possible to accurately predict learners' learning outcomes based on their interactive activities? (2) How to monitor and guide learners in an effective online learning environment? To answer these two questions, our model has been developed and tested by learners participating in the Moodle LMS system. The results show that 75% of students have outcomes close to the predicted results with an accuracy of over 50%. These positive results, though done on a small scale, can also be considered as suggestions for studies of using learning analytics in predicting learning outcomes of learners through learning activities.</p>
<p>TB077 18:30-18:45</p>	<p>The Determinants of Employee Acceptance of Mobile Learning at a Thai State-Owned Enterprise Nuttapon Punnugdee Kasetsart University, Thailand</p> <p>Abstract: This study was aimed at examining the effect of four determinants of acceptance of mobile learning among employees of a major state-owned enterprise in Thailand's utilities sector. A research model was adapted from the Unified Theory of Acceptance and Use of Technology: UTAUT (Venkatesh et al., 2003). The model consisted of four determinants of employee acceptance of mobile learning: performance expectancy, effort expectancy, social influence, and facilitating conditions on. A multiple regression analysis was used to test the model. This study suggested that effort expectancy and facilitating conditions were the only two determinants explaining employee acceptance of mobile learning.</p>
<p>TB068 18:45-19:00</p>	<p>Technological Evolution of Thin-film Solar Cells through Main Path Analysis Vimal Kumar, Hsueh-Chen Chen, Chien-Yu Lin, Kuei-Kuei Lai, & Yu-Hsin Chang Chaoyang University of Technology, Taiwan</p> <p>Abstract: Technological changes take place in an orderly and selective manner, and occur in patterns. These patterns are shaped by the combination of technological and scientific principles, as well as economic and other social factors. The main path analysis (MPA) is a type of citation network analysis, which adopts the concept of Information Flow to find the most important path for the development of a field in a complex citation network. Therefore, a patent citation network is used to draw technological trajectories in this study in hopes of exploring the development of trajectory of the thin film photovoltaic solar technology before the mainstream design and the</p>

	<p>technological paradigm take into shape. With the changes in times, the sources and sinks of the main path will also change. The global main path (GMP) represents all possible routes that the sources made for this search. Thus, this study researches into the GMP. Further, it analyzes three GMPs according to different time periods. Each of the three GMPs has their own sources and sinks. Through the comparison of three different GMPs, the technological trajectory is to be understood. The changes of the GMPs show that the thin film solar technology was first based on amorphous silicon and microcrystalline silicon, and later the technology relies on the compound technology. The shift shows that the replacement of an underdeveloped GMP by an advanced one helps a company to monitor the research and development (R&D) plans and appropriate strategic decisions on technologies at any time. Also, it enables the company to avoid the impact of path dependence.</p>
<p>TB073 19:00-19:15</p>	<p>Crafting Corporate Social Responsibility indicators in E-Market Chen, Abbott Po Shun, Tong, Syuan Ting, Lin, Yu Tsu and Lin, Meng Jang Chaoyang University of Technology, Taiwan</p> <p>Abstract: Corporate social responsibility is one of the important operating factors of E-Market. Taiwan and the mainland share a common cultural history. It is worthwhile to understand common values in the establishment of corporate social responsibility values. This study used interviews and questionnaires to survey 10 cake companies in Taiwan and mainland China. The research results show that corporate social responsibility is based on brand promotion, brand loyalty chain, social responsibility attribution, reputation attitude and social responsibility. In detail, CSR should focus on launching new brand products, recommending new products from friends and relatives, giving negative brand events, trusting brands, brand preferences, participating in competitive pressures, sincerely caring for society, actively recommending, first choice, and high evaluation, weak power, environmental protection and community care. Therefore, the results of this study can be used as a reference for the development of Chinese culture in the E-market on both sides of the Taiwan Strait and provide practical management applications.</p>

Poster Session

LT0006	<p>Teacher Beliefs, Integrating Information and Communication Technologies, and Professional Development Strategies Bonnie M. Martinez University of North Texas, USA</p> <p>Abstract: Every year countless hours are spent on professional development (PD) for teacher growth. This is especially true when it comes to teacher PD specific to integrating information and communication technologies (ICT) in instruction. Teachers have reported that time invested in PD is not often useful or beneficial to instruction. What mode of delivery in PD have teachers found to be most useful when using ICTs in instruction? This comparative research analysis highlights teachers' opinions, beliefs, and perspectives about PD strategies teachers consider to be instructionally beneficial in PD specific to integrating ICTs in instruction. These strategies include peer collaboration, digital pedagogical focus, and meeting teacher needs. Identifying three common beneficial strategies to PD in ICT integration may lead to more useful PD for teachers and help improve the integration on technology in instruction.</p>
TB401	<p>Application of Blending Teaching Mode in the Course of Steel Structure Basing on SPOC Platform Lei Gao, Qingna Ma, and Fei Shao Army Engineering University of PLA, China</p> <p>Abstract: SPOC (small private online course) is a small-scale online teaching platform that emerged relative to MOOC. It can be used to implement blending teaching which can combine the advantage of face-to-face communication in traditional teaching mode with the advantage of real-time interactive communication in online teaching mode. Taking the steel structure course teaching as an example, the blending teaching mode reform was performed by uniting the online and traditional teaching mode basing on SPOC platform. The reform of curriculum construction, teaching method and assessment method were carried out in this study. Through the teaching practice, it can be found that the use of blending teaching mode can motivate teaching reform, improve students' score, cultivate students' self-learning ability, and present a kind of evaluation method for the whole learning process.</p>

August 14, 2018
19:15-20:30

Dinner Banquet

Listeners' List

Listener 1	<p>Joon Kit Kelvin Chee Ministry of Education, Singapore</p>
Listener 2	<p>Nam Jeong Kwun Korea Maritime Ocean University, South Korea</p>

Upcoming Conferences



2019 10th International Conference on E-Education, E-Business, E-Management and E-Learning (IC4E 2019) will be held in **Waseda University, Japan** during **January 10-13, 2019**.

IC4E 2019 is sponsored by IEDRC and Faculty of Science and Engineering, Waseda University. It aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experience, new ideas, and research results about all aspects of E-Education, E-Business, E-Management and E-Learning, and discuss the practical challenges encountered and the solutions adopted.

Publication



IC4E Proceeding will be published by ACM, which will be archived in the ACM Digital Library, and sent to be indexed by EI Compendex and Scopus and submitted to be reviewed by Thomson Reuters Conference Proceedings Citation Index (ISI Web of Science).

Formatting Template (proceeding)
 ISBN: 978-1-4503-6602-1

Topics

Topics of interest for submission include, but are not limited to:

- | | |
|---|-------------------------------------|
| Systems, Design and Technologies | Computer-aided assessment |
| Practices and cases in e-education | Learning content management systems |
| Systems and technologies in e-education | AV-communication and other media |
| Applications and integration of e-education | Digital classrooms |
| Campus information systems | Blended learning |
| Mobile learning | Collaborative on-line learning |
| Business/Enterprise Architectures | Content repositories |
| B2B, B2C, and C2C models | Data envelopment analysis |

Submission Methods

1. Email: ic4e@iedrc.org
2. Electronic Submission System: <http://www.easychair.org/conferences/?conf=ic4e2019>

Important Dates

Submission Deadline	October 10, 2018
Acceptance Notification	October 30, 2018
Registration Deadline	November 20, 2018
Conference Date	January 10-13, 2019

www.ic4e.net



2019 6th International Conference on Education and Psychological Sciences (ICEPS 2019) will be held on **January 28-30, 2019** in **Singapore**. The main goal of the 2019 Singapore International Conference on Education and Psychological Science is to provide an opportunity for academicians and professionals from various education related fields from all over the world to come together and learn from each other. An additional goal of the conference is to provide a place for academicians and professionals with cross-disciplinary interests related to education to meet and interact with members inside and outside their own particular disciplines.

Publication



International Journal of Social Science and Humanity (IJSSH)

ISSN: 2010-3646

DOI: 10.18178/IJSSH

Abstracting/Indexing: Google Scholar, Engineering & Technology Digital Library, Crossref, Index Copernicus, and ProQuest



International Journal of Information and Education Technology (IJIET)

ISSN: 2010-3689, DOI: 10.18178/IJIET

Abstracting/Indexing: EI (INSPEC, IET), Cabell's Directories, DOAJ, Electronic Journals Library, Engineering & Technology Digital Library, Google Scholar, Crossref and ProQuest.

Topics

Topics of interest for submission include, but are not limited to:

Education and Psychological Sciences
 Adolescent Growth and Development
 Adult and Continuing Education
 Assessment and Evaluation
 Community Development

Distance Learning
 Education and Technology
 Educational Psychology
 Effective Teaching Practices
 Guidance and Counseling Psychology

Submission Methods

1. Email: iceps@iedrc.net
2. Electronic Submission System: <https://cmt3.research.microsoft.com/ICEPS2019>

Important Dates

Submission Deadline	September 30, 2018
Acceptance Notification	October 20, 2018
Registration Deadline	November 10, 2018
Conference Date	January 28-30, 2019

www.iceps.org



2019 International Conference on Big Data and Education (ICBDE 2019) will be held in University of Greenwich, London, UK during 27-29 March, 2019.

Big Data is the ocean of information we swim in every day-vast zetabytes of data flowing from our computers, mobile devices, and machine sensors. With the right solutions, organizations can dive into all that data and gain valuable insights that were previously unimaginable. Discover how Big Data technologies and analysis tools can transform your business today.

Publication

All the accepted papers by ICBDE 2019 will be published in international conference proceedings, which will be indexed by EI Compendex and Scopus

Topics

Topics of interest for submission include, but are not limited to:

- | | |
|--|---|
| Novel Theoretical Models for Big Data | Energy-efficient Computing for Big Data |
| New Computational Models for Big Data | Big Data Open Platforms |
| Data and Information Quality for Big Data | Threat Detection using Big Data Analytics |
| New Data Standards | Privacy Threats of Big Data |
| Big Data as a Service | Privacy Preserving Big Data Collection/Analytics |
| Big Data Industry Standards | HCI Challenges for Big Data Security & Privacy |
| Experiences with Big Data Project Deployments | User Studies for any of the above |
| Novel Theoretical Models for Big Data | Sociological Aspects of Big Data Privacy |
| Cloud/Grid/Stream Computing for Big Data | Trust management in IoT and other Big Data System |
| High Performance/Parallel Computing Platforms for Big Data | |

Submission Methods

- Email: icbde@iedrc.net

Important Dates

Submission Deadline	November 30, 2018
Acceptance Notification	December 20, 2018
Registration Deadline	10 January, 2019
Conference Date	March 27-29, 2019

www.icbde.org

