

# 2012 IEDRC Phnom Penh CONFERENCES SCHEDULE

**2012 3rd International Conference on Humanities, Historical and Social Sciences  
(CHSS 2012)**

**2012 2nd International Conference on Education, Research and Innovation  
(ICERI 2012)**

**2012 2nd International Conference on Business and Economics Research  
(ICBER 2012)**

**2012 3<sup>rd</sup> Journal Conference on Trade, Economics and Finance  
(JCTEF 2012 3<sup>rd</sup>)**

**Phnom Penh, Cambodia, September 28-29, 2012**

**Co-Sponsored by**



**<http://www.iedrc.org/>**

## Registration Only: September 28, 2012 (Friday)

### Himawari Hotel Apartments

10: 00 – 12: 30 13: 30 - 17: 00	Arrival and Registration
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**Note: (1) You can also register at any time during the conference.**

**(2) Certificate of Participation can be collected at the registration counter.**

**(3) Please tell the conference receptions your paper ID.**

**(4) The organizer won't provide accommodation, and we suggest you make an early reservation.**

**(5) One Best Paper will be selected from each oral session. The Certificate for Best Papers will be awarded in the Welcome Banquet on September 29, 2012.**

## Conference: Morning, September 29, 2012 (Saturday)

Venue: Sunflower Meeting Room

08:30- 08:40	Opening Remarks
08:40-09:20	Co-Chair & Keynote Speaker Speech 1
09:20-10:00	Keynote Speaker Speech 2
10:00- 10:30	Coffee Break & Photo Session

## Morning, September 29, 2012 (Saturday)

**SESSION – 1 (ICBER 2012)**

Venue: Biz Cafe Meeting room

Session Chair:

Time: 10:30-12:30

CF301	The Effect of Physical Environment's Innovativeness on the Relationship between Hospitality and Satisfaction in Hotel Services Ahmad Azmi M. Ariffin and Norzalita A. Aziz
CF312	Protectionism & Free Trade: A Country's Glory or Doom? Regine Adele NGONO FOU DA
N00003	An Investigation into the Rhetoric and Reality of Well-Trodden TQM Assumptions: Some Qualitative Evidence of Current Practice Ebrahim Soltani and Ying Ying Liao
N00004	Outsourcing Performance Implication of Supplier-Manufacturer Relationships and the Perceived Impact of Environmental Dynamism in Malaysia Electrical and Electronic Industry Mohamad Ghazali Bin Hassan, Mohd. Rizal Bin Razalli, Rohani Binti Abdullah and Nor Azmi Hj. Johari
N10003	The Application of PLS & SEM in Determining the Antecedents of Supplier-Manufacturer Relationship

	Mohamad Ghozali Bin Hassan, Asmat Nizam Bin Abdul Talib, Noor Aziani Binti Harun and Nor Azmi Hj. Johari
N00005	Factors Affecting the Growth of New Firms: A Multidisciplinary Perspective G. Manzano, J. C. Ayala, J. I. Castresana, M. Parras
N00006	Successful Areas of Scientific Research Outputs at the Beginning of the XXI Century: Open Innovation J.C. Ayala, J.I. Castresana, M. Parras, G. Manzano
N00010	Creation, transfer and application of knowledge and its importance for business innovation and organizational performance Antonio Mihi Ramirez and Vilmante Kumpikaite
N00011	Considering Complex Sequence Constraints in Production Scheduling – Results of a Practical Implementation in a German Trailer Company Richard Lackes, Esther Awizsus
N00020	Relationship Marketing Model on Customer Commitment: the role Economics, Resources and Social Content Rahab, Supadi
N00023	Does Consumption Respond to Economic Sluggishness: Some Evidence From Malaysia Zarinah Yusof and Jenny Pereira Gratian Peter Pereira

**SESSION – 2 (ICERI 2012)**  
Venue: Sunflower Meeting Room  
Session Chair:  
Time: 10:30-12:30

S00002	Using visual media to enhance science teaching and learning in historically disadvantaged secondary schools Thelma de Jager
S00003	Investigating Soft Skills among Information Technology Managers in Higher Education Institutions in the Philippines Dave E. Marcial
S00004	Tailoring Communicative Competence for Senior Citizen ESL Learners Thomas Trinh Ngoc Thanh
S00006	Critical literacy for poor learners: an engagement with power and marginalization Rajendra Chetty
S00008	Addressing the Underpreparedness of Students for Post-Secondary or Higher Education study by means of Academic Support Programmes Selina Serole Ramapela
S00009	The Three Phases of Learning Ron Aylward
S00011	Reverse Innovation: In Search for Dually Disruptive Potential Nebojša Radojević
S00012	Exploring Academic Procrastination among Undergraduates Shakir Zeenath and Daisy Jane C. Orcullo
S00014	Mobile Learning within a New Zealand context Kumar Laxman
S00015	Enhancing English Listening Skills through Websites Practicing: A Study of Thai EFL University Students Kiattichai Saitakham
S00016	Using PBL Approach to Conduct Project Course in Polytechnic of Port Dickson, Malaysia

Murugan Krishnan and Ruhizan Muhammad
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12: 30 - 13: 30	Buffet Lunch
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## Afternoon September 29, 2012 (Saturday)

### SESSION – 3 ( ICBER 2012&ICERI 2012)

Venue: Biz Cafe Meeting room

Session Chair:

Time: 13:30-15:30

N00028	Assessing the Perceptions of Regional Stakeholders on benefits of PFI for infrastructure provision Abdullahi A. Umar, Noor Amila Wan Abdullah Zawawi, Mohd Faris Khamidi, Arazi Idrus
N00035	The determinants of voluntary CSR disclosure of Thai listed firms Sorasart Sukcharoensin
N00037	Effects of Microfinance on Agricultural Occupation Svay Sopheana, Chov Elen, Leng Bunhor, Touch Visalsok and Nigel Finch
N10014	Entrepreneurs' Personality from Islamic Perspective: A Study of Successful Muslim Entrepreneurs in Malaysia Yazilmiwati Yaacob and Ilhaamie Abdul Ghani Azmi
N10015	Status Related Social Categorization: High Context and Low Context Cultural Perspective Elena Pruvli and Ruth Alas
N10017	The Effect of Macroeconomic Variables on Stock Price Volatility: Evidence from Jakarta Composite Index, Agriculture, and Basic Industry Sector Dhira Dwijayanti Yogaswari, Anggoro Budi Nugroho and Novika Candra Astuti
N10022	The Performance and Prospect of Small Medium Enterprises of Furniture Industry in Jepara Regency, Central Java, Indonesia Muhammad Zainuri, Waridin, Purbayu B. Santoso, Indah Susilowati
N10030	Consumer Behavioral Intention to use Complementary Alternative Medicine Ummi Hana Omar and Lennora Putit
N10031	Effect of Gender of Leader (Transformational / Transactional) & Satisfaction with the Leader On Employees Turn Over Intention Kashif ur Rehman, Fazli Ghafoor
S10034	Student Centered Class Amin Chegenizadeh, Hamid Nikraz, Haleh Hooshmand Zadeh
S10035	iLecture and Teaching Amin Chegenizadeh, Hamid Nikraz, Haleh Hooshmand Zadeh

### SESSION – 4 ( ICERI 2012 )

Venue: Sunflower Meeting Room

Session Chair:

Time: 13:30-15:30

S00017	A Second Order Confirmatory Factor Analysis of Composite Indicators of Sufficiency Economy to Knowledge Management for Basic Education Principals Nikom Nak Ai
S00020	A Study of Characteristic of citizenship for well-being society according to the sufficiency economy philosophy Chairat Pranee and Panupong Kongjun
S10006	Local studies teachers' perspectives of Information Literacy Education in primary schools

	Saidatul Akmar Ismai, Daniel G. Dorner and Gillian Oliver
S10007	Cloze tests and reading strategies in English language teaching in Iran Efat Salimi, M. Javad Sheykhi and M. Sadegh Bagheri
S10010	Embedding Intercultural Learning in Organizations Shawn Simpson
S10014	Status of teachers' use of educational technology: a case of some schools in South African semi-urban locations Moses Makgato
S10016	Higher Art Education reform in Iran after revolution Mina Hedayat, Sabzali Musa Kahn
S10017	A Framework for Mentoring Beginning Teachers in Hong Kong Shun Wing Ng
S10020	Tablet PC Application in Geotechnical Engineering Amin Chegenizadeh, Hamid Nikraz
S10021	Group and Individual Assignment Amin Chegenizadeh, Hamid Nikraz
S10029	Gender and Academic Expectations of Students in Simunjan, Sarawak Fareiny Morni, Ratnawate Panie and Fatimah Bujang
S10032	Creating E-Portfolios in the Virtual Learning Environment: A Technologic Tool for Academic Assessment and Career Bob Barrett

<b>15: 30 - 16: 00</b>	<b>Coffee Break</b>
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**SESSION – 5 ( CHHSS 2012 )**

Venue: Biz Cafe Meeting room

Session Chair:

Time: 16:00-18:00

A00013	The University of the Philippines Center for West Visayan Studies (UP CWVS): A Foucauldian Exhibitionary Complex Elmer L. Jover
A00019	History and Its Teaching Ogunniyi, Olayemi Jacob
A00020	Doing social survey in Remote Rural Areas by Implementing the Mobile Ad-hoc Network: The Case in Orang Asli Village Hanina H. Hamsan, Ja'afar Adnan, Asnarulkhadi Abu Samah and Nobaya Ahmad
A00021	Malaysian e-Government: Issues and Challenges in Public Administration Razlini Mohd Ramli
A00022	Advent of Islam in Bengal: An Epigraphic Approach Mohammad Yusuf Siddiq
A00023	Can States Be Friends?: The Relevance of Friendship to International Relations Gadi Heimann
A00025	The Metamorphosis of Suburban Mumbai: A Case Study of Mulund Sonali Pednekar, Susmita Dey
A00031	Mediation in Adolescents' Depression and Delinquency: The Role of Cumulative Contextual Risk Chi Yee Hong and Rozumah Baharudin

A00032	Temperament and Parental Attachment on Early Adolescents' Socioemotional Adjustments Wan-Yeng Chiah and Rozumah Baharudin
A00033	The Governance of a Multi-Ethnic Nation: Its Secrets to Success Wendy Yee Mei Tien and Maya Khemlani David
A00034	The Continuing Conundrum of Southeast Asia's 50,000 Filipino Military 'Amerasians' P.C. Kutschera, Jose Maria G. Pelayo. III, Mary Grace Talamera-Sandico
A00038	Active Participation of Citizens in Administrative Decision-Making Process Andra Seceleanu
A00039	The Role of Culture in Strengthening Chinese Business Survival during Malaysian New Economic Policy Wan Norhasniah Wan Husin
A00044	Identity and Language of Tamil Community in Malaysia: Issues and Challenges G. Manickam Govindaraju
A00047	The 2007 Indigenous Traditional Cultural Expression Protection Act (ITCEPA) of Taiwan – An Innovative Sui Generis Regime Chris Chu Cheng Huang
A00048	Reinforcing the Legal Framework for the Environmentally Friendly Recycling of Ships: a Brief Look at the Hong Kong Convention Ying Fang and Maximo Q. Mejia Jr.
A00049	Is the Brazilian research prepared for prevention on mental health? Samia Abreu and Sheila Murta
A00050	Modern Piracy at Sea: Selected Legal Aspects Maximo Q. Mejia Jr.

**SESSION – 6 ( CHHSS 2012 )**

Venue: Sunflower Meeting Room

Session Chair:

Time: 16:00-18:00

A10005	The Monopoly of Monopoly Keith Sherman
A10007	The Role of Institutional Factors and Legislative Oversight under the Philippine Decentralization Policy Eilen May V. Abellera
A10008	The Morphological History of the Malaysian Urban Form Harun, S.N. and Abdul Jalil
A10011	Education in Cambodia: Students' Perspectives toward Education and Active Learning Activities Endear Van, Kimsru Duth, Phasy Res, Ney Som ្នា, Samouy Hour, Sorya Seang, Sreymom Eng, Sreymom Pol
A10013	The Perspective on Legislation of Human Rights Development:(Empirical Evidence in Indonesian Community) Retno Mawarini Sukmariningsih
A10014	A Study Performance in Regional Government –Owned Enterprises Indonesia Kesi Widjajanti
A10015	The Struggle for civil Society in Cambodia James Primm
A10016	The Seletar Community (Orang Laut) of Johore and the Challenges Against Development Nobaya Ahmad, Asnarulkhadi Abu Samah, Hanina Halimatussaadiah Hamsan and Ma'rof Redzuan

A10025	Grandparenting and Adolescents' Personality Development Shazia Khalid, Firoza Ahmed and Maria Imdad
A10028	Understanding the Egyptian Revolution: People and de-Securitization Abeer Yassin
A10036	Social Factors Influencing the Structural and Content Variation of Literary Works Javad Mehraban, Zahra Zohoorrian and Ambigapathy Pandian
A10037	Ability of farmers in Mobilizing the Development of Rice Straw Industry in MADA Region Rosmiza M.Z, Amriah B and Rosniza Aznie C.R.
A10040	The Potential of Malaysia'S Horror Movies in Creating Critical Minds: A Never Ending Philosophical Anecdote Mohd Amirul Akhbar Mohd Zulkifli and Amelia Yuliana Abd Wahab, Hani Zulaikha
A10041	A Web Academic Project Manager based on MVC Evolutionary Acquisition IRPM Patrick Letouze, Mariwaldo G. Caetano, Fernando Chagas, Glaubos Climaco and Jo ão Y. Ishihara
A10042	User Perception at Different Architectural Office Setting : Case Study at International Islamic University Malaysia Arita Hanim Awang and Zuraini Denan
A10044	Job Enrichment, Communication and Trust as Perceived by Employees in the Banking Industry of Pakistan Mohammad Nadeem Safwan, Atif Anis and Mohammad Ashfaq
A10046	What is Real? The Semiotics and Ethics of Visual and Graphic Manipulation and Representation Gary E. Swanson
W10030	"International National Socialists" parallelism of racial activities of American nationalists – German-American Bund and Ku Klux Klan until 1945 Krzysztof Kasinski

19:00 , 29 September, 2012

Dinner Banquet

### Instructions for Oral Presentations

#### Devices Provided by the Conference Organizer:

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

#### Materials Provided by the Presenters:

PowerPoint or PDF files (Files shall be copied to the Conference Computer at the beginning of each Session)

Duration of each Presentation (Tentatively):

Regular Oral Session: about 8-10 Minutes of Presentation 2-5 Minutes of Q&A

Keynote Speech: 30- 35 Minutes of Presentation 5-10 Minutes of Q&A

### Himawari Hotel Apartments

<http://www.himawarihotel.com/en/home.html>

**Perched on the idyllic setting of Tonle Sap River, banks of the Chaktomok River, be immersed by the essence of serenity at Himawari Hotel Apartments; a five-star establishment. Enjoy splendid views of Mekong Delta in a tranquil resort haven. Be pampered in the Himawari Suites and Apartments where you can enjoy the privacy and comfort of home.**

**Take pleasure in our hospitality as we lavish upon you within the alluring sanctuary. The close proximity to most Embassies and Ministries makes a perfect choice for the discerning business travellers. Leisurely, our location pairs scenic beauty of the Royal Palace and the National Museum, rendering the cultural jewels of Phnom Penh.**

***Contact Hotel:***

***Himawari Hotel Apartments***

***313 Sisowath Quay,***

***Phnom Penh 12207***

***Cambodia***

***Tel: +855-23-214555***

***Fax: +855-23-217111/213071***

***Email: [reservation@himawari.com.kh](mailto:reservation@himawari.com.kh)***





<b>2012</b>		
<b>November 24-25, 2012</b>		
2012 3rd International Conference on Behavioral, Cognitive and Psychological Sciences ( <a href="#">BCPS 2012</a> )	Bangkok, Thailand	Sep. 10,2012
2012 International Conference on Ethics in Human Reaearch ( <a href="#">ICEHR2012</a> )	Bangkok, Thailand	Sep. 10,2012
2012 2nd International Conference on History and Society Development ( <a href="#">ICHSD 2012</a> )	Bangkok, Thailand	Sep. 20,2012
2011 2nd International Conference on Information and Finance ( <a href="#">ICIF 2012</a> )	Bangkok, Thailand	Sep. 20,2012
<b>December 22-23, 2012</b>		
2012 3rd International Conference on Economics, Business and Management ( <a href="#">ICEBM 2012</a> )	Kuala Lumpur, Malaysia	Sep. 15, 2012
2012 2nd International Conference on Languages, Literature and Linguistics ( <a href="#">ICLLL 2012</a> )	Kuala Lumpur, Malaysia	Sep. 10, 2012
2012 International Conference on Sociality and Humanities ( <a href="#">ICOSH2012</a> )	Kuala Lumpur, Malaysia	Sep. 10, 2012
<b>December 29-30, 2012</b>		
2012 International Conference on Business,Management and Governance ( <a href="#">ICBMG 2012</a> )	Hong Kong	Sep. 10, 2012
2012 International Conference on Humanity, Culture and Society ( <a href="#">ICHCS 2012</a> )	Hong Kong	Sep. 10, 2012
<b>2013</b>		
<b>January 19-20, 2013</b>		
2013 2nd International Conference on Government, Law and Culture( <a href="#">ICGLC2013</a> )	Dubai, UAE	Sep. 10, 2012
2013 2nd International Conference on Economics Marketing and Management ( <a href="#">ICEMM2013</a> )	Dubai, UAE	Sep. 10, 2012
2013 4th International Conference on E-Education, E-Business, E-Management and E-Learning ( <a href="#">IC4E2013</a> )	Dubai, UAE	Sep. 10, 2012
<b>February 24-25, 2013</b>		
2013 2nd International Conference on Economics Business and Marketing Management ( <a href="#">CEBMM2013</a> )	Rome,Italy	Sep. 15, 2012
2013 2nd International Conference on Education and Management Innovation ( <a href="#">ICEMI2013</a> )	Rome,Italy	Sep. 15, 2012
2013 4th International Conference on Financial Theory and Engineering ( <a href="#">ICFTE 2012</a> )	Rome,Italy	Sep. 15, 2012
<b>March 17-18, 2013</b>		
2013 2nd International Conference on Economics and Finance Research ( <a href="#">ICEFR 2013</a> )	Macau	Oct. 15, 2012
2013 2nd International Conference on Language, Medias and Culture( <a href="#">ICLMC 2013</a> )	Macau	Oct. 15, 2012
2013 International Conference on Social Science and Humanity ( <a href="#">ICSSH 2013</a> )	Macau	Oct. 15, 2012
<b>April 8-9, 2013</b>		

2013 3rd International Conference on Management and Artificial Intelligence ( <a href="#">ICMAI2013</a> )	Bangkok, Thailand	Nov. 10, 2012
2012 3rd International Conference on Economics, Trade and Development ( <a href="#">ICETD2013</a> )	Bangkok, Thailand	Nov. 10, 2012
2013 2nd International Conference on Humanity, History and Society ( <a href="#">ICHHS2013</a> )	Bangkok, Thailand	Nov. 10, 2012
<b>May 19-20, 2013</b>		
2013 2nd International Conference on Economics, Business Innovation( <a href="#">ICEBI2013</a> )	Copenhagen, Denmark	Dec. 5, 2012
2013 2nd International Conference on Management and Education Innovation( <a href="#">ICMEI2013</a> )	Copenhagen, Denmark	Dec. 5, 2012
2013 3rd International Conference on Management and Service Science ( <a href="#">ICMSS2013</a> )	Copenhagen, Denmark	Dec. 5, 2012
<b>June 15-16, 2013</b>		
2013 2nd International Conference on Innovation, Trade and Economics ( <a href="#">ICITE2013</a> )	Colombo, SriLanka	Jan. 5, 2013
2013 2nd International Conference on Psychological Sciences and Behaviors( <a href="#">ICPSB2013</a> )	Colombo, SriLanka	Jan. 5, 2013
2013 International Conference on Humanities, Culture and Sociality( <a href="#">ICSCH2013</a> )	Colombo, SriLanka	Jan. 5, 2013
<b>July 13-14, 2013</b>		
2013 5th International Conference on Information and Financial Engineering ( <a href="#">ICIFE2013</a> )	Jakarta, Indonesia	Feb. 20, 2013
2013 2nd International Conference on Knowledge, Culture and Society - ( <a href="#">ICKCS2013</a> )	Jakarta, Indonesia	Feb. 20, 2013
2013 4th International Conference on Education and Management Technology ( <a href="#">ICEMT2013</a> )	Jakarta, Indonesia	Feb. 20, 2013







